Post IAMA Workshop
Organized by: World Bank & USAID

June 29-30, 2005
The Allerton Crowne Plaza

Shrimp Seal Of Quality; Integrated approach to addressing challenges of Bangladesh’s shrimp industry

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Bangladesh

Shrimp Seal of Quality
ATDP II
Agro-based Industries and Technology Development Project II
USAID & GOB Project
2001-2005
ATDP II
Agro-based Industries and Technology Development Project II

Project Manager: Louis Berger Group

Partners:
- Land O’ Lakes
- Cargill Technical Services
Bangladesh
ATDP-II Project
Targeted shrimp industry in 2001

Vital industry for Bangladesh
Significant growth potential
- Blue Revolution
Shrimp industry in state of crises
Shrimp: Vital Industry

- 3 to 4 million beneficiaries—mostly poor
- 142,000 farming households
- Over 500,000 acres under cultivation
- Generates over US$300 million annually
- Second leading Bangladesh export
Significant Growth Potential

- Rotate shrimp crop with rice or fish
- Rich, abundant water resources
- Increasing world seafood demand—Blue Revolution
- Potential 500% growth ($1.5 billion) within decade
Industry suffering many crises

Declining shrimp yields—only 15% world average
Hatcheries and processors operate 20% to 50% capacity
EU ban in 1997
Frequent container rejections
International buyers more demanding
Boycott threats re human rights & environmental issues
ATDP-II developed initiative to address crises: Shrimp Seal of Quality
Shrimp Seal of Quality

Provide independent, voluntary certification

Responsible to international consumers & buyers
SSOQ addresses consumer concerns

- Food safety
- Environment
- Human Rights & Labor Rights
- Traceability
Improving Quality

Establish Codes of Conduct
Certify farms, hatcheries and processing plants
Promote products in the international market
SSOQ Results:
Initial Efforts Mixed

Positive achievements:

Formed alliance with Aquaculture Certification Council
Developed advanced set of Standards Codes
ACC trained certifiers
Prime Minister acknowledged and supported SSOQ
SSOQ Results:
Initial Efforts Mixed

Negative developments:

Department of Fisheries threatened
Exporters misunderstood and resisted SSOQ
Discovered quality crisis linked to declining productivity
Discovered more 80% shrimp dying of viral disease
SSOQ shifted focus to

**Increasing Production**
- Set up demonstration ponds
- Introduce improved management practices
- Test intensive and extensive systems

**Managing virus problem**
- Established PCR lab to test larvae
- Teach hatchery staff how to control virus
Increasing Production

Disease Management

Eco Friendly

Record keeping for traceability
Tailored practices to farmer needs

Closed Farming System
Best Management Practice (BMP)
Modified Traditional Technology (MTT)
Managing virus problem

PCR laboratory resulting in disease-free larvae

Quality standards established
First PCR tested larvae released April 2004
540 m larvae tested first year
Tested larvae reduced mortality by 80%
## Pond Demonstration Results

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<thead>
<tr>
<th></th>
<th>2003</th>
<th>2004</th>
<th>2004</th>
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<tbody>
<tr>
<td></td>
<td>Closed</td>
<td></td>
<td>MTT</td>
</tr>
<tr>
<td>Highest kg</td>
<td>1843</td>
<td>1635</td>
<td>231</td>
</tr>
<tr>
<td>Lowest kg</td>
<td>1780</td>
<td>605</td>
<td>214</td>
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<tr>
<td>National average kg</td>
<td>150</td>
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### Past, Present & Future

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Farmers</th>
<th>Hectares</th>
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<tbody>
<tr>
<td>2003</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2004</td>
<td>35</td>
<td>36</td>
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<tr>
<td>2005</td>
<td>350</td>
<td>900</td>
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<tr>
<td>2006</td>
<td>500</td>
<td>1500</td>
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Project Impact

Stakeholder Awareness

Importance of disease prevention
Importance of quality larvae
Product traceability

Demonstrated improved farm management systems
Program success requires integrated approach

Hatchery and farm

Farmers and farmer field schools

Farmers and processors

Processors and buyers
Sustainability

Scale up production systems
Quality processing and traceability program advanced
Improvements institutionalized
Red Lobster is purchasing first SSOQ shrimp
Thank You