



# Development of a Communication Strategy in support of the Mahe Plateau Trap and Line Fishery Co-management Plan

27.08.2021

Update of the Communication Strategy



**Client:** Ministry of Fisheries & Blue Economy

**Country:** Republic of Seychelles

**Project:** Third South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish3)



# CAMPAIGN NAME & IDENTITY



**NOU RESOURS LANMER,  
POUR NOU LAVENIR**

# COMMUNICATION TOOLS



## ALL TARGET

-An **A5, 8 pages booklet** - 300 copies - English. Objective: to present the Co-management Plan and its measures, the concept of co-management plan and sustainable fisheries.

-**2 standing banners**, one in English and one in Creole with information about the Co-management Plan and its measures that will be used during workshops and fisher meetings.

## ARTISANAL FISHERS

-An **A6 poster** – 100 copies - in Creole. This poster will showcase the measures related to this particular target and will be displayed in strategic places where the fishers are used to meet like jetties, community centres.

-A **tri fold A5 flyer** – 250 copies - Creole. It will be a simplified version of the A5 8 pages booklets with the measures that concerns this target only. It will be distributed on field by the SFA liaison officer and to the different fishers meetings we plan to organise. A numeric version will also be available to download on SFA website.

## RESTAURANT, TAKE AWAY, SEAFOOD RETAIL BUSINESS

- -An **A6 poster** – 100 copies - English. The aim of this poster is for restaurants, take away and seafood retail business to show their clients that they are responsible buyers and that they avoid selling to their clients certain size and fish species as per the measures of the Co-management Plan for the Mahé Plateau trap and line fishery.

## KIDS

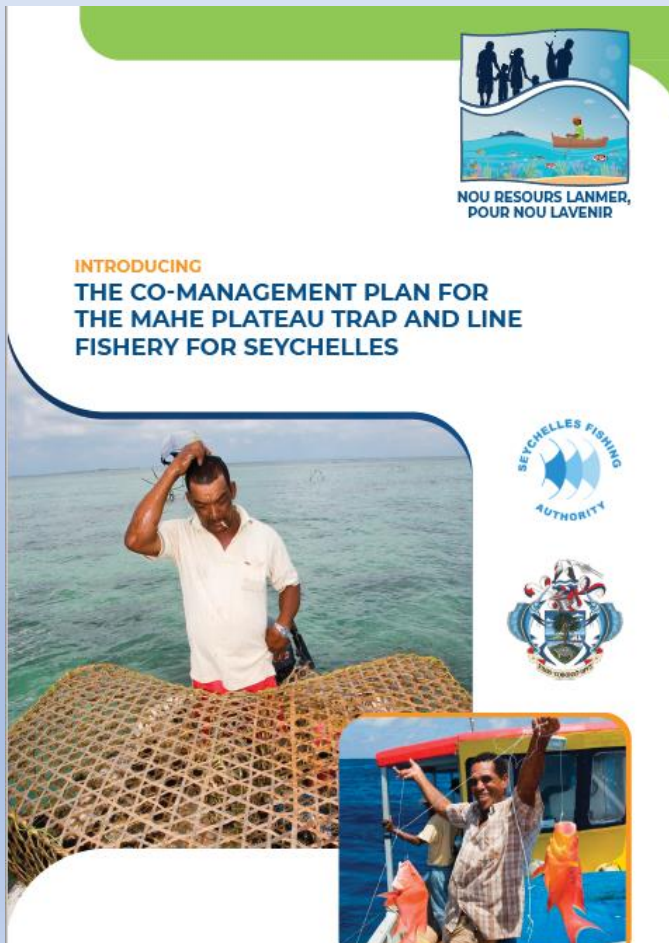
-An **A6 –50 copies** - Creole. The aim of this poster will be to sensitise the kids to sustainable fisheries and also to be responsible when they choose which fish to eat. This poster will be distributed to the eco-schools leaders.

-A **game for kids** (6 to 11 years old) where there will be a design of a fish stall at the market with different sizes and species of fish. The aim of this game will be for the kids to choose which fish they can buy without compromising the ocean ecosystem.

# COMMUNICATION TOOLS – ALL TARGET

8 pages booklet – English

Objective: to present the Co-management Plan and its measures, the concept of co-management plan and sustainable fisheries.





# COMMUNICATION TOOLS – ALL TARGET

## 8 pages booklet – English



### OUR FISHERIES RESOURCES ARE DECREASING

Our ocean is under threat. Marine living resources are depleting because of unsustainable economic activities including fisheries. For a secure future, it is vital to implement sustainable fisheries measures that leave enough fish in our ocean, protect marine ecosystems, and ensure that people who depend on fishing can maintain their livelihoods. Sustainable fisheries will provide for our current and future needs, while also conserving fish stocks and marine ecosystems.

There is a secure pathway to sustainability in the fisheries sector if we are more conscious of the choices we make. Everyone has a role in this new way of thinking. It will require changes to how we harvest and consume fish.



A testimony

Mr Port-Louis (Fisher - Ma Constance)

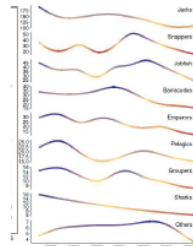
"I have been fishing for 60 years. 30 years ago, on a 5 to 6 day fishing trip we were catching between 1000 and 2000 kg of fish. Now, on a 10 to 12 day trip, we catch only 500 kg. There is definitely a need for fisheries' regulations in Seychelles. 50 years ago, there were regulations: size of fish traps mesh for example used to be measured. Police Officers measured the size of the mesh, that was bigger than what it is today. Nowadays, there is no control at all for trap fishing. In the past, the police issued fines to fishers if fish caught were too small. This co-management plan is overdue and should have been implemented 30 years ago. It would be nice to see in 50 years as much fish as I saw 50 years ago but if we continue like this, there won't be any!"

### Measuring Sustainability

The Mahé plateau supports an artisanal fishery that is critically important for food security and economic development of our nation. The main species targeted by the hand line fishery are fish such as bourzwa, bordmar (snappers), vyey (groupers) and kaptenn rouz, laskar, baksou (emperors), whereas the trap fishery targets kordonnnyen (rabbitfish), kakatwa (parrotfish) and rouza (goatfish). For years fishers have raised concerns over decreasing catch rates and sizes of target species. Recent scientific studies have produced multiple lines of evidence that overfishing of some of the major plateau target species is likely to be occurring and that management intervention is urgently needed.

The catch rate of snappers has reduced from around 36 kilos per day in 1994 to only 16 kilos per day in 2016. Likewise, the jobfish catch rate has dropped from 45 kilos per day in 1990 to 24 kilos per day in 2016<sup>1</sup>.

One scientific study has shown that the average catch rate (catch-per-unit-effort, "CPUE") across nine target species groups has decreased by 65% since the early 1990's. The catch rate of snappers has reduced from around 36 kilos per day in 1994 to only 16 kilos per day in 2016. Likewise, the jobfish catch rate has dropped from 45 kilos per day in 1990 to 24 kilos per day in 2016<sup>1</sup>. The reduction in catch rates and other evidence of overfishing has prompted the introduction of measures proposed in the Mahe Plateau Trap and Line Fishery Co-management Plan to improve sustainability of our fish stocks. Such measures include a size limit for bourzwa (Emperor red snapper) and zob grts (Green jobfish), two of the most commercially important species.



<sup>1</sup>Source: Robinson et al. 2020



### Empowering Stakeholders to be part of the Solutions: New Fisheries Measures

In February 2020, the government of Seychelles gazetted the Mahe Plateau Trap and Line Fishery Co-management Plan. The Plan provides a pathway for the phased introduction of a series of management measures to rebuild and maintain healthy fish stocks. The development of the Plan and identification of management measures was led by stakeholders. Critically, the Plan is implemented through a co-management institution, ensuring that fishers and other stakeholders will have a role in decision-making for the fishery.



The goal of the Plan

A sustainable demersal fishery that delivers best possible ecological, economic, and social benefits for the Seychelles through effective, transparent and participatory management.

The plan will be implemented in phases separated by two-year intervals.

### The Future of Seychelles Seafood Resources is in Your Hands

Measures to be implemented in phase 1 of the plan are summarised below



#### Be a responsible buyer!

- Only purchase and consume bourzwa (Emperor red snapper) that are larger than 32 cm Fork Length (FL).
- Only purchase and consume zob grt (Green jobfish) that are greater than 22 cm Fork Length (FL).



Enjoy but do it responsibly and sustainably!

The following measures are addressed to the recreational and sport fishers:

- Abide to a bag limit of 6 bourzwa (Emperor red snapper) and 5 zob grt (Green jobfish) per person per day.
- Abide to a bag limit of 20 demersal fish of any species per person per day.
- Abide to a maximum limit of 2 traps per vessel per fishing trip.



#### Be a responsible fisher!

- Release all bourzwa that are less than 32 cm, Fork Length (FL).
- Release all zob grt that are less than 32 cm, Fork Length (FL).
- Abide to a the maximum limit of 25 active traps per licensed fishing vessel.
- Semi industrial longline fishing vessels; Abide to a bag limit of 20 demersal fish of any species per fishing trip.
- Fish only the maximum limit of 8 traps per boat per day on spawning aggregation sites during spawning season from September to April.
- Do not leave fish traps overnight on kordonnnyen spawning sites during the kordonnnyen spawning season



FORK LENGTH

# COMMUNICATION TOOLS – ALL TARGET

8 pages booklet – English



 **The law related to these measures**

A person who contravenes the Fisheries (Mahe Plateau Trap and Line Fishery) Regulations 2021, commits an offence and on conviction, shall be liable to a fine not exceeding SCR 20,000.

Do your share to ensure the sustainability of fisheries in Seychelles !



 @SeychellesFishingAuthority

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 @SeychellesFishingAuthority

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# COMMUNICATION TOOLS – ALL TARGET

## Standing banner– English

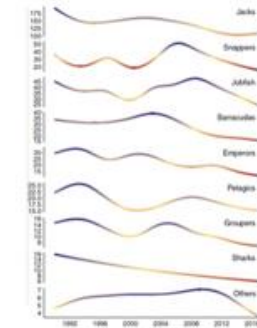
with information about the Co-management Plan and its measures  
that will be used during workshops and fisher meetings.

### Introducing the 1<sup>st</sup> Co-management Plan for the Mahe Plateau Trap and Line Fishery for Seychelles



#### Stocks of fisheries resources are decreasing

Our ocean is under threat. Marine resources are depleting as a result of unsustainable economic activities including fisheries



(Robinson et al. 2020).

#### The future of Seychelles' seafood resources is in your hands

The government of Seychelles gazetted the Mahe Plateau Trap and Line Fishery Co-management Plan. The Plan provides a pathway for the phased introduction of a series of management measures to rebuild and maintain healthy fish stocks. The development of the Plan and identification of management measures was led by stakeholders. Critically, the Plan is implemented through a co-management institution, ensuring that fishers and other stakeholders will have a role in decision-making for the fishery.

#### Measures to be implemented in phase 1 of the plan



##### All fishers will now need to apply the following measures:

- Release all bourzwa & zob gri that are less than 32 cm, Fork Length (FL)
- Abide to a the maximum limit of 25 active traps per licensed fishing vessel.
- Protect spawning sites for kordonnyen (Rabbit fish). Fish only the maximum limit of 6 traps per boat per day on spawning aggregation sites during spawning season from September to April. Do not leave fish traps overnight on kordonnyen' spawning sites during the kordonnyen spawning season



##### All recreational fishers will have to apply the following measures:

- Abide to a bag limit of 5 bourzwa (Emperor red snapper) and 5 zob gris (Green job fish) per person per day.
- Abide to a bag limit of 20 demersal fish of any species per person per day.
- Abide to a maximum limit of 2 traps per vessel per fishing trip.

##### All semi-industrial fishing vessels, will now need to apply the following measures:

- Abitde to a bag limit of 20 demersal fish of any species per fishing trip.



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# COMMUNICATION TOOLS – ARTISANAL FISHERIES

## A6 poster– Creole

This poster will showcase the measures related to this particular target and will be displayed in strategic places where the fishers are used to meet like jetties, community centres



**ANSANM, ANNOU PROTEZ NOU RESOURS LANMER POUR ASIR EN PLI BON LAVENIR**

An Fevriye 2020, Gouvernman Sesel ti piblyi en plan ofisyel pour zer lapas kazye ek lalin yo Plato Mae. Sa plan pe entrodwiz diferan mezir pour rekonstitye e mentenir nou bann stok pwason. In annan diferan parti konsernen ki'n travay ansanm pour devlop sa plan e pour idantifye sa bann mezir. Sa plan in ganny devlope e i pou ganny enplimante par diferan partener (enkli plizyer lasosyasyon bann peser), pour asire ki pwennvi peser e lezot parti konsernen i ganny pran an konsiderasyon.

**Tou peser i aprezan bezwen aplik sa bann mezir swivan:**

- Larg tou bourzwa ek zob gri ki mezir mwens ki 32cm, Fork Length (FL)

**Tou bato semi endistriyel i bezwen aprezan aplik sa bann mezir swivan:**

Respekte limit maksimom 20 pwason demersal, nenport ki lespes, par sesyon lapas.

**Bann ki pratik lapas pour lwazir ek sport i bezwen aplik sa bann mezir swivan:**

- Respekte limit 5 bourzwa (Emperer red snapper) ek 5 zob gri (Green jobfish) par personn par zour.
- Respekte limit 20 pwason demersal, nenport ki lespes, par personn par zour.
- Respekte limit maksimom 2 kazye par bato par sesyon lapas.

**Laiwa ki relye avek sa bann mezir**

En dimoun ki al kont bann laiwa ki'n ganny etabli dan Fisheries (Mahe Plateau trap and line fishery) Regulations 2021, anba seksyon seksyon 77(3) Fisheries Act, 2014, pour komete en lofans e i responsab pour pey en lanmann ziska SCR20,000 si i ganny trouve koupab

**Asir nou lavenir, prezerv nou resours lanmer.**

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# COMMUNICATION TOOLS – ARTISANAL FISHERIES



## Tri Fold A5 flyer– Creole

a simplified version of the A5 8 pages booklets with the measures that concerns this target only. It will be distributed on field by the SFA liaison officer and to the different fishers meetings we plan to organise.

A numeric version will also be available to download on SFA website.



### Ansanm, annou sanz lavenir resours maren Sesel

Premye faz i propoz plizyer mezir sorti dan sisternm zesyon, legal e ladministrasyon ki bann akter kle i bezwen aplik.

**Peser i aprezan bezwen aplik sa bann mezir swivan:**

- Larg tou bourzwa ek zob gri ki mezir mwens ki 32cm oubyen Fork Length (FL)
- Respekte sa limit maksimonn 25 kazye par bato lapas ki annan laysenns
- Respekte bann landrwa dezinyen e sezon lapondant pour kordonnyen (Rabbit fish) Selman 6 kazye i permet par bato par zour dan bann landrwa dezinyen dan sezon lapondant aparti Septanm ziska Avril.
- Pa kit okenn kazye pandan lannwit dan bann landrwa dezinyen e dan sezon lapondant kordonnyen.

FORK LENGTH

En dimoun ki al kont bann kondisyon ki'n ganny etabli dan Fisheries (Mahe Plateau trap and line fishery) Regulations 2021 i komet en lofans e i responsab pour pey en lanmann ziska SCR20,000 anba seksyon 77(3) Fisheries Act, 2014.

**@SeychellesFishingAuthority**  
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### LENTRODIKSYON

## Plan zesyon lapas kazye ek lalinny lo plato mae pour sesel

### Nou resours pwason pe diminyen...

Nou losean i fer fas avek bokou menas. Bann resours maren pe diminyen akoz bann aktivite ekonomik ki pa soutenab, enkli lapas.

Pour ki nou annan en lavenir pli sir, i enportan pour enplimant bann mezir ki favoriz en lendistri lapas soutenab. Sa i pour asire ki nou annan ase pwason dan lanmer, pour protez leko sisternm e pour mentenir sours reveni bann peser ki depan lo lapas.

### Pour mezir soutenabilite

En letid siyantifik i montre ki parmi nef lespes pwason, la kantite pwason ki'n ganny atrape an mwayenn (catch-per-unit-effort, "CPUE") in redwir par 65% depi boner bann lannen 1990.

La kantite bourzwa ki ti ganny atrape in redwir sorti anviron 36 kilo par zour an 1994 pour vin selman 16 kilo par zour an 2016. I parey pour zob gri. La kantite ki ti ganny atrape in sorti 45 kilo par zour an 1990 pour vin 24 kilo par zour an 2016. Sa rediksyon dan la kantite pwason ki ganny atrape e lezot levidans ki montre ki i annan labi dan lakantite pwason ki ganny lapas in pous Gouvernman Sesel pour entrodwir sa bann mezir dan Mahe Plateau Trap and Line Fishery Co-management Plan. Sa i avek bi pour amelyor stok pwason dan en fason soutenab.

Bann mezir i enkli met en limit lo groser bourzwa ek zob gri ki ganny atrape. Sa i de pwason ki enportan pour komers.

Species	1992	1994	2000	2004	2008	2012	2016
Jacks	175	150	120	100	80	60	40
Snappers	150	130	110	90	70	50	30
Jobfish	120	100	80	60	40	20	10
Barracudas	100	80	60	40	20	10	5
Emperors	80	60	40	20	10	5	2
Petegias	60	40	20	10	5	2	1
Groepers	40	20	10	5	2	1	0.5
Sharks	20	10	5	2	1	0.5	0.2
Others	10	5	2	1	0.5	0.2	0.1

*Source: Robinson et al. 2020*

### Travay avek bann parti konsernen pour trouven solisyon: nouvo mezir pour lapas

An Fevriye 2020, Gouvernman Sesel ti bibliy en plan ofisyel pour zer lapas kazye ek lalinny lo Plato Mae. Sa in ede pour met an plas diferan mezir pour rekonstitye e mentenir en stok pwason ki an bonn sante. I'n annan diferan parti konsernen ki'n travay ansanm pour devlop sa plan e pour idantifye sa bann mezir. Sa plan i ganny met an aksyon par diferan partener ki responsab pour zesyon lapas ki fer sir ki pwennvi peser e lezot parti konsernen i ganny pran an konsiderasyon.

**Lobzektif sa Plan:**

En sisternm lapas soutenab pour pwason demersal ki ofer bann pli meyer benefis pour Sesel dan term ekolojik, ekonomik e sosyal. Sa i atraver en plan zesyon ki efektiv, transparan e ki enkli partisipasyon tou bann ki konsernan.

Sa plan pour ganny enplimante dan plizyer faz avek en lanterval de-z-an.

# COMMUNICATION TOOLS – RESTAURANT, TAKE AWAY, SEAFOOD RETAIL BUSINESS

## A6 poster for restaurant– English

The aim of this poster is for restaurants, take away and seafood retail business to show their clients that they are responsible buyers and that they avoid selling to their clients certain size and fish species as per the measures of the Co-management Plan for the Mahé Plateau trap and line fishery.



**THE FUTURE OF THE SEYCHELLES' SEAFOOD INDUSTRY IS IN OUR HANDS**

**Fisheries resources are decreasing**

Our ocean is under threat. Marine living resources are depleting due to unsustainable economic activities including fisheries.

**Our restaurant supports sustainable fishing by not offering to our clients:**

 **Bourzwa** (Emperor red snapper) that are smaller than 32 cm Fork Length (FL).

 **Zob gri** (Green job fish) that are smaller than 32 cm Fork Length (FL).

We want to ensure that we leave enough fish in our ocean, and protect the marine ecosystems so that people who depend on fishing can maintain their livelihoods. Everybody has a role in this new way of thinking. It will require changes in the way we fish and consume fish.

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# COMMUNICATION TOOLS - KIDS

## A6 poster for Kids– Creole

The aim of this poster will be to sensitise the kids to sustainable fisheries and also to be responsible when they choose which fish to eat. This poster will be distributed to the eco-schools leaders.



**PROTEZ NOU LOSEAN,  
SWAZIR BYEN SA KI OU MANZE**

Pour plizyer milye lannen, dimoun in depan lo bann diferan prodwi lanmer pour zot nitrasyon. Ozordi, sa in vin en problemn. Nou popilasyon in ogmante, bokou touris pe vizit nou pei e bokou plis pwason e lezot prodwi lanmer pe ganny atrape e konsonmen. I nou responsabilite pour fer sir ki sa bann prodwi i ganny prezerve pour fitir zenerasyon osi benefisyè

Ler nou pe aste pwason, nou bezwen fer bon swa. Pa aste bann pti pwason ki pa ankor reproduwir. Ede pour edik nou bann paran pour fer sa bon swa, ki bann pti pwason ava reste dan lanmer e ganny sans grandi e reproduwir pour mentenir bann stok.

  
NOU RESOUS LANMER,  
POUR NOU LAVIYE

  
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# COMMUNICATION TOOLS - KIDS

## Game– Creole

(6 to 11 years old) where there will be a design of a fish stall at the market with different sizes and species of fish. The aim of this game will be for the kids to choose which fish they can buy without compromising the ocean ecosystem.



**KNOW YOUR FISH!**

NOU RESOIRS LANME, POUR NOU LAVENIR

**Game 1** Circle the fish you can buy on the following fish stall.



**Game 2** Link the fish with its correct name:



Vava Vava  
Two-spot red snapper

Bordmer  
Humplered snapper

Ember  
Palm fish

Kordonnen Biani  
Shoemaker spinefoot

Mecorde  
Brown spotted grouper

Karang belo  
Bludger

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# MEDIA PLAN - TV



## **1. Production of 3 x 30 seconds TV adverts to present the measures as follows:**

- One TV advert addressed to the general public focused on measures 1 and 2 concerning the landing size of “bourzwa” and “zob gris”. English
- One TV advert addressed to the licensed artisanal fishers, fisher associations focused on measures 1, 2, 5, 8, 9. Creole
- One TV advert addressed to the recreational fishers focused on measures 3, 4 and 6. English

## **2. Production of a longer TV advert** that includes all the measure of the Co-management Plan for the Mahé Plateau trap and line fishery. Creole

*These TV adverts will be broadcasted on SBC, each video will be broadcasted 15 times at peak time as it will also be posted and advertised on SFA’s Facebook and Youtube channels.*

# MEDIA PLAN



## **A SONG WITH AN EDUCATION GOAL**

Creation of a unique and memorable song focused on sustainable fisheries and the measures of the Co-management Plan for the Mahé Plateau trap and line fishery.

Objective: listeners to understand and remember the importance of sustainable fisheries and the importance of the measures. Produced by Joe Samy.

Production of a catchy video clip for this song that will be sent to local radios, TV as well as posted and advertised on the SFA Youtube channel.

[Joe Samy video clip 08.06.21.mp4 \(dropbox.com\)](#)

# ONLINE STRATEGY



Webpage on SFA website for the public to have clear access and regular information related to the Co-management Plan for the Mahé Plateau trap and line fishery and its measures.

[Co-management Plan for the Mahe Plateau trap and line fishery \(sfa.sc\)](http://sfa.sc)



# ONLINE STRATEGY



## Social media

**Social media Strategy:** social media advertising, social media social media graphic design for 8 posts and a cover image related to the different measures. Content will be posted on SFA Facebook account and creation of a SFA Instagram account



### The Co-Management Plan Committee

To oversee the implementation of the Plan and its future review, an Implementation Committee has been established with agreed rules of procedure.

The Implementation Committee has a membership of:

<b>7 Primary Stakeholders</b> which are wholly dependent on the Fishery resource mainly representatives from fishers associations.	<b>7 Secondary Stakeholders</b> which are those other institutions with a stake or interest in the resource.
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The SFA provides administrative support to the Implementation Committee and provides reports on the performance of the Plan, on the status of fish stocks and on compliance to fisheries regulations, as required.

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### Working with stakeholders to find solution: New fisheries measures

In February 2020, the government of Seychelles gazetted the Mahe Plateau Trap and Line Fishery Co-management Plan. The plan provides a pathway for the phased introduction of a series of management measures to rebuild and maintain healthy fish stocks. The development of the plan and its management measures was led by stakeholders.

Importantly, the plan is implemented through a co-management committee, with consultation and communication to ensure that fishers and other stakeholders have a critical role in decision-making for the fishery.

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### Know your fish!

**English name:** Rabbit fish  
**Creole name:** Kordonnyen

**Where does it live?**  
Inhabits coastal reef, lagoon, macroalgal, and seagrass habitats (depth 0-40m, usually 1-30m). (Source Seatizen.sc)

**How can we protect it?**  
Protect spawning sites for kordonnyen. Fish up to a maximum of 6 traps per boat per day on spawning aggregation sites during spawning season from September to April. Do not leave fish traps overnight on kordonnyen spawning sites during the kordonnyen spawning season. Recreational fishers are limited to two traps only

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### Sustainable Fisheries in Seychelles

With the aim of restoring and maintaining fish stocks to healthy level the Co-management Plan for the Mahe Plateau Trap and Line Fishery provides a pathway for a series of management measures.

**Why do we need to ensure sustainable fisheries?**

- 77% of the total population is employed in the fisheries sector
- 96% of goods exported are fish and fish products
- Fishers now have to travel further and fish for longer to obtain good catches
- Some fish stocks have declined by more than 60% in the last three decades, resulting in a loss of income for fishers
- The number of fishing boats have continued to increase to unsustainable level

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### You said "Fisheries Co-management"?

Fish stocks have to be rebuilt through fisheries management plans so as to ensure the livelihoods of fishers that depend on them.

**FISHERIES CO-MANAGEMENT** is when fisheries resources are managed cooperatively by:

- The users
- Other stakeholders
- The government

In fisheries co-management, the responsibility of the managing the resources is shared between the stakeholders and the government.

The development of the Co-management Plan for the Mahe Plateau Trap and Line Fishery and identification of management measures was led by stakeholders. Importantly, the plan is implemented through a co-management committee, with consultation and communication to ensure that fishers and other stakeholders have a critical role in decision-making for the fishery.

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### Be a responsible buyer!

As we get on with our daily occupations, our seas is under threat. Its living marine resources are depleting because of unsustainable economic activities including fisheries.

To maintain healthy fish stocks, we all have a role to play in this new way of thinking. It will require changes in the way we fish and consume fish:

**Only purchase and consume bourzwa and zob gri that are larger than 32 cm fork length (FL).**

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### Know your fish!

**English name:** Green Jobfish  
**Creole name:** Zob Ori

**Where does it live?**  
Adults inhabit open waters of deep lagoons, channels, or seaward coral and rocky reefs and a wide range of habitats on the Mahe Plateau up to depths of about 180m. (Source: SFA) Jobfish stocks are decreasing. SFA's statistics shows that jobfish catch rate has dropped from 45 kilos per day in 1990 to 24 kilos per day in 2016.

**How can we ensure its sustainability?**

- Only fish, purchase and consume zob gri that are larger than 32 cm Fork Length (FL).
- Recreation and sport fishers must abide to a bag limit of only 5 Zob gri per person per day.

[www.sfa.sc](http://www.sfa.sc)

### Know your fish!

**English name:** Emperor Red Snapper  
**Creole name:** Bourzwa

**Where does it live?**  
Next to coral reefs, often over adjacent sand flats and gravel patches (depth 5-180m). Juveniles less than 20 cm long used to be common in mangrove areas in near shore, turbid waters, or among both coastal and deeper water offshore reefs. They move to deeper waters as they grow larger. (Source Seatizen.sc). Snappers stocks are decreasing. SFA's statistics shows that the catch rate of snappers has reduced from around 36 kilos per day in 1994 to only 16 kilos per day in 2016.

**How can we ensure its sustainability?**

- Only fish, purchase and consume bourzwa that are larger than 32 cm Fork Length (FL).
- Recreation and sport fishers must abide to a bag limit of only 5 bourzwa per person per day.

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# THANK YOU!!



Com & Click

Marie Rignace – Marketing Consultant

Wilna Accouche – Technical Consultant

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