

RECENT WORK

Wilderness Markets, 2017

Wilderness Markets' work spans both terrestrial and marine environments, and our team has experience working in Africa, Latin and Central America, Indonesia, and the United States. Recent clients include the World Bank, the Meridian Institute, Ocean Conservancy, and the David and Lucile Packard Foundation. Below are a few examples of our recent work in the fisheries sector.

Value Chain Assessment: West Coast Groundfish in California

With support from the David and Lucile Packard Foundation and the Gordon and Betty Moore Foundation, we examined why fishermen in the West Coast Groundfish fishery have not seen strong financial benefits for their efforts to fish sustainably and bring this fishery back from the brink of collapse.

We identified significant deficiencies in market demand information and a lack of access to infrastructure that keep fishermen from realizing triple bottom line returns. Based on these findings, we outlined how different types of capital can be deployed to overcome these barriers.

Research & Recommendations: Attracting Investors to Sustainable Fisheries

In partnership with The World Bank, we explored the central challenges that keep return-seeking investors from participating in emerging market sustainable fisheries and contributing to global fisheries' long-term value.

We developed due diligence guidance for investors who want to achieve triple bottom line outcomes in such fisheries, and examined how governments, development banks, philanthropic grant-makers, and nonprofit organizations can create the conditions that will attract return-seeking investors to the sector. Based on these results, we developed three investment models for sequencing and combining different sources of capital to overcome these obstacles and accelerate the transition to sustainable fisheries.

Pilot Project: Lead Firm Data Collection & Fisheries Management Initiative in Indonesia

Building on our extensive analysis of the value chain for Indonesian blue swimming crab, Wilderness Markets is partnering with a large-scale buyer to develop a new mechanism to provide financial incentives for fishermen to transition to sustainable fishing practices. Together, we are developing an investment model based on purchase commitments; investments in fishermen to motivate gear improvements; improved data collection and traceability; and support for harvest control compliance. This project will test our "parallel" model, in which the private sector, working closely with local harvesters, initiates data collection, facilitates resource management and harvest control rules with local authorities, provides infrastructure access, and supports enterprise development.



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