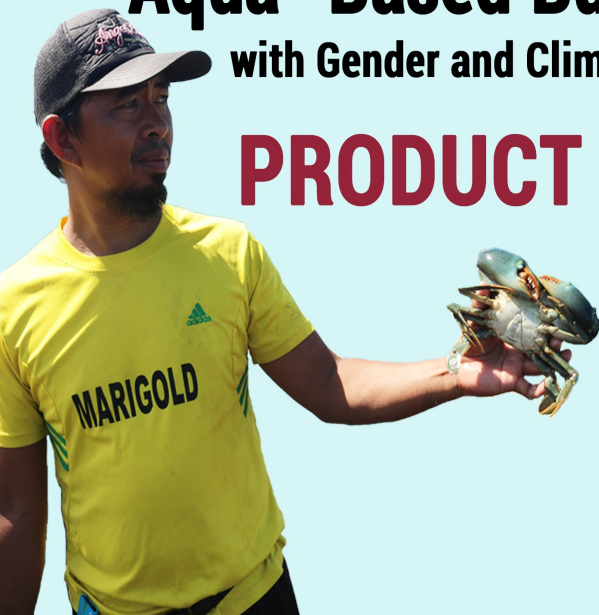




Aqua- Based Business School

with Gender and Climate Change Perspective

PRODUCT CATALOGUE





**FishCORAL Project
Region VIII**

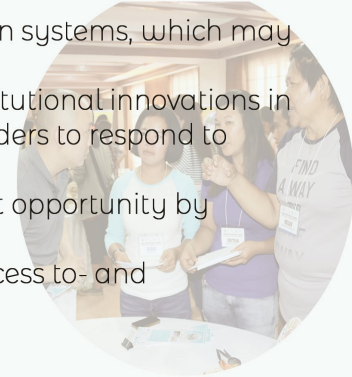
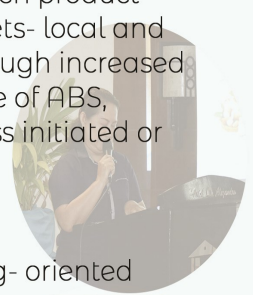
Aqua-Based Business School with Gender and Climate Change Perspective

The Aqua-Based Business School (ABS) is a participatory action learning approach supporting fisherfolk participation in dynamic/ fishery values and benefit from it. As part of capacity strengthening, ABS comprises a series of group-based experiential learning activities over a production-marketing cycle while interacting with other chain actors and stakeholders.

ABS participants are individual fisherfolk in a learning group. The ABS Curriculum is flexible and driven by market needs and opportunities. Through ABS, fisherfolk are able to (1) develop market-driven product innovations; (2) establish and expand linkages with markets- local and regional; and (3) generate new and additional profits through increased volume and value of their products. As a tangible outcome of ABS, fisherfolk participants are expected to have actual business initiated or strengthened upon completing the ABS learning process.

The ABS learning objectives are:

1. To form men and women fisherfolk groups for marketing- oriented learning and actions.
2. To strengthen fisherfolk groups by understanding gender-linked opportunities and constraints for collaboration and engagement with the market.
3. To identify, understand, and engage with key actors in agricultural market chains.
4. To analyze and prioritize market opportunities for women and men using appropriate tools, so as to increase business profitability for all types of fisherfolk groups and individuals.
5. To consider climate-related changes to production systems, which may influence prioritization of market opportunities.
5. To introduce technological, commercial, and institutional innovations in collaboration with other chain actors and stakeholders to respond to market opportunities.
6. To develop a business plan to exploit new market opportunity by building on innovations.
7. To develop strategies for enhancing fisherfolk access to- and use of- business development.





Binocyahan Women's Integrated Seaweeds Farmer's Association

With a mountainous type of land, Barangay Binocyahan has a total land area of 332.22182 hectares. The primary source of food and income of the community is through fishing and farming.

The Binocyahan Women's Integrated Seaweeds Farmers Association (BWISFA) is an organization in the community that engages in Cassava Cracker processing.

With 16 female members, the beneficiaries are enrolled in Aqua-Based Business School of the FishCORAL Project to further equip them with knowledge on how to sustain their business.



Cassava Chips



Php 35- 180



Maligaya Agri- Business Association

The town of Jiabong, Samar is a major producer of green mussels or locally called as “tahong.”The municipality is one of the suppliers of tahong to areas like Manila, Cebu, Bicol, Davao and other parts of the country. Maligaya Agri-Business Association (MABA), a People’s Organization, processed tahong into more creative products like Bottled Tahong and Mussel Cracker.

The Bottled Tahong comes with a variety of flavor, such as gata, spicy, bopis, escabeche, menudo, and classic which is now a well-known delicacy all over the country. Further, the association is also producing tahong sticks, shrimp sticks, and shrimp crackers. On May 22, 2018, MABA enrolled in the Aqua-Based Business School of the FishCORAL Project, CIP, and FoodSTART+.



Processed Tahong (Bottled, Crackers, Chips)



Php 20- 100

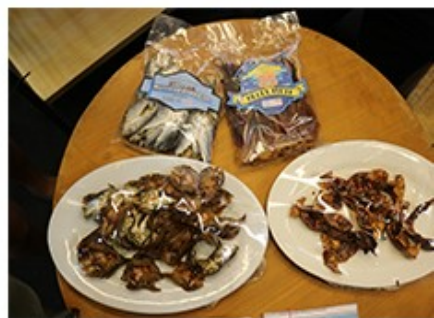


Lewing Fisherfolk and Farmer's Association

Barangay Lewing is a coastal community located in Anahawan, Southern Leyte. It has a population of 538 (2015), with 113 households, 20 of which are fishing households.

The primary income of the people is fishing and farming. Other sources of income include processing and masonry. As recipient of the FishCORAL Project, the Lewing Fisherfolk and Farmers Association, with 30 members at present, have proposed fish and squid drying processing.

Squid is a common commodity in the area and many fisherfolk ventures in squid processing.



Dried Fish and Squid



Php 100



Del Rosario Fisherfolk Association

Barangay Naga is a coastal community situated in Quinapondan, Eastern Samar, with a land area of 248 hectares. As a coastal community, Barangays Naga has 84 fishing households. The people of Naga dwell mostly on fishing and farming. Most fisherfolk venture into capture fishing, aquaculture, gleaning, and fish vending. Some of their fishery products include the mangrove and blue-swimming crabs.

The Del Rosario Fisherfolk Association, one of the beneficiaries of the Project, proposed the aquasilvi culture, since mangrove crab is abundant in their locality. An enrollee of the Aqua-based Business School (ABS), the association has been grateful for the technological and organizational inputs the members have acquired through the different learning methodologies of the ABS framework.



Live Mangrove Crab



Php 350- 400

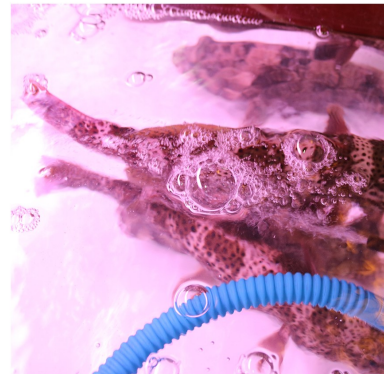


Bangon Fisherfolk Association

Barangay Bagtong is one of the coastal barangays located in the idyllic town of Salcedo, Eastern Samar. It has a land area of approximately 548 hectares. Based on the latest socio-economic data, Bagtong has 2,145 inhabitants, with 425 households, 237 of which are fishing households. The primary income of the people is fishing and farming. As

recipient of the FishCORAL Project, the Bangon Fisherfolk Association has identified grouper cage culture as their identified livelihood intervention.

With assistance from the Aqua-based Business School the members of the association believe that the learnings they have acquired through the ABS approach will help them succeed in the different livelihood activities they would undertake.



Live Grouper



Php 600



San Pedro Island Fisherfolk Association

Known for its white sandy beach, turquoise waters, and rich marine biodiversity, Barangay San Pedro is one of the two popular islands that sits off the coast of Hinunangan, Southern Leyte. It has a total land area of 228 hectares with a population of 519 individuals and 130 households (2018). Fishing and farming are two major economic drivers of the locality, alongside with construction, labor works, and local tourism. With a coastline of 115 kilometers, San Pedro is ideal to many fishing activities, such as seaweed farming.

The San Pedro Island Fisherfolk Association has proposed seaweed farming with the FishCORAL Project.



Seaweed Spread and Pickles



Php 75- 130



Tiklos Kabuhian han Kababayan-an han San Antonio Food Processor

Barangay San Antonio is one of the coastal barangays of Basey, Samar, with an estimated population of 2,982 (2015) and land area of 408, 622 hectares. It has 684 households, where 108 of which are fishing households. Food processing is one of the sources of income in the barangay, alongside with farming and capture fishing.

As a coastal barangay, bangus is the basic commodity harvested by capture fishers along the San Pedro Bay. The Tiklos Kabuhian han Kababayan-an San Antonio-Food Processor, a People's Organization, under the leadership of Ms. Ann Jeanette Jaway, the president, has proposed bangus deboning as the identified livelihood sub-project to be implemented by the association. Currently, the organization has 15 active female members.



Deboned Bangus



Php 180- 250



Tinaogan Women's Association

Barangay Tinaogan is a fishing community in Basey Samar, situated southwest of the town proper. It has a total population of 1,398 (2015) and a land area of 308.39 hectares. There are 311 households in the said barangay, 152 of which are fishing households.

The locals thrive on farming and fishing. As a coastal barangay, bangus is a popular commodity harvested in the area. Another source of income includes food processing.

The Tinaogan Women's Association, whose current members are 14, has proposed bangus culture with the FishCORAL Project. The organization has enrolled with the Aqua-based Business School, and the members are optimistic that the added skills and knowledge they developed could be applied in a number of ways, including having an organized livelihood enterprise.



Fresh Bangus



Php 150- 180



Taytay Abante Kababayen-an Association

Guiuan, Eastern Samar is one of the fishing belts in Eastern Visayas. Almost everyone in the area relies on marine and coastal resources as a source of food and income. Taytay Abante Kababayen-an Association (TAKA) is an organization in Brgy. Taytay engaging in Fish Drying livelihood, using flying fish or locally called "Iliw" and danggit as their main product.

Brgy. Taytay is well-known for its Fish Drying Industry and its export-quality dried fish. The 25 all-female members of TAKA would go to fish landing centers at 2 o'clock in the morning to buy the catch of the local Fisherfolk for their fish drying livelihood. Enrolled in the Aqua-Based Business School of the FishCORAL Project, CIP, and FoodSTAR+ last June 7, 2018, the group has come a long way in terms of developing their businesses.



Dried Fish (Iliw, Danggit, Mamad-as)



Php 100- 200



San Vicente United Farmer's and Fisherfolk Association

Barangay San Vicente is one of the fourteen coastal barangays in the municipality of San Juan, Southern Leyte. With a total land area of 126.694, San Vicente is the fourth smallest barangay.

Enrolled in the Aqua-Based Business School, the San Vicente United Farmers and Fisherfolk Association, composed of 34 Fisherfolk- Farmer beneficiaries, has proposed a Dried Fish and Squid Processing project to FishCORAL.





Vigan Agrarian Reform Beneficiaries Association

Barangay Vigan is one of the coastal barangays in General MacArthur, Eastern Samar. Based on the 2018 census, Vigan has 614 inhabitants and 301 households, 57 of which are fishing households. As one of the fishing communities of Matarinao Bay, Vigan is noted for seaweed farming and crab fishing. Other source of income includes farming, mainly rootcrops and coconut farming.

The Vigan Agrarian Reform Beneficiaries Association, with current members of 17, has proposed seaweed farming with the FishCORAL Project and thorough Aqua-based Business School, the association are now engaging in Seaweed Noodles..



Seaweed Noodles



Php 25



Fisheries and Agricultural Crop Producers Association of Bacjao

The Fisheries and Agricultural Crop Producers Association of Bacjao is an organization that engages in cassava production and processing since it is a highly profitable venture.

The group focuses on cassava production before they were introduced into Cassava Processing through the Aqua-Based Business School of the FishCORAL Project, CIP, and FoodSTART+.

Now, they are producing Cassava Chips, Cassava Crackers, Yucca Sticks, and Macaroons as part of their product innovation.



Cassava Products



Php 10- 50

