



## FairFishing: A Quick Introduction

FairFishing is a Danish-Somali NGO founded in 2011, working to create **better lives through fresh fish in the Horn of Africa**. In a region plagued by droughts, malnutrition, poverty, conflict and crime, fishery has the unique potential to improve nutrition and food security, and create jobs and positive life opportunities. Despite a long coastline and great potential for sustainable fishery, there has traditionally been almost no fishery in the region. FairFishing is working to change that.

FairFishing is a simple concept. It all started at the height of Somali piracy, with the idea of turning pirates into fishermen. We began by building a fish station in Berbera, Somaliland, with just a few containers, an ice machine, and a bunch of fishing nets. Over the years, this fish station has become a financially self-sufficient success story – leading the way and acting as a role model for similar facilities in the Horn of Africa.

In the recent years, we have expanded our focus to the entire fresh fish value chain, from sea to consumer.

Our two main missions are:

- Improving the human and physical capacity of the small-scale fishery along the coast, thus increasing supply of fish for local consumption. This creates income, business and livelihood opportunities.
- Increasing awareness, demand and consumption of fish. This can improve food security for millions, and generate new jobs and businesses in markets, restaurants and street kitchens.

During the last six years, FairFishing has:

- Established 9 fish facilities in Somaliland and Puntland
- Trained 490 people across the value chain

### FAIRFISHING'S VISION



10 million  
USD in local  
turnover



10 million  
happy, healthy  
people

### FAIR FISHERY SHOULD BENEFIT



people



planet



profit





In 2019, Nordic Consulting Group published an independent report assessing the impact of FairFishing's activities in Berbera, Somaliland. Here are some key results – from 2013 to 2018:



**500%**  
increase  
in the amount  
of fish landed



**3.000**  
new jobs  
created along  
the fresh fish  
value chain



**300–500%**  
increase  
in the income of fishers  
and boat owners



**4 mill. USD**  
turnover in 2018  
among local fishers,  
chefs and street  
kitchen owners



**This little girl and her mother, Fadumo, both love eating fish.**

"Me and my family gained many health benefits by including fish in our everyday diet," Fadumo tells us.

Increasing access to fresh fish ensures that the population can eat more affordable, nutritious meals, and contributes to increasing food security in a region faced by recurring drought and hunger.

"Before the FairFishing market here in Burco opened, it was hard to find fresh fish in the area. We are very grateful for having access to such a nice fish market," says Fadumo.



**This is Jama Yasin.** Due to severe droughts in 2017, Jama and his family lost most of their livestock, and were forced to migrate to the coast, hoping to find new ways to make a living.

Early 2018, Jama participated in FairFishing's fishery technical training at sea, which opened up new job possibilities for him. He started working as a fisher, and soon got promoted to skipper.

Jama expresses his gratitude to FairFishing for providing him with useful skills, enabling him with the opportunity to get a job, and diversifying his income strategies. Now, his entire household is more resilient to external threats, and he looks at the future optimistically.



**This is Mustafe Muse, FairFishing's market manager in Burco, Somaliland.**

"My life has changed in many ways after I was hired by FairFishing. Now, I spend most of my time thinking about fish – my nickname has even become 'Mustafe the fisherman'. I can see that FairFishing is having a positive impact on the local fish consumption. My dream is that one day, fish will be the most valued dish in Somaliland."

FairFishing works to create sustainable development in a multitude of ways. To read about our work with the SDGs, please visit [fairfishing.org/our-impact](https://fairfishing.org/our-impact)

