

# TUNART

fresh · local · tuna

NO. 01



## FRESH

We only supply nearby markets to always guarantee freshness.

## LOCAL

We empower young local artisanal fishermen

## TUNA

Sustainable providers of Yellowfin Tuna



# Call to Action

HOW WAS TUNART BORN?

---

A story of local empowerment & ecological sustainability

It all began back in 2018 while reaching out high-end restaurants who bought local coffee from one of our partner's company called Utopia Premium Coffee.

One of them happened to be one of the best sushi restaurants in Guatemala. By having an informal chat with the owner, a pretty contradictory insight came up; "I don't buy local tuna, it seems to be rotten every time I receive it. Instead, I import tuna from a broker in Miami".

Weird right? Guatemala has 5 different access to coastline. Two of them are located on the Atlantic Coast and the remaining three on the Pacific Ocean. Why would a restaurant of the best kind import tuna of the same kind you can get locally from other country.

This led to more investigation to understand **why**. To make things even worse, we understood that all this tuna is coming from South East Asia, meaning that it has been frozen at least 14 months since it was **fished**. Still it is sold in every restaurant in Guatemala as "fresh" product and customers perceive it that way.

Later on we understood that we are living the consequence of globalization and the reality of a country with great fishing potential that wasn't able to keep up to demand and build the correspondent infrastructure and knowledge to supply the strict quality the industry needs.

**We needed to do something about it...**

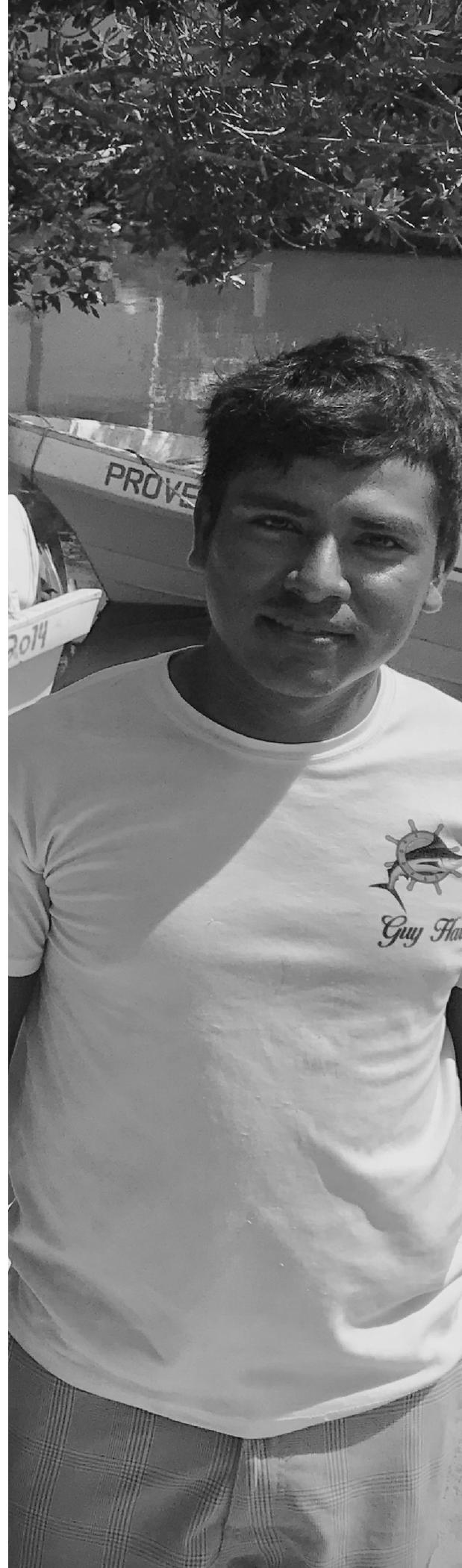
# Give a Man a Pole

GIVE A MAN A FISH AND HE WILL BE HUNGRY TOMORROW,  
GIVE A MAN A MAN A FISHING ROD AND HE WILL NEVER BE  
HUNGRY AGAIN.

Now that we detected the opportunity, we needed to address the most difficult challenge; the fishermen. For centuries, local artisanal fishermen have relied on species like shark, mahi-mahi and red snapper to survive, earning the minimum and keeping themselves in the informal market.

Pressure on these three main species has caused some of them to become endangered, like the shark, not to say also that is illegal meaning that they basically depend on the price the black market is willing to give.

On your right, you can see Julio Telechea, local fisherman in Puerto San Jose, Escuintla, Guatemala. The they we met him, we understood we were not only exploring a business opportunity but also an opportunity to change lifes and take this country forward.





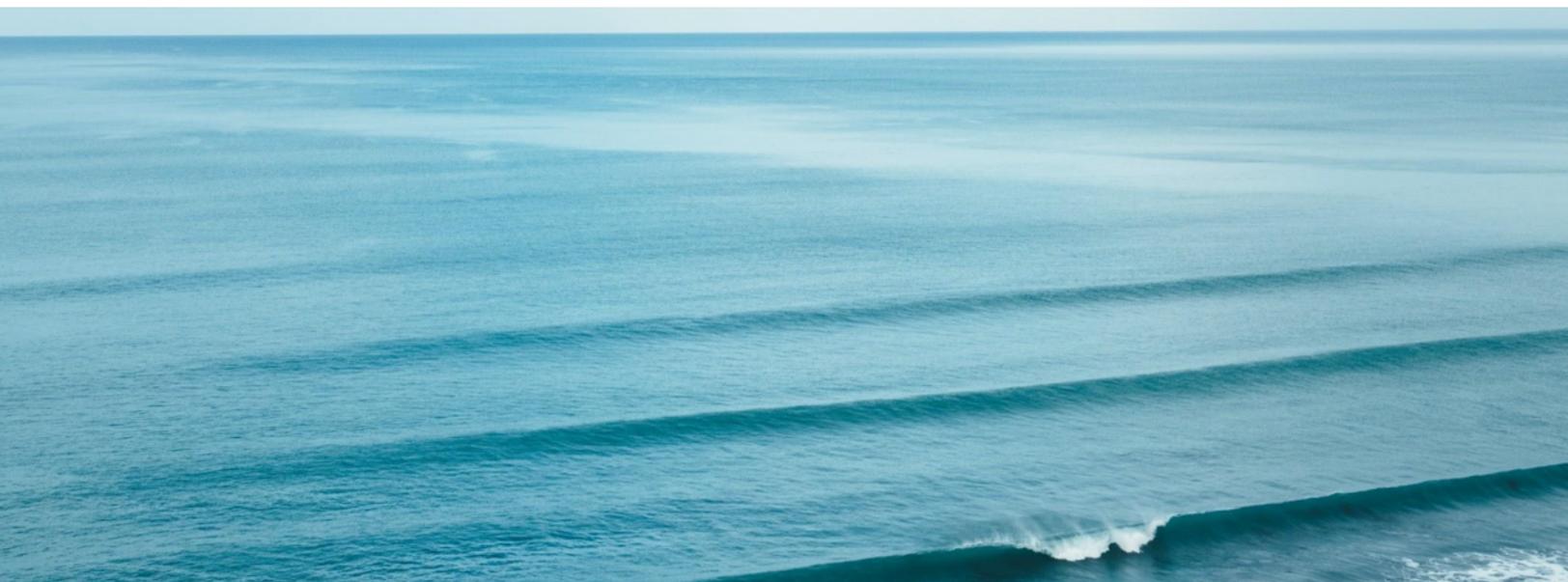
# Two Down, One To Go

TWO THINGS HAVE BEEN COMPLETED, BUT THERE IS ONE MORE THAT HAS YET TO BE FINISHED.

So, we have restaurants and food service companies which buy Vietnamese/Indonesean imported tuna every month and we have fishermen in extreme poverty trying to survive unsustainably, fishing endangered species that provide low income. Not needed to be said, we have customers eating "fresh" tuna and thinking its the best in town just because they are in a fancy restaurant.

This is where TUNART takes place. We seek to provide the freshest tuna to nearby markets by working with local artisanal fishermen in Guatemala. The fishermen we work with use artisanal boats and long-liners. TUNART won't buy any fish below 30lbs/14kgs, so we stick to sustainable fishing practices.

Now, fishermen earn more per pound and they have our purchase guaranteed, as long as they stick to our fishing policies and practices that you will soon find out more about.



# There's no I in Team

## GO BIG OR GO HOME

To make this crazy dream a reality, we needed to find the right people passionate about perfection and obviously, seafood. Quick and smart capital investment was needed to build the infrastructure with the knowledge needed to target the quality and freshness needed to supply nearby markets.

We were able to participate in Hult Prize and made it to the accelerator program, where we met one of our co-founders; Toby Baxendale, a truly expert in the industry committed to promote a shift towards sustainability in an industry that desperately needs it! Among our team members now, we met Alejo Zumbado by accident, Costa Rican guy with 30+ years of experience in the industry living in Guatemala. Everything seemed to be lined up to become the freshest supplier of yellowfin tuna in Guatemala and the region.

Our closeness to the US and Mexico, enables TUNART to provide fresh tuna within hours. We carefully select our fishermen equipped with the necessary tools and knowledge to land the best quality in town.

By now, if you are reading this we hope we are already supplying your trusted wholesaler or hopefully in the near future be able to do it and expand freshness and sustainability all across the region.

TUNART was born not only with the vision of creating a profitable business, but also to create a positive impact to the local communities and the environment along the way. We want our next generations to know TUNART and taste a high-quality product thanks to sustainable fishing practices.

# DILIGENCE COMMITMENT HUMILITY PUNCTUALITY HYGENE EXCELLENCE BUSINESS TO PROTECT NATURE



Contact us at: [www.tunart.com](http://www.tunart.com)