

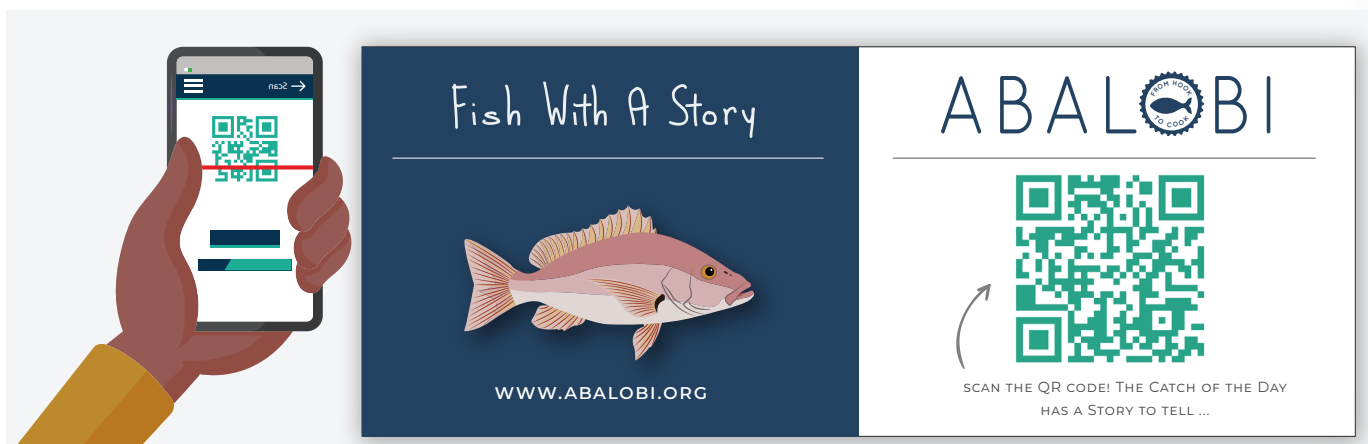
FISH WITH A SOCIAL & ECOLOGICAL STORY

RETHINKING THE WAY WE EAT FISH

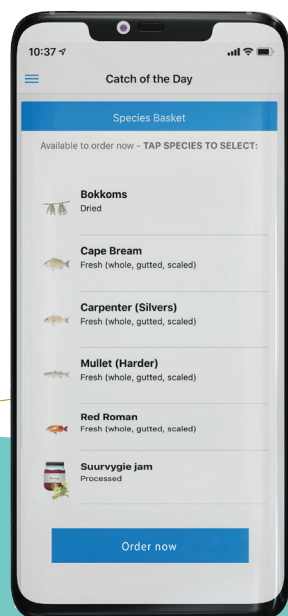
HELLO! ON THE MENU IN THIS RESTAURANT YOU WILL FIND **FISH WITH A STORY** POWERED BY **ABALOBI**. THIS FISH, CAUGHT BY TRADITIONAL FISHERMEN AND -WOMEN ALONG OUR COAST, IS NOT ONLY FULLY TRACEABLE **FROM HOOK TO COOK**, BUT ALSO ECOLOGICALLY RESPONSIBLE AND SOCIALLY FAIR.

ABALOBI IS A SOUTH AFRICAN BASED, GLOBAL SOCIAL ENTERPRISE SEEKING TO EMPOWER SMALL-SCALE FISHING COMMUNITIES THROUGH THE JOINT DEVELOPMENT OF TECHNOLOGY FOR GOOD. **ABALOBI** HAS DEVELOPED THE **ABALOBI FISHER APP** TO ALLOW FISHERS TO RECORD THEIR CATCHES, INCOME AND EXPENSES, AND ENGAGE ACTIVELY IN FISHERIES IMPROVEMENT INITIATIVES TO HELP REBUILD THEIR FISHERIES. THESE FISHERS CAN ALSO LINK TO A FAIR AND TRANSPARENT DIGITAL MARKETPLACE VIA THE **ABALOBI MARKETPLACE APP** TO MARKET AND SELL THEIR FULLY TRACEABLE AND RESPONSIBLY CAUGHT **FISH WITH A STORY**.

BY ORDERING **FISH WITH A STORY**, YOU ARE NOT ONLY RECEIVING SPECTACULARLY FRESH FISH THAT HAS A LOW CARBON FOOTPRINT AND IS CAUGHT USING LOW-IMPACT FISHING METHODS. YOU ARE ALSO CONTRIBUTING TO THE EMPOWERMENT OF FISHERFOLK AND PARTICIPATING IN AN EVER-GROWING MOVEMENT TO RETHINK AND DEVELOP A MORE SUSTAINABLE AND ETHICAL FOOD SYSTEM.



SCAN THE **ABALOBI QR CODE** SUPPLIED WITH YOUR FISH TO ACCESS THE UNIQUE AND DYNAMIC STORY BEHIND THE CATCH. THIS INCLUDES INFORMATION ABOUT WHAT IT IS, WHERE AND HOW IT WAS CAUGHT ... AND EQUALLY IMPORTANT, WHO CAUGHT IT AND THEIR STORY!



DOWNLOAD THE APP

DON'T FORGET TO SHARE THE STORY BEHIND YOUR FISH AND DOWNLOAD THE **ABALOBI MARKETPLACE APP** TO SUPPORT **FISH WITH A STORY** BY SMALL-SCALE FISHERS. AVAILABLE VIA **GOOGLE PLAYSTORE** AND THE **APP STORE**:



@ABALOBI_APP