TERRIBLY DELICIOUS

EATING ONE SPECIES **TO SAVE THOUSANDS**

THE LIONFISH INVASION

The Lionfish is an invasive species that threatens the Caribbean; it lays **more than 2.000.000 eggs per year**, it has no natural predator in these waters and it feeds off of native fish, therefore destroying the coral reef balance. It has become a risk for the environment and the economy for more than 30 countries.

THE IDEA

The only way to fight this menace was to eat it, so we started working alongside Colombia's most important chefs, who helped turn Lionfish into a trendy dish.

Afterwards, we popularized it by selling it in supermarkets throughout the country for the first time.

EASTER WEEK

More than 84% of Colombia's population is Catholic and half of them eat fish during Lent and Easter Week. That's why we sought help from the most influential institution in history: **The Catholic Church.** Priests all over the country supported the campaign by inviting Catholics to not just eat fish during Holy Week, but to eat Lionfish. **A cultural impact that traditional media would've never accomplished.**

OUTCOMES

Colombia's President joined the campaign, inviting fellow Colombians to eat Lionfish during Easter week.

We created a supply chain from scratch:
Fishermen, fisheries, restaurants and hotels, all working together to stop this menace.

FOR EVERY LIONFISH WE EAT, WE SAVE:*

Kingdom: Animalia
Phylum: Chordata
Class: Actinopterygii
Order: Scorpaeniformes
Family: Scorpaenidae
Genus: Pterois

- X **34.164** fish.
- X **6.132** crustaceans
- X **3.500** other species

WE ACHIEVED A CULTURAL SHIFT.
MILLIONS OF COLOMBIANS WERE INVITED TO EAT LIONFISH, MAKING IT PART OF THEIR DAILY DIET.

1) *Lionfish Extraction and Final Disposition Protocol*, MassAnswers. 2013.
2) *Non-native, invasive Red lionfish (Pterois volitans (Linnaeus, 1758): Scorpaenidae)*. Aguilar-Perera, A. and A. Tuz-Sulub. 2010. is first recorded in the southern Gulf of Mexico, off the northern Yucatan Peninsula, Mexico. Aquatic Invasions 5.2 REABIC.
3) *Invasive Indo-Pacific lionfish Pterois volitans reduce recruitment of Atlantic coral-reef fishes*. Albins, M.A. and M.A. Hixon. 2008. Marine Ecology Progress Series 367: 233-238. Inter-Research.
4) *http://www.safespear.com/v.php?pg=40*

HOW IT WORKED

We turned Lionfish into a trendy dish.

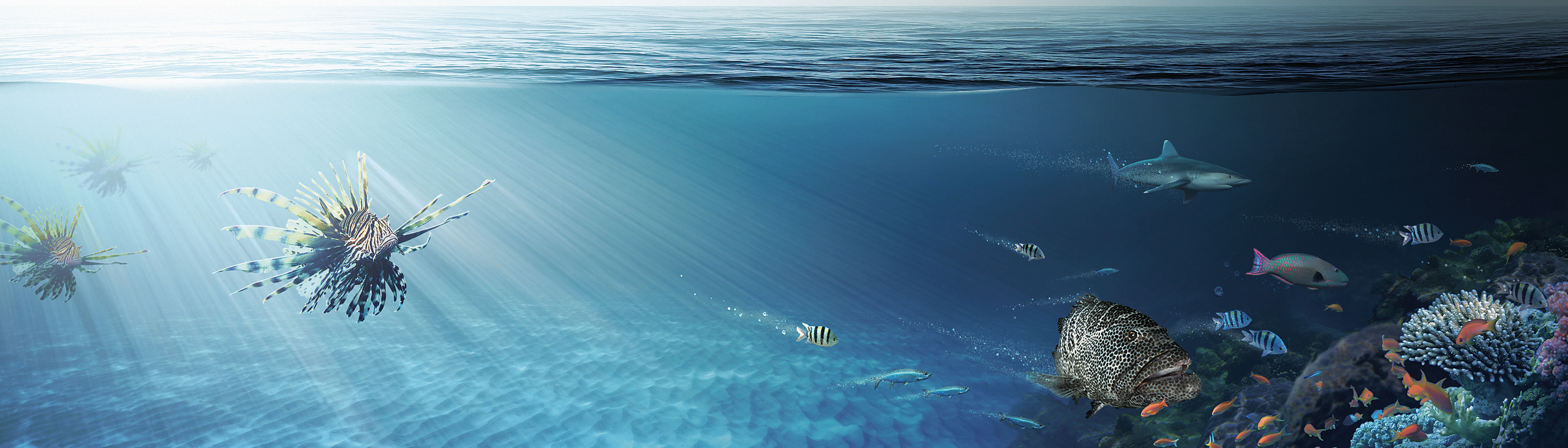
We popularized it throughout the country.

For the first time it was sold in supermarkets.

The Catholic Church spread the message during Lent and Easter Week.

Lionfish is becoming part of Colombia's diet, saving millions of native species.

MinAmbiente
Ministerio de Ambiente y Desarrollo Sostenible

Fundación Palmarito Casanare

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