

## The Rufford Small Grants Foundation

### Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. The Final Report must be sent in **word format** and not PDF format or any other format. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. Please note that the information may be edited for clarity. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to [jane@rufford.org](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

Grant Recipient Details	
<b>Your name</b>	Rocio Maria Lopez de la Lama
<b>Project title</b>	A critical insight into Peruvian seafood cuisine preferences: what restaurants choose is relevant!
<b>RSG reference</b>	12293-1
<b>Reporting period</b>	October 2012 – January 2014
<b>Amount of grant</b>	£3625
<b>Your email address</b>	rocio.lopez@upch.pe
<b>Date of this report</b>	January 15, 2014

**1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

Objective	Not achieved	Partially achieved	Fully achieved	Comments
Elaborate a baseline about chef and restaurant characteristics, and the knowledge, attitudes and practices (KAP) of chefs regarding sustainable seafood.			X	In order to elaborate the baseline, a survey was applied to 52 chefs from the most exclusive restaurants from Lima (Peru) during January – July 2013. The principal researcher and seven volunteers from Cayetano Heredia University, who were properly trained, conducted the survey. It is worth mentioning that one group survey was conducted, with four chefs from a well-known restaurant of Lima, which allowed to not only collect data but to understand the dynamics between chefs.
Identify key factors that influence the choice, purchase and offer of seafood at the restaurants.			X	A focus group was conducted to identify the key factors that affect the purchase and offer of seafood at the restaurant. The focus group was conducted in May 2013, lasting approximately 2 hours, with the participation of three chefs, the principal researcher and one volunteer. For the focus group 20 chefs were initially contacted, from which seven confirmed but only three participated. Nevertheless, each of the three participants had a different background, providing an excellent insight about the factors that compromise sustainable seafood at their restaurants.

**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

Along the project two main complications emerged: to contact restaurants were no previous contact had been made and the lack of interest of chefs towards sustainable seafood.

To overcome the first unforeseen difficulty, a recognised chef helped us to get in contact with several restaurants, by expressing his interest in the project. In addition, several visits were made to certain restaurants in order to introduce the project and make an appointment with the principal chef. Despite these efforts, some restaurants refused to participate from the study.

Secondly, the initial lack of interest of chefs in sustainable seafood was surpassed during the survey: in most cases a good discussion was achieved, and the chefs expressed their satisfaction with it. In

addition, to motivate chefs into sustainable seafood a short book has been elaborated with the main findings and recommendations of the project, which are expected to help them understand what is sustainable seafood and what can be done (this product is attached separately).

**3. Briefly describe the three most important outcomes of your project.**

1. The first baseline about knowledge, attitudes and practices of Lima's top chefs regarding sustainable seafood.
2. Elaboration and publication of a short publication with the main findings and recommendations of the project, presented at the final event with local NGOs and chefs.
3. First step to accomplish a community of chefs devoted to achieving sustainable seafood at their restaurants.

**4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).**

Along the project the involvement of certain chefs has been constant, helping the project in several ways. I believe these chefs now have a better insight into sustainable seafood, what does it really mean and what needs to be done in order to achieve it.

In addition, the involvement of students from Cayetano Heredia University as volunteers was of great assistance to the project. This work has been a great opportunity for them to learn about marine issues and survey methodologies for assessing KAP, which are not commonly taught to biologists in Peruvian universities.

**5. Are there any plans to continue this work?**

Yes, this project is the first stepping-stone for a community of chefs to move towards a more sustainable use of marine biodiversity. Therefore, thanks to the elaborated baseline, future communication campaigns and training sessions with chefs will be conducted in order to strengthen their motivation to sustainable seafood.

**6. How do you plan to share the results of your work with others?**

Last March 2013, this project was presented at the Student Conference of Conservation Science at the University of Cambridge. The project was presented through a student talk, winning the third place for best talk. In addition, the main findings were presented at an event (November, 2013) held at the restaurant "Pescados Capitales". Chefs and organisations were invited to participate, having an audience of 30 people. The short publication was distributed among participants.

At the present time, a scientific paper is being written targeting high impact journals for the publication of this project's main findings. The abstract will be submitted for revision between February and March 2014. On the other hand, the short publication that has been elaborated will be distributed to the remaining chefs and certain organisations during January and February 2014.

**7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?**

The RSG was used for a period of 15 months, 3 months more than expected, for which a no-cost extension was requested. However, the distribution of the short publication and the publication of the scientific article will take longer (three more months approximately).

**8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used. The local exchange: £1 = S/. 4.1762 (Peruvian Nuevo Sol)**

Item	Budgeted Amount	Actual Amount	Difference	Comments
Laptop (MacBook Air 13")	1173	1130	43	Differences in prices between USA and Peru (Peruvian prices used for budget reference).
Travel Expenses	611	153	458	Many of the restaurants were near walking distance, so fewer taxis were used (for the main research as for the volunteers).
Desktop Materials	235	163	72	The desktop materials were reused most of the times and photocopies were cheaper than budgeted.
Volunteers	168	105	63	The volunteers did fewer restaurants than expected (due to schedule complications).
Stipend	575	575	0	No difference.
Communication	360	433	-73	The cost of the final event was higher than expected.
Publication	503	970	-467	The layout and printing of the short publication was more than expected.
Account Maintenance (bank)	0	15	-15	This was not taken into account at the moment of elaborating the budget.
<b>Total</b>	3625	<b>3539</b>	81	The surplus will be use for delivering the publication to the remaining chefs.

**9. Looking ahead, what do you feel are the important next steps?**

Firstly, it would be quite interesting to apply the same methodologies to more popular marine restaurants, in order to compare seafood consumption and demand, and to identify the key drivers for each group of restaurants. The findings will also provide better information about consumer preferences.

Then, the Centre for Environmental Sustainability from Cayetano Heredia University has a website related to sustainable gastronomy, mainly seafood, ([www.gastronomiasostenible.pe](http://www.gastronomiasostenible.pe)) which is currently not updated. This website was very used by chefs, so it could be the ideal way to communicate with them and deliver information related to sustainable seafood.

Finally, it is necessary for the project to start looking for alliances with restaurants, organisations and universities to have the necessary information and collaboration to strengthen the project and start elaborating communication campaigns and training sessions.

**10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?**

The logo of the RSGF was used for the short publication, several presentations that have been made about the project as for invitation letters and training materials for the volunteers. The Rufford Small Grants Foundations will be mentioned in the acknowledgment segment of the future scientific publication.

**11. Any other comments?**

Working with chefs provides insight not only into the restaurant dynamics but also into consumer preferences and habits, which are the main drivers of unsustainable seafood consumption. Along the project, chefs have proved to be interested in achieving a sustainable consumption of seafood and do have the potential to become great partners in changing consumer's habits. In my opinion, there is no better way to change unsustainable consumption habits than through a delicious, nutritious and sustainable meal prepared by a top chef.

