Selling fish that is not placed on ice is a thing of the past in the fishing town of Grenville. The revolutionizing of the mentality of accepting Fish-On-Ice did not happen overnight. Historically in the entire state of Grenada fish without ice was considered fresh and fish spoilage has not only been prevalent but accepted.

Over 100 fishers operate from the town of Grenville and every year they bring in more fish than what the local market can absorb. The Grenville Fishing Aggregating Devices (FAD) fisher’s organisation (GFFO) was born with the aim of getting fishers to bond and work together; to deliver a quality product in order to reduce spoilage and to land an export market for Grenville fish. Finding an export market for fish was something that was never done before. With the effects of climate change and pollution from the land, fishers are forced to make longer journeys and therefore require ice to preserve fish quality. When the United Nations Development Programme Integrated Climate Change Adaptation Strategies (UNDP ICCAS) project was launched, which is a German-Grenada Government bi-lateral project that provided grant funding to communities to adapt to climate change, the FAD fishers was the first Organisation to grab unto the opportunity and was able to equip 50 percent of the fishers with locally design ice boxes and in so doing, changed the mentality of fishers, venders and consumers towards consuming fresh fish – which is fish on ice.

The timing was right for change in the fishing town of Grenville – not only were the fishers on a mission to bring about change but also the international fish marketing organisations. In 2013, fish exports contributed US$25 million to the national economy (which was better than Agriculture) and producing quality fish for export was not only demanded but was an ultimate requirement by the export market.

With the introduction of FAD through the Caribbean Fisheries Co-management project (CARIFICO) Grenville fishers were landing more fish including larger pelagic. A FAD is a canopy anchored to the seabed in the open ocean, which attracts fishes. However the quality of landed fish remained poor because they were not on ice.
The infrastructure is ready for change – The Japanese CARIFICO project, which was operating within the OECS region based on a bi-lateral relationship with Japan government and these OECS countries, directly worked with the Grenville fishers to prepare all the necessary structures to increase amount of fish caught. First the CARIFICO project trained the Grenville fishers to build, deployed and maintain FADs. Then they formed the fishers into a co-management grouping called Grenville FAD Fisher’s Organisation who collect fees from the fishers for sustain resource management. Lastly the CARIFICO project trained the fisher to build icebox using fibreglass and foam sheets tailor-fit for every fishing boat.

With all of these intervention something was still missing – And the Grenville fishers continued to land more poor quality fish. According to Mr. Royan Isaac, a fisher and the leader of the FAD fisher’s organisation, “the ICCAS project which introduce ice boxes and trained fishers in delivering a quality product could not come at more opportune time. It was the missing link to bring about change in the mentality of fishers to the Icing of their fish.” Mr. Isaac went on to say “every component of the ice box project was implemented smoothly and the project was completed within the stipulated timeframe. The lessons learned from this project could be modelled for any community intervention wanting to introduce a new technology.”

In summary, the factors that contributed to the success of ice box project included:

- **Availability of technical experts**: The CARIFICO project introduced the new technology and trained local persons to build the iceboxes. The CARIFICO project continued to provide technical support to the project and created a manual for the construction of iceboxes.
- **Availability of funding**: The ICCAS project provided a grant of US$30,500.00. General implementation went very well and there was swiftness in signing the proposal and starting the project. The disbursement of funds went without any hindrance.
- **Availability of building materials**: The procurement of materials was smooth, which were ordered through a local company. When the project ran into challenges with materials running out this was quickly corrected by the company.
- **Availability of local experts to manufacture the products**: The persons involved in the construction was already involved in the Japanese pilot procedure and had the skills to build the ICE boxes. The ice boxes are now being replicated currently where one of the trainers is now building ice boxes for other communities.
- **Availability of appropriate construction site**: A well ventilated area away from the public was chosen as the project site.
- **Monitoring of the Project**: The FAD fishers organisation that was also the leader of the project took full ownership of implementation and monitoring.
The change from not using ice to putting fish on ice did not happen overnight. The project involved a great deal of ground work. A lot of convincing had to be done to the fishers and sensitization on the effects of climate change and the importance of putting fish on ice following the correct procedures. This took some time because the concept wasn’t generally accepted by the fishers. Fishers thought that the ice boxes were too bulky and will make them burn more fuel. However the GFFO didn’t give up, the efforts continued and gradually the concept was generally accepted. Fishers were shown that climate change is real. Evidence of climate change that were present in the area was shown to them and they were convinced. The amount of applications received for ice boxes surpassed what the project had catered for, therefore a very difficult selection process had to be done. The turning point came when the Japanese CARIFICO Project Coordinator said to Fishers, “When people die we move quickly to give them flowers - when fish die we must be quick to give them Ice.” That phrase really resonated with fishers and it is now a commonly use phrase among the fishing community in Grenville.

Currently 90 percent of the fishers in Grenville are using the ice boxes. With CALFICO and ICCAS project inventions there have been change in the economic status and confidence of the fishers. So much so that fisher’s credit worthiness has improved and the financial institution are providing more loan to fishers. The next major goal for this community is finding an export market for their fish which is a process that has started and will soon be a reality.