



# International Association of Fish Inspectors

*"an International Association of Seafood Professionals"*

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## IAFI Asia Pacific Network Meeting

World Seafood Congress  
Washington DC, October 2<sup>nd</sup> 2011

**Participants:** (annex)

**Reporter:** Douglas Waley, [dw31@stir.ac.uk](mailto:dw31@stir.ac.uk)

### PLANNED OUTCOMES FROM THE MEETING:

What are the two or three things that we can do through an IAFI network in the Region?

How do we run the network in the future?

### ISSUES AND ACTIONS

- **Net weight issue and fraudulent behavior**
- **Standardization of methods**
- **Consistent implementation of standards**
  1. Recognise that additives used correctly are legitimate – manipulation may not provide a food safety issue but could result in fraud. Consumer confidence is key – market signals are important – how can we build trust in the supply chain and remove costs (product is tested at every stage – processor, government, buyer, users)
  2. Can IAFI professionals develop technical notes on key issues – what the regulation says and what can be done to enforce them – suggestions of where to implement controls, what signals to look for, what easy tests are there. Review what exists and what has already been done. QIM. The Tory notes? Central source and recognition that things change. Modern version –wiki or video clips on YouTube. Connect through social media.
  3. Can IAFI use its seat at Codex to promote the need for standardization of methodology? In Codex methods need to be validated. Where there are no validated methods there is a need to get this done. SEPA (Olivier Hottlet) may have lessons that we can learn from. USA (NFI), Australia (SIAA), SEPA be contacted
  4. FAO also has resources describing basic food technology and testing. Grimsby (UK Seafood training Council). Should IAFI ask FAO to take a lead role in this?
  5. Technical information to be gathered and presented in different forms (videos, written, PowerPoint, wiki internet based resources)
  6. Mechanisms for dissemination (from Clare Winkel):
    - Registered seafood auditors – e.g. BRC, SQF
    - Buyers – technical updates
    - Pam Tom's – UC Davis group email
    - IAFI – Linked In Group



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Certification technical updates

Linked In Food Safety Groups

**Action:** Small Group to progress initiatives (Clare, FAO, Grimsby, Indonesia, Vietnam, Thailand)

### Technical Assistance

1. How do we link the issues with the technical assistance program? FAO, UNIDO IAFI group to work on ensuring that technical assistance is targeted and focus on high priority needs
2. Look at collaboration with the other networks.

### PUBLIC IMAGE OF PRODUCT SAFETY AND SUSTAINABILITY

1. Need improved communication about the systems and procedures used in the countries to ensure food safety and quality. Have the facts available on what is happening in these countries to counteract misinformation. IAFI could host these on the website.
2. Who else is in the supply chain and needs information and how do we get it to them. What other activities initiatives can IAFI undertake to get accurate information out there? Who is who in the zoo? Who can we all talk to get the facts.
3. Note that the media tends to generalize – only need one group doing the wrong thing and it is jumped upon. Need to distance good practitioners from the bad. Media are not normally interested in good stories. Can IAFI help facilitate training and up skilling on media management (including through social media). Can IAFI facilitate network between industry associations to improve understanding of facts – opportunities for collaboration not conflict.
4. Directory of who to talk to – Globefish?
5. How can we use the FAO/WHO report on the risks/benefits of seafood to promote a positive message – see [www.gillseafood.com](http://www.gillseafood.com) (Wednesday 1.00pm)

**Action:** IAFI Information Network be formed to progress these ideas. Identify how to do this and who can help. Can Globefish be built upon/improved?



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### ENVIRONMENTAL AND ETHICAL STANDARDS

1. Additional requirements of buyers - increases costs through the supply chain with little if any increased returns. Changing consumer expectations – driven how? Third party certification is now a global business in itself – self perpetuating? Is it a never ending story?
2. Demonstrating sustainability – it is not something that industry should compete on. Different buyers have different standard requirements. Focus on the outcomes that need to be achieved – may have different ways of achieving them.
3. Standards equivalence? Opportunity to understand the relationship between the different standards – what each one means, what people have to do for each one etc. For example the Global Food Safety Initiative. Can IAFI facilitate this in conjunction with other players?
4. Can IAFI website link with FAO guidelines on Aquaculture Certification? Minimum performance standards i.e. what must be achieved. Substantive criteria are specified in the guidelines. Fisheries and Aquaculture sustainability is different. FAO Code of Conduct is about responsible fishing. Note the guidelines are a starting point.
5. Participants may be interested in attending the World Seafood Congress Tuesday morning session *Making Sense of Sustainability*. Also the capability building session on Wednesday may be of interest.
6. Is there a training and education role? Standards exist but are they impacting on performance. It comes down to execution and implementation of the standards. The aim is to improve the whole supply chain. Standardize curricula in countries. How do we make that work?
7. Is there a rating of certification bodies? Seafish has a benchmarking study on their website.
8. FAO Technical cooperation Program – each country sets their own priority program (e.g. forestry versus fisheries). Which countries and which species are being worked on? Promote the benefits of applying best practice in terms of better product, reduced costs. The case studies would be of interest to others. What are the key learning's from each one.
9. Can a How to Guide be developed on the steps to take control of the debate and demonstrate compliance with FAO Code of Responsible fishing and then where to from there?

**Action:** IAFI network to facilitate dissemination of existing information and look at the idea of a Seafood Academy – to standardize curricula by establishing links between national skills groups and working with them.



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### **IAFI Asia Pacific Network Meeting**

#### **ASIA/PACIFIC NETWORK OPERATIONS**

Form leadership group: 2 to 3 people (Mark Boulter, Binaya Nayak, Thailand, Vietnam)

- Need IAFI Ambassadors –
- Communicate and make sure that important issues are brought forward and discussed in IAFI forums. Contribute ideas on what can be done.
- Contribute to the website. Suggest links to information and other websites
- Language – translation of key material
- Share calendar of events – only need one or two people to even have a coffee
- Identify the events that are natural milestones for reviewing progress against actions and discussing emerging ones



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### Annex Participation List

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