

# ***MAKING SENSE OF SEAFOOD SUSTAINABILITY***

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IAFI World Seafood Congress  
Washington DC  
4<sup>th</sup> October 2010

NGO Groups  
Independent Scientists  
Research Institutes  
Consumers  
Brokers and Distributors  
Food Service Buyers  
Retailer Buyers  
Food Processors  
Government  
Fishermen  
Fish Farmers  
Fishmeal and Fish Oil Producers  
Financiers and Investors  
Coastal Communities



**Codes and Guides**

## **PROBLEM**

Communication Positioning is leading to some inconsistent messaging and confusion, at a number of levels

The sector is paying the cost of this.

**Opportunity – Better understanding**

*“Sustainable”*



120+ Fisheries Certified and 120+ in process

# “Responsible Fisheries Management for Sustainable use”



## **Started**

- Iceland – 1 Certified
- 5 Fisheries in process
- Alaska – 2 Certified
- 4 Fisheries in process
- Canada- 5 Fisheries in process

## **Interest from:**

- Hawaii
- Australia
- Louisiana
- California

# “Responsible Fishing”

## **Started**

- UK – 400 Vessels
- Holland– 100 Vessels
- Ireland- 200 Vessels
- US - Maine – (Verification)



“Responsible Management” for  
Aquaculture Input (Fish meal and Fish Oil)



Peru  
Iceland  
USA  
Chile  
Norway  
Denmark  
South Africa

*“Aquaculture - Best  
Practice”*



**GLOBALG.A.P.**

# “Responsible” in Aquaculture



International aspirations



National Initiative

# “Specific Claims”



## *“Watch” Programs*

### **Drivers that are being used for Change**

- ASPIRATION
- FEAR

**Sustainability and Responsibility are  
integrating into other communications**

### **Sustainability**

Environment   Economic   Social

Food Safety   Traceability   Energy

Ethics   Storage   Distribution

There is a Common Thread

- **FAO Code of Conduct for Responsible Fisheries**
- FAO Technical Guidelines on Aquaculture Certification
- FAO Eco-labeling Guidelines for Fishery Products





**FAO Fisheries Department**  
**THE CODE OF CONDUCT FOR RESPONSIBLE FISHERIES: THE REQUIREMENT FOR  
STRUCTURAL CHANGE AND ADJUSTMENT IN THE FISHERIES SECTOR**  
**Doulman Senior Fishery Liaison Officer International Institutions and  
Liaison Service (FIPL) Rome, Italy**  
November 1998

- **Article 2 of the Code summarises its objectives. These are to:**
- establish principles, in accordance with the relevant rules of international law, for responsible fishing and fisheries activities, taking into account all their relevant biological, technological, economic, social, environmental and commercial aspects;
- establish principles and criteria for the elaboration and implementation of national policies for responsible conservation of fisheries resources and fisheries management and development;
- serve as an instrument of reference to help States to establish or to improve the legal and institutional framework required for the exercise of responsible fisheries and in the formulation and implementation of appropriate measures;
- provide standards of conduct for all persons involved in the fisheries sector\\

<http://www.fao.org/DOCREP/006/AD364E/AD364E00.HTM>

## **Need for Better Understanding**

- There has been a call for a credible and balanced benchmarking initiative
- There is the belief that IAFI is ideally placed to deliver this initiative:
  - No Political agenda
  - Competent and credible people and networks
  - International perspective
  - Desire to assist with understanding

## **Needs Must**

***“An idea that is developed and put into action is more important than an idea that exists only as an idea”.***

***~ Buddha***

## **Proposed IAFI Benchmarking Process**

- Voluntary – no standard chasing
- Positive engagement approach
- Not for profit process
- Competent and transparent process
- Fisheries and Aquaculture

## **Outline of the Key Steps**

**1.** The IAFI Standards Review process will be managed and adjudicated by competent IAFI member volunteer experts within an agreed technical framework

**2.** IAFI will develop an Application and a documented Review Process.

**3.** Applications for Standards Review will be accepted by IAFI from Standards Owners and will be benchmarked on three core components the program:

- The Certification Standard
- The Certification Process
- The Accreditation of Certification Process

**Note:** Only applications that have these three core elements will be accepted for review.

IAFI will not be benchmarking concepts.

**4.** IAFI will appoint a specific independent Benchmarking Committee to conduct a preliminary screening of each specific application. The Committee will be composed of: Independent Chairman; and at least: one market representative; one manufacturer or producer; one NGO; one scientist; one certification / accreditation expert (all with at least 5 years experience relevant to the specific seafood sector and program under review)

**5.** The details of the Standard and Program will be principally assessed via a desktop review and through interviews with representatives of the Standards Owners

**6.** Once the consultation period is over, the responses will be reviewed and a gap analysis report will be produced against the key elements of FAO criteria. This process will be reviewed internally by IAFI for agreement before release. The following points will be scored;

- **Standard and Communication**
  - a. Criteria relevance in relation to the communication being made
  - b. Objectivity of criteria
  - c. Standard development process

- **Certification**
- a. Scoring Consistency
- b. Assessor Competency
- c. Independence of process
- d. Transparency of process

- **Accreditation**
- a. Competency of Accreditation Body and Process
- b. Governance of Accreditation Body
- c. Independence of Process
- d. Consistency of Process

**7.** If found to be largely compliant with the FAO Guidelines of Eco-Labeling a compliance GAP report will be then issued by IAFI to the Standard Owner

## Continuous Process

**8.** Any changes to the conforming scheme which could result in non-conformity should be promptly communicated to IAFI.

**9.** Conforming schemes will be reviewed in detail by IAFI once every three years after initial compliance approval. Conforming standard owners will be required to submit an annual report to IAFI regarding the delivery, performance, and development plans for their program

## What next?

IAFI Board discussion

Working Committee formation

Initial interest already expressed

Pilot phase

**THANK YOU**