

2011 World Seafood Congress



# Making Sense of SUSTAINABILITY

**SESSION CHAIR**  
Mr Peter Marshall

Sponsors



International Council for the Exploration of the Sea  
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NATIONAL  
FISHERIES  
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THE GRIMSBY INSTITUTE  
of Further & Higher Education

Messages from Irish Team abroad



IRELAND

## Message 1: Get Engaged!!!!



## Message 2: Never stop TRY-ing



# Making Sense of SUSTAINABILITY

**IAFI World Seafood Congress**  
**Washington DC**  
**4<sup>th</sup> October 2011**  
**SESSION CHAIR**  
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**There is the “know how” - We need  
as many people as possible to pull  
together.**

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



## Sustainability and Responsibility are integrating into other Communications

### Sustainability

Environment Economic Social

Food Safety Traceability Energy

Storage and Distribution

## How do I fit in?? – Hands on experience

- MSC – Sustainable Fisheries Management and CoC
- FAO based RFM – USA, Iceland, Canada
- Seafish Responsible Fishing – (UK / Holland)
- BIM Responsible Fishing – (Ire.)
- IFFO Responsible Supply
- GAA Best Aquaculture Practice
- GlobalGAP Integrated Aquaculture
- Certified Quality Salmon
- Certified Quality Mussels
- Organic Aquaculture
- Supply Chain Audits
- Responsible Shipping
- Responsible Energy Management
- Emerging – ASC – Responsible Aquaculture



## **To do nothing to assist is a backward step**

- Communications
- Criteria
- Competency
- Costs

We need to make them all Fit for Purpose to create a sustainable solution.

## **Session 1 Standards for Certification**

- MSC / ASC
- FAO-Based
- GlobalGAP
- GAA BAP

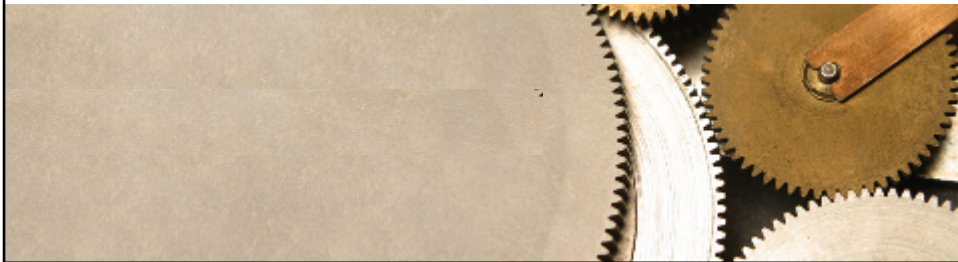




## **Session 2**

### **View Points**

- Iglo Food Group
- New England Aquarium
- World Ocean Council
- Certification



## **Task Arising for the Session**

How do we assist to make more sense of  
and improve  
the current sustainability journey?

**First speaker**

**Mr Chris Ninnes**