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# SINTEF RAPPORT

TITTEL Årsrapport:

Fagnettverk innen bærekraftig fiske – dokumentasjon, merking og sporing

FORFATTER(E)

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OPPDRAAGSGIVER(E)

Nordisk Ministerråd og Fiskeri- og Havbruksnæringens  
Forskningsfond (FHF)

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## SAMMENDRAG

Denne rapporten inneholder årsrapport for fagnettverkets arbeid i 2009 og oppsummering og presentasjoner fra workshop om fremtidens miljømerking av sjømat.

Hoveddelen av arbeidet i prosjektets første år gikk med til å planlegge en internasjonal workshop med tittelen; "The future Environmental labelling of seafood". Arrangementet ble avholdt i København den 19. januar 2010 med 100 deltakere fra 15 land.

Foreløpige konklusjoner fra 1. workshop er:

- Både forskere, merkeiere og supermarkedskjeder tror at miljømerker vil endre fokus og innhold i fremtiden
- Det bør etableres klarere regler for miljømerker
- Mer spesifikke og kvantitative kriterier vil kunne bidra til å gjøre miljømerker mer troverdige.

Deltakerne viste interesse for å delta i det videre prosjektarbeidet. Vi er nå inne i en prosess hvor tema for neste workshop skal vurderes og bestemmes.

STIKKORD	NORSK	ENGELSK
GRUPPE 1	Miljømerking	Eco labeling
GRUPPE 2	Sjømat	Seafood
EGENVALGTE	Sporing	Tracing

Årsrapport for prosjekt:

# *Fagnettverk innen bærekraftig fiske – dokumentasjon, merking og sporing*

## **1. Prosjektdeltakere:**

- Danmark, DTU, Stina Frosch, Maria Randrup
- Norge, Fiskeriforskning, Petter Olsen og Kine Mari Karlsen
- Norge, SINTEF; Jostein Storøy
- Island, Matis, Sveinn Margeirsson
- Færøyene, Drós í Ólavsstovu
- Sverige, SIK, Friederike Ziegler
- Finland, Pirrko Tuominen/ Anna Leimi, (EVIRA)
- Eurofish, Marco Fredriksen

## **2. Prosjektstatus per januar 2010**

Hoveddelen av arbeidet i prosjektets første år gikk med til å planlegge en internasjonal workshop med tittelen; ”The future Environmental labelling of seafood”. Arrangementet ble avholdt i København den 19. januar 2010. Hele 100 personer fra 15 land deltok, og man hadde engasjerte foredragsholdere fra viktige organisasjoner som FAO og EU-kommisjonen, merkeiere som MSC og KRAV, samt store supermarkedsjeder som Royal Ahold og Waitrose. Foredragene fra workshoppen er lagt ut på prosjektets wikipedia-baserte hjemmeside:

[www.tracefood.org/index.php/International:Scientific\\_network\\_within\\_sustainable\\_fishing](http://www.tracefood.org/index.php/International:Scientific_network_within_sustainable_fishing)

Mål for workshoppen:

- Gi en oversikt over relevante miljømerker
- Diskutere om framtidige miljømerker bør ha et mer helhetlig innhold
- Diskutere om fremtidige miljømerker bør ha standardiserte minimumskriterier for innhold
- Diskutere om fremtidige miljømerker bør ha mer kvantitative kriterer
- Diskutere om merkeiere kan bidra til utvikle og implementere miljøvennlig teknologi i verdikjeden
- Utvide nettverket innen miljømerking og etablere et internasjonalt samarbeidsforum

Foreløpige konklusjoner fra 1. workshop er:

- Både forskere, merkeiere og supermarkedskjeder tror at miljømerker vil endre fokus og innhold i fremtiden. I tillegg til å dokumentere at produktet kommer fra en bestand som er bærekraftig beskattet og regulert, vil man inkludere andre dimensjoner av bærekraft sterkere, for eksempel; Produktets klimapåvirkning og sosiale aspekter.
- Flere foredragsholdere mener at man bør etablere klarere regler for miljømerker med standardiserte minimumskriterier. En foreslo at det arbeidet gjennomføres i regi av ISO.
- Flere foredragsholdere tror at mer spesifikke og kvantitative kriterier vil kunne bidra til å gjøre miljømerker mer troverdige. Dersom et merke også inneholder spesifikke krav til transparens via sporbarhet og dokumentasjon av at merkekravene er oppfylt vil dette ytterligere skape tillit.

Deltakerne viste interesse for å delta i det videre prosjektarbeidet. Vi er nå inne i en prosess hvor tema for neste workshop skal vurderes og bestemmes. Det kan nå være aktuelt å snevre inn og velge et smalere tema for neste workshop. Aktuelle tema er:

1. Analysere om dagens merkeordninger tilfredsstillende FAO sine krav i Code of Conduct
2. Evaluere og videreutvikle merkeordningenes krav til sporbarhet og dokumentasjon av sporbarhet for miljømerket fisk
3. Definisjon av bærekraftighetsbegrepet – hva er bærekraftig fanget/oppdrettet fisk?
4. Nordiske fellesnevner. Utvikle standard nordiske krav til miljømerket fisk
5. Foreslå nye og mer helhetlige kriterier for framtidens miljømerker
6. Diskutere hvordan forvaltningen kan nyttegjøre resultatene fra den første workshoppen



## APENDIX: Presentasjoner og program for workshop arrangert i København

### Innhold:

#### Workshop program

Participants Copenhagen 19. Jan. 2010

- 1) Welcome address by Andreas Stokseth, Nordic Ministers Council
  - 2) Jostein Storøy, SINTEF - Introduction
  - 3) DnV: Anett Holum Valsvik, An evaluation of relevant eco labels
  - 4) James A. Young, FSIG - Review of fish sustainability schemes
  - 5) Friederike Ziegler, SIK - Future concepts for multi attribute eco labeling
  - 6) William Emerson, FAO and eco labels
  - 7) Richard Bates - EU eco labeling initiatives
  - 8) Geir Myrøld, TraceTracker - Traceability system applications
  - 9) Carl Christian Schmidt, OECD - Summary of The Hague Round Table
  - 10) Camiel Derichs - The MSC eco label
  - 11) Christoph Mathisen, WWF - The Aquaculture Dialogues and the new ASC label
  - 12) Lars Hällbom - KRAV and DEBIO Eco oriented organic labelling
  - 13) Kristjan Thorarinson, Certifying Icelandic fisheries
  - 14) Quentin Clark - Waitrose
  - 15) Aldin Hilbrands - Royal Ahold
  - 16) Mike Mitchell - Findus
  - 17) Per Bauman - COOP Sweden
  - 18) Chris Brown - ASDA
-



# Workshop on The future Environmental labelling of seafood

Copenhagen, 19. January 2010

## Background:

Several environmental labelling systems for both captured and farmed fish have been developed during the last decade. For the consumer and the industry the variety of different labels can be confusing and their scope and impact is unclear. A three years network project in Nordic Minister Council has just started with the purpose to look into this area. We aim, at the first workshop to make an overview of some relevant labels, and discuss if the label requirements in the future should have a more holistic approach.

## The workshop raises the following questions:

- How do we navigate through the jungle of different labels and market requirements? Do standard methods for label evaluation exist?
- What specific environmental issues do the labels address? What parts of a products life cycle do the label cover?
- Can standardization of eco labelling systems with minimum criteria contribute to a more clear regime?
- Should a future label cover several environmental impacts from the whole life cycle of the seafood product?
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (vessel or fish farm), or product level?
- How do the labels intend to achieve improvements? Through technology development and improved practice? Change in fisheries management and quota policies?
- Is it possible to create more quantitative criteria and can traceability be used to improve transparency and trust?

Target group: The whole seafood value chain; farmers, vessel owners, processing industry, organizations, importers, supermarkets, NGOs, governmental bodies and researchers.



# Workshop program:

1. 10:00-10:05

Nordic Ministers Council: Andreas Stokseth, welcome address

2. 10:05-10:15

SINTEF Fisheries and aquaculture: Jostein Storøy, introduction

3. 10:15-12:30

A targeted overview: Similarities and differences between eco-labels, new initiatives and development potentials.

- DnV: Anett Holum Valsvik, *An evaluation of relevant eco labels*
- Fish Sustainability Information Group: James A. Young, *At the end of the decade - a global review of fish sustainability schemes*
- SIK: Friederike Ziegler, *Future concepts for multi attribute eco labelling*
- FAO: Dr. William Emerson, *FAO views on eco labelling*
- EU-commission: Richard Bates, *New EU eco labelling initiatives*
- TraceTracker: Geir Myrøld, *Traceability system applications*
- OECD: Carl-Christian Schmidt, *Summary of the Hague Round Table Meeting and further OECD-initiatives*

12:30-13:30 Lunch

4. 13:30-14:30

Presentation of different labels and future development scenarios

- MSC: Camiel Derichs, *The MSC eco label*
- WWF: Christoph Mathiesen, *The Aquaculture Dialogues and the new ASC label*
- KRAV and Debio: Lars Hällbom, *Eco oriented organic labelling*
- *Certifying Icelandic Fisheries, Kristján Thórarinnsson*

5. 14:30-16:30

Sustainability profile and views on ecolabelling presented by the retail sector

- Waitrose: Quentin Clark (confirmed)
- Royal Ahold: Aldin Hilbrands (confirmed)
- Findus: Mike Mitchell (confirmed)
- COOP Sweden: Per Baumann (confirmed)
- ASDA: Chris Brown (confirmed)

16:30-17:00 Coffee

6. 17:00-17:30

Discussion and closing remark

19:30 Dinner

# Practical information:

## **Workshop venue:**

The workshop, dining and accommodation is situated in the beautiful Nyhavn area in Copenhagen; a colourful 17th century waterfront, canal and popular entertainment district.

The workshop takes place in North Atlantic House ([www.bryggen.dk](http://www.bryggen.dk)). North Atlantic House is located in the classic warehousing and harbor environment in Christianshavn with a splendid panoramic view of the harbor, Nyhavn, the Opera and the new theater.

During the workshop lunch is served by restaurant Noma, which is famous for their Nordic gourmet cuisine and rewarded with two stars in the Michelin guide. The dinner will be a 4 course meal with wine menu served by hotel 71 Nyhavn.



## **Hotel accommodation: Hotel 71 Nyhavn Copenhagen**

The hotel lies in the same neighbourhood as the workshop venue. The price per night is 1215 DKK, please refer to the workshop when making reservations.

*Contact info:*

*Adress: Nyhavn 71 DK-1051 København K*

*Tlf. +45 3343 6200*

*[www.71nyhavnhotel.com](http://www.71nyhavnhotel.com)*

## **Registration deadline: Friday 11. December 2009.**

There will be a fee of EUR 250,- (eks. vat) for participating in the workshop; this includes lunch and the workshop dinner. For participants not attending dinner the fee will be EUR 200,-.

The fee will be charged by invoice: Please remember to give us your billing adress when registering

## **How to register:**

By mail to Kari-Anne Ofstad, SINTEF Fisheries and Aquaculture:

[Kari-Anne.Ofstad@sintef.no](mailto:Kari-Anne.Ofstad@sintef.no), direct phone: +47 90592262

The registration should contain:

- Name
- Institution/company
- e-mail address
- Direct phone/mobile phone
- Billing adress

Rolle	First name	Surname	Organization	Country
Speaker	Aldin	Hilbrands	Royal Ahold	Nederland
Guest	Alex	Olsen	A.Espersen A/S	Danmark
Speaker	Aldin	Hilbrands	Royal Ahold	Nederland
Speaker	Andreas	Stokseth	Nordig Council of Ministers / Fiskeri og kystedepartementet	Norge
Project participant	Anna	Leimi	Risk Assessment Unit, Finnish Food Safety Authority Evira	Finland
Guest	Anne	Magnussøn	Fiskeri- og kystdepartementet	Norge
Guest	Arie Jan	Hoogendoorn	Queens Products BV	Nederland
Guest	Arne	Sørvig	MARINE HARVEST ASA	Norge
Project participant	Ásmundur	Gudjonsson	Nordisk Ministerråd	Færøylene
Guest	Begoña Pérez	Villarreal	Azti tecnalia	Spania
Guest	Brian	Thomsen	The Organisation Danish Aquaculture	Danmark
Speaker	Anett	Hollum	Det Norske Veritas as	Norge
Speaker	Christoff	Mathisen	WWF	Danmark
Guest	Carl G	Janson	Food Systems Scandinavia	Sverige
Guest	Carmen	Rodríguez Muñoz	Environmental and Rural and Marine Affairs Ministry SPAIN	Spania
Guest	Carson	Roper	Aquaculture Stewardship Council	Nederland
Speaker	Chris	Brown	ASDA	England
Speaker	Camiel	Derichs	Marine Stewardship Council	England
Guest	Conor	Nolan	Irish Sea Fisheries Board (BIM)	Irland
Project participant	Drós í	Ólavsstovu	Quality Consulting Spf.	Færøylene
Guest	Durita í	Grótinum	JFK	Færøylene
Guest	Egon	Joensen	House of Industry	Færøylene
Guest	Elisabeth	Wilmann	Fiskeri- og kystdepartementet	Norge
Guest	Ellinor	Helland	BioMar AS	Norge
Project participant	Erik Skontorp	Hognes	SINTEF Fiskeri og havbruk AS	Norge
Guest	Erling	Larsen	DTU Aqua, Technical University of Denmark	Danmark
Speaker	Carl Christian	Schmidt	OESC Trade and Agriculture Directorate	
Speaker	Friederike	Ziegler	SIK	Sverige
Guest	Gísli	Gíslason	MSC	Island
Guest	Guðrið	Andórsdóttir	Faroe Seafood	Færøylene
Guest	Gunnstein	Bakke	Fiskeridirektoratet	Norge
Guest	Guro	Meldre Pedersen	Det Norske Veritas as	Norge
Guest	Hans	Blaasvær	Faroe Seafood	Færøylene
Guest	Harald	Bjørn-Larsen	Debio	Norge
Guest	Harald B.	Tvedt	Det Norske Veritas as	Norge
Guest	Hege	Hovland	EWOS AS	Norge
Guest	Heli	Vihtari	Pro Kala ry - Pro Fisk Rf	Finland
Guest	Jákup	Mørkøre	Ministry of Fisheries	Færøylene
Speaker	Geir	Myrøld	Trace Tracker	Norge
Guest	Jarle A.	Hansen	Norges Sildesalgslag	Norge
Guest	Jens	Møller	GEMBA Seafood Consulting A/S	Danmark
Guest	Jon	Grimstad	SUROFI	Norge
Guest	Jonathan Broch	Jacobsen	Danske Fiskeres PO	Danmark
Project participant	Jostein	Storøy	SINTEF Fiskeri og havbruk AS	Norge
Guest	Jörgen	Davenil	Lerøy Sverige	Sverige
Project participant	Kari-Anne	Ofstad	SINTEF Fiskeri og havbruk AS	Norge
Guest	Karl Andreas	Almás	SINTEF Fiskeri og havbruk AS	Norge
Guest	Knut	Torgnes	Norges Sildesalgslag	Norge
Speaker	James A.	Young	Fish Sustainability Information Group FSIG	England
Speaker	Kristján	Thorarinsson	The Fisheries Association of Iceland	Island
Guest	Lars	Windmar	Det Norske Veritas as	Norge
Guest	Line	Kjelstrup	NCE Aquaculture	Norge
Guest	Linn	Eide	Hallvard Lerøy AS	Norge
Guest	Lisbeth Jess	Plesner	The Organisation Danish Aquaculture	Danmark
Project participant	Marco Thorup	Frederiksen	Eurofish	Danmark
Guest	Margreet	van Harn	Aquaculture Stewardship Council	Nederland
Project participant	Maria	Randrup	DTU Food	Danmark
Guest	Marie Christine	Monfort	MC Monfort	Frankrike
Guest	Marita	Rasmussen	House of Industry	Færøylene
Guest	Michael	Keatinge	Irish Sea Fisheries Board (BIM)	Irland
Guest	Miguel A.	Jorge	WWF	Sveiz
Speaker	Lars	Hällbom	KRAV	Sverige
Guest	Monika	Kołodziejczyk	Fisheries Market Division	Polen
Guest	Maarten	Mens	Dutch Fish	Nederland
Guest	Niels	Alsted	BioMar Group	Danmark
Speaker	Mike	Mitchell	Findus	England
Guest	Per	Nordberg	Skarland Press AS	Norge
Guest	Per Dag	Iversen	Fiskeri- og havbruksnæringens Landsforening (FHL)	Norge
Guest	Philip	MacMullen	Sea Fish Industry Authority	England
Guest	Philip	Smith	Aquaculture Stewardship Council	Nederland
Guest	Poul	Tørring	GEMBA Seafood Consulting A/S	Danmark
Speaker	Per	Baumann	COOP	Sverige
Speaker	Richard	Bates	European Commision - Structural Policy -- Aquaculture and Health	

Guest	Rudolf	Wolff	Queens Products BV	Nederland
Guest	Petra	Rasmussen	Færoe Seafood	Færøylene
Guest	Steinbjørn	í Dali	Føroya Sporførissskipan P/F	Færøylene
Guest	Stephanie	Mathey	Groupe Carrefour	Frankrike
Project participant	Stina	Frosch	DTU Aqua	Danmark
Guest	Svavar Þór	Guðmundsson	Sæmark seafoods ltd.	Island
Project participant	Sveinn	Margeirsson	Matis - Icelandic food research	Island
Guest	Tove	Sleipnes	Eksportutvalget for fisk (EFF)	Norge
Guest	Trude	Bessesen	Eksportutvalget for fisk	Norge
Guest	Trude A.	Johnsen	villa organic AS	Norge
Guest	Trygve	Berg Lea	Skretting AS	Norge
Guest	Vegar	Johansen	SINTEF Fiskeri og havbruk AS	Norge
Guest	Webjørn	Barstad	Fiskebåtredernes Forbund / Norwegian Fishing Vessel Owners Association	Norge
Speaker	Quentin	Clarck	Waitrose (Supermarked)	England
Guest	Juha-Matti	Katajajuuri	MTT Agrifood Research Finland	Finland
Project participant	Petter	Olsen	Nofima	Norge
Guest	Kine	Carlsen	Nofima	Norge
Speaker	William	Emerson	FAO	
Speaker	Richard	Bates	EU	
Speaker	Chris	Brown	ASDA	England
Guest	Kine Mari	Karlsen		Norge

Distinguished speakers, ladies and gentlemen!

It is my pleasure, on behalf of the Nordic Council of Ministers, to welcome you all to Copenhagen and this workshop on the Future Environmental Labelling of Seafood. We appreciate the initiative taken by SINTEF and its Nordic partners to organize this event. It is also a pleasure to see such a good attendance, and that the retail sector is well represented among the participants.

The Nordic Council of Ministers is as many of you may know, a regional co-operation body comprising of the ministers of the five Nordic Countries, and the self-governed areas of Greenland, The Faroe Islands and Åland. This cooperation is in fact one of the most extensive regional cooperation of the world. It covers and wide range of topics and sectors, including the fisheries and aquaculture sectors.

These sectors are of great importance in the Nordic region, and represent ample opportunities for cooperation, as we so to speak are sitting around the same pond, and the seafood value chains are crisscrossing national borders in the Nordic region.

All the Nordic governments are committed to the aim of sustainable development and this also applies to economic activities related to their seas. Environmental labelling of seafood could become a powerful tool to ensure a higher standard of environmental behaviour in the seafood industry, and thereby contribute to this overall objective. In this respect it could also contribute to the long term competitiveness of the Nordic seafood industry.

The Fisheries cooperation has therefore over several years contributed to research and innovation in the area of tracking, traceability and environmental labelling. By supporting this kind of activities the Nordic Council wish to promote a wide adoption of environmental certification in the seafood business. However, environmental labelling is not without its flaws; questions are frequently raised concerning issues such as relevant content, legitimacy, and marked power of the various labels. It is therefore expected that this workshop could contribute to the discourse on such questions. Hopefully such a discourse could lead to environmental labels which in the future will tie in better with sound fisheries management regimes, ensure fair competition among labelling firms, and meet public demands for trustworthy documentation that the food we consume is produced in a sustainable way.

I wish you a very successful workshop!

Thank you!



## The future of Environmental Labelling of Seafood

Project leader Jostein Storøy  
Research director, SINTEF Fisheries and Aquaculture



# Introduction

## Relevance

- Large variety of eco-labels
- Variation in scope and goal
- Information behind labels are often not traceable
- For consumers and industry this can be confusing
- We already see increased environmental focus in the retail sector, and new concepts are introduced (i.e. Walmart, Tesco)



## The ongoing Nordic project: Scientific network within sustainable fishing – documentation, labelling and traceability



norden

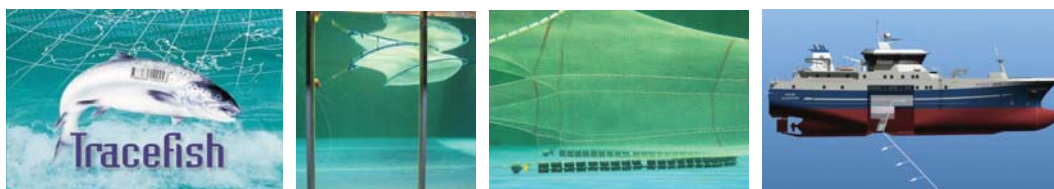
Nordic Council of Ministers

- This is 3. scientific network project
  - Traceability
  - Traceability and Food Safety
- Main project objective
  - Identify solutions for how traceability can contribute to make fisheries more sustainable
- Tool/method
  - Create network with stakeholders from whole business cluster
  - Arrange workshops, and discuss future developments



## Why are we so enthusiastic about this?

- We have developed traceability standards and traceability best practice guidelines
  - TraceFish, TraceFood Framework ([www.tracefood.org](http://www.tracefood.org))
  - Facilitates many new applications that can create trust and transparency
- Our institutes develop new environmental oriented fisheries and fish farming technology, but there are few direct incentives for taking these new innovations into use
  - Selective gear and gear with less benthic impact
  - Reduction of energy consumption in fisheries and aquaculture
  - Reduction of escapees in fish farming
  - Life Cycle Assessment methodology for seafood products



## Goal for the workshop

- Give an overview of relevant eco-labels
- Discuss if future label requirements should have a more holistic approach
- Discuss if future eco-labels should have standardized minimum criteria
- Discuss if future eco-labels should have more quantitative criteria, and if traceability can improve transparency and trust (e.g. IUU)
- Discuss how eco-labels can play a more active role in development and implementation of environmentally oriented technology
- Extend our network within eco-labelling and traceability, and establish a dynamic forum for future co-operation and influence

# Session 1. A targeted overview: Similarities and differences between eco-labels, new initiatives and development potentials

## Addressed topics:

- Presentation of your study
- General view of existing labels (based on your studies)
- How do we navigate through the jungle of eco-labels, do standard methods for label evaluation exist?
- How did you evaluate the labels in your survey?
- Do labels and certification schemes have any actual environmental impact?
- Future trends in environmental labelling (standard minimum criteria, multi-attributes, whole chain perspectives, etc)
  
- FAO/EU view of existing labels, and certification schemes
- Upcoming FAO/EU activities and actions related to eco-labels and sustainable fishing
- Do you feel that existing eco-labels have any real environmental impact?
- Can consumers trust existing labels? Can standardization of minimum label criteria contribute to a more clear regime?
- Trends in eco-labelling; should future labels cover more environmental impacts throughout the whole product life cycle?

# Session 1. Continuation

## Addressed topics:

- Is it possible to create more quantitative labelling criteria and can traceability be used to improve transparency and trust.
- How can traceability facilitate eco-labelling
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (farm/vessel) or product level?
- Case-demonstration
  
- Conclusions from the Hague-round table meeting.

## Session 2. Presentation of different labels

### Addressed topics:

- What specific environmental **issues do your label address**. What parts of a products life cycle do the label cover? Why should consumers chose products with your label?
- Which environmental impacts do your label facilitate/aid?
- Can standardization of minimum label criteria contribute to a more clear regime?
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (farm/vessel) or product level?
- How do your label intend to **achieve (environmental) improvements?** ( e.g. through technology developments and improved practice? Change in fisheries management and quota policies, etc)
- Future trends in eco-labeling. Will the content of your label change in the future (e.g. 10 years from now?)

## Session 3. Food Chain Perspectives: Preferences presented by important stakeholders

### Addressed topics:

- A little bit about your company sustainability strategy today, e.g. how do you try to influence environmental impact of the products you sell?
- Your company views on eco-labelling; do you prefer to sell eco- labelled products or not?
- If so, which eco-label(s) do you have preferences for in the seafood sector ( for both captured fish and farmed fish)
- Are you satisfied with existing eco labels? If yes; why? If no; why?
- Do you feel that existing eco labels deal with the most important environmental issues and do you think they have any environmental impact?
- Do you think that eco labels should develop into a more multi-attribute approach? e.g. cover topics like; energy consumption, supply chain aspect and social responsibility?
- Do you think that eco labels (criteria/content) will change over the next 5-10 years?

“Review of Relevant Eco Labelling  
Schemes for Fisheries and  
Aquaculture – A Nordic  
Perspective”



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Copenhagen, Denmark

Anett H. Valsvik, Det Norske Veritas  
19 January 2010

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# Outline of Presentation

- Today's Situation and the Overall Challenge
- Study Objective and Scope
- Approach and Methodology
- Findings
- Conclusion



## Today's Situation and the Overall Challenge

## A government supported label jungle

Skal det være grønt, sunt, norsk eller spesielt? Stadig nye merkeordninger med statsstøtte overlapper hverandre og skaper unødvendig konkurranse, mener Stiftelsen Miljømerking.

AV INGEBORG MOE

Hva bør man velge? Et vindu med miljømerket Svanen, eller ett som har logoen «Enova anbefaler»?

Direktør Alvild Hedstein i den offentlig oppnevnte stiftelsen Miljømerking er oppgitt over det hun kaller «merkefloraen» – Problemet er når det offentlige direkte eller indirekte støtter merkeordninger som konkurrerer mot hverandre. Det blir helt tultete. Ta for eksempel det nye «Enova anbefaler», som går på energikrav. Miljømerket «Svanen» stiller også energikrav, til og med flere, men andre miljøkrav. Da lurer vi på hva det offentlige egentlig vil. Det virker som den ene hånden ikke vet hva den andre gjør, sier Hedstein.

Oppdatert: 03.01.10 kl. 13:26 Publisert: 02.01.10 kl. 23:57

Skriv ut Tips en venn

Si din mening

TIPS TLF: 02296 SMS/MMS: 2296

BILDER:

Merkene Svanen Et fiskeprodusent miljømerke. Konkurrerer ut produkter og tjenester til de samme miljøkrav.

idrottsgate skal hane Norge (Sport) 12:04 Ian er født i dødens by (Verden)

10:37 Største angrepet jeg har opplevd (Verden)

10:55 Takrennen ga etter, student falt i døden (Innervik)

PROFILERTE

AKERSHUS FYLKESKOMMUNE Personal- og organisasjonssjef Strategisk og operativ stilling i en tannhelsetjeneste i

From Aftenposten 3 January 2010



# Study Objective and Scope



MANAGING RISK

## Objective:

- Give an overview of relevant eco labels for Nordic fisheries and aquaculture industry;
- Evaluate these eco labels according to selected criteria.

## Scope:

- Only eco labels of relevance for the EU market is included.
- Focus is on product labels rather than system standards.
- The report is basically a desk-study.



# Approach and Methodology



MANAGING RISK





# Main Areas and Criteria Used in the Study

Environmental
Corporate social responsibility
Management system
Organization of the label and the certification process

# Criteria for the Fishery Schemes

Environmental	■ Energy Consumption
	■ State of the target stock
	■ The fisheries impact on the ecosystem
Corporate social responsibility	■ Community commitments
	■ Labour rights
Management system	■ Control, enforcement and surveillance
	■ Credible regulatory framework
Organization of the label and the certification process	■ Chain of custody guarantee
	■ Openness of the certification process/ involvement of stakeholders

# Criteria for the Aquaculture Schemes

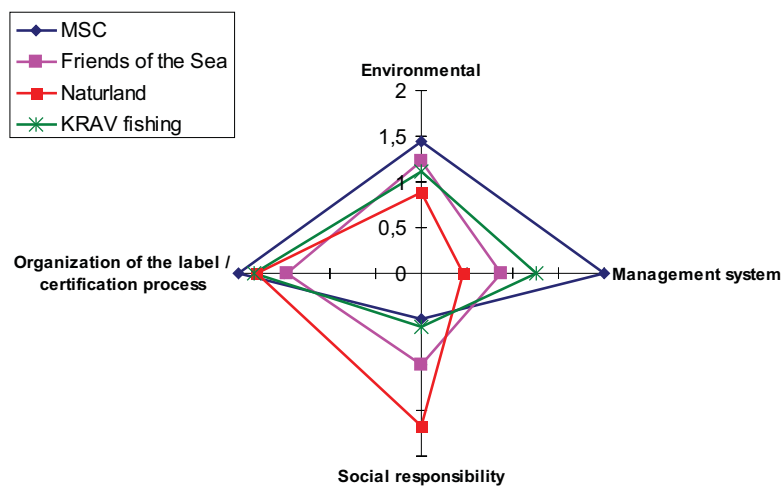
Environmental	<ul style="list-style-type: none"> <li>■ Energy Consumption</li> <li>■ Feed source</li> <li>■ Water pollution</li> <li>■ Impact on biodiversity and local wildlife</li> <li>■ Fish welfare</li> </ul>
Corporate social responsibility	<ul style="list-style-type: none"> <li>■ Community commitments</li> <li>■ Labour rights</li> </ul>
Management system	<ul style="list-style-type: none"> <li>■ Required management system in place</li> <li>■ Credible regulatory framework</li> </ul>
Organization of the label and the certification process	<ul style="list-style-type: none"> <li>■ Chain of custody guarantee</li> <li>■ Openness of the certification process/ involvement of stakeholders</li> </ul>

# Selected Labels for Assessment

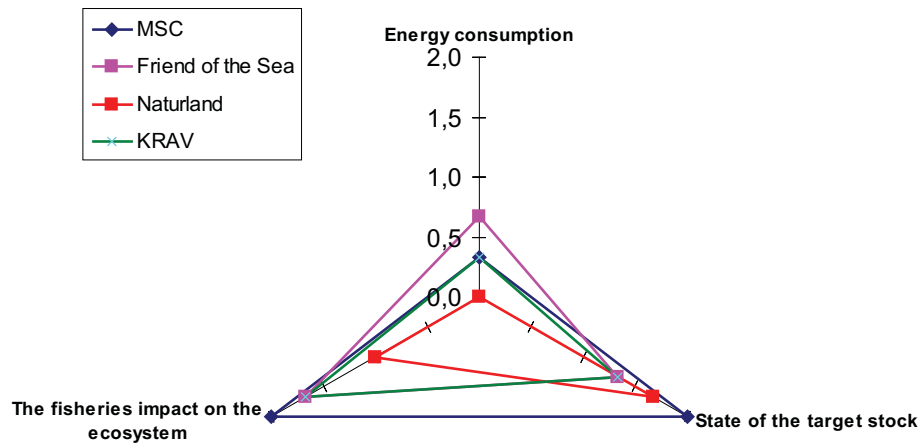


# Findings

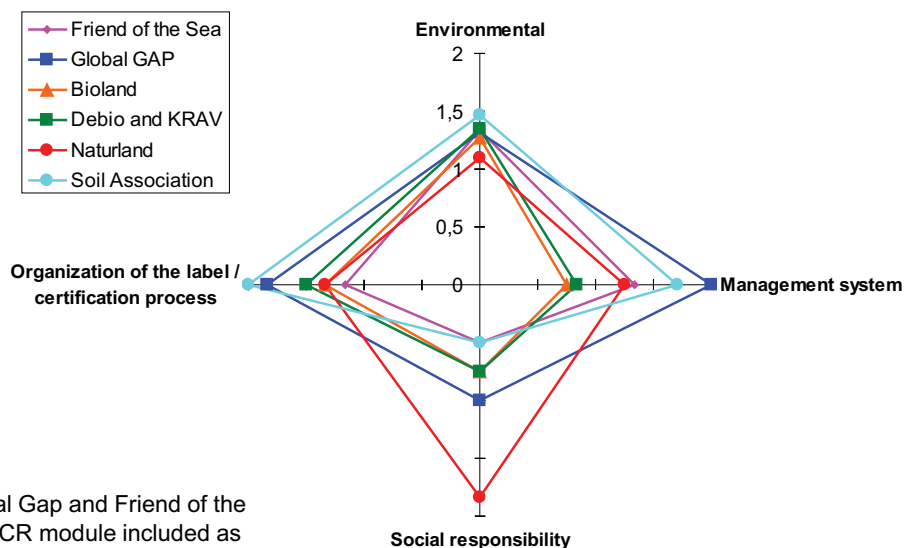
## Strengths and Weaknesses of the Various Ecolabels for Fishery



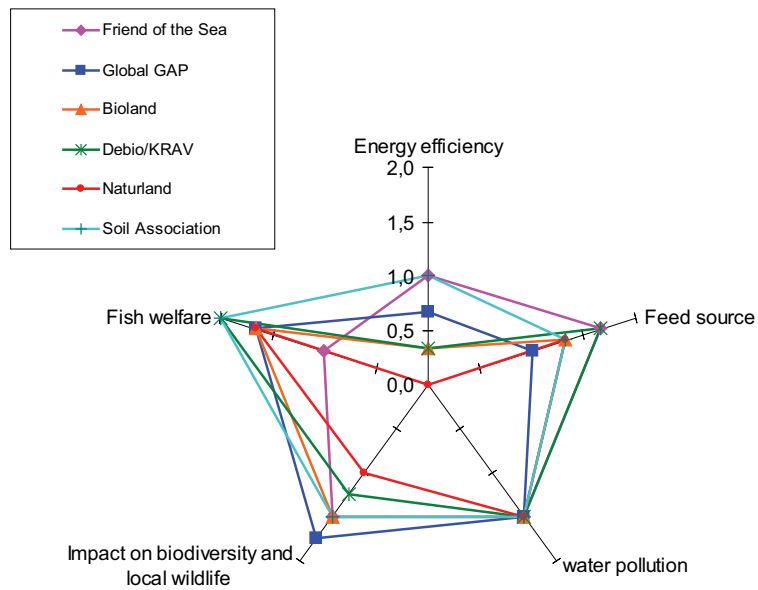
# Scoring wrt Environmental Criteria – Fishery Schemes



# Strengths and Weaknesses of the Various Ecolabels for Aquaculture



# Scoring wrt Environmental Criteria – Aquaculture Schemes



Conclusion

- All evaluated standards have a basis in international and national laws, regulations and agreements.
- All standards are fully open to the general public.
- More ecolabels are available for aquaculture than for fishery.
- The ecolabels dealing with fishery has a more extensive involvement of stakeholders than the ones for aquaculture.
- When it comes to focus on energy efficiency and carbon foot printing the overall coverage is very low.
- Social responsibility has low coverage in general.



[www.dnv.com](http://www.dnv.com)

Thank you for your attention!

‘At the end of the decade - a global review of  
fish sustainability information schemes’

**James A Young**

**Fish Sustainability Information Group**



**Workshop on the future environmental  
labelling of seafood  
Copenhagen, January 2010**

## **Fish Sustainability Information Group (2008)**

### **Full Members:**

Seafish, UK

Fisheries Research and Development Corporation, Australia

The New Zealand Seafood Industry Council Ltd, New Zealand

Dutch Fish Product Board, Netherlands

Norwegian Seafood Export Council, Norway

BIM Irish Sea Fisheries Board, Ireland


**Associate Member:** Bundesverband der Deutschen Fischindustrie und  
des Fischgrosshandels e.V., Germany.

**Observer Member:** FAO

**Chair:** James A. Young, University of Stirling, Scotland

From 23/1/10 PDF at:

[http://www.marketing.stir.ac.uk/News/FSIG\\_Final\\_report\\_Jan2010.pdf](http://www.marketing.stir.ac.uk/News/FSIG_Final_report_Jan2010.pdf)

**Review study by:** 

G. Parkes, S. Walmsley, T. Cambridge, R. Trumble,  
S. Clarke, D. Lamberts, D. Souter, & C. White

# The role of Fish Sustainability Information Schemes?

**Overarching aim:** Modify market demand for fish so as to support sustainability and benefit the environment

- Promote sustainable fisheries & aquaculture
- Engage public consciousness
- Enable informed consumer choice in seafood purchasing
- Promote improved catching and culture practices along the value chain for fish

## Why review the schemes?

### **General Perception:**

- lack of consistency between schemes
- some contradictory recommendations
- confused consumers: what's good & bad?
- confusion undermines the purpose of better communications about fish purchasing decisions
  - **Consumer uncertainty**



## Diverse positioning (value – high € quality) Increased product choice & complexity



## How to review the schemes ?

### Project Goals:

- Provide an objective assessment of certification schemes and recommendation lists (capture fisheries and aquaculture)
- Provide recommendations for future development & revisions



## Approach to the Review

- Web-based FSIG conferences to agree scope & conduct
- Detailed review of 17 fish sustainability schemes plus supermarkets
- Synthesis of main findings & recommendations



## Benchmark

- *FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries* (FAO, 2005)
- *Draft FAO Technical Guidelines on Aquaculture Certification* (FAO, 2008)

# Fish Sustainability Information Schemes: Segmentation:

<b>Certification Schemes</b>	Assess the status & characteristics of specific fisheries/aquaculture operations & may lead to the use of an ecolabel
<b>Recommendation Lists</b>	Provide consumers with an indication of sustainability of particular species via a traffic light or similar advisory system



## **Main Findings**

- Substantive success in increasing awareness of sustainable fishing & aquaculture issues within a limited number of mainly developed country markets
- Compliance with FAO guidelines is seen as important & increasing
- Some scope for improvements
- (willingness to participate in the review was mostly high...disagreements limited –so far)

## Main Findings – cont.

Inconsistent approaches & contradictory advice:

- increasing consumer confusion
- increasing industry concern
- increasing retailer guardedness
- reduced confidence



## Main Findings – cont.

Improving the schemes: **7 Key attributes:**

- **Scope:** inclusion & comprehensive
- **Accuracy:** recent data & timetabled
- **Independence:** objective credibility
- **Precision:** specific units of application
- **Transparency:** verifiable
- **Standardisation:** LCD compliance plus...
- **Cost-effectiveness:** affordable & of value

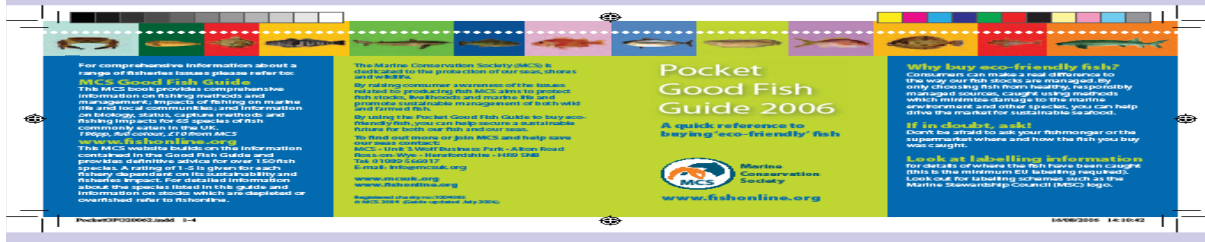
## Specific Findings: Certification Schemes

- Certification process often time consuming and costly
- Certification of developing world fisheries and aquaculture operations is less common than for developed countries
- Little standardisation between certification schemes, particularly for fisheries
- Generally apply only to fisheries / aquaculture facilities seeking certification: active & voluntary decision ?
- Main drive to improve sourcing policies has come from industry & primarily industry funded (+ some nationals)



## Specific Findings: Recommendation Lists

- Lists fill an important niche for consumers covering more species & products but only a few certified, labels
- 'No difficulty' covering fisheries in developing countries
- List producers may assess any product, with the option of 'red listing' those failing sustainability criteria
- Campaign priorities (e.g. a global ban on bottom trawling) are put ahead of fishery-specific, peer-reviewed outcomes & may proliferate through multiple lists.





## Specific Findings: A Comparison

- Some dual appearances on multiple lists & with certification & ecolabel but conflicting advice eg *Alaska pollock*, *NZ hoki*, *yellowfin tuna*, *NZ hoki*, *Chilean seabass*
- Certification schemes do not red-list fisheries or products
- Certification schemes assess a clearly defined unit of certification whereas Recommendation lists assess fish sourced from a region: May mask finer scale variations
- Certifications have a well defined timetable; Lists are more variable in currency and duration – lag effect?
- Decision making for lists is less accountable; assessment process is not decoupled from standard setting

## Recommendations

- Commitment to meet FAO guidelines; independent verification; complete aquaculture guidelines (imminent)
- Improve consistency: lists should better align outcomes with certification schemes
- Recognition of equivalence required – promote linkages
- Independent standard setting for recommendation lists
- Use only current and relevant data
- Adopt transparent updating procedure
- Information available for peer review

## Recommendations – cont.

- Retailers / foodservice take responsibility for selecting and promoting trustworthy schemes for their consumers
- Continue efforts to improve applicability to products from small-scale and data-deficient fisheries and aquaculture operations
- Develop market recognition associated with certification and labelling
- Encourage harmonisation of schemes through wider policy convergence: EU, FAO measures
- Incorporate emergent & increasingly complex measures (Social, ethical, LCA etc) whilst reducing confusion...

## Conclusion

- 
- Consensus along the Value Chain of the importance of Fish Sustainability Information Schemes
  - Strong commitment to sustainable fish supplies
  - Key Challenge: enhance the contribution of the schemes to create, communicate and deliver yet more sustainable seafood consumption globally





From 23/1/10 PDF at:

[http://www.marketing.stir.ac.uk/News/FSIG\\_Final\\_report\\_Jan2010.pdf](http://www.marketing.stir.ac.uk/News/FSIG_Final_report_Jan2010.pdf)



Lunch



HEREFORD  
UNIVERSITY

## WHALE MENU

### STARTER

Lobster soup with Cognac

### MAIN COURSE

Whale pepper steak served with fried vegetables, potato and pepper sauce

### DESSERT

Islands: Skyr Herefordstyle

Price kr. 4.900

## PUFFIN MENU

### STARTER

Smoked Puffin with fresh salad and raspberry vinegar

### MAIN COURSE

Grilled breast of Puffin served with fried vegetables, potato and milk sauce

### DESSERT

Islands: Skyr Herefordstyle

Price kr. 5.900

# Future concepts for multi attribute eco-labelling



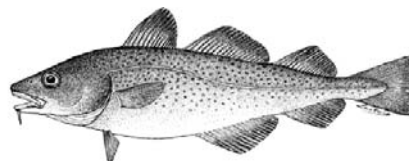
Friederike Ziegler, SIK, The Swedish Institute for Food and Biotechnology

The future environmental labelling of seafood  
Workshop in Copenhagen January 19, 2010



1

## Outline



- About SIK and our role in eco-labelling
- The basis for this presentation
- View of existing labels and guides
- The Life Cycle perspective
  - What is it?
  - Why is it necessary?
  - How could it be integrated?
- Challenges for eco-labels (and guides)
- Conclusion

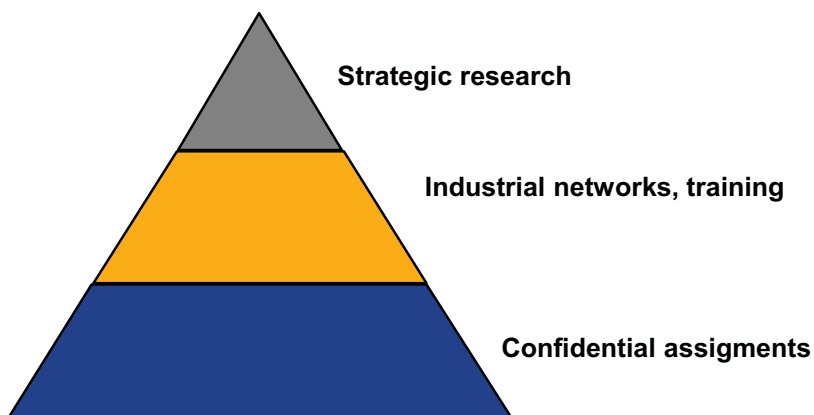


# SIK key areas for research and consultancy

- Aroma chemistry
- Material design
- Microbiological risk assessment
- Environmental system analysis
- Process design
- Production development
- Sensory science
- Structure design



## Our different ways of working

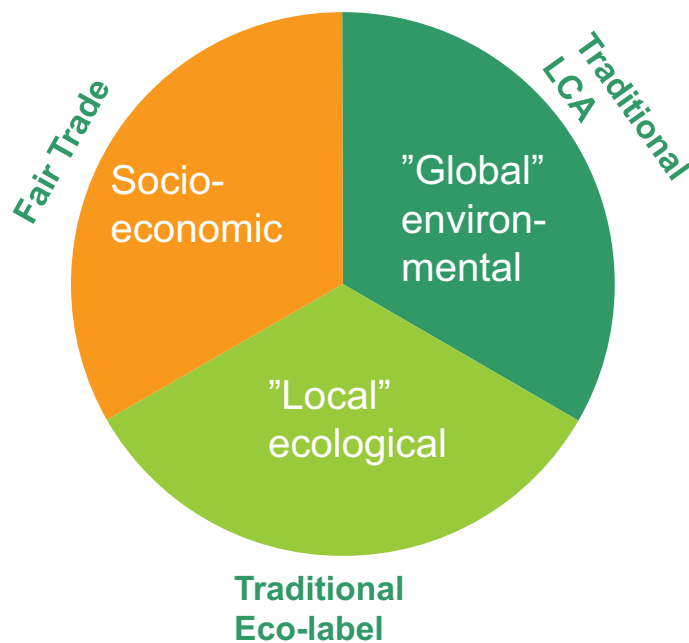


## Presentation based on recent publications:

- Eco-labelling of wild-caught seafood products  
by M. Thrane, M., F. Ziegler, F. and U. Sonesson, 2009.  
Journal of Cleaner Production
- Life Cycle Considerations for Improving Sustainability  
Assessments in Seafood Awareness Campaigns  
by N. Pelletier and P. Tyedmers, 2008.  
Environmental Management
- Conserving wild fish in a sea of market-based efforts  
Jacquet et al., 2009.  
Oryx The International Journal of Conservation



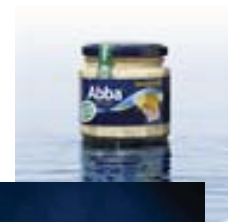
## Sustainability and sustainable fishing- what is it?





# The role of eco-labels

- Provide additional information to consumers
- Communicate complex research results
- Support the most sustainable forms of production
- Today required to stay in or enter markets



# Consumer guides

- Develop own criteria
- No third-party, independent review
- "Local ecological impacts"
- Resolution: production or consumption?
- Often local products despite global consumption

SMAKLIG MÅLTID	VAR FÖRSIKTIG MED	LÅT BLI
Abborre (insjöar) Alaska pollock Blåmuslor (reproducerade) Gädda (insjöar) Gös (insjöar) Hoki Hummer (svenska) Kolja Krabba (svensk burfångad) Lax Lake Liten hälleflundra (västra Grönland) Makrill Nordhavsräka Ostron (handplockade/odlade) Sej Sill /strömming Skarpsill Skrubbskädda (Östersjön) Tonfisk (albacor) Torsk (Barents hav)	Abborre (Östersjön) Alaska pollock Gädda (Östersjön) Hajmal/pangasius (Asien) Havskräfta Hälleflundra (odlad) Kolja Krabba Lax (odlad/Östersjön) Nordhavsräka Piggvar (odlad) Regnbåge (odlad) Rödning (odlad) Rödspätta Sik Siklöja Slätvar Tilapia (odlad) Tonfisk (skipjack) Torsk (odlad/östra Östersjön/Island) Öring (odlad)	Bergtunga Hajar Havskatt Hälleflundra (Nordatlanten) Lax Liten hälleflundra Långa Marlin Marulk Ostron (trilade) Piggvar (vikt/fångad) Rockor Räkor, tropiska (odlade/Vilda) Rödspätta (pomerå) Rödtinga Svärdfisk Tonfisk (blåfenad/gulfenad) Torsk Tunga Kungsfisk/uer Äi



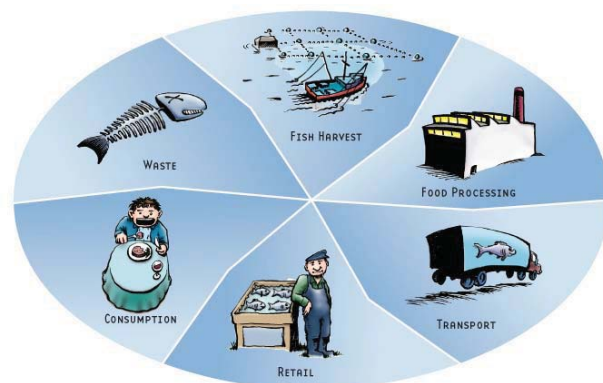
## Eco-labels and guides are a good thing- and could become better!

- Focus on central aspects and expand from there
- Continuous improvement, learning by doing process
- Inconsistencies unavoidable!
- Today no reason not to include environmental aspects such as global warming



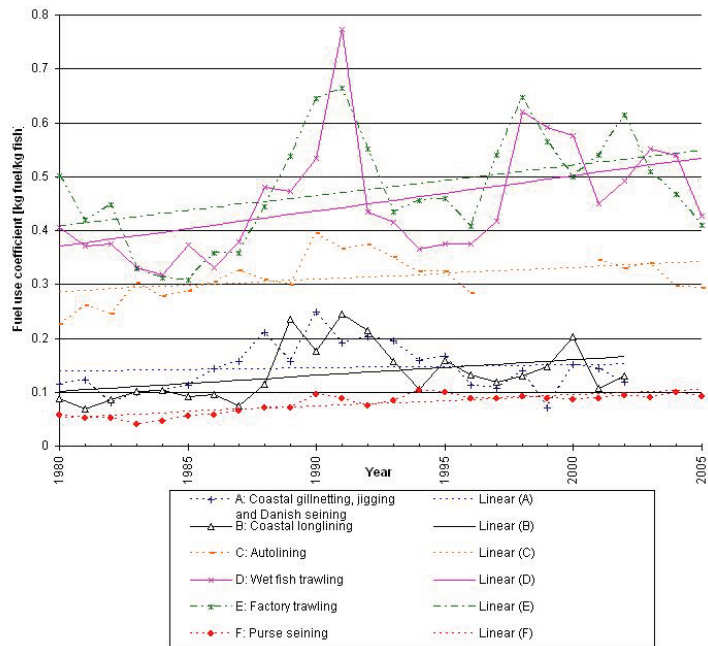
## The Life Cycle perspective

- Quantifies resource use and emissions in relation to amount produced
- Follows products from fishing and fish farming through the supply chain
- Carbon footprint=LCA?  
Global warming is one of many impact categories in LCAs



## Normally no conflict between different environmental aspects

- Energy use has been suggested as an indicator of environmental impact as it often goes hand-in-hand with seafloor impact, by-catch and overexploitation of target stocks.

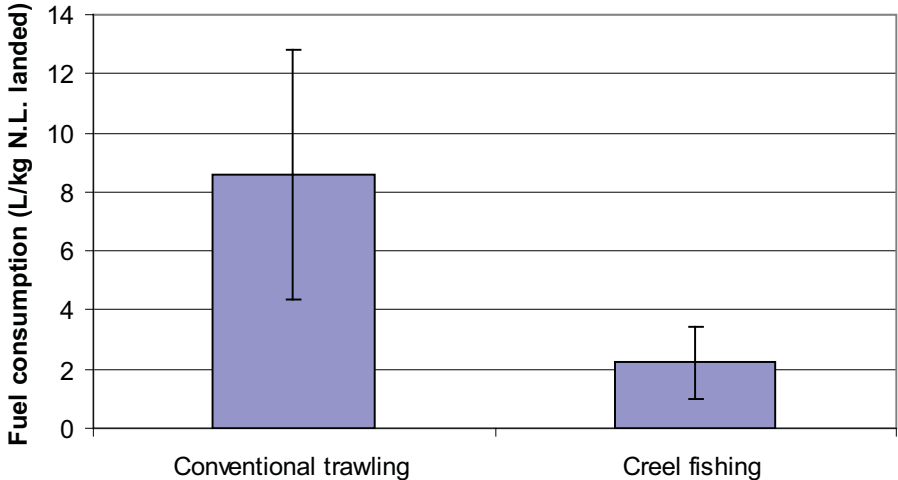


## Why necessary to broaden the perspective? Three examples.

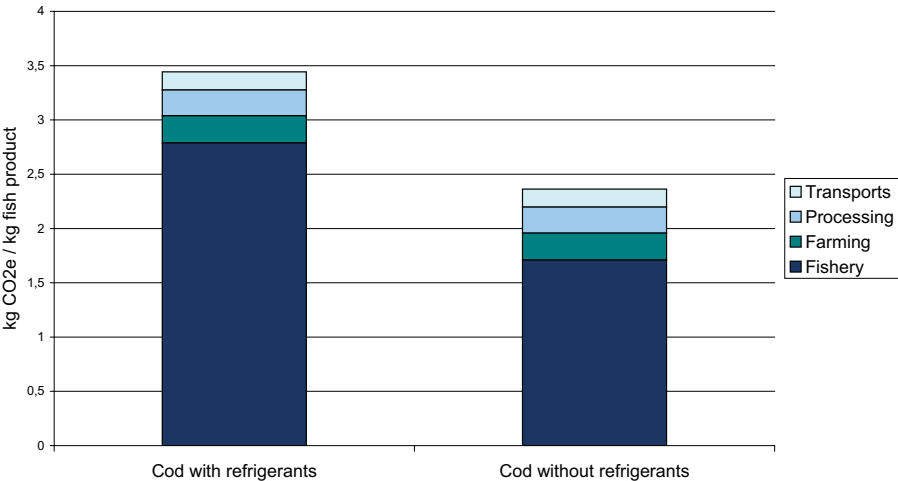
- Nephrops trawling in Scotland- best practice?
- Norwegian long-line fishery for cod and haddock- what about refrigerants?
- Land-based aquaculture of e.g. salmon- trade-off between biological aspects and greenhouse gas emissions



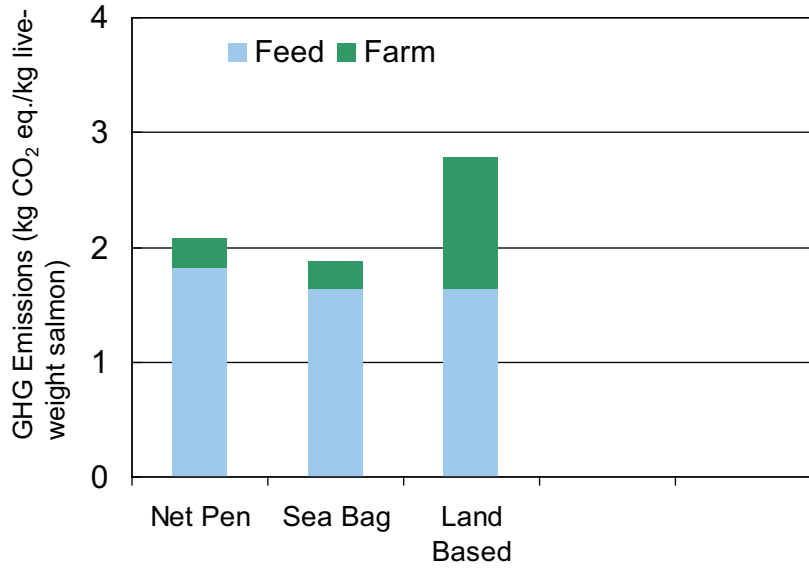
# Nephrops between 11-32 kg CO<sub>2</sub>e/kg of whole crayfish



# Long-lined cod best choice- but climate intensive refrigerants could be avoided...



# Farming salmon on land vs. in sea



# Carbon label?



## Preferable to integrate dimensions of sustainability

- Easier for producers
- Easier for consumers
- More difficult for certifying organisations and certifiers



## How integrate the Life Cycle perspective into seafood eco-labelling schemes?

- Added KRAV capture fisheries rules:
  - <0.5 l diesel/kg mixed gutted fish landed for direct consumption
  - <0.07 l diesel/kg mixed whole fish landed in reduction fisheries
  - No synthetic refrigerants allowed onboard
- Similar rules about (salmon) farming could be:
  - Food Conversion Ratio <1
  - Proportion animal-based inputs lower than 40%



## Challenges...

- Should all species/fisheries have potential to become certified?
- Trade-off situations
- Lack of data makes generalisation necessary
- Integrate more dimensions of sustainability
- Verification
- Strategy for updating



## Despite this...

- Increased knowledge gives opportunities for improvement
- Eco-labels no matter how narrow are a step in the right direction
- Can make consumers who don't eat seafood for environmental reasons regain confidence

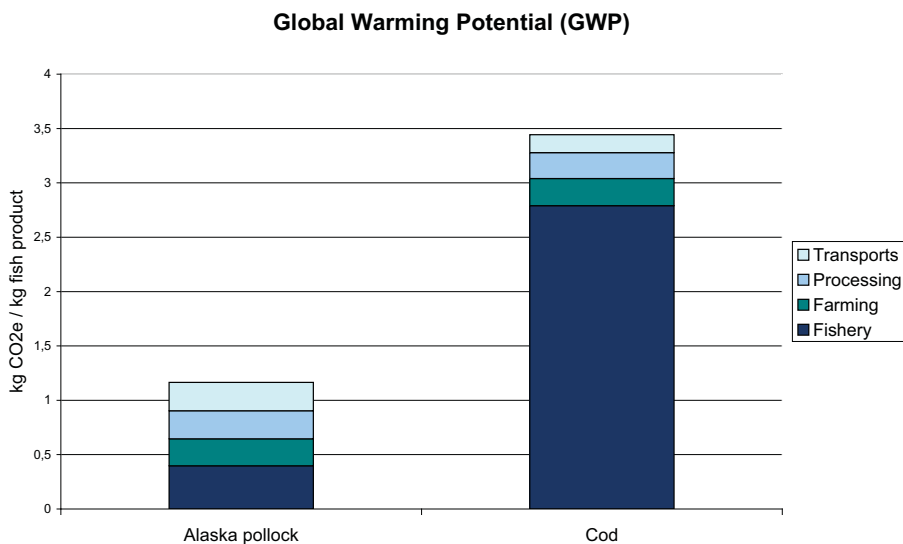




**Conclusion: Eco-labelling is important and could be further improved by integrating a Life Cycle perspective!**

**Thanks for coming!**

**But from a climate perspective, there are better seafood choices...**



# FAO AND ECOLABELS

Workshop on the future  
environmental labelling of seafood

William Emerson, FAO  
Copenhagen, 19 January 2010

## FAO VIEW OF EXISTING LABELS AND CERTIFICATION SCHEMES

- Existing labels and certification schemes should be compliant with the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries



## FAO VIEW OF EXISTING LABELS AND CERTIFICATION SCHEMES

- No formal review by FAO of existing labels or certification schemes
- Request by some FAO members for FAO to assess conformity of private ecolabelling with FAO Guidelines

## FAO VIEW OF EXISTING LABELS AND CERTIFICATION SCHEMES

- Concern that FAO mandate may not permit assessment of private ecolabelling schemes.
- FAO will propose an assessment procedure for consideration by the FAO Sub-Committee on Fish Trade (April 2010)



## UPCOMING FAO ACTIVITIES RELATED TO ECOLABELS

- Work on Guidelines for the Ecolabelling of Fish and Fish Products from Inland Capture Fisheries
- Work on guidelines for the assessment of fisheries in data-poor situations
- Finalize Aquaculture certification guidelines

## UPCOMING FAO ACTIVITIES RELATED TO ECOLABELS

- Disseminate amendments of the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries
- Minimum substantive requirements (unit of certification, management systems, stock under consideration and ecosystem considerations)

## STANDARDIZATION OF MINIMUM CRITERIA

- Standardization of minimum criteria will result in clearer regime
- Para 2.9 of the Guidelines: “Ecolabelling schemes ... considered equivalent if consistent with these guidelines”.
- Schemes certify against different criteria: stock sustainability, management regime, social objectives

## FUTURE TRENDS

- Internationally agreed sustainability standards or standards for fisheries management?
- Life cycle assessment
- Carbon footprint

# FUTURE TRENDS

- Draft aquaculture certification guidelines include:
  - animal health and welfare;
  - food safety and quality;
  - environmental integrity;
  - social responsibility

# FUTURE TRENDS

- Change in demandeurs for certification?
  - governments;
  - industry (retail, processing, harvesting);
  - consumers
  - civil society

# FUTURE TRENDS

- Legal challenges?

Thank you

Workshop – Future Environmental  
Labelling of Seafood – Copenhagen,  
19.01.10

## **UPDATE ON EU POLICY AND ACTION FOR SEAFOOD SUSTAINABILITY LABELLING**

by Richard Bates



EUROPEAN COMMISSION,  
DG MARITIME AFFAIRS &  
FISHERIES

### **Outline of presentation**

- 1) 2005 Communication from Commission – findings of subsequent debate
- 2) Labelling sustainable fishing - minimum requirements for voluntary third party private or public schemes
- 3) Sustainable Production and Consumption Policy

## 2005 Communication on eco-labelling schemes for fisheries products ++

- Outcome of debate => Desirability of having minimum requirements for voluntary schemes
- Need to underpin and operationalise the 2005 FAO Guidelines for the Ecolabelling of fish and fishery products from marine capture fisheries
- Focus on sustainability of capture fisheries under the headings stock, environment and management, up to the point of landing (only chain of custody aspects covered thereafter).

## Minimum criteria for voluntary schemes

- Precise, objective and verifiable
- Independent assessment and chain of custody
- Open access
- Ensuring proper control
- Accurate information to the consumer

## Likely key criteria - Management

- Fishery containing the unit of certification subject to effective management which is documented – targets consistent with achieving long-term maximum sustainable yield (msy)
- Total fishing mortality from all sources to be included in assessment (discards, incidental mortality, unreported catches, catches in other fisheries...)
- Allowance for traditional management systems

## Likely key criteria – Stocks

- EU & Member States subscribed in Johannesburg in 2002 to the commitment to achieve maximum sustainable yield (MSY) for fisheries. So MSY is key.
- Stocks not to be overfished according to recent data (< 3 years old) with reference to maximum sustainable yield (fishing mortality not to exceed  $F_{msy}$ )
- Possibility of transitional lead-in period up to end 2015 where stocks must be within safe biological limits (spawning stock biomass not be lower than the 'precautionary level  $B_{pa}$ ' and fishing mortality rate not be higher than the 'precautionary level  $F_{pa}$ ').



## Likely key criteria - Environment

- Based on ecosystem approach (maintenance of structure, productivity, function and diversity of the ecosystem)
- Assessment of adverse impact + problems to be addressed
- Risk assessment/risk management approach (having regard to food web, by-catch and discards, habitats and species),
- Indicators used to gauge effects

## Likely procedural requirements

- Setting of labelling requirements (management of fish stocks and environment + chain of custody) with advice from independent experts + views of interested parties + written rules of procedure + non discrimination
- Open to public comment prior to adoption
- Review + possible update at < 5 yearly intervals

## Accreditation of independent certifying bodies

- Certification bodies to be accredited by the relevant national accreditation bodies under Regulation (EC) No 765/2008 - common framework for marketing of products
- List of equivalent requirements for accreditation outside EU for labelled products sold on EU market

## Key criteria – Chain of Custody

- Specifications for maintaining chain of custody to be implemented at the key points of transfer in respect of fish catching, beginning at the point of catch and continuing through post-harvest activities.
- Certifying body to ensure adequate identification at all stages of the chain, from catch to consumer.
- Certification report which = basis for separate chain of custody certificate.

## Certification requirements – what can be envisaged?

- Concerned fishery and the chain of custody to be certified by a certifying body in accordance with minimum criteria (such as in EU law)
- The labelling requirements of the voluntary sustainability labelling scheme must *inter alia* be met. If the requirements of the EU provisions are higher then these would serve as the baseline

## Certification requirements – what EU provisions can be envisaged?

- Provisions such as listed in Article R17 of Decision 768/2008/EC - marketing of products
- Technical competence, record keeping, confidentiality, published rules of procedure, provisions for suspension/withdrawal of certification, conformity with applicable harmonized standards published in EU Official Journal, monitoring & auditing, renewal interval

## Monitoring and control - what can be envisaged?

- Member States (MS) would lay down rules on effective, proportionate and dissuasive penalties applicable to infringements & measures necessary to ensure implementation
- Accreditation bodies to check that procedures are in place to ensure compliance. Procedures to be audited by the certifying body
- MS monitor labelled products/products with a sustainability claim

## Current situation

- An Impact Assessment Board (IAB) set up in Commission in 2006 as a central quality control (for draft impact assessments on legislation) and support function under President Barroso
- The IAB has not, to date, given the green light to DG MARE to proceed with a proposal for minimum criteria, despite Commissioner Borg wanting such a proposal. Wants more details.

## Current situation.....

- Sustainability labelling file currently on hold - transition to new Commission
- On-going assessment in light of policy development for new Common market organisation and Common Fisheries Policy – focus of 2010
- New Commissioner's view will be important (hearing in EP today!)

## Sustainable Consumption and Production policy - Flower Ecolabel

- Capture fisheries and aquaculture products in theory included in scope of revised European Ecolabel-Scheme - agreed by the legislators in 2009 – to be published in coming weeks
- At request of European Parliament - not to be used for food or feed before a study done on feasibility/value-added. Call to be launched and proposal to include food in 2011 will depend on outcome of study
- If fish included, will be a means of covering environmental impacts throughout food chain



# Traceability system applications

The role of traceability in eco-labeling

**Geir Myrold**  
Head of Nordic region



## Topics:

- Traceability systems
- Facilitating eco-labeling
- Applications / use cases

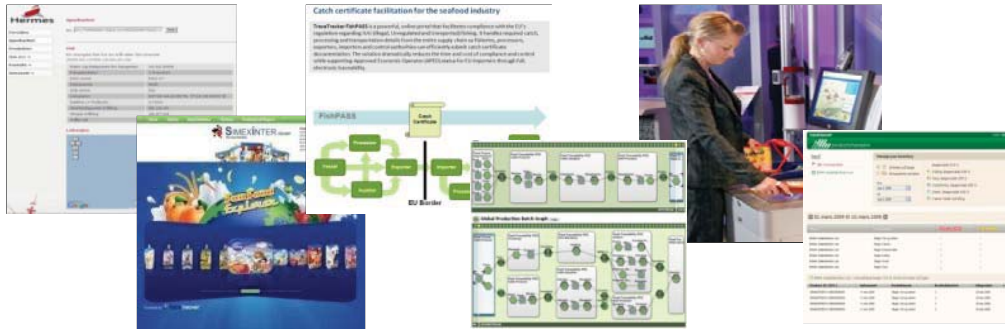




# TraceTracker

## Profitability through traceability

- Innovative software solutions and services based on full-chain traceability.

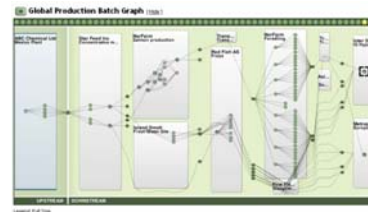


tracetracker

## TraceTracker traceability

### GTNet Platform

Aggregates product data from multiple sources along a value chain to create a complete product history.



### Applications

Leverage traceability data to engage customers, meet business needs: regulation compliance, supply chain monitoring.



tracetracker

## How traceability systems can facilitate eco-labeling

- **Build trust and transparency.** Give customers access to more information, beyond the label.
- **Enable finer granularity** for certification and audits.
- **Provide quantitative criteria for labeling,** using data from the entire supply chain.

tracetracker<sup>®</sup>

## Build trust and transparency

- Empower consumers with specific product information available through mobiles, in-store kiosks or the internet.
- Reveal evidence that supports certification.
  - Supply chain charts
  - Map of ingredient sources
  - Quality data:
    - Lab results, test results
    - Documentation



tracetracker<sup>®</sup>



# Desired granularity = item level

Even though certification takes place at the higher levels, tracking individual product items reinforces accountability of players and streamlines investigations.



tracetracker®

The screenshot displays the Tracetracker web application interface. At the top, there is a navigation bar with the 'tracetracker' logo and a 'Quick search' input field. Below this is a 'TT NAVIGATOR' sidebar with various menu options. The main content area features a 'Global Production Batch Graph' showing a flow from 'ABC Chemi... Mexico Plant' through 'Star Feed Inc Agrifeed', 'Joe's Cattle East Coast', 'Midwest Slaughter Plant 4', 'Transl... TransRail', 'King ... KL Lo...', and finally to 'Metropolitan ... Europe'. A red circle highlights a specific trade unit in the graph, with an arrow pointing to the 'Trade unit details' section below. This section contains a table with the following data:

Trade unit details [Hide]			
Id		Type	Created
(01)7080000700981(10)001(21)0007		Raw material	1/1/01 11:00 AM
Properties [Hide]			
Property	Value	Property	Value
Certificate analyses	OK	Control analyses	OK
First delivery date	2001-01-02T13:00:00.0Z	Purchasing order no	1006
Raw material name	Vitamins	Raw material number	1006
Supplier id	1006	Supplier name	Vitamins producer
Transport	Truck		

tracetracker®

# Quantitative labeling criteria

## **Traceability systems track quantitative details:**

- Catch location, time
- Temperature monitoring
- Processing details
- Transportation logistics
- Etc

tracetracker<sup>®</sup>



Applications/ use cases

Saithe: MSC certified  
 Prawns: FOS and KRAV certified



# Hermes – shows the way going forward

## Company

- Freezing trawler in the North Sea
- 5000 tons white fish/ year
- 36 employees

## Challenge

- Demonstrate regulation compliance
- Streamline operations
- Reduce customer claims

## Solution

- Traceability system
- Online information for buyers

## Result

- New contracts
- Improved data flow

tracetracker®

## Documentation accessible

The screenshot displays the Tracetracker TT Navigator interface. At the top, it shows the user 'Jan Roger Lerbukt' and a search bar. The main area features an 'Internal graph' with three stages: 'Haul', 'Freezer', and 'Fish block'. A flow diagram shows a single 'Haul' node connected to multiple 'Freezer' nodes, which are then connected to a single 'Fish block' node. Below the graph, there are navigation arrows for 'UPSTREAM' and 'DOWNSTREAM', and a 'Legend Full Size' link.

The detailed view for the 'Fish block - 090504260203(21)20' is shown below. It includes a table with 'Detail' and 'Value' columns, and another table with 'Property' and 'Value' columns.

Detail	Value	Reports
Id	090504260203(21)20	Table of dependencies
Type	Fish block	Suppliers and customers
Description	En frossen blokk med fisk. Produktet pakkes og sendes til lager.	Entity property log
Class	Basic	Upstream TUs
Created	4/26/09 8:32 PM	Stations log for batch or tu
		<b>Tools</b>
		Audit log
		Data Export

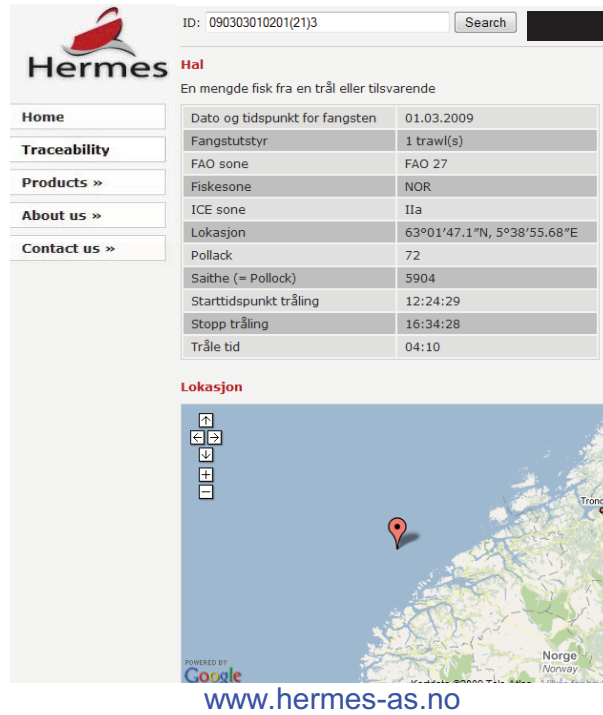
  

Property	Value	Property	Value
Description	Shov	Latin name	Pandalus borealis
Size Grade	200-300 stk/Kg	Species	Deep-water prawns
Temperature condition	Frozen	Type of unit	GSI
Unit ID	7090020610412	Vekt	21 kg

tracetracker®

# External information sharing

“The transparent trawler without secrets”




Hermetes Hal

ID: 090303010201(21)3 Search

En mengde fisk fra en trål eller tilsvarende

Dato og tidspunkt for fangsten	01.03.2009
Fangstutstyr	1 trawl(s)
FAO sone	FAO 27
Fiskesone	NOR
ICE sone	IIa
Lokasjon	63°01'47.1"N, 5°38'55.68"E
Pollack	72
Saithe (= Pollock)	5904
Starttidspunkt tråling	12:24:29
Stopp tråling	16:34:28
Tråle tid	04:10

Lokasjon



www.hermes-as.no

tracetracker



## Summary:

- Traceability systems
- Facilitating eco-labeling
  - Trust and transparency
  - Granularity
  - Quantitative labeling criteria
- Use case

# tracetracker<sup>®</sup>

[www.tracetracker.com](http://www.tracetracker.com)

**Geir Myrøld**

Head of Nordic region  
Tel. / Mobile: +47 90 15 44 70  
[geirm@tracetracker.com](mailto:geirm@tracetracker.com)



## The Hague Round Table and further OECD- initiatives

Carl-Christian Schmidt\*  
Fisheries Policies Division  
OECD Trade and Agriculture Directorate

Copenhagen, 19 January 2010

\* Views expressed are those of the author and may not necessarily represent those of OECD or its members.

## Why The Hague Round Table?

- **Eco-labels becoming a market requirement**
- **Increasing number of label schemes**
- **Globalisation**
- **Stakeholders becoming vocal**
- **Few have looked into the economics of fisheries certification**
- **Sitting on the fence watching developments**
- **But confusion reigns**
- **Demystify fisheries certification**

## The Hague Format

- **Help establish a comfort zone**
- **Jointly OECD COFI and FAO organised**
- **Broad stakeholder representation (retail, processors, producers, buyers, NGOs, eco-label schemes, certification bodies, academia, governments, international organisations)**
- **Help understand the role – if any – of public authorities**



## The Content

- **Setting the Scene**
- **Objectives and Principles of Certification**
- **Integrated traceability**
- **Experience with private eco-labels**
- **Key Issues**
- **The Role of the Public Authorities in Eco-labelling**

## Key Round Table Outcomes

- **Choice editing by retailers/processors**
- **Certification shifts the burden of proof**
- **Information asymmetry**
- **Should governments pay for improvements to management and how to prioritise?**
- **Legitimacy of labelling schemes**
- **Are there gold, silver and bronze labels?**



## Key Round Table Outcomes

- **Equivalency**
- **Participation of developing countries crucial**
- **Paying for certification -- private benefits vs. public management improvements**
- **Incentivise transitional fisheries**
- **Shared definition of “sustainable fisheries” needed**
- **Need for benchmarking**

## The OECD COFI Follow-up

- **Draft Inventory of Standards**
- **Overall Report on Fisheries Certification**

## Draft Inventory - Structure

### Sustainability and Eco-labelling

- International
- National
- Other

### Food Quality (Food safety and hygiene)

- International
- National
- Other

### Legality

- International
- National
- Other

### Individual Buyer Specifications

### Truth in Advertising

### Returned Questionnaires

**Accessibility:**  
is the information relevant for  
the public domain

## Draft Final Report - Outline

### 1. FRONT MATTERS

#### Executive summary

**Introduction** [Definition of the issue,  
behavioural change]

#### Key concepts

#### Approach

### 2. ECONOMICS OF STANDARDS

1. Privately-initiated standards
2. Government-initiated standards

### 3. UNIFYING ISSUES

Truth and trust = acceptance

Integrated traceability

Policy coherence for development

### 4. CONCLUSIONS: Messages to policy makers

#### Annexes:

- Key definitions
- Inventory-based information on standard categories

## The OECD COFI Follow-up



## Fisheries Policies, OECD Trade and Agriculture

[www.oecd.org/fisheries](http://www.oecd.org/fisheries)

**Carl-Christian. Schmidt@OECD.org**

**tad.contact@oecd.org**

# The Marine Stewardship Council



Camiel Derichs (Manager - Northern Europe)  
Copenhagen 19-01-2010



## Agenda

- Context and Background
- Certification, concepts and process
- Results after 10 years
- Where are we heading?

# MSC created with a mission



*“Contribute to reversing the decline in global fish stocks, conservation of marine ecosystems and all that depend on it”.*

The best environmental choice in seafood

# MSC and the Eco-labelling Concept



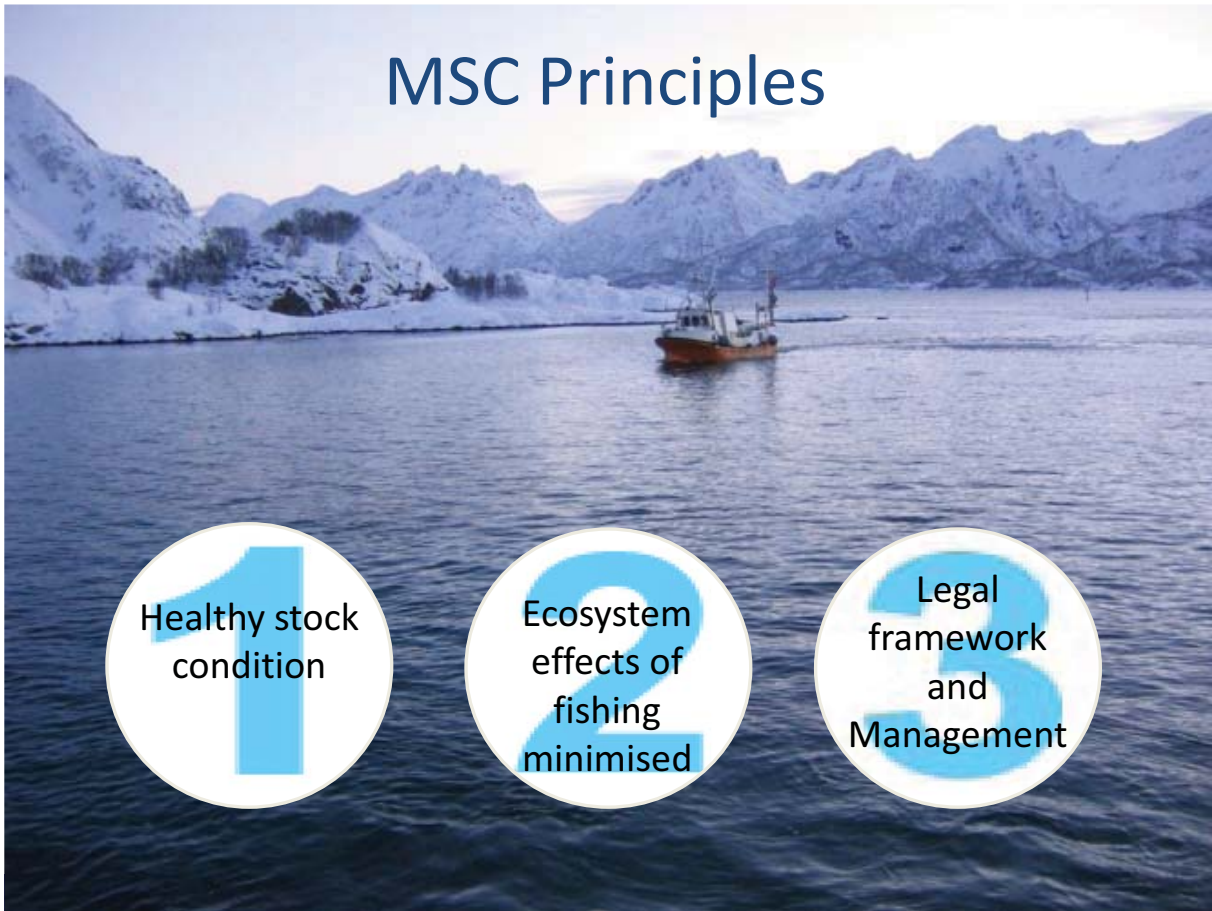
- **Concept:** promote sustainable fisheries to generate (extra) benefits for such fisheries in the market place, to motivate less sustainable fisheries to work towards MSC.
- **Mechanism:** To deliver a credible message from the supply side to the demand side.
- **Core:** Partners and eventually consumers.



The best environmental choice in seafood



# MSC Principles

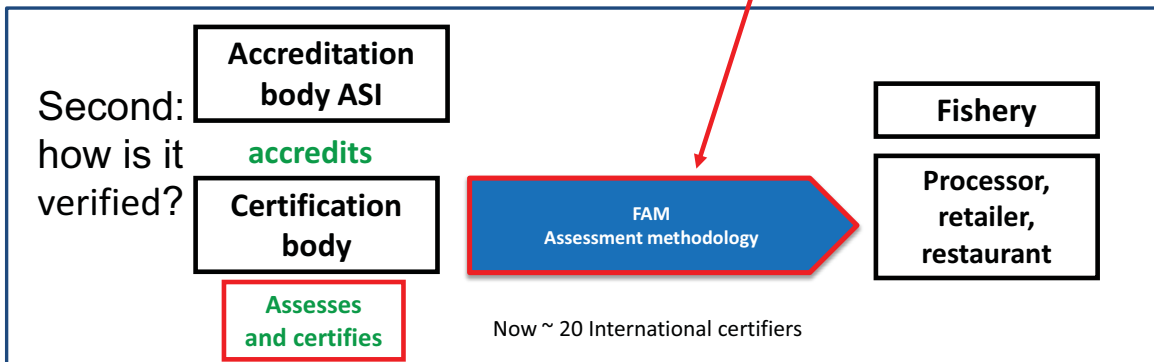
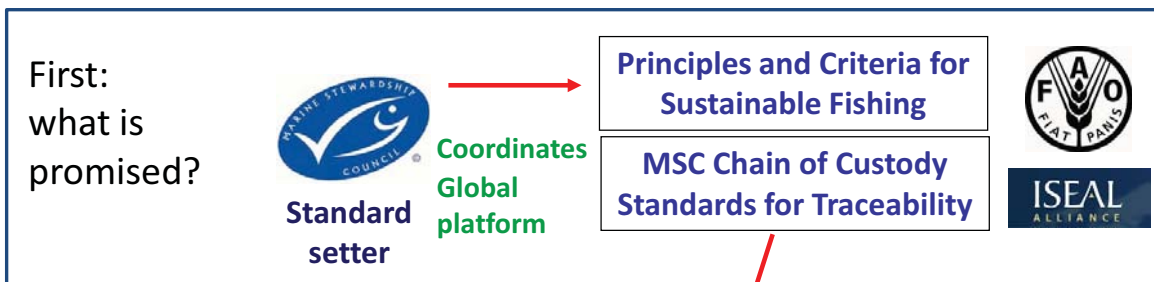


**1**  
Healthy stock condition

**2**  
Ecosystem effects of fishing minimised

**3**  
Legal framework and Management

## MSC practice: third party independent certification



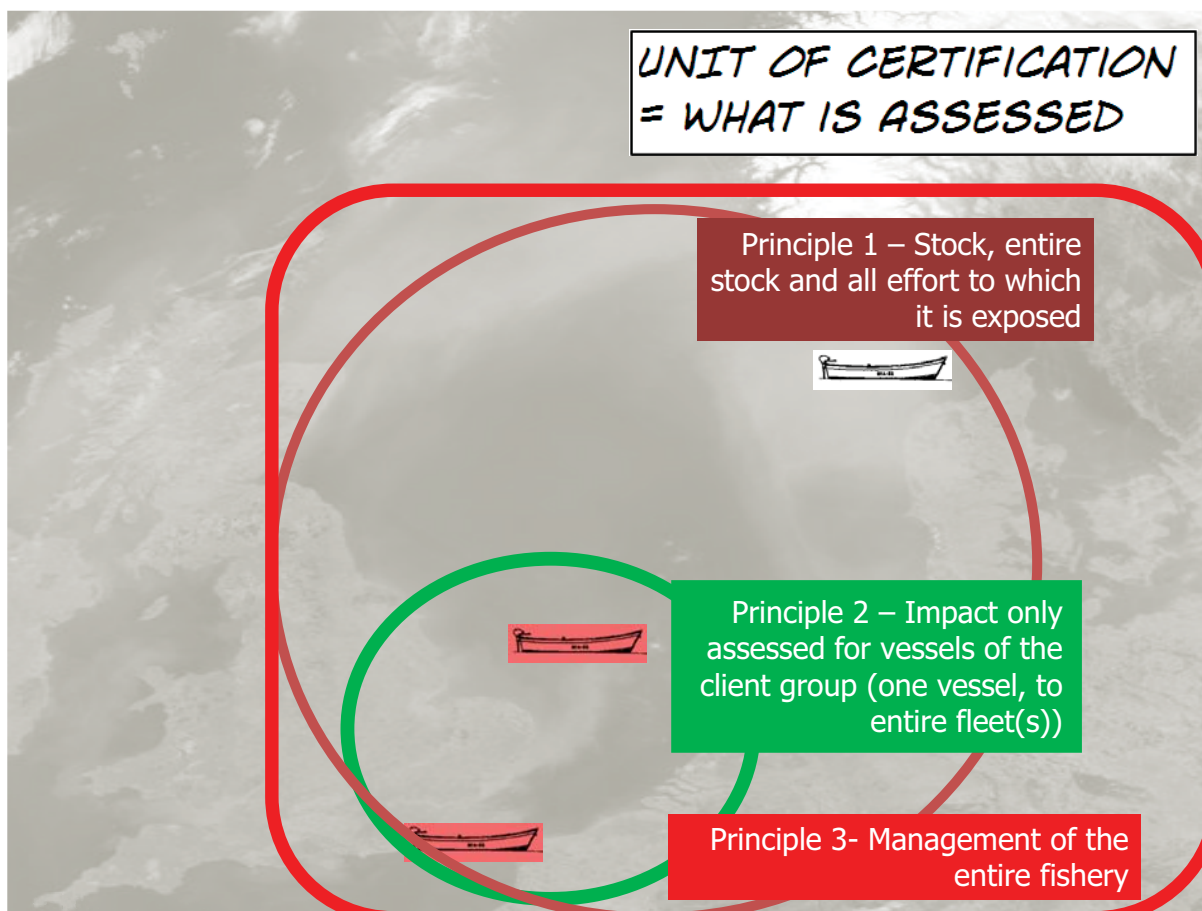
# Certification: Who and What?

**Non Discriminatory, global, Voluntary.**

**Who** → *A client: company, state, municipality, PO(s)...; as long as client has capacity to manage vessel behaviour.*

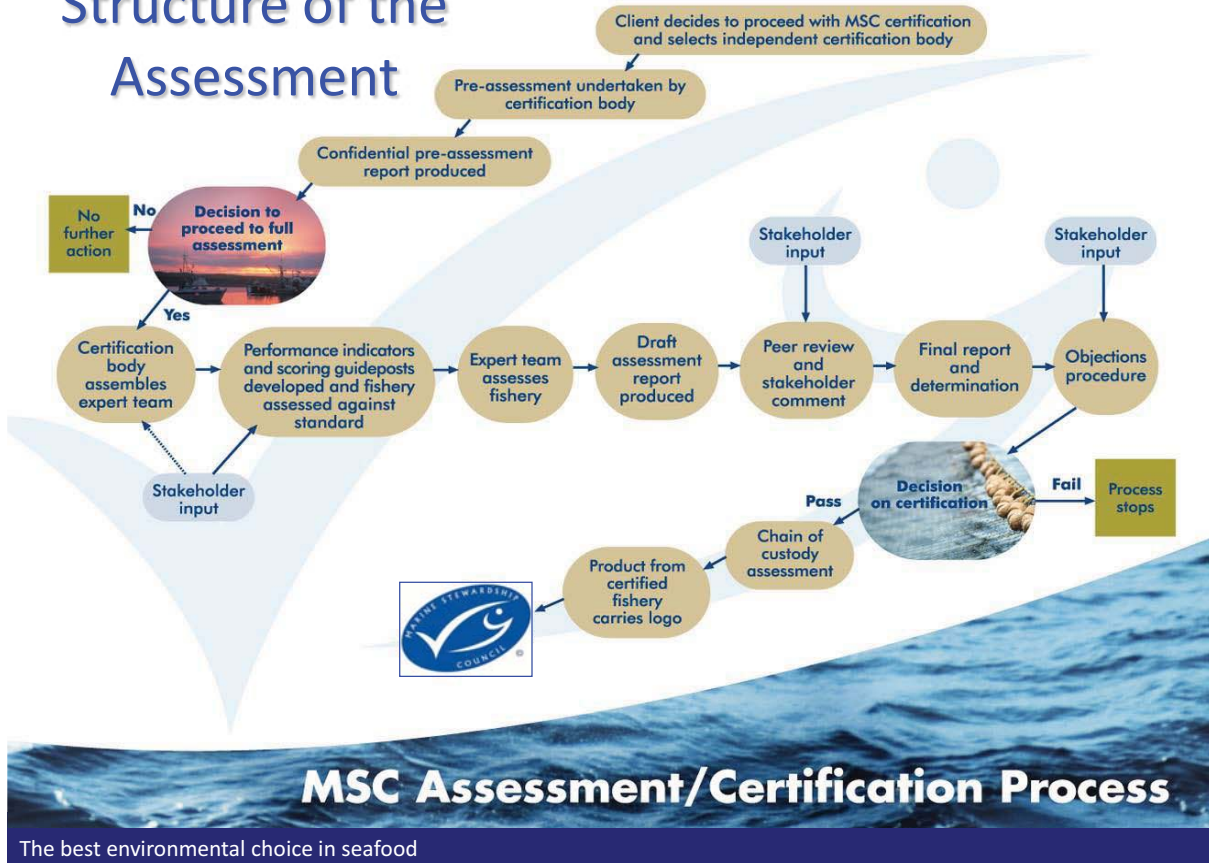
**What** → *Unit of Certification: 'A combination of species (Cod), fishing gear (Long line), geographical region (Icelandic EEZ), management (Icelandic).'*

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# Structure of the Assessment

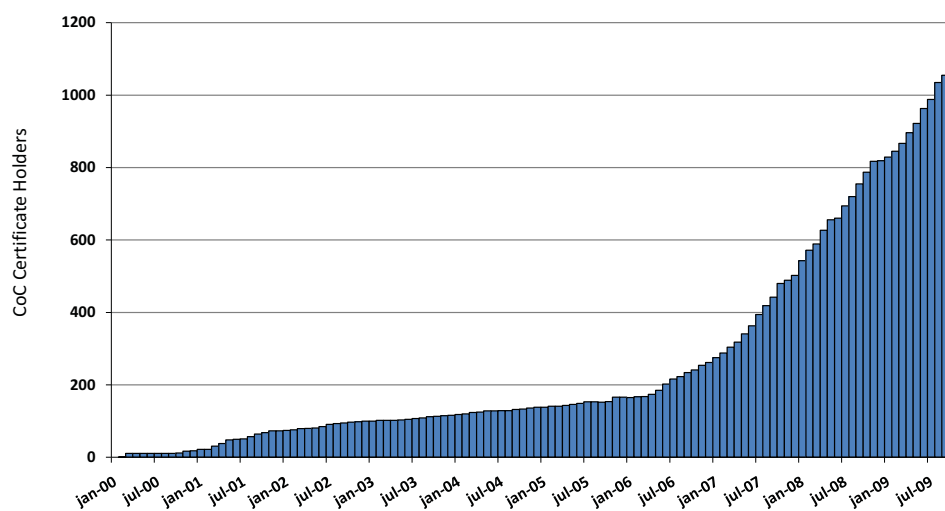


## MSC-labelled products as at end 2009





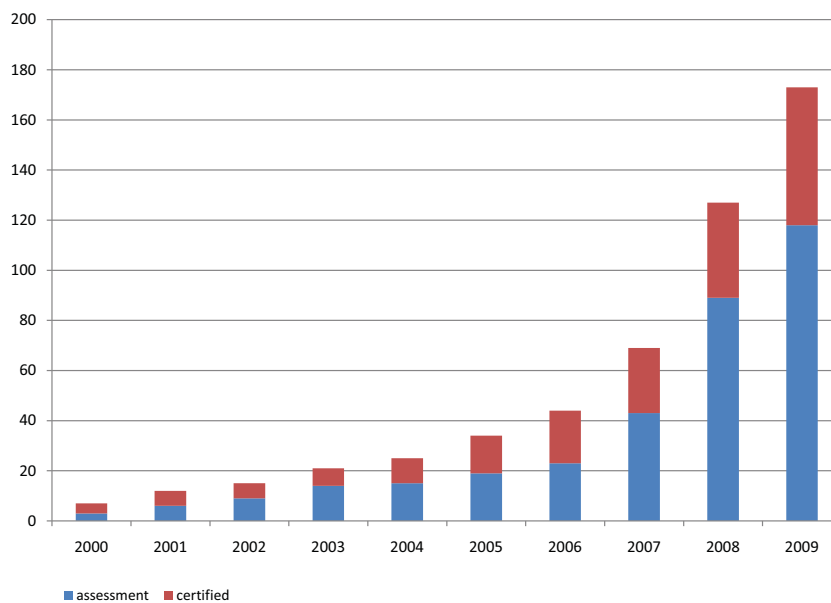
## MSC Chain of Custody Certifications over time, end 2009



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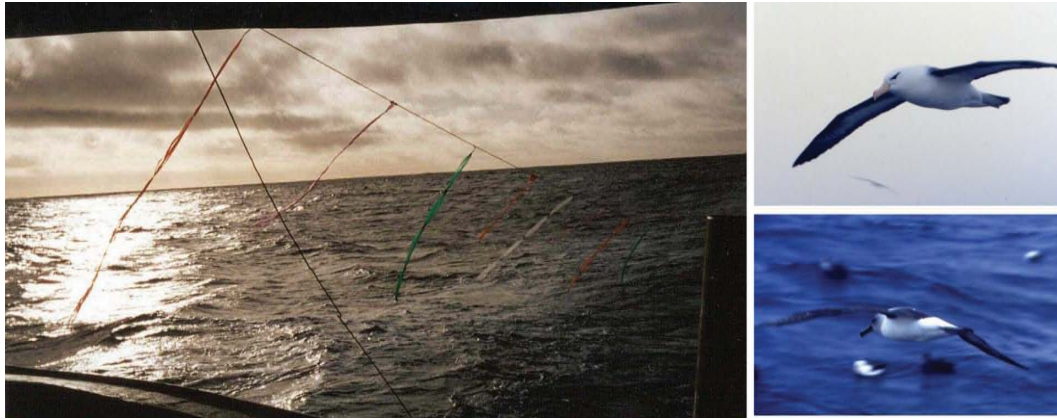
## Fisheries in the MSC program end 2009



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## MSC certification is making a positive difference



The best environmental choice in seafood



## What's next?



- Standards continue to refine and adapt to context.
  - GASSDD
  - Enhanced fisheries
  - Energy use?social?AQ?
- Increasing awareness and increasing B2C drive.
- Benchmarking welcome!

The best environmental choice in seafood



**Thank you!**

[Camiel.Derichs@msc.org](mailto:Camiel.Derichs@msc.org)

**Questions?**

The best environmental choice in seafood



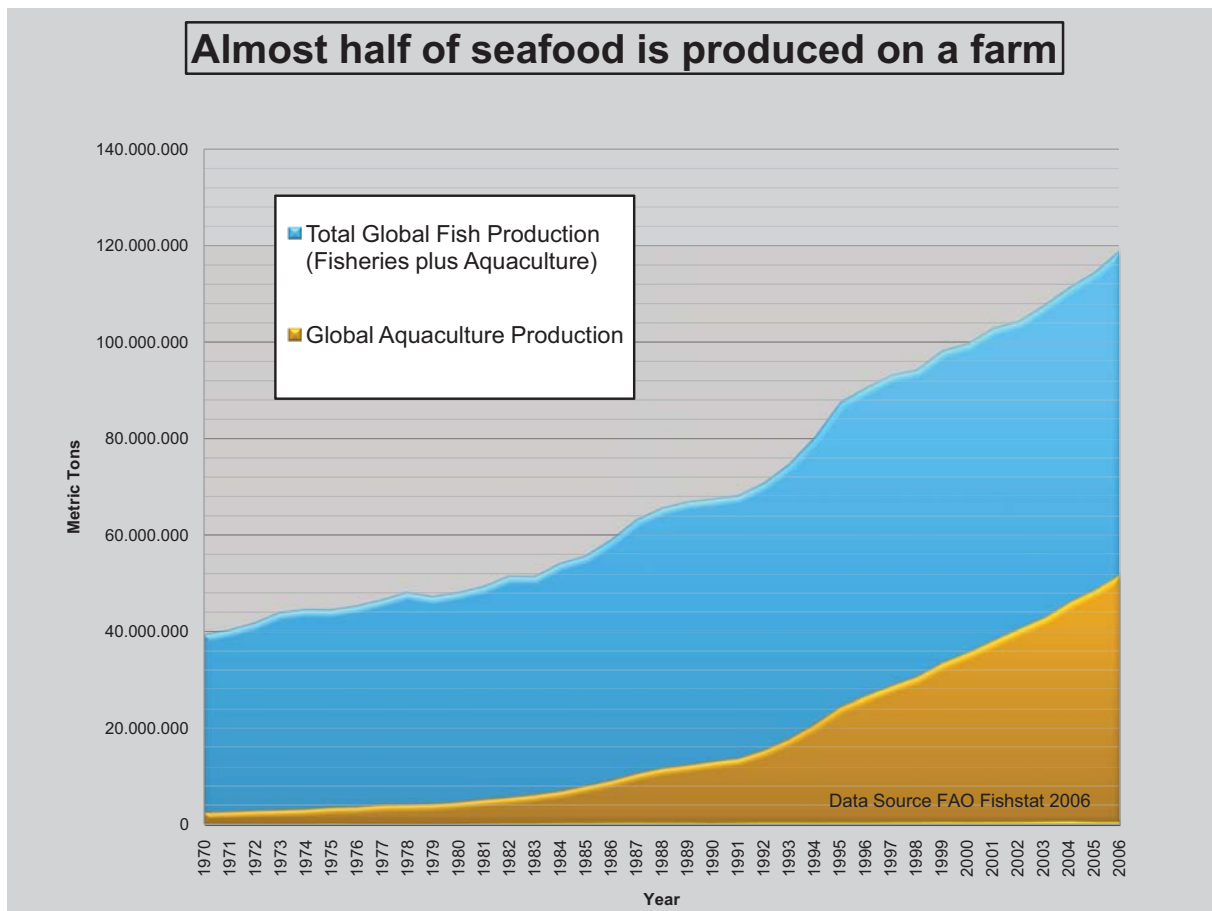
**The Aquaculture Dialogues**

*Creating standards for responsible aquaculture*

**Christoph Mathiesen, WWF**  
January 19th , Copenhagen

The complex block features a collage of images related to aquaculture. It includes the WWF logo, a close-up of hands holding several large shrimp, a perspective view of a long wooden pier extending into a body of water with people in the distance, and an aerial view of a large-scale aquaculture farm with numerous rectangular ponds. The text is overlaid on a dark background in the bottom right corner.

## Almost half of seafood is produced on a farm



## WWF and Aquaculture

- Focus on aquaculture began with shrimp
- We looked at impacts and realized they could be reduced
- Evolved into multi-stakeholder development of performance-based, voluntary standards
- An aquaculture eco-label should cover a suite of species







## Goal of the Aquaculture Dialogues

Create measurable standards for environmentally and socially responsible aquaculture



Industry should remain economically viable!



## Key Impacts Across Multiple Species

- Water pollution
- Feed management
- Escapes and genetic impacts
- Use of water
- Habitat conversion
- Disease and parasite transfer
- Energy efficiency and carbon footprint
- Social/community impacts and user conflicts

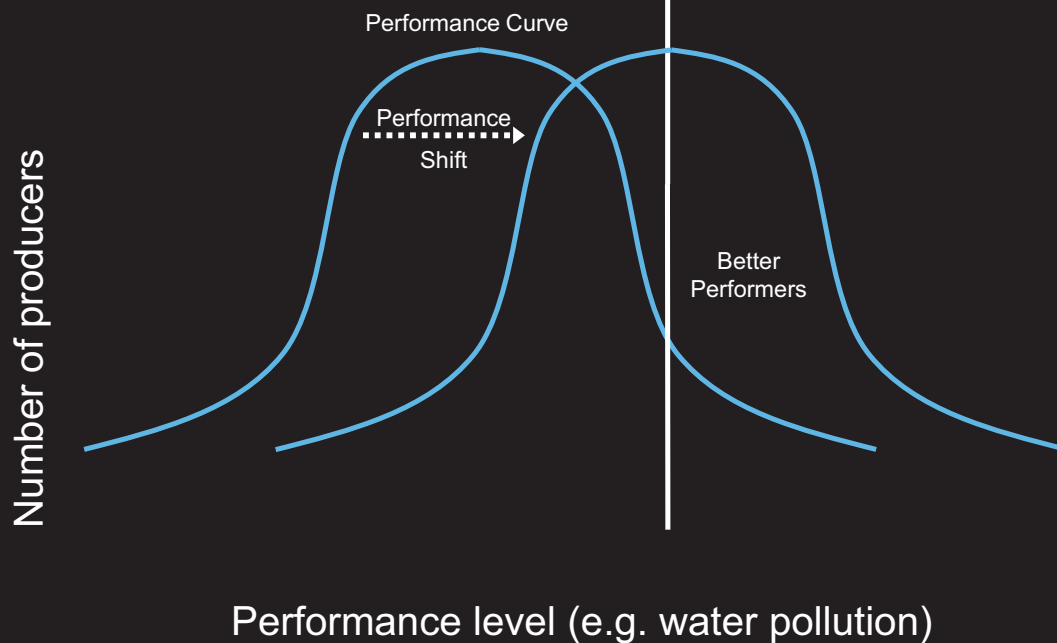


## Use standards to transform aquaculture

- Certify producers (ASC)
  - robust, make difference
- Benchmark other standards
- Incorporate into government programs
- Create foundation for lending and investment screens



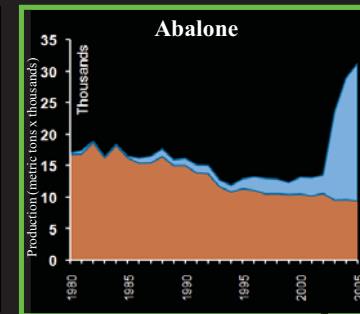
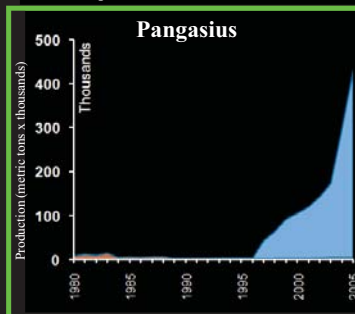
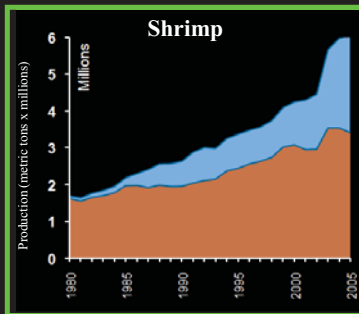
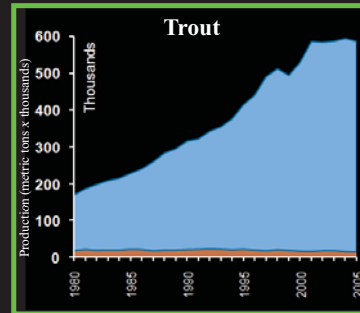
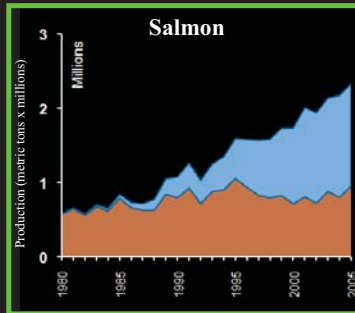
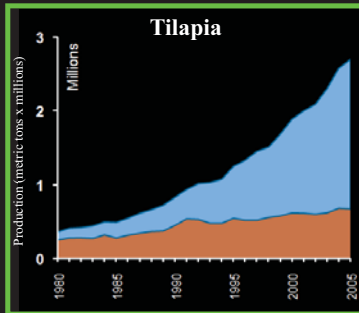
## Standards will encourage innovation







# Standards to be created for 12 species

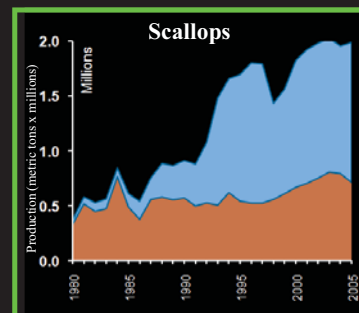
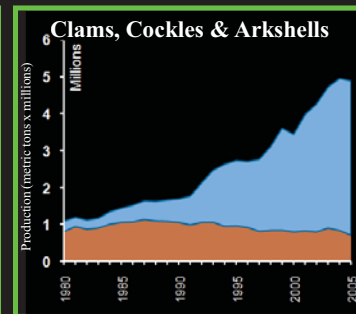
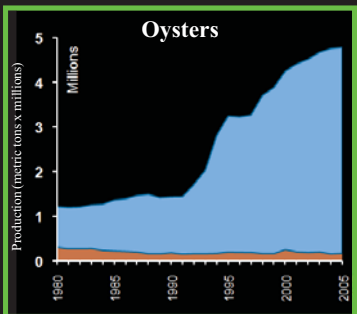
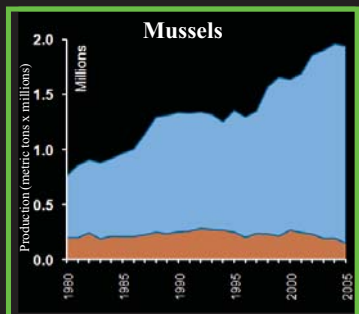


■ Aquaculture    ■ Capture

Source: FAO FishStat - Aquaculture Production: Quantities 1950-2005 and Capture Production: 1950-2005



# Standards to be created for 12 species



Seriola/cobia  
Aquaculture  
Dialogue – in  
development

■ Aquaculture    ■ Capture

Source: FAO FishStat - Aquaculture Production: Quantities 1950-2005 and Capture Production: 1950-2005



# Aquaculture Dialogue Process

10



## Dialogue process

- Multi-stakeholder
- Consensus oriented
- Transparent
- Based on sound science
- Performance-based
- Measurable standards
- Follow the standards of ISEAL
  - multi stakeholder, transparency, public hearing
  - ongoing review on the relevance and effectiveness



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# Aquaculture Dialogue Standards Expected Timeline

- Tilapia..... Q4 2009
- Pangasius..... Q2 2010
- Oysters..... Q2 2010
- Clams..... Q2 2010
- Mussels..... Q2 2010
- Scallops..... Q2 2010
- Abalone .....Q3 2010
- Shrimp..... Q4 2010
- Salmon..... Q4 2010
- Freshwater trout ..... Q4 2010





# Aquaculture Stewardship Council



## Aquaculture Stewardship Council (ASC)

What is it?

- A **new and independent** entity that will hold the standards and work with independent accredited certification bodies that contract auditors to certify farms



# Aquaculture Stewardship Council



7

Aquaculture Dialogues  
=  
"standard creation process"

Aquaculture Stewardship Council  
=  
"standard holding body"

Certification Bodies  
=  
"3rd party ISO 65 accredited"

Farm  
=  
"unit of certification"

The process incorporates firewalls to maintain independence and integrity



# Aquaculture Stewardship Council

1. The ASC will offer farm level annual certification and offer chain of custody;
2. Governed by a multi-stakeholder Board of Directors
3. To offer value to retailers, reduce cost to producers, and reduce confusion to consumers; the ASC will "partner" with GFSI members that offer Food Safety standards.
4. Intermediate partnership between ASC and GlobalGap
5. GlobalGap will offer the Aquaculture Dialogue Standards as a voluntary ad-on to their existing standards



# Aquaculture Stewardship Council

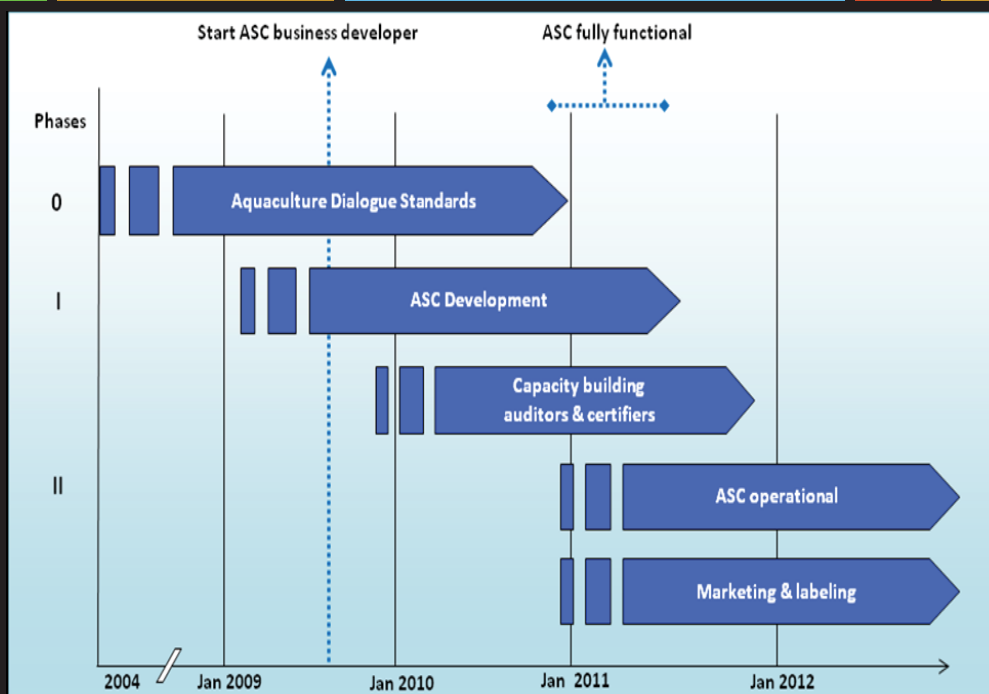
- ❑ May take 18 months to develop the independent ASC;
- ❑ Philip Smith has been hired as the Development Director: [Philip.smith@ascworldwide.org](mailto:Philip.smith@ascworldwide.org)
- ❑ The Development Director is tasked with:
  - ❑ Sourcing potential partners and funding for start-up costs;
  - ❑ Updating business plan and projections;
  - ❑ Creating the administrative and institutionalization of the ASC (governance, by-laws, etc...); and , ASC set up – office, website, staff, etc.
  - ❑ Establishing the certification process



# Aquaculture Stewardship Council



8







# Get involved

[www.worldwildlife.org/aquadialogues](http://www.worldwildlife.org/aquadialogues)

[aquacultureinfo@wwfus.org](mailto:aquacultureinfo@wwfus.org)



↓ **Debio** godkjent

## The KRAV and Debio Standard for Sustainable Fishing



# Content of presentation

- Short presentation of KRAV and Debio
- Standard development process
- KRAV standard for sustainable fishing
  - Stock assessment
  - Certification of ships
  - Fishing techniques
  - Landing and processing
- Accreditation
- Certified traceability



[www.krav.se](http://www.krav.se)



## The KRAV Standard



[www.krav.se](http://www.krav.se)



## The vision

All production and food consumption is sustainable and organic production is dominating

**KRAV**  
EKONOMISK FÖRENING

[www.krav.se](http://www.krav.se)

## Our owners represent all aspects of the trade



**KRAV**  
EKONOMISK FÖRENING

[www.krav.se](http://www.krav.se)



↘ **Debíó**

↘ **Debíógodkjent**

## Certification in Norway



EKONOMISK FÖRENING

A presentation of Debíó, January 2010

[www.krav.se](http://www.krav.se)

↘ **Debíó**

## Ownership of Debíó

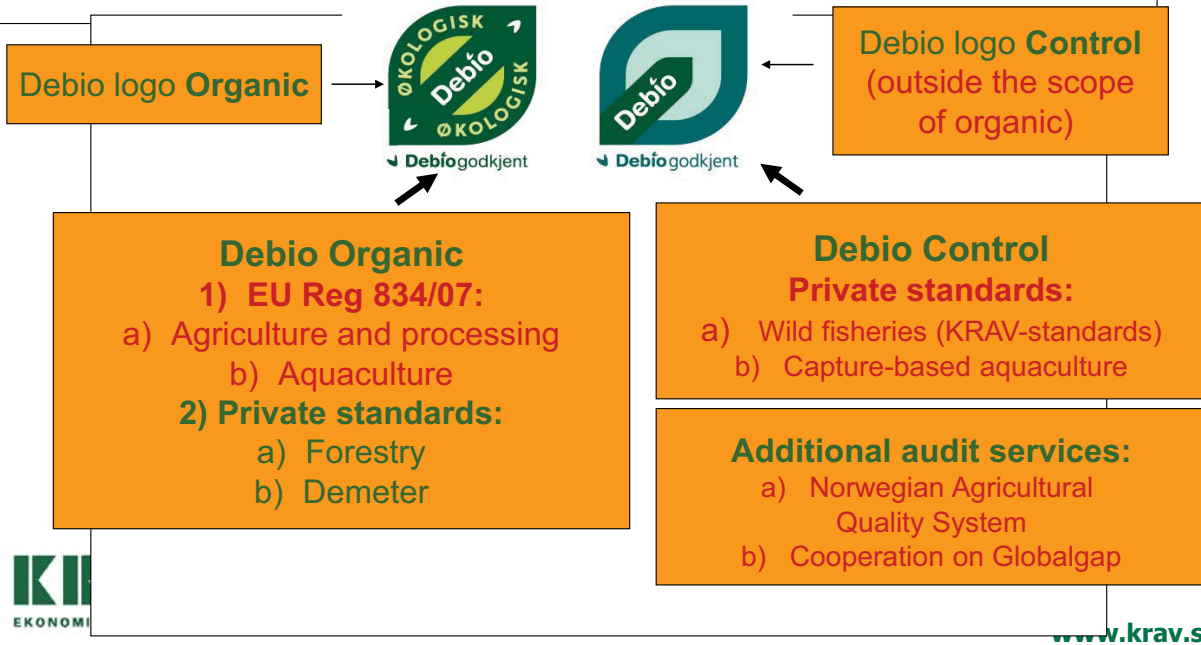
Primary production  
1

Processing, Imports  
and Sales  
2

Consumption,  
Environment and  
Animal welfare  
3

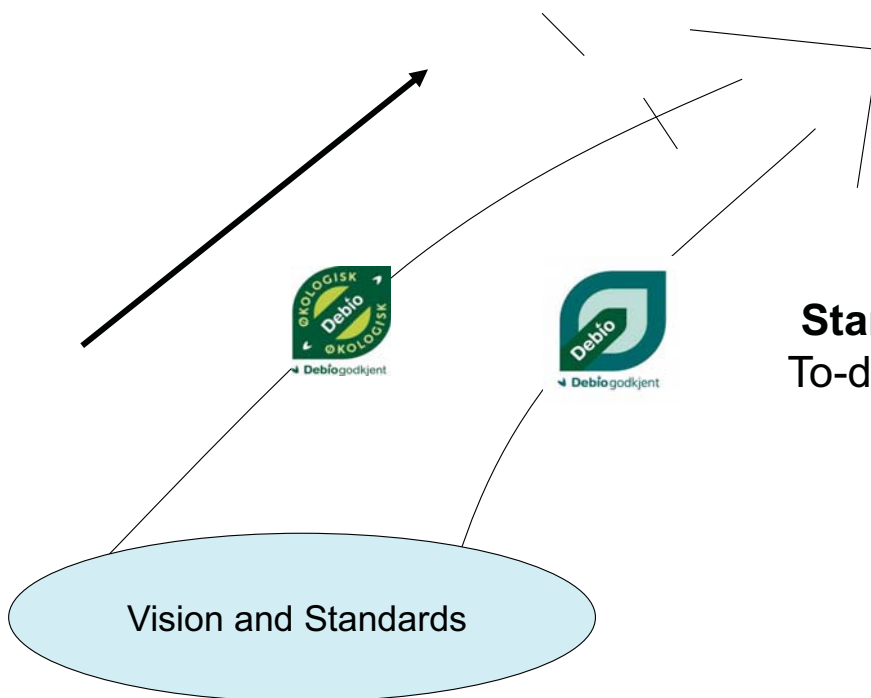
**Different stakeholders are equally represented  
in ownership and in board of directors**

**Certification scopes and logos**



**Vision:**  
 The future is organic and sustainable!

**Standards:**  
 To-days level

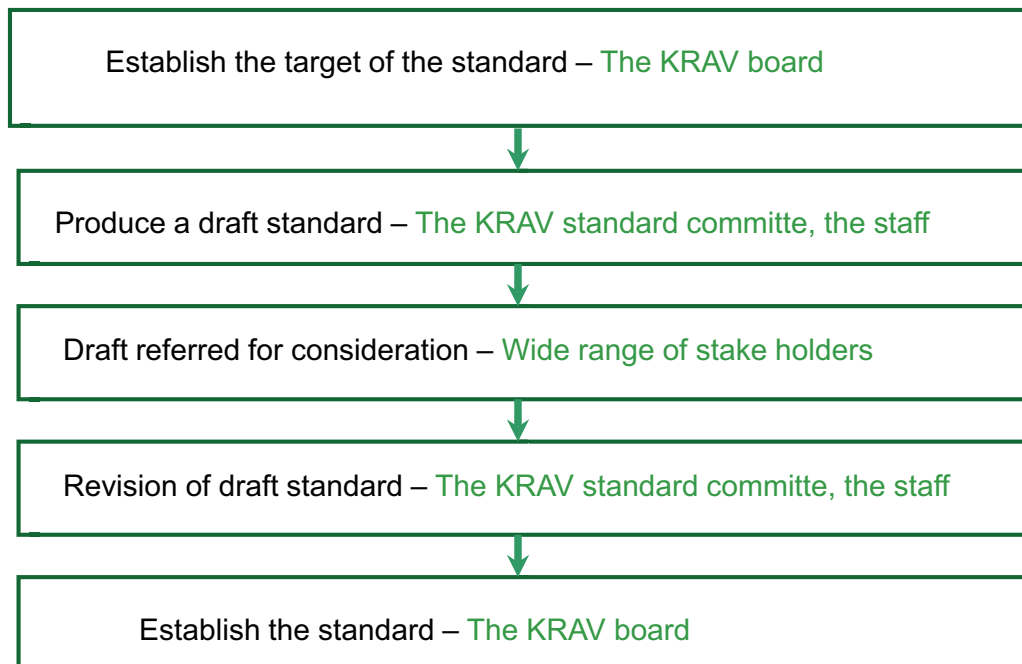




## The KRAV Standard Development Process



[www.krav.se](http://www.krav.se)



[www.krav.se](http://www.krav.se)



## The KRAV Standard for Sustainable Fishing



[www.krav.se](http://www.krav.se)

### Step 1 Stock assessment

- Fishing pressure may not exceed production capacity
- Methods used may not cause long-lasting damage
- Stock may not contain high levels of pollutants
- Applicant delivers all documentation
- The Fishing Committé gives advice.
- Scientists, delegate from the KRAV board, delegate from the WWF
- Referred for consideration to stake holders
- KRAV decides



[www.krav.se](http://www.krav.se)



## Step 2 Certification of ships

- Documented compliance with the standard and relevant legislation
- Competence of the crew
- Fuels and engines
- Chemicals
- Waste handling
- Certification body decides



## Certification by independent body



## Fishing techniques

- High specificity – low bycatches
- Traceability
- Elimination of "ghost fishing"
- Documentation of fishing trip and positioning gear
- Gill nets, line and hook, traps and fyke nets allowed
- Trawling allowed with restrictions



## Landing and processing

- Initial recipient must be KRAV-certified
- Traceability
- Environmental targets, action plan, audit scheme
- Maximal yield



## Quality assurance - accreditation

- Accreditation of standard
- Accreditation of certification bodies
  - EN 45011



## Quality assurance - certification

- Accredited certification bodies
  - Aranea certification
  - Debio
- Whole chain of custody up to labelled sealed packaging
- Documentation and audit in site
- Every unit audited annually



## Quality assurance - traceability

- Whole chain of custody up to labelled sealed packaging
- Back to ship and geographic location according to ICES or corresponding
- Documentation of fishing trip, regular reporting of position



[www.krav.se](http://www.krav.se)



Workshop on  
The future environmental labelling of seafood  
Copenhagen, 19 January 2010

### *Notes on The Certification of Well Managed Fisheries*

Dr. Kristján Thórarinnsson  
Population ecologist  
Vice chair, The Fisheries Association of Iceland

## An International Program

- Certification and ecolabelling following the 2005/2009 FAO Guidelines is an international cooperative program.
- Basis is official contributions within the international community.
- Intended to promote conservation and sustainable use.

## Certification and “ecolabelling”

- Certification and “ecolabelling” following the FAO Guidelines is in important ways different from other kinds of ecolabelling; e.g.:
  1. Certification of government performance in fisheries management ;
  2. Defined and circumscribed scope.

Perhaps we should not call it “ecolabelling”?

Probably too late to change that now!



## Icelandic project

- Icelandic fisheries stakeholders have decided, with the support of the government, to request third party certification by
  - an independent, internationally recognised, accredited certification body to confirm that Iceland pursues responsible fisheries.
- The certification body will assess fishery conformance to a specification based on the UN Food and Agriculture Organisation (FAO) 2005 Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries – as extended in 2009.
- According to plans, the certification of the first stocks should be completed in 2010.

4



### THE ICELANDIC PROJECT ON DOCUMENTING AND COMMUNICATING RESPONSIBLE FISHERIES

- The project is carried out on behalf of the Icelandic fisheries sector.
- The venue is The Fisheries Association of Iceland
  - Project direction is provided by a dedicated project group;
    - also, technical committee with participation from public institutions.
  - Supported by a grant from the Icelandic AVS Fisheries Research Fund.
  - The project is on a cost basis, *i.e.* not for profit.
  - Support and participation from public authorities.

5



## THE TASK

- To meet demand of seafood buyers for documentation showing that Icelanders are engaged in responsible fisheries.
- The demand concerns well managed fisheries, *i.e.* that the product is not obtained through overfishing.
- This demand must be met on the basis of commitments made through national law and international agreements.
- Certification and logos are among the *many tools* that can be used to provide information on responsible fisheries to buyers and other interested parties in our export markets.

6

## The Scope of Certification:

### ***Life, the Universe and Everything?***

Possibly, but not if following the FAO Guidelines (2005/2009):

“SCOPE 1. These guidelines are applicable to ecolabelling schemes that are designed to certify and promote labels for products from well-managed marine capture fisheries and focus on issues related to the sustainable use of fisheries resources”

**Therefore: If following FAO Guidelines, then must address *effective fisheries management* in a serious manner**



## Limits to Scope (FAO Guidelines, Article 63)

- Validation of standards
- 63. In developing and revising standards, an appropriate procedure should be put in place to validate the standard vis-à-vis the minimum requirements for sustainable marine fisheries as laid out in these guidelines.
- Validation is also required to ensure that standards do not encompass criteria or requirements that are of no relevance for sustainable fisheries and could cause unnecessary barriers of trade or mislead the consumer.

- The Scope of Certification under the FAO Guidelines is thus clearly defined and circumscribed.
- Does not preclude certification from addressing other issues under other schemes
  - in particular those issues that can be more directly addressed locally or by individual seafood companies or groups rather than through governmental management.

This should *inter alia* be understood with reference to the Guidelines' Principles:



# Principles

- Principles for ecolabelling schemes underpin the international program – defined at the outset at the 1998 FAO Technical Consultation and contained in the 2005 FAO Guidelines; these include (from Art. 2):
  - Be of a voluntary nature and market-driven.
  - Be non-discriminatory, do not create unnecessary obstacles to trade and allow for fair trade and competition. [Consistent with the WTO Agreement on Technical Barriers to Trade.]
  - Provide the opportunity to enter international markets.
  - Be considered equivalent if consistent with these guidelines.
- Note: Defined scope and equivalence are linked

## CONTENTS OF THE SPECIFICATION FOR RESPONSIBLE FISHERIES



- The product is derived from a specified fish stock; that stock is harvested responsibly.
- This entails:
  - Decisions on total catch (TAC) from the stock are based on scientific advice with the objective of responsible, sustainable harvesting;
  - Decisions on total catch are implemented in a specified manner;
  - Effects of the fishery on the ecosystem are minimised by application of a specified approach;
  - The product is in fact derived from catch from the stock in question;
    - Certification of traceability / "Chain of Custody" according to a specific standard.

# Content and developments

- The Icelandic scheme will remain consistent with the FAO Guidelines regarding scope.
- A technical committee will operate to ensure that the standard is always up-to-date.

## Involvement of states:

Fisheries management (FAO Guidelines, Article 5)

5. Bearing in mind that ecolabelling schemes relate to fisheries management, and rights and duties of States\*, it is recognized that the involvement of States in ecolabelling schemes is desirable and should be encouraged ...

\*In these Guidelines, the reference to States includes the European Community in matters within its competence

# Options for governance structures (FAO Guidelines, Article 37)

- 37. There are various options for the governance of an ecolabelling scheme.
- The initiative for a scheme could be taken by a government, an intergovernmental organization, a non-governmental organization, or a private industry association.
- There are also various options for the geographical range of a scheme. It could be national, regional or international in scope.

## Credibility and Trust

- The principal benefit of certification is community **consensus** for better discipline in *fisheries management*.
- The desirable units for certification are thus the same as for *fisheries management*:
  - The *unit stock* (or stocks) and the community harvesting that stock.

# Legitimacy through FAO Guidelines

Ecolabelling schemes all claim legitimacy through consistency with the FAO Guidelines.

- Surely all operators in the seafood value chain wish to do the same.
- The Principles are an integral part of the FAO Guidelines.

PROPER CERTIFICATION IS NOT SCIENTIFIC RESEARCH, FISHERIES ADVICE OR FISHERIES MANAGEMENT



- Certification is not marine research nor is it fisheries advice;
  - certification includes verification that research and fisheries advice is based on generally accepted methodology.
- Certification and ecolabelling is not fisheries management
  - fisheries management remains the task of the competent authorities.
- Certification entails, *i.a.*, third party verification of government fisheries management performance which facilitates market access for seafood.
  - Do authorities meet the commitments that they themselves have made in international fora?

## Common goal

- Manage fisheries to the FAO Guidelines' Requirements and Criteria.
- Certify to FAO Guidelines or document by other credible means.
- Respect Principles, including equivalence of schemes.

Thank you for your attention!

Waitrose

# Seafood Labelling

Quentin Clark

Senior Buyer Poultry, Fish and Eggs



It is Waitrose policy to **only** source fish and shellfish from sustainable and well managed fisheries or from responsibly farmed aquaculture operations.



Communication and working together is key to developing a sustainable approach



## The Waitrose 4 Point Plan



- Be a species that is not regarded as threatened or endangered.
- Be caught from a well managed fishery
- Be caught using responsible fishing methods.
- Be fully traceable from catch to consumer

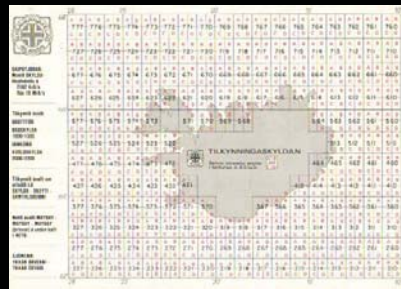


# Species



- ☒ Dogfish
- ☒ Orange roughy
- ☒ Whitebait
- ☒ Ling
- ☒ Ribaldo
- ☒ Atlantic Hake
- ☒ Atlantic Halibut
- ☒ Wild caught tropical prawns
- ☒ North Sea Cod
- ☒ Atlantic skate
- ☒ Marlin
- ☒ Wild Atlantic salmon
- ☒ Bluefin tuna
- ☒ Big eye tuna
- ☒ Sturgeon products
- ☒ Shark
- ☒ Antarctic Tooth fish

# Fisheries

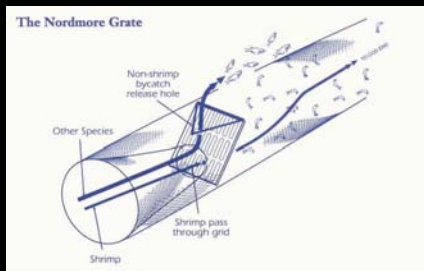


# Fishing Methods

- ✓ Pole and line
- ✓ Long line
- ✓ Hand line
- ✓ Seine netting
- ✓ Gill netting
- ✓ Some Purse seining
- ✓ Jigging
- ✓ Creel/pots
- ✓ Dive caught



# By-catch/Discards





# IUU Fishing

The collage features several key elements related to IUU fishing:

- Label 1 (Top Left):** 'COD FILLETS PRIME' with a net weight of 3.13 KG and a barcode.
- Label 2 (Bottom Left):** 'FRESH COD FILLETS' with a net weight of 10 oz + and production details.
- Sign (Top Right):** 'SEALORD Sealord Cairor Limited' sign, with the text 'Producing quality fish for Waitrose'.
- Image (Bottom Right):** A photograph of a fishing vessel named 'KRISTEIN'.
- Background:** A large grid of alphanumeric characters (A, B, C, D) and numbers, likely representing a tracking or reporting system.

## Sustainable Alternatives

- Fresh Cornish Pollock
- African Tilapia
- Fresh Icelandic Coley
- Icelandic whiting



## Specifications



“Big Fish produce many times more offspring than small ones so they are vital to sustaining healthy populations in the sea. There is little chance of recovery while most fish get taken before they have had a chance to reproduce”

Professor Callum Roberts, [University of York](#)

## Third Party accreditation



“one of the easiest ways for consumers to identify the best environmental choice in seafood is through the Marine Stewardship Council label”

Source – World Wildlife Fund 2006





# Waitrose



## What should Eco Labels include?

- Stock Management of target species
  - Catch timing/seasonality
- Bycatch/Discards
- Impact on the environment
  - Physical environment
  - Ecosystem
  - Energy/pollution

## But is labelling the way forwards at all?

- All the research shows that consumers are comforted by but.....
  - **DO NOT UNDERSTAND LOGOS**
  - **DO NOT UNDERSTAND ISSUES**
- Should the base criteria be set by legislation to ensure sustainability delivered?
- Bells and whistles added by additional logos, retailer stances etc?



**“Sustainability is too important to leave it to the market”**

**albert.** Giant  
**albert.** hypernova  
**cn** Albert Heijn ICA  
**etos** Peapod  
**GALL by GALL** Stop&Shop  
**GIANT** Food Stores

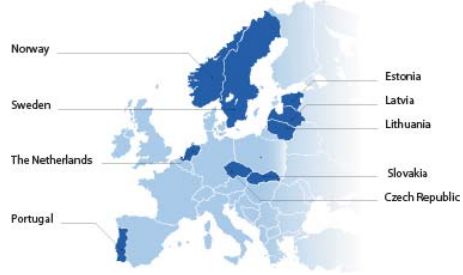
## Seafood Ecolabelling – Next steps from the retail perspective

Aldin Hilbrands (M.Sc.)  
Senior Manager Product Integrity  
Corporate Responsibility

Future Environmental Labelling of Seafood  
Copenhagen  
January 19, 2010



# Ahold network



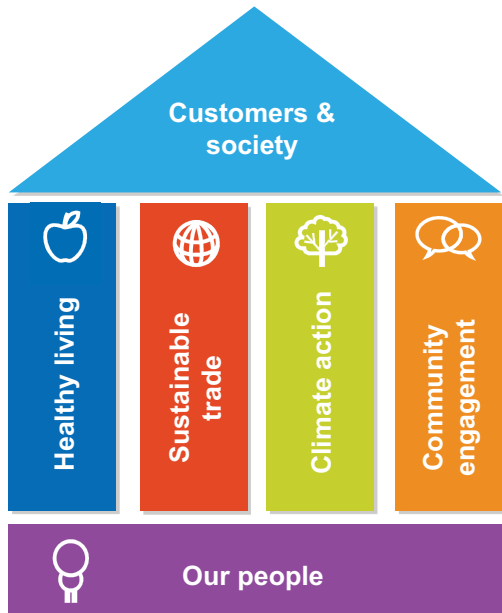
**United States**

<p>Giant-Carlisle, 170 stores, € 3.2 bn</p>	<p>Stop &amp; Shop/ Giant-Landover, 560 stores, € 11.7 bn</p>
---	---

**Europe**

<p>The Netherlands, 1,850 stores, € 9 bn</p>	<p>Czech &amp; Slovakia, 325 stores, €1.8 bn</p>	<p>Portugal, 356 stores, €1.9 bn</p>
<p>Sweden, Norway &amp; the Baltic states, 2,220 stores, €9.5 bn</p>		

# Corporate Responsibility at Ahold



**Sustainable trade**

- Food & Non-Food Safety
- Social Accountability
- Environmental Issues
- Compliance with third-party verified auditable standards

## Setting Objectives

Our objective is to make it easier to choose a healthier lifestyle by offering an inspiring and affordable selection of quality products and services

Wherever we operate, we are working to improve our ecological footprint and making our operations more efficient



We are building sustainable supply chains founded on our conviction that economic success should be balanced with social and environmental responsibility

We work to be active, contributing members of society, supporting the communities we serve

ALBERT ALBERT HEIJN ETOS GALL&GALL GIANT FOOD STORES  
GIANT FOOD HYPERNOVA ICA MARTIN'S PEAPOD STOP&SHOP  
WE MAKE IT EASY TO CHOOSE THE BEST

4



## Objectives for Sustainable Trade



- **Product safety:** Providing safe products to customers in all our markets is non-negotiable. It is the foundation for helping to safeguard our customers' health and wellbeing.
- **Responsible sourcing:** We take steps to ensure that our suppliers respect the rights of their workers and provide safe working conditions while at the same time preserving the environment.
- **Buying close to home:** buying locally can be good for the environment and help communities and small and local businesses to develop.

Shared ambitions

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GIANT FOOD HYPERNOVA ICA MARTIN'S PEAPOD STOP&SHOP  
WE MAKE IT EASY TO CHOOSE THE BEST

5



## B-to-B Certification Initiatives

- Define minimum third-party certification requirements for corporate brand suppliers in the areas of
  - **Food safety incl. traceability**
  - **CSR issues are included in a very limited way but are becoming increasingly important**
- Not communicated to the consumer since it is non-competitive and designed to create “level playing field”
- Examples include GFSI standards for food safety management either pre-farm gate or post-farm gate



*A commitment to safe, quality food.*

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 GIANT FOOD HYPERNOVA ICA MARTIN'S PEAPOD STOP&SHOP  
 WE MAKE IT EASY TO CHOOSE THE BEST

6



## B-to-C Certification Initiatives

- Define minimum third-party certification requirements for corporate brand suppliers in the areas of e.g.:
  - **Sustainability (ecological, economical or social)**
  - **Animal welfare**
- Provide the possibility of communication to the consumer through use of a label connected to a product claim on e.g. sustainability
- Examples include the MSC, Fair Trade and RSPCA



- Note: Albert Heijn Puur & Eerlijk to make sustainable choices easier

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 GIANT FOOD HYPERNOVA ICA MARTIN'S PEAPOD STOP&SHOP  
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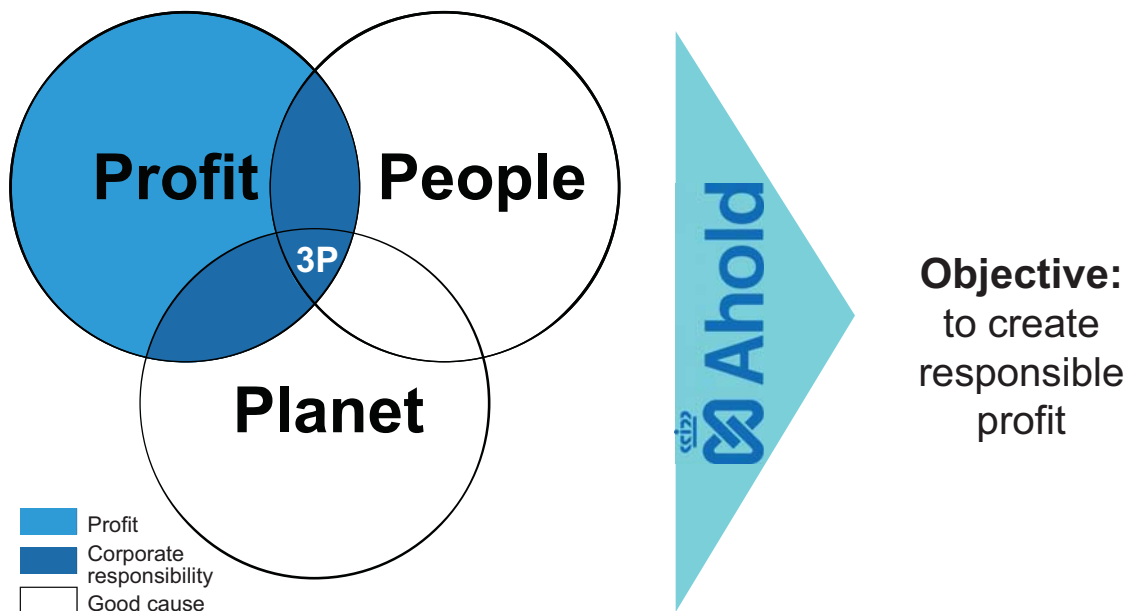
7



## Ahold's Engagement

- GlobalG.A.P. Sector Committee Aquaculture (Chair)
- WWF Aquaculture Dialogues (retail member)
- Common Vision for Sustainable Seafood (retail signatory)
- FMI Working Group on Sustainable Seafood (Chair)
- Marine Stewardship Council (retail member)
- Partnerships with World Wildlife Fund, New England Aquarium and Shedd Aquarium
- Business Social Compliance Initiative (Board member)
- Aquaculture Stewardship Council (supporting its development)

## The Ahold Approach to Seafood Sustainability



## Rules for Sourcing and Sales of Seafood

1. **Legality** – Never knowingly buy illegal seafood
2. **Objective Assessment** – Purchase and sales (or prohibition of sales) decisions are based on objective assessment of triple P criteria
3. **Continuous Improvement** – Suppliers are selected and monitored based on demonstration of continuous improvement in the sustainability of their operations
4. **Labelling** – Seafood will be labelled with appropriate information to enable our customers to make informed buying decisions
5. **Promotion** – Sustainable seafood will be actively promoted

## Rules for Sourcing and Sales of Seafood (cont'd)

6. **Cooperation** – We are involved in activities with other stakeholders involved to improve the sustainability of the seafood produced
7. **Research** – Scientific research linked to the sustainable production of seafood is needed and supported
8. **Traceability** – To ensure product integrity, the implementation of traceability systems is of crucial importance
9. **Ethics** – We will not do business with suppliers who cannot fulfil their ethical and/or sustainability responsibilities
10. **Communication** – Inform stakeholders about efforts made to improve seafood sustainability

## B-to-B Standards

### Ahold

- Fisheries: New England Aquarium ChoiceCatch program or SCA Methodology for Aquaculture and Fisheries
- Aquaculture: GlobalGAP Aquaculture and/or GAA

### Need

- Industry-wide, harmonised standard (agreed with NGOs) to measure environmental performance leading to recognised B-to-C certifications i.e. exit strategy for consumer pocket guides
- Example is the **Sustainability Consortium** which is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability (environmental, social and economic imperatives).



## B-to-C Standards

### Ahold

- Fisheries: MSC certification
- Aquaculture: AD standards and ASC (probably)

### Need

- Industry-wide, recognition system to confirm compliance with FAO Guidelines for Ecolabelling of Fisheries Products / Aquaculture (latter in progress)
- Example is the new **Consumer Goods Forum** project aiming at the establishment of a platform for benchmarking of seafood ecolabels based on the success of the current GFSI program (“Once certified, Accepted everywhere”).





## Content of ecolabels

### 1. Should primarily focus on ecological impacts:

- Difficult enough
- Social accountability difficult to verify (special expertise needed) and ILO compliance is unrealistic
- Other attributes (such as carbon footprint) need a supply chain approach to determine optimal intervention strategy

### 2. Revision of standards depends on:

- Publication of new scientific evidence on impacts and resulting scientific consensus
- Emerging consensus between industry/NGOs/public on perceived impacts (non-scientific issues)

## Conclusions

- Ensure sustainability is not a luxury in your business
- Focus will be on social accountability besides ecological impact
- Reduce ecolabel 'noise' to level playing field through benchmark platform for sustainability standards
- Better alignment of industry incentives, audit standards/processes and honest/transparant product claims
- Improve on joint industry initiatives related to non-competitive issues such as legislation (e.g. CFP revision), IUU fishing, etc.



Thank you!!!



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16



# Seafood Eco-labels

## a processor's perspective

Mike Mitchell

Technical Director





# The Findus Group



## Sustainability has become a major media theme





**Seafood** = good health, nutrition, lifestyle, convenience, value...and sustainability?



**Consumers are confused about sustainability**



“Somebody else is doing the worrying for me...”



## 2005 – A major challenge to the UK retail sector



*“Unlike other food suppliers, the seafood industry is awkward and fractured – it has no close relationship with its sources; price, quality and availability are unpredictable; and traceability is highly variable.”*





## MSC and major UK retailer seafood policies



"Our approach is to offer **Marine Stewardship Council** certified fish where available..." (Sainsbury's)



"Ensuring all the fish we sell... is **Marine Stewardship Council** certified or, where MSC is not available, another equivalent independent standard." (M&S)



"Our goal is to operate our fish sourcing in line with the aims and objectives of the **Marine Stewardship Council**..." (Cooperative)



"Our fresh fish is sourced sustainably and our fresh fish counters have been certified under the **Marine Stewardship** chain of custody programme." (Morrisons)



## NGO Campaigns and league tables

Table 6.1. Ranking of supermarkets' sustainable seafood policies

Supermarket	1. Sustainable seafood sourcing policies	2. Support for sustainability initiatives	3. Labelling & promotion of sustainable seafood	4. Selling the most destructively fished species	Total score (out of 20)
M&S	5	5	4	3	17
Waltrose	5	3	4	3	15
Sainsbury's	3	4	3	0	10
Co-op	2	2	2	1	7
Somerfield	1	1	2	2	6
Tesco	2	1	1	1	5
Iceland	0	0	0	3	3
Safeway/Morrisons	1	1	0	0	2
Asda	0	1	0	0	1



Table 11.1  
Ranking of the sustainability of supermarkets' seafood

Supermarket	Sustainability of wild-caught seafood	Sustainability of farmed seafood	General issues*	Rank and grade 2006	Rank and grade 2005
M&S	A	A	A	1	1
Waltrose	A	A	B	2	2
Sainsbury's	B	B	B	3	3
Co-op	C	B	C	4	4
ASDA	C	D	C	5	5
Morrisons	C	D	C	6	6
Tesco	C	D	C	7	7
Somerfield	D	D	D	8	8
Iceland	E	E	E	9	9

\*General issues: the brands and ranges of seafood covered by seafood procurement policies; transparency of policies and their implementation; and promotion of sustainable seafood.

● excellent ● good ● pass ● fail

# Seafood

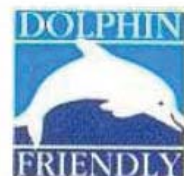
January 2010 VOL. 25 ISSUE 1  
www.intrafish.com

**HIJACKED**

How the greens stole the seafood agenda



*“...the era of eco-labels is over, and a more technical, more specific definition of sustainability – based on thorough science and rigorous traceability – will be the way forward.”*







## Eco-labels meeting future market requirements

1. Built on sound international protocols for standards development
2. Continually evolving to meet new challenges
3. Deal with traceability/supply chain integrity
4. Continuous improvement through active engagement with fishers and fishery managers
5. Not a barrier to trade
6. Clear and simple message



**The End**

**Thank you for listening**

mike.mitchell@theseafoodcompany.co.uk





# The future Environmental labelling of Seafood

Nordic Minister Council  
Workshop in Copenhagen 19th of  
January 2010

Per Baumann Environmental Expert Coop Sweden



1

Are there anybody that would like to protect the  
biodiversity of the oceans, please raise your  
hands?



# Congratulations!

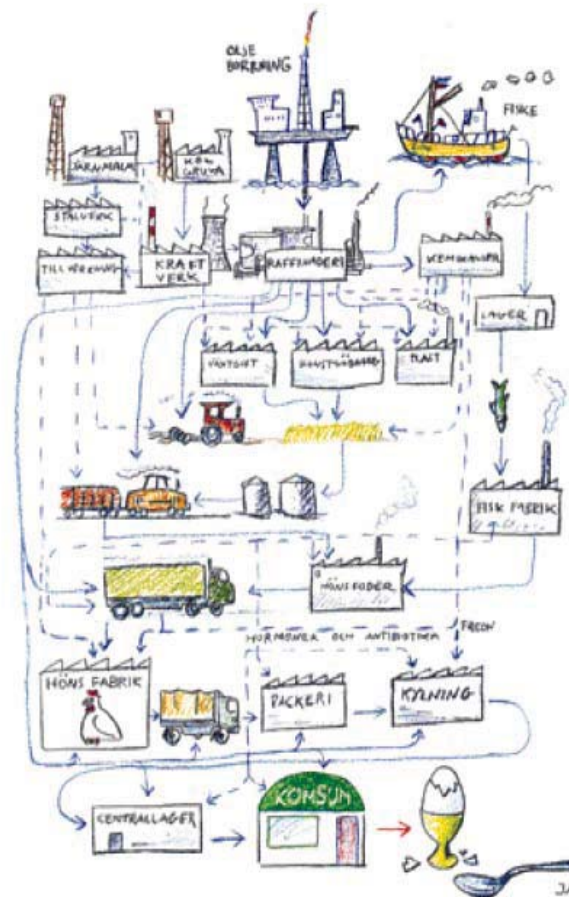
You will now be the ones that have to pay for this, to pay more for your products.

This will be the result if we treat labelling of seafood as an eco-label.



## Life Cycle Analysis

from the report "Sila kamelerna! 1995"



# Strategy work Fish and seafood

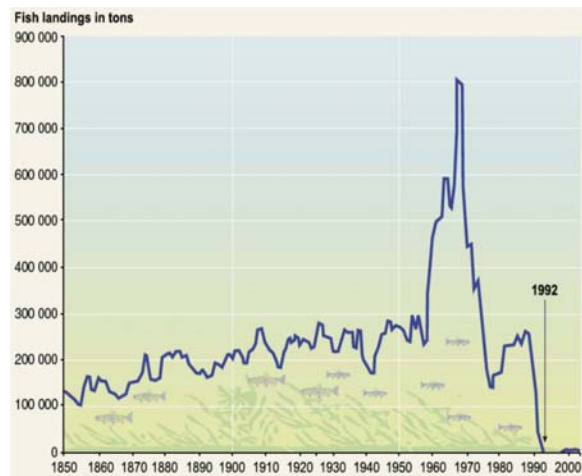
- **Analysis** to identify the strategic environmental issues according to oceans and sea
- **Education** for buyers, sales- and environmental responsible persons within these functions
- **Strategy platform** developed by the persons working with fish and seafood
- Sales figures
- Internal expertgroup in cooperation with external experts
- Some sources:
  - FAO (The Food and Agriculture Organization of the United Nations)
  - The Swedish Board of Fisheries
  - Environmental classification: Marine Conservation Society, WWF, Miljöstyrningsrådet, ICES, Incofish and U&W [you&we]



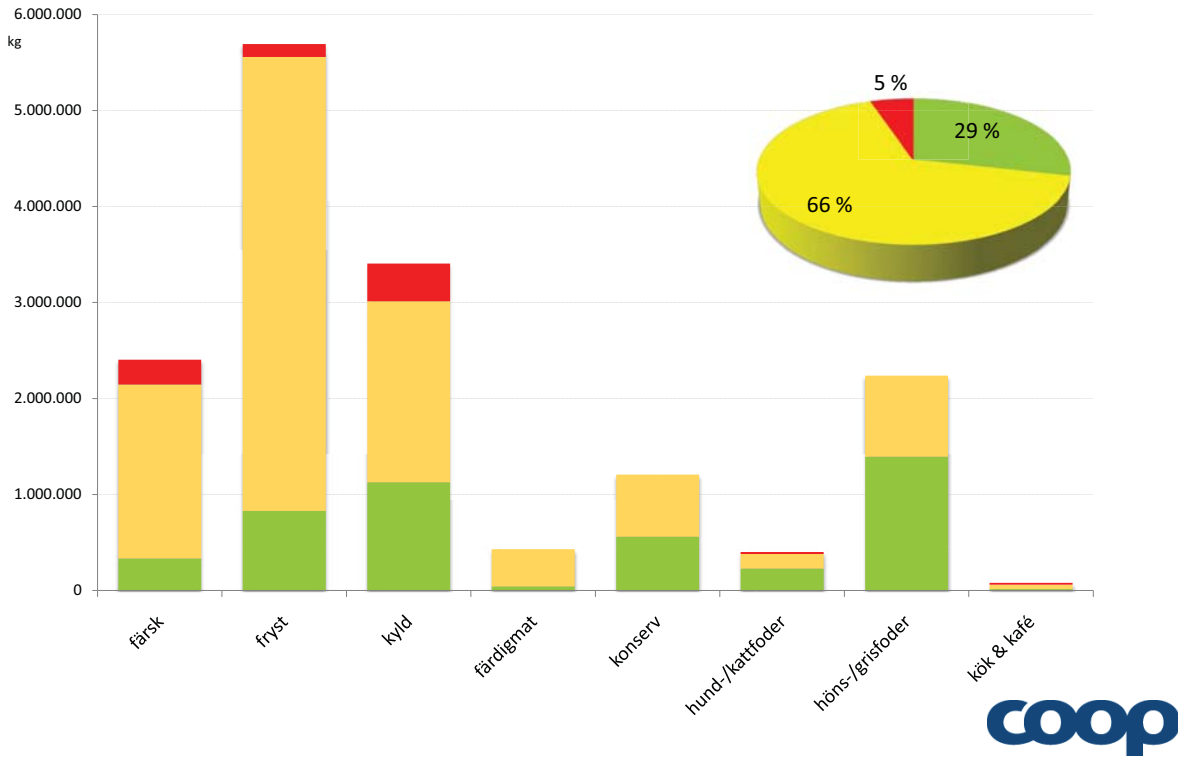
## The Problem

More than 70% of the fish species of the the World, are fully exploited or used.

The United Nations warns against a total brakedown of one fourth of the fishstocks of the World.



## Sales figures 16.000 ton, "eco" classified (2007 Coop)



## "Shadowfish" to feed cultivated fish to Coop

**19.000 ton fish is required to feed the fish that is sold in Coop.**

That is even more than the total sales!

# Totalt Coop fish 35 000 ton (2007)



## Display of fish at a Coop outlet



## the vision of Coop



**A living ocean!**  
**Help the consumers to make a sustainable choice.**



**coop**

2

Eco labelling of seafood products could not be a substitute for the implementation and enforcement of a **Fishery Policy** that is **based on the ecosystem approach**.

**coop**

# 3

The governments and **the Commission should not hide behind a voluntary eco-label scheme** but have to take the lead in paving the way for a sound and productive maritime environment.



# 4

Do not waste resources by reinventing the wheel!

The MSC standard, and KRAV/Debio criteria, could be the vehicle to get things going!





## Thank You for Your attention

Per Baumann  
Environmental Expert  
Coop Sweden



## ASDA – Seafood chains and facing the issues

Chris Brown

# Giving our customers what they demand...

## What do our customers want?

- Great value
- Safe food
- Environmentally friendly and sustainable food production

---

there's no place like **ASDA**

## Starting Point **WAL\*MART** Save money. Live better.™



### ENERGY

To be supplied 100% by renewable energy



### WASTE

To create zero waste



### PRODUCTS

To sell products that sustain our resources & environment

*"...Our mission of 'saving people money so they can live better' starts with low prices...but it doesn't end there. It extends to being a leader in how we take care of our world. It means that Wal-Mart and our supplier partners must operate in a more socially and environmentally responsible way wherever we do business."*

Mike Duke, President & CEO, Wal-Mart Stores Inc  
Sustainability Summit, October 22, 2008

---

there's no place like **ASDA**

Sustainability is embedded in Asda's core purpose



### ENERGY

Low carbon and high energy efficient stores

Low carbon transport – Fewer & Friendlier Miles

Reduced water usage



### WASTE

Divert operational waste from landfill

Divert construction waste from landfill

Reduce Carrier Bag usage



### PRODUCTS

Optimised packaging – fit for purpose with low eco impact

Sustainable products at Asda price

Sustainable supply chain of the future

there's no place like **ASDA**

## ENERGY

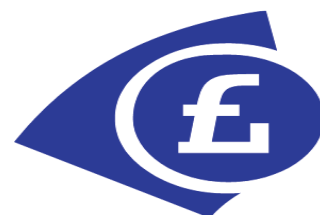
Eliminate 50,000 tonnes of carbon from stores in 2010



Eliminate 5,500 tonnes of carbon from depots in 2010



Save over £7 million through these reductions



there's no place like **ASDA**

## WASTE

Zero Operational Waste to Landfill by end 2010



Zero Construction Waste to Landfill by end 2010



Save nearly £1 million through this work plan



there's no place like **ASDA**

## PRODUCTS

Optimised packaging  
Less resources used  
Increase biodiversity

**ASDA**

Support for Factories  
Production innovation  
Focus on sustainable materials

**George.**

Sustainable products at an affordable price



there's no place like **ASDA**

At Asda we're dedicated to bringing our customers fish from a sustainable source,  
and to securing a future for our oceans.

We have taken threatened species — such as North Sea Cod — off our fresh fish  
counters, and replaced them with more sustainable options.

In 2006 we called for the North Sea to be declared a marine conservation zone to  
preserve fish stocks and protect the livelihoods of the local fishermen who depend  
on it.



---

there's no place like **ASDA**

Giving our customers what they  
demand...

### **What do our customers want?**

- Great value
- Safe food
- Environmentally friendly and sustainable food production

---

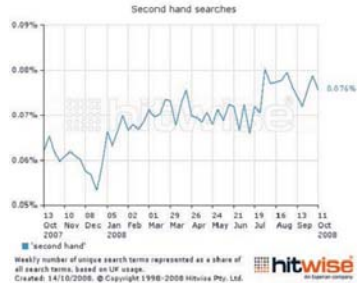
there's no place like **ASDA**

# The British Marketplace

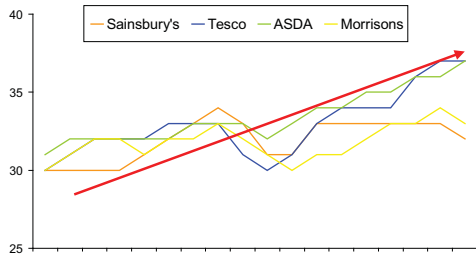
Martin Lewis, more sought out online than Obama. with more visits in the UK than Twitter



Searches for discount vouchers online increased 143% in 2008



Increase in grocery bought on promotion



A marked increase in time spent shopping around,



there's no place like **ASDA**

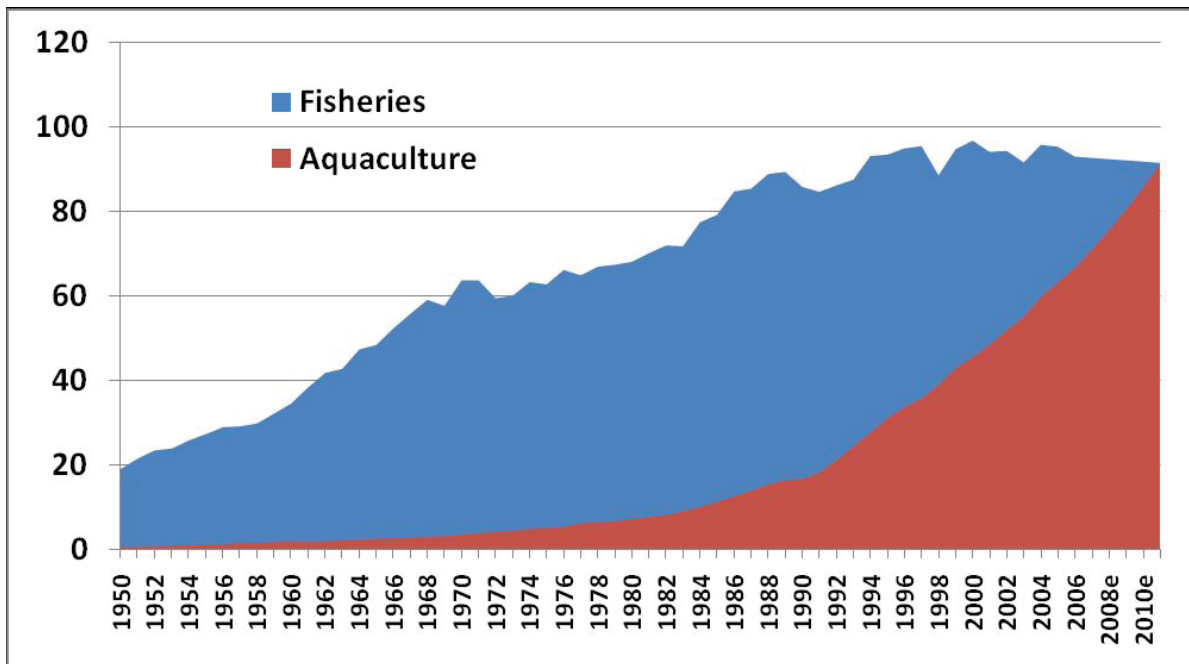


there's no place like **ASDA**





there's no place like **ASDA**



there's no place like **ASDA**

# Eco Labelling

- Which are ASDA using? MSC and BAP
- Needs:
  - Aquaculture standards for major and minor species
  - Standards for feed fisheries
  - Other aspects of sustainability
    - Environmental, social, economic
  - Reconcile – certification schemes and ‘to eat, to avoid, to think about’ lists
- Retailer initiatives – carbon labelling, Wal Mart Sustainability Index

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The screenshot shows the GoodGuide website interface. At the top, there's a navigation bar with the GoodGuide logo (marked 'beta'), a search bar, and links for 'Become a Member', 'About Us', 'Ratings', 'Partners', 'Advisors', 'Ideas', 'Login', and 'Share'. Below the navigation bar, the main heading is 'Top Milk' with a sub-heading 'Change: Bottom Products View All Products'. A list of seven milk products is displayed, each with a product image, name, and a circular rating badge. The products and their ratings are: Stonyfield Farm, Fat Free Milk (8.1); Organic Valley Pasteurized Fat Free, Skim, Nonfat Milk (7.6); Knudsen, Fat Free Milk (6.3); Lucerne Fat Free Milk (6.2); O Organics, Fat Free Milk (6.2); 365 Organic Organic Fat Free Milk Vitamin A&D (6.0); and 365 Fat Free Vitamin A&D Milk (5.9). To the right of the product list, there's a section titled 'Ratings for Top Milk' with a sub-heading 'Click a product to the left to find healthy, green & natural milk.' Below this, there are filter options: 'Environmentally Friendly', 'Low In Sodium', 'Low In Cholesterol', and 'Low In Saturated Fat'. At the bottom of this section, there are links for 'Go to Milk & Milk Substitutes', 'Browse all categories', and 'Browse Bottom Milk'.

Product Name	Rating
Stonyfield Farm, Fat Free Milk	8.1
Organic Valley Pasteurized Fat Free, Skim, Nonfat Milk	7.6
Knudsen, Fat Free Milk	6.3
Lucerne Fat Free Milk	6.2
O Organics, Fat Free Milk	6.2
365 Organic Organic Fat Free Milk Vitamin A&D	6.0
365 Fat Free Vitamin A&D Milk	5.9

there's no place like **ASDA**

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Food > Dairy & Dairy Substitutes > Milk

### Lucerne Fat Free Milk

by [Safeway Incorporated](#)



GoodGuide Rating **6.2** User Reviews ☆☆☆☆ [Write the First Review!](#)

#### Behind the Rating

Why did we give this rating?

- ✓ The company that makes this product has one of the highest scores in [community controversies](#)
- ✗ The company that makes this product has a below average score in [environmental proactive initiatives](#)
- ✗ The company that makes this product has one of the lowest scores in [corporate governance](#)

[See all data behind this rating...](#)

**Buy, Compare & Save**

Coming Soon: Buy It Local

[Add to Shopping List](#)

[Find Better Products](#)

[Send to a Friend](#)  
[Contact this Company](#)  
[Add to Avoid List](#)

[Highest Rated Products](#)  
[Most Popular Products](#)

Compare to Category **6.2**  
 This Product ▼

Worst in Category  Best in Category

**8.1** Health/Nutrition Performance

- General Nutrition
- Additives/Preservatives
- Artificial Colors of Concern
- Certifications
- Ingredients Not Allowed in Food

**5.5** Environmental Performance

- Toxic Waste
- Global Warming
- Energy Management
- Water Management

**4.9** Social Performance

- Philanthropy
- Customer Satisfaction
- Workers
- Labor & Human Rights

Ratings based on 52 Product Facts. [Learn more about these ratings](#) [See all data...](#) 63 out of 135 in milk.

**Nutrition Information** **Nutrition Summary**

**Nutrition Facts**  
 Serving Size 1 cup (240ml)  
 Amount Per Serving

This chart shows which nutrients are present at low, medium, and high levels. You can also find better performing products in milk.

Nutrient	Performance in Milk
Cholesterol	Low
Total Fat	Low
Total Sugars	Low
Total Carbohydrate	Low
Total Protein	High

Get more from GoodGuide  
 Find the best products, share with your friends, and create personalized lists based on what's most important to you.  
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What is the impact of this product I am consuming?

Home [About Responsible Jewelry](#)  [Collection](#) [Mine To Market](#)



Love, Earth®  
 Jewelry made from responsible sources and traced to its origins

• Live Greener • Spread The Word • Media • Contact

Track the footprint of your necklace

**Trace It - From Mine To Market**

Trace the origin of your Love, Earth® piece! Enter the Batch Number here to see the path your jewelry traveled from Mine To Market.

 [>](#)

Know how your shirt was made and its impact

**patagonia**

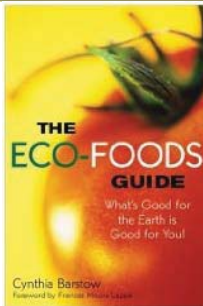


# Don't eat that!

## Low Carbon Diets



### IS MY LUNCH CAUSING GLOBAL WARMING?

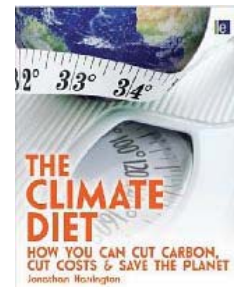
Did you know, the food system is responsible for 1/3 of global greenhouse emissions?

With every meal you eat, you have the power to reduce climate change.

The Bon Appétit Management Company Low Carbon Diet Calculator is designed to allow you to compare the relative carbon impacts of your food choices.

Drag and drop menu items, ingredients or sample meals into your virtual pan and calculate the carbon emissions created by your meals. Try making food choices that reduce emissions by 25% and be part of the climate solution.

[CALCULATE MY IMPACT NOW!](#)



there's no place

Bon Appétit, Amazon

### Kgs CO2 produced per hen place for different egg production systems

	Cage	Free Range	Respectful	Organic
Rearing	0.43	0.67	0.67	0.67
Laying	2.27	4.43	0.41	6.69
Packing and Distribution	1.20	1.83	1.83	1.83
External	1.36	1.36	1.36	1.36
Total KG's carbon per hen	5.26	8.30	4.28	10.5
Index against cage	100	158	81	201

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## Chosen Design



Colours indicate at a glance high, med or low

High, med, low indicator

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%

of your guideline daily amount

Shows % of your GDA per serving of the product

Amount of nutrient per serving of the product

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Thank you

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