

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the slide, framing the central text. The overall aesthetic is clean and modern.

Sustainability Certification

Challenges with Developing Country Fisheries

Driver of Movement

- ▶ For much of human history marine resources were considered inexhaustible;
- ▶ Growth in population and technology in 20th Century increased concerns about sustainability of marine resources;
- ▶ 1987 Bruntland Commission defined sustainable development as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’;
- ▶ 1995 Code of Conduct on Responsible Fishing
- ▶ 2005 World Summit stressed importance of reconciling social, economic and environmental demands or the ‘three pillars of sustainability’

Global Overfishing

- ▶ Systematic collapse of a number of fish stocks in 20th century due to overfishing
- ▶ Poster child - cod collapse and moratorium in 1992
 - ▶ Ecological disaster & loss of 30,000 jobs
 - ▶ Example of failure of fisheries management globally
- ▶ Result was a loss in faith in governments and RFMO's to successfully manage fish stocks
 - ▶ 'lost moral authority to lead'
- ▶ WWF and Unilever cited grand banks groundfish collapse as a major driver in creation of MSC

FAO Code of Conduct on Responsible Fishing

- ▶ Developed around backdrop of collapses of major world fisheries
- ▶ Adopted by all FAO member states in 1995
- ▶ Contains principles and best practices promoting responsible and sustainable use of marine resources
 - ▶ Article 7 - fisheries management
 - ▶ Article 11 - trade of fisheries products
- ▶ Modern day ecolabels use code contents as foundation of their respective regimes

What is an Ecolabel?

- ▶ Market based system that encourages purchase of products that can demonstrate they have been produced in ecologically sustainable manner
- ▶ Usually affixed with visible label used to harness purchasing power of consumer to influence positive ethical and ecological decisions
- ▶ Most popular regimes are third party labeling schemes
 - ▶ Created by independent firms
 - ▶ Sets criteria to be validated independently
 - ▶ Also requires 'chain of custody' verification
 - ▶ Generally known to be most robust regimes
- ▶ Movement has been driven more by ENGO community than consumers

Sustainability Certification Schemes



Wild, Natural & Sustainable®



GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice



Marine Stewardship Council



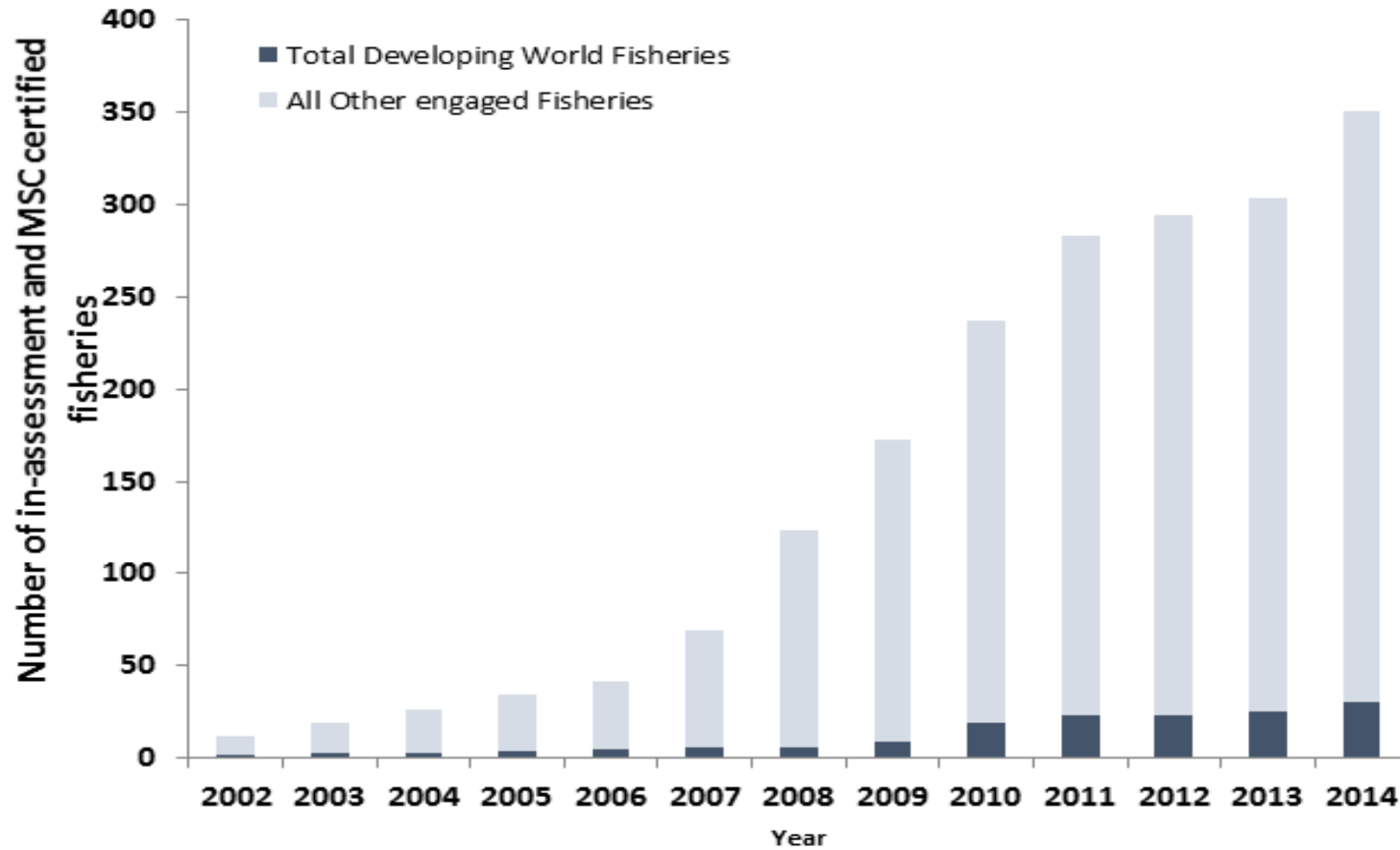
- ▶ Created in 1997 as first major step in advancing sustainability certification regime globally
- ▶ Model targeted beginning of supply chain focused on fisheries and fisheries management
- ▶ Recognized fisheries that are managed sustainably and encouraged retailers to source MSC certified products
 - ▶ Successfully wedged themselves between industry and consumers
 - ▶ Uses market forces to bring about conservation changes
- ▶ Beginning of 'enlightened self interest' movement by retail sector
 - ▶ Relationship between NGO's and retailers have driven movement

MSC 2015



- ▶ 10% of global wild caught seafood now MSC certified
- ▶ 231 MSC certified fisheries with 88 in assessment
- ▶ Chain of custody certification held in 72 countries and ecolabeled products sold in 97 countries
- ▶ 615 improvements to certificated fisheries since 2000
- ▶ 95% of certified fisheries have stock status at or above global best practice
- ▶ However, only 20 certified fisheries are in developing countries with 12 more in assessment

Developing World Fisheries: MSC Status



Source: MSC

MSC Developing World Stats



- ▶ Approximately 90% of global fishers are classified as small scale
 - ▶ Harvest about 50% of world catch
- ▶ Approximately 8% of MSC certified fisheries from developing world
 - ▶ 11% of fisheries in full assessment
- ▶ Geographic breakdown of MSC certified fisheries
 - ▶ Africa - 3
 - ▶ Asia - 2 (5 more in assessment)
 - ▶ Latin America - 9 (5 more in assessment)
 - ▶ Oceania - 2
- ▶ Developed Benchmarking and Tracking (BMT) tool for use by pre-MSC fisheries to make improvements towards MSC i.e. Fishery Improvement Program (FIP)

Challenges to Certification

- ▶ Data deficiency
- ▶ Cost of certification
- ▶ Limited certification body capacity
- ▶ Limited awareness/capacity to engage in the MSC
- ▶ Organisational capacity
- ▶ Fishery management challenges

Fishery Improvement Projects (FIP's)

- ▶ Term made popular by NGO's such as SFP and WWF
 - ▶ SFP has more than 80 registered FIP's
- ▶ Alliance of stakeholders throughout supply chain working to improve fisheries that require attention
- ▶ Ultimate goal is to improve the sustainability of the fishery
- ▶ Often developed for fisheries that are not yet ready for MSC certification
- ▶ Increasingly supported by retailers as a path to certification
 - ▶ Will often source from FIP's
- ▶ *Likely best approach for developing world fisheries given some of the certification challenges identified*

Implications for Developing World Fisheries

- ▶ Challenges in certification could create a barrier to trade particularly for export oriented species
- ▶ In many fisheries there is no significant economic imperative for certification (limited presence in export markets)
 - ▶ Food security issues trump export interest
- ▶ Nations with strong interest in export oriented fisheries will need to give serious consideration to certification as a market access tool
- ▶ FIP's likely best mechanism to achieve success over short to medium term
 - ▶ Even then significant challenges remain