Documenting sustainability for value-added fish products

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The three main dimensions of sustainability

Add value to the fish!
<table>
<thead>
<tr>
<th>Environmental Type</th>
<th>Sustainability Type</th>
<th>Documented by</th>
<th>Norms</th>
<th>Value Adding</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stock</td>
<td>MSC</td>
<td>FAO Code of Conduct for Responsible Fisheries</td>
<td>Price premium</td>
<td>15% price premium on MSC labelled cod &amp; haddock products in the UK</td>
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<td></td>
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<td>Iceland Responsible Fisheries</td>
<td>FAO Precautionary Approach to Capture Fisheries and Species Introductions</td>
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<td></td>
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<td>Red lists</td>
<td>The Convention on Biological Diversity</td>
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<td></td>
<td>Species diversity</td>
<td>Dolphin safe labels for tuna</td>
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<td>Market access</td>
<td>Sturgeon and bluefin tuna red listed in the whole world</td>
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<td>Low by-catch</td>
<td>Line caught labels</td>
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<td>Habitat conservation</td>
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<td>Emissions</td>
<td>KRAV</td>
<td>The Kyoto Protocol</td>
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<td>Workers’ rights</td>
<td>Naturland Wildfish</td>
<td>The ILO Work in Fishing Convention (C188)</td>
<td>Price premium</td>
<td>20% price premium for Viet Nam shrimp with Naturland label</td>
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<td>Safety</td>
<td></td>
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<td>Good governance</td>
<td>Naturland Wildfish</td>
<td>FAO Code of Conduct for Responsible Fisheries</td>
<td></td>
<td>Wild salmon prices much higher than farmed salmon prices</td>
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<td>The World Bank Global Program on Fisheries</td>
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<tr>
<td>Food security</td>
<td>MSC</td>
<td>FAO Technical Guidelines for Responsible Fisheries - Increasing the contribution of small-scale fisheries to poverty alleviation and food security</td>
<td>Market access</td>
<td>Reputation problem for Hoki from New Zealand</td>
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<td>Self sufficiency of food supply</td>
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<tr>
<td>Preference for wild caught over farmed</td>
<td>MSC</td>
<td>Monterey Bay Aquarium recommendation, also other environmental organizations</td>
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</tbody>
</table>
### Value added directly
Better market access or consumers willing to pay a higher price

### Value added indirectly
Reduced risk of market loss due to bad reputation
From labels to sustainable performance

Why are not more fisheries eco-labelled or demonstrating and communicating sustainable performance?

- May not be sustainable
- Too expensive for small actors
- Lack of incentives: perceived high cost and low benefit
- Organisational problem
- Lack of capacity
- Lack of empowerment
The existing top-down model

**AUTHORITY**

- Rules and regulations
  - Management plan
  - How to implement
  - How to document

**OPERATOR**

Commands!

Obeys!
Challenges in existing top-down model

- Not flexible
- Single species management
- Little focus on environment, society and economy
- Micromanagement
- Low stakeholder involvement
- Lack of empowerment, responsibility
Ecosystem-based Responsive Fisheries Management in Europe

- EcoFishMan provides a framework that will support the fishers’ organisations to take responsibility for the three aspects of sustainability

15 partners
8 countries
€ 3.7 million total budget
Responsive Fisheries Management System

Initial draft

AUTHORITY

Outcome targets

Approved management plan

Implementation

Documentation

AUDITOR

Audit

OPERATOR
Responsive fisheries management (RFMS)

- Results-based and adaptive
- Ecosystem-based
- Reduce micro-management by involving resource users
- Reverse burden of proof
- Empowerment
Spiral development model for RFMS

After Boehm 1986
<table>
<thead>
<tr>
<th>Dimension</th>
<th>Authority level</th>
<th>Priority</th>
<th>Example type</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological/Environment</td>
<td>EU CFP</td>
<td>Obligatory</td>
<td>MSY related reference points; discard limits; biodiversity protection; habitat protection</td>
<td>Maintain SSB &gt; 100,000t; discard &lt; 5% individuals of commercial species; bycatch of red-listed species = 0; no fishing in defined area</td>
</tr>
<tr>
<td>Economic</td>
<td>National/member state</td>
<td>Obligatory or Recommended</td>
<td>Minimum EBIDTA; fleet capacity limits</td>
<td>Average EBIDTA &gt; 0</td>
</tr>
<tr>
<td>Societal</td>
<td>National/member state</td>
<td>Obligatory or Recommended</td>
<td>Training; Recruiting young fishermen</td>
<td>Ensure on-board training possibilities for &gt; 20 newcomers</td>
</tr>
</tbody>
</table>
CO-CREATING ECOSYSTEM BASED FISHERIES MANAGEMENT SOLUTIONS

28 partners
14 countries
3 continents
€ 7.7 million total budget
Conclusions

• RFMS provides a management framework that empowers operators to ensure sustainable performance
• Management plans and audits provide transparent documentation of sustainable fisheries procedures that are available to the public/consumers
• The establishment of RFMS prepares for certification
Questions or comments?

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