ROUND TABLE ON ECO-LABELLING AND CERTIFICATION IN THE FISHERIES SECTOR

22-23 APRIL 2009
THE HAGUE, THE NETHERLANDS

PROCEEDINGS

agriculture, nature
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FOREWORD

Over the past decade eco-labels and related certification have become a feature of international trade and marketing of fish and fish products. Eco-labels are a market-based mechanism designed to provide incentives for more sustainable fisheries management by encouraging buyers, from large scale retailers to individual consumers, to only purchase fish and seafood certified as having come from a sustainable fishery. Commitments to sustainable fish sourcing have become increasingly common in the procurement strategies and corporate social responsibility strategies of large-scale retailers and commercial brand owners.

Eco-labelling and certification schemes are typically designed and managed by non-governmental organisations (NGOs or private businesses). They cover a range of product claims from benefits for fish safety and quality, to improved legality, transparency and sustainability. However, they raise a number of issues and challenges. Are they really making a difference for fisheries sustainability? Which schemes are the most effective? How are the costs and benefits of eco-labels distributed along the value chain? How do they interface with the role of public authorities in ensuring sustainable fisheries management and the protection of natural resources? The Round Table on Eco-labelling and Certification in the Fisheries Sector offered an opportunity for the range of stakeholders to debate these issues and to identify areas requiring further research or action.

The Round Table

The Round Table on Eco-labelling and Certification in the Fisheries Sector was jointly organised by the OECD Committee for Fisheries and the FAO Fisheries and Aquaculture Department. At the invitation of the Dutch Ministry of Agriculture, Nature and Food Quality, the Round Table was held in The Hague, The Netherlands, on 22-23 April 2009. The Round Table brought together representatives from the fishing industry (producers, processors, buyers, retailers) NGOs, eco-labelling schemes, certification bodies, academia, governments, and relevant international organisations.

Day One of the Round Table was chaired by Alfons Schmid, consultant. It was designed to give participants practical information on recent developments in the branding and marketing of fish and fish products, and included presentations from a range of eco-labelling schemes. Day Two of the Round Table was chaired by John Connelly, President of the National Fisheries Institute USA. It focused on the influence of eco-labels on sustainable fisheries management, their impacts on international fish trade and marketing, and the various roles of the public and private sectors in relation to eco-labels and certification.

The Round Table forms part of the programme of work of the OECD Committee for Fisheries, specifically contributing to its project on *Fisheries and Aquaculture Certification*. Eco-labels have been on the agenda of the FAO Committee for Fisheries for over a decade. The Round Table will inform ongoing work at the FAO on responsible fisheries and on private standards in capture fisheries and aquaculture.

This document provides the proceedings of the Round Table. It consists of:

- The opening address by Minister Gerda Verburg, Minister of Agriculture, Nature and Food Quality of The Netherlands.
- A Chairs' report of the Round Table that summarises the presentations and captures the essence of the ensuing discussion.
- The Round Table Programme.
- Speaker biographies.
- A list of participants.

Acknowledgements

The OECD Fisheries Policies Division of the Trade and Agriculture Directorate and the FAO Fisheries and Aquaculture Department acknowledge the generous financial and logistical support of the Dutch Ministry of Agriculture, Nature and Food Quality. Thanks are also extended to the two Chairs and to the speakers for sharing their experience. The frank and open discussion at the Round Table was testimony to the richness of the speakers' presentations.

The OECD and FAO acknowledge the important contribution of the Round Table presenters: Lahsen Ababouch, Sven Anders, Jonathan Banks, Richard Bates, Stefan Bergleiter, Paolo Bray, Crick Carleton, Ole-Henning Fredriksen, Peter Hajipieris, Lars Hällbom, Rupert Howes, Anne-Kristen Lucbert, Dick Nyeko, Petter Olsen, Lori Ridgeway, Kristjan Thorarinsson and Yngve Torgersen

OECD staff that participated in organising this work included Nicole Franz and Emily Andrews-Chouicha.

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OPENING ADDRESS

Ms. Gerda Verburg, Minister of Agriculture, Nature and Food Quality, the Netherlands

Ladies and Gentlemen,

Allow me to start by welcoming you all here today. I would particularly like to welcome the members of the Committee of Fisheries of the OECD and the representatives of the FAO, the OECD, and also representatives of consumer organisations, trade and processing, retail, NGOs, the fishing industry, research institutes and government and other experts.

The diversity and international nature of the representatives here today make this conference particularly significant. I am therefore delighted so many of you have come to this beautiful seaside venue to discuss eco-labelling and certification in the fisheries sector.

This subject is very much in the public eye, which is why the Dutch Ministry of Agriculture, Nature and Food Quality has taken the initiative to hold this Round Table in the Netherlands. I would like to thank both the OECD and the FAO for their efforts in organising this conference.

Fish is hot. In the Netherlands, fish and fisheries are high on the political agenda and there is also major public concern about the future of our oceans. And there is good reason for this concern, as according to the FAO not less than three quarters of the world's assessed fish stocks are in jeopardy.

However, the fact is that fish remains an important source of food, and it is also very healthy. Fish is therefore highly valued by the consumer, and fish consumption rises each year by eight to ten percent. We can see that aquaculture plays an increasingly important role as a potential response to rising demand and possible shortages.

And there lies the problem. On one hand we want to encourage people to eat fish to combat obesity and because fish oils are so healthy, but on the other hand, we do not want fish stocks to be put under too much pressure.

Furthermore, in recent years the interest of civil society and government for especially catching methods of the fishing industry - and their impact on the ecosystem - is increasing. This while the fishing industry is making significant progress towards more sustainable fisheries. This in response to the announcement of major supermarkets that they intend to sell only sustainable fish.

As you can see ladies and gentlemen, there is a lot of activity in this field. Action is quickly followed by reaction. The fact we are all pulling in the same direction is very encouraging. Because it is clear to the fishing industry, the consumer, the government and civil society organisations: If we want to continue eating fish we must embrace sustainable fisheries and aquaculture. And we must now act on this momentum. Now is the time to make the switch to sustainability. But that can only be achieved if all parties involved work together. And if all parties continue to challenge each other to produce results.

It is not always easy, but we are making significant progress. The market has responded very well in the Netherlands. A large number of restaurants only serve sustainably caught fish, many cookbooks promote the use of responsible fish and most wholesalers and traders pay attention to the sustainability of their products.

Eco-labelling and certification is of course another good example. Consumers want proof that the fish they buy is of good quality and has been caught in a responsible way. The market has responded by designing labels and slogans such as: 'freshly packed' and 'caught in the wild', which I am sure you are familiar with. But these are of no use to consumers. They say nothing about sustainability.

Furthermore, the number of claims and trademarks is growing so quickly that both consumers and the market players cannot see the forest for the trees. Which labels are reliable and which claims should we believe?

I also think there are too many logos and labels. And that is a shame because the aim of labels is, after all, to provide clarity for the consumer. The presence of so many different labels does not exactly help to achieve this. I am convinced that greater uniformity in this area will make things clearer for the consumer and bring us closer to achieving sustainable fisheries and aquaculture.

That is why I have made a number of agreements here in the Netherlands. Last year I made agreements with the fishing industry and civil society organisations for all Dutch-cutter fisheries to step by step, enter the MSC's certification programme. This is part of a wider agreement to achieve sustainable North Sea fisheries. Specifically, it means Dutch fisheries will in the future be assessed on the basis of the MSC Standard for Sustainable Well-Managed Fisheries.

I have also made one million Euros available for the fishing industry in order to start certification of fish and fish products. This will help to support certification of fish, crustaceans and shellfish that are caught or farmed in an environmentally-friendly way.

Lastly, I will put the subject of certification on the agenda of discussions about the reform of the Common Fisheries Policy. I am convinced that certification should become an important instrument in achieving the aims of the CFP. To date this issue has hardly been discussed within this framework.

And ladies and gentlemen, I really think that is a missed opportunity. Because as I said before, certification and eco-labelling contribute to sustainability. That is not only in the interests of fish stocks, but also the fisheries and aquaculture industry. But then we have to go about this in the right way of course. And the government and the market must work in the same direction.

And - ladies and gentlemen - that's where you come in. Because we all have ideas about the wrong way to do things. But what is the right way? How can we prevent a whole forest, or rather, a whole ocean full of claims, labels, logos and certification methods? How can we restore the consumer's confidence in trademarks? What role does the government and the market parties have to play in this? Here in the Netherlands we believe that certification of fish and fishing techniques is primarily a responsibility of the market. But is that wise, or should the government take a more prominent lead?

There are more than enough questions ladies and gentlemen. Now we need answers. I trust that over the coming two days you will express your thoughts on these matters. So that at the end of the conference we can arrive at intelligent, but above all practical answers and possible solutions on which we on our turn can base our policy. Policy that contributes to sustainability. To an economically profitable fisheries industry, and to healthy stocks of fish.

CHAIRS' SUMMARY REPORT[1]

by

Alfons Schmid and John Connelly[2]

Introduction

Eco-labels[3] and related certification[4] schemes are becoming a significant feature of global fish trade and marketing. Buyers, especially large retailers and commercial brand owners have embraced them. Commitments to source only fish and seafood certified as sustainable[5] are increasingly included in their procurement strategies and wider corporate social responsibility policies.

Eco-labels have emerged in the context of growing concerns about the state of the world's fish stocks, increasing consumption of fish and seafood, and a perception that public mechanisms at the national, regional and international level are failing to adequately manage the sustainability of marine resources. As a market-based mechanism designed to improve fisheries management, eco-labels and the certification process sitting behind them raise a number of issues and challenges: from broad policy questions as to how they interface with governments responsibilities to manage natural resources; to technical questions as how to define and develop standards related to 'sustainability'; to detailed questions related to how to evaluate whether the various certification and eco-labelling schemes on offer are credible and robust.

In order to tease out some of these questions and to promote understanding amongst the various stakeholders in the eco-labelling arena, the OECD Committee for Fisheries and the FAO Fisheries and Aquaculture Department jointly organised a Round Table on Eco-labelling and Certification in the Fisheries Sector. In co-operation with the Dutch Ministry of Agriculture, Nature and Food Quality, the Round Table was held in The Hague, The Netherlands, on 22-23 April 2009. The Round Table brought together 120 representatives from: the fishing industry (producers, processors, buyers, retailers), NGOs,

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1. The Chairs' Summary Report is based on a report prepared by Sally Washington, consultant.

2 Alfons Schmid is an independent consultant and John Connelly is president of the National Fisheries Institute, United States.

3 Eco-labelling: Product labelling conveying primarily environmental information to buyers; usually associated with a certification process.

4 Certification: A procedure by which a party gives written assurance that a product, process or service is in conformity with a standard. The procedure can be carried out as first, second or third party certification.

5 Sustainability: In its original sense, sustainability refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundlandt, 1987). Applied to fisheries and aquaculture, the focus is on protecting the resource itself (fish stocks) and avoiding negative impacts on the surrounding eco-system.

eco-labelling schemes, certification bodies, academia, governments, and relevant international organisations. The Round Table forms part of the programme of work of the OECD Committee for Fisheries, specifically contributing to its project on *Fisheries and Aquaculture Certification*. It will inform ongoing work at the FAO on responsible fisheries and on private standards in capture fisheries and aquaculture.

Overview and key themes

The most striking feature of the Round Table was the apparent agreement amongst participants that eco-labels and certification have a positive role to play in incentivising improved fisheries management. To date there has been little concrete evidence of the impact of eco-labelling and certification on improvements in fisheries management and sustainability. There was initial speculation that the first fisheries to be certified were those that were already well managed. Under that scenario certification was seen more as a marketing tool, aimed at increasing market share, extracting a price premium, and in the case of retailers including sustainability in their fish and seafood procurement policies, a tool for attracting and maintaining customer loyalty. After over a decade of experience, evidence is coming to light that suggests that eco-labelling and certification might indeed be leading to better fisheries management, albeit in some unexpected ways.

That certification of a fishery related to one area or species might encourage competitors to also seek certification has been previously documented. Other improvements such as significant reductions in by-catch and fewer impacts on eco-systems have also been noted. The Round Table heard examples of certification methodologies being used as self-assessment tools for fisheries, as a means to define gaps in performance and to set a roadmap for improvement, whether or not those operating in that fishery actually went on to seek formal certification. The Marine Stewardship Council's (MSC) pre-assessment in particular was highlighted. What is important in this context is how certification methodologies can be used to improve performance even in fisheries that for various reasons would be unlikely candidates for actual certification.

Participants also heard how gaps exposed in the assessment process often lead to pressure on governments to improve their performance, with implications for policy frameworks and resource allocation. Previous debates have highlighted the unease experienced by some governments at what is in essence private sector organisations passing judgment on their fisheries management frameworks and outcomes. Other high-level questions such as the implications for market access and international trade have also been raised. New policy questions emerged at the Round Table. In order for fisheries to be certified governments might have to invest in management improvements, some specifically related to pressure from the certification process, such as how related data is generated and made available. Governments might also feel pressure to invest in management improvements specific to the fisheries seeking certification when their existing policy framework would suggest those resources would be better spent elsewhere. Should public resources be spent on fisheries seeking certification, or on transitional fisheries to bring them up to the level of the best performers, or instead should efforts be concentrated on the worst cases?

Governments have taken quite diverse approaches to the eco-labelling question. Some of these were outlined at the Round Table and are described later in this report. What is interesting in the development of the eco-labels phenomenon is how they interface with public policy goals. Essentially eco-labelling schemes are private market mechanisms set up in response to perceived government failures in fisheries management. Fisheries operators are now using the certification process to put pressure on governments to address policy and administrative shortfalls. Governments are responding. Moreover, in some cases, governments themselves are using the private market mechanisms of eco-labels and certification to put pressure on their fishing industries to adopt more responsible and sustainable fishing practices. That is,

governments are using eco-labels as a means to promote traction in their own fisheries management policies. The mix of public and private mechanisms and the relative pressure they exert has interesting ramifications for overall governance.

The Round Table identified some gaps in the overall global governance for fisheries sustainability. While there are obligations in international law (UN Convention on the Law of the Sea), and internationally agreed guidelines to help implement those laws (FAO Code of Conduct for Responsible Fisheries) there are no internationally agreed sustainability standards or standards for fisheries management, and therefore no criteria against which governments can judge themselves and their fisheries management performance. The Round Table debated how to close this gap in the governance framework, and asked whether it is possible to arrive at some 'aspirational' governance regime for sustainable fisheries management that would include principles of good public governance, as well as market principles and mechanisms, and the interplay between them.

The need for an assessment framework and benchmarking exercise to evaluate the various eco-labelling schemes on offer was a recurring theme at the Round Table. Such an exercise was deemed useful for the range of stakeholders: governments making investment or resource allocation decisions; retailers and brand owners as a basis for choosing suppliers; and for the fishing industry seeking both a tool for management improvement and the scheme most likely to offer market returns.

Rather than suggesting that the influence of eco-labelling schemes in global fisheries governance should be curbed or regulated, the Round Table focused on how the pressure and momentum generated by a market-based instrument could be harnessed to complement public measures for sustainable fisheries. A quote by one speaker, that sustainability was to too important to leave to the market, and similarly too important to leave to policy-makers, resonated with participants. Instead, the challenge is to align incentives so that the private sector, NGOs and governments can all work together towards the shared goal of sustainable fisheries management. The first step in that process is mutual understanding of the various demands, motivations and constraints on those stakeholders. The Round Table provided a unique and valuable opportunity for stakeholders to share their particular perspectives.

The Round Table clarified points of tension and key areas where further debate and action are required, including: the need for a more equitable distribution of the costs of certification; clarifying issues related to international trade and market access; the potential for integrated traceability mechanisms; and the importance of including developing countries in the eco-labels debate. Overall, these issues highlight a need to further clarify the roles and responsibilities of the public and private sectors in relation to eco-labels.

Although many of these issues are common to both capture fisheries and aquaculture, most of the Round Table discussion focused on capture fisheries. That imbalance is reflected in this document which attempts to give a flavour of the Round Table discussions. It first summarises the various perspectives of the stakeholders present; buyers, the fishing industry, those involved in eco-labelling and certification, and governments. It then discusses frameworks for and gaps in the global governance for fisheries sustainability and highlights areas where participants suggested further dialogue or action is required. The conclusions set a potential agenda for the work of the OECD Committee for Fisheries and the FAO.

Stakeholder perspectives

In response to the question, "Who should assume responsibility for ensuring fish stocks are not overused?" Sixty seven percent of the respondents to a worldwide consumer survey said 'governments', 46% said the 'fishing industry', 28% said 'fish manufacturers and processors', and 16% said 'retailers of

fish products'.[6] In the public mind therefore, while governments have the primary responsibility for fisheries sustainability, it is a responsibility that they believe should be shared with other stakeholders in the supply chain. All of those stakeholders have an interest in the shared goal of sustainable fisheries. The Round Table offered them an opportunity to share their different motivations and risk profiles and how these shape their approach to eco-labelling and certification.

Buyers: developments in the branding and marketing of fish and fish products.

Market research shows that supermarkets are increasingly dominant in the retail of fish and seafood products. Large supermarkets require stable supplies of good quality safe product. Increasingly they are also requiring their suppliers to prove that those products have been sourced ethically. Eco-labels provide this 'burden of proof'. Sustainability is becoming an important pillar of retailers' (and brand owners') fish and seafood procurement policies.

In terms of retailing and marketing, fish is considered more complex than all of the other food groups put together[7]. The "explosion" of fish related labels and certification, in particular related to farmed fish, is adding to that complexity. The range and diversity of eco-labels has created what was described at the Round Table as "eco-label noise"[8]. It was argued that consumers find the wealth of different messages confusing; they increasingly put their faith in trusted retailers to define the boundaries of their ethical purchasing decisions. Retailers and brand owners filter the various messages and through "choice editing" decide which standards or labels to include in their procurement and marketing strategies.

Eco-labels are only one group of private standards: a range of certification schemes and labels exist in fisheries and aquaculture, relating to factors such as safety and quality as well as to ethical differentiators (organics, buy local, fair trade, social development, animal welfare). The more private standards adopted, the more supply chain costs accrue, and the more complex is the procurement model.

Retailers are becoming the dominant actors in the food industry generally and have increasing bargaining power vis-à-vis other actors in the supply chain. Retailers 'private label' products are competing with those of large commercial brands. For their part, large commercial brand owners are both driving and responding to the demands for certified fish and seafood products. A senior manager responsible for sustainability for a large commercial brand explained that he currently manages some 45 sustainability targets across that business, including specific commitments to sustainable fish sourcing. Apart from these in-house targets, he also has to respond to the demands of retailers. If supermarkets have commitments to different eco-labelling schemes, or even different schemes for different markets, he has to respond to them.

Sustainability is difficult to market. It is becoming clear that despite consumers' stated interests in the environmental impacts of their purchasing decisions, their actual buying behaviour, especially in relation to food, is more likely to be determined by other factors. The current global financial crisis has seen consumer confidence fall[9] and their behaviour increasingly influenced by price. The industry therefore cannot rely on consumers being prepared to pay a price premium for sustainable fish and seafood. Affordability has to be built into the equation.

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6 Nielsen Global Online Survey, March 2009, of 25 420 consumers in 50 countries.

7 Peter Hajipieris, Birds Eye Iglo, 'Recent developments in the branding and marketing of fish and fish products'.

8 Ibid.

9 Jonathan Banks, AC Nielsen, 'The Consumer's Perspective'.

It appears that it is no longer consumers and NGOs pressuring retailers to adopt sustainability targets or to include eco-labels in their procurement strategies. On the basis of what was described as "enlightened self-interest" retailers and brand owners are now driving demand for suppliers to be certified against one or other eco-labelling or certification scheme. Eco-labels work as a marketing tool to protect and enhance the overall value of the brand or supermarket chain. When they also have a comprehensive assessment model and effective chain of custody systems sitting behind them, eco-labels offer additional guarantees of traceability and good governance. MSC in particular appears to be attractive to buyers because it operates as a management tool in the marketplace and among other things reduces the need for buyers to conduct their own expensive validation/audit processes of suppliers. However, when supplies of certified fish and seafood fall short of the demand for them, retailers and brand owners will still source uncertified product, but on the basis of their own assessments of the sustainability of related stocks.

From the perspective of buyers some alignment of eco-labelling schemes, or at least some sort of framework against which to judge the quality and credibility of the various fisheries certification schemes in the marketplace, would be useful. This became a recurring theme throughout the Round Table. From the perspective of buyers a suggested 'wish list' for fish certification schemes was proposed[10], incorporating the following aspects:

- Does it operate to an internationally agreed or harmonized reference, such as the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries?
- Is the certification process compliant with relevant international standards e.g. EV450011, ISO65, ISEAL?
- Is the governance and transparency of the organisation/standard robust?
- Does the issuing organisation have credibility (related to above)?
- Is the scheme easily used by industry (e.g. easily understood using simple language)?
- Is it affordable? Does the cost structure incite the market to adopt the standard?
- Is a continuous business improvement process built into the scheme?
- Do its label declarations align to international standards (i.e. ISO14020 aspects)?

There was also a call for more clarity in describing what is a sustainable fishery based on claims that the FAO terminology ('recovering', 'depleted', 'overexploited', 'fully exploited', 'moderately exploited', and 'underexploited') was liable to confusion and was often misrepresented in the media and by NGOs. In particular the term 'exploited' has pejorative connotations.

Private Eco-labelling schemes – how they function

In contrast to buyers' concerns about 'eco-label noise', other participants argued that there were not "too many eco-labels". While there is no formula to define an optimal number of labels and certification schemes, there was agreement that too many labels would lead to confusion, but too few might lead to a monopoly situation. Domination by one label could leave the industry vulnerable to definitions of

[10] Based on the presentation by Peter Hajipieris, Birds Eye Iglo, 'Recent developments in the branding and marketing of fish and fish products'

sustainability that could change over time, or to a ratcheting up of requirements. Transparent and good governance of certification schemes is imperative.

The Round Table agreed that rather than debate the merits, or lack thereof, of too many or too few labels, the discussion should focus on the quality of information, or the relative 'credence value', of the range of labels on offer: are they truthful, legitimate, transparent, robust, and consistent with the FAO Guidelines on the Eco-labelling of Marine Capture Fisheries? This echoed the calls, outlined above, for some methodology to assess the quality of any given eco-labelling scheme.

Four private eco-labelling and certification schemes gave presentations at the Round Table: the Marine Stewardship Council[11] (MSC), Friend of the Sea[12] (FOS), KRAV[13], and Naturland[14]. Their presentations are briefly summarised here.

Marine Stewardship Council (MSC)

The Marine Stewardship Council was established in 1997, initially as a joint project between WWF and Unilever, but independent of them since 1999. MSC focuses on wild capture fisheries (not aquaculture). It claims that 8% of the world's edible wild capture fisheries are engaged in the programme, covering 5 million tonnes of seafood in all, representing by species some 42% of the global wild salmon catch and 40% of the global prime white fish catch.

MSC is a standard setting body. Certification to the MSC standard is carried out by independent, third-party, certifiers. MSC's 'Fisheries Assessment Methodology', and 'standardised assessment tree' focus on three pillars: independent scientific verification of the sustainability of the stock; the eco-system impact of the fishery; and the effective management of the fishery. All three pillars are assessed on the basis of a range of indicators. Aspects related to the species, the fishing gear used, and the geographical area, are all included in the assessment. The unit of certification can be an entire fishery or a component of a fishery. Where the client is a component of a fishery, the entire fishery and its management is still assessed in order to evaluate the impact of that sub-group. The comprehensive nature of the MSC assessment is reflected in the time and the cost of certification. Where management changes are required, the certification process can take years; the cost of a full assessment can range from 10 000 -100 000 EUR.

MSC adjusted its assessment model in the light of the development of the FAO Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries (2005), and conducts regular internal audits to ensure it maintains consistency with those guidelines. In response to concerns that the MSC methodology was not applicable to data deficient fisheries (with particular implications for developing countries) it is conducting trials on a risk-based assessment model specifically adapted to those environments.

The Round Table heard that the MSC's pre-assessment (and even a pre-pre assessment) methodology - which was initially designed to assess the potential of a client fishery for full assessment - is being used by fisheries as a self-assessment tool, to define gaps in performance and to set a roadmap for improvement, even where there is no intention of seeking full assessment or certification. The methodology is available and can be used by any fishery with results remaining confidential (any assessment only becomes public once the fishery has entered the full formal MSC assessment process).

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11 www.msc.org

12 www.friendofthesea.org

13 www.krav.se

14 www.naturland.de

MSC's presence and credence in the market was evidenced by the extent to which it was the scheme most often discussed at the Round Table.

Friend of the Sea (FOS)

Friend of the Sea was established in 2006 with links to the Earth Island Institute, which is also responsible for the Dolphin Safe label. FOS has standards for wild capture fisheries and aquaculture fish and seafood products, including fishmeal. It claims to cover 10% of the world's wild capture fisheries[15].

FOS incorporates Greenpeace's criteria on social accountability, has requirements related to carbon footprint, and will also certify products as organic. Its certification methodology is based on official data in terms of stock assessment. The certification process involves a preliminary assessment of the candidate by the FOS advisory board (usually taking 1 week). From there an independent certification body evaluates existing official stock data (1 day), following which a local on-site audit is conducted (2-10 days), and a traceability assessment is carried out (1 day). Audit of an aquaculture facility takes a maximum of 1 day; audits are carried out once every three years.

KRAV and Naturland

KRAV and Naturland both originated as organic labels but have recently developed frameworks for the certification of capture fisheries.

KRAV is a long-standing Swedish organic label that has developed a 'standard for sustainable fishing'. Assessment against that standard includes a stock assessment, certification of vessels, an audit of fishing techniques, as well as audits of landing and processing facilities to ensure traceability and chain of custody guarantees.

Naturland was established in Germany in 1982 to certify organic farming. It later included aquaculture in that scheme and more recently has added a "Scheme for Certification of Capture Fishery Projects". Projects are undertaken on the basis of social, economic and ecological sustainability criteria. Naturland described one of its projects, "Eco-labelling of Nile Perch from Bukoba" in Tanzania, which far from a simple assessment of a fishery for certification purposes was a hands-on development project, carried out in partnership with the German Agency for Technical Cooperation (GTZ), a Dutch importer, a Tanzanian processor/exporter and more than 350 local fishers. A holistic approach was taken to improving the sustainability of this segment of the Lake Victoria fishery; the project included aspects such as the introduction of a mobile health service and options for diversifying employment opportunities. The MSC pre-assessment methodology was used as a basis for the initial assessment of the fishery and the development of a roadmap for management improvement.

Can they be compared?

The presentations by the eco-labelling schemes highlighted the difficulty of conducting any benchmarking exercise to compare the quality and credence of one against the other. The various eco-labelling schemes are certifying different things. Their assessment methodologies differ considerably. Moreover, the certification process can be used for different purposes. Friend of the Sea concentrates on the sustainability of the stocks themselves: does the product come from a sustainable stock? MSC in contrast concentrates on whether the product comes from a fishery that is sustainably managed. The former approach offers a simple pass/fail result while the latter can be used in capacity building exercises

[15] Eighty percent of FOS certified products - 8 million metric tonnes of its 10 million metric tonnes - comes solely from Peruvian anchovies

including designing improvements in transitional fisheries. Both KRAV and Naturland offer opportunities to use a certification process in the context of a social and economic development exercise.

The eco-labelling schemes themselves agreed that they were not doing the same thing and that it would be dangerous to see them as inter-changeable. However, several of the schemes present at the Round Table welcomed any exercise to benchmark the range of schemes against the FAO's Guildelines for the Eco-labelling of Fish and Fishery products from Marine Capture Fisheries.

In response to a question about label fraud, all the schemes reported that they had seen no evidence of products being labelled fraudulently.

Fishing industry – benefits and burdens

The capture segment of the fishing industry seems to be resigned to the existence of eco-labels and increasingly sees certification as a 'cost of doing business' in today's international markets for fish and seafood. Fisheries seek certification when the market demands it. Buyer procurement strategies based on fish and seafood certified as sustainable is a key driver, especially when those buyers, like Wal-Mart, account for enormous volumes of sales.

For fishers the benefits of certification have been portrayed as: access to new markets, consolidation of position in existing markets, and potential price premiums. After more than a decade of experience it could be argued that the evidence of these gains related to marketing might have been exaggerated, but other longer term gains related to management are starting to emerge.

There is only spotty evidence of a price premium accruing to certified fish and seafood. Some examples of fisheries enjoying if not a price premium then less price volatility were given at the Round Table, perhaps related to more direct supply relationships. In contrast, there was also evidence of retailers recognized as 'discounters' offering certified fish. As noted above, buyers claim that consumers are not prepared to pay extra for certified fish. Elusive price premiums might therefore not be an effective 'incentive' for fisheries to seek certification.

As noted earlier some transitional fisheries are using certification methodologies – such as the MSC pre-assessment – to initiate management improvements and subsequently to put pressure on governments for assistance in that process. Fisheries implementing management improvements as a condition of certification are further evidence that certification can be as much about management as about marketing. Management improvements can lead to more efficient production with gains that are more long term than those that can be realized in current market conditions; maintaining healthy stocks to enable future fishing is the ultimate reward.

The Round Table also heard from fisheries considering they were already well managed prior to certification, and claiming that the certification process made no difference to their management processes. This may have been the case for the first batch of fisheries gaining certification; they sought certification as proof that they were well managed, essentially for marketing purposes. The Alaska salmon fishery is a case in point. Indeed the Alaska salmon fishery has chosen not to seek re-certification to the MSC scheme on the basis that they already have credibility in the market as being well managed and sustainable. How this will impact on their position in the market and on competitors in the same market will be interesting to monitor.

The Round Table offered advice to the fishing industry, that regardless of their particular context they needed to check the value of any eco-labelling scheme, and the preferences of potential customers and markets, *before* embarking on any certification process.

Other issues related to certification process were raised, including:

- The extent to which producers shoulder an unfair share of the cost burden associated with certification;

- A lack of consistency among certifiers: producers have complained that the ride towards certification is easier for some than others as a result of different certifiers applying standards in a more or less rigorous fashion.

The discussion around these two issues is described in more detail later.

Government Perspectives: the role of Public Authorities in Eco-labelling

Governments' overall interest in sustainable fisheries is to ensure food security for current and future generations. The protection of the public goods of fish stocks and related eco-systems is an important part of that equation. At another level governments have to ensure that the conditions are right for their fishing industries to compete in international markets, where eco-labels are increasingly a part of buyer specifications and a factor in market access.

Governments represented at the Round Table have taken quite diverse approaches to the eco-labelling question. These are briefly described here[16].

The Netherlands

For Minister Verburg, the Dutch Minister of Agriculture, Nature and Food Quality, certification of fish and fish products can provide an important contribution to sustainable fisheries. She stated that, although certification is a market responsibility, in order to further stimulate sustainable fisheries she has decided to facilitate certification of the Dutch fishing industry. She announced that she had recently made EUR 1 million available for this. In his closing address the Dutch Ministry representative acknowledged that because government regulatory measures had not achieved the required results it would be sensible to use private sector mechanisms to incite better fisheries management. This is one of the most explicit examples of a government utilising an eco-label to pursue its public policy goals.

France

In contrast, rather than endorsing any particular private scheme, the French government has chosen to create its own national eco-label and related certification scheme. This decision was based on a feasibility study[17] undertaken in 2008 by the responsible French authority, FranceAgriMer. As part of that process, it examined existing private eco-labels, including for consistency with the FAO Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries. It concluded that of the existing eco-labels, only MSC was fully compliant with those guidelines. However, it also concluded that the MSC model would not fit all fisheries. It decided to adopt a public framework to meet the needs of its fishing industry as defined by the feasibility study; a scheme that was less costly than MSC, easily recognised by consumers (along the lines of the French public quality label, Label Rouge), and one that was consistent with the FAO guidelines but went beyond them with the inclusion of social and economic criteria. The label will be operational by the end of 2009. Notably the public label will not preclude the certification of

16 France, Iceland and the European Union all gave presentations at the Round Table. Information on Canada and the United States came from comments during discussion, while the situation in the Netherlands was communicated in the Minister's opening address and closing comments by the Dutch representative.

17 The results of this feasibility study are available (in French) online at: www.ofimer.fr/Pages/Ofimer/Publications.html

French fisheries to other private eco-labels. Indeed certification to other labels will be encouraged; five French fisheries are currently in assessment with the MSC.

Iceland

The Icelandic fishing industry,[18]with public support, has developed an Icelandic 'logo' based on Iceland's 'Statement on Responsible Fisheries in Iceland' (signed in partnership by both government and the fishing industry). While both partners, the Icelandic industry and government, are convinced that its fisheries management is sound and that the Icelandic industry is engaged in responsible fishing, they realised that they needed some mechanism for offering 'proof' or documentation that this was the case. The Icelandic logo will be a label of origin but with reference to sustainability. Certification will be conducted by an independent internationally recognised and accredited certification body, which will in essence involve third party certification of the government's performance in fisheries management. The certification body will assess fishery conformance to a specification based on the FAO guidelines. The first assessments will be conducted by 2010.

European Union

A presentation by the European Commission revealed that it was currently undertaking a revision of the existing European generic eco-label, the "Flower" label, which includes a proposal for that scheme to apply to fish and aquaculture. Overall the European Union will continue two existing policy pillars in relation to eco-labels: the Flower label, and the establishment of minimum criteria for voluntary eco-labelling schemes in fisheries, based on the FAO guidelines. The EU also has resources available for environmental projects.

In addition to the previous examples, there are countries where the approach has been to consider eco-labels and certification as private contracts, and hence has chosen not to participate directly in the private sector certification of fisheries (although the relevant public body will provide information and data to both fisheries applicants and certifying bodies). One country seemingly sits somewhere between the hands-on approach of the former examples and the hands-off approach. It has introduced management changes in the light of its industry's engagement with eco-labelling, such as redesigning data systems to fit the information demands of certification, and taking steps to reduce administration and transaction costs.

Issues arising

Whatever approach governments decide to take towards eco-labelling and certification, they need to be cognizant of the implications of that decision. If they decide to endorse a particular private scheme that has current credence and acceptance in the market, does that imply a contingent liability if at some point in the future that scheme fails to deliver promised gains or ceases to exist? Does it transfer too much power to the private sector – with implications for policy sovereignty – especially if demands and requirements ratchet up over time? In contrast, developing a national eco-label is expensive and may not be accepted by the market. Ultimately it is large-scale buyers and their choice of which schemes they require their suppliers to be certified to, who decide which eco-labels gain traction in the market. Key policy dilemmas were highlighted at the Round Table and are outlined below.

Resource allocation and policy frameworks

Fisheries seeking certification are putting pressure on governments to allocate resources to areas and/or activities that may not be entirely consistent with existing policy frameworks and trajectories.

[18] www.fisheries.is

Governments have to decide if they should allocate resources accordingly, either financial or in administrative and policy 'effort'; such as providing data, creating new data streams, conducting scientific research, and creating and implementing the "conditions" required for certification (which may include requirements to change management settings and/or surveillance). These responses to certification conditions might affect the pace and timing of ongoing fisheries management reforms.

Responses to eco-labelling and certification should ideally be consistent with overall management policy frameworks. If that management framework is based on principles of cost-recovery, should the costs of the responses to certification be recovered from the eventual beneficiaries? On the other hand, if fisheries seeking certification fail because the assessment process reveals deficiencies in the overall public management of fisheries - a government responsibility - should governments foot the bill?

Equity and fairness

It is currently relatively cheaper, assuming economies of scale, for a larger fishing firm or larger fishery to achieve certification. If that means that smaller firms competing in the same fishery, or fishers operating in smaller or data poor fisheries, are shut out of lucrative international markets, governments will be called on to deal with resulting equity issues. Do eco-labels and certification exacerbate the market power and position of big players? If so, should governments help smaller operators by creating a level playing field to allow them to compete? Governments might also be called on to assist fishing operators facing high-risk markets, or those markets where demands for certification are more prevalent (demands for certification tend to be stronger in some markets and species than in others). How should impacts on trade and access to international markets influence governments' responses to eco-labels and certification? Under another scenario, less sustainable fisheries may be competing for scarce public resources against fisheries seeking certification or even recertification. Where should efforts be focused; on poor performers, on transitional fisheries, or on fisheries likely to bring in export earnings? What is a 'fair' allocation of public funds for demands driven by a private market-based mechanism?

Which, if any, labels to invest in?

If governments decide to actively engage in the eco-labels phenomenon, other issues arise. Should resources be available to fisheries seeking certification to any and all eco-labels or should governments play a role in deciding which are the more robust and credible labels? In order to decide whether or not to invest resources in certification and labelling of fisheries, governments need to judge which labels are preferred by buyers and therefore affecting trade opportunities. Will there be an ongoing market for certified products? Is the eco-label and associated standard stable and legitimate? What levers, if any, do governments have to ensure ongoing good governance in a private scheme?

These questions again highlighted the value of some sort of benchmarking of the various eco-labelling schemes on offer. Moreover, it also underscored the need for governments to consider, individually and collectively, the essential components of an overall governance framework for sustainable fisheries, and how private market mechanisms might fit into that framework.

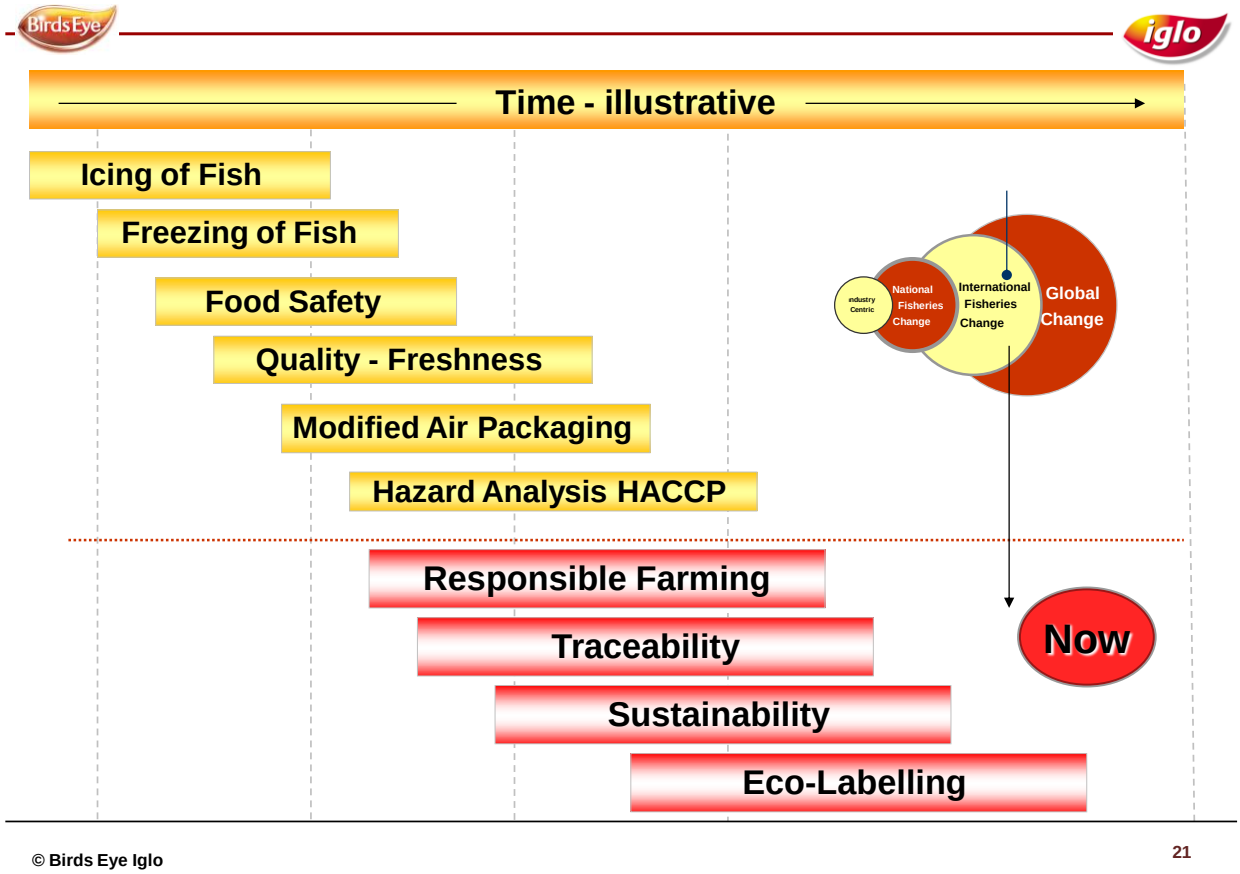
A framework for global governance of fisheries sustainability

Eco-labels are a relatively recent development in fish trade and marketing. One presentation[19] at the Round Table put the development of eco-labelling into the context of the overall development of global governance of the fishing industry; that eco-labelling can be seen as part of a continuum; from a "market

[19] Peter Hajipieris, 'Recent developments in the branding and marketing of fish and fish products'

driven phase" to an aspirational "shared responsibility phase". It was suggested that this evolution might follow that occurring in the food safety arena.

Figure 1. Current 'Change Phase' of Fish Industry



Source : P. Hajipieris, Birds Eye Iglo.

The FAO[20] presented the elements and history of the international framework for food safety governance. Numerous comments from the floor concurred that public and private management frameworks for food safety and quality might offer some pointers for developing a framework for global governance related to fisheries sustainability. Given the particular risk profile of fish as a commodity, managing both the food safety and the sustainability aspects is highly complex.

International framework for food safety governance

The joint FAO/WHO Codex Alimentarius (Codex) plays a crucial role in setting international standards and norms for food safety. It is the global reference point for national food safety agencies. The food safety management system, HACCP (Hazard Analysis and Critical Control Point) is recommended by Codex and is mandatory in many countries. The Codex Committee on Fish and Fishery Products (CCFFP) developed a specific code of practice on how to adapt HAACP principles and practices to fish and seafood safety and quality along the value chain. In addition, the WTO's SPS (Sanitary and Phytosanitary) and TBT (Technical Barriers to Trade) Agreements encourage harmonisation and mutual recognition of food

[20] Lahsen Ababouch, FAO, "Public and private safety/quality objectives and principles'.

safety standards as part of its regulatory framework to facilitate global trade. Codex is referred to explicitly in the SPS Agreement and implicitly in the TBT Agreement. It has been referenced in trade disputes. Other international standards organisations are also relevant, in particular the International Organization for Standardization (ISO) (in particular for certification and accreditation).

In addition to these public mechanisms, there is also a range of private food safety and quality schemes. Many of these schemes are driven by coalitions of retailers. In practice they operate increasingly as international standards as they define the relationships between globalised firms and the international suppliers to those firms. Similar issues have been raised in the food safety area as have been raised in relation to eco-labels and certification. What are the various roles of the public and private sector in food safety governance? How are costs divided amongst the various stakeholders? And what are the impacts on small-scale operators and developing countries if they fail to meet public let alone private sector requirements?

Food safety governance versus sustainability governance

The current global framework for food safety governance however is several decades ahead of the fledging framework for fisheries sustainability; Codex was created in 1963 and has evolved in line with new developments in science and technology.

In contrast, in the fisheries sustainability area the development of a framework for global governance only began in the 1980s. To date it includes, *inter alia*:

- The United Nations Convention on the Law of the Sea (UNCLOS)(1982);
- The FAO Code of Conduct for Responsible Fisheries (CCRF)(1995);
- The United Nations Fish Stocks Agreement (UNFSA)(1995);
- Various regional fisheries management organizations (RFMOs) and
- The FAO Guidelines for the eco-labelling of Fish and Fishery Products from Marine Capture Fisheries (2005).

In the sustainability area while there are obligations in international law (UNCLOS), and internationally agreed guidelines to help implement those obligations (CCRF), there are no internationally agreed sustainability standards, or standards for fisheries management. Therefore, there are no criteria, beyond those contained in the CCRF, against which governments can judge their own performance in fisheries management. The dearth of scientifically based standards for stock management and agreed definitions of sustainability make global governance of fisheries sustainability more problematic than managing for food safety where operational standards are well established.

In terms of private standards, those related to safety/quality and those related to sustainability (eco-labels) also differ. Private safety/quality schemes are largely based on internationally agreed standards and management systems; for example, they all claim to be based on Codex, include HACCP, and incorporate agreed ISO principles for certification and accreditation. Many were developed to help operationalise international food safety standards and to verify compliance against them. In contrast, many eco-labelling schemes *preceded* any public standard or guidelines specifically related to eco-labels. Indeed, the FAO guidelines on eco-labels were developed *in response* to an anticipated proliferation of private eco-labelling schemes. Moreover, in the face of a proliferation of private food safety management schemes, an

international coalition of retailers – through the Global Food Safety Initiative (GFSI)[21] – has benchmarked the main private schemes as a first step towards, if not harmonisation, then mutual recognition of those benchmarked schemes. Several Round Table participants drew attention to the GFSI as a potential model for benchmarking eco-labelling schemes.

Finding the missing piece in the governance puzzle

What a comparison of the two areas – safety/quality and sustainability – suggests, however, is that in the sustainability area a piece of the governance puzzle is missing.

A key question was put to the Round Table: "Is it time to think about developing some standards for fisheries management that go beyond the current Code of Conduct for Responsible Fisheries?" Indeed, would it be possible to build a 'theoretical' or 'aspirational' governance regime for sustainable fisheries management that would include principles of good public governance, as well as market principles and mechanisms, and the interplay between them? This would reflect the aspirational "shared responsibility phase" referred to above.

There was some agreement that the MSC's 'Fisheries Assessment Methodology' and related "standardised assessment tree" is currently the most useful methodological tool for assessing whether a fishery is sustainably managed. MSC revealed that it attempted to develop an overall generic assessment model to assess a country's entire management system but came up against what it described as a "roadblock".[22] Several participants argued that governments, not non-governmental organisations, should be taking the lead in this area. Efforts to develop standards for fisheries – defining the essential elements of the 'infrastructure' for an effective fisheries management regime – and a related assessment model, based on the Code of Conduct for Responsible Fisheries, would be best placed in an intergovernmental organisation where the process would be transparent, participatory and the outcomes subject to international agreement. There was a suggestion that FAO would be the appropriate forum for further work in this area, having both the relevant expertise and legitimacy. In any case, these issues require further debate. The OECD and the FAO will consider them as part of their ongoing work programmes.

Scope of sustainability definitions

However 'sustainability' is eventually defined, it needs to be transparent, consistent with multilaterally agreed standards, standardised, and comprehensive. The Round Table urged caution in attempting to build broader aspects of sustainability (like economic and social sustainability) into an internationally applicable definition applying to fisheries and aquaculture. While these aspects are important at the operational level – in particular in developing countries where adjustments to fisheries management practices will fail if the social and economic impacts are not taken into consideration – they should not be built into an overarching definition or criteria.

However, if retailers, through choice editing, start to include other ethical differentiators in their fisheries procurement policies – carbon footprint, animal welfare, social equity were all mentioned but not widely discussed – the definition equation might have to be reconsidered. In the meantime, it was agreed that certification for aspects where there are no agreed definitions, standards, or assessment methodologies, are liable to cause confusion.

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21 www.ciesnet.com

22 Rupert Howes, Chief Executive, MSC.

Benchmarking eco-labelling schemes

While there are no operationalised standards for sustainability or sustainable fisheries, the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries are seen as providing acceptable minimum criteria for eco-labelling schemes, against which eco-labelling schemes could be benchmarked. The main aspects of the guidelines were outlined at the Round Table and are repeated here.

FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries

The voluntary FAO guidelines include minimum substantive requirements and criteria for any fisheries eco-labelling scheme. They also define the procedural and institutional aspects of any scheme. Any scheme should include the requirements that:

- The fishery is conducted under a management system that is based on good practice including the collection of adequate data on the current state and trends of the stocks and based on the best scientific evidence;
- The stock under consideration is not over-fished and
- The adverse impacts of the fishery on the eco-system are properly assessed and effectively addressed.

In terms of procedural and institutional aspects, any eco-labelling scheme should encompass:

- The setting of certification standards;
- The accreditation of independent certifying bodies and
- The certification that a fishery and the product chain of custody are in conformity with the required standard and procedures.

Designing an assessment methodology

Round Table participants concurred that a methodology for testing the relative merits of the various schemes would be useful for the range of stakeholders: governments making investment decisions, retailers and brand owners as a basis for choosing suppliers, and for the fisheries industry seeking both a tool for management improvement and the scheme most likely to offer market returns.

Some benchmarking exercises have already been undertaken[23]. As noted above, the French authority, FranceAgriMer conducted an evaluation of existing eco-labelling schemes as part of its process to determine whether or not to develop its own public eco-label; it concluded that MSC was the only scheme consistent with the FAO guidelines. The UK Seafish Authority is leading an international process to study various eco-labelling schemes; it will report later in 2009. At the Round Table there was a suggestion that the parent body of the international retail consortium – CIES – responsible for the GFSI benchmarking of private food safety management schemes, might take on such a task. A participant with direct links to CIES considered that while CIES would probably be interested in being involved in such an exercise it was unlikely to want to lead it. It was also noted that many retailers do not have specific expertise in the fisheries area.

[23] Since the Round Table, WWF have also initiated a process to benchmark eco-labelling schemes.

As noted earlier, although most eco-labelling schemes claim to be consistent with the FAO guidelines, there is currently no agreed framework for assessment or for benchmarking them. There have been calls for the FAO to conduct such a benchmarking exercise. The legal implications of carrying out such an exercise and its consistency with FAO's mandate, as well as different approaches to the benchmarking question will be discussed at a forthcoming meeting of the FAO's Sub-Committee on Fish Trade. The development of an assessment or benchmarking methodology, without carrying out the benchmarking itself, will be one option discussed.

Any benchmarking exercise would have to be transparent and independent; the FAO or some other multilateral organisation would seem the most appropriate forum for such an activity. The need for a separate or integrated process for private standards related to aquaculture was also raised but not debated. Interested countries will need to pursue the idea further in the context of the FAO's current work on certification in aquaculture.

Areas requiring further debate

The Round Table also highlighted a number of areas where tensions exist currently in the operation of eco-labelling and certification and require resolution. These include:

- The costs of certification and who pays for what;
- The impacts of eco-labels on international trade and market access;
- Ensuring eco-labelling is inclusive of developing countries and more generally data deficient fisheries;
- The potential for integrated traceability and opportunities for developing synergies and reducing costs and
- The quality, consistency and capacity of certifiers.

Costs of certification – who should pay for what?

Producers in particular complain about the costs of certification to an eco-labelling scheme. The costs vary enormously depending on the scheme chosen, and even in relation to the same scheme depending on the size and complexity of the fishery. As perhaps the most comprehensive scheme, in that it assesses the overall fishery and its management, the cost of certification to MSC could vary between EUR 10 000 and EUR 100 000. This would be prohibitive for many small operators; developing countries in particular have raised concerns about costs.

MSC reiterated that it is the standard owner and not the certifier and therefore does not receive the revenues from certification. Certification costs vary according to certifiers and their audit fees. MSC only receives revenues from the use of the MSC logo (the logo fee amounts to some 0.05% on the wholesale price of fish coming from a certified fishery). MSC further argued that costs should fall as a result of improvements to its decision tree that leaves less room for certifier interpretation. Certifiers present concurred with this and argued that as they became more familiar with the criteria of any scheme, they also became more efficient and hence could contain costs.

Arguably more problematic than the actual costs of certification is the distribution of those costs. Currently the costs of certification are generally borne by harvesters. The 'distribution of costs' issue is particularly acute when the improvements required, or 'conditions of certification', relate to the overall management of the fishery, which is generally the responsibility of public authorities. If fish from a particular fishery is excluded from a market or buyer (one requiring only certified product) on the basis of

judgments about whether a government has lived up to its obligations for sustainable fisheries management, then who should pay for improvements? An NGO representative told the Round Table that never have industry and NGOs been more in agreement that when the costs of certification relate to government policy failure (poorly managed fisheries) then regulatory agencies should assume a fair share of the financial burden. The flip side is that when fisheries are well-managed, the fishing industry benefits from easy certification.

Costs also need to be seen in the context of potential benefits. Cost/benefit analysis is difficult because the costs of certification are typically short-term while the benefits might accrue only in the long-term. As noted earlier any price premium accruing to certified fish and seafood is typically too low or insignificant and hence is not likely to offset the costs of certification or related management improvements. However, in the long-term fish and seafood from well-managed fisheries should be cheaper to produce, so operating costs should be lower. Management improvement - either overall management or fishery specific - is a long-term investment.

As noted earlier, some governments use public funds to help pay for the costs of certification. This too raises issues of 'who benefits?' Is it possible to define a formula whereby industry pays the component of certification that relates to private benefit (market access, price premiums), and government pays the component that relates to its responsibilities to manage marine resources sustainably? It appeared that countries where there was ongoing dialogue between industry and government were further ahead in their thinking on these issues. This would be another area where further international dialogue and sharing of experiences would be useful; broad stakeholder participation in those discussions would seem sensible.

Impacts on Market access and International Trade

The FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries state that voluntary standards, including eco-labels, should not distort global markets and should not create unnecessary obstacles to international trade. There was surprisingly little discussion on the impacts of eco-labels on international trade at the Round Table. However, a few key issues were raised.

It was acknowledged that eco-labels are becoming a market access issue. In some markets, market access for fish and seafood is increasingly determined by certification requirements driven by large-scale buyers. Requirements for only certified fish and seafood could mean that products can be excluded from the market due to perceptions of the buyer/retailer about whether governments (from exporting countries) have lived up to their obligations for good management. What recourse governments have to challenge these assessments and the requirements themselves is still largely unknown. Related discussions have been held in the context of the WTO but to date there has been no formal clarification of the jurisdiction to challenge non-governmental actors in that forum.

Whether public sector financial support for eco-labelling certification could be considered a 'subsidy' and/or notifiable in the context of WTO mechanisms was also raised. If governments pay outright for certification is that a subsidy to its industry? If it leads to a trade advantage or improved market access then should it be notifiable? However, if public funds are used only for developing the conditions or infrastructure (that is, overall improvements in fisheries management) that would ease the path to certification, then the case is less clear. As noted earlier, several governments have 'subsidised' the certification of their fisheries.

Do eco-labels constitute a barrier to trade? The Round Table agreed that they could be perceived as a barrier to trade, but given the resulting benefits for overall fisheries sustainability, maybe it was a necessary and beneficial one. Clearly there is a need for further discussion on these issues. In particular

there is a need to consider whether eco-labelling schemes as they currently operate discriminate against developing countries. Standards, whether public or private, must be inclusive.

Developing countries – participation is crucial

Almost 80% of world fishery production takes place in developing countries. Their exports represent about half of world exports of fish and fishery products by value and about 60% by volume[24]. The Round Table agreed that attempts to improve the management and sustainability of the world's fisheries would fail if developing countries were not part of the equation.

The relative dearth of representatives from developing countries meant that the impacts of eco-labels and certification on developing countries were not widely discussed. As described earlier, Naturland's[25] pilot project related to Nile Perch in Tanzania showed how an eco-labelling certification process could facilitate a wider development exercise with ecological, social and economic sustainability goals.

The Executive Secretary of the Lake Victoria Fisheries Organization[26] gave his views on the opportunities presented by eco-labelling for developing countries. He argued that the MSC pre-assessment methodology was an effective audit tool that could be used to identify necessary management improvements. The Lake Victoria Fisheries Organization sponsored a MSC pre-assessment (conducted by third-party audit in 2007/8), the results of which contributed substantively to the development of the Lake Victoria Fisheries Management Plan (2009 - 2014). The pre-assessment indicated a lack of readiness for a full MSC assessment, but more importantly highlighted gaps and shortfalls in existing management strategies; for example, the need for a specific management and stock recovery plan. That information was used to put pressure on the public authorities to respond to shortfalls highlighted in the assessment and resulted in the development of an overall management plan. The presenter concluded that in terms of improvements in fisheries management, eco-labelling and other private standards, are not a substitute for but rather complementary to mandatory standards; he referred to government requirements as "the stick" and eco-labels and other market mechanisms as "the carrots".

A voice from the Round Table floor briefly raised some of the concerns expressed in other forums by developing countries; that certification was typically too costly and methodologies ill-suited to data- poor highly fragmented developing country fisheries, and that in many developing countries they were perceived as posing a serious barrier to market access and trade. These issues have been documented but were not debated at the Round Table. However, there was agreement that further effort was required to develop methodologies that are appropriate to developing country environments. As noted above, MSC is piloting a risk-based assessment methodology for data deficient fisheries. Many fisheries in developing countries might indeed be sustainable but do not have the data to prove it. This is also true for some artisanal fisheries in developed countries; an uncertified fishery does not necessarily equate to an unsustainable fishery.

The Round Table concluded that for both developed and developing countries there is a need to develop strategies for incentivising transitional fisheries; that is, some mechanism to reward positive change in fisheries working towards improved management but not at the point where they could gain certification to an eco-label, or to recognise good practice in fisheries that for some reason do not meet the criteria for eco-labelling but demonstrate responsible behaviour. In this context it will be important not to

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24 FAO (2009) *State of World Fisheries and Aquaculture*, 2008. Rome.

25 Dr Stefan Bergleiter, 'Certified sustainable Artisanal Fishery; first experiences from the pilot project with Nile Perch Fishery in Tanzania'.

26 www.lvfo.org

'lower the bar' by creating some second-class certification or label. During the development of the FAO's guidelines on eco-labels developing countries specifically argued against this.

Integrated traceability – developing synergies and reducing costs

Fish and seafood certified to an eco-labelling scheme does not always end up as a labelled product on sale to the consumer. While many eco-labelling schemes are designed as business-to-consumer models (based on the notion of consumer choice driving the demand for sustainable fish), increasingly it is the business-to-business part of the model that carries the most value. The certification process rather than the label is the important element and in particular the traceability guarantees that the process offers to retailers and brand owners promoting sustainability in their procurement and corporate social responsibility strategies. Traceability is key to the success of any eco-label. It is the guarantee that the fish and seafood on sale actually comes from a fishery certified as sustainable.

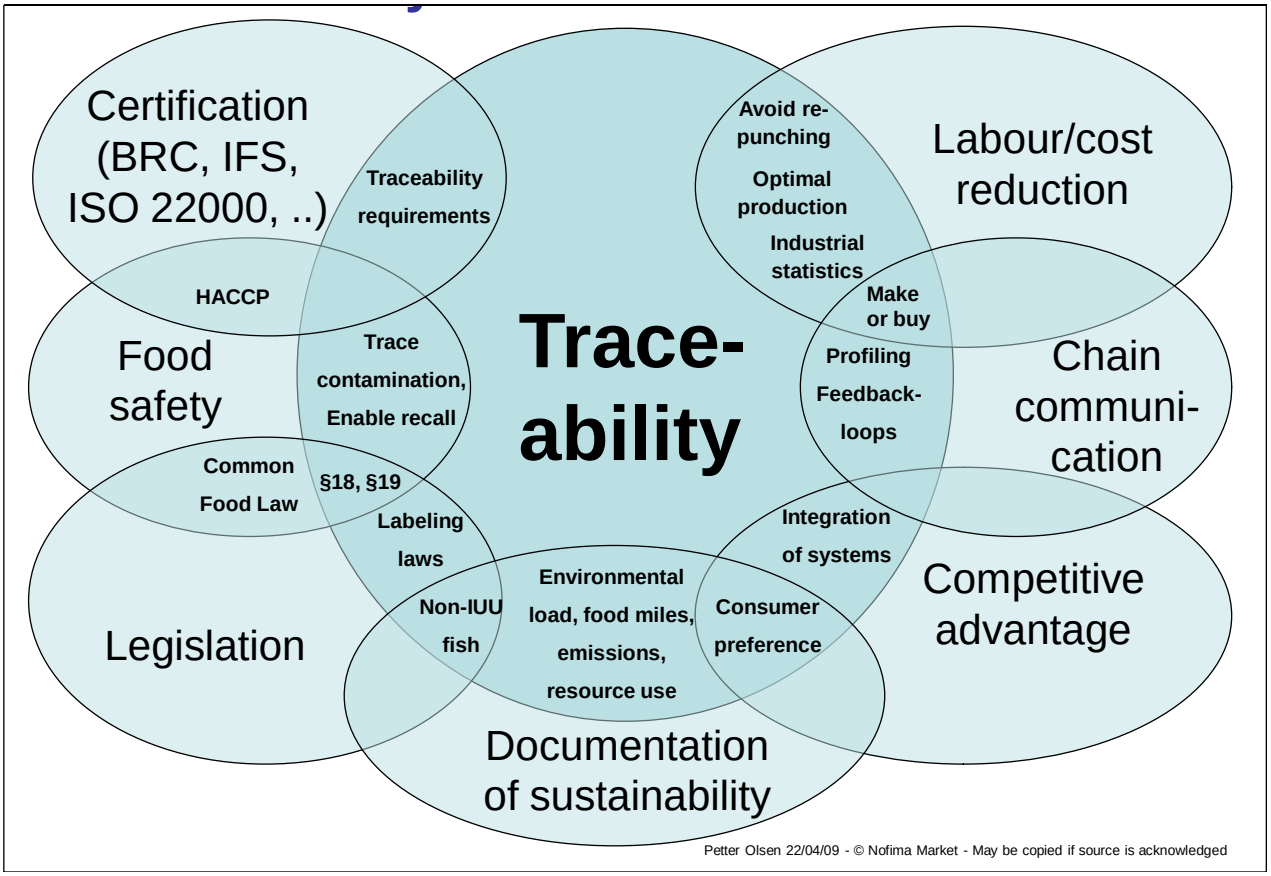
Round Table participants heard two presentations related to traceability. Traceability is the ability to track the origins of a product, the processes it went through, and where it ended up; in the case of fish and seafood – from boat/farm to fork. Chain of custody is a more specific concept and guarantees not only the ability to trace products but also to ensure their integrity throughout the value chain. In terms of eco-labels, chain of custody includes guarantees that certified product is not mixed with non-certified product.

Traceability systems are well established in the fisheries sector, in particular in relation to food safety, but also to catch certification, country of origin, and mechanisms for illegal, unregulated and uncontrolled fishing (IUU). Traceability is also a significant feature of private safety/quality standards and schemes. Various stakeholders in the fisheries value chain therefore face multiple public and private traceability requirements, each with their own requirements for verification and documentation (see Figure 2.

Are integrated traceability systems serving multiple purposes possible and feasible? Is it possible to have one system that would serve multiple uses: food safety; catch certification; IUU and the chain of custody aspects of eco-labels?

Integrating traceability systems for multiple purposes - both public regulation and private certification schemes - would help to reduce the costs currently associated with multiple verification systems and documentation. Technical tools - computerized and internet-based - are available for these purposes and were demonstrated at the Round Table. However, more multi-stakeholder discussion would be required on user requirements and whether or not the public and private agents currently requiring various levels of traceability (specificity) would be prepared to give up their own systems in favour of an integrated multi-purpose system. There was scant discussion on these issues at the Round Table. Further inquiry would be useful. Integrated traceability is part of the current FAO work programme.

Figure 2. Traceability drivers in the food sector



Source : Petter Olsen, , NOFIMA, 'Traceability: definitions, drivers and standards'

Certifiers – quality, consistency and capacity

Producers have complained that the ride towards certification is easier for some than others as a result of different certifiers applying standards in a more or less rigorous fashion. This applies to fisheries in different countries, or even different operators in the same fishery seeking certification to the same eco-labelling scheme. MSC argues that better standardisation of assessment decision trees is helping achieve greater consistency; they have undertaken work to improve consistency and to reduce the scope for certifier 'interpretation'. The clarity of the standard itself is also crucial. Certifiers present at the Round Table stressed the importance of the quality of the standard and also suggested that over time consistency would improve as certifiers become more familiar with applying any given standard.

Poor quality certifiers also appear to be an issue, as is an apparent shortage of certifiers is some jurisdictions. Because certification of certifiers is the responsibility of independent accreditation bodies, the standard owner does not have much, if any, control over who actually carries out audits against their standard. It was asked: "Who audits the auditors?" International standards for auditing and accreditation should apply. As the demand for certification grows the pool of auditors will need to expand. The range of certification schemes - not only eco-labels but also private safety/quality standards and those applying to aquaculture – will put increasing pressure on existing capacity. Will the market provide or is some specific capacity building required? Should governments take some initiative on this front? These questions also require more discussion.

The way forward – areas for attention

The Round Table provided a unique venue for the various stakeholders in the eco-labelling phenomenon to share their particular perspectives and motivations. The dialogue proved to be rich and should continue at both the national and international levels. The Round Table clarified points of tension and key areas where further debate and action is required, in particular:

- Defining a workable and fair system for the distribution of the costs of certification. Each government will have to decide the boundaries of its own financial engagement in eco-labelling. Avenues for sharing experiences would help to expose the consequences of the various approaches and levels of engagement, and would help to clarify the respective roles of the public and private sectors in relation to eco-labels and certification.
- How eco-labels, and governments' responses to them, impact on market access and international trade requires further debate and empirical evidence. Clarifying the status of market mechanisms in relation to WTO mechanisms, and whether funding certification amounts to a subsidy, requires further research. International organisations, OECD, FAO, and WTO, all have a role to play in facilitating international dialogue and agreement.
- Strategies for incentivising transitional fisheries need to be developed. This includes some mechanism to reward positive change in fisheries working towards improved management, and to recognise good practice in fisheries that demonstrate responsible behaviour, some of which will not be ideal candidates for certification to an eco-label. Eco-labels provide a 'burden of proof' for top performers; it is important that other fisheries are not left behind. In particular, given their importance in international fish trade, developing countries need to be included in strategies to improve fisheries management and sustainability; appropriate assessment methodologies and incentive formulae need to be developed.
- Calls for benchmarking eco-labelling schemes should not be ignored. At the very least a methodology for assessing any eco-labelling scheme against the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries would give fishing operators, governments and buyers a tool to evaluate the credence of any existing or future eco-labelling scheme. There was some agreement that FAO was best placed to take this work forward.
- Gaps in the framework for global governance of fisheries sustainability need to be closed. Missing pieces of the governance puzzle were identified including standards for fisheries management and an agreed and shared definition of 'sustainable fisheries'. The development of a theoretical or aspirational governance regime for sustainable fisheries management could be considered. It would serve as a self-assessment tool for governments wishing to test their own fisheries management performance. The OECD and the FAO could work together to develop an approach to this work.

The Round Table confirmed that the various stakeholders in the fisheries supply chain all have an interest in and are committed to fisheries sustainability. There was overall consensus that eco-labels have a role to play in incentivising better fisheries management. The challenge now is to ensure that the pressure and momentum generated by that market-based instrument can be harnessed to complement public measures for sustainable and responsible fisheries management. This means aligning the various incentives so that the private sector, NGOs and governments, both at the national level and internationally, can work together towards the mutual goal of sustainable fisheries management. Eco-labels provide a nexus between marketing and management and are an increasingly important part of the fisheries sustainability equation.

AGENDA

22 April 2009: INFORMATION DAY

Chaired by Alfons SCHMID, Consultant

WELCOME *by the Chair*

OPENING *by Gerda VERBURG,*

Minister of Agriculture, Nature and Food Quality of The Netherlands

WELCOME REMARKS AND INTRODUCTION *by OECD and FAO*

Session 1: SETTING THE SCENE

Recent developments in the branding and marketing of fish and fish products

Peter HAJIPIERIS, Birds Eye

The consumer's perspective

Jonathan BANKS, AC Nielsen Consumer Research

Economics of labelling: Distribution of costs and benefits

Sven ANDERS, University of Alberta in Edmonton, Canada

Who defines sustainability and the division of roles between public authorities and private actors? How to deal with the issue of legitimacy: A government perspective

Lori RIDGEWAY, DFO, Canada

Session 2: OBJECTIVES AND PRINCIPLES FOR CERTIFICATION

Public and private safety/quality objectives and principles

Lahsen ABABOUCH, FAO

Objectives and principles of certification in capture fisheries vs. aquaculture

Yngve TORGERSEN, Norway

Session 3: INTEGRATED TRACEABILITY

Traceability: Definitions, drivers and standards

Petter OLSEN, NOFIMA, Norway

Practical implications of dealing with a variety of standards along the fisheries value chain

Ole Henning FREDRIKSEN, Tracetracker

Session 4: EXPERIENCES WITH PRIVATE ECO-LABELLING SCHEMES

MSC, *Rupert HOWES*
Friend of the Sea, *Paolo BRAY*
KRAV, *Lars HÄLLBOM*
Naturland, *Stefan BERGLEITER*

Discussion

Summary *by the Chair*

23 April 2009: ROUND TABLE ON ECO-LABELLING

Chaired by John CONNELLY, NFI, United States

Opening of Round Table and explanations of objectives *by the Chair*

Session 5: ECO-LABELS IN FISHERIES: KEY ISSUES

Do eco-labels have an impact on the operators along the value chain (e.g. changing incentive structure)?

Peter HAJIPIERIS, Birds Eye

Discussion

Do eco-labels have an impact on public institutions/policy making?

Crick CARLETON, Nautilus Consultants

Discussion

Do labelling requirements create particular marketing difficulties, in particular market access problems for developing country producers?

Dick NYEKO, Lake Victoria Fisheries Organization

Discussion

Session 6: THE ROLE OF PUBLIC AUTHORITIES IN ECO-LABELLING

EU, *Richard BATES, DG Maritime Affairs and Fisheries*
France, *Anne-Kristen LUCBERT, FranceAgriMer*
Iceland, *Kristján ÞÓRARINSSON*

Discussion led by the Chair with panel participation

Potential issues:

- How to ensure that eco-labelling schemes are transparent?
- Who monitors whether labels are truthful?
- What is a truthful message when we deal with sustainable fisheries?
- What role do the voluntary FAO guidelines play?
- Who monitors that guidelines or standards (e.g. minimum substantive criteria) are followed by the certification schemes?
- Who certifies the certifiers?
- Is a public regulatory framework required to regulate private schemes?

Discussion led by Lori RIDGEWAY, DFO, Canada

- Future developments, including the implications for the economics of fisheries certification
- Practical policy responses and options for policy makers when considering certification and eco-labelling issues in fisheries

SPEAKER BIOGRAPHIES

Lahsen ABABOUCH, Ph. D.

Chief of the Fish Utilization and Marketing Service at the United Nations Food and Agriculture Organization (FAO) in Rome, Italy

Before joining FAO in June 2000, Mr. Ababouch was Professor at the King Hassan II Institute of Agronomy and Veterinary Medicine, in Rabat, Morocco, where in addition to teaching and research, he held advisory positions for research, industry outreach, bilateral trade agreements and agribusiness. He has written some 80 scientific publications, including books and book chapters, and some 145 scientific and technical communications in seafood technology, safety, quality and market access requirements. In 1996, he was awarded the King Baudouin Award for Excellence in Research by the International Foundation for Science (IFS, Stockholm, Sweden) and in 2004, the Distinguished Leadership Award for Internationals by the University of Minnesota (USA). Mr. Ababouch has wide experience in training, research and capacity building in fish and seafood technology, safety and trade, in over 60 developing countries mainly in Africa, Arab countries, Asia and the Pacific.

Sven ANDERS, Ph. D.

Agricultural Economist, Assistant Professor, University of Alberta, Department of Rural Economy

After obtaining a PhD in agricultural economics from the Justus-Liebig University Giessen, Germany Dr. Anders worked at the University of Massachusetts Amherst before taking an endowed position at the University of Alberta. Dr Anders research interest lies in the application of economic theory and analytical methods to advance the understanding of the economics vertical food marketing and retailing, at the crossroad of consumer behaviour, food quality, safety and food policies. Together with North American colleagues and partners in Europe, his research program focuses on the applied analysis of market behaviour, and consumer choice data at the retail-level. His research contribution to fishery economics has been in the analysis of the trade effects of food standards and border detention policies in the United States on developing country seafood exports. The goal if his research is to contribute to the better understanding of the functioning of food markets and agri-food trade under the influence of changing policy frameworks, market trends and socio-economic factors over time. Dr Anders has published in several economic journals and invited for presentation at numerous international conferences.

Jonathan BANKS

European Business Insight Director, Nielsen

Jonathan Banks is Nielsen's European Business Insight Director, based in Oxford, UK. During his 30 year career spanning FMCG manufacturing and retail, he has held senior sales and marketing positions in multinationals. As Nielsen's European consumer analyst, Mr. Banks specialises in tracking and predicting consumer behaviour and trends, to help manufacturers and retailers formulate winning strategies. He is a widely recognized figure on consumer and FMCG trends in British and international media, as well as being a prominent speaker and moderator at key industry events around the world. He has 2 children, lives near London, and is making diminishing contributions to the Old Latymerians 3rd XI football team.

Richard BATES

Policy Officer, DG Maritime Affairs and Fisheries

Richard Bates works in the European Commission as a Policy Officer in the Trade and Markets Unit of the Maritime Affairs and Fisheries Directorate-General. He studied marine biology and later food science at UCD Dublin and previously worked for over 16 year in inshore fisheries and aquaculture development with BIM – the Irish Sea Fisheries Board. During his almost 14 years with the European Commission Mr. Bates has worked with fisheries and aquaculture policy, principally in relation to health, environment and trade issues. His work currently includes ecolabelling and legislation for organic aquaculture.

Stefan BERGLEITER

Fish and Seafood, Naturland

Stefan Bergleiter is a biologist with a focus on fish ecology and did his thesis on Amazon ichthyofauna.

1998, he joint Naturland, an international certifier of organic products, to build up the organic aquaculture department. He has been initiating and coordinating, numerous pilot projects with certified organic shrimp, Pangasius and Tilapia aquaculture in Latin America and Southeast Asia.

An important aspect of this activity in organic aquaculture is also to contribute to IFOAM (International Federation of Organic Agriculture Movements) and EU developments on that field. From 2007 on, Mr. Bergleiter has been working in the first Naturland capture fishery project in Lake Victoria (Bukoba/Tanzania), which is a PPP project supported by German GTZ.

Paolo BRAY

Founder, Friend of the Sea; European Director of the Earth Island Institute's Dolphin-Safe Project

Paolo Bray, Italian born in Wiesbaden (Germany) in 1968. Lived, studied and worked in Switzerland, UK, Italy and in most European, North and South American countries. His economist background (University Bocconi of Milan) has determined his approach to environmental issues and related project development, providing him with full understanding of companies' needs and objectives and eco-market drives.

This, together with strong ethical and conservation focused approach, allowed Mr. Bray to successfully start, develop and lead some of the most influent and widespread sustainable fisheries certification schemes: the Dolphin-Safe project (www.dolphinsafetuna.org) of the San Francisco based NGO Earth Island Institute (www.earthisland.org) , and the Friend of the Sea project (www.friendofthesea.org) for the certification and promotion of seafood from sustainable fisheries and aquaculture.

Crick CARLETON

Founder and Chief Executive, Nautilus Consultants

Crick Carleton is an experienced fishery sector analyst and development specialist, drawing on 30 years as a full-time consultant, and work in over eighty countries around the globe. He is a natural systems thinker and inter-disciplinary specialist, searching out and working with the patterns that underlie natural systems and human behaviour. This systems focus runs through his academic training – from biochemistry and the natural sciences, to sociology, marketing, and technological economics. It also runs through his consultancy work with senior managers within the public and private sectors on matters of fishery policy, international trade and marketing, improved decision-making, structural reform, and development. His involvement with the seafood trade and the commercial and socio-economic dimensions of fishing and fishing communities brought him into dialogue with the Marine Stewardship Council during its formative years. Mr. Carleton subsequently participated in the Airlie House revision of the MSC's Principles and Criteria to the current standard, and has contributed to debate on its application to small-scale fisheries and aquaculture. More recently he has worked with the certification body Food Certification International (FCI) to develop its accreditation as a certifier to the MSC standard, and to head up most of its MSC assessments and pre-assessments to date. Mr. Carleton balances an increasing workload within Europe with development, restructuring and privatisation work in emerging and transition economies in both temperate and tropical locations around the world.

John CONNELLY

President, National Fisheries Institute

John Connelly became the President of the National Fisheries Institute in March 2003. NFI is the nation's leading trade association advocating for the fish and seafood business. With commercial fishing vessel owners, aquaculture farmers, importers, processors, distributors, restaurants and grocery markets as members, NFI represents the fish and seafood commerce chain -- from "water to table." NFI lobbies Congress and regulatory agencies, serves as the seafood community's spokesperson with the media, and provides technical advice to its members. He also served as Chairman of International Coalition of Fisheries Associations and is a founding member of the International Coalition of Aquaculture Associations. Intrafish, a seafood industry publication, named John as the "2006 Man of Year." In 2007, he was named to the Marine Stewardship Council Board of Trustees, a nongovernmental group recognized as the leader in fisheries certification.

Before joining NFI, John Connelly served in a number of assignments at the American Chemistry Council, including Vice President – Member Relations, Corporate Secretary, State Federation Liaison, and Chemical Plant Security Team Leader. In those roles, he led efforts on both the business and advocacy sides of the USD 110 million organization. Prior to the ACC, Connelly served five years in the United States Navy, in both shipboard and staff assignments. He continues to serve his country as a Captain in the United States Navy Reserve, with specializations in political-military affairs and terrorism consequence management. He currently serves at NAVSEA, the Navy's engineering command.

John Connelly is a 1984 graduate of The College of the Holy Cross, with a degree in History. He also earned an MBA at night from George Mason University. He and his wife, Margaret McCloskey Connelly (also a graduate of Holy Cross), have four children and live in McLean, Virginia.

Ole-Henning FREDRIKSEN

CEO and Co-founder, TraceTracker Innovation ASA

Mr. Fredriksen is one of Scandinavia's leading business strategists and serial entrepreneurs with over two decade's experience in business process engineering and business transformation. This expertise has been applied in founding and incubating eight companies including TraceTracker Innovation ASA.

TraceTracker's vision is to deliver global traceability, "from farm to fork", on screen, showing product origin, production history, storage, transportation and distribution. The company's software-based services have been used around the world in a wide range of food industries to cut costs and increase profits by proving product quality, safety, and sustainability. In 2004/05, it was chosen as the backbone technology for two major EU traceability projects, "Trace" and "Seafood Plus." Shortly thereafter it was also utilized in a test production to monitor the spread of the Avian Flu (HPAI) virus in Vietnam with interactive maps. Today TraceTracker operates global offices in both America/Canada, Europe and Asia, and work with partners such as IBM, SAP, SGS, and GS1 to implement the solutions. Furthermore, the World Economic Forum has recently recognized the company as a 2009 Technology Pioneer.

Peter HAJIPIERIS

Director of Sustainability & External Affairs, Birds Eye Iglo

Mr. Hajipieris is a graduate food technologist, with over 28 years experience in the seafood and fresh foods industries driving industry and business improvement programmes at the UK's Seafish Industry Authority and then at Sainsbury's and Tesco, two major UK supermarket chains. Mr. Hajipieris is now at Birds Eye Iglo, a major European frozen seafood and frozen food company operating in 10 countries where he leads the development of sustainable policy across all food areas and operations.

Lars HÄLLBOM

Standard Developer, KRAV

KRAV is a key player in the organic market in Sweden. KRAV develops organic standards and and standards for sustainable fishing and promotes the KRAV label. KRAV is organised as an incorporated association with, at present, 28 members. They represent farmers, processors, trade and also consumer, environmental and animal welfare interests.

Mr. Hällbom holds a PhD in plant physiology and has ten years of research experience in aquaculture. He has gained 20 years of experience as environmental consultant and dealt with a broad range of topics, e.g. ecotoxicological hazards with chemicals and pharmaceuticals and environmental aspects of food production, transports and consumption.

Rupert HOWES

Chief Executive, MSC

Rupert Howes became Chief Executive of the Marine Stewardship Council (MSC) in October 2004 - the world's leading marine eco-labelling and certification programme for wild capture fisheries. He was previously Director of the Sustainable Economy Programme at Forum for the Future, the UK's leading sustainable development organization, a Senior Research Fellow at the Science Policy Research Unit, Sussex University and a Research Officer at the International Institute for Environment and Development.

Anne-Kristen LUCBERT

Project Manager, Quality and Standardization of Seafood Products, FranceAgriMer

Anne-Kristen Lucbert has been working for OFIMER (French seafood agency) since 2001. This establishment has become now FranceAgriMer since 1st April 2009. This national establishment, in charge of agricultural and seafood products, is the result of the merging of 5 public establishments Office de l'Elevage, ONIGC, VINIFLHOR, ONIPPAM and OFIMER) and it works under the supervision of the French Ministry of Agriculture and Fisheries.

Dick NYEKO

Executive Secretary, Lake Victoria Fisheries Organization

Mr. Nyeko was born in Uganda. He holds a B.Sc & M.Sc (Fisheries) Makerere University Kampala Uganda. He has been working in Civil Service in Fisheries Management (1988 – 2008); as a Commissioner for Fisheries Resources / Head Competent Authority Fisheries (1999 – 2008) and more recently as Executive Secretary, Lake Victoria Fisheries Organization (2008 – present).

Petter OLSEN

Senior Scientist, NOFIMA

Mr. Olsen has an MSc in software engineering, applied mathematics and operational research from University of Strathclyde, Glasgow, Scotland. He is a senior scientist at "Nofima" (the Norwegian food research institute) working with applications of ICT in the food and fish industry, especially related to production management, simulation and traceability. Mr. Olsen initiated, co-ordinated and participated in numerous food traceability projects, responsible for developing methods, standards and software tools for traceability in various sectors. He is a leader of ISO TC234/WG1 (seafood traceability) and serves as an adviser to the EU, various EU-projects, the Nordic Council of Ministers and the Nordic Industrial Fund on these subjects.

Lorraine (Lori) RIDGEWAY

Director General, International Policy and Integration, Fisheries and Oceans Canada

Lori has been Director General, International Policy and Integration, at Fisheries and Oceans Canada (DFO) since July 2004, having first joined DFO as Director General, Economic and Policy Analysis in 1999. Her responsibilities include international fisheries policy, international oceans and biodiversity, trade and international business development, and international integration and coordination for DFO.

She is responsible for the development and implementation of Canada's *International Governance Strategy*, integrating activities related to international science, sustainable fisheries, international oceans and marine biodiversity, and international multilateral instruments, in cooperation with other federal departments. More recently she has been responsible for DFO's International Strategy which integrates DFO's activities under the *Governance Strategy* with International Trade and Business Development and Safety and Security. Domestically she is the federal co-chair of the federal-provincial Task Group for Ecolabelling, which is charged with development of a national ecolabelling strategy, under the auspices of the Canadian Council of Fisheries and Aquaculture Ministers.

Prior to working in DFO, Lori spent 3 years as a Director of Operations for macroeconomic policy at the Privy Council Office (PCO) and 16 years at the Department of Finance, including 3 years in Paris as Canada's Finance Counselor in its Permanent Delegation to the OECD. Prior to joining the federal government in 1981, Lori was as a faculty member of the economics departments of the University of Alberta and later at University of Calgary.

Lori is active in international fora, including as:

- Recent 3-year Co-chair of the UN Informal Consultative Process on Oceans and the Law of the Sea
- Current Chair of APEC Fisheries Working Group
- Chair of the OECD Committee of Fisheries from 2000-2006,
- Chair of several *ad hoc* international meetings, especially under auspices of OECD (globalization, environmentally subsidies, policy coherence for development)
- Active in other fora (FAO, other UN, Global Oceans Forum) and related activities.

Lori's staff is active in numerous activities in other fora (most notably WTO, CBD, Arctic Council and bilateral and regional arrangements)

Alfons SCHMID

Independent Consultant

As from January 2008 Alfons L. (Fons) Schmid is working as independent consultant advising Royal Ahold in the field of International Food Legislation. In his new consultant role Mr. Schmid is determent to continue contributing to the responsible and healthy growth of companies and organizations in the food and agri sector, to the benefit of all in- and external stakeholders. Mr. Schmid read law at Erasmus University in Rotterdam, the Netherlands and a member of the International Chamber of Commerce Marketing Committee. Specific focus areas include corporate social responsibility, communications, public affairs, integrated quality management and EU food law.

Till End 2007 Mr. Schmid was Vice President Product Safety and Consumer Affairs of Royal Ahold. He has held a variety of positions with Royal Ahold since 1986, including corporate attorney, company secretary and project manager in the wines and spirits and fish and meat sectors. Previously, he was with General Mills/Smith Food, managing European affairs, public relations, quality assurance and sales and marketing. He was also the corporate attorney for international paper trading company VRG and worked on a human resources integration project for the Netherlands.

Mr. Schmid was the first Chairman of the Global Food Safety Initiative (GFSI), from 2000 to 2004. He is also Chairman of the EuroCommerce Food Policy and Consumers Committee and a European Food Retail observer in the Codex Alimentarius Commission, created in 1963 by the Food and Agriculture Organisation (FAO) of the United Nations and the World Health Organisation (WHO) to develop food standards and guidelines. Additionally, he is a member of the EU Round Table on Obesity, a board member of the International Agri-Management Association a Committee.

Kristjan THORARINSSON, Ph. D.

Population Ecologist, Federation of Icelandic Fishing Vessel Owners

Kristjan Thorarinsson is employed as population ecologist by the Federation of Icelandic Fishing Vessel Owners since 1992. In this position, he provides scientific advice to the Federation and has served as member of several fisheries management committees that report to the Icelandic Minister of Fisheries. He is also since 1998 Vice-chair of the Fisheries Association of Iceland. He served as member of the Icelandic Science and Technology Policy Council for the period 2003-2006.

In 2000, Dr Thorarinsson served as Chair of the Nordic Technical Working Group on Fisheries Ecolabelling Criteria. He also served as Chair of two FAO expert consultations on fisheries ecolabelling, in 2003 and 2008.

Yngve TORGERSEN

Deputy Director General, Royal Norwegian Ministry of Fisheries and Coastal Affairs

Yngve Torgersen graduated from the University of Oslo with a degree in microbiology in 1989. He worked for 6 years at the National Veterinary Institute, Oslo, as a research scientist in the field of aquatic animal diseases and general hygiene. From 1995 to 2002 he held different positions in the Royal Norwegian Ministry of Agriculture, Department of Veterinary Services, including Head of the Ministry's Animal Health Unit.

Between 2002 and 2006 Mr. Torgersen worked in the Animal Health Unit of the European Commission in Brussels (DG SANCO). There he was "Chef de file" for aquatic animal health, and responsible for developing the new EU legislation on aquatic animal health. In 2006 he was appointed Deputy Director General in the Royal Norwegian Ministry of Fisheries and Coastal Affairs, where he currently is responsible for the environmental sustainability of the Norwegian aquaculture industry. Mr Torgersen has published more than 40 scientific papers and reports, and has been giving lectures and presentations in the field of general hygiene, aquatic animal health, and regulatory issues in aquaculture.

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	Mr. Ruben HURKENS Quality Manager Netherlands
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