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Industry perspective on responsible fisheries
management through labelling schemes

Alex Olsen



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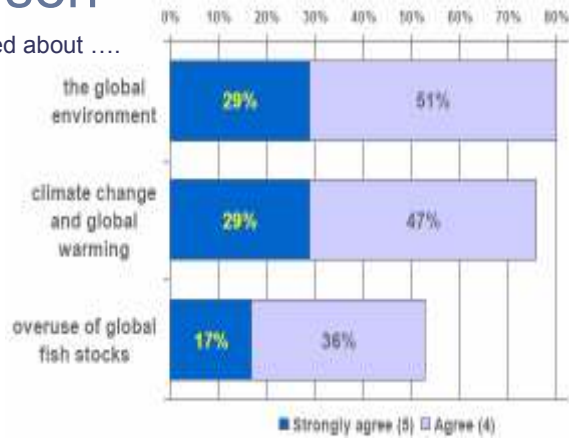
Conclusions

- Product quality today includes criteria related with responsible behaviour
- Labelling schemes such as MSC is one way to demonstrate responsibility
- Labelling schemes are based on scientific data/advice as well as established management system
- Rather be part of the solution than part of the problem!



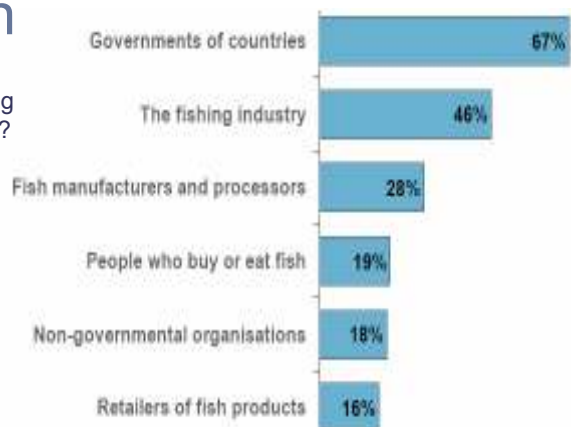
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I am concerned about



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Who should assume responsibility for ensuring stocks are not overused?



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February 13th 2007



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Baltic Sea Development
2007 - 2009

- > Fleet capacity reduced
- > Control improved
- > IUU reduced
- > Cod stock recovering
- > MSC certification of cod stocks in progress

But we still need to stay focused



Svensk torsk dumpas i havet

Isabella Lövin:
Fiskekvoterna hindrar
inte överfisket i
Östersjön

Erfyllt den svenska miljöbalkens
paragraf att ska vi hantera med
råvaror.

Det gäller alla som håller på
med en verksamhet – i princip
alltså även yrkesfiske.

Efter att ha sett gårdagens
uppretrade dokumentar "Alla
tror på" av Polke Rydén och Mattias
Klön, i Göt, väjde över den akuta
frågan hur det enligt svensk eller
europas lagstiftning kan vara
tillåtet att på ett industriellt,
systematiskt sätt – under

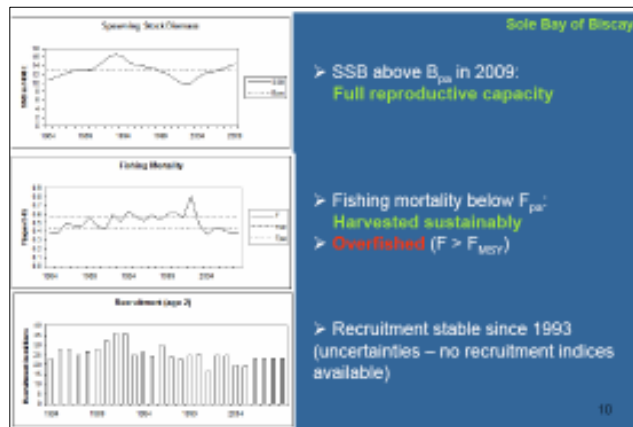
myndigheters övervakande – dumpa
trossentals ton död fisk i havet till
absolut ingen nytta.

FAO (FN:s jordbruksorganisation) beaktar att minst 25 procent av
världens fiskbeståndet döms till



Kustbevakningen hade inget att
sägna på vid detta tillfälle. Men det
är inte hur mycket blågrås tar upp av
Östersjön, utan vad de tar i land som
består av kosterna. Därför dumpas
mängder av fisk, skriver Isabella
Lövin med flera EU-parlamentariker i
dagens debatt.

av: Maria Gustafsson



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Confusion is evident in communication

"Over 75% of the worlds fisheries are overexploited"

Some eNGO Claims

"25% of the worlds fisheries are overexploited"

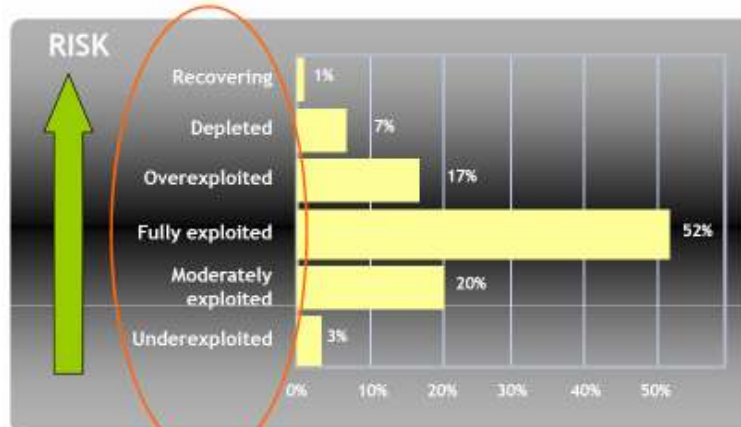
UN FAO Data



Peter Hajpeiris April 2009

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FAO 'Exploitation' terminology not metric – open to misuse



Peter Hajpeiris April 2009

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MCS Fish to avoid



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Fish Eco Labels



Peter Hajjpeiris April 2009

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December 2009



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Seafish: Certification schemes lack consistency

Consumers will lose confidence in seafood eco-labels and buying guides until fishery certification schemes seek greater standardization and harmonization, says the industry organization.

The United Kingdom's Sea Fish Industry Authority (Seafish) on Monday welcomed a report that found seafood eco-labels are too simplistic and can confuse consumers.

Published on Monday, the 194-page report provided a comprehensive review of the various types of advice available to seafood consumers. Led by University of Stirling professor James Young and conducted by research firm MRAG Ltd., [Review of Fish Sustainability Information Schemes](#) found that seafood eco-labels and buying guides lacked consistency.

Seafish Development Director Dr. Jon Harman called the report's findings "timely and important" and agreed that there is a need for seafood eco-labels and buying guides to be more consistent.

Harman called on all fishery certification schemes to ensure that they are fully compliant with the Food and Agriculture Organization's seafood eco-label guidelines by seeking greater standardization and harmonization.

"It is only by establishing and maintaining standards in certification schemes that we can encourage consumers to purchase sustainable seafood with confidence," said Harman. "Failure to do so will lead to consumers losing confidence in these schemes, with potentially disastrous results both for the schemes themselves and for the future health of our marine ecosystem."



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MSC Labelling



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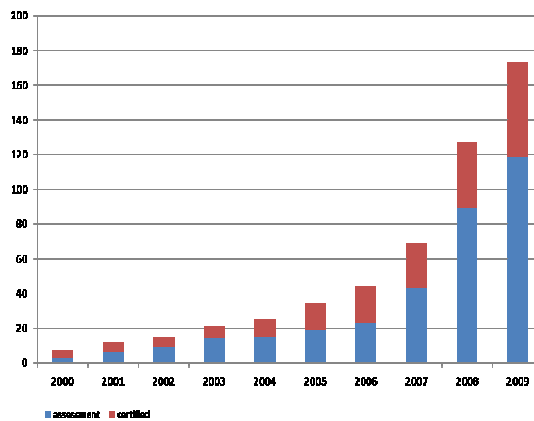
MSC and the eco-labelling concept

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



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Fisheries in the MSC program end 2009



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MSC Certification in the Baltic Sea

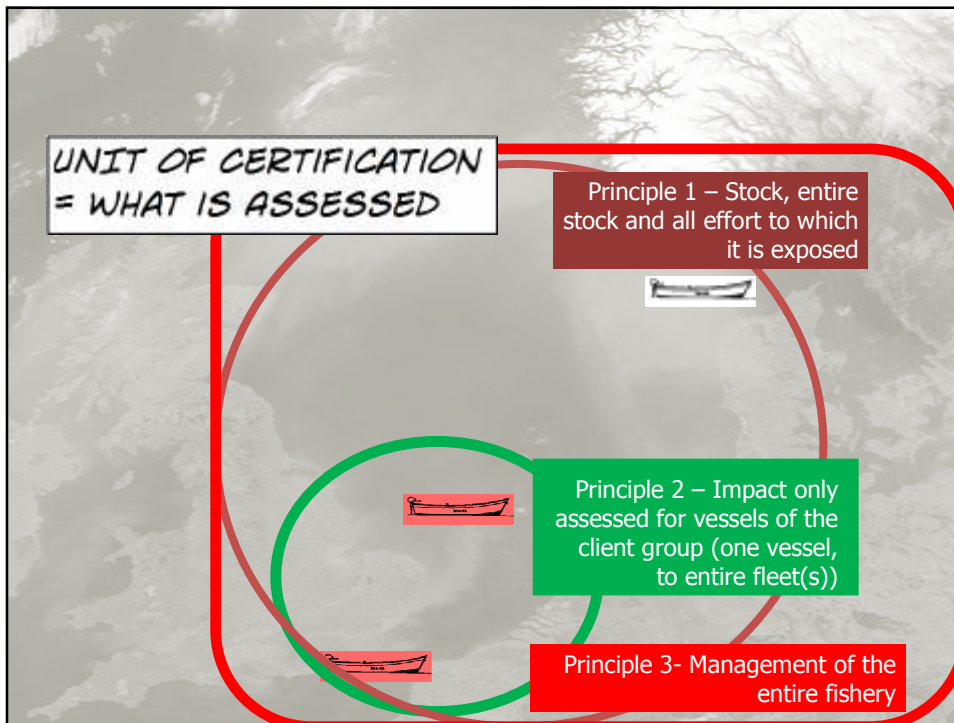
- Danish Eastern Baltic Cod Fisheries
August 2010 (11.800 tonnes live weight)
- Germany Eastern & Western Baltic cod
November 2010 (4.700 tonnes east & 3.800 tonnes west live weight)
- Sweden Eastern & Western Baltic cod
December 2010 (11.900 tonnes east & 2.700 tonnes west live weight)
- Poland?



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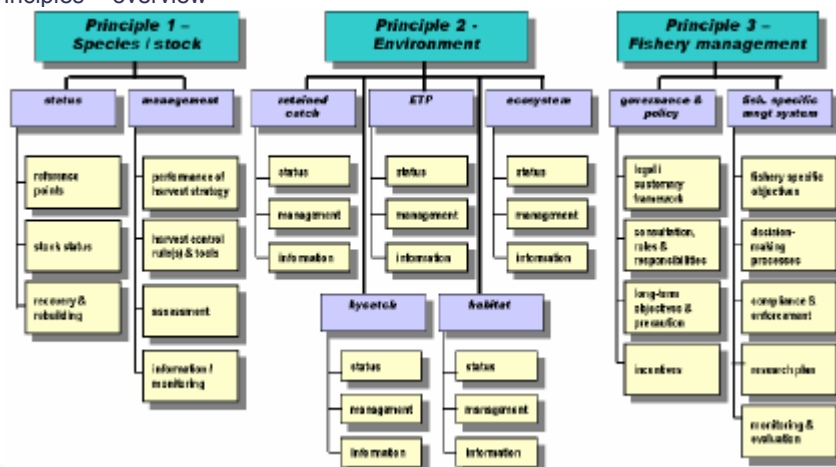
MSC Principles





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Principles - overview



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Performance Indicator – Principle 1 (example)


Principle 1 Component	Performance Indicator Category	Draft Performance Indicator	Principle 1 Component	Performance Indicator Category	Draft Performance Indicator



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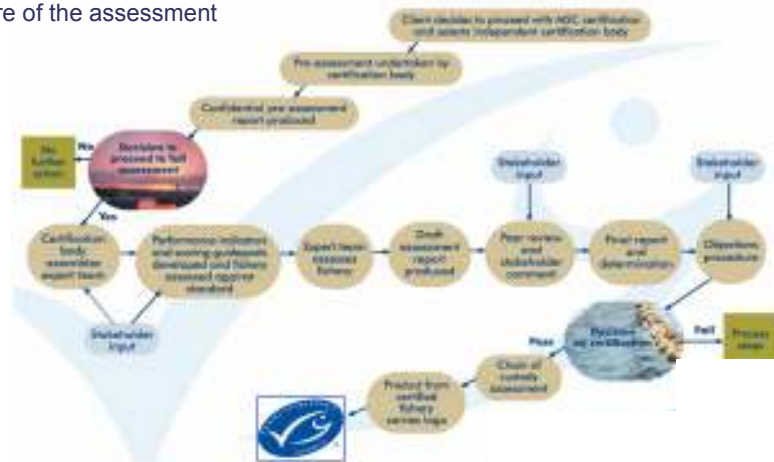
Performance Indicator – Principle 2 (example)

Principle 1 Component	Performance Indicator Category	Draft Performance Indicator	Principle 1 Component	Performance Indicator Category	Draft Performance Indicator



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Structure of the assessment



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Conclusions

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Thank you !!!

