

Chapter 1 : eco labelling in fisheries | Download eBook PDF/EPUB

RAFMS (Rapid Appraisal of Fisheries Management Systems) designed by ICLARM is a semistructural research tool designed to quickly document and evaluate existing local-level fisheries management systems in a given coastal community.

Acronyms 44 Abstract National and intergovernmental regulation of fisheries has not prevented many failures of fisheries management around the world. New approaches to improving the environmental sustainability of fisheries have included the certification of fisheries harvested by sustainable means, and the ecolabelling of fish and seafood products from certified fisheries. The intention is to use the power of markets as an incentive to induce more sustainable fisheries. To date, only a relatively small number of fisheries have been certified, and these have been predominantly in developed countries. Critiques from developing countries of ecolabelling, as currently formulated, focus on five general areas: This paper reviews these developing country concerns on the basis of already certified fisheries, and on experiences from forestry, aquaculture and the aquarium industry, and also examines precedents and trends in international environmental and trade issues. It suggests that ecolabelling as currently practiced is unlikely to be widely adopted in Asian countries. Certification may have sporadic success in some eco-conscious, or niche, markets but it is unlikely to stimulate global improvement of fisheries management. The paper argues that to avoid the controversy that accompanies ecolabelling, the focus should be on revision of national fisheries management and not on an ad hoc approach to individual fisheries. Improvements in fisheries management, the equitable treatment of fishing sub-sectors and stakeholders within management schemes, and the prospect of reaping increased value-added from fisheries all require government acceptance of needs and actions. Governments should be encouraged to enter into broad coalitions to improve aspects of fisheries management, and to enhance efforts to develop locally relevant indicator systems for fisheries and for the ecosystem approach. Governments of developing countries must also first address the difficult questions of access to and tenure arrangements for their fisheries, as these are essential prerequisites for successful certification and product labeling. They will also need to legislate on the form and conduct of the post harvest chain and product control, as, in export markets, these are outside the control of the fishing communities. International agreement and clarity on trade, environmental and health standards affecting fisheries will augment national efforts. Advocacy coalitions that include governments, rather than extraterritorial imposition of labelling schemes, are required. Paying for sustainable management will be costly, but it will go some way toward acknowledging the real environmental costs of fish harvesting. True pricing of fish in the world market will be of advantage to developing countries in trade terms. Sustainable fisheries management will be of advantage to all. The sector presents challenges, as both industrial and small-scale fisheries exist, often side-by-side, and governance initiatives must cater to the combined requirements of resource sustainability, and the economic and social issues which surround fishing. A key driver of the overexploitation of the resource is that fish and seafood products remain highly profitable commodities that are extensively traded in the international markets. Fisheries trade today is being shaped by two very different trends. One is towards globalization and deregulation, while the other is towards complex processes of re-regulation, sometimes by governments but often also by way of private initiatives and voluntary regulation. One such measure is the introduction of ecolabelling of natural products, which aims to combat unsustainable harvesting practices by using market incentives and the threat of market exclusion to secure socially and environmentally acceptable harvesting behavior. The WorldFish Center is an international organization contributing to the promotion of sustainable management of fisheries and coastal resources in order to enhance the well-being of present and future generations of poor people in the developing world. This study by WorldFish addresses the question: Can the market that drives globalization and international trade play an important role in sustaining fisheries resources? The impetus for the study came essentially from the partner countries, who are struggling with policy and implementation issues in this new area of management. The study discusses the merits and issues for ecolabelling as a potential tool in fisheries management globally and examines the reasons for the reticence of some fisheries officers, particularly in developing countries,

to become involved. The authors analyze the placement of the ecolabelling initiative in relation to the overall need for improvement in fisheries management, and examine and suggest how some of the reservations can be tested or dispelled. The role of developing country governments in laying the groundwork for the successful implementation of fisheries management is explored. It is suggested that broader, more flexible, coalitions between governments and all sorts of fisheries and environmental stakeholder organizations are required if developing countries are to enter international trade on an equitable footing and to capitalize on market trends. It is hoped that this review will be of value to national fisheries management organizations, as well as international environmental and development donors, as they consider the use of market-driven interventions in the larger field of natural resource management. In the developed countries, where scientific advice has been available, it has been undone by lack of precaution, lack of political will and perverse subsidies to the industry, which have enhanced rather than controlled fishing capacity. There are, of course, notable exceptions e. But, at the time of writing, the effective collapse of cod stocks in the Irish sea, points to weaknesses in basing stock management on single-species evaluation methods, and to mismatches between the prescribed measures for management and their enforcement. In developing countries, certainly in tropical developing countries, coastal and marine fisheries are characterized by multi-species fisheries fished with a range of gears and by commercial, municipal and community fishers. Some coastal fisheries e. On the high seas, or with highly migratory or straddling stocks, the issue is the effective exercise of responsibility by individual or collaborating states. The challenges associated with monitoring and enforcement over wide areas complicate management regimes, and illegal, unreported and unregulated fishing is so widespread that it undermines global statistics Bray The trade in fish and seafood products is of particular importance to developing countries. In , total world fish supply amounted to approximately million tonnes, with approximately two thirds of this derived from marine and inland water capture fisheries, and one third being provided by aquaculture FAO A large share of fish production enters international trade, with about 37 per cent live weight equivalent exported in Developing countries as a whole supply nearly 50 per cent of total exports in value terms. Lower income developing countries play an active part in this trade and, at present, account for almost 20 per cent of exports; this trade contributes substantially to their gross domestic product. Developed countries account for over 80 per cent of total imports by value. Fisheries in developing countries have importance beyond the export dollar value. At the domestic level they also provide food security from common property resources for the poor; livelihoods; rural and urban nutrition; and have cultural values in some societies. Open access regimes and poor enforcement of management regulations have led to severe overfishing, and structural problems mean that owners of craft and gear still make money while crews and artisanal fishers are confined to poverty. The potential profits from fishing are decreasing while the relative costs of fishing under the current biomass levels are increasing ICLARM In developing countries, such collapses, and the inability of scientific management regimes to make themselves understood to fishers at the local level, have led to a general lack of credibility for the scientific information about the conditions of fish stocks. The perceptions that fishers have regarding the condition of fisheries at the local level and what fisheries managers are telling them, are often far apart. Obtaining support for fisheries management 2 WorldFish Center Ecolabelling and Fisheries Management policies developed by researchers in fisheries research centers and government institutes is difficult. The credibility gap means that stock assessment results and models of management are not well received by fishers. Consequently, uptake of recommendations is limited and attempts at management tend to fail. The time is right, therefore, to examine the fundamental political failures in fisheries management and to rigorously test new alternatives and incentives. Improved fisheries management for sustainability of the resource could result, for instance, if confidence at the local level could be recaptured and if new incentives for fisheries to improve their state of health or methods of harvest were provided. One factor that is included in this approach relates to managerial responsibility. Formerly, the management of fisheries at the national level was generally based on a centralized governmental command and control structure. At more local levels, fisheries governance in developing countries has been exercised through traditional practices or through the emergence of user groups. To try to increase agreement and compliance with management plans, governments have moved increasingly to the actual or experimental

devolution of management authority. In recent years this has been accompanied by a large body of research on, and evaluation of, the relative efficiency of cooperative management regimes. Another factor being considered relates to the method of stock assessment, which, in developed countries, has been science-based. It has become apparent that, in developing countries, a sciencebased approach to developing, explaining, and using indicators for fisheries management when dealing with the wider group of potential stakeholders is less appropriate. A third major factor in fisheries management is that even sophisticated single-species management plans can be undone. This occurs when the fishing methods used have unwanted impacts on the wider ecosystem. Furthermore, irrespective of the fishery-specific plans, decisions and practices outside the fishing sector can affect the integrity of aquatic ecosystems and fisheries. A fourth management factor relates to the fact that the exploitation of renewable natural resources on a purely economic basis fails to pay the price of sustainability. This must be factored into future management plans and costs, so that the commodity will be traded at its true value. The idea that many failures in natural resources management are brought about by the lack of the internalization of environmental externalities has been cogently advanced Panayotou ; Van Dieren ; Bawa and Gadgil This is particularly the case in fisheries where price is determined more by the buyers and less by the cost of fishing. The social costs of fishery resources are not factored in Tokrisna , and indeed few coastal states are willing to try and remedy the situation through the use of economic instruments, especially when acting alone and in response to short-term export demand. The sector may already be mining the fisheries resource of the poorer countries for the benefit of northern markets, and undervaluing the product. Such schemes appeal to enlightened self-interest; fishing in a sustainable manner will be rewarded. The opportunities that ecolabelling present to those developing country producers willing to meet the sustainability requirements are i increased value added to existing products; ii greater penetration into existing markets, and opportunities to increase 3 or maintain market share in a competitive environment; and iii improved avenues for attracting capital investment and joint ventures. Ecolabelling has thus been seen as a means of providing incentives to the fishing community, governments, international agencies and local authorities to improve the aspects of fisheries management for which they are responsible Nordic Technical Working Group on Eco-labelling Criteria However, governments, producers and civil society groups in developing countries have expressed concerns about ecolabelling. The need to understand and clarify the link between ecolabelling and environmental sustainability calls for systematic study of the ecolabelling schemes and their impacts on producer and consumer countries. The credibility of ecolabelled products, assessment of process versus performance schemes, technical and financial assistance possibilities for developing countries, and trade-related issues, are all areas where substantial gains from research could be made. This paper examines and updates the status of ecolabelling as an incentive-based mechanism for sustainable natural resource management. The feasibility and possible impacts of implementing ecolabelling and certification schemes for fisheries management in developing countries, particularly in Asia, is also discussed. There is also some analysis of the appropriate placement of ecolabelling schemes in relation to other current initiatives to make fisheries management sustainable. The label is obtained through a certification process based on a set of criteria. The majority of these initiatives aim to certify products produced by energy " or environment-saving processes, or to set standards for these. Ecolabelling schemes are generally classified into three categories see Box 1. First party labelling schemes: The standards might be based on criteria related to the specific environmental issues known to informed consumers through the media or advertising. Second party labelling schemes: The members set certification criteria, sometimes by drawing upon external expertise from academia and environmental organizations. Verification of compliance is achieved through international certification procedures within the industry, or through employment of external certifying companies. Third party labelling schemes: The label seal is typically licensed to a producer and may appear on, or accompany, a product derived from a certified fishery or producer. Categories of Ecolabelling Schemes after Wessells et al. Industry-led certification schemes are discussed with reference to aquaculture certification section 5. The ISO is the largest standard-setting body and its technical committee TC has helped develop principles and environmental standards the so-called series " or revised as the environmental management series. It is worth noting that the standards are largely process oriented and do not provide individual performance

measures against which environmental changes could be estimated. While ISO series products have been used as background information in the development of criteria and certification processes for other products, they do not constitute internationally agreed environmental standards in their own right. In some cases, the object of certification is not the product per se; rather the object is the processes and production method or PPM, see section 5. With certification of PPMs, the chain of custody of the product, from the site of the environmentally favorable harvesting through its life cycle to eventual sale, is critically important. The labelled product must be held distinguishable from similar but uncertified products in a reliable manner through its entire life cycle.

Chapter 2 : Ecolabelling of fisheries products: Assessment of its benefits | The Fish Site

Governments should be encouraged to enter into broad coalitions to improve aspects of fisheries management, and to enhance efforts to develop locally relevant indicator systems for fisheries and for the ecosystem approach to fisheries.

The goal of ecolabelling is to harness the power of the market to achieve environmental goals, and, in the case of seafood ecolabelling, to promote sustainable fisheries. Seafood ecolabelling may not only apply to fisheries, but may also apply to aquaculture. During this presentation I will generally be speaking about capture fisheries. The premise behind ecolabelling as a programme is that when offered a choice between an ecolabelled product and a non-ecolabelled product, some consumers might prefer the ecolabelled product. It might also allow access to markets to which products from certified fisheries previously did not have access. The sustainable seafood movement My first goal in this presentation is to put ecolabelling in the context of the larger sustainable seafood movement. The sustainable seafood movement is taking place in only a few of the world's major seafood markets. Earlier presentations in this symposium showed us the world's major producing and consuming nations. We found that a significant portion of seafood exports are coming from the developing world, but are being exported to three major markets: The sustainable seafood movement uses the market, via consumers, chefs and the supply chain, to influence demand for seafood in an effort to affect ultimately management of either fisheries or aquaculture of a variety of species. Generally, these movements are initiated and run by environmental non-governmental organizations (NGOs), or at least private non-profit organizations. Among the tools being used are: A detailed analysis of the costs and benefits of each approach appears in Roheim and Sutinen. What are these boycotts? Give swordfish a break was a fairly well known boycott. This was promoted by an environmental group called National Resource Defence Council and a public relations firm called SeaWeb. The issue of concern was global overfishing of swordfish, fishing of juvenile swordfish, and importation by the USA of products from juvenile swordfish. One of the intents of the boycott was to pressure the USA government to make changes in the fishing management related to swordfish and also imports of swordfish, both domestically and internationally. There were claims of success by the sponsors of the boycott, in that the USA government did make changes to fisheries management, although it is not clear what the actual market effects of the boycott were. SeaWeb, There continues to be another boycott in place aimed at consumers and the supply chain to reduce their consumption of Chilean Sea bass. There have been retail supermarket chains and restaurants that have taken the product off their shelves and menus. The market impacts of the boycott are not clear, and it is not clear that the boycott is being effective at the environmental level. Another boycott, focused on chefs more than on consumers, has been related to Sturgeon caviar from the Caspian Sea. The interesting economic questions regarding boycotts are many, and include: With respect to the last question in particular, only costs are put onto the fishing industry. So if any members of the fishing industry in question are in fact fishing in the fishery sustainably, they are not being rewarded for their practices, but rather punished. Consumer guides to sustainable seafood products, such as wallet cards, are something that you find in Europe, the USA and other places where environmental groups take it upon themselves to provide the consumers with a list of suggestions of what they should eat and what they should avoid. Some of you are probably familiar with these. One that is produced by the Monterey Bay Aquarium in California has rather small print so you may not be able to see it, but on the right it says Make choices for healthy oceans and it says You have the power so this is what they are telling consumers Your consumer choices make a difference, Buy seafood from the green or yellow columns. It is based on a traffic light system. Buy seafood from the yellow or green columns to support those fisheries and fish farms that are healthier for our oceans, wildlife and environment. The cards help the consumer identify which seafood product they should or should not buy, including products from both capture fisheries and aquaculture. Some of the issues with these cards are their lack of specificity. For example, Atlantic cod appears on the red list consumers are being told not to buy Atlantic cod. There's no distinction here of where that cod comes from. The consumers are not told that if the cod comes from Iceland, then it is permissible to buy it because Iceland has an excellent management system and cod stocks are sustainable. There is no distinction as to who is doing a good job of

fishing, managing their fisheries and who is doing a bad job. Further down the list, farmed shrimp and imported wild-caught shrimp is on the red list. Again, there is no distinction as to who is doing a good job and who is doing a bad job, so even if you are doing a good job, you are not being rewarded for it. So into this mix I toss ecolabelling and assessing the benefits of ecolabelling. If one views the sustainable seafood movement, a distinction then of ecolabelling programmes relative to the other approaches is that ecolabelling rewards sustainable fisheries or good aquaculture practices certified to scientifically-approved standards. In contrast to the previous approaches, good management practices of fisheries for Chilean sea bass, Atlantic cod, and others that lead to sustainable fisheries can lead to certification and ecolabelled products that potentially reward the good fisheries within these species, as opposed to punishing the good fisheries with the wallet card or boycott approaches. The same can be true for aquaculture certification. Ecolabelling A good ecolabelling programme ought to be based on an independent third-party certification process, and be transparent. It should include, and generally would include, stakeholder involvement from all sources, industry, environmental groups and scientists. It would include objections procedures, so that you can have an objection to a ruling from any particular party, and the standards would be based on sound science consistently applied. Of course, the programme that we all know, because it exists, the only major international programme for capture fisheries, is the Marine Stewardship Council MSC. I think everyone knows it was established in , it uses independent thirdparty certification firms to assess fisheries against its principles and criteria and as of right now there are upwards of 40 fisheries that are either certified or in the assessment process. This does not include fisheries that are in the pre-assessment process, which is a confidential process. The standard is made up of three principles. The fishery must have a healthy and productive stock, ecosystem function must meet certain criteria, and there must be effective management. Now of course the questions that everyone wants answered are What are the market benefits from fisheries certification? As of right now, and based on the market research seen in the paper from Denmark Karen Bruns, this volume , it is not clear that the consumers themselves are driving the demand for ecolabelled products. Rather it seems, in particular in Europe, where most of the action is happening with respect to ecolabelled products, that retailers and processors are creating the market. In other words, the supply chain is creating sustainable seafood products and providing it to the consumers. Corporate social responsibility So the question becomes: What is the motive behind the supply chain providing sustainable seafood to the consumer in the absence of consumer demand? One hypothesis might be corporate social responsibility CSR. Portney defines corporate social responsibility as a consistent pattern of private firms doing more than they are required to do under applicable laws and regulations governing the environment in the communities in which they operate. It is reasonable to begin with an investigation of the potential drivers of corporate social responsibility. What are some of the things that are driving these companies to supply ecolabelled products, most particularly MSC-labelled products from MSC-certified fisheries? One might hypothesize that it is a minimization of supply risk. That is one possibility. Unilever, when they first joined with World Wildlife Fund to create the MSC, had as one of their stated objectives that they were concerned about the future of supply. If fisheries continued to be overfished, the company would not have anything to supply to their customers. So there was an issue of assurance of future supplies of stocks of fish at a reasonable cost. Thats certainly addressing suppliers risk. More recently in Europe, there have been some issues related to purchase of illegally-caught fish. Reportedly vessels were catching cod illegally that then made its way into the supply chain of well respected processors and brands Leigh and Evans, So companies are now requiring increased traceability in the supply chain and demanding that boats provide proof that they caught their fish legally. These are additional benefits of sustainability certification and chain-of-custody certification. The Patagonian toothfish fishery certified in South Georgia by the MSC has a very rigorous chain-of-custody certification, in order to make sure that no illegal, unreported and unregulated IUU fish are entering the supply chain of Patagonian toothfish. Another possible benefit brought about by CSR relates to public relations issues. Basically, why was Greenpeace there? If you are not familiar with that story, Greenpeace was protesting that ASDA was selling some species believed to have been unsustainably harvested particularly skate, dogfish, Dover sole and ling. Rooftop protests can create public relations nightmares. Shortly after this, coupled with subsequent press releases aimed at ASDA by

environmental groups, ASDA adopted sustainable seafood buying practices, and announced it would follow its parent company, Walmart in the USA, in sourcing all its wild-caught fresh and frozen fish from fisheries certified by the MSC within the next three to five years IntraFish Media, Other possible reasons for pursuing a policy of CSR include customer loyalty, and the creation of a more loyal workforce. In addition, in corporate reporting, environmental responsibility and social responsibility are important sections of annual reports, particularly in Europe. Market benefits from sustainable seafood Assessing market success, one question frequently asked is What are the market benefits of fisheries certification and sustainable seafood? Put in another fashion: Is there a price premium for sustainable seafood? This is a very difficult question to answer, for a number of reasons, and in fact may not be the most appropriate question, as market access may be a more appropriate market benefit to assess or reduction in supply risk or other market benefits. However, price premiums are what most people focus on as the measure by which they wish to quantify success of certification. Now let us look at price premiums. There are several levels of the market one can investigate to ascertain the presence of price premiums: The UK, Switzerland, and Germany are the leading markets in terms of numbers and volumes of MSC-labelled products sold that can be tracked with retail scanner data. Scanner data provides weekly unit sales and prices on a brand-level basis. We are trying to establish whether there a premium for these products. We have just obtained the data, so below are three graphs one each for frozen processed salmon, hoki and Pollock to try to determine in a qualitative fashion if there are price premiums. This is not statistical analysis, but just cursory glance. Below Figure 1 is a graph that shows retail prices for three different frozen processed wild Alaska salmon products, two by Birds Eye and one which is a private label unknown source, store own-brand sold in the London, UK, metropolitan area from 11 February to 4 November The prices are adjusted to be on a per gram basis. Generally, the two Birds Eye MSC-labelled products have higher prices than the own-label non-MSC-labelled product, with the exception of three different periods. These prices do not account for promotions that may have occurred in the markets. The next graph Figure 2 shows retail prices for frozen processed pollock fillets compared to products that the dataset terms whitefish, but which are highly likely to be Pollock. Again, these prices are on a per gram basis. There are some issues with hoki. The prices in between are unlabelled ownbrand hoki products.

Chapter 3 : Ecolabelling and fisheries management.

the certification of fisheries has vested by sustainable means, and the ecolabelling of fish and seafood products from certified fisheries. The intention is to use the power of markets.

Ecolabelling in fisheries management Issue The idea that ecolabelling would lead to improved management of marine capture fisheries is of recent origin. The usefulness of ecolabelling in creating a market-based incentive for environment-friendly production was recognized about two decades ago when the first ecolabelled products were put on sale in Germany in the late s. Since then, and especially during the s, ecolabelling schemes have been developed in most industrialized countries for a wide range of products and sectors. In recent years, they have been gaining importance in a number of developing countries, including Brazil, India, Indonesia and Thailand. The concept was globally endorsed in at UNCED, where governments agreed to "encourage expansion of environmental labelling and other environmentally related product information programmes designed to assist consumers to make informed choices". General concerns about ecolabelling are its potential to act as a barrier to trade and its coherence, or lack of it, with international trade rules. More specific concerns arise when applying ecolabelling to products from marine capture fisheries because these have special characteristics. Definitions OECD has defined environmental labelling as the "voluntary granting of labels by a private or public body in order to inform consumers and thereby promote consumer products which are determined to be environmentally more friendly than other functionally and competitively similar products". A distinction is usually made between labels assigned on the basis of product life cycle criteria and so-called "single issue labels", and the latter are often excluded from ecolabelling programmes. This is in accordance with the general principles adopted by the International Organization for Standardization ISO which prescribe, inter alia, that "the development of environmental labels and declarations shall take into consideration all relevant aspects of the life cycle of the product". This broader definition encompasses product labelling that conveys any type of environmental information. However, as the central concerns of primary resource-based industries include sustainable use of the exploited natural resources and the conservation of habitats and related ecosystems, future ecolabelling in fisheries is likely to focus on these aspects and not encompass all of the other environmental impacts e. Such attributes can relate to economic and social objectives fair trade; support to small-scale fishers; discouragement of child labour in addition to environmental and ecological ones. The label helps consumers to distinguish a product according to desirable attributes without requiring them to have the detailed technical knowledge and overview of production processes and methods that underlie the certification criteria and certification itself. The label is a cost-effective way of supplying consumers with relevant product information that may influence their purchasing and consumption decisions. Northern European and North American consumers with good incomes and a high level of education have a moderate, and sometimes, strong, tendency to choose an ecolabelled product over a non-labelled one, even when the former costs slightly - but not much - more. This applies to organic food products, for example. Consumer confidence and trust are essential for a successful ecolabelling programme. If consumers feel misled or become confused by a large variety of competing ecolabelling schemes within the same product group, they are likely to return to cheaper non-labelled products. Certification criteria that are clear and precise and a certification procedure that is independent and verifiable ensure that the label conveys accurate and sufficient information. The international harmonization of criteria and standards can prevent the consumer confusion that could arise with multiple, competing ecolabelling schemes based on different, and perhaps deceptive, criteria and standards. All ecolabelling schemes require a stringent chain of custody, so that the product can be traced throughout the full production, distribution and marketing chain down to the retail level. Although these difficulties can be overcome, the costs associated with performing fisheries tasks within a system that includes proper inspection and control procedures can be a problem. The feasibility of achieving fisheries management objectives through ecolabelling schemes depends on certain requirements being met. The economic incentive created by the labelling scheme needs to be sufficiently high to encourage the fishery management authority and participants

in the fishery to seek certification and cover the related fisheries management and labelling costs. Instead, political and social considerations are likely to be important reasons why many marine fisheries remain poorly managed. Nevertheless, the public relations, awareness creation and educational activities that may accompany an ecolabelling programme could eventually also make a difference in the political arena, and contribute to the kind of political will that is needed if society and politicians are to shoulder the short-term costs of fisheries management for the longer-term good. There is no guarantee that the widespread adoption of ecolabelling programmes for marine fisheries would result in the better management of global fisheries in toto. At present, only a small fraction of global fish consumers most of them living in Europe and North America are likely to be responsive to ecolabels. Most of the future growth in global fish demand, however, will be in Asia, Latin America and Africa. The private sector is likely to react by directing to ecosensitive markets only those products that can be certified at a low cost, while other products will be directed to markets that are not ecosensitive. It cannot be guaranteed therefore, that when a particular fishery fulfils the certification criteria, excess fishing capacity will not be redirected to other uncertified fisheries. This could increase the pressure on some fish stocks in favour of those for which certification is profitably applied. Such negative spillover effects are not unique to ecolabelling schemes and can arise from any fisheries management approach that does not encompass specific measures to avoid the undesirable transfer of excess fishing capacity. Although some of the best managed marine fisheries are currently found in developing countries, in general these countries face greater difficulties in achieving effective fisheries management and, therefore, in participating in ecolabelling programmes than industrialized countries do. The reasons for this are manifold and include the preponderance of small-scale and artisanal fisheries, where management is more complex because of the large number of participants and their lack of alternative remunerative employment opportunities; the multispecies characteristics of tropical fisheries; a lack of the financial resources needed to retire significant amounts of excess fishing capacity; and the limited technical and managerial capacities of government agencies, many of which face reductions in their budgetary allocations. Consequently, technical and financial support would be needed to facilitate the participation of developing countries, as well as of several countries in transition, in ecolabelling programmes. Ecolabelling and international fish trade Fish and fishery products are among the most widely traded natural resource-based goods. About 38 percent of global fisheries production enters international trade. For many developing countries, foreign exchange revenues from fish exports make a major contribution to the balance of payments and are thus of strategic macroeconomic importance. In the three major global fish importers Japan, the EC and the United States, the processing, wholesaling and retailing of imported fish are of considerable economic significance, and they satisfy the consumer demand that is not met by domestic production. The large and increasing trade of global fisheries production and the fact that much of the trade flow is from developing to industrialized countries indicate the potential of ecolabelling as both an incentive to improved fisheries management and a barrier to trade. Currently, much of the ecologically aware consumer demand is concentrated in the main fish-importing countries, with the exception of China which has become a major fish importer only in recent years. There is no unanimous view on how international trade rules, including the WTO Agreements, can be interpreted by and applied to ecolabelling schemes. One area of divergent opinions is the extent to which WTO rules encompass production processes and methods that are not product-related. Another area of concern, which is not exclusively or specifically addressed by ecolabelling, is the establishment procedures and characteristics of international standards. This consultation identified a number of principles that should be observed by ecolabelling schemes. The 23rd and 24th Sessions of COFI in and requested FAO to monitor developments in the ecolabelling of fish and fishery products but at that time there was no unanimous view on the desirability of FAO to lead a process of developing international guidelines. In accordance with the wishes of Members for FAO to monitor the developments in fisheries ecolabelling, the Fisheries Department published in a comprehensive technical paper on product certification and ecolabelling for fisheries sustainability. In addition to a discussion of the theoretical foundation and international trade law implications, the publications also comprise a detailed review of various labelling and certification schemes in capture fisheries and aquaculture. In the course of discussions both in plenary and small working groups, the expert consultation produced draft international guidelines for the ecolabelling of

fish and fishery products from marine capture fisheries. The COFI Sub-Committee noted the benefits to fisheries managers, producers, consumers and other stakeholders of internationally agreed and widely accepted and applied guidelines that ensure the credibility and trustworthiness of voluntary ecolabelling schemes for fish and fishery products. As such they could help move consumption on to a more sustainable footing. Moreover, they tend, generally, to be less trade restrictive than other instruments. However, the report also notes that environmental labelling schemes could be misused for the protection of domestic markets. Hence, these schemes need to be non-discriminatory and not result in unnecessary barriers or disguised restrictions on international trade. It reiterates that developing countries were at a disadvantage due to limited or ineffective participation in these processes. In this connection, it was important to concentrate on assisting developing countries to design schemes that supported environmental objectives within their own domestic context. At the corporate level, companies such as Unilever and Carrefour included sustainability criteria in their product procurement policies encompassing, inter alia, fish and fishery products. Most notable is the recent expansion of fishery production that has become certified and ecolabelled under the Marine Stewardship Council. The latter is the first small-scale developing country fishery certified by MSC. The volume of MSC certified fishery production is expected to further increase significantly over the coming years. Other larger volume fisheries which are among the fifteen fisheries currently undergoing MSC assessment include the salmon fishery, and the halibut and sable fish fisheries in British Columbia, Canada; the halibut and sable fish fisheries in Alaska, United States; the United States Freezer Longline fishery for cod in the Bering Sea and Aleutian Island; the Chile industrial hake fishery; and the pelagic freezer trawler fishery for North Sea herring. Based on the MSC model, the Marine Aquarium Council MAC, an international, not-for-profit organization, has initiated a certification programme for quality and sustainability in the marine aquarium industry. The certification programme provides independent third party certification and labelling for tropical and other fish used in the aquarium trade through a multistakeholder process consistent with WTO, ISO guidelines and core MAC standards. In , the Nordic Council of Ministers began developing criteria for an environmental label for fish. The Nordic Technical Working Group on Fisheries Eco-labelling Criteria proposed an arrangement for the voluntary certification of products from sustainable fishing that was adopted by the Nordic Ministers of Fisheries in August. So far no ecolabelling scheme has been set up and no fisheries are certified based on these criteria. In , Japanese tuna boat-owners launched the Organization for the Promotion of Responsible Tuna Fisheries OPRT to promote conservation and sustainable use of tuna through the cooperation of all stakeholders in tuna fisheries. In addition to its work on developing a "positive list" of large-scale tuna longline fishing vessels that operate in compliance with resource management measures, OPRT is also engaged in developing a consumer-oriented 1 Wessells, C. Product certification and ecolabelling for fisheries sustainability. Rome, Italy, October

Chapter 4 : seafood ecolabelling | Download eBook PDF/EPUB

National and intergovernmental regulation of fisheries has not prevented many failures of fisheries management around the world. New approaches to improving the environmental sustainability of fisheries have included the certification of fisheries harvested by sustainable means, and the ecolabelling.

Chapter 5 : Ecolabelling and fisheries management - CORE

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Chapter 6 : EconPapers: Ecolabelling and fisheries management

the certification of fisheries harvested by sustainable means, and the ecolabelling of fish and seafood products from certified fisheries. The intention is to use the power of markets.

Chapter 7 : UN Atlas of the Oceans: Subtopic

Gudmundsson and Wessells () investigate the role of existing fisheries management systems in success of voluntary seafood ecolabelling programmes, using two critical assumptions. First, it is assumed that there will be a price premium paid for ecolabelled seafood.

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ecolabelling are tools that can be used to support fisheries management. These tools, while inter- related and serving the same goal, have important differences as currently applied in fisheries.

Chapter 9 : Ecolabelling and fisheries management

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