



The Marine Stewardship Council

Katherine Short
Sustainable Fisheries Project Officer
WWF Australia
kshort@wwf.org.au



The Ethics of Fisheries Certification and the Marine Stewardship Council





Meaningful Change



- Informed consumer choice
- Responsible environmental and marine ecosystem stewardship
- Culture change within industry
- Chain of Custody Integrity
- Careful, transparent, inclusive audit





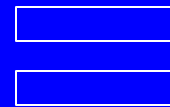
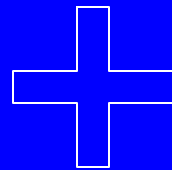
The Marine Stewardship Council



- Established 1996, WWF and Unilever
- Declines in world fisheries production and marine ecosystem 'quality'
- To enable informed consumer choice for fisheries products
- 5 fisheries certified globally, 1st Western Rock Lobster, March 2000
- WWF and Unilever supporting the MSC globally
- MSC Australian Working Group



Between 1996 and 1998



**By 1998/1999 the MSC had
become independent**



What is the MSC?



- An independent charitable non-government organisation.
- Accredits certifiers to certify fisheries against the MSC Standard
- The Standard is the “Principles and Criteria for Sustainable Fishing”





The Principles and Criteria



Principle 1 - The Stock Principle

A fishery must be conducted in a manner that does not lead to over-fishing or depletion of the exploited populations and, for those populations that are depleted, the fishery must be conducted in a manner that demonstrably leads to their recovery.

Principle 2 - The Ecosystem Principle

Fishing operations should allow for the maintenance of the structure, productivity, function and diversity of the ecosystem (including habitat and associated, dependent and ecologically related species) on which the fishery depends.

Principle 3 - The Management Principle

The Fishery is subject to an effective management system that respects local, national and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.



The Benefits of the MSC



Management

- Recognition
- Evidence
- Incentive to improve
- Independent peer review
- Risk Assessment
- Improved management

Environmental

- Operational improvement
- Increased understanding
- Cautionary management of the fishery
- Threat mitigation

Markets

- Preferred supplier status
- Improved prices
- Market access
- New markets
- Increases in inquiries
- Share valuation

Profile

- Support
- political profile
- local public profile



The certification process



FISHERY CONTACTS
CERTIFIER

SELECTS ACCREDITED
CERTIFIER

PRE-ASSESSMENT

CERTIFICATION STOPPED

NO

PROCEED?

YES

Pre-Assessment is Confidential
Full Assessment is Public

FULL
ASSESSMENT



YES

1. Certifiers' Recommendations
2. Peer Review
3. Standards Council Review

NO

NEED
IMPROVEMENT



Certification



- The Certifier does the certification
- The Certifier is accredited to carry out the process
- The MSC checks the Certification Process
- If successful, the MSC licences the fishery to use the MSC logo





The MSC Internationally



- 
- A vertical strip on the left side of the slide showing a close-up of many cooked lobsters, their shells a vibrant orange-red color.
- 🐟 4 Certified Fisheries(within last 2 years):
 - 1. Western Rock Lobster (Australia)*
 - 2. Thames Herring (UK)*
 - 3. Alaskan Salmon (US)*
 - 4. New Zealand Hoki (NZ)*
 - 5. Burry Inlet Cockles (Wales)*
 - 🐟 15-20 Fisheries globally involved in Pre and Full Assessment including: cockles, toothfish, pollack.
 - 🐟 Major Buyers are looking for certified product: Unilever, Simplot (Australia), Sainsburys (UK), Shaws (US), Legal Seafoods(US), Wholefoods(US) and European retailers.
 - 🐟 18 Staff, London, Seattle, Board, Advisory Bodies



Western Rock Lobster



Requirements to maintain certification:

1. Ecological Risk Assessment (14 months)
 2. Environmental Management Strategy (23 months)
 3. Operation of the EMS (36 months)
 4. Transparency of Decision Making (24 months)
 5. Data on Bycatch of Icon Species (12 months)
- + 15 Recommendations

All to be annually reassessed with surveillance audits.
Independent Peer Review required by MSC.
Public Report published on www.msc.org



WRL Implementation



- MOU to implement
- Logbook has been amended
- Environmental representative included
- Ecological Risk Assessment
- Waste management education
- New markets, new products
- 1st surveillance audit May 2001
- Licensing fees 3rd March 2001



Meaningful Change



- Informed consumer choice
- Responsible environmental and marine ecosystem stewardship
- Culture change within industry
- Chain of Custody Integrity
- Careful, transparent, inclusive audit





Informed consumer choice



- Increasingly discerning consumers
- Highly informed consumer advocacy and ‘watch groups’
- Critical media
- Cautious (previously burnt) big industry
- Public perceptions slow to change





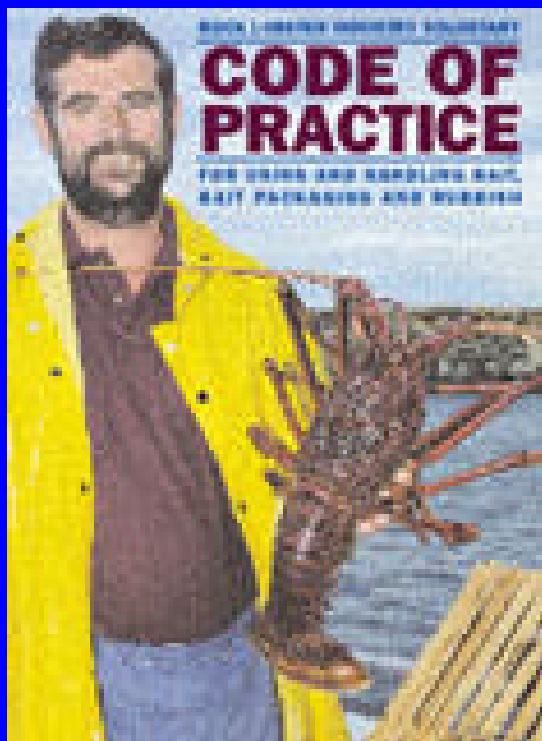
Responsible Environmental Stewardship



- Transparency and inclusion of stakeholders
- Robust scientific and technical assessment and research
- Public and technical (peer review) scrutiny
- Real change throughout industry
- Monitoring, audit, feedback
- Western Rock Lobster environmental issues
 - Seal and sealion pups, damage to coral, waste management, management of the rock lobster



Culture change within industry



ROCK LOBSTER INDUSTRY
VOLUNTARY CODE OF PRACTICE
FOR USING AND HANDLING BAIT,
BAIT PACKAGING AND RUBBISH

Education, Education, Education
and feedback!

Photo Cliff Young/WAFIC



Chain of Custody Integrity



- A complete assessment process
- Audit, Monitoring and Compliance
- Education
- Industry awareness
- Public awareness





Careful, transparent, inclusive audit



- Pre-Assessment - Confidential
- Full-Assessment - Public and inclusive
- Informed, active stakeholders
- Need to include wider industry in audit and feedback
- Meaningful change requirements
- Public reports, transparency, communication
- Dispute Resolution
- Robust assessment of grievances
- Public Reporting

Australian rock lobster wins environmental seal of approval

Effort underway to save fisheries

By Robert Braile
GLOBE CORRESPONDENT

Western Australia rock lobsters may not rival good old Maine lobsters, at least to diehard New Englanders. They are not as large, nearly as sweet, or as supple.

But in an event yesterday at Legal Sea Foods in Park Square, those Down Under lobsters were named "the world's first ecologically certified seafood" and marked with a "Fish Forever" seal, launching an international campaign to save global fisheries. The event was held to coincide with the International Boston Seafood Show, which ends today.

The Marine Stewardship Council, a joint initiative of multinational

industry giant Unilever and the World Wildlife Federation, an environmental organization, kicked off its campaign to save the fisheries with a luncheon at Legal's. There, reporters dined on rock lobster curried salad.

The Council, based in London, is pursuing voluntary, market-based incentives to promote responsible fishing worldwide. It is holding individual fisheries accountable to principles developed over the last four years to ensure that overfishing — a key reason for the recent, precipitous decline of global fisheries — does not occur.

"We want to give gold stars, not black marks, to reward fisheries that behave responsibly, not punish those that do not," said Brendan May, the Council's CEO.

If a fishery catches fish in an environmentally sustainable manner, its products will bear the aquama-

rine seal depicting a fish, which is more than pretty packaging, the Council said. More than 100 major seafood buyers worldwide — from supermarket chains including Shaw's and Trader Joe's to restaurant chains including Legal's, to Royal Caribbean Cruise Lines — have pledged to buy such fish.

"The strategy is brilliant, because the only other ones out there to date have been negative, making you feel guilty because the fish supplies are down, or staging fish boycotts," said Roger Berkowitz, president and CEO of Legal Sea Foods.

"This is a positive approach, pointing consumers to products that are produced in a sustainable way, and arming them to make the right choice," Berkowitz said.

While there is still a place for regulation, "if we can create market incentives to shape laws and policies, that's good," said Scott Burns,

the World Wildlife Fund's endangered seas campaign director.

The Council says 60 percent of the world's fish are near extinction and 35 percent of the fisheries are overfished. Some 25 percent of caught fish are discarded, and catches are falling dramatically all over the world. In certain regions of the Atlantic and Pacific Oceans, they have fallen more than 30 percent since 1980.

"If supplies continue to decline, we could actually run out in 10 or 15 years and be out of the fish business," said Volker Kuntzsch, the buying director for Frozen Fish International, a Unilever company based in Germany.

The Council worked with diverse interests to develop its three principles. A fishery must not be overfished, and if depleted it must be allowed to recover. It must care for the ecosystem that supports it.

And it must respect local, national, and international laws and standards on fisheries.

The Council selected the Western Australia rock lobster fishery

because it has been well-managed since 1963, with seasonal catch limits, minimum size requirements, ban on catching breeding females and other requirements.

Our Low Price Guarantee Means

**Nobody
Beats
Depot
Prices**

Or we'll beat it by 10%
guaranteed!



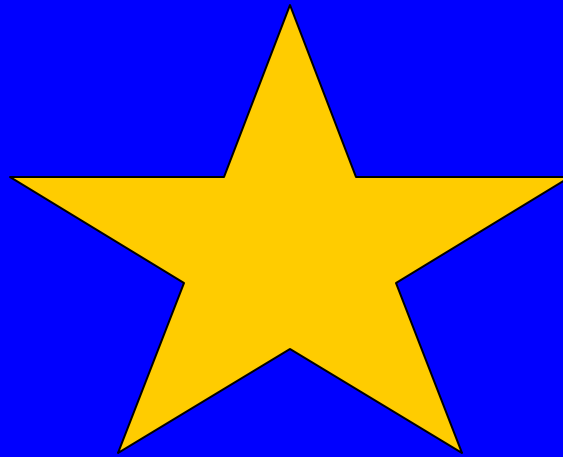
Where low prices are just the beginning.

**Look for Our Grand Opening
in Salem, MA**

**5 Traders Way • Salem, MA
(978) 741-9299**

Store Hours: Mon. - Sat. 6am - 10pm, Sun. 8am - 7pm
AD 11/00 1/13/00

.....Gold Stars Not Black Marks!!!!



Check out www.msc.org

Thank you!

