



Sustainable Seafood

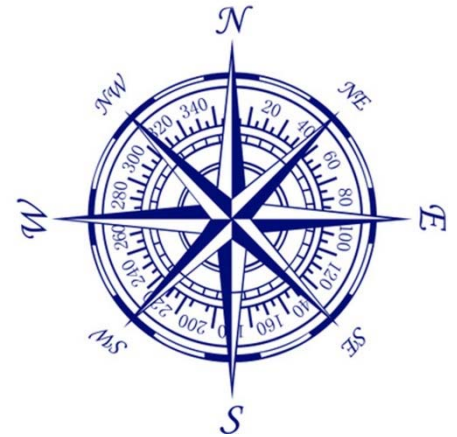
United Nations Oceans Conference outcome & recent trends on certification

Rooting for Sustainable Food
FAO & UNECE, 7th November, 2017



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Setting the course



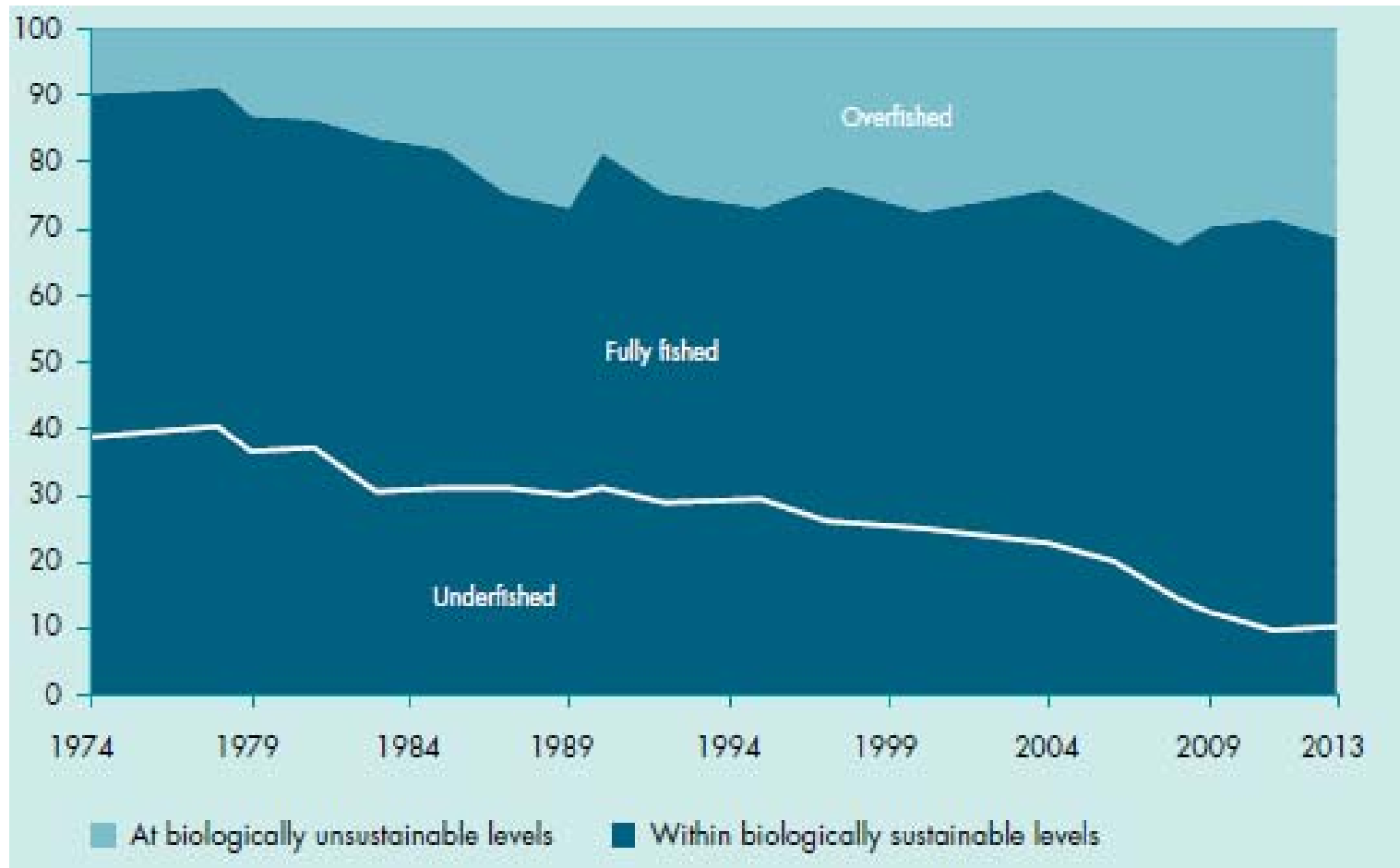
- Outcomes of the UN Oceans Conference (June 2017) related to the sustainability of fisheries and seafood
- Status of the fish stocks
- The rise of aquaculture
- Key features of seafood standards and certification schemes
- Trends in seafood standards and certification schemes
- Key expectations and concerns regarding standards by developing country users



THE
OCEAN
CONFERENCE
UNITED NATIONS, NEW YORK, 5-9 JUNE 2017

Outcomes relevant seafood certification (Call for Action, 2017)

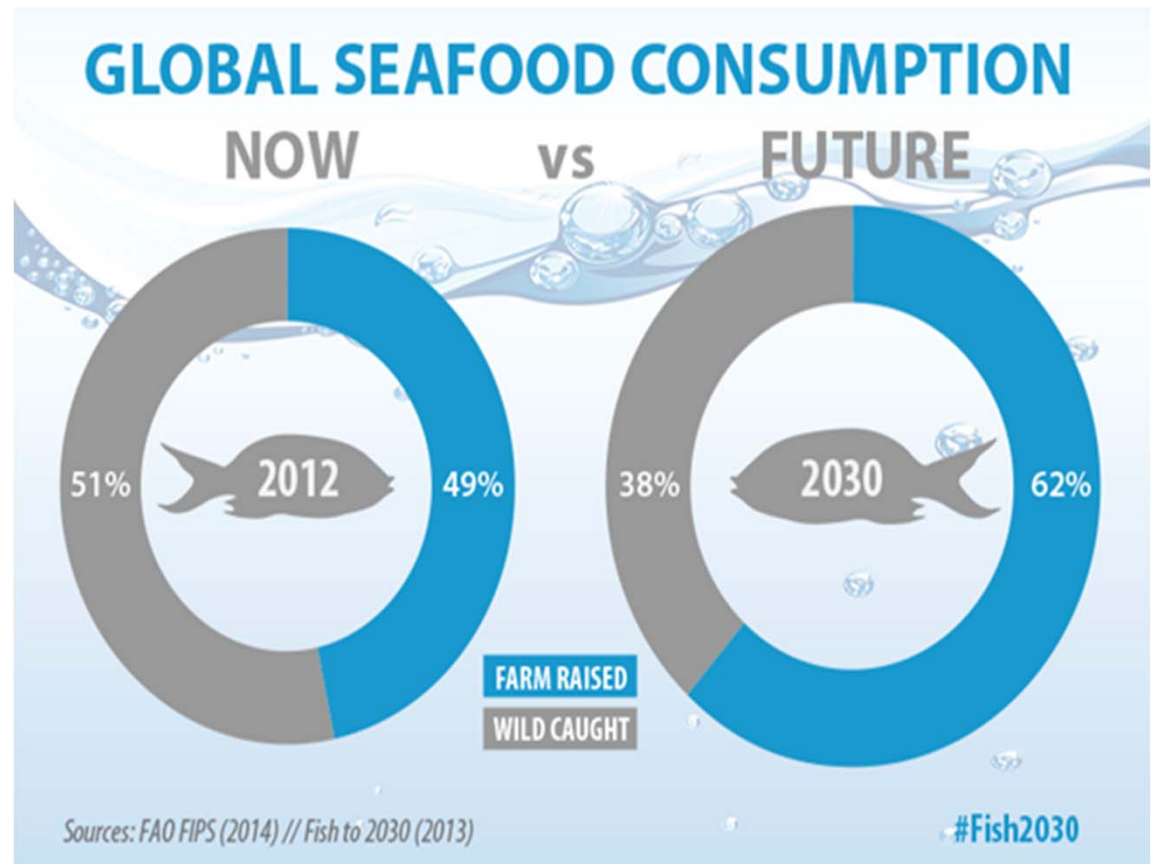
- (n) Accelerate further work and strengthen cooperation and coordination on the development of **interoperable catch documentation schemes and traceability of fish products**;
- (o) Strengthen capacity-building and technical assistance provided to small-scale and artisanal fishers in developing countries, **to enable and enhance their access to marine resources and markets and improve the socioeconomic situation of fishers and fish workers within the context of sustainable fisheries management**;
- (q) Support the **promotion and strengthening of sustainable ocean-based economies**, which, inter alia, build on sustainable activities such as **fisheries**, tourism, **aquaculture**, maritime transportation, renewable energies, marine biotechnology and seawater desalination as means to achieve the economic, social and environmental dimensions of sustainable development (...)



Source: FAO, The State of World Fisheries and Aquaculture (2016), Rome.

- Current level of wild catch = 90 million tons. if we apply **good fish management policies** we may arrive to 93-94 million tons by 2035 (WB, FAO, IFPRI and AES)
- We have **reached the limit** and **recovery is too slow**
- The **demand for seafood products is growing** due to population growth, preferences for healthier diets and consumer patterns, specially in Asia

The raise of Aquaculture



- The **gap in the supply over the next 15 years** of fish will be filled by aquaculture by 2030
- Importance and urgency of **global fish and sustainable aquaculture management**
- Aquaculture **business** will be located mainly in **developing countries** in Asia, Latin America, Africa & Middle East

Key features of seafood standards and certification schemes

They seek to respond to safety, environmental, climate change and other policy objectives and consumer priorities

Harmonize product and processes specifications and data gathering for wild harvesting and fish farming

They enable interoperability and allows the systematization of best practices

Promote quality, consumer protection and choice

Contribute to corporate ethical and social responsibility

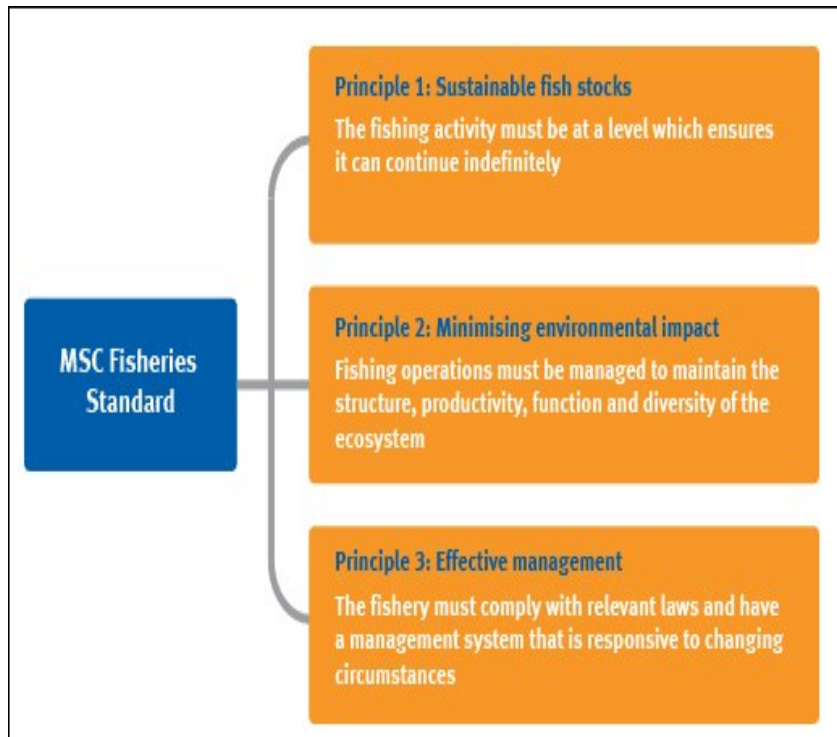
Can facilitate market access, product differentiation, consumer recognition and prime price

Can contribute or secure traceability

Are adaptable and can respond faster to environmental and consumer choice changes

Examples of Standards and certification

Example of MSC standard and assessment (fisheries)



Source: MSC Standard, 2017



Friends of the Fish (fishing)

- Sustainable fisheries;
- Applicable life cycle and supply chain phases
- Social and environmental attributes
- Target stocks which are not overexploited
- Use fishing methods which don't impact the seabed
- Generate less than average 8% discards.

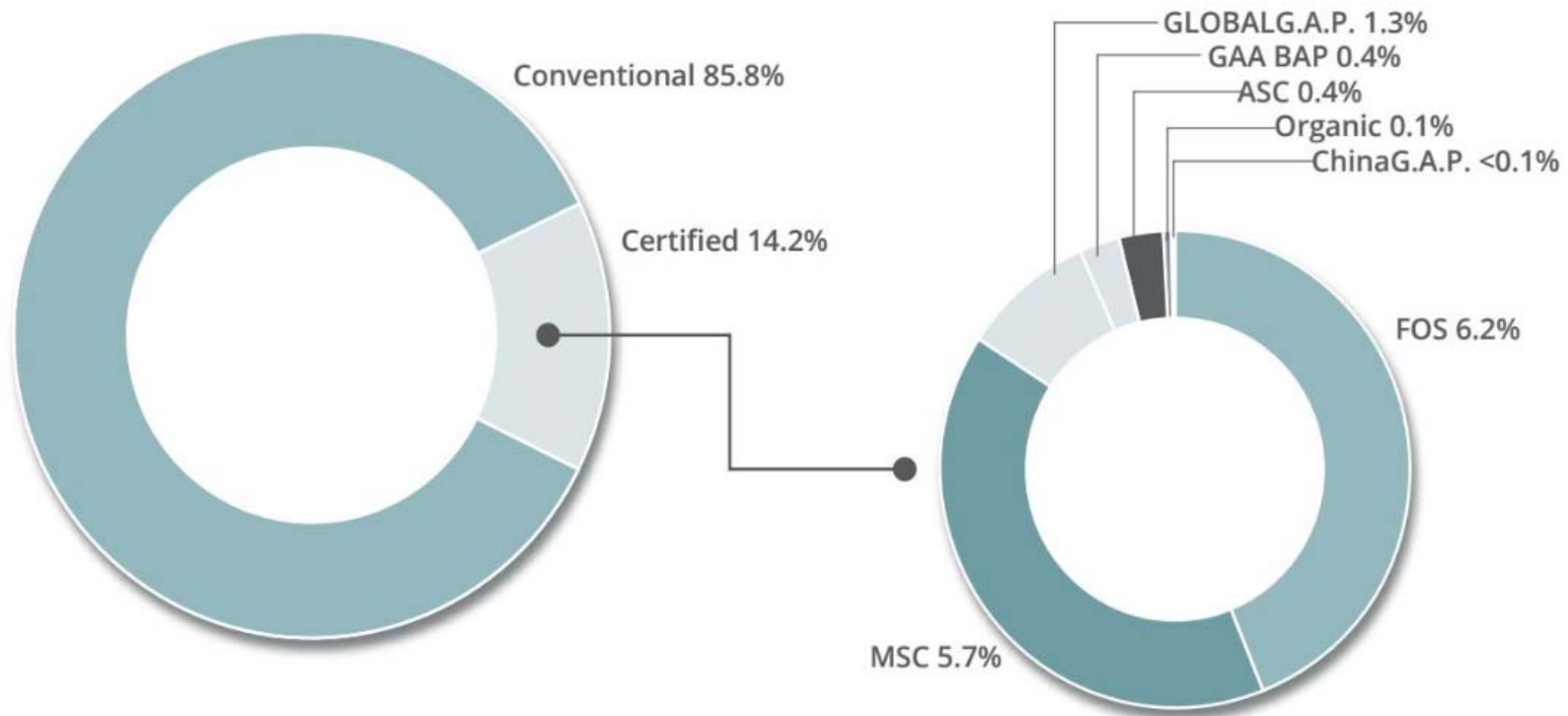
Source: FoF Standard, 2017



Trends in standards & certification in seafood products

- Standards, eco-labelling and traceability systems for wild catch and cultivated (aquaculture) **fish are increasingly important factors for securing market access, ensure sustainable harvesting, safety, and consumer protection**
- There are more than **50 voluntary seafood standards** in operation which are tailored to specific supply chains or regions
- They are mostly **limited to a number of highly visible species** consumed in developed countries such as **salmon, cod, tuna, mackerel, and shrimp**
- Sustainability production methods, sometimes also included in standards clearly cover **safety, traceability and environmental** concerns. **In some cases they consider social or gender issues**

Seafood production certified under global sustainability initiatives grew 40-fold from 2003 to 2015 and now represents more than 14 per cent of global production



Data years: ASC, 2015; BAP, 2013; ChinaG.A.P., 2013; Conventional, 2013; FOS, 2014; GLOBALG.A.P., 2015; MSC, 2015; Organic, 2013.

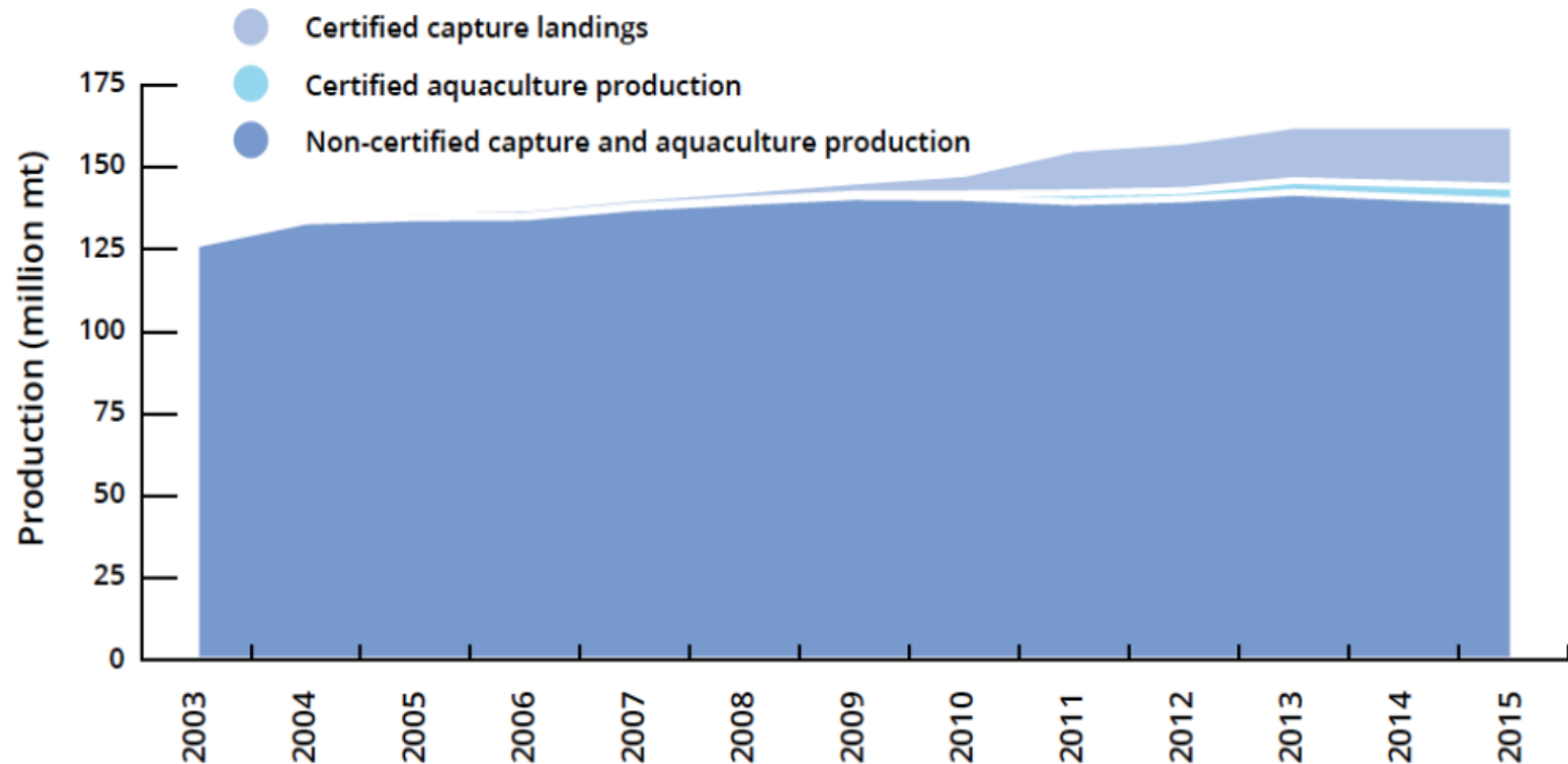
Sources: FAO Fishstat, 2015; ASC, BAP, MSC, FOS, Naturland, GLOBALG.A.P., FiBL, ChinaG.A.P., personal communication, 2015.

Potts, Whynch and Wilkins, UNCTAD, TER (2016)

Rapid growth in seafood certification:

Certified **wild catch 79% of total certified**

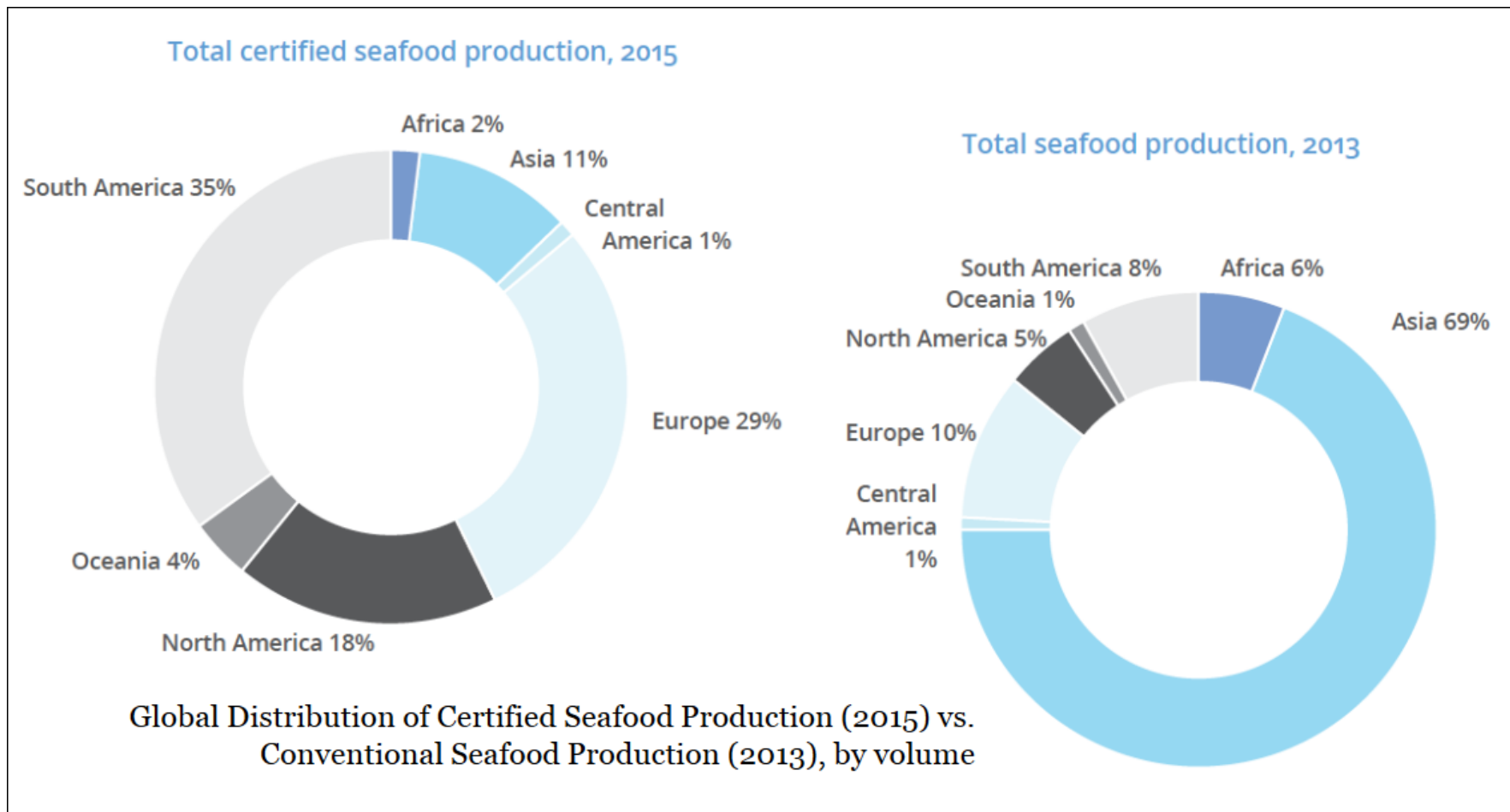
Aquaculture **31 % but growing faster**



Regional distribution of certified seafood:

3 regions countries concentrate 82% of all certified production

More linked to consumer demand & market than to production



Potts, Whynch and Wilkins, UNCTAD, TER (2016)

Key concerns and expectations regarding seafood standards by developing country users

Concerns about:

- No participation in standard setting schemes
- Too many standards that evolve too fast (consumer confusion)
- High cost + royalties of certification schemes
- Difficult to use by the informal sector
- Many do not consider social aspects (fair trade and labour standards)

Positive about:

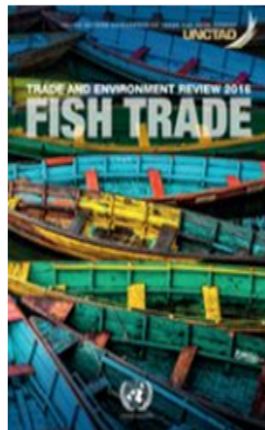
- Rapid growth of sustainability markets
- Increase recognition of sustainability certification in developing countries
- Assist in securing market access
- Enables compliance with regulatory requirements

What they need?

- Guaranty of prime price
- Standards must also look at the local reality
- Technical cooperation and transfer of technology for compliance
- Facilitated procedures for polling scattered producers
- They need to differentiate between small scale and artisanal vs. industrial

Many thanks

"the only problem with nature is human nature..."



For more information, see: <http://unctad.org/en/Pages/DITC/Trade-and-Environment/Oceans-Economy.aspx>