



## Voluntary Sustainability Claims on Seafood Products – Online Workshop

### Panellists

#### Session I: Introduction & Public and Private Initiatives

##### Introduction:

**Benoit Thomassen** is a Belgian bio-engineer specializing in aquaculture. He first worked in a research project for the restocking of wild salmon in Wallonia (the South part of Belgium). He then worked as production and quality manager for a large Belgian producer of trouts. He then became the representative of Walloon fish farmers in the Collège des Producteurs (the Agricultural Producers Assembly). By this position, he is also a member of the Federation of European Aquaculture Producers (FEAP) and he chairs the Sturgeon commission which represents around 40% of the global caviar production. He created the World Caviar Forum in 2019, the first forum dedicated exclusively to caviar producers around the world and taking place during the Seafood Global Expo. Finally, he is the new Chair of MAC Working Group 3, on behalf of the FEAP.

**Simon Bush** holds the Chair of Environmental Policy at Wageningen University in the Netherlands. He has published on public and private environmental governance arrangements for fisheries and aquaculture over the last 15 years. He also advises seafood standards and ratings organizations in both the EU and US in a variety of roles. His recently published book, entitled 'Governing Sustainable Seafood', explores how market-based arrangements such as certification, FIPs, fishery credit systems and traceability can expand their impact by rethinking their social objectives in driving sustainability.

##### Public Initiatives:

**Nianjun Shen** is the Senior Fishery Officer from the Fisheries and Aquaculture Department. He covers fish value chain and major seafood market access issues including traceability, certification and catch documentation schemes. He has 13 year direct working experiences with multilateral organizations including 6 years with FAO. Before that, he worked with Chinese Ministry of Commerce for 10 years on bilateral and multilateral trade agreements, market access for LDCs and development program management.

**Bjorn-Erik Lonn** concluded a Master of Science (zoophysiology, biology) from the University of Helsinki, in 1982. He is employed by Ecolabelling Norway and is working for the Nordic Swan Ecolabel since 1993 in Oslo, Norway. He was the Nordic Coordinator from December 1993 to August 2015 and Senior Adviser, International Affairs from August from 2015 and on. In both positions reporting directly to the board of CEO's for Nordic Ecolabelling organisations. He is Director on the board of Global Ecolabelling Network,

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GEN, since 2006, and was elected GEN chair in October 2015. He represents GEN in ISO work with the ISO 14024-standard for Type 1-ecolabels since 2012; Convenor of ISO TC207/SC3 WG 7 since 2014 and on. He represents GEN in the UNEP 10 YFP consumer information (CI-SCP) programme both on the multistakeholder advisory committee (MAC) and many of the working groups since 2015.

#### **Private initiatives:**

**Caitlin Peeing** is Senior Manager, Membership and Services, at ISEAL. She has fifteen years' experience in sustainable supply chains, with particular expertise in sustainability standards, participatory program design, and global stakeholder engagement.

**Hugo Byrnes** joined Ahold Delhaize's predecessor Ahold in 2006 and was subsequently appointed to the position of Vice President Product Integrity. He is responsible for Ahold Delhaize's food and non-food product policies, which cover product safety and responsible products. This includes social compliance, animal welfare and environmental issues. Hugo Byrnes has a Dutch Law degree from the State University Leiden, the Netherlands. He is a food lawyer whose career has focused on the food business and in particular on quality management and standardization. From 2000 to 2005 he was the Director of The Global Food Safety Initiative (GFSI). Next to being a Board member for GFSI, Hugo is co-chair of SSCI (Sustainable Supply Chain Initiative) and serves on the Steering Board of the Global Sustainable Seafood Initiative (GSSI).

**Karin Bilo** has recently joined WWF again as the manager global seafood certification standards. In this role she coordinates WWF's engagement in the MSC program, both in individual certifications as well as program review processes.

### **Session II: Seafood Value Chain, Environment & Market**

#### **Experiences of the Value Chain:**

**Sofie Smedegaard Mathiesen** is a biologist and works broadly with sustainability of the members fisheries of the Danish Fishermen PO. One of her main tasks, however, is to manage her organisation's MSC certifications and be an active stakeholder to MSC to ensure that Danish fisheries still meet the standard and consider alternatives to MSC, if deemed necessary.

**Javier Ojeda** is general secretary in the Federation of European Aquaculture Producers (FEAP). He also holds the position of general manager in the Spanish Aquaculture Producers Association (APROMAR).

**Mike Mitchell** is an independent, UK based seafood consultant, with more than 40 years experience in the sector. Mike's consultancy business Fair Seas Limited offers advisory, representation and research services to a wide range of seafood businesses including major multiple retailers (such as Marks and



Spencer), value added processors (such as Young's Seafood), food service providers and third party standard holders. Mike sits on the Board of Trustees of Fisheries Innovation Scotland (FIS) and has previously served on the Oversight Board of the Responsible Fishing Vessel Scheme (RFVS) and the Stakeholder Council of the Marine Stewardship Council (MSC). Mike is currently a board member of Seafish, a Non Departmental Public Body, and is President of the Shellfish Association of Great Britain.

**Ondina Afonso** has over 20 years work experience in academia and the agri-food sector. Currently she is Head of Quality & Research at SONAE MC - the market leader in food retail in Portugal. She also chairs the Producers Club of SONAE MC, via which the company strengthens the competitiveness, innovation and sustainability of national fresh production and producers. She's the Chair of the Food Committee at EuroCommerce.

#### **Environmental Benefits & Impacts:**

**Dr. Eva Papaioannou** is a post-doctoral researcher in GEOMAR – Helmholtz Centre for Ocean Research Kiel, Germany. She has an academic background in marine sciences and geography, specializing in fisheries research and management. She has been involved in several interdisciplinary research projects in various geographic locations (Rutgers University, US; University of Dundee, UK; University of the Azores, Portugal). She is genuinely interested in strategies for promoting the sustainable use of marine resources and environmentally friendly maritime activities, also for the long-term benefit of coastal fishing communities. She is currently engaged in the research project “Ecosystem-based fisheries management in the German EEZ” that aims to develop scientifically sound baselines for the implementation of key environmental and fisheries legislation in the Western Baltic. A key part of the project is reviewing to what extent eco-labeling schemes and novel fishers' initiatives can promote the sustainability of fish resources, marine habitats and vulnerable species, benefiting fishers and their communities.

#### **Market Benefits, Costs & Limitations:**

**Dr. José Luis Fernández Sánchez** is full professor in the Department of Business Administration at the University of Cantabria, teaching different subjects at the undergraduate and postgraduate level. He gets a doctoral degree from University of Cantabria, a master's degree in Economics from the Queens College of the City University of New York (CUNY), as well as a master's degree in Marketing and Commercial Management from ESIC Business & Marketing School. For 5 years (2014-2019), he has been the director of the master's degree in Business Administration (MBA) at the University of Cantabria. As a researcher, he collaborates with the research group Economic Management for the Sustainable Development of the Primary Sector (IDES) at the University of Cantabria publishing numerous articles and book chapters in different international journals and publishers. He has participated in more of 30 national and international projects related to the economic management and sustainability of the fishing and aquaculture sectors as, for example, in the European H2020 projects SUCCESS and MedAID, which results have been presented in different international conferences. He has also participated as an independent

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expert in the Scientific, Technical and Economic Committee for Fisheries (STECF) of the European Commission and collaborated with regional and national institutions in Spain as the Spanish Ministry of Agriculture, Fishing and Food, or with international institutions as FAO.

### Session III: Sustainability and Farm to Fork Strategy

#### **Consumer's Attitudes**

**Dr. Sterenn Lucas** has a PhD in environmental economics from the University of Nantes, France, on the determinants of green consumption applied to seafood products. Since January 2013 she has been a lecturer in Economics at Agrocampus Ouest (ACO). ACO is a centre for higher education and research in agriculture, food and environmental sciences, under the aegis of the French Ministry of Agriculture & Fisheries. ACO has a triple vocation: training students to a high scientific level (1900 students – Bsc and MSc in Research and Development and PhD), conducting academic and applied research based on the sustainable development of resources and territories (130 lecturers and researchers, 360 associate researchers), and transferring knowledge to the socio-economic sector. Within AGROCAMPUS OUEST, the Fisheries and Aquatic Sciences Centre (18 scientists, 10 PhD students) is the only one in France in charge of a polytechnical and multidisciplinary graduate and post-graduate programs in fisheries science & aquaculture (> 1 000 students graduated, since 1970). Her research focuses on environmental economics, consumer behaviour (survey data and scanned data), fisheries economics and the seafood market. Her work mainly focus on consumer behaviour in regards of sustainable seafood consumption. She has been involved in various research projects such as PrimeFish (H2020-635761), BALANCE (National Agency for Research - Norwegian Aquaculture – in the span between domestic social responsibility and international market demands), SILAC (Regional program) and Idealg (National Agency for Research - to develop the Seaweed sector on the French territory).

#### **Environmental Footprinting**

**Henrik Stenwig** is director of Environment & Veterinary affairs of the Norwegian Seafood Federation responsible for the food policy-work of the Norwegian Seafood Federation. He holds a degree of veterinary medicine Ph.D. from the Norwegian College of Veterinary Medicine, on the thesis "Moulds in animal feeds in Norway with special reference to toxigenic species". From May 2001, he was adviser food safety in the Norwegian Seafood Federation and from April 2002 to April 2007, managing director of the Norwegian Seafood Federation – Fishfeed and from May 2007 the current position in the Norwegian Seafood Federation. From August 1992 to May 2001, he was adviser and later (from February 1997) assistant director general in the Department of food policy in the Ministry of Agriculture, Norway working with food safety and animal health issues including matters related to international agreements such as the EEA-agreement and the SPS-agreement (WTO). From July 1981 to March 1985, he was a scientist at the Section of bacteriology, serology and feed hygiene at the National Veterinary Institute, Norway, and from April 1985 to August 1992 Head of Division at the same section responsible for research and routine diagnostics within the disciplines of bacteriology, serology and mycology mainly related to terrestrial animals and feed hygiene, but also aquatic organisms. From January 1980 to March 1981, he was District Veterinary Officer.

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## Environmental & Social Sustainability Schemes (Panel Discussion)

**Chris Davies** is a former U.K. politician who served from 1999 for more than three terms as a Member of the European Parliament, most recently until January 31 this year as chair of the fisheries committee. He was the founder of the cross-party 'Fish for the Future' group of MEPs that campaigned from 2010 to ensure that the reformed Common Fisheries Policy was based on the principle of sustainability. He is currently moderator of the 'Blue Deal Debates', a series of webinars that explores issues concerning fisheries and the marine environment.

**Monique Tran**, since January 2020, has been the Fisheries and Aquaculture Sector Delegate within the national establishment for agricultural and marine products, FranceAgriMer. In collaboration with state representatives and professionals, it ensures consultation and monitoring of the Fisheries and Aquaculture sector. Monique Tran is notably in charge of organising the work of the specialized council for the fishing and aquaculture sector and, more generally, ensuring the proper coordination between the establishment's actions and the problems of the sector. She previously held the post of director of the Agency for the Development of International Cooperation in the Fields of Agriculture, Food and Rural Areas (ADECIA). In charge of international projects and missions, she has acquired in-depth knowledge of the tools and mechanisms for funding institutional cooperation projects. Through the various positions previously held in the services of the Ministry of Agriculture and Food, she also has a good knowledge of agricultural institutions and policies in France and in Europe.

**Helen Duggan** joined Seafish in 2014 as the Head of Responsible Sourcing and has a background in purchasing and global supply chain management. Prior to joining Seafish Helen was a seafood buyer for one of the biggest value-adding manufacturers of seafood supplying the UK retail market. During her time at Seafish Helen has overseen the delivery of several Responsible Sourcing work programmes, including the Risk Assessment for Sourcing Seafood and the Responsible Fishing Scheme. Helen is currently the Head of UK Regions (East), overseeing the work undertaken by the team in locations around the UK to provide the industry with the support it needs to thrive on a national and regional basis.

**Melanie Siggs** has extensive experience of working internationally across both commercial and NGO sectors addressing issues relating to food and timber, although she is best known for her work on fisheries and aquaculture in the past 10 years. She is a Director of the Global Aquaculture Alliance, Global Seafood Assurances and Advisor to the World Economic Forum's Friends of Ocean Action. She holds an MSc in Responsibility & Business Practice. Melanie is a former Special Adviser to HRH The Prince of Wales' International Sustainability Unit.

**Dr. Julio Mórón Ayala** is Managing Director of OPAGAC/AGAC since 2007. Prior to become Director, he was the Scientific Advisor of OPAGAC/AGAC since 1997, and he attended the Scientific Committees and commission meetings of the four tuna RFMOs dealing with tropical tunas (IATTC, ICCAT, IOTC and WCPFC). From 1994 until 1997 he worked for the Spanish Oceanographic Institute detached in Seychelles at the Spanish Fisheries Office, depending of the Spanish Fisheries Administration. He was in charge of the monitoring of the Spanish tuna fleet in the Indian Ocean, including the ports of Victoria (Seychelles), Mombasa (Kenya) and Diego Suarez (Madagascar); and representing Spain at the negotiation of EU fisheries agreements with Madagascar, Comoros, Seychelles and Mauritius. From 1991 until 1994, he was

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working as FAO Associate Expert to the Indo-Pacific Tuna Development and Management Program (IPTP) in Colombo, Sri Lanka. There, he performed several studies of tuna biology in the Indian Ocean and South-East Asia; compilation of tuna catch statistics; designed and monitored tuna sampling programmes in Philippines, Malaysia, Thailand, Indonesia and Sri Lanka; and maintain the IPTP data base. Before that, while finishing his University, he worked as fisheries observer on board several fishing vessels. Now OPAGAC is grouping 9 tuna companies that own 47 purse seine vessels, employ more than 2,000 fishers and catch around 400.000t of tropical tunas (8% of Global Tuna Catch) in the 3 major Oceans of the World, under the management on IATTC, ICCAT, IOTC and WCPFC where he and his team are regular participants.

**Camiel Derichs** is Program Development Director (PDD) for the Marine Stewardship Council (MSC) appointed since April 1st, 2019. Before that, he has been leading the development of the MSC program across Europe as Regional Director Europe from 2013 till 2019. Since 2005, Camiel served in a variety of other roles in the MSC. Setting up several regional offices in Netherlands, Sweden and working both with the technical development of the fisheries standards, as well as with actors in the supply chain on topics such as CSR and sustainable seafood procurement policies, as well as sustainable seafood marketing. Before joining MSC, Camiel was working in the Multi- National Financial conglomerate, ING-Group as a product manager. He holds a BSc and MSc from Erasmus University Rotterdam (Netherlands) in Business Administration, and a MSc from Tromso University (Norway) in International Fisheries Management.

#### **Animal Welfare:**

**Doug Waley** is the Programme Leader for Fish Welfare at Eurogroup for Animals, the pan European animal advocacy organisation representing 58 member organisations in 24 EU Member States, the USA, Switzerland, Australia, Serbia and Norway.

**Dr. Krzysztof Wojtas** is Head of Fish Policy at Compassion in World Farming International. He is currently leading a European wide project aimed at improving the welfare of fish. He has been working as an Assistant Professor at the Wroclaw University of Environmental and Life Sciences. He has conducted various research and published scientific papers on animal welfare with a special focus on fish cognition and welfare. Previously he was working as a consultant for Eurogroup for Animals; a Brussels based organisation lobbying in the European Commission and Parliament for Animal Welfare.

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