



MAC Workshop on Voluntary Sustainability Claims on Seafood Products

– Experiences of the Value Chain

14th of June 2020

Experiences of the Value Chain

Asked to:

Present and discuss the experiences with ecolabels and certification schemes from the perspective of a fishery producer.

Please address:

- Benefits
- Limitations
- Costs
- Other

Danish Fishermen Producer Organisation

- Represents around 675 vessels
- Vessels are engaged in all kind of fisheries:
 - Mussels, cockles, oysters
 - Shrimp, brown shrimp and Norway lobster
 - Mixed demersal fisheries
 - Industrial
- Most of our fisheries are MSC certified

Why is ecolabelling important for DFPO?

- We believe that we have sustainable well-managed fisheries. Ecolabelling is a way to show the consumer and general public this i.e. built on our sustainability claims
- It ensure our members access to markets
- It might ensure a higher price for our member's fish and shellfish
- It commits our fishers to continue developing sustainable fisheries

Why MSC?

- One of the most recognised ecolabel by industry and retailers
- High credibility as the standard is based on FAO's Code of Conduct for Responsible Fisheries, follow ISEAL requirements and is GSSI benchmarked
- MSC's overall three principles, we believe ensure credible sustainability claims
- Generally accessible for all our main fisheries

Danish MSC Certified Fisheries

DFPO:

- Oysters – Limfjorden
- Blue mussels and cockles – Limfjorden
- Blue mussels – Inner Danish Waters

DFPO in cooperation with foreign partners:

- Joint Demersal Fisheries (cod, saithe, hake, haddock, plaice, sole, whiting, nephrops, northern prawns, ling, tusk, megrim) – North Sea, Skagerrak and Kattegat
- Brown shrimps – the North Sea

DFPO and DPPO:

- Herring – the North Sea
- Herring – Skagerrak, Kattegat and Western Baltic
- Sandeel, sprat and Norway pout - North Sea and Skagerrak
- Herring and sprat – Baltic Sea

DPPO in cooperation with foreign partners:

- Herring – Norwegian Sea
- Blue whiting – North East Atlantic
- Mackerel – North East Atlantic

Vilsund Blue:

- Blue mussels, line grown

Benefits

Several benefits for the fishing sector:

- Ensure market access for our members
- Show our commitment to sustainable fisheries, and hence provide credibility to our sustainability claim for Danish fisheries
- Open for all stakeholders to engage in the process of further standard development

Limitations

Several limitations for the fishing sector:

- Open for all stakeholders to engage in the process of further standard development, ***but require a lot of work***
- Not recognising EU management as sufficient to claim fishery sustainability
- Short-lived species do not fit completely within the standard
- Still very big discussions on what a sustainable fishery is

Costs

Costs associated with certifying your fisheries under the MSC:

- Assessment: 15.000 to 165.000 euros

Costs

Costs associated with certifying your fisheries under the MSC:

- Assessment: 15.000 to 165.000 euros
- Surveillance audits: 2.000 to 35.000 euros

Costs

Costs associated with certifying your fisheries under the MSC:

- Assessment: 15.000 to 165.000 euros
- Surveillance audits: 2.000 to 35.000 euros
- Additional costs:
 - Expedited audits
 - Control costs
 - Set up projects to address conditions

Other

Working with these certification for years, concerns from a fishery sector's perspective arise:

- Fisheries around the globe are very different and have different challenges, but a global ecolabelling scheme needs/wants to address all concerns, which sometimes require a fishery to do additional (to some extend unnecessary) work with added costs

Other

Working with these certification for years, concerns from a fishery sector's perspective arise:

- Fisheries around the globe are very different and have different challenges, but a global ecolabelling scheme needs/wants to address all concerns, which sometimes require a fishery to do additional (to some extent unnecessary) work with added costs
- EU rules and regulation is largely set to ensure sustainable fisheries. However, the MSC standard do not always recognise this as sufficient and appropriate management

Other

Working with these certification for years, concerns from a fishery sector's perspective arise:

- Fisheries around the globe are very different and have different challenges, but a global ecolabelling scheme needs/wants to address all concerns, which sometimes require a fishery to do additional (to some extent unnecessary) work with added costs
- EU rules and regulation is largely set to ensure sustainable fisheries. However, the MSC standard do not always recognise this as sufficient and appropriate management
- Fisheries in FIPs supported by MSC can be recognised as sustainable sourcing in same way as MSC certified fisheries

Other

Working with these certification for years, concerns from a fishery sector's perspective arise:

- Fisheries around the globe are very different and have different challenges, but a global ecolabelling scheme needs/wants to address all concerns, which sometimes require a fishery to do additional (to some extent unnecessary) work with added costs
- EU rules and regulation is largely set to ensure sustainable fisheries. However, the MSC standard do not always recognise this as sufficient and appropriate management
- Fisheries in FIPs supported by MSC can be recognised as sustainable sourcing in same way as MSC certified fisheries
- Agreement of closed areas in relation to objections to a fishery being MSC certified i.e. side-tracking a proper consultation period for other stakeholder, which is not best practice for proper management. Further to this, it can interfere with markets in a very worrying way

Other

Working with these certification for years, concerns from a fishery sector's perspective arise:

- Fisheries around the globe are very different and have different challenges, but a global ecolabelling scheme needs/wants to address all concerns, which sometimes require a fishery to do additional (to some extent unnecessary) work with added costs
- EU rules and regulation is largely set to ensure sustainable fisheries. However, the MSC standard do not always recognise this as sufficient and appropriate management
- Fisheries in FIPs supported by MSC can be recognised as sustainable sourcing in same way as MSC certified fisheries
- Agreement of closed areas in relation to objections to a fishery being MSC certified i.e. side-tracking a proper consultation period for other stakeholder, which is not best practice for proper management. Further to this, it can interfere with markets in a very worrying way
- Because part of fisheries' sustainability claims is tied to certifications, having a fishery suspended from the MSC gives the general public the perception that the fishery is no longer well-managed, and overfishing is taking place. This does not help fishery clients to govern a responsible rhetoric on fisheries in general

Overall reflections

- Always a question on where to set the bar. Some would argue that MSC continues to raise the bar, before getting enough fisheries in the program, so they are basically re-certifying the same top fisheries
- As a fishery client we are obviously concerned about the future direction of MSC as some of our main fisheries are now certified with a lot of conditions, which they were not previously
- If the broad scale of EU well-managed fisheries do not fit within the standard, then we can be forced to make the decision to leave the program, as too much work is required to maintain the certifications

Overall reflections

- Always a question on where to set the bar. Some would argue that MSC continues to raise the bar, before getting enough fisheries in the program, so they are basically re-certifying the same top fisheries
- As a fishery client we are obviously concerned about the future direction of MSC as some of our main fisheries are now certified with a lot of conditions, which they were not previously
- If the broad scale of EU well-managed fisheries do not fit within the standard, then we can be forced to make the decision to leave the program, as too much work is required to maintain the certifications

Closing: From a fishery's perspective it is, hence, always a risk to let a private ecolabelling scheme set the standard on what a sustainable fishery is, instead of letting EU managers and fisheries set this standard.