

UKSEAFOOD
INDUSTRY ALLIANCE

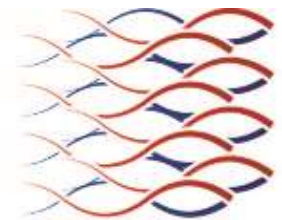
A presentation to the Market Advisory Council

Voluntary Sustainability Claims on Seafood Products



The logo for the Food & Drink Federation (fdf) in a dark blue, lowercase, sans-serif font.The logo for the Provisions Trade Federation (ptf) in a stylized, lowercase, sans-serif font with a red underline.

- **The UK Seafood Industry Alliance (SIA)** is a collaboration between two trade federations: the Food & Drink Federation (FDF) and the Provisions Trade Federation (PTF)
- The SIA aims to provide a clear voice for the seafood industry at national, EU and international level to meet the full range of challenges in providing consumers with secure, affordable, nutritious and sustainable fishery products at a time of unprecedented uncertainty and change
- SIA members include value added processors, importers and seafood brands operating in the UK, EU and in wider international markets



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LYONS SEAFOODS



Nomad Foods

Europe



PRINCES



Communicating seafood sustainability to consumers – eco-labels and beyond

Eco-labels are an important aspect of validating consumer claims

- Third party eco-labels can be used as both B2B supply chain assurance or for B2C communication purposes (typically through logo use)
- Credible eco-labels (GSSI benchmarked) are a trusted way of mitigating risks in upstream supply chains and enabling clear B2C communications

But not all seafood products are eligible to carry an eco-label

- Outside of eco-label use, a consistently applied approach to making self-declared claims of environmental responsibility is essential - this protects businesses and reduces confusion for consumers
- A shared platform such as that of the **Sustainable Seafood Coalition** can provide a pre-competitive basis for establishing the criteria for B2C communications on seafood sustainability





**Sustainable
Seafood
Coalition**

Voluntary CoP for claims of environmental sustainability

- The SSC Codes of Practice were developed in the absence of governing legislation on self-declared claims of environmental responsibility
- The codes were created collaboratively and pre-competitively by the industry with the help of the NGO Client Earth
- Sourcing decisions and any claims of environmental responsibility based thereon are determined by two risk-based decision tree processes (one for wild capture fisheries and one for aquaculture) and accompanying guidance within the codes
- Two types of claim are permitted dependent upon the outcome of the risk assessment - 'responsible' and/or 'sustainable'

Consumer claim toolbox

- Claims of ‘**sustainability**’ refer to empirical evaluations of the resource status
- Claims of ‘**responsibility**’ refer to descriptions of corporate behaviour

Voluntary claims of environmental sustainability or responsibility must be premised on demonstrable engagements with credible and independent initiatives:

- GSSI benchmarked third party certification standards, or
- Independent expert opinion, or
- Engagement with credible, transparent and timebound fishery or aquaculture improvement projects - eco-label schemes can act as incentives and as frameworks for these improvement initiatives

Consumer claim hierarchy

Type of claim	Qualification criteria
Sustainable	The product is sourced from a fishery that has been certified against a GSSI benchmarked sustainability standard – full Chain of Custody is in place and the product carries an eco-label
Responsible	As above – or the product is sourced from a fishery or fish farm that has been certified against a GSSI benchmarked responsible production standard
	There is credible, independent, expert advice that the source would meet the certification criteria as above
	The source is participating in a credible, transparent and timebound fishery or aquaculture improvement project

Thank you for listening

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On behalf of the Seafood Industry Alliance

