

# Seafood sustainability claims

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Voluntary Sustainability Claims on Seafood Products – Online Workshop  
Programme (13-15 July 2020)



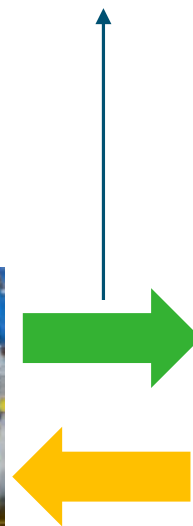
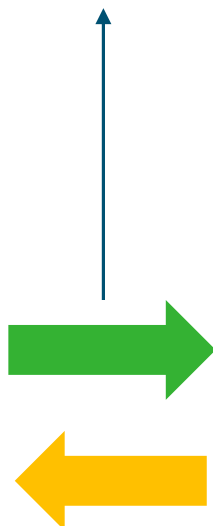
# Market based claims

Information, Price transmission, Market access

Fish  
Production

Fish  
Trade

Fish  
Consumption



Production practices

Production performance

Regulatory system

Traceability

Information and  
product integrity

Equity

Market demand for  
product and credence claims

Information and  
product integrity

# Proliferation of schemes and claims

- Equitable, traceable sustainable, legal, responsible, pro-active, improvement ...
- 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> party claims
- Consumer facing, B2B, business-to-NGO
- Multiple methodologies for assessing the imperfectly-measured credence attributes of sustainability

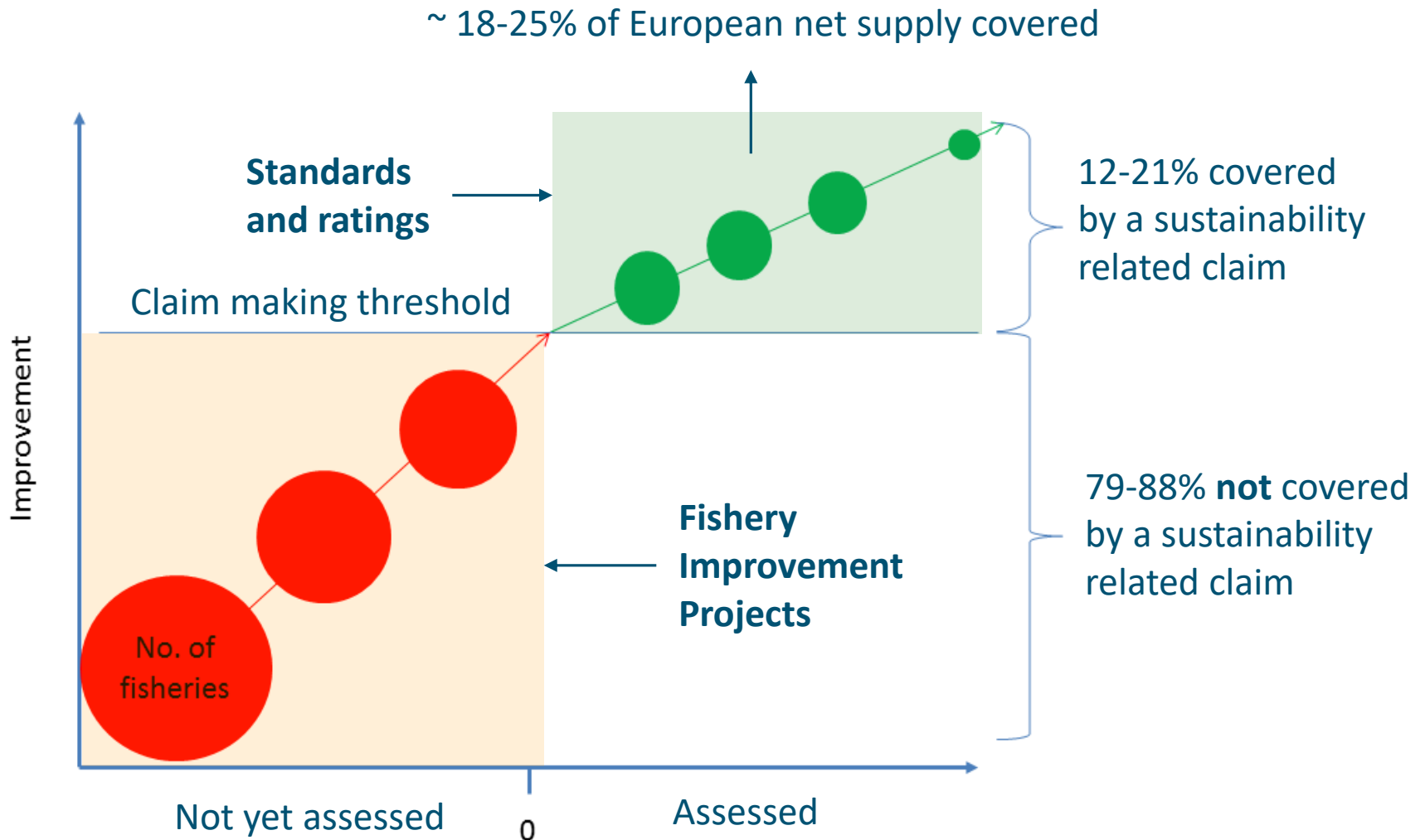


# Standards for standards

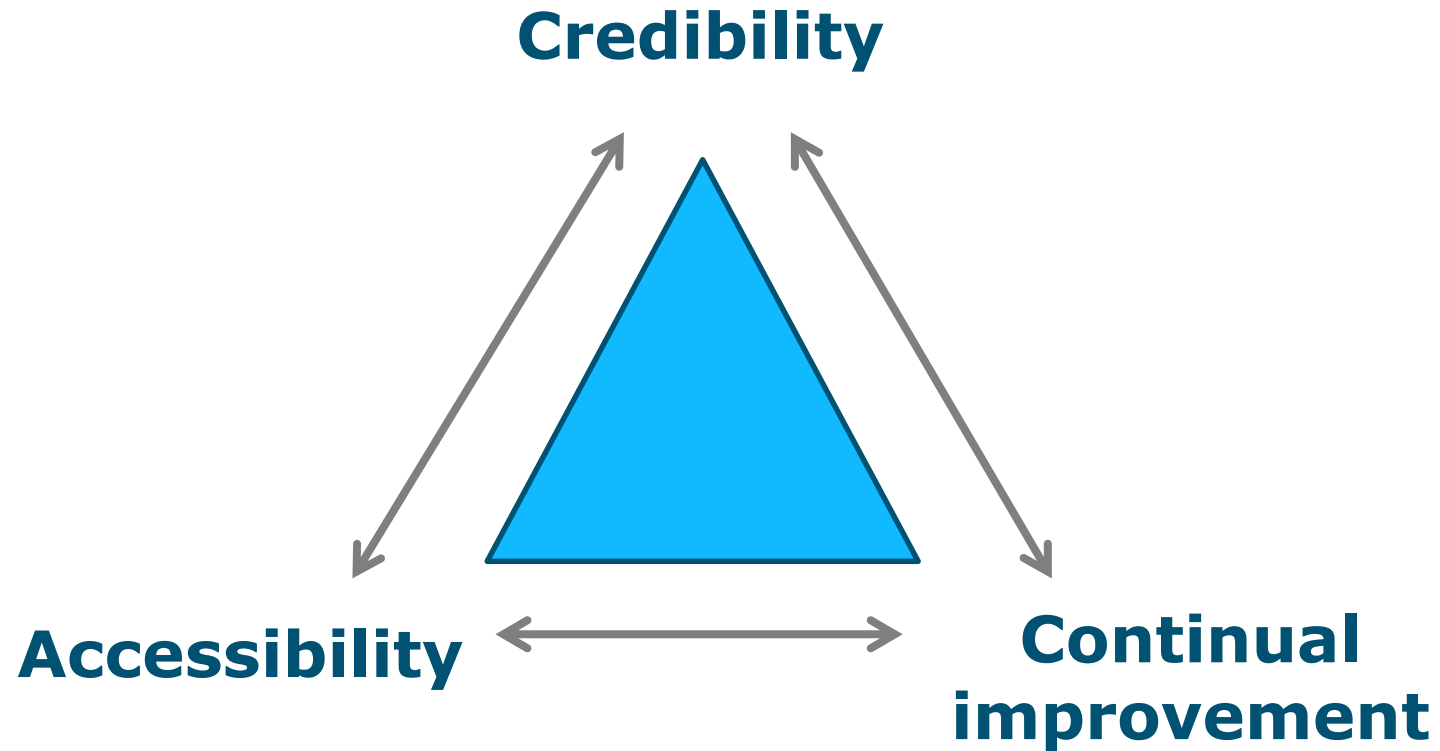
- Oversight, not harmonisation
- Standard oversight by NGO, commercial and states has emerged
- Cover process and content
- Risk of new round of proliferation



# Breaking down improvement



# Three key dimensions of market claims



# What makes a credible market claim?



**Risk attitude  
of buyers is key**

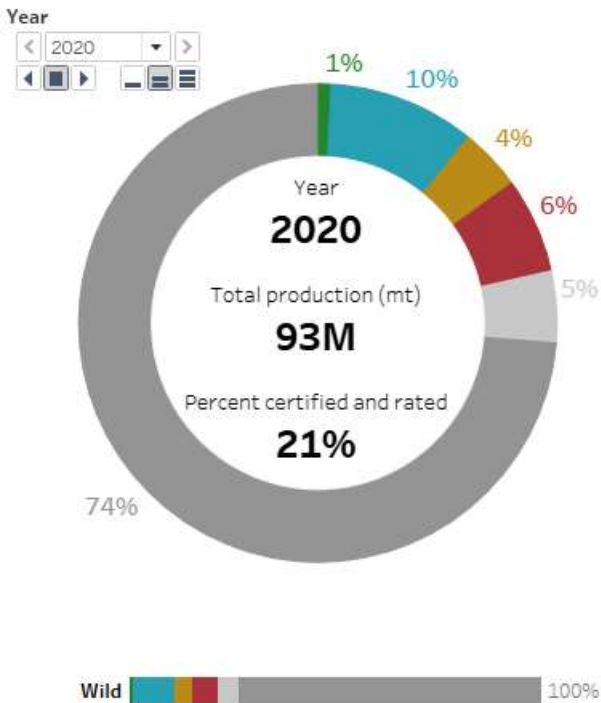
- Scientific rigour
- Impartiality/independence
- 'Public' insight and review over standard content and procedures
- Reproducible impact reflecting claims made
- Accessibility to both standards and markets by producers and consumers



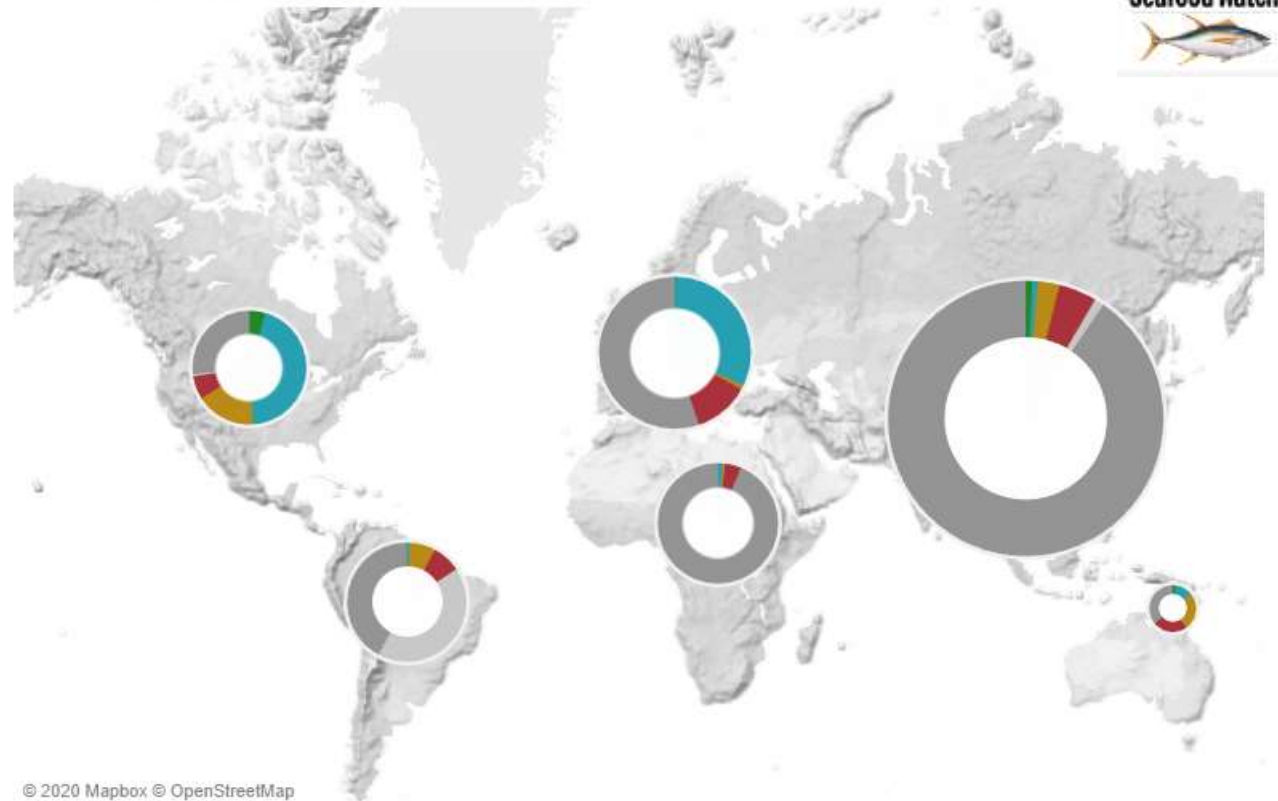
# Why does accessibility matter?

- Volumes of fisheries certified differ considerably across globe

Seafood production by rating



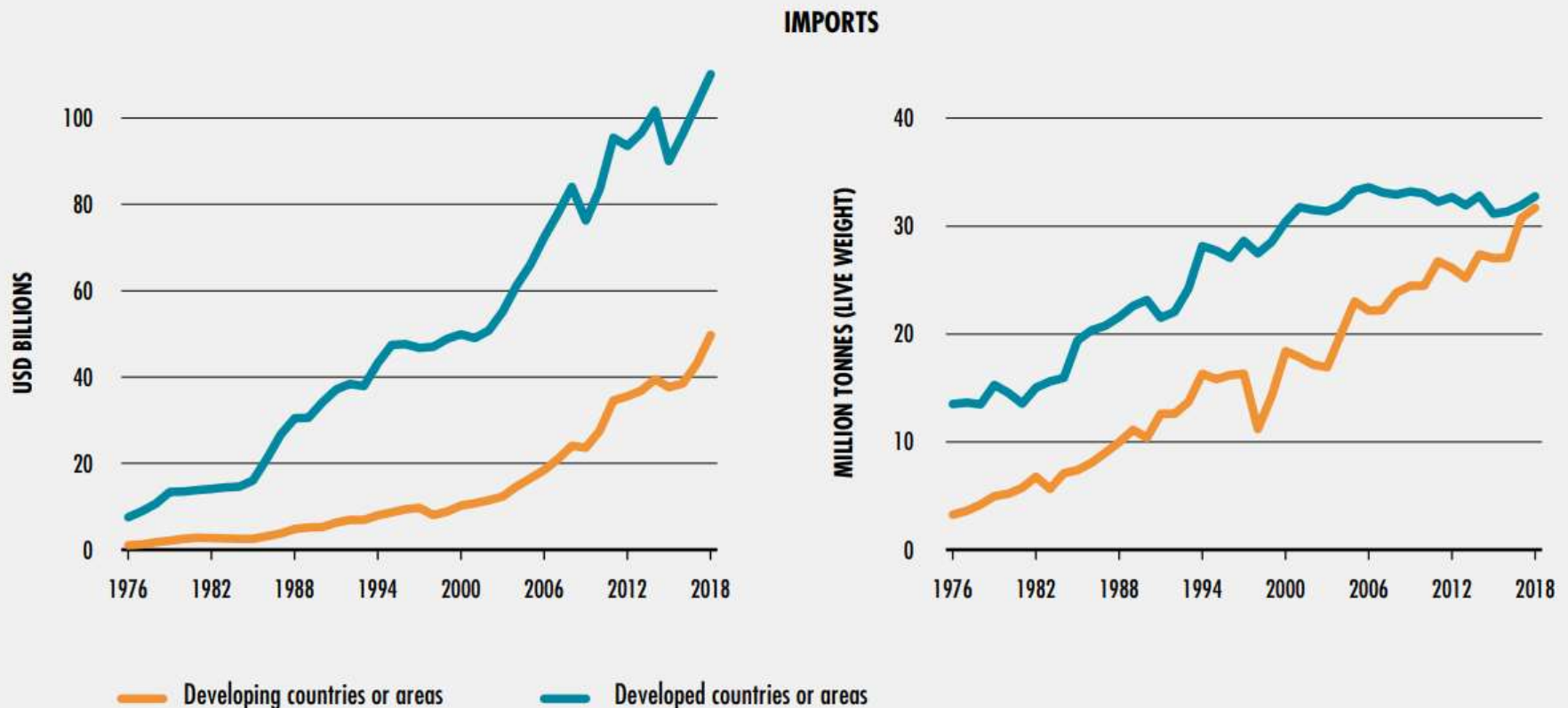
Seafood production by continent





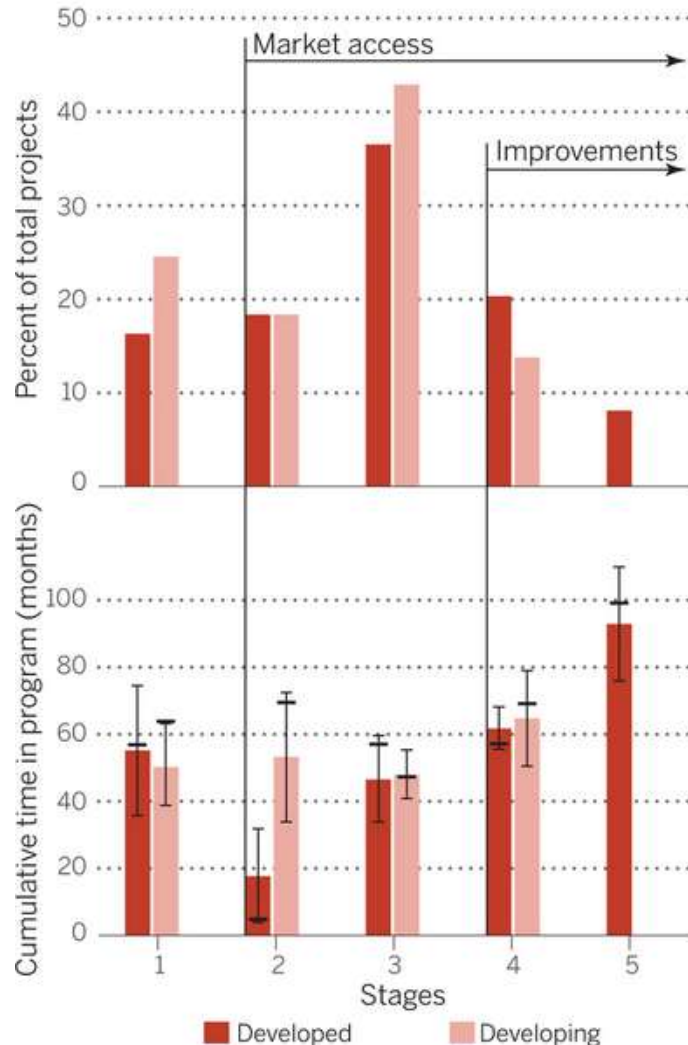
# Why does accessibility matter?

- Pattern of imports (by value) shifting from developed to developing world



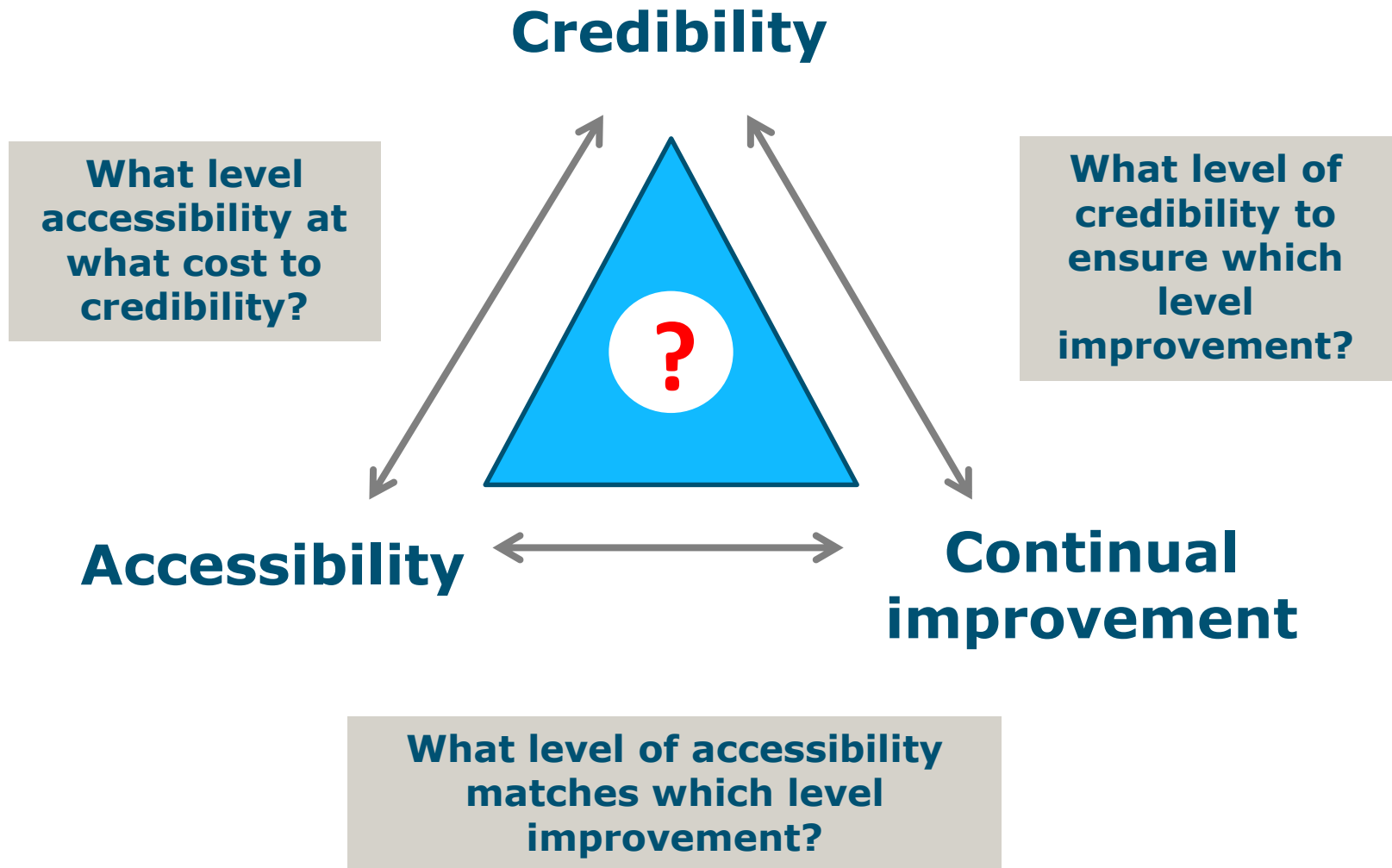
# Improvement

## Improvements after market access



- Evidence that developing world FIPs stagnating when market access granted
- Undermining credibility of certification if stagnation continues
- Need for greater conditionality for market access from buyers

# How to balance the triangle?

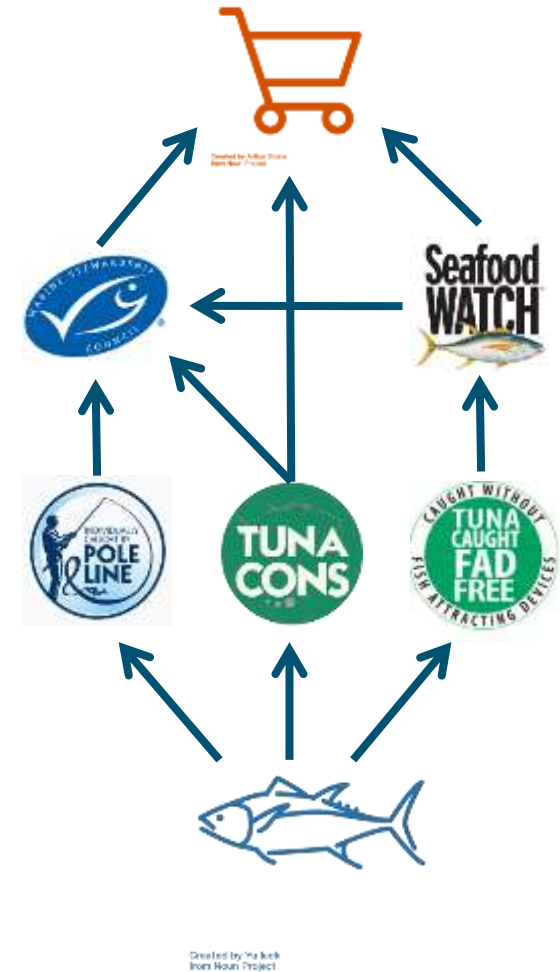


# Two key propositions emerge

1. No single (unified) sustainability claim will satisfy producers, traders and consumers
2. A diverse system of codes and standards is the only way to reach global sustainability outcomes

# From harmonisation to coordination

- Multiple claims from multiple labels
- Diverse incentives at different points in value chains
- Key challenge is to avoid 'coordination failures' that lead to:
  - High costs throughout chain
  - Unconditional market claims



# New roles for existing organisations?

- Coordination of oversight and conditionality for multiple codes and standards
- Move to tailor made sustainability claims for buyers based on their sustainability 'risk profiles'
- Risk profiles balance out high- risk-high-reward claims and low-risk-low-reward claims



Roheim et al. 2018,  
*Nature Sustainability*