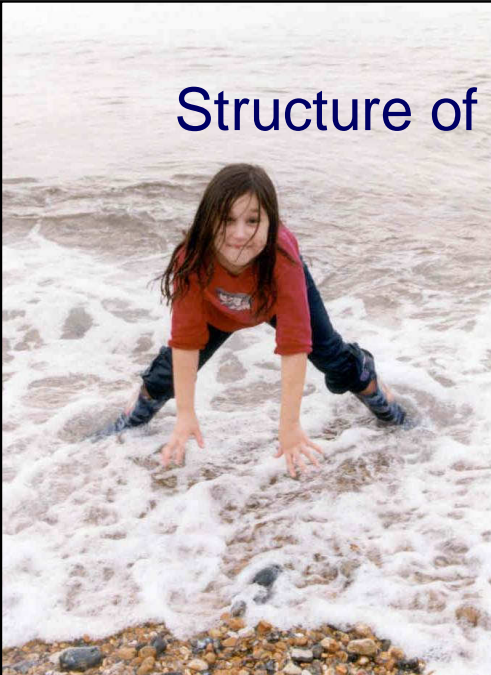





FIFG/EEF - Promoting Sustainable Seafood with the MSC

Daniel Suddaby
Fisheries Assessment Manager
Marine Stewardship Council (MSC)



The best environmental choice in seafood

Structure of Presentation

- Introduction to the MSC
- Assessment Process
- Case study
- Benefits
- Opportunities MSC under EEF

The best environmental choice in seafood

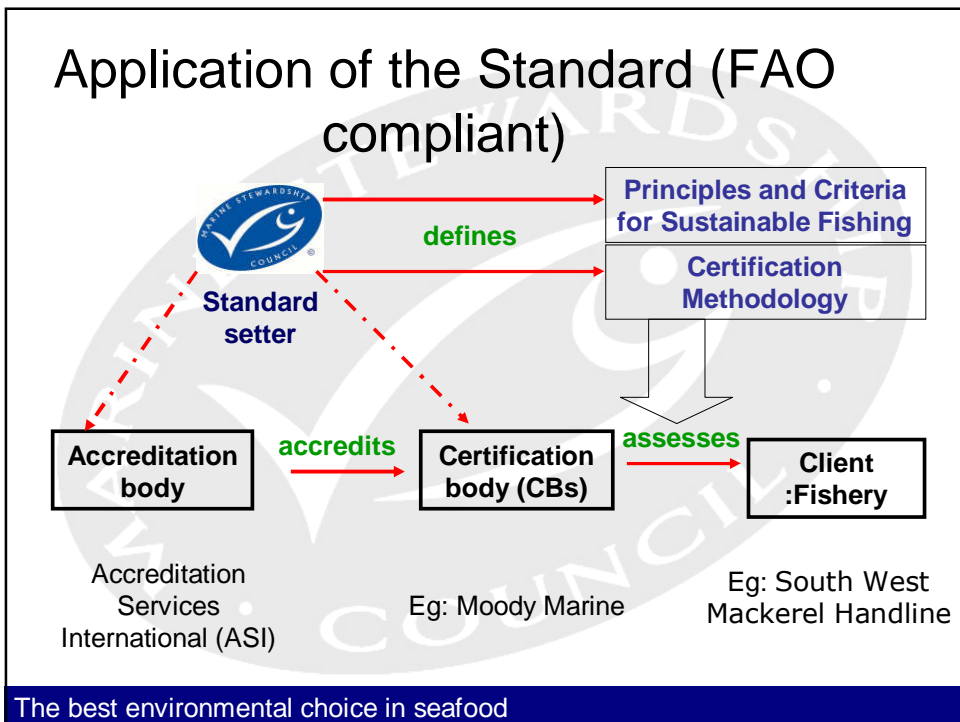
Marine Stewardship Council

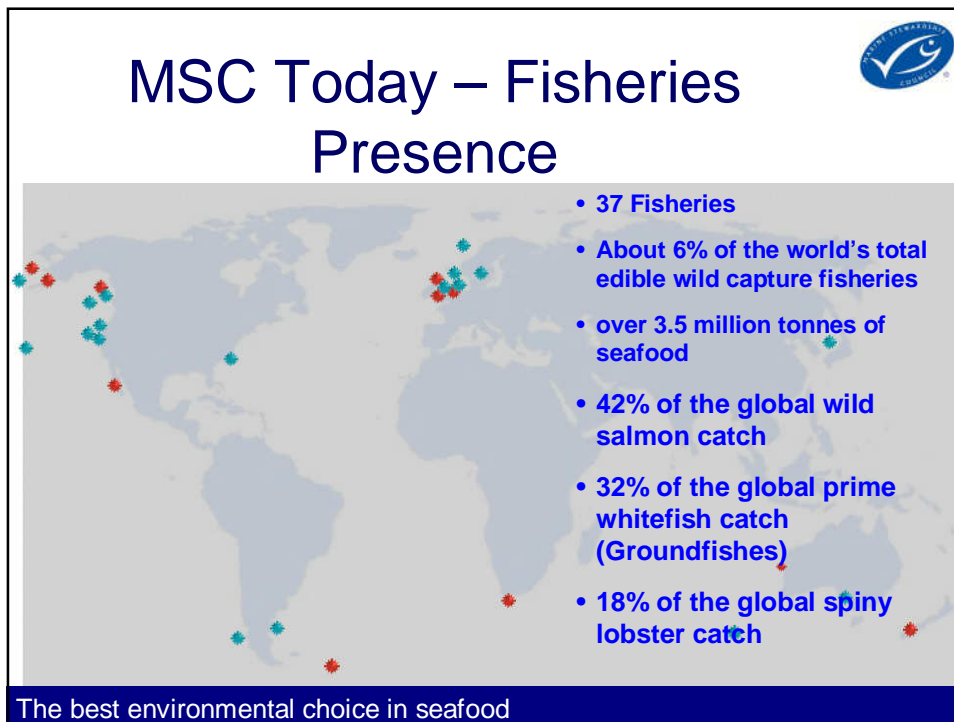
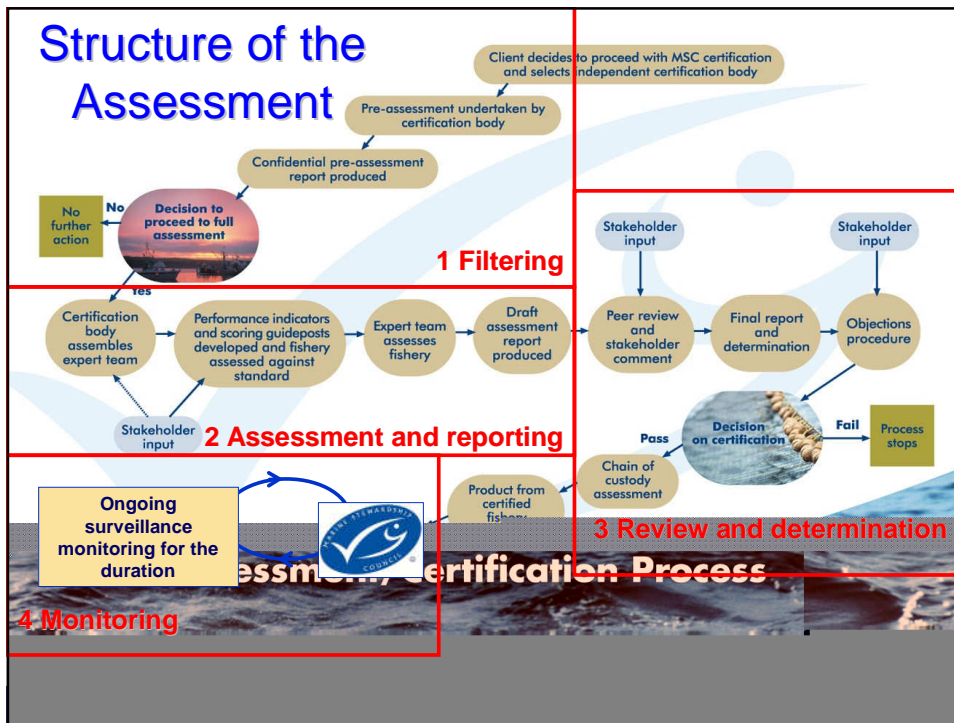
AIM: To reverse the decline in global fish stocks

Method: Use of the MSC eco-label to promote sustainable fishing and encourage good performance

- Harnessing 'Societal Choice' (CBD/FAOs EAFM)

The best environmental choice in seafood







- Certified in August 2001
- £6000 - European Objective One Fisheries Programme (FIGG - 50%)
- 5 Surveillance Reports
- In their now process of re-assessment (funding)

The best environmental choice in seafood

Rewards for sustainable management for the fishery



- 12 labelled products
- It is now sold at Sainsbury's, Waitrose, Marks and Spencer, Tesco and Migros
- all either have the label or are about to
- 'They have received preferential sourcing increase price premium' (D Muirhead)
- Reward for ongoing sustainable fishery
- Pride



Benefits for the Environment

- Relatively benign fishing methods
- Ongoing surveillance of sustainability (maintenance=gain)
- Incentive to maintain good practice

MSC: Environmental Benefits: 89 environmental improvements

The best environmental choice in seafood 



Opportunities

The best environmental choice in seafood 



MSC under EFF



- MSC label tool for delivering EAFM. By using the principles of 'societal choice' and incentives
- Two project aspects to EFF spend
 - Improve the fishery up-to MSC standard
 - Funds for assessment and surveillance
- Benefit is improvement and incentives
- Aligned to a number of priority Axis not just Axis 3
- MSC label is a clearly definable project with a clear outcome (auditable)
- Harness the EFF to realise the increasing demand MSC labelled product

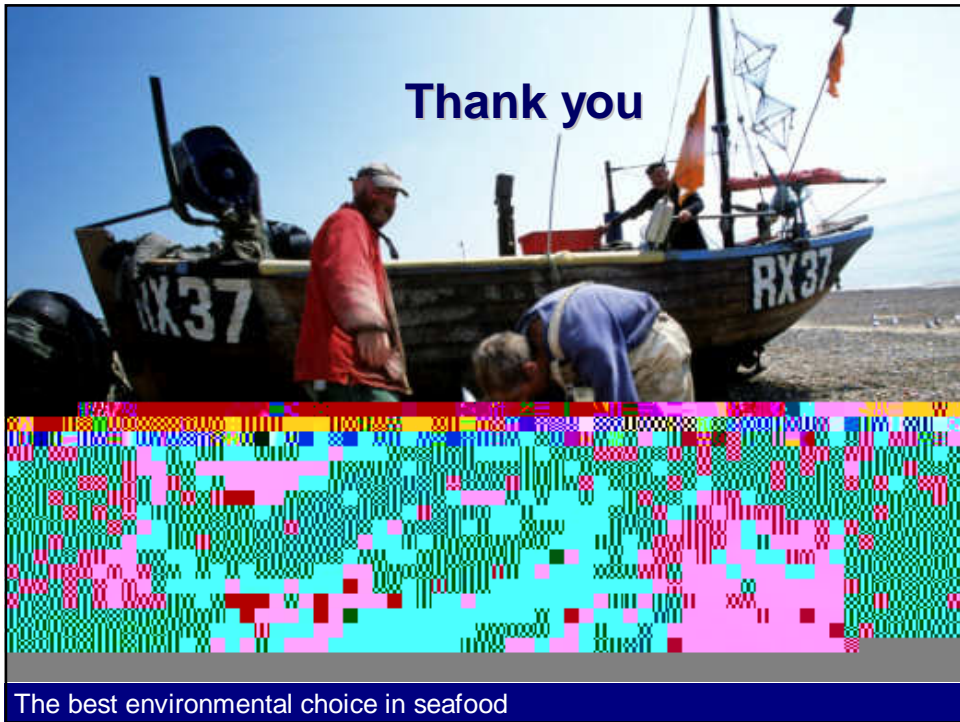
The best environmental choice in seafood

Summary



- Independent third party assessment leading to an ecolabel
- Benefits
- Need to harness the EFF funding for MSC assessment to deliver EAFM

The best environmental choice in seafood



Costs of MSC Assessment

- Costs depend on the complexity of a fishery
- Costs believed to be very low in relation to benefits

*Example: Norwegian Saithe**

Costs for MSC assessment, certificate lasts 5 years, estimated at £ 59 000

Based on this estimate and a TAC of 200.000 tons (now 242.000 tons) the costs are 0.000059 £/kilo.



* Intrafish, July 13, 2005

The best environmental choice in seafood