



SOURCING SUSTAINABLE SEAFOOD – Some Do's and Don'ts

IMEX

13 October 2011



What is most important to you?

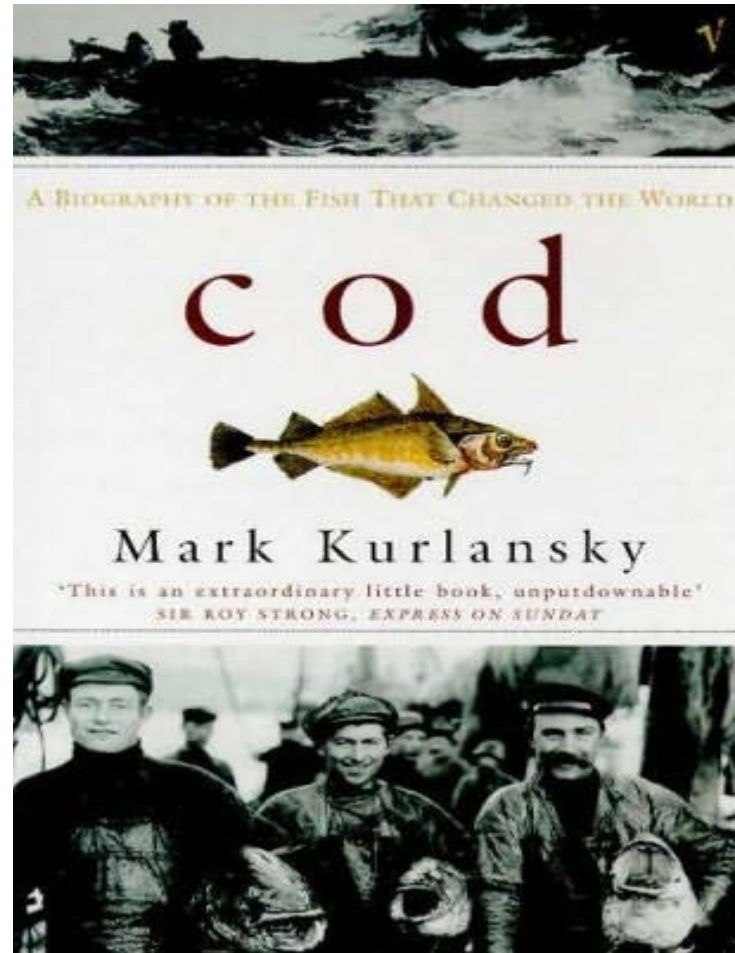
- **FOOD SAFETY OR**
- **SUSTAINABILITY**
- **????????**



Mark 6:40-44



- True stories of how the world was slowly discovered and how important seafood was in making this happen.
- The history is fascinating and fish/seafood is still very significant to the world today being the most globally traded food product.

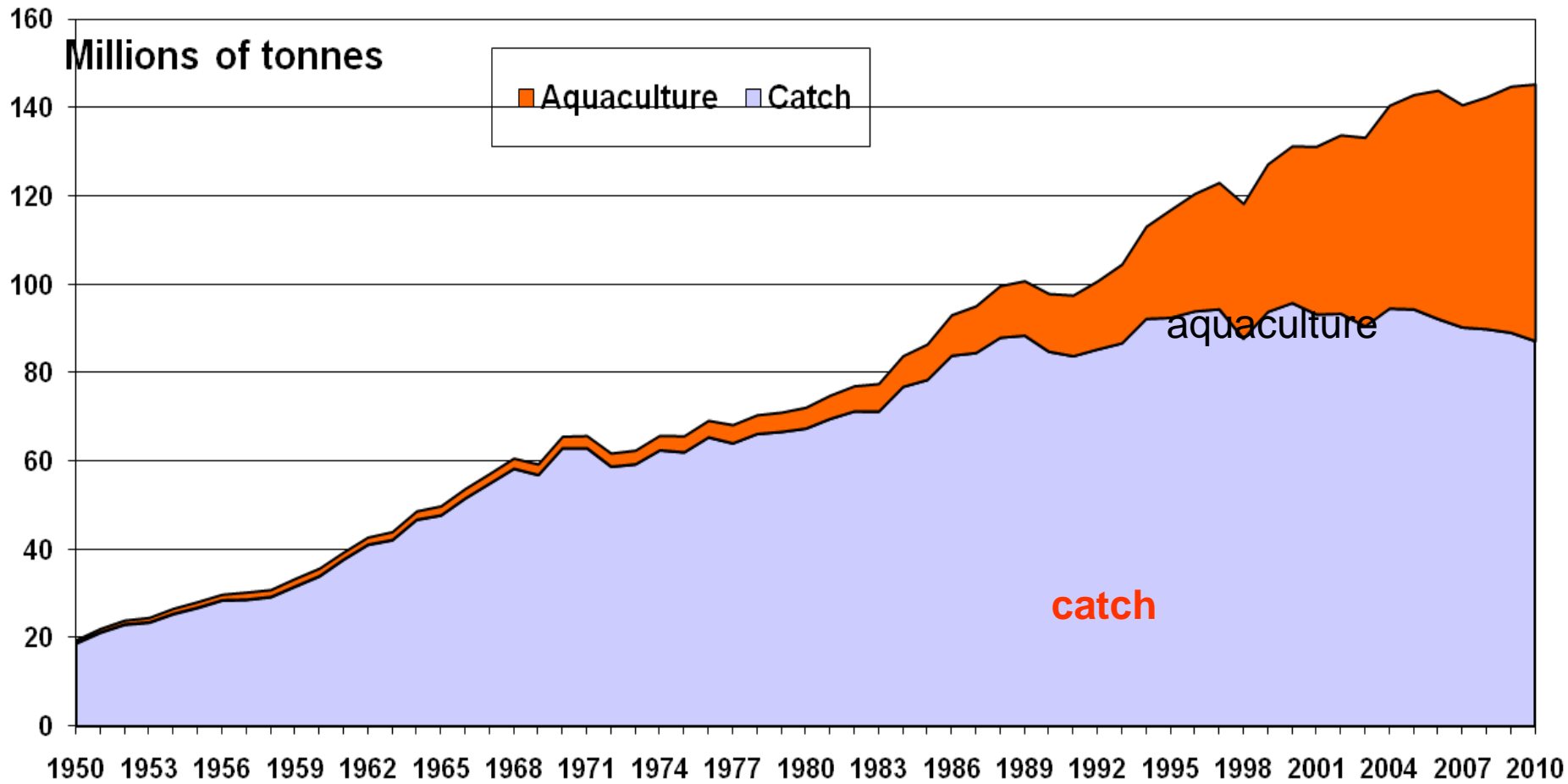


<http://www.fantasticfiction.co.uk/k/mark-kurlansky/cod.htm>

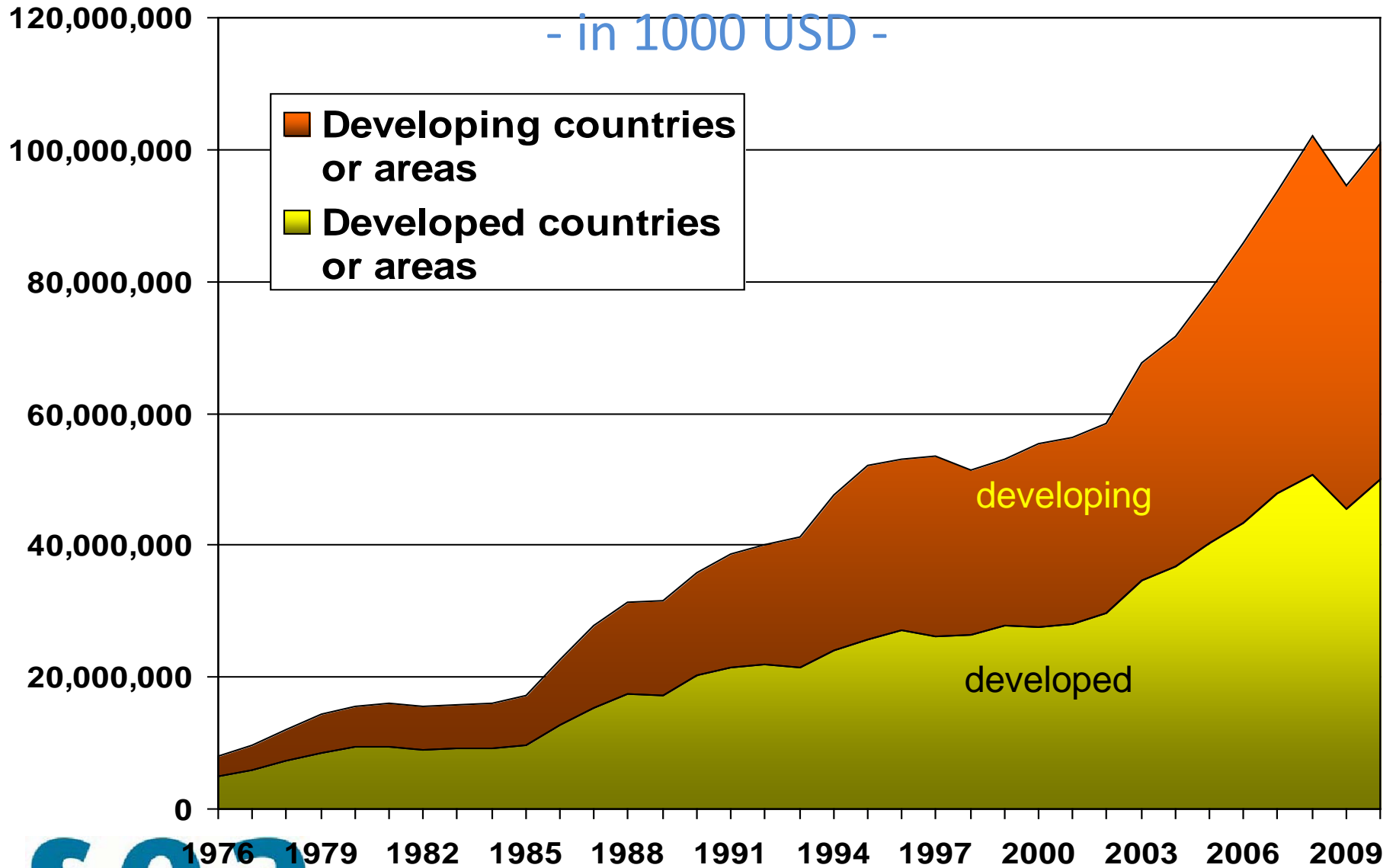


HISTORY

World Fish Production



World Fish Trade: Export Value



Fish market trends

- **Japan:** long-term decline
 - high consumption but falling: 65 kg/kaput
 - imports fell below 3 million tons in 2007
- **USA:** long-term growth, overtaking Japan as # 1 country
 - rising population and consumption /kaput 8 kg (w/yearly variation)
- **EU:** long-term growth: # 1 market
 - expanding population, stable consumption at 20 kg
 - rising imports: e.g. catfish from Viet Nam, mussels from Chile
 - rising import dependency
- **Emerging markets:** strong growth in domestic demand
Brazil, Mexico, India, China, Russia, Viet Nam etc

Professor Huxley, 1882

- I believe that the cod fishery, the herring fishery, the pilchard fishery, the mackerel fishery, and probably all the great sea fisheries, are inexhaustible; that is to say, that nothing we do seriously affects the number of the fish. And any attempt to regulate these fisheries seems consequently, from the nature of the case, to be useless.
- <http://aleph0.clarku.edu/huxley/SM5/fish.html>



Ass Professor Boris Worm, 2006

- Unless humans act now, seafood may disappear by 2048, concludes the lead author of a new study that paints a grim picture for ocean and human health.
- Biodiversity is a finite resource, and we are going to end up with nothing left ... if nothing changes.
- <http://news.nationalgeographic.com/news/2006/11/061102-seafood-threat.html>



Professor Ray Hilborn, 2009

- Our oceans are not a lost cause. The encouraging result is that exploitation rate is decreasing in half of the ten systems we examined in detail. This means that management in those areas is setting the stage for ecological and economic recovery. We have the ability to bring overfishing under control.
- http://www.eurekalert.org/pub_releases/2009-07/cpfs-nhf072409.php



Sustainability

UN Food & Agriculture (FAO) definition

- Started 1972 → 1982
- *Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*
- Characteristic of **resources that are managed** so that the natural capital stock is non-declining through time, while production opportunities are maintained for the future. **NOTE:** the FAO definition of sustainability focuses on fisheries management



United States National Marine Fisheries Service

definition of “sustainable fishing”

Fishing activities that do not cause or lead to undesirable changes in the biological and economic productivity, biological diversity, or ecosystem structure and functioning from one human generation to the next.



Sustainability

- **Triple Bottom Line**
- PLANET – Environmental
- PEOPLE – Social
- PROFIT – Economic

- GOVERNANCE
- CORPORATE SOCIAL RESPONSIBILITY



Unilever, 1996

- Viewed challenge to their supply chain. Took a lead in encouraging more sustainable fishing practices.
- Made a commitment to purchase all fish from sustainable sources by 2005.
- Set up the Marine Stewardship Council (MSC) with WWF.
- Since exited from MSC.



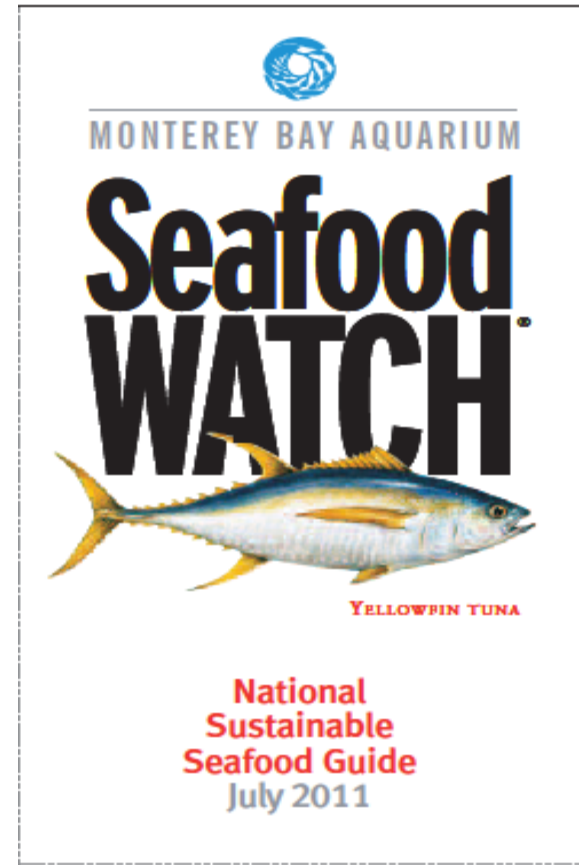
Retail purchase standards have been driven by buyers

- Widespread concern about sustainability not top of mind for consumers
- NGO's made strategic decision to target seafood buyers with sustainability education, demands
- Retailers fearful of negative campaigns; adopted corporate responsibility programs for seafood purchasing



NGO Bombardment

- Monterey Bay: 35 million guides distributed, only about 500,000 used
- Toxic warnings about mercury
- Concern about ocean pollution/overfishing
- Global Warming
- \$100m +

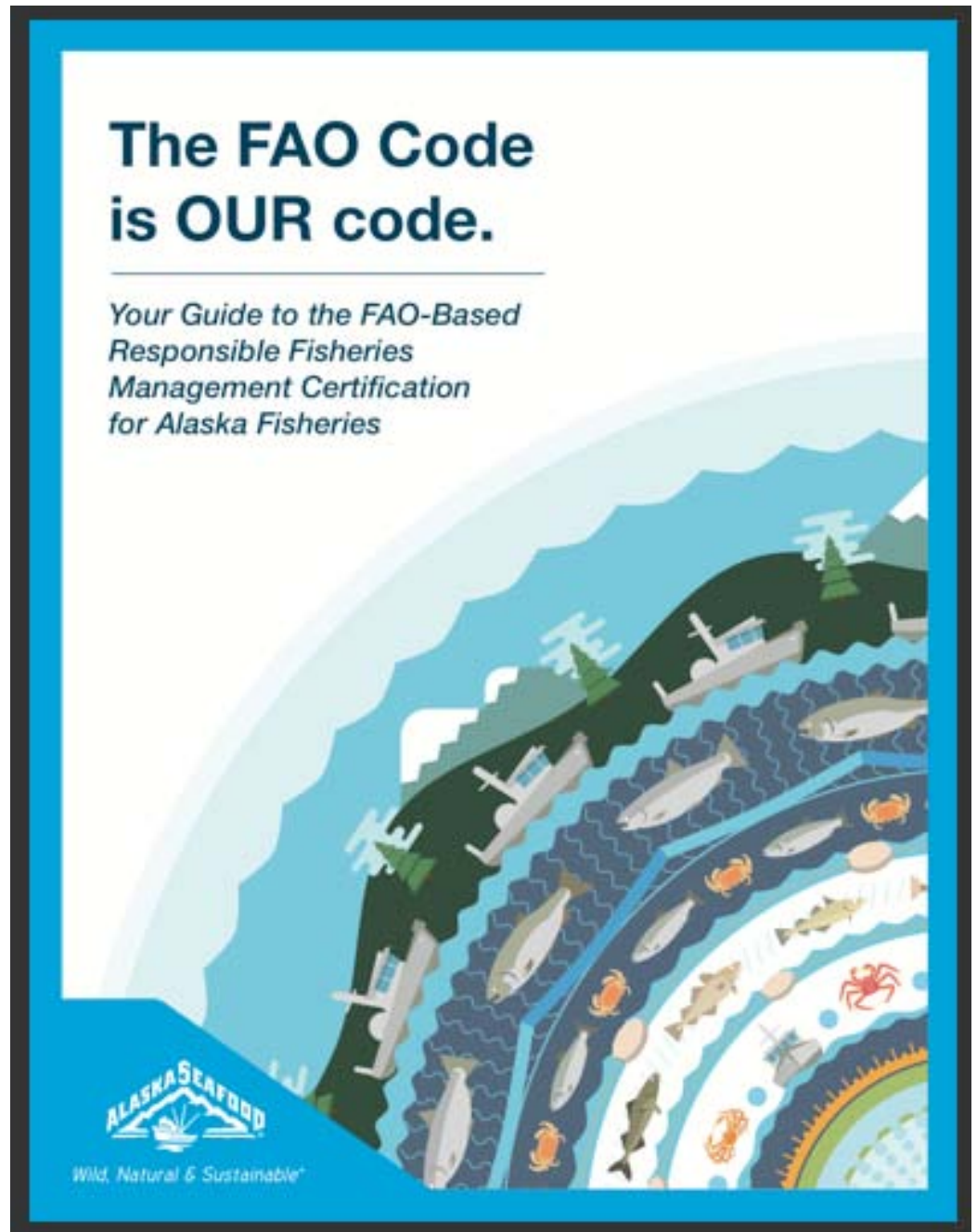


Wal-Mart's evolution

- **Aug 2006:** “we will require all fresh and frozen, farmed and wild seafood products sold at Walmart and Sam’s Club to become certified as sustainable by a third party using Marine Stewardship Council (MSC), Best Aquaculture Practices (BAP) or equivalent standards.”
- **Jan 2011:** “We now require one of the following:
MSC certification, BAP certification or equivalent standards.
A significant proportion of the world's fisheries/facilities do not currently meet internationally accepted standards of sustainability. For those operations, rather than simply discontinue sourcing, we would rather use our buying power to provide both an incentive and a path to achieve sustainability.”



Alaska's independent approach to certification



What is an Ecolabel?

A tag or label placed on a product that certifies that the product was produced in a sustainable, environmental manner



FAO Guidelines on Ecolabels

- Need to insure that these schemes are transparent, nondiscriminatory and science based.

- Guidelines contain :

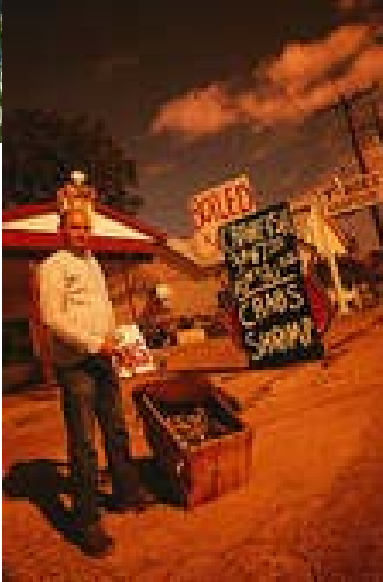
General principles and definitions

Minimum substantive requirement and criteria

Procedural and institutional aspect



Who do we trust?



GREENPEACE



sea



What direction should we take?

**Food Safety
or
Sustainability
???**



Wild v Aquaculture

- **Overfishing**
- **Ecosystems**
- **IUU**
- **Fishing techniques**
- **Discards/Bycatch**
- **Habitat damage**
- **Farming areas e.g. Mangroves**
- **Farming Practices**
- **Fish Feeds**
- **Water discharge/Waste disposal**
- **Disease**
- **Antibiotics**



So what can YOU do?



- **Energy Efficiency Plan**
- **Water management Plan**
- **Waste management Plan**
- **Ensure minimal impact practices**
- **Source from reputable suppliers who can identify where the product has been sourced**
- **Introduce seafood that might not normally be served - underutilized**

So what can YOU do?



- Look at wild and aquaculture as different options
- Get your staff excited by giving them information to 'sell' to the consumers
- Promote the Health Benefits of eating seafood
- Push Governments to take responsibility
- Promote duties/tariffs based on sustainability
- Understand what the Ecolabel offers and get the FACTS



What NOT to do

- Buy the same species all the time
- Waste seafood
- Buy more than you need
- Fail to have your own plans and abide by them
- Fail to train your staff on all these issues
- Fail to discuss options with your seafood suppliers
- Fail to promote seafood to your clients
- Promote one Ecolabel and act on **OPINIONS**



Information – North America

- <http://www.nmfs.noaa.gov/sfa/>
NOAA Office of Sustainable Fisheries
- <http://aquaculture.noaa.gov/pdf/fisheriesmagarticle.pdf>
Sustainable Open Ocean Aquaculture in the U.S.
- <http://www.nmfs.noaa.gov/fishwatch/>
Fish Watch – U.S Seafood Facts
- <http://www.alaskaseafood.org/sustainability/>
ASMI – Sustainable Fisheries
- <http://www.dfo-mpo.gc.ca/fm-gp/sustainable-durable/index-eng.htm>
Fisheries and Oceans Canada



Information from Australia

- EMS – www.seafood.net.au/ems
- Australian Fisheries Management Authority – www.afma.gov.au
- Dept of Environment and Heritage – www.deh.gov.au
- Dept Agriculture Fisheries and Forestry – www.daff.gov.au
- Australian Bureau of Agriculture and Resource Economics – www.abare.gov.au
- Seafood & Health (International) www.gillseafood.com



Seafood Industry - Great Story ..

- **World's largest traded food commodity**
- **World Record quantity/value 2010**
- **Essential ingredient for health and well being**
- **Seafood is the most environmentally sustainable protein food on the planet!**
- **The industry employs 45 million people +**
- **One of the very few 'wild' products put on our plate**
- **Opportunity abounds....**



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