

Ecolabels & the European market

Henk Brus

Managing Director

PACIFICAL c.v.

Who are the decision makers ?

- The Consumer - care for the environment ?
- The Retailer - corporate image ?
- What has influenced their decisions in regard to eco- labels ?

1990



1990

1990

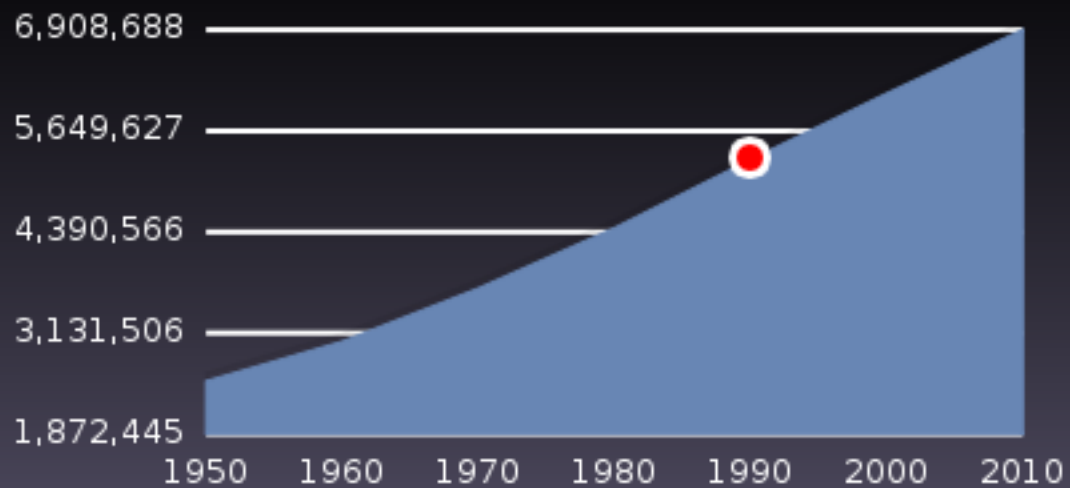


1990

1990

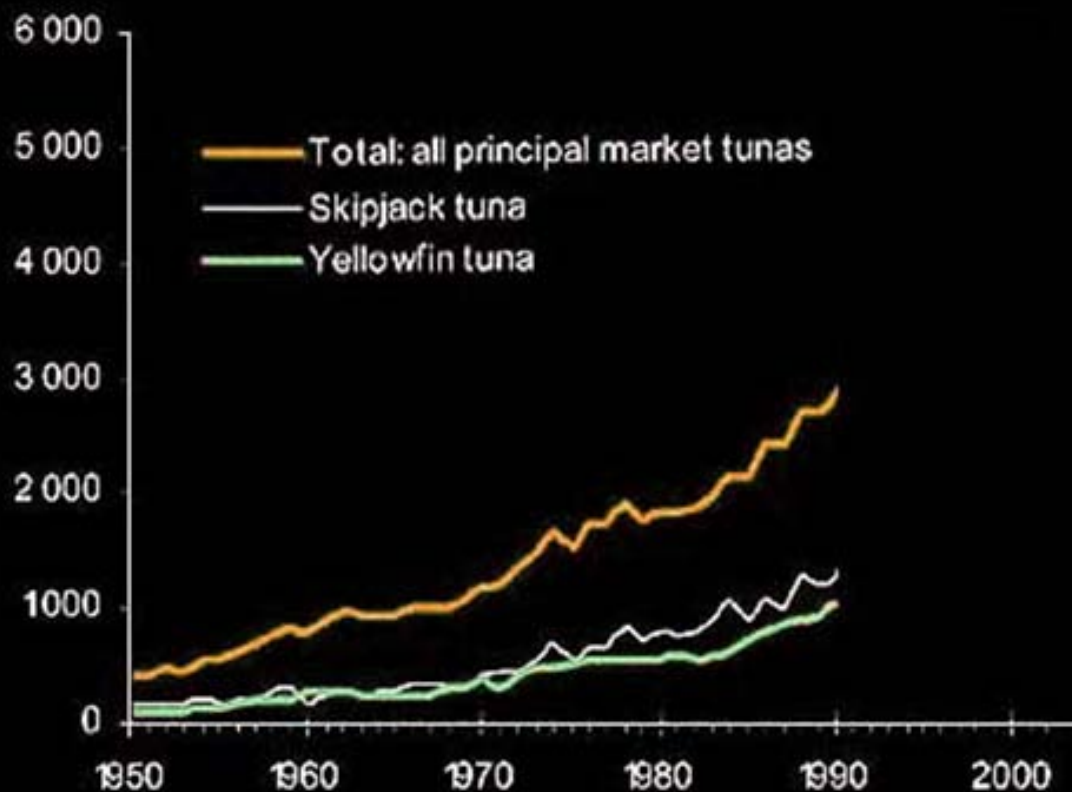
World Population

■ Humans (thousands)



1990

1990



1990

1990



1990

1990

53 785 dolphins killed in the EPO
in 11 000 sets on mature yellowfin tuna



1990



Captain declares his own catch as dolphin safe


1990

1993



Based on on-board observer reports


1993

1993



1993



PACIFICAL
SUSTAINABLE TUNA FROM THE PNA PEOPLE



1995



1997



1998



2002



2002

2003



Baby Bigeye


2003

2003




2003

2005



2005



2005



2006

70 million sharks killed annually



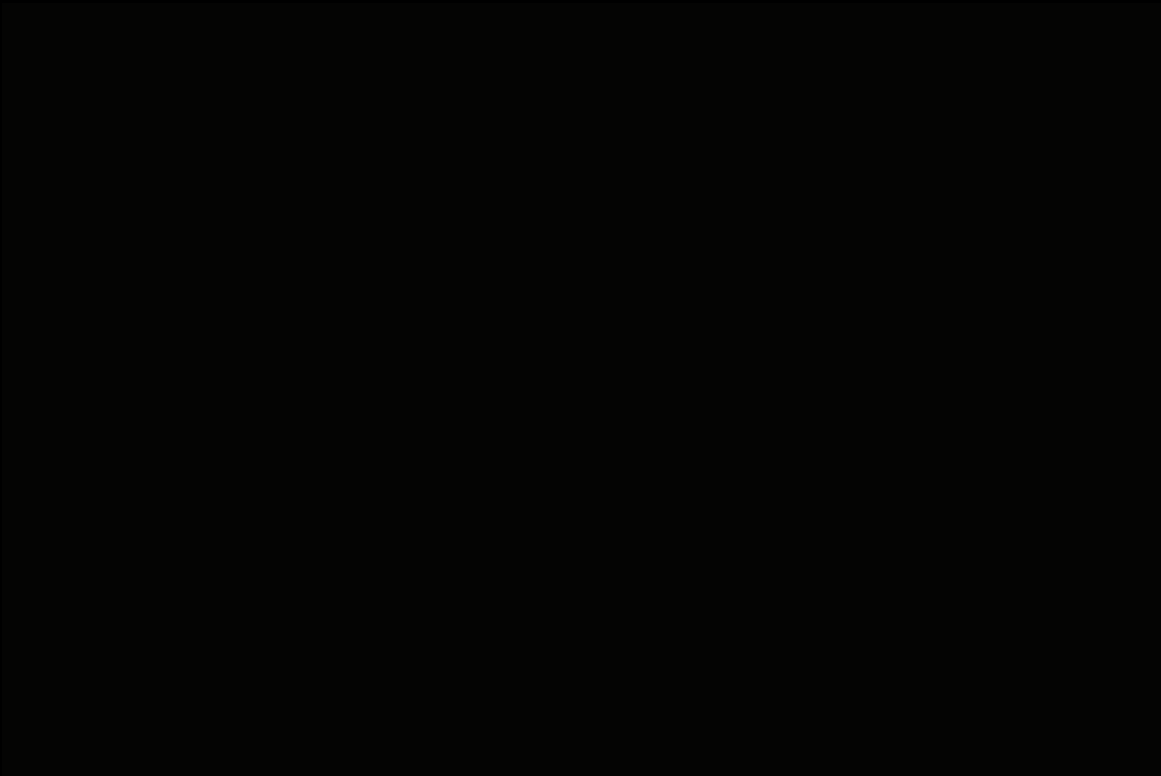
2007



2007



2009



2009



2009

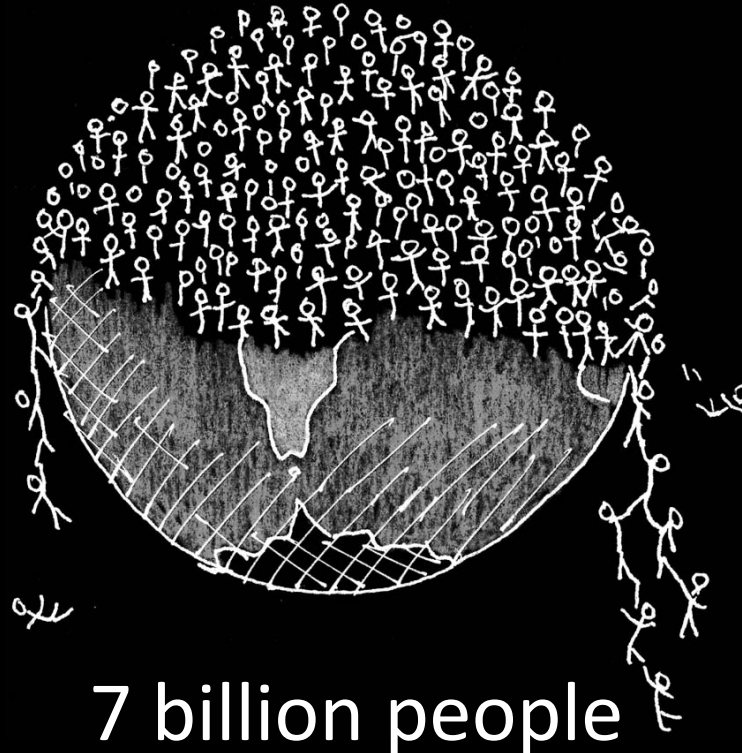


2010



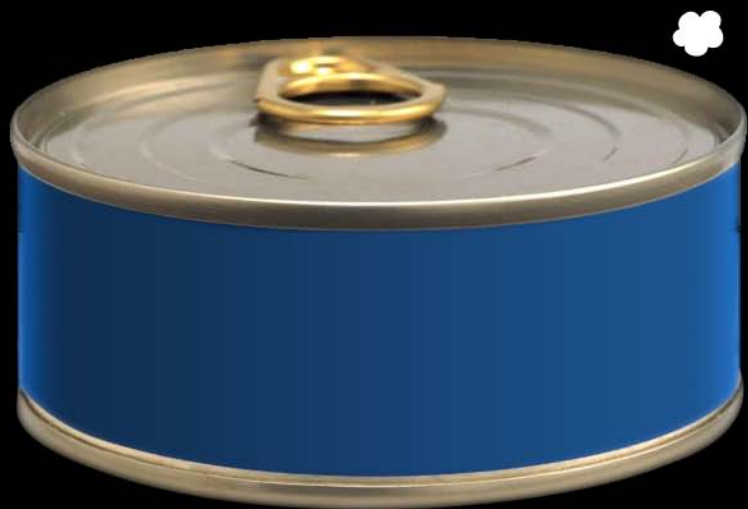
2012

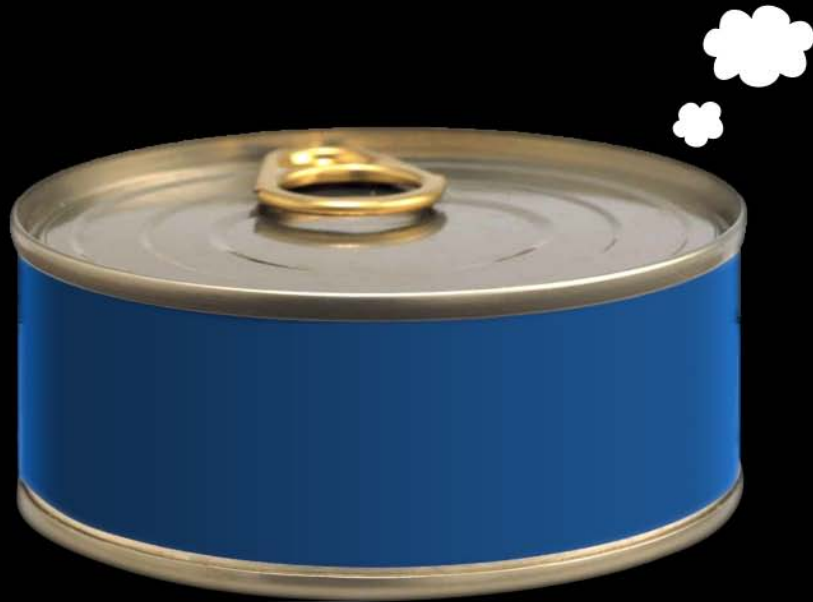
About 2 billion more
potential tuna consumers in 22 years

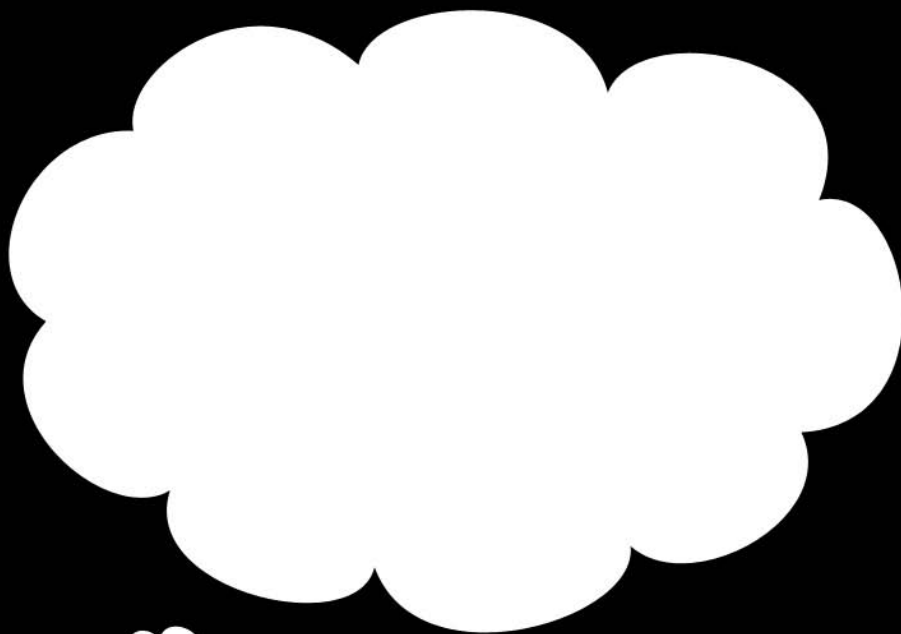


2012



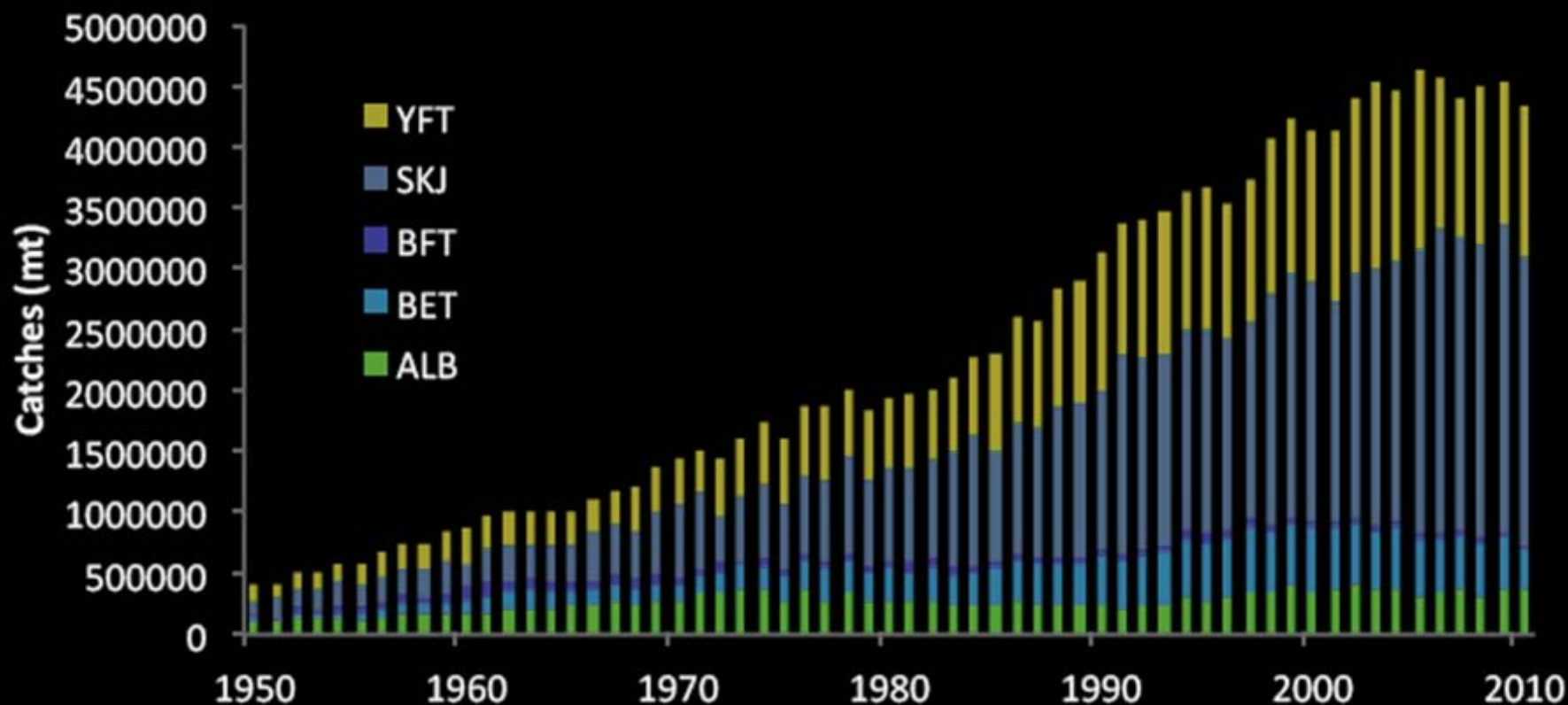








**whale sharks
FAD fishing
baby yellowfin + bigeye
shark finning
bluefin going extinct
IUU fishing
bigeye overfishing
driftnetting
dolphins**



2006 top year - now declining global tuna catch













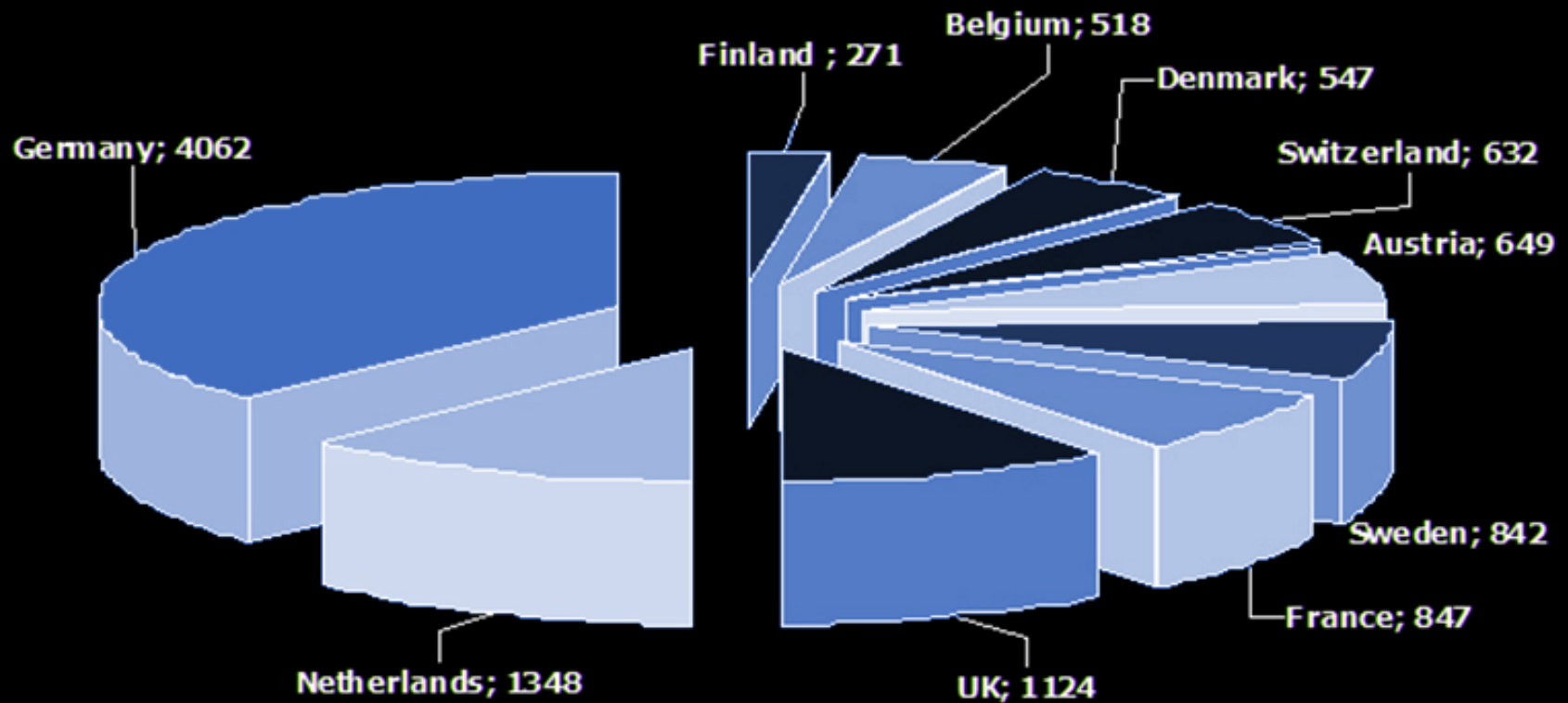


PNA free school skipjack

About 20% of the global skipjack supply

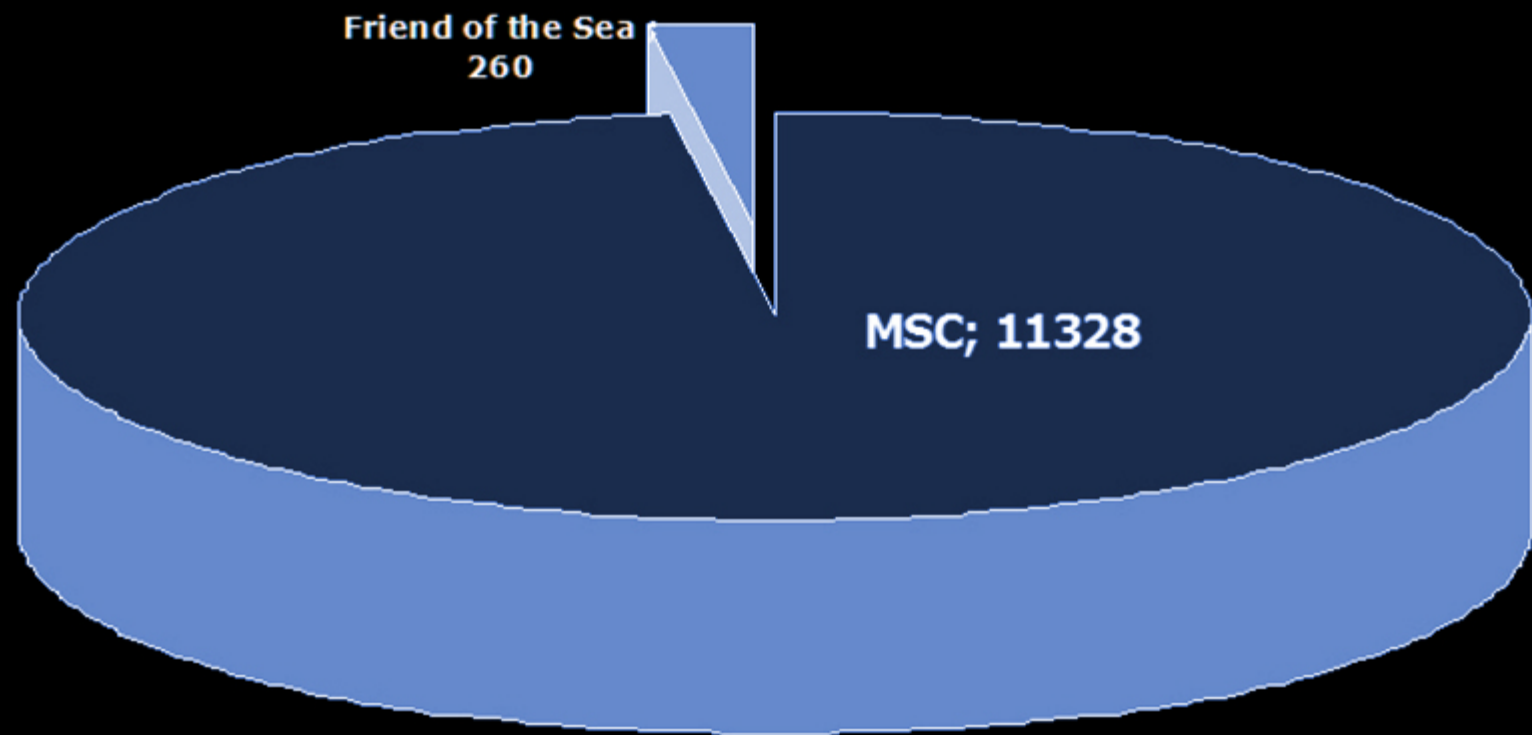


MSC Total Wild Seafood Products in Europe

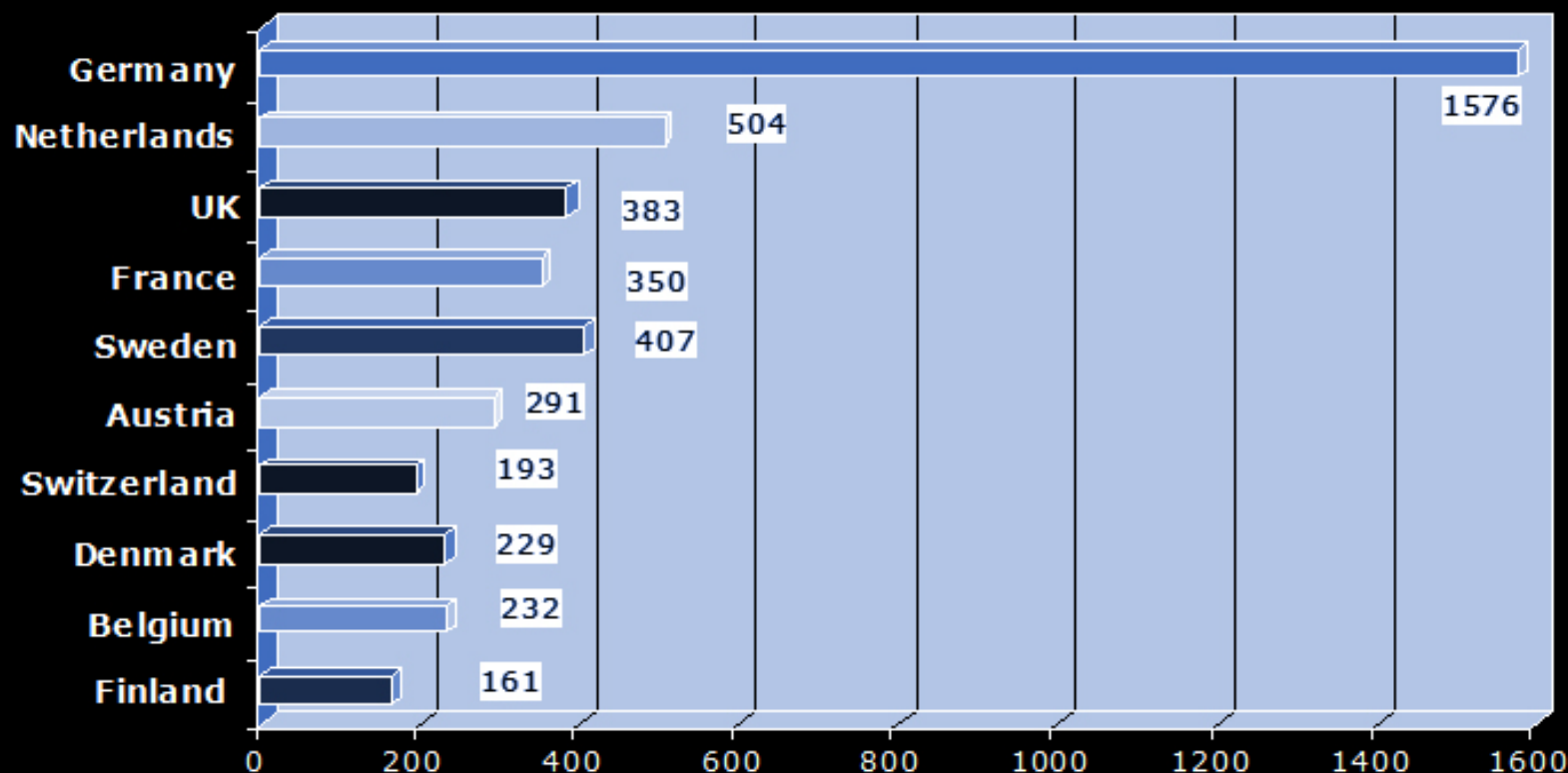


11,328 wild seafood products as per 31st March 2012

MSC Total Wild Seafood Products in Europe



New MSC Products Introduced in Europe 2012 (Top 12)

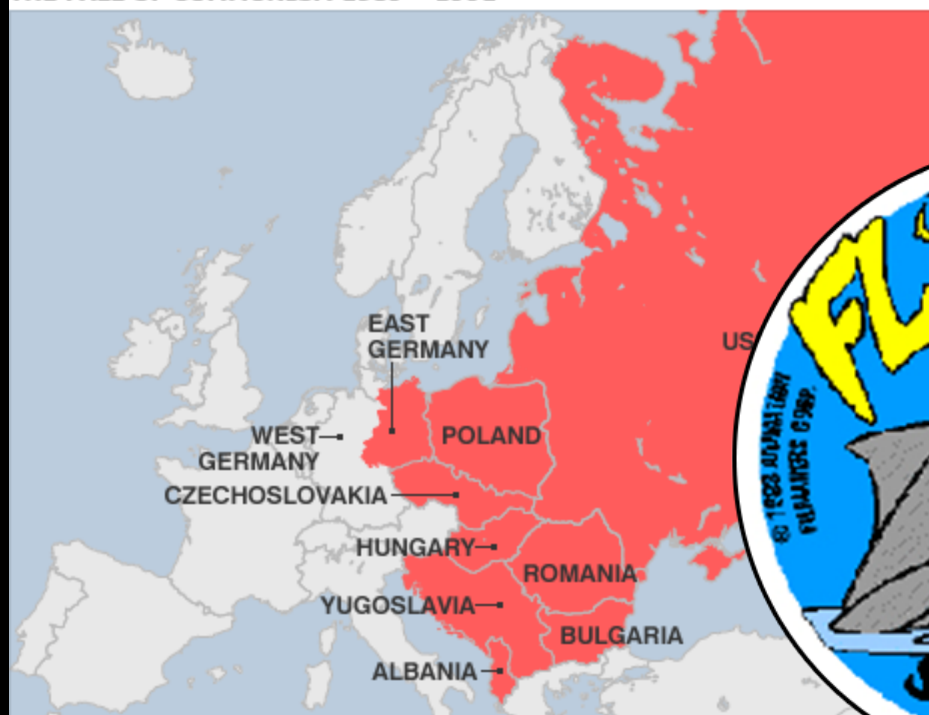


4326 new products introduced in Europe over last 1,5 year





THE FALL OF COMMUNISM 1989 – 1991



3.4 million M/T tuna catch
and 5.2 billion mouths to feed
only worried about dolphins
almost all tuna caught in schools – no FADs
Self certification well accepted



CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org



4.4 million M/T tuna catch

and 7.0 billion mouths to feed
most tuna caught on FAD's

worries over entire ocean eco-system – all species

Independent science + observer based certification required

- Can European consumers afford paying more for sustainable certified tuna products?
- How much more will they (retailers + consumers) have to pay in 2 -3 years if they do not award verifiable sustainable practices and continue to buy non-sustainable tuna products?

