



MSC Certification for the Global Tuna Industry

TUNA 2012

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Why was the MSC created?

- Concerns with trends in global fisheries
 - Declining catches
 - IUU fishing
 - Ecosystem Impacts
 - Inability of governments alone to solve problems
- Desire for market-based approaches and positive incentives



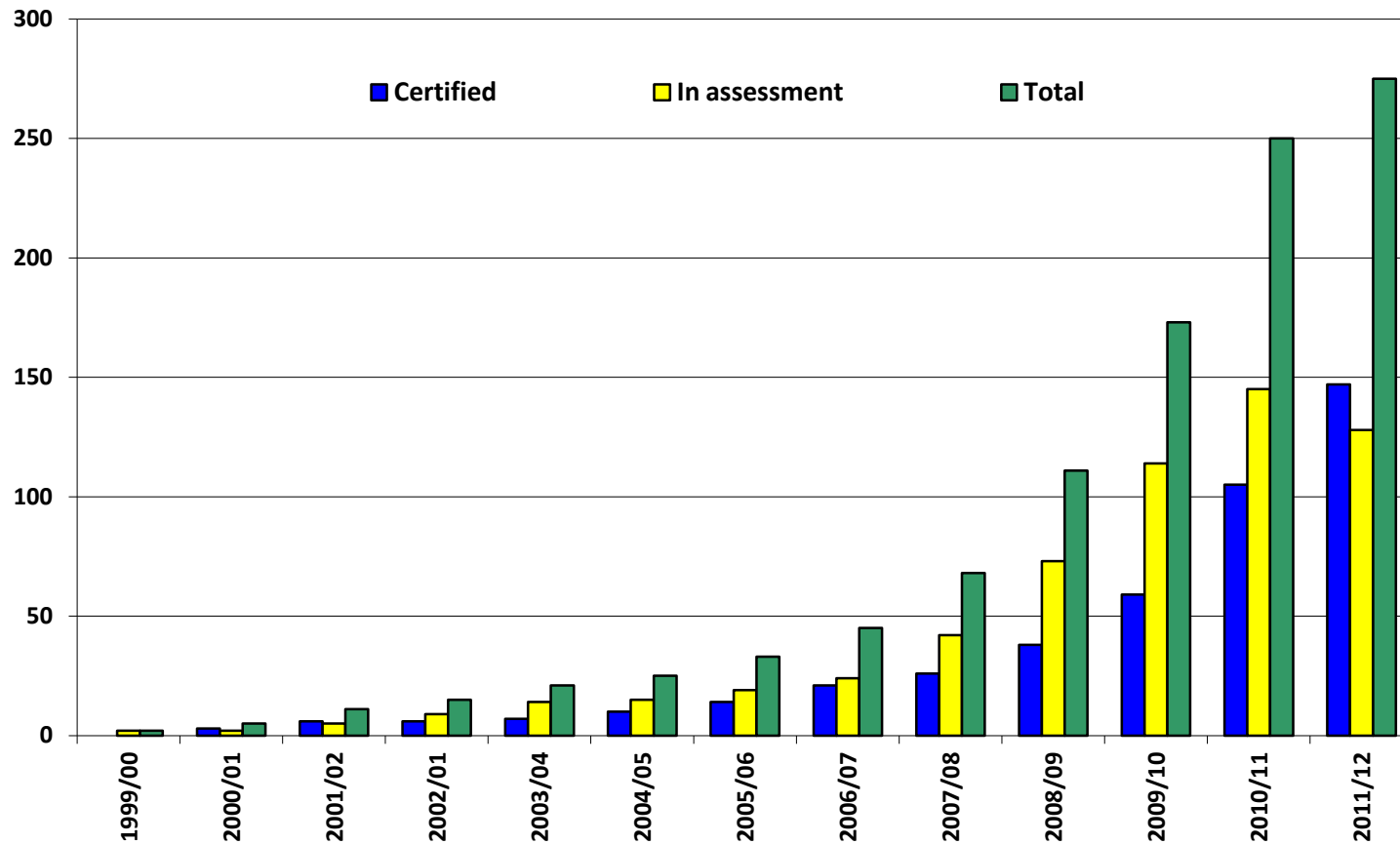
How the Programme Works

- Fisheries apply for certification on a voluntary basis
- Fisheries are assessed against the MSC Standard by 3rd party independent certifiers supported by experts
- Fish from successfully certified fisheries can be marketed with MSC logo in a certified supply chain “chain of custody”
- MSC and partners encourage seafood businesses to purchase MSC-certified fish
- This leads to commercial advantages for certified fishers.
- Thus creates incentives for other fishers to seek certification.

Growing Market for Certified Seafood



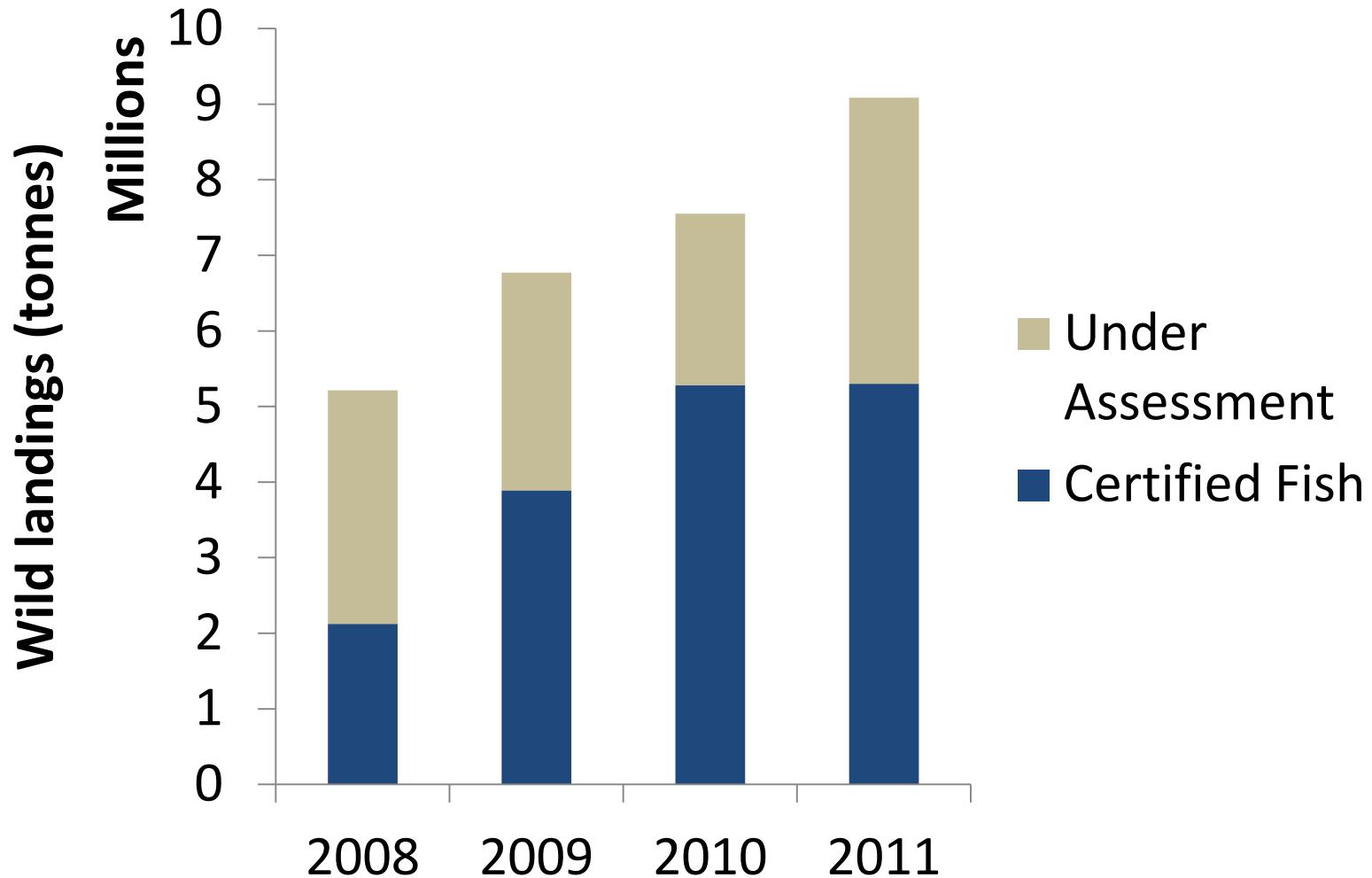
Fishery Participation Over Time



The best environmental choice in seafood

MSC fish ~ 10% world catch

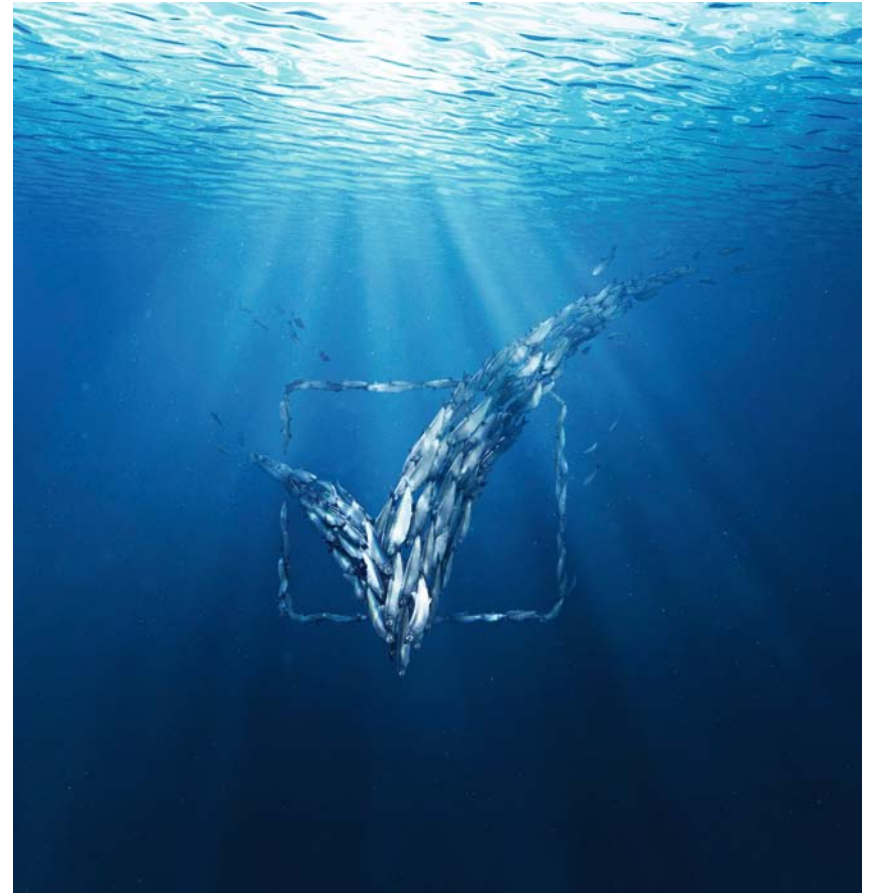
Expect 15% 2017



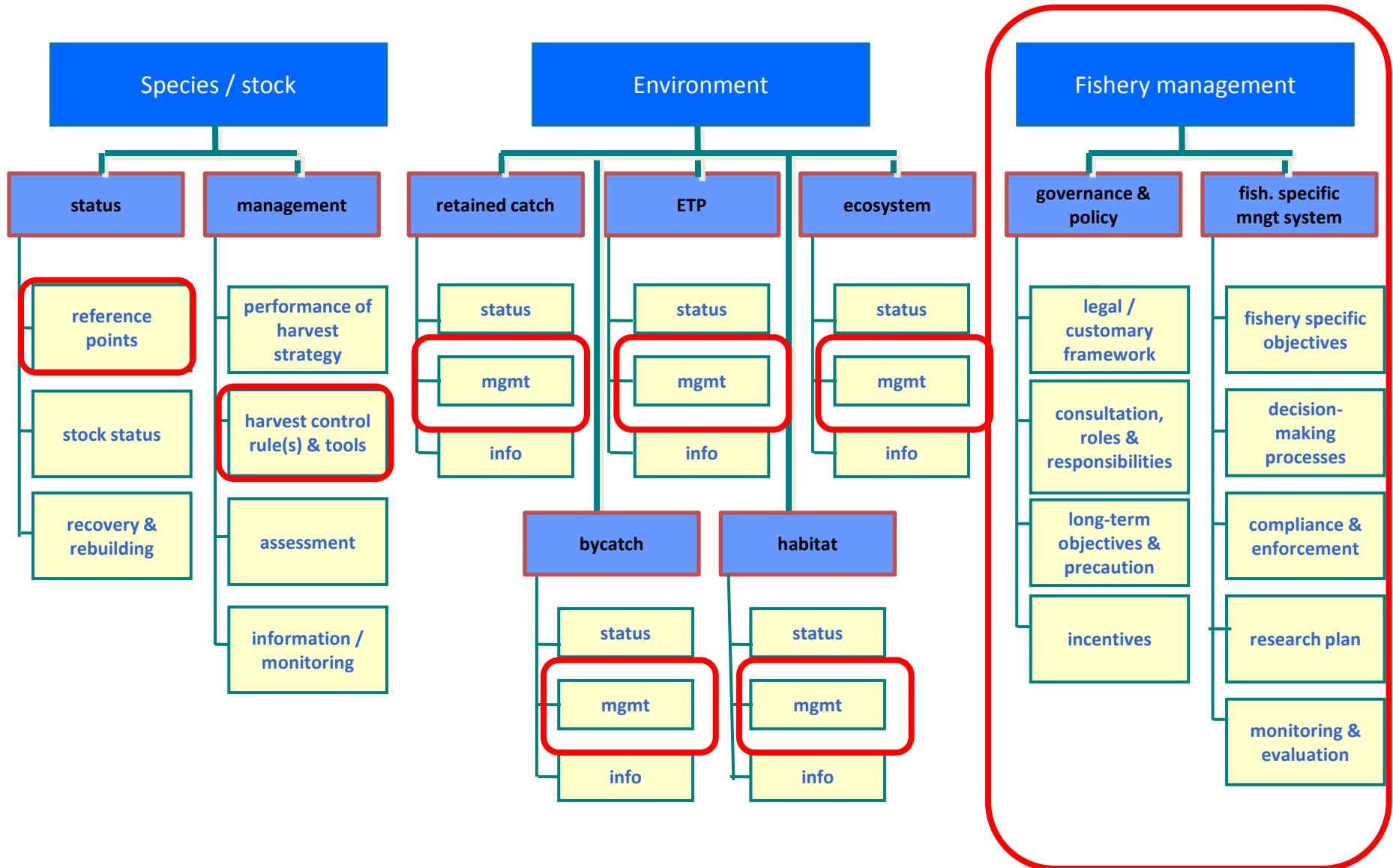
MSC's Standard

3 Core Principles

1. Target stock of fishery is being caught at sustainable levels
2. Fishing doesn't adversely affect supporting ecosystem
3. Management systems in place to ensure the long term future of all impacted resources



Standard Assessment Tree



MSC Scoring System

- Based on MSC Standard, 31 Performance Indicators (PIs) are measured to determine sustainability
- Each PI scored on 100-point scale with defined benchmarks at the 60, 80 and 100 levels
 - ***100 = state of the art***
 - ***80 = best practice***
 - ***60 = minimum acceptable level of sustainable practice***

Scoring PIs and Principles

- Each PI must score ≥ 60 (automatic fail if not)
- Any PI that scores >60 but <80 is given a condition

PIs



- Each MSC Principle must score ≥ 80 as the weighted average across all PIs

Principles



Improving the Performance of Fisheries



- Any PI scoring below 80 automatically attracts a “condition” – requiring action be taken to achieve the 80 level of performance, risk and certainty within the 5-year period of the certification.
- These improvements raise performance of the fishery and provide required level of assurance that the fishery will remain sustainable in future.
- Movement of fisheries management from 60 to 80 levels is a **positive outcome** for the world’s fisheries and directly in line with the MSC’s vision and mission.

Potential Issues under Principle 1 for Tuna Fisheries



- Lack of explicit Limit and Target Reference Points.
- A regional specific harvest strategy is not clearly defined
- There are no formal regional harvest control rules in place.

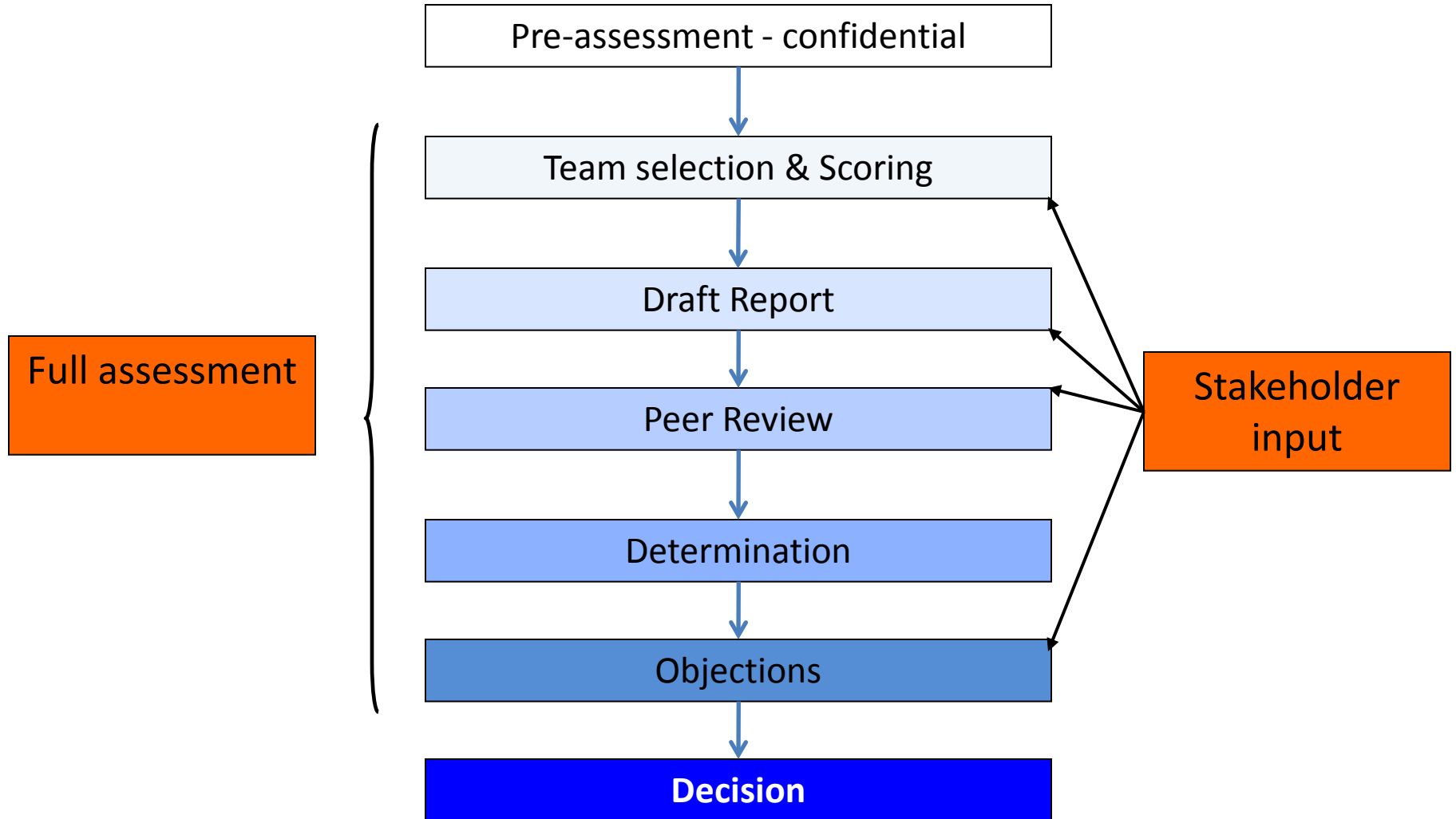
.... under Principle 2

- Will need to use Risk Based Framework scoring tools (more precautionary) for some retained species due to lack of data (opah, mahimahi, wahoo, escolar etc)
- Attention to shark management and national plans of action.

.... under Principle 3

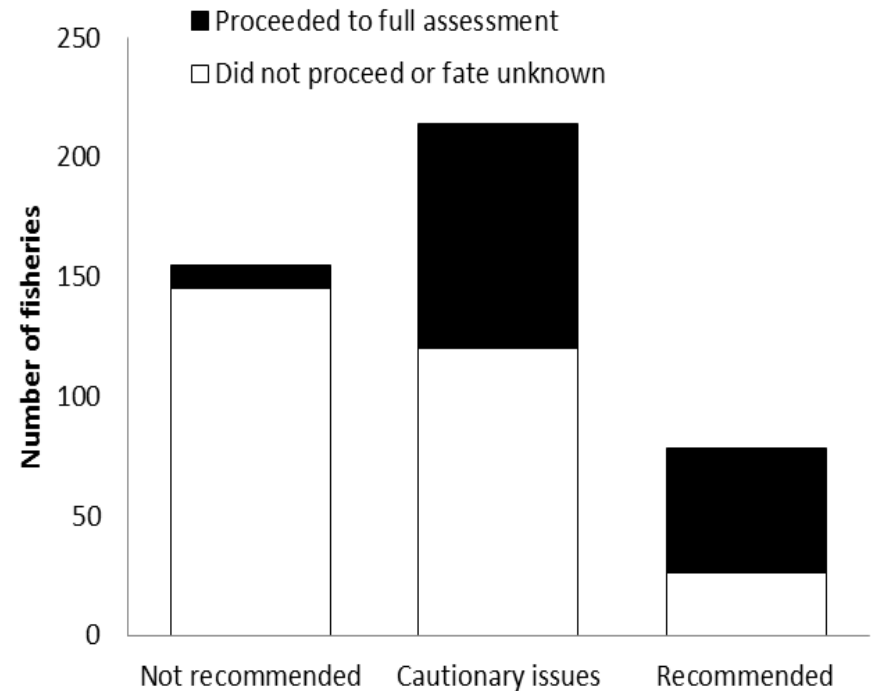
- Consistency of National Tuna Management Plans across all countries of tuna RFMOs.
- Tuna RFMO management vs national management
- Ability to influence management of target stock within tuna RFMO

Fisheries assessment process



Fisheries that enter pre-assessments

- 34% recommended not to proceed to full assessment
 - - almost all then didn't proceed.
- 50% have weaknesses to address before attempting full assessment
 - - just under half ultimately proceed.
- 16% are recommended to proceed to full assessment
 - - two thirds do proceed



Global Tuna Fisheries pre-assessments

- All regions for Purse Seine Fisheries for Skipjack & Yellowfin
- Pacific Island Tropical Longline Fisheries for Yellowfin
- Pacific Island Pole & Line Skipjack Fisheries
- SE Asia Handline Fisheries for Yellowfin
- Indian Ocean longline yellowfin



Tuna Fisheries in Transition

- Pre-assessments identify tuna fisheries requiring improvements to meet the MSC Standard for sustainability
- These fisheries are assisted with Fisheries Improvement Plans (FIPs)
- FIPs are developed with the client by consultants and other NGOs (WWF, SFP)
- FIPs provide a roadmap to MSC Certification within a defined timeframe



Tuna fisheries in the program



+24 Pre-assessments

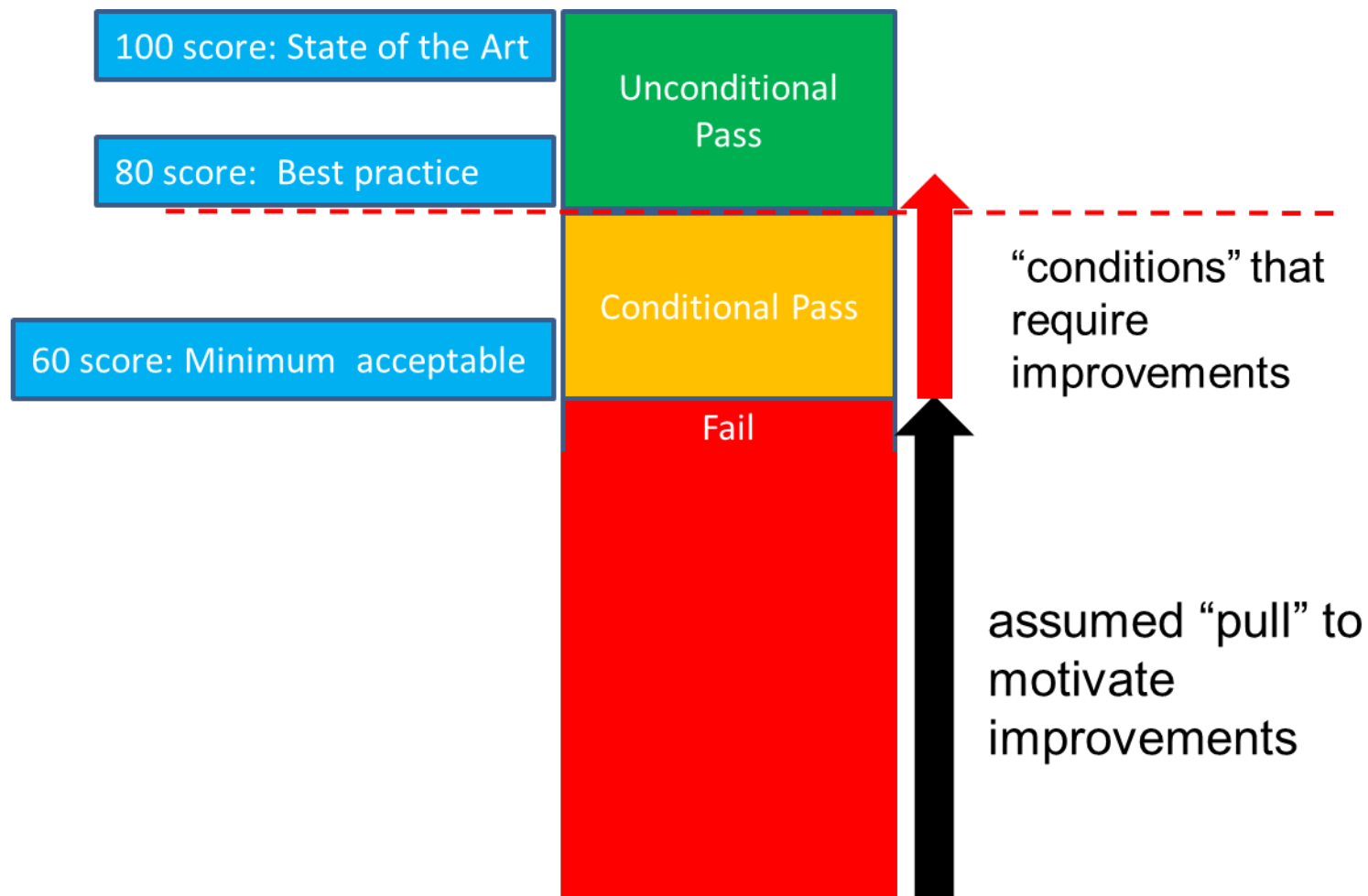
9 Fishery Improvement Programs (FIPs)



Sustainable
Fisheries
Partnership



Theory of change for tuna fisheries



A recent IOTC proposal passed last month in Freemantle



- Established the principles of implementation of the precautionary approach
- Formalizes the Management Strategy Evaluation process
- Encourages adoption of provisional reference points

PNA certification conditions

- Appropriate explicit target and limit reference points for skipjack are established adopted;
- Defined harvest control rules for the exploitation of skipjack tuna.
- Increased transparency of the decision making processes in management, to ensure that the harvest strategy is based on the best available scientific data.
- Other conditions include management strategies for bycatch and ETP species.

MSC Certified Tuna Fisheries

- American Albacore Fishing Association North & South Pacific albacore tuna – August 2007
- Tosakatsuo Suisan pole and line skipjack tuna – November 2009
- American Western Fish Boats Owners Association (WFOA) North Pacific albacore tuna – March 2010
- Canada Highly Migratory Species Foundation (CHMSF) British Columbia North Pacific albacore tuna – March 2010
- New Zealand albacore tuna troll – May 2011
- PNA Western and Central Pacific skipjack tuna – December 2011
- Mexico Baja California Pole & Line yellowfin & skipjack tuna – May 2012



Tuna Fisheries Engaged in the MSC Certification Program

Under Full Assessment

- Fiji albacore tuna longline
- Maldives skipjack pole & line
- Southeast US North Atlantic bigeye & yellowfin tuna

Pre -assessments Completed

- 24+

Fishery Improvement Plans

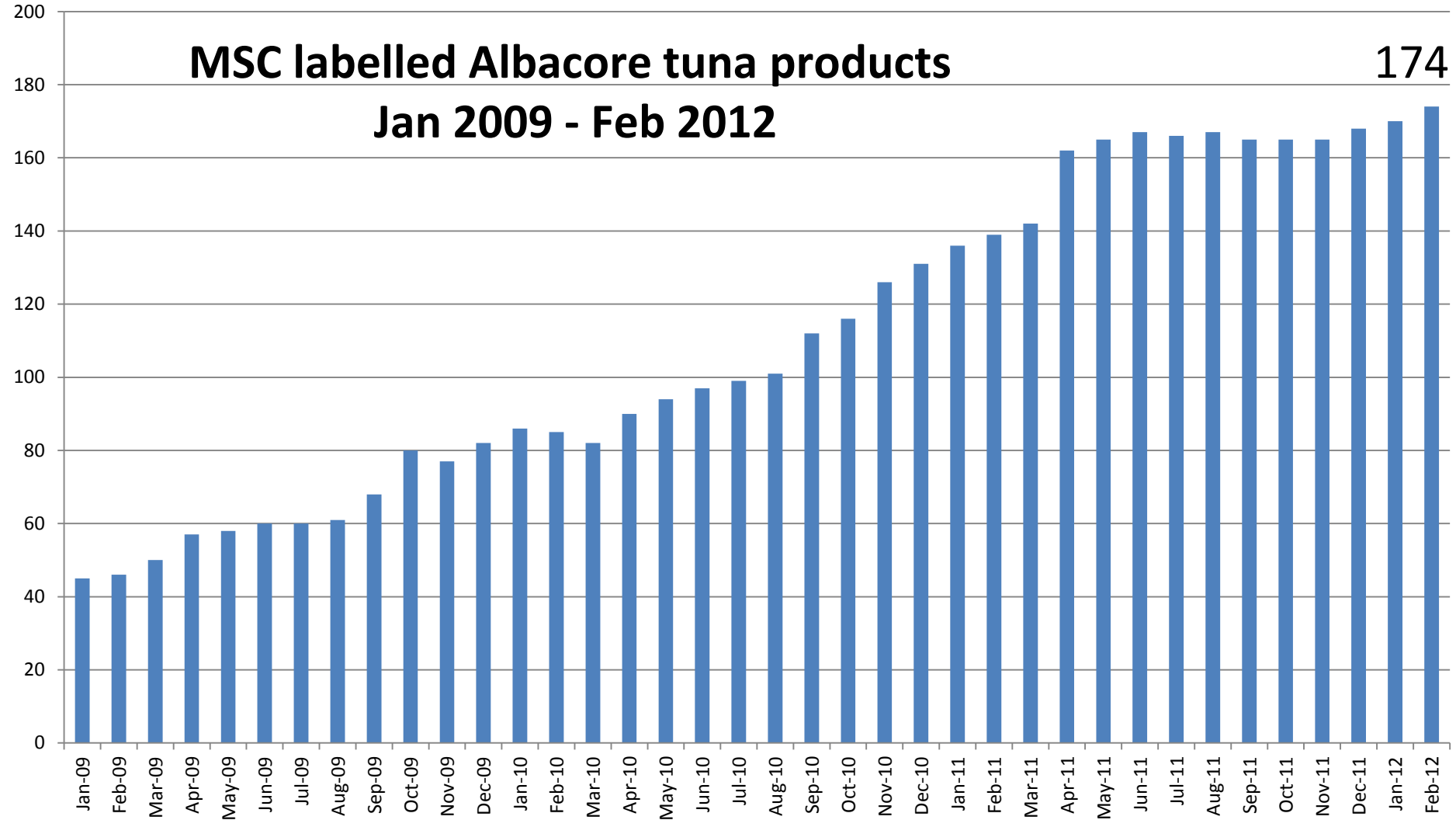
- 9+



Growing Market for Certified Tuna

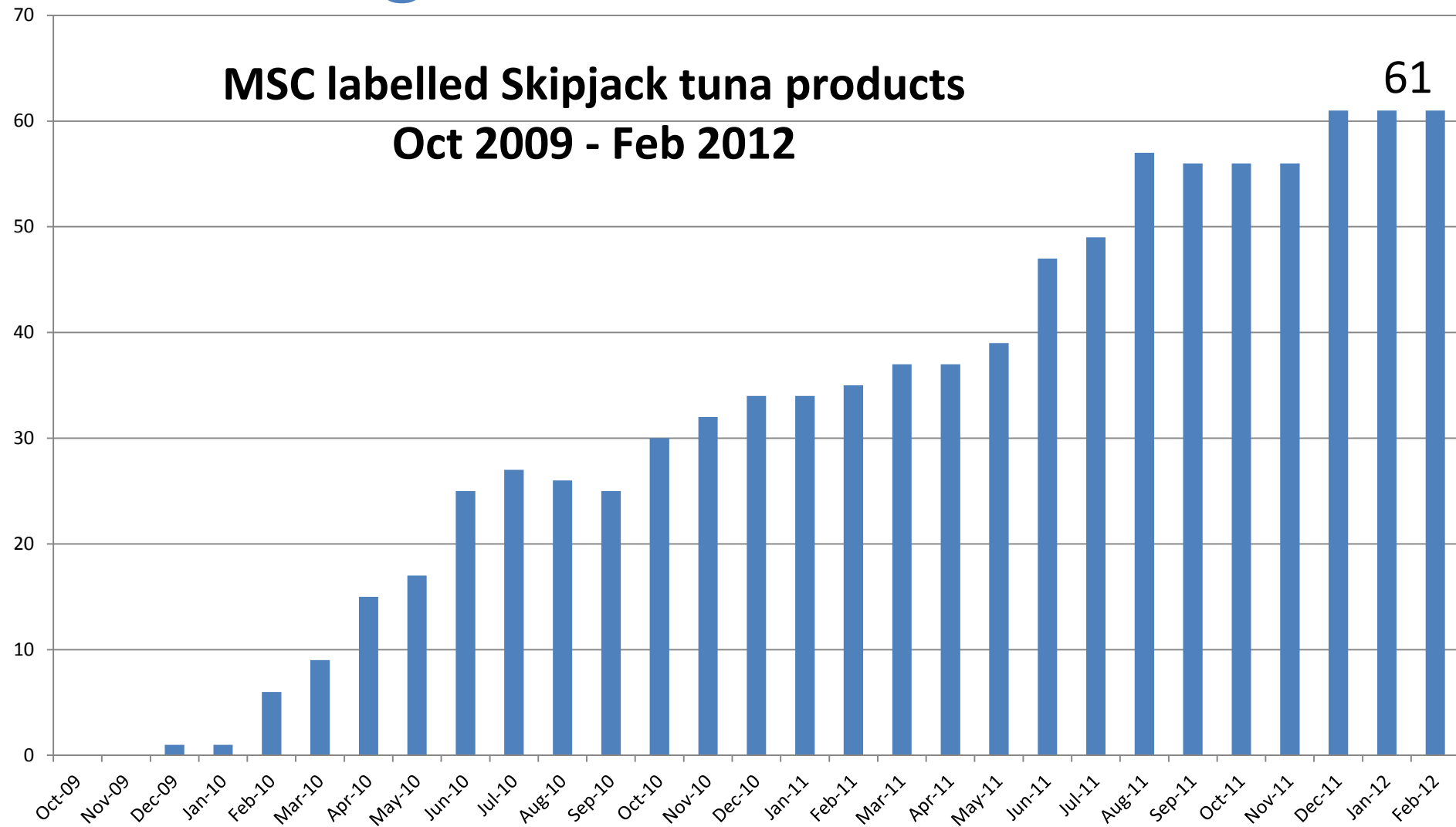
MSC labelled Albacore tuna products
Jan 2009 - Feb 2012

174



Growing Market for Certified Tuna

**MSC labelled Skipjack tuna products
Oct 2009 - Feb 2012**





Future Growth for the Tuna Industry with MSC

- Skipjack fisheries in all oceans
- Albacore fisheries— most stocks
- Pole and line, troll & handline fisheries
- Unassociated purse seine sets
- Temperate water longline fisheries
- Fisheries Improvement Plans

Fisheries Engagement

- Conducting workshops, attending seminars, meeting with fishers etc
- Guiding fisheries through pre-assessment and into the full assessment process.
- Advise fisheries looking to adopt Improvement programs.



Commercial Engagement

- Engage retailers, food service operators and those within supply chain on the benefits of program.
- Facilitate adoption of COC and the use of the ecolabel
- Work with commercial partners on consumer outreach activities, and joint marketing campaigns
- Attending trade events, such as retail and seafood shows and exhibitions
- Linking buyers and suppliers



Supporting partners

Generic Marketing Materials - a suite of materials available for partners to download and use

Joint Marketing Opportunity
Tailored marketing campaigns created by Saatchi & Saatchi



**CATCH THE BIGGEST
RANGE OF OWN LABEL
MSC SUSTAINABLY SOURCED
SEAFOOD HERE**

LOOK FOR
THE MARK OF

**OUR VALUES
MAKE US
DIFFERENT**

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org



Importance of Product Traceability

Chain of Custody

- MSC logo/claim requires proven “chain of custody” – independent verification and assurance of traceability for certified products from the fishery through the seafood supply chain





Four Principles of Chain of Custody

1. The organisation shall have a management system
2. The organisation shall operate a traceability system
3. There shall be no substitution of certified products with non-certified products
4. There shall be a system to ensure all certified products are identified

Growing global commitments



Committed to sourcing 100% MSC certified seafood in all departments by 2013.



North America's #2 retailer will source 100% of top 20 wild-caught species from fisheries that are MSC certified, in MSC full assessment, or engaged in a Fishery Improvement Project by 2015



World's largest organic food retailer, committed to sourcing and promoting MSC certified seafood in all stores



Group certification for all UK restaurants and cafes (873 sites) –a world first! Global commitment to promote MSC in 80 countries



will stop selling wild-caught species universally identified as at great risk unless sources are certified as sustainable by the MSC



100% MSC certified by 2013

Key market developments across the globe

- **Established Markets**

- Germany
- UK
- USA
- The Netherlands
- Switzerland
- Northern Europe

- **Fast Growth**

- France
- Japan
- Canada
- Australia

- **Next**

- Spain
- Portugal
- Italy





Maintaining healthy tuna stocks to enable future fishing is the ultimate reward

- Management improvement – both overall and fishery specific is a long term investment
- Fish from a well managed fishery should have healthier stocks, so operating costs will be lower thus increasing profits for the industry
- MSC Certification assures consumers that the fish is from a well managed fishery



**The MSC has a stand in the exhibition
Call or text me on +61 415 964 236
to set up a meeting or visit the stand**

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SUSTAINABLE
SEAFOOD
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The best environmental choice in seafood