



20 YEARS
OF THE
MSC

MSC Fisheries Standard

**MSC Fisheries Standards and MSC Chain of Custody
(CoC)/Traceability in Fiji's Longline Tuna Industry – May 2019**

Bill Holden – Senior Fisheries Manager Oceania & SE Asia

Introduction



The Marine Stewardship Council

An international non-profit organization established to address the problem of unsustainable fishing and safeguard seafood supplies for the future

Our vision is for the world's oceans teeming with life – today, tomorrow and for generations to come

Certification and ecolabeling:

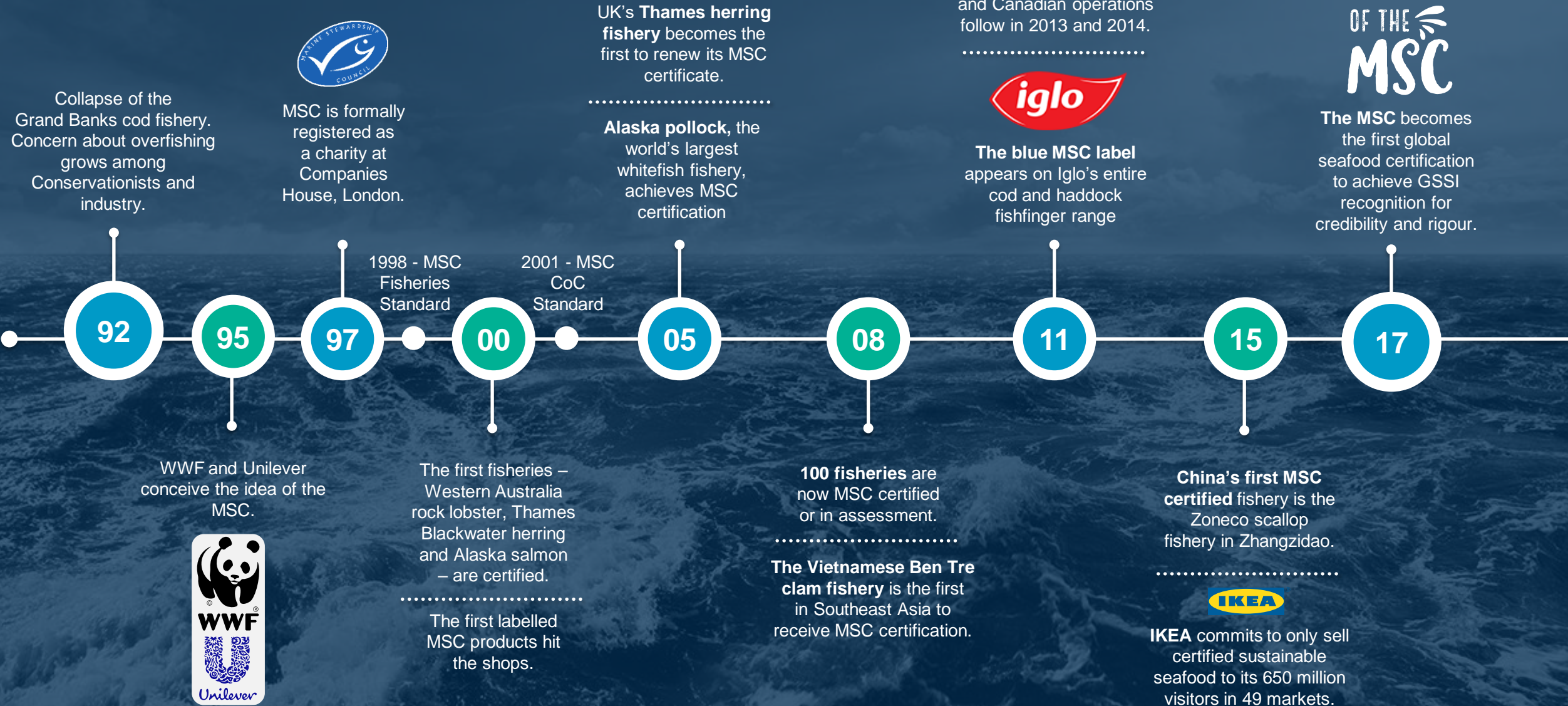
A mechanism for
recognizing and rewarding
sustainable fishing while
incentivizing improvements
where needed



MSC Theory of Change



20 years of the MSC



MSC in 2019

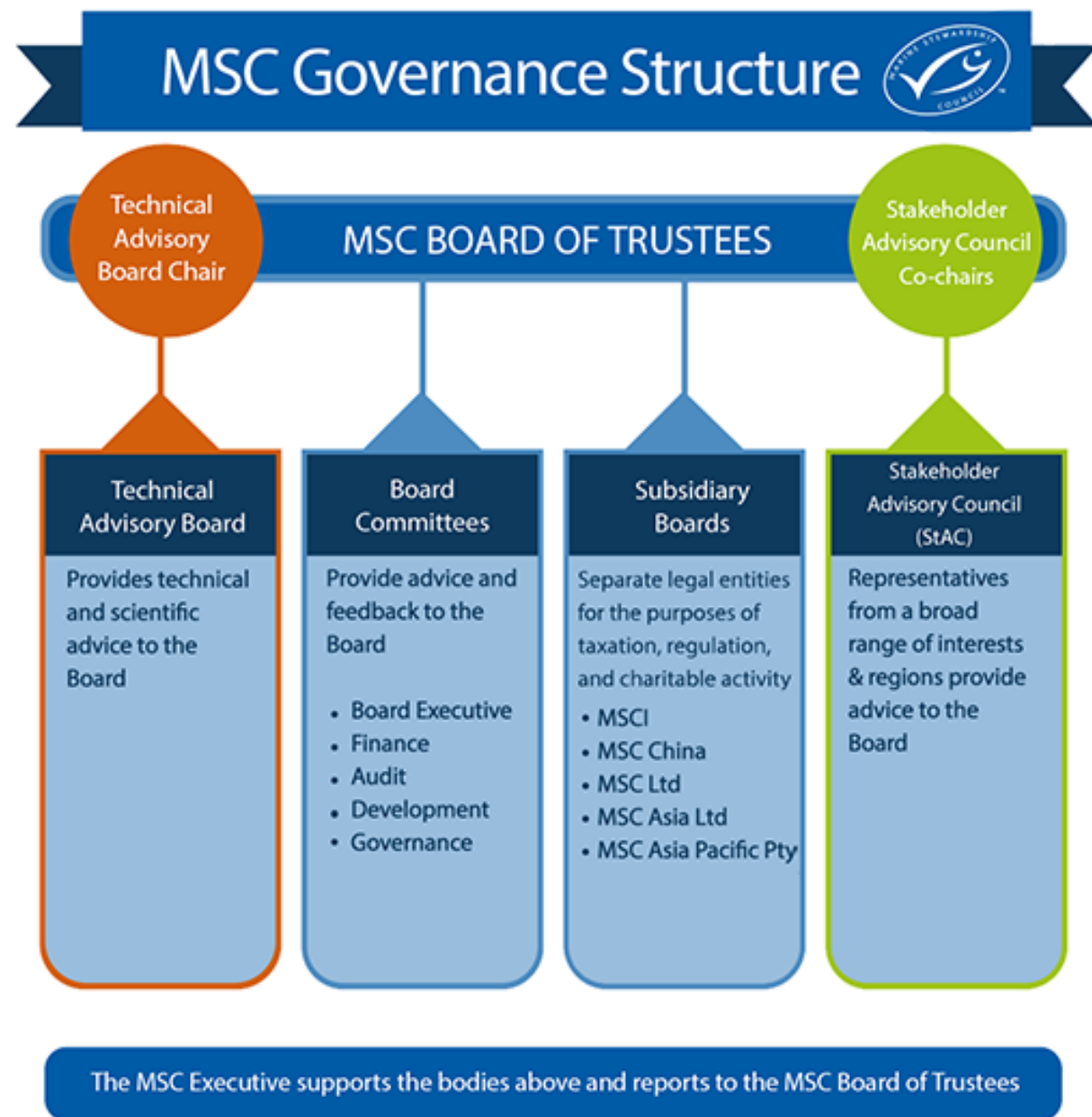
200 staff

15 offices covering 30 countries

Independent & multi stakeholder led

3rd party certification system

Global leading ecolabel for wild fish



MSC certified fisheries



370

MSC
certified
fisheries in
36
countries

~16%

of the global
wild-caught
seafood
supply
is engaged

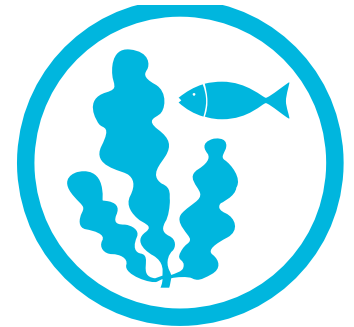
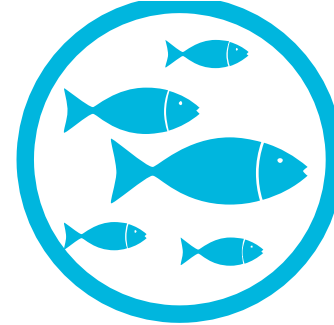


Environmental benefits



Over 800 improvements...

- Improved sustainability of fish stocks
- Reduction of bycatch
- Habitat and ecosystem improvements including gear modifications and introduction of conservation measures
- Fishery management improvements including increased compliance with regulations
- Increased research into fisheries impacts
- Ecosystem based management



Socio-economic

- Access to new markets
- Protect existing markets
- Product differentiation
- Improved traceability/marginalise IUU
- Potential for price premium
- Improved reputation
- Long-term availability of seafood
- Longer lasting contracts



The MSC in Oceania - TUNA! TUNA! TUNA!



14 Certified Fisheries

- Albacore, bigeye, skipjack & yellowfin
- Troll, pole & line, longline & purse seine fisheries

6 Full assessments

- Albacore, bigeye, skipjack & yellowfin
- Longline and purse seine fisheries

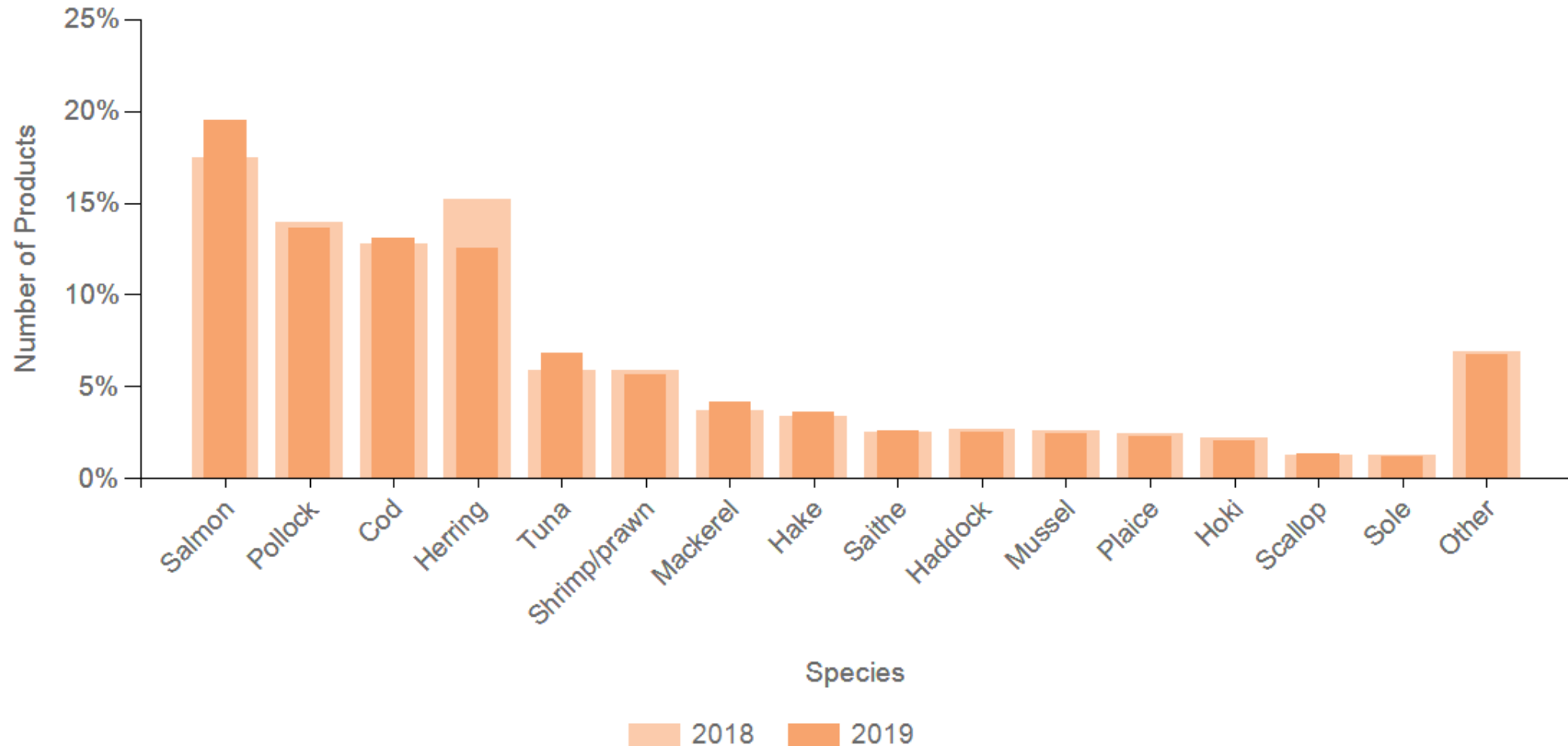
MSC Certified Tuna Fisheries



Ocean Area	Number of fisheries		Volume and share of certified fisheries production			Volume and share of fisheries in assessment	
	MSC certified [30.04.19]	In full assessment [30.04.19]	Total volume of wild tuna caught FAO 2017	Volume of MSC certified wild tuna caught [30.04.19]	% of wild capture capture MSC certified [30.04.19]	Volume of MSC "in assessment" wild tuna caught [30.04.19]	% of wild capture landings MSC in assessment
ALBACORE							
Atlantic Ocean	2		45,361	9,196	20.27%		0.00%
Indian Ocean			38,841		0.00%		0.00%
North Pacific (Northeast, Northwest)	4		49,096	13,501	27.50%		0.00%
South Pacific (Southeast, Southwest, Eastern Central & Western Central)	7	3	99,092	15,329	15.47%	1,677	1.69%
ALBACORE Global Total	13	3	232,390	38,026	16.36%	1,677	0.72%
BIGEYE							
Atlantic Ocean			70,501				0.00%
Indian Ocean			91,078				0.00%
Eastern Pacific			137,712		0.00%		0.00%
Western Central Pacific	1	3	173,643	862	0.50%	4,110	2.37%
BIGEYE Global Total	1	3	472,934	862	0.18%	4,110	0.87%
SKIPJACK							
Atlantic Ocean		1	266,216		0.00%	5,352	2.01%
Indian Ocean	2		496,600	108,418	21.83%		0.00%
Eastern Pacific	1		410,638	14,496	3.53%		0.00%
Western Central Pacific	9	2	1,654,308	628,331	37.98%	242,798	14.68%
SKIPJACK Global Total	12	3	2,827,762	751,245	26.57%	248,150	8.78%
YELLOWFIN							
Atlantic Ocean	2		129,967	2,420	1.86%		0.00%
Indian Ocean		0	416,974		0.00%	-	0.00%
Eastern Pacific	1		297,317	78,158	26.29%	0	0.00%
Western Central Pacific	12	7	635,483	250,153	39.36%	134,536	21.17%
YELLOWFIN Global Total	15	7	1,479,741	330,731	22.35%	134,536	9.09%
BLUE FIN							
Atlantic Ocean		2	27,475			295	
Indian Ocean			13,226				
Eastern Pacific			3,908				
Western Central Pacific			14,293				
BLUE FIN Global Total	-	2	58,902	-	0.00%	295	0.50%
Grand Total	41	18	5,012,827	1,120,864	22.36%	388,768	7.76%



Importance of tuna in the MSC program



Standard setting best practice



ISEAL

Compliant and independently verified against all three ISEAL Codes



FAO

Compliant with FAO Guidelines for ecolabeling of fish and fishery products from wild capture fisheries



GSSI

Recognised by GSSI as being aligned with all essential criteria in all three sections



ISO

ISO 59 Code of good practice for standardisation
ISO 19011 (Guidelines for Audit Management Systems) and
ISO 17065 (Conformity assessment -- Requirements for bodies certifying products, processes and services)



Global standards



Challenge of maintaining global applicability without sacrificing the scientific credibility of the Standard.

Applicable at this scale ...



And also at this scale.





Challenges

- **Data deficiency**
 - Data collection and monitoring
 - Assessment of stocks
 - Determining stock status relative to PRI and MSY
 - Determining impacts on other species and habitats
- **Fishery management challenges**
 - Harvest strategies & control rules
 - Consultation and decision making processes
 - Compliance and enforcement
- **Costs**
- **Capacity**

What is a fishery?



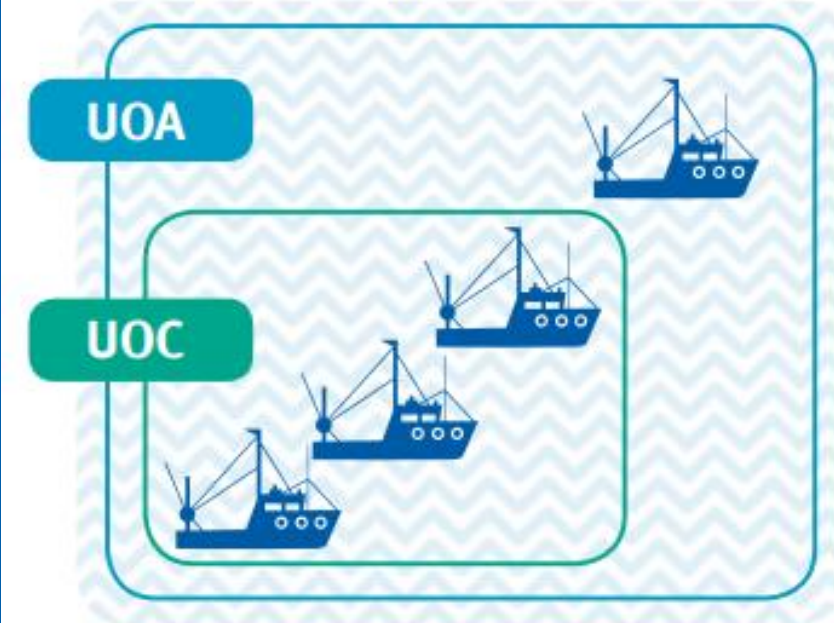
Unit of Assessment (UoA)

- The target stock(s)
- Fishing method/gear and practice (including vessel type/s)
- Vessels or fleets
- Other eligible fishers that are included in an MSC fishery assessment
- Specific fishing seasons and/or areas

Unit of Certification (UoC)

- The target stock(s)
- Fishing method/gear and practice (including vessel/s)

Defining the Unit of Assessment



UOA = Unit of Assessment

UOC = Unit of Certification

1

The sustainability of stock

2

Ecosystem impact

3

Effective management

A GUIDE TO THE MSC FISHERIES STANDARD



Principle 2 – Minimising Environmental Impact

Principle 1 – Sustainable fish stocks

1.1 Stock evaluation (target catch)

- 1.1.1: Sustainable stock levels
- 1.1.2: Or, stock is rebuilding

1.2 Harvest Management Strategy

- 1.2.1: Precautionary harvest strategy + no shark finning
- 1.2.2: Harvest control rules and tools
- 1.2.3: Reliable information and monitoring
- 1.2.4: Robust assessment of stock status

2.1 Impact on primary species (non-target catch)

- 2.1.1: Sustainable stock levels
- 2.1.2: Management strategy + reduction of unwanted mortality
- 2.1.3: Reliable information

2.3 Impact on endangered, threatened or protected (ETP) species

- 2.3.1: No threat to ETP species stock levels
- 2.3.2: Management strategy to protect ETP species
- 2.3.3: Reliable information on risk

2.2 Impact on secondary species (non-target species)

- 2.2.1: No threat to stock levels
- 2.2.2: Management strategy + reduction of unwanted mortality
- 2.2.3: Reliable information on risk

2.4 Impact on habitats

- 2.4.1: No serious or irreversible harm
- 2.4.2: Strategy to protect habitats
- 2.4.3: Information on vulnerable habitats

2.5 Impact on the ecosystem

- 2.5.1: No serious or irreversible harm
- 2.5.2: Management strategy to protect the ecosystem
- 2.5.3: Reliable information on ecosystem function and impact

Principle 3 – Fishery Management

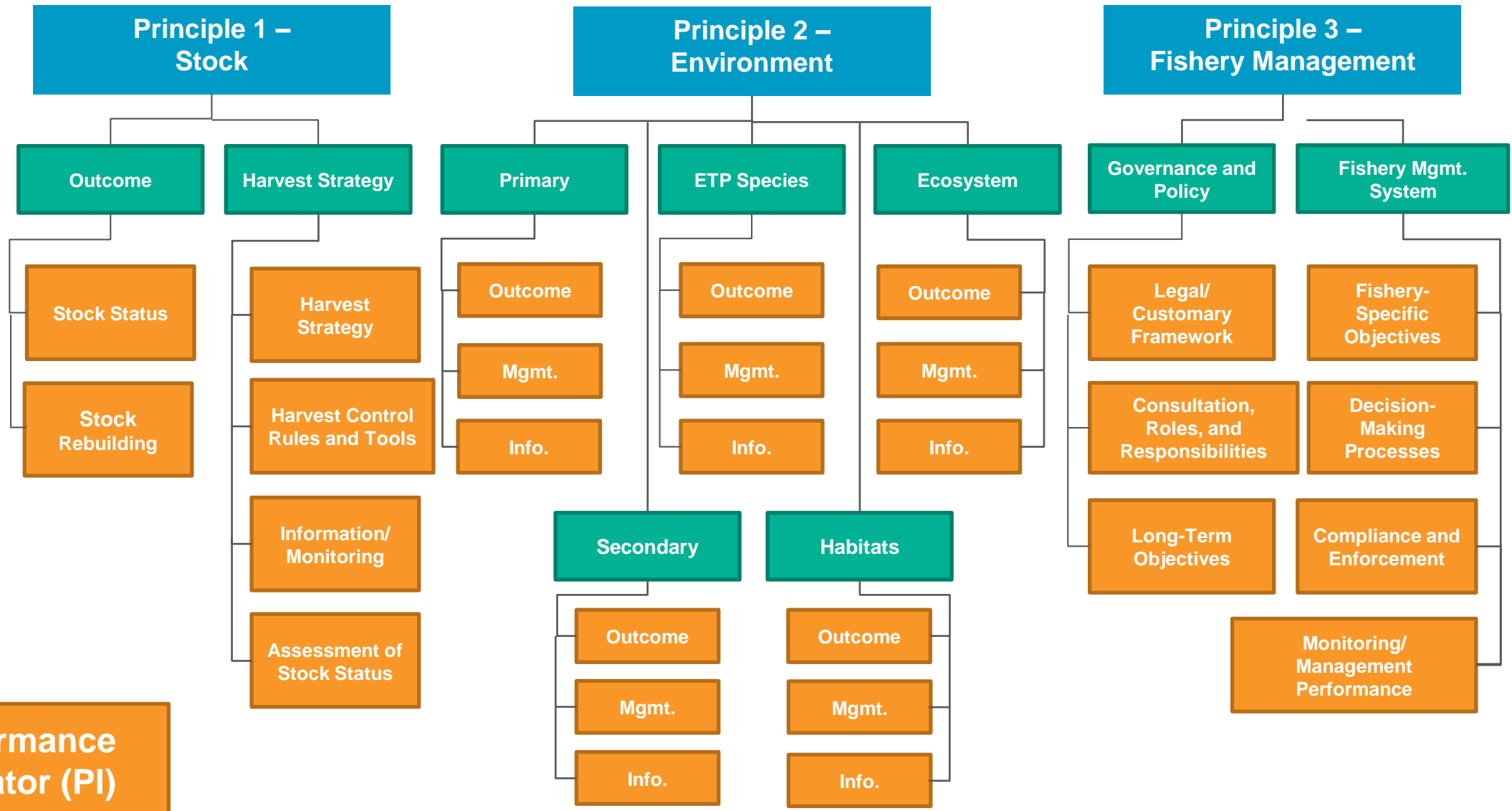
3.1 Governance and Policy

- 3.1.1: Effective legal or customary framework + recognises rights of people dependant on fishing for food or livelihood
- 3.1.2: Effective consultation process
- 3.1.3: Long term objectives

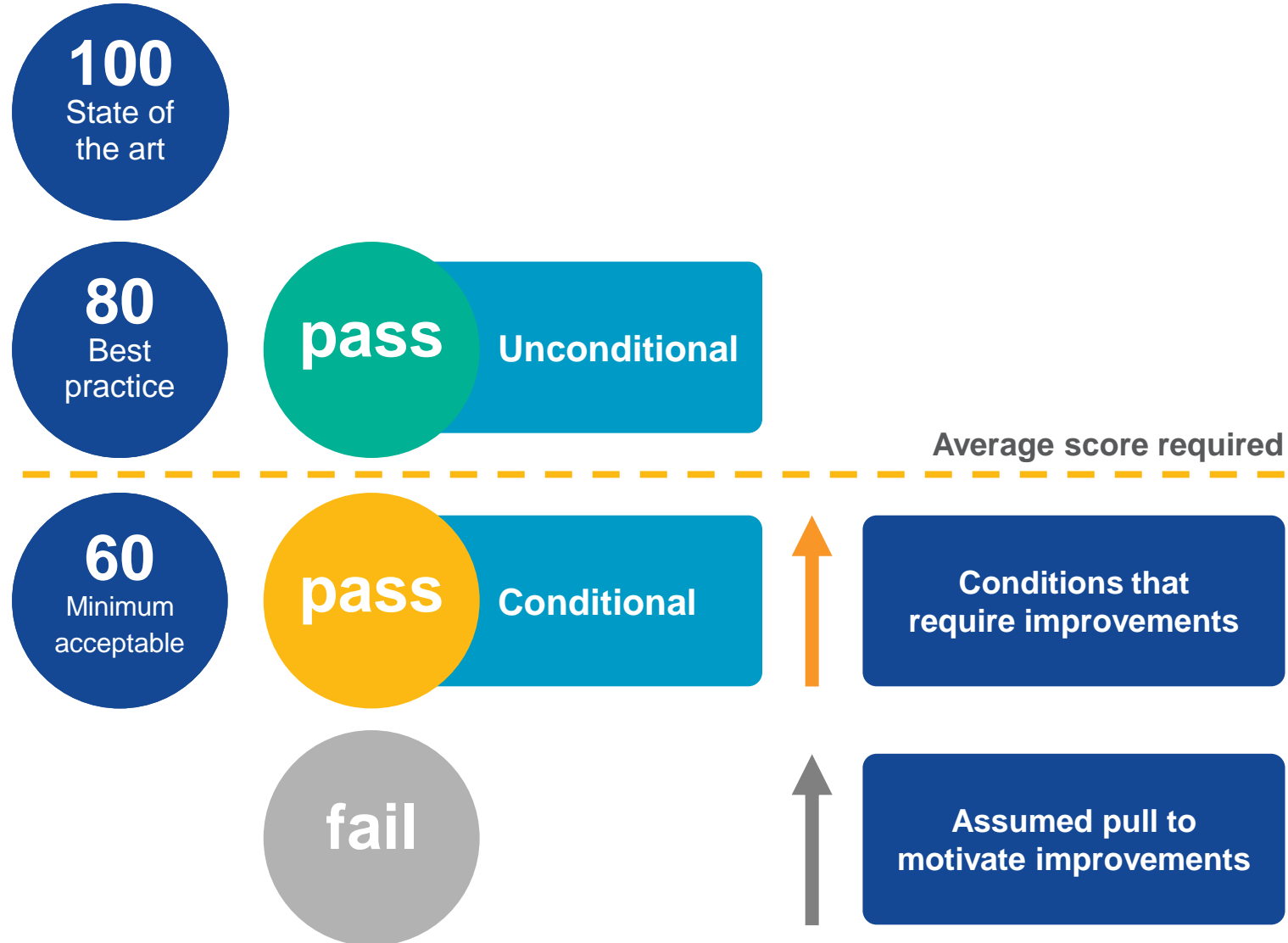
3.2 Fishery Specific Management System

- 3.2.1: Clear fishery specific objectives for achieving P1 & P2
- 3.2.2: Effective decision-making process
- 3.2.3: Compliance and enforcement systems
- 3.2.4: Management performance evaluation

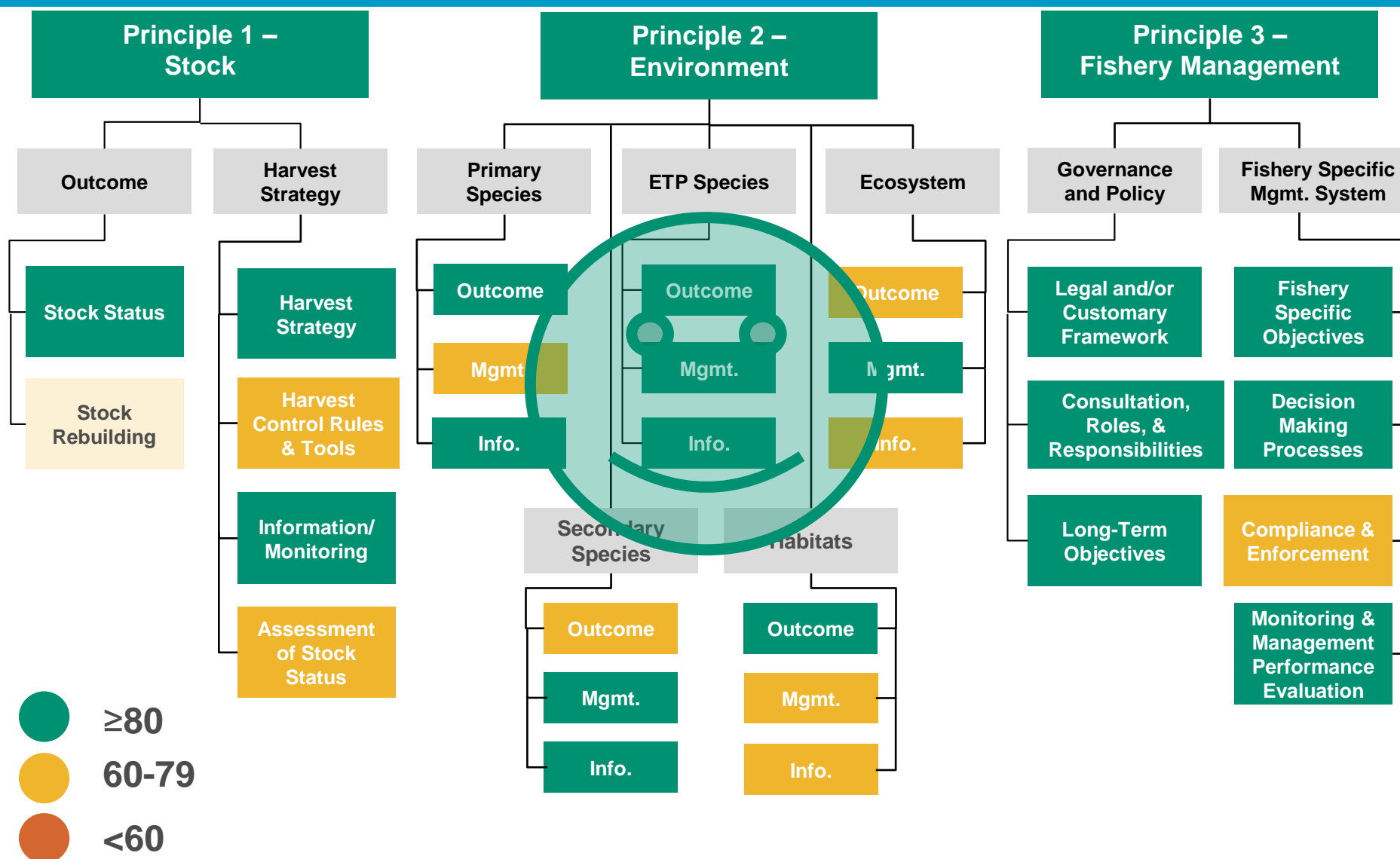
Structure of the Fisheries Standard



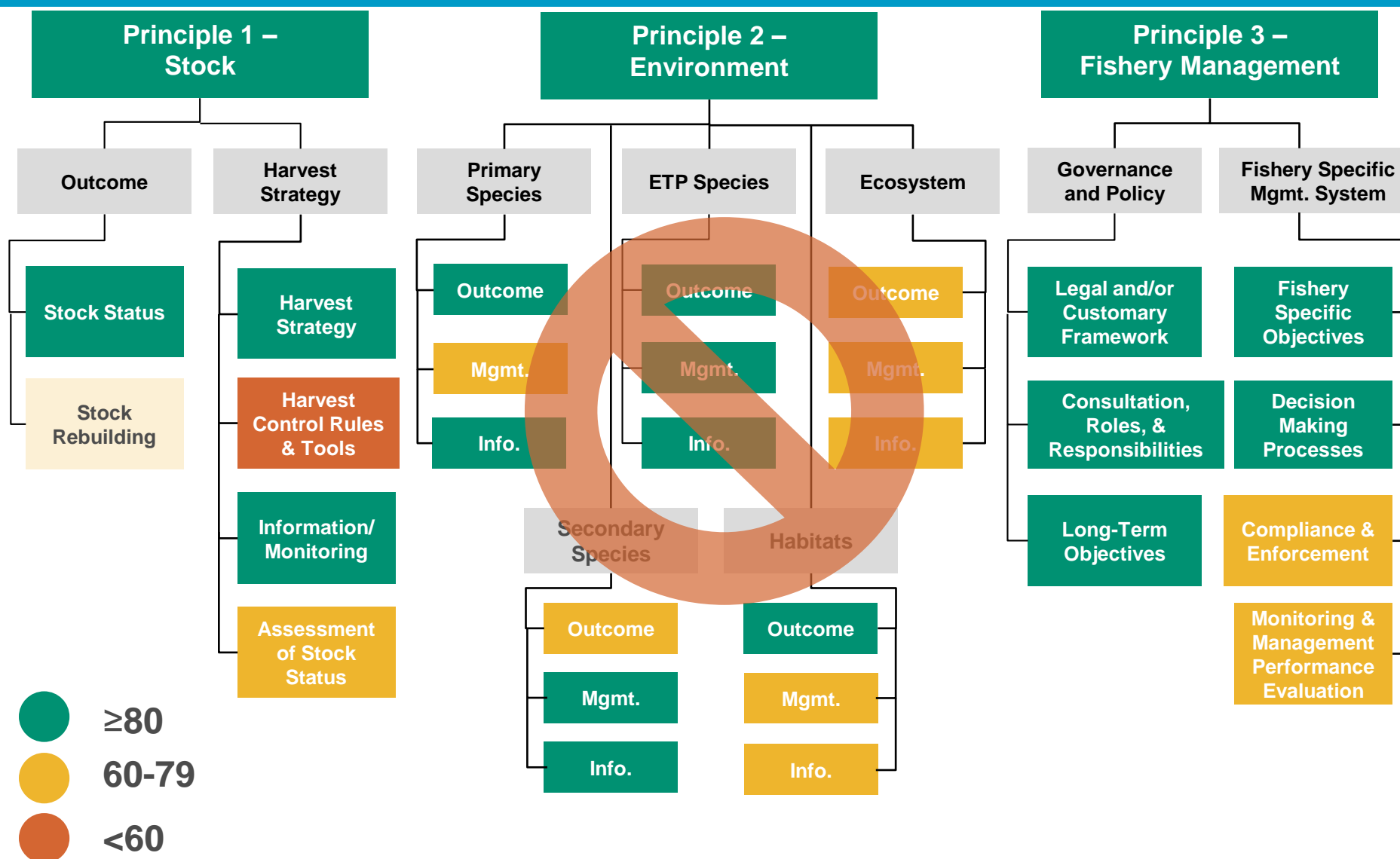
Scoring



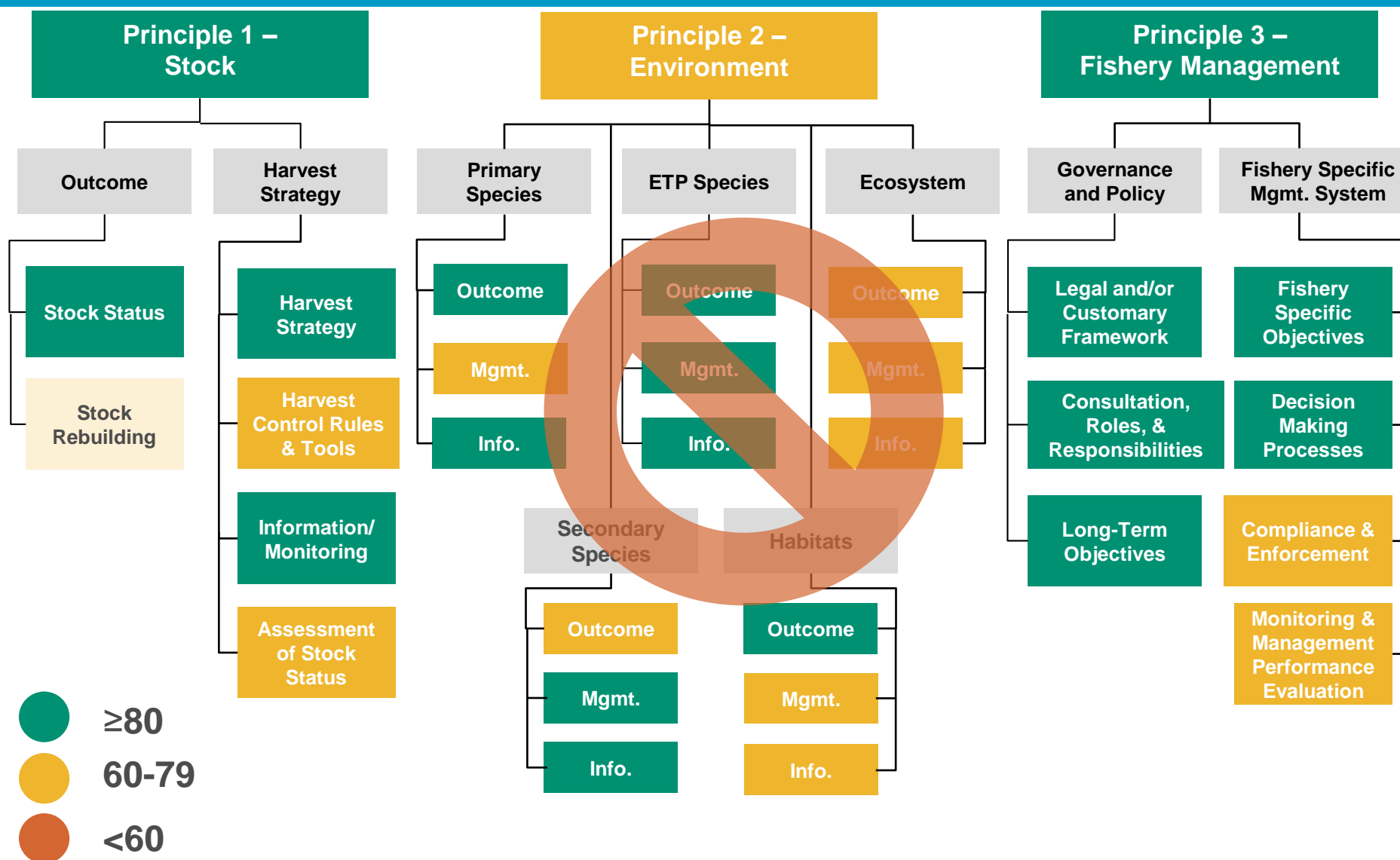
Assessment tree scoring example



Assessment tree scoring example



Assessment tree scoring example



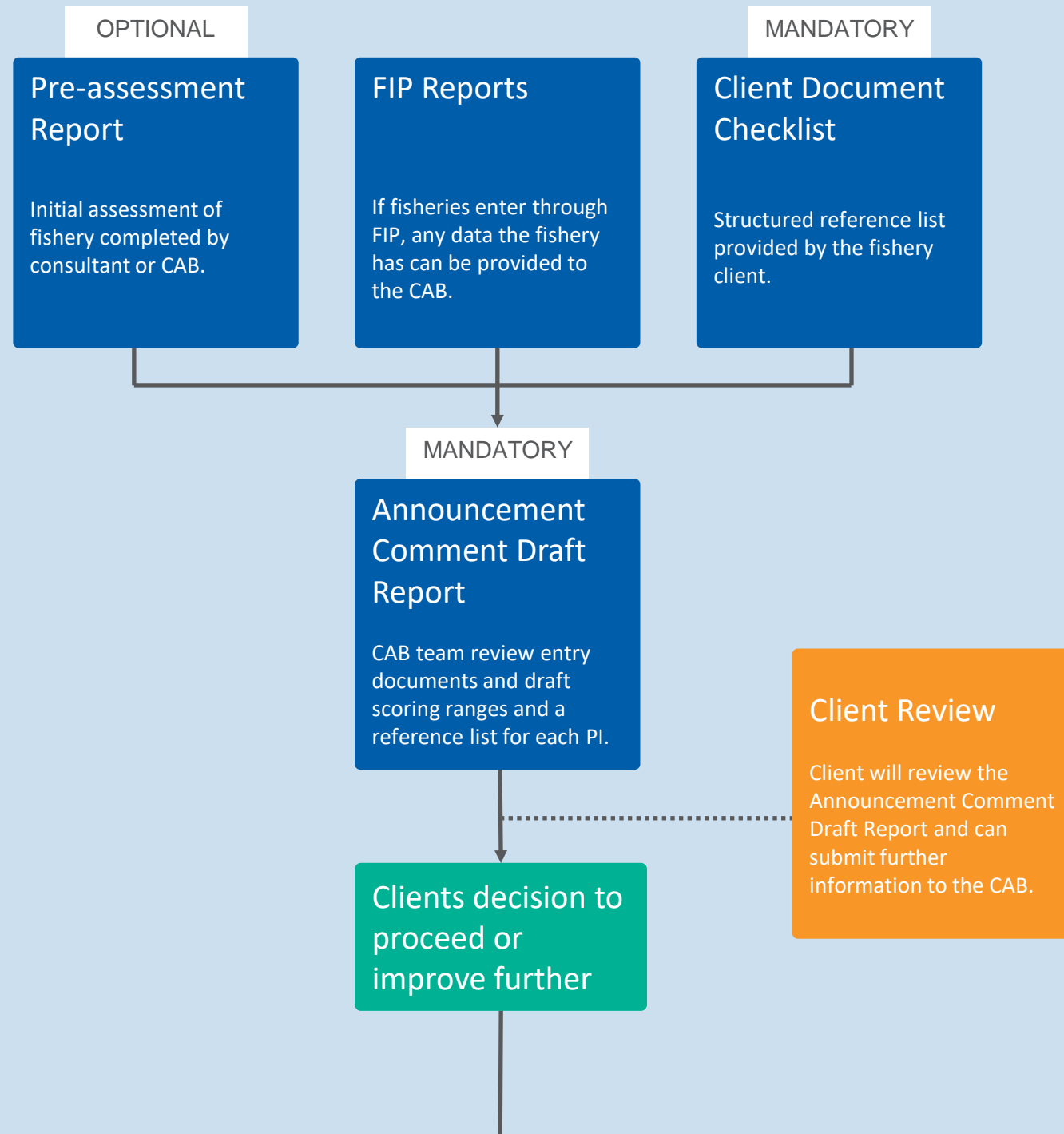


On 31 August 2018, the MSC released a new version of the Fisheries Certification Process v2.1 (FCP). These changes become effective in **February 2019**.

Changes to the Fisheries Certification Process mean changes to how a fishery is assessed:

- More information about a fishery available at assessment announcement
- An improved process when fisheries overlap
- New labour requirements

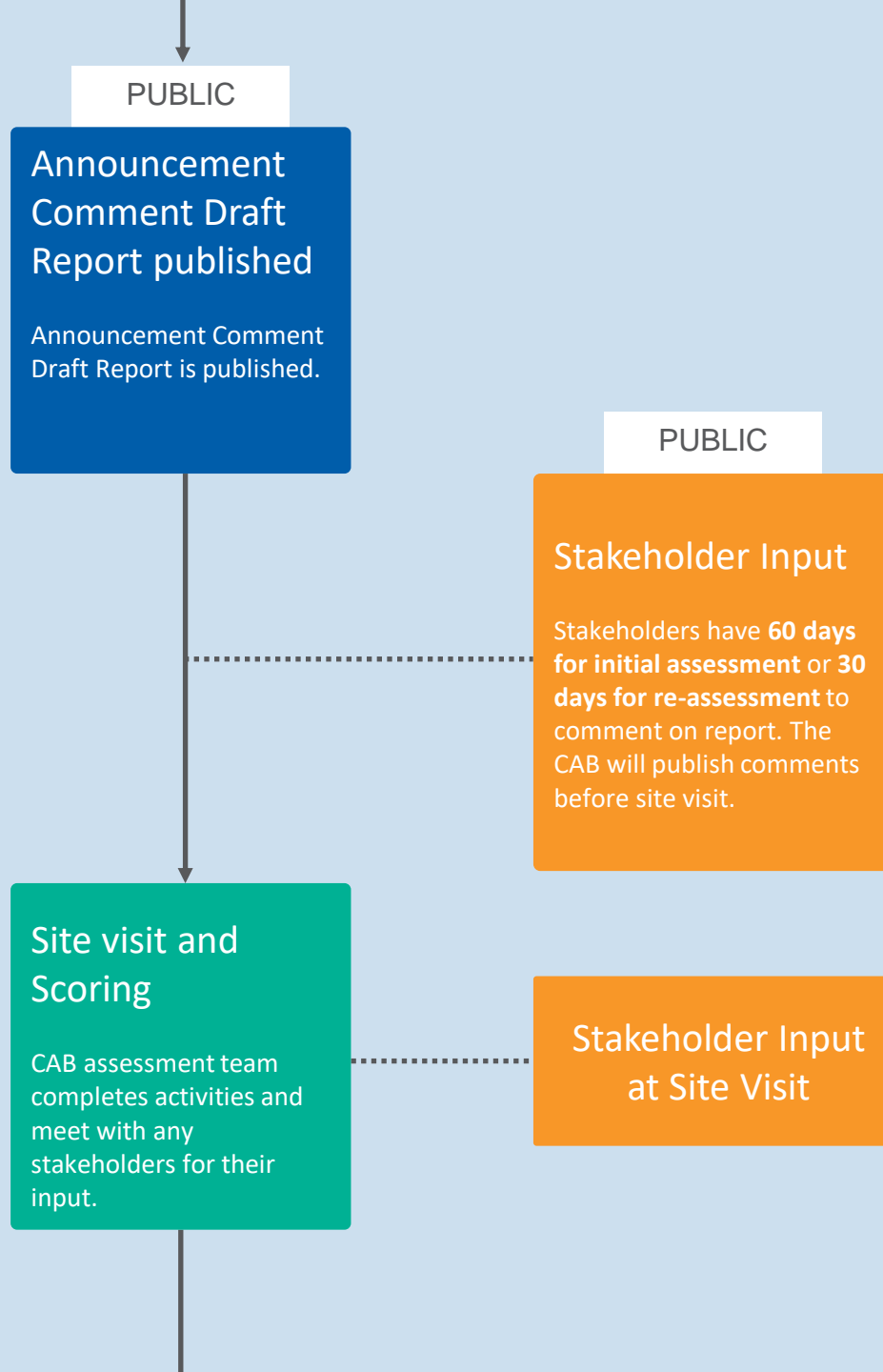
Before Announcement



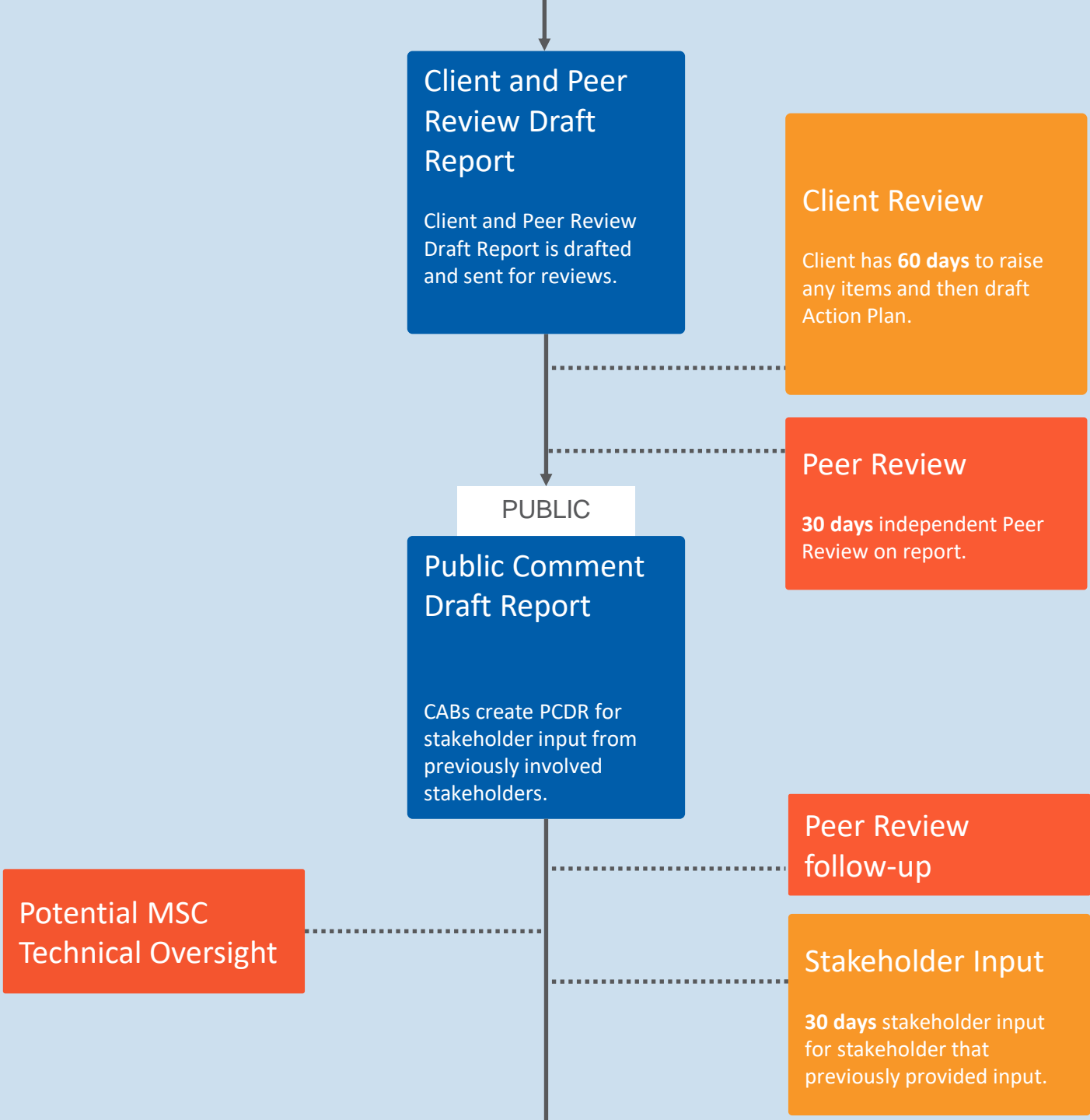
Announcement



Site Visit



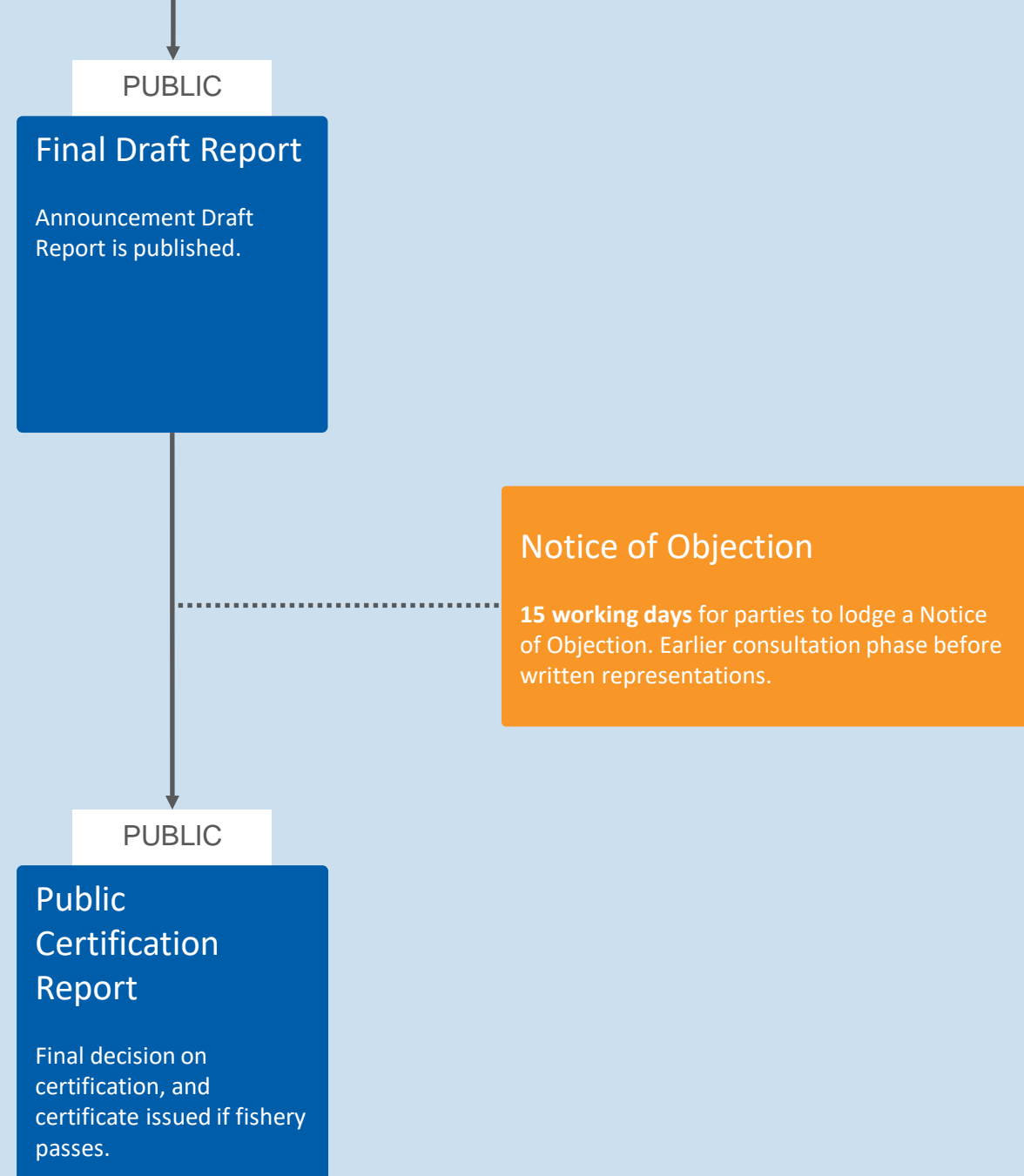
Reporting and Reviews



Final Determination



Certification



Our strategy

Our new strategy prioritises those parts of the world, species and markets which can have the most significant impact on the health of our oceans.

Our vision remains the same: The world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

Our goal for this strategy is to increase the proportion of global marine catch that is certified, in-assessment or engaged in the MSC programme from the current 14% to 20% by 2020.





Thank you

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