

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

Fisheries which meet the MSC Standard are independently certified as sustainable



Retailers and restaurants choose MSC certified sustainable seafood





More fisheries choose to improve their practices and volunteer to be assessed against the MSC Standard



Market demand for MSC certified seafood increases





A traceable supply chain assures consumers that only seafood from an MSC certified fishery is



Consumers preferentially purchase seafood with the MSC ecolabel

20 years of the MSC

Collapse of the
Grand Banks cod fishery.
Concern about overfishing
grows among
Conservationists and
industry.



MSC is formally registered as a charity at Companies House, London.

UK's Thames herring fishery becomes the first to renew its MSC certificate.

.......

Alaska pollock, the world's largest whitefish fishery, achieves MSC certification McDonald's announces it will serve MSC certified fish in all its restaurants across Europe – its US and Canadian operations follow in 2013 and 2014.



The blue MSC label appears on Iglo's entire cod and haddock fishfinger range



The MSC becomes the first global seafood certification to achieve GSSI recognition for credibility and rigour.



11

15

17

WWF and Unilever conceive the idea of the MSC.



The first fisheries –
Western Australia
rock lobster, Thames
Blackwater herring
and Alaska salmon
– are certified.

The first labelled MSC products hit the shops.

........

100 fisheries are now MSC certified or in assessment.

......

08

The Vietnamese Ben Tre clam fishery is the first in Southeast Asia to receive MSC certification.

China's first MSC certified fishery is the Zoneco scallop fishery in Zhangzidao.



IKEA commits to only sell certified sustainable seafood to its 650 million visitors in 49 markets.

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 Governance Structure



Technical Advisory Board Chair

MSC BOARD OF TRUSTEES

Stakeholder Advisory Council Co-chairs

Technical Advisory Board

Provides technical and scientific advice to the Board

Board Committees

Provide advice and feedback to the Board

- Board Executive
- Finance
- Audit
- Development
- Governance

Subsidiary Boards

Separate legal entities for the purposes of taxation, regulation, and charitable activity

- MSCI
- · MSC China
- · MSC Ltd
- MSC Asia Ltd
- · MSC Asia Pacific Pty

Stakeholder Advisory Council (StAC)

Representatives from a broad range of interests & regions provide advice to the Board

The MSC Executive supports the bodies above and reports to the MSC Board of Trustees

MSC certified fisheries

370
MSC
certified
fisheries in
36
countries

~16% of the global wild-caught seafood supply is engaged

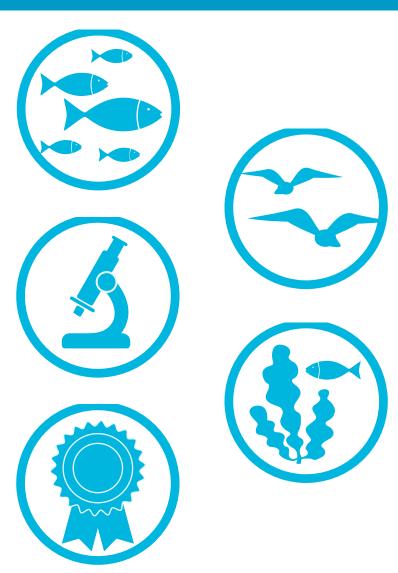


Environmental benefits



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

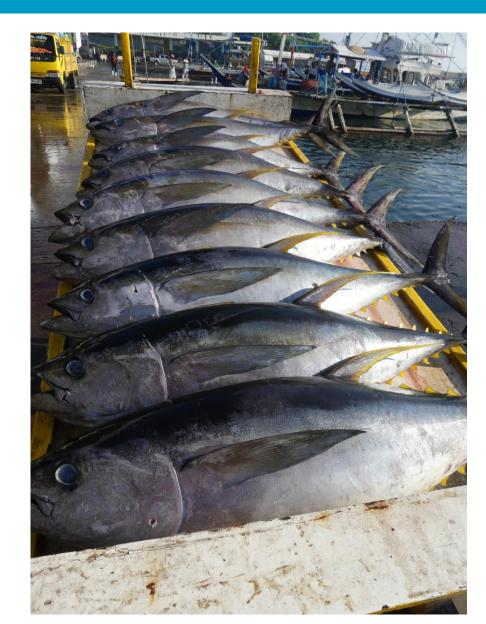


Benefits for fisheries



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!





MSC Certified Tuna Fisheries

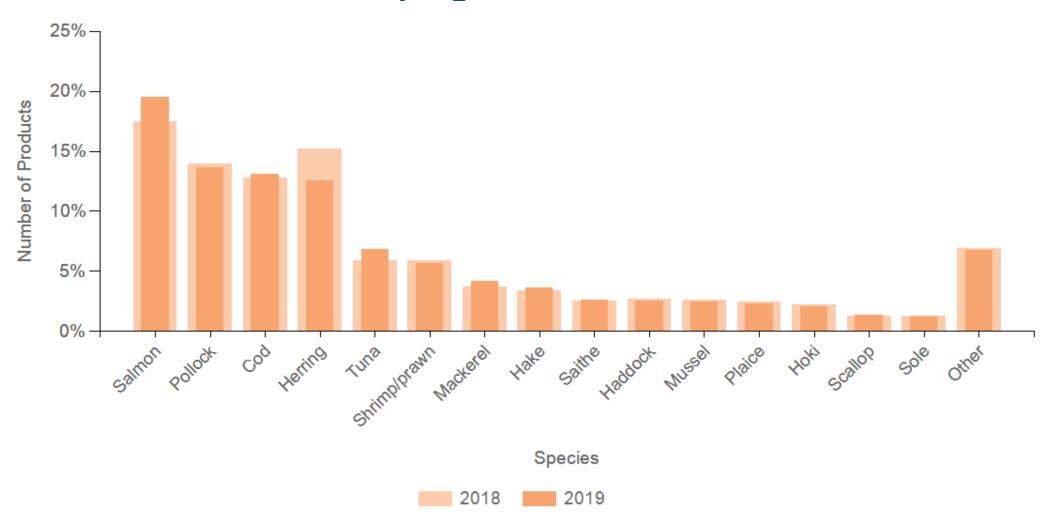


	Number of fisheries						
			Volume and share of certified fisheries production			Volume and share of fisheries in assessment	
Ocean Area	MSC certified [30.04.19]	In full assessment [30.04.19]	Total volume of wild tuna caught FAO 2017	Volume of MSC certified wild tuna caught [30.04.19]	% of wild capture capture MSC certified [30.04.19]	Volume of MSC "in assessment" v tuna caught [30.04.19]	vild % 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		99,092	15,329	15.47%	1,6	77 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		173,643	862	0.50%	4,1	10 2.37%
BIGEYE Global Total	1	3	472,934	862	0.18%	4,110	0.87%
SKIPJACK							
Atlantic Ocean		1	266,216		0.00%	5,3	52 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	-	1,654,308	628,331	37.98%	242,7	98 14.68%
SKIPJACK Global Total	12		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			416,974		0.00%	-	0.00%
Eastern Pacific			297,317	78,158	26.29%		0.00%
Western Central Pacific	12	-	635,483	250,153	39.36%	134,5	36 21.17%
YELLOWFIN Global Total	15	7	1,479,741	330,731	22.35%	134,536	9.09%
BLUE FIN							
Atlantic Ocean			27,475			295	
Indian Ocean			13,226				
Eastern Pacific			3,908				
Western Central Pacific			14,293				
BLUE FIN Global Total		2	58,902	<u>-</u>	0.00%	295	0.50%
Count Tabel	41	10	F 042 027	1 120 964	22.250	388,768	7.700
Grand Total	41	18	5,012,827	1,120,864	22.36%	388,/68	7.76%

MSC labelled products 2018-19



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.





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?

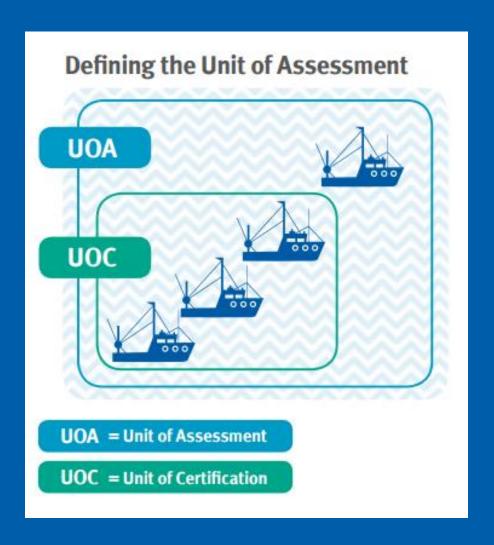


Unit of Assessment (UoA)

- 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)



MSC Fisheries Standard







Principle 1 - Sustainable fish stocks

A GUIDE TO THE MSC FISHERIES STANDARD



Principle 2 - Minimising Environmental Impact



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



2.2 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



1.2 Harvest Management Strategy

1.1 Stock evaluation (target catch)

1.1.1: Sustainable stock levels

1.1.2: Or, stock is rebuilding

- 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



2.3 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



2.4 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



3.1 Governance and Policy

Principle 3 – Fishery Management

- 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



2.5 Impact on the ecosystem

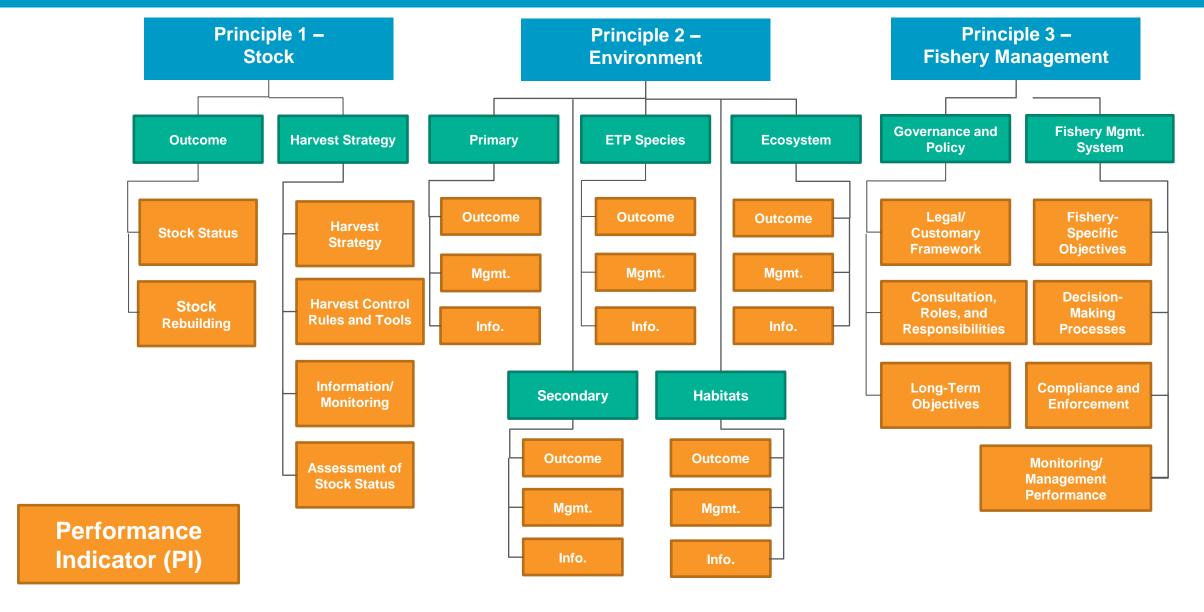
- 2.5.1: No serious or irreversible harm
- 2.5.2: Management strategy to protect the ecosystem
- 2.5.3: Reliable information on ecosystem function and impact





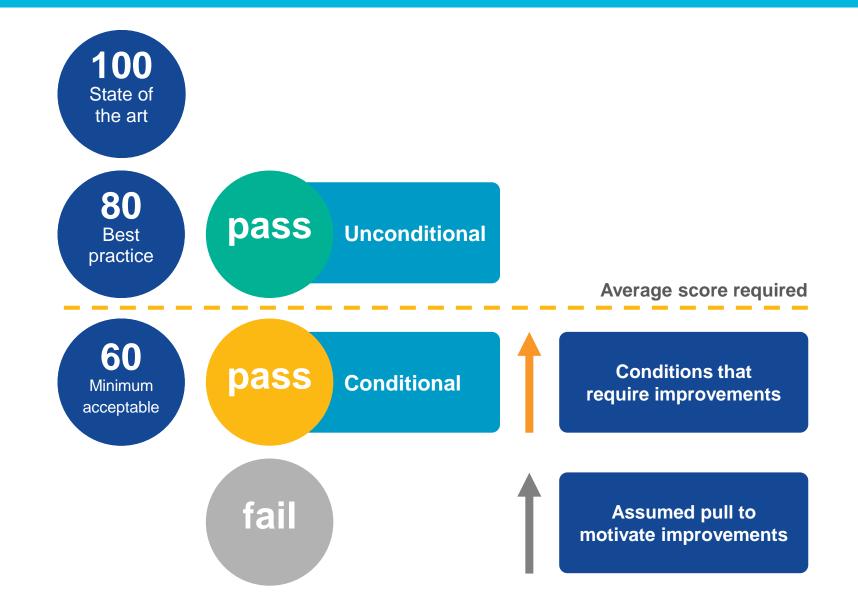
Structure of the Fisheries Standard





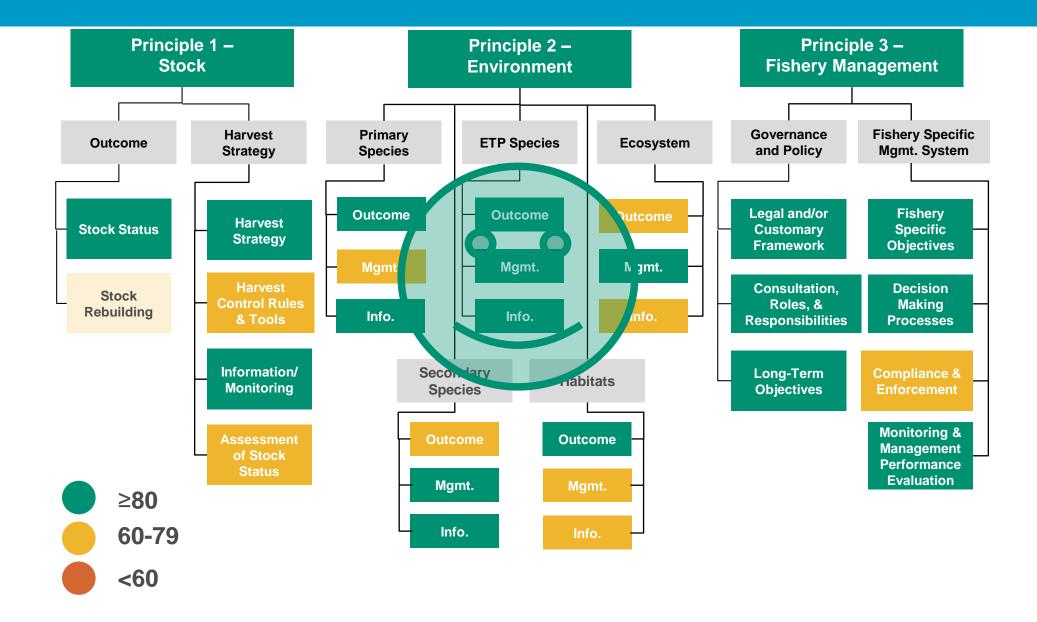
Scoring





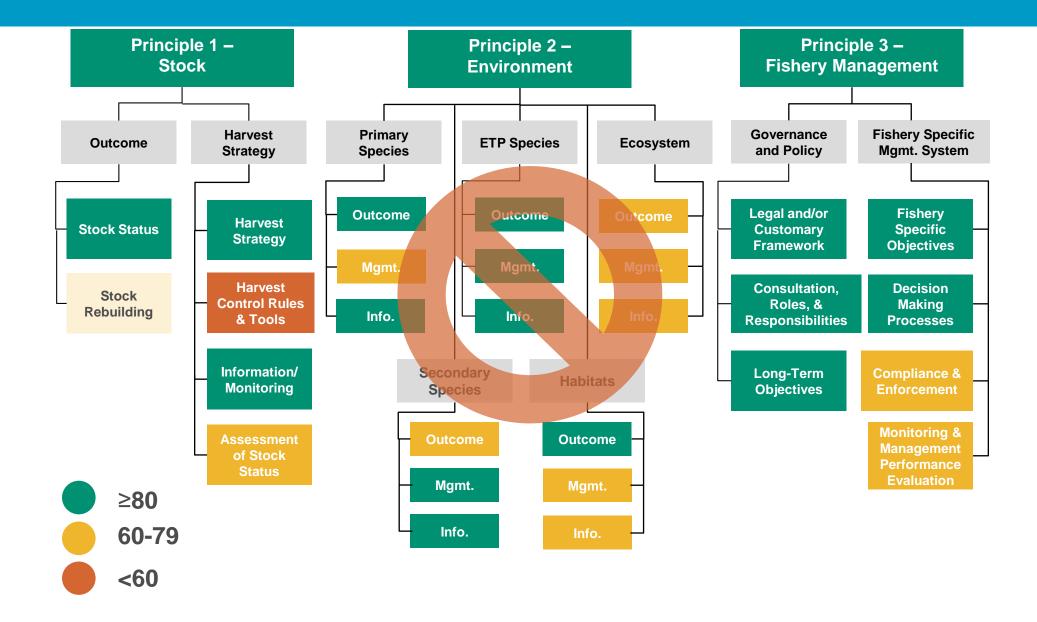
Assessment tree scoring example





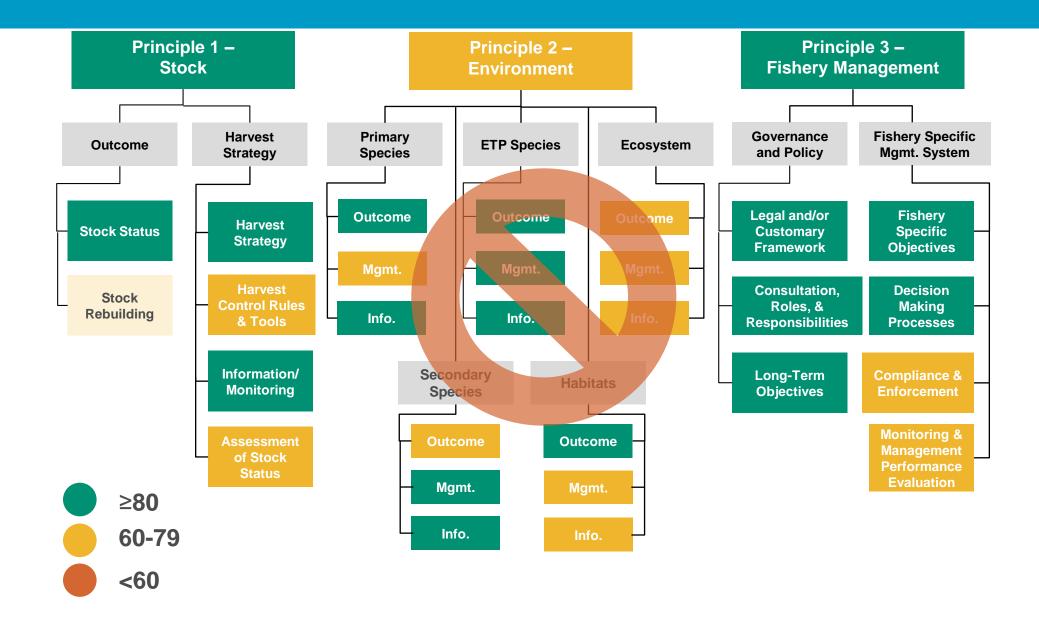
Assessment tree scoring example





Assessment tree scoring example







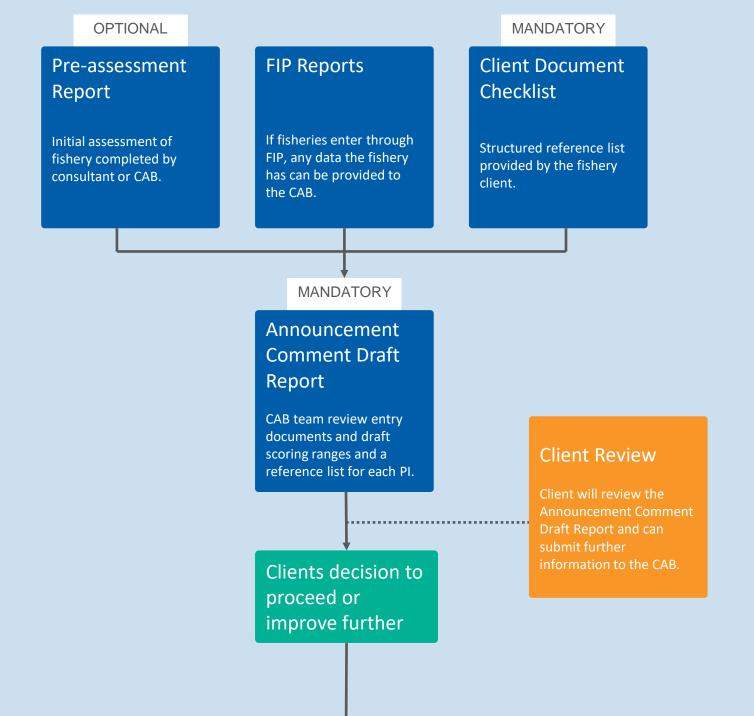


On 31 August 2018, the MSC released a new version of the Fisheries Certification Process v2.1 (FCP). These changes become effective in **February 2019**.

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

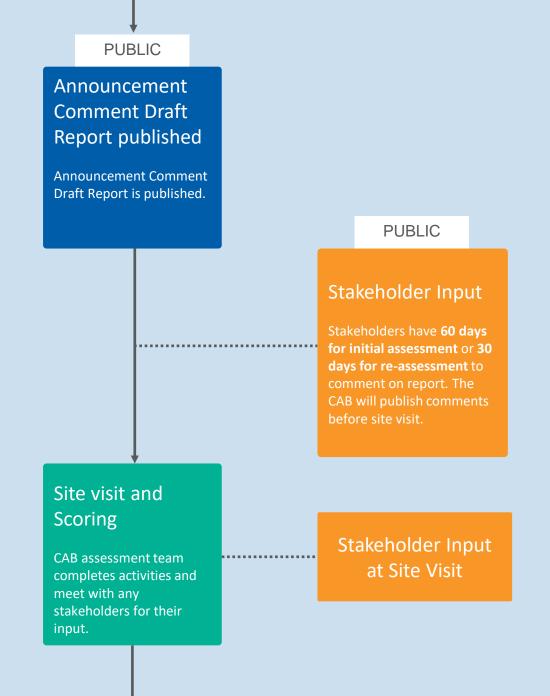
Before Announcement





Announcement

Site Visit



Reporting and Reviews

Potential MSC

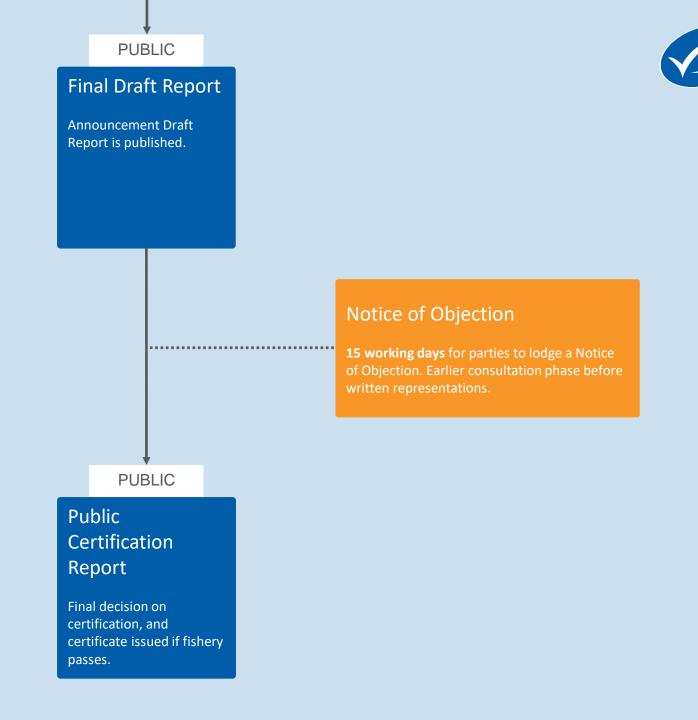
Technical Oversight





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

Bill Holden

Senior Fisheries Manager Oceania & SE Asia

#