



Marine Stewardship Council (MSC) Fisheries Standards and MSC Chain of Custody (CoC) / Traceability in Fiji's Tuna Longline Industry

May 29th – 31st, 2018

Moana Anglican Services & Teaching Centre (MAST), Suva, Fiji

WORKSHOP REPORT



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Table of Content

ABBREVIATIONS	5
WORKSHOP SUMMARY	7
BACKGROUND	7
WORKSHOP OBJECTIVES	7
WORKSHOP PROGRAMME	8
WORKSHOP OUTCOMES	9
WORKSHOP PROCEEDINGS	11
<u>DAY ONE: WEDNESDAY 29TH MAY, 2019</u>	11
i OPENING	11
ii WORKSHOP INTRODUCTION	11
iii MSC FISHERIES STANDARDS AND NEW FISHERIES CERTIFICATION PROCESS v2.1	11
iv NEW MSC CHAIN OF CUSTODY STANDARDS	13
v MSC REQUIREMENTS ON FORCED AND CHILD LABOUR	15
vi FORCED AND CHILD LABOUR IN FIJI (OFFSHORE FISHERIES SECTOR)	16
vii CATCH DOCUMENTATION REQUIREMENTS	16
viii EVOLUTION OF FIJI MSC CERTIFICATION	17
ix MSC PROCESS AND CURRENT STATUS OF THE CERTIFICATION IN FIJI	17
<u>DAY TWO: THURSDAY 30TH MAY, 2019</u>	18
i BLOCKCHAIN TECHNOLOGY DEVELOPMENT IN THE SEAFOOD INDUSTRY	18
ii TRACEABILITY	24
<u>DAY THREE: FRIDAY 31ST MAY, 2019</u>	25
i FIELD VISIT	25
ii GROUP PRESENTATION	25
iii TEAM HANGTON	25
iv TEAM GOLDEN OCEAN	27

v	TEAM SOLANDER	28
vi	TEAM SEAQUEST	29
	ANNEXES	30
	Annex 1: Workshop Agenda	30
	<u>SPEECHES AND REMARKS</u>	35
	Annex 2: Chief Guest Opening Speech (PS Fisheries)	35
	Annex 3: FFIA Address	39
	Annex 4: WWF Remarks	42
	<u>PRESENTATION</u>	45
	Annex 5: MSC Fisheries Standards and New Fisheries Certification Process v2.1	45
	Annex 6: New MSC Chain of Custody (CoC) Standards	50
	Annex 7: MSC Requirements on Forced and Child Labour	59
	Annex 8: Forced and Child Labour in Fiji (Offshore Fisheries Sector)	61
	Annex 9: Catch Documentation Requirements	65
	Annex 10: Evolution of Fiji MSC Certification	67
	Annex 11: MSC Process and Current Status of the Certification in Fiji	69
	Annex 12: Blockchain Technology Development in the Seafood Industry	72
	Annex 13: Traceability	75
	Annex 14: Workshop Photos	90
	Annex 15: Media Links	91
	Annex 16: List of Participants	93
	Annex 17: Post MSC Workshop Survey for Participants	97

Participants and guests that were part of the opening of the Marine Stewardship Council (MSC) Fisheries Standards and MSC Chain of Custody (CoC)/ Traceability in Fiji's Longline Tuna Industry workshop.



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Abbreviations

CA	-	Competent Authority
CD	-	Catch Documents
CDS	-	Catch Documentation Scheme
CoC	-	Chain of Custody
CMMs	-	Conservation and Management Measures
EEZ	-	Exclusive Economic Zone
ERA	-	Employment Relations Act 2007
EU	-	European Union
FBOs		Fish Business Operators
FDA	-	Food and Drug Administration
FFA	-	Pacific Islands Forum Fisheries Agencies
FFIA	-	Fiji Fishing Industry Association
FMA	-	Fiji Maritime Academy
GSSI	-	Global Sustainable Seafood Initiative
HACCP	-	Hazard Analysis Critical Control Point
HS	-	Harvest Strategy
ILO	-	International Labour Organization
IUU	-	Illegal Unreported and Unregulated fishing
MAST		Moana Anglican Services and Teaching Centre
MEPIR	-	Ministry of Employment, Productivity & Industrial Relations
MSC	-	Marine Stewardship Council
MoF	-	Ministry of Fisheries
PAFCO	-	Pacific Fishing Company Limited

PEUMP	-	Pacific European Union Marine Partnership Programme
PI	-	Performance Indicator
PITIA	-	Pacific Island Tuna Industry Association
SPC	-	The Pacific Community
SPS	-	Sanitary Phytosanitary
USA	-	United States of America
USP	-	University of the South Pacific
VMS	-	Vessel Monitoring System
WCPFC	-	Western and Central Pacific Fisheries Commission
WCPO	-	Western and Central Pacific Ocean
WWF	-	World Wide Fund for Nature

WORKSHOP SUMMARY

Background:

The WWF in collaboration with Ministry of Fisheries (MoF) and the Fiji Fishing Industry Association (FFIA) organized a three days Marine Stewardship Council workshop from the 29th to 31st of May, 2019 at the Moana Anglican Services and Teaching (MAST) Centre in Suva. The workshop was fully funded by the Pacific European Union Marine Partnership Programme (PEUMP) through the Pacific Islands Forum Fisheries Agency (FFA).

WWF has in the past worked closely with fishing industries in Fiji and relevant fisheries stakeholders to tackling Illegal, Unreported and Unregulated (IUU) fishing through coordinated advocacy and awareness on national and regional tuna fisheries management policies. The MSC Standards and CoC/Traceability Workshop was one of the many support in building knowledge capacity in “Developing Sustainable and Responsible Tuna Longline Fisheries in Fiji”, an existing project between WWF, Fiji Fishing Industry Association (FFIA) and Ministry of Fisheries. In ensuring that knowledge is imparted broadly as possible to relevant fisheries stakeholders, letters of invitation were sent to 26 fisheries companies and accepted by 24 companies that may be designated according to Table 1 below. A total of 25 participants from the 24 fisheries companies attended the workshop which included 15 males and 10 females. This does not include participants from government agencies, university and other relevant stakeholders.

Table 1: CLASSIFICATION OF FISH COMPANIES THAT ATTENDED THE WORKSHOP	TOTAL
FFIA members with MSC longline fishing vessels only	12
FFIA members with MSC longline fishing vessels and MSC Chain of Custody (CoC)	3
FFIA members with non-MSC longline fishing vessels	3
Non-FFIA members with non-MSC longline fishing vessels	4
Non-FFIA members with MSC CoC	2

The MSC and CoC/Traceability sessions were co-facilitated by Mr. Bill Holden (MSC), Mr. Jope Tamani (FFA), Ms. Raijeli Natadra (Ministry of Fisheries), Mr. Charles Hufflett (Solander Group of Companies), Mr. Kenneth Katafono (TraSeable Solutions Limited) and Mr. Joeli Pulu from Ministry of Employment, Productivity and Industrial Relations (MEPIR). The list of participants is appended in Annex 16.

Workshop Objectives

The workshop was tailored in a manner that will meet the following objectives:

1. Current fisheries stakeholders to understand the latest development in the MSC fisheries certification process (V2.1) and CoC requirements.
2. Enhance understanding of the current Forced and Child Labour requirements (MSC and Fiji's context).
3. Enhance understanding on the importance of CoC/ Traceability and its monitoring aspects.

4. Enhance understanding on regulatory requirements by relevant government agencies in relation to Catch Documentation Requirements (CDS) and Sanitary and phytosanitary (SPS).
5. Participants to understand the important roles they play in enhancing market access and economic growth.

Workshop Programme (refer to Annex 1)

Table 2 below summarizes the presentations delivered at the workshop. These were delivered on the first two days. The third and final day was dedicated to group practical work that included visits to fish processing companies, a practical exercise based on the visits, and presentations by groups.

Table 2: Presentations and Resource Persons

Presentation	Resource Person
1. MSC Fisheries Standards and new Fisheries Certification Process V2.1 (Annex 5)	Bill Holden, MSC Sydney Office
2. New MSC Chain of Custody (CoC) Standards (Annex 6)	Bill Holden, MSC Sydney Office
3. MSC Requirements on Forced and Child Labour (Annex 7)	Bill Holden, MSC Sydney Office
4. Forced and Child Labour in Fiji (Offshore Fisheries Sector), (Annex 8)	Joeli Pulu, Ministry of Labour
5. Catch Documentation Requirements (Annex 9)	Raijeli Natadra, Ministry of Fisheries
6. Evolution of Fiji MSC Certification (Annex 10)	Charles Hufflett, Solander Group
7. MSC Process and Current Status of the Certification in Fiji (Annex 11)	Charles Hufflett, Solander Group
8. Blockchain Technology development in the Seafood Industry (Annex 12)	Kenneth Katafono. TraSeable Solutions
9. Traceability (Annex 13)	Joep Tamani, Forum Fisheries Agency
10. Traceability – Field visit to 4 processing companies (Sea Quest (Fiji) Ltd.; Solander (Pacific) Pte. Ltd.; Hangton (Pacific) Pte. Ltd.; Golden Ocean Group of Companies)	Joep Tamani, Forum Fisheries Agency <i>Support:</i> MoF; FFIA; CA (MoH); WWF
11. Practical exercises and presentations	Joep Tamani, Forum Fisheries Agency <i>Support:</i> MoF; FFIA; CA (MoH); WWF

Workshop Outcomes

1. A total of 60 participants attended the workshop. Table 3 below provides a breakdown according to sector:

Table 3: Breakdown of workshop participants according to sector

Sector / Agency	Number of Participants
1. Fishing and fish processing	25
2. Government (Fisheries; Competent Authority/Health; Labour)	13
3. TraSeable Solutions	04
4. Fiji Maritime Academy (FMA)	01
5. University of South Pacific	02
6. Pacific Islands Tuna Industry Association (PITIA)	01
7. Forum Fisheries Agency (FFA)	03
8. Pacific Community (SPC)	02
9. Marine Stewardship Council (MSC)	01
10. European Union (EU)	02
11. WWF Pacific (Facilitation, Communications, Logistics support)	06
Total	60

The main aim of the workshop was to improve knowledge and understandings of existing management processes as well as introduce relatively new knowledge and information particularly in the area of traceability.

2. Workshop participants were updated on the latest developments in the MSC including:
 - a. the MSC fisheries standards
 - b. the new fisheries certification process (version 2.1)
 - c. the new CoC standards
 - d. MSC requirements on forced and child labour

These were presented by Bill Holden, MSC's Senior Fisheries Manager – Oceania & SE Asia based at the MSC Sydney Office.

3. At least two thirds of Day 2 was spent on improving understanding of traceability in fisheries, in particular the regulatory requirements by Government agencies for catch documentation, and the sanitary and phytosanitary (SPS) process. These sessions were led by Jope Tamani, Trade Development Advisor at the Forum Fisheries Agency.
4. The development of blockchain technology in the seafood industry by a local company gave participants an insight into how technology is increasingly playing an important role in ensuring that IUU fishing is discouraged and that responsible and sustainable fishing is promoted and becomes the

norm. Traceability in fisheries is becoming an important pre-requisite system for meeting market access requirements.

5. Post MSC Workshop Survey for Participants

A perception survey was carried out after the Marine Stewardship Council Fisheries Standards, MSC Chain of Custody / Traceability Workshop to gauge and assess the level of understanding of participants that were part of the workshop. The perception survey was developed by WWF Pacific's Sustainable Fisheries and Seafood Programme Team and the online survey development cloud-based service provider, [Survey Monkey](#), was used to carry out the perception survey and to analyse the results. A total of 29 participants representing Fiji registered and offshore fisheries companies; relevant government ministries; aligned organisations and academia were identified and sent links to the perception survey to complete. The 29 participants included 13 representatives from the Fish Business Operators that included fishing and processing companies; 6 representatives from the Ministry of Fisheries Fiji, 1 representative from the Ministry of Employment, Productivity and Industrial Relations, 3 representatives from the Ministry of Health and Medical Services' Competent Authority, 1 representative from the Pacific Islands Tuna Industry Association, 2 representatives from the University of the South Pacific and the Fiji National University and 3 representatives from TraSeable Solutions Pte Ltd. Out of the 29 participants, a total of 13 participants responded, giving the perception survey a 45% completion rating or response rate. The average time spent by responders in completing the perception survey took approximately 3 minutes and 57 seconds. The feedback from the 13 respondents formed the basis of the analysis for this perception survey and the results are appended in Annex 17 with brief summaries:

Workshop Proceedings

Day 1: Wednesday 29th May, 2019

1. Opening

The meeting was officially opened by Mr. Craig Strong, Permanent Secretary for Fisheries and Chief Guest. The representatives from the European Union (EU), Fiji Fishing Industry Association (FFIA), Forum Fisheries Agency (FFA), and WWF also addressed the workshop participants. (Appended as Annexes 2-4 are the speeches by the PS Fisheries, the President of FFIA, and the representative of WWF Pacific).

Mr. Strong highlighted the robust work carried out by MoF in ensuring sustainability not only in the offshore fisheries but also in the inshore fisheries department and the need to continuously support brand Fiji. The EU representative, Ms Marta Brignone, emphasised the importance of partnership and the continuous support to maintain, sustain and protect our ocean. The role of Sweden in the Pacific in relation to monetary funding for the PEUMP programme was acknowledged as major EU funders with 10 million euro in contribution.

The importance of combating IUU was one of the many key points addressed by Mr. Duncan Williams (Programme Manager, Sustainable Fisheries and Seafood Programme) of WWF- Pacific as it has cost the Pacific FJD 1.2 billion. Mr. Duncan Williams also highlighted WWF commitment to continuously work in collaboration with the Fiji government and private sector and development agencies to ensure that country's offshore fisheries continues to be sustainably well managed and benefits all grass-root communities here in Fiji.

The FFIA had made a commitment at the Oceans Conference in New York in 2016 that by 2020, 75% of its FFIA members longline fishing vessels will be certified under MSC catch certification. FFIA has gone past this commitment by 3.5% which now stands at 78.6%. Ms. Radhika Kumar (FFIA President) highlighted this achievement while delivering her address. The FFA Trade Development Advisor, Mr. Jope Tamani, highlighted the need for global effort in combating IUU and the onus is on all of us to play our part as there is lots of multi-player in this sector (fisheries). He further added that route to export market is complicated and it is not a one route export market.

2. Workshop Introduction

The workshop moderator, Mr Seremaia Tuqiri, briefly explained the objectives of holding the MSC and CoC/Traceability workshop and acknowledged the EU and the Government of Sweden for funding the workshop. Facilitators were also welcomed and with participants briefly introducing themselves.

3. MSC Fisheries Standards and new Fisheries Certification Process V2.1 (Annex 5)

Presented by Mr Bill Holden, Senior Fisheries Manager (Oceania and SE Asia) - Marine Stewardship Council, Australia.

History of MSC - The idea of MSC was conceived by WWF and Unilever in 1995 and was formally registered as a charity group in 1997. The MSC Fisheries Standard was developed in 1998 with the first fisheries to be MSC certified in 2000. Not long after the first MSC products had entered the retail market, the MSC CoC standards was established (2001). In 2017, MSC became the first global seafood certification to achieve Global Sustainable Seafood Initiative (GSSI) recognition for credibility and rigour.

Overall Governance Structure - In brief, the overall MSC governance structure includes the technical advisory board, MSC board of trustees and the stakeholders' advisory council. There are 200 MSC staff in 15 offices covering 30 countries that also have 3rd party certification system. To date, 370 fisheries are MSC certified in 36 countries accounting to approximately equal to 16% of the global wild-caught seafood supply.

Brief of MSC certified fisheries including its benefits to both fisheries and its environment - Over 800 improvements have been recorded so far by MSC which includes improved sustainability of fish stocks, reduction of bycatch, habitat and ecosystem improvements that include gear modifications, the introduction of conservation measures, fishery management improvements, increased research in fisheries impacts and ecosystem based management.

Attaining MSC certification is an investment that comes with its own good return and benefits which positively contributes to socio-economic. Some of the benefits for fisheries described include access to new markets, protects existing markets, product differentiation, improving traceability/marginalise IUU, potential for price premium, improved reputation, long-term availability of seafood and long lasting contracts.

MSC Fisheries Standard - Fisheries and fishing must be governed by three MSC key principles as per the MSC fisheries standards and its performance indicator (PI):

- **Principle 1: The sustainability of fish Stock** - This ensures that stock evaluation (target catch) and harvest management strategy is in place. For stock evaluation, the sustainable stock levels and/or stock rebuilding should be addressed. Harvest management strategy ensures precautionary harvest strategy (and no shark finning), harvest control rules and tools, reliable information and monitoring, and robust assessment of stock status are in place to warrant conformance.
- **Principle 2: Minimising Environmental Impact** - This ensures that impact on primary species (non-target catch), impact on secondary species (non-target species), impact on endangered, threatened or protected species, impact on habitats and impact on the ecosystem is minimised through good practices.
- **Principle 3: Fishery Management** - Governance and policy ensures effective legal or customary framework and is tailored to recognise rights of people that depend on fishing for food or livelihoods and allows effective consultation process with long term objectives. Fishery management facilitates fishery specific management systems which also allow specific objectives for Principle 1 and Principle 2 to be achieved. Adhering to this fishery

management system also helps in an effective decision making process, compliance and enforcement systems and facilitates effective management performance evaluations.

MSC has its own scoring guidelines and scores and are based on audit/assessment findings measured against the PI. All findings are translated into scores against the standard Score of 60 (minimum acceptable), 80 (best practice) and 100 (state of the art). Any scores below 60 is considered a fail (No MSC certification) and conditional pass is between 60- 79 (Conditions provided to clients for improvements). Unconditional pass is considered for ≥ 80 scores and 100 as exceptional/state of the art.

Q & A Session:

Q. Harvest Strategy (HS) was mentioned as key part for Fiji MSC certified LLF, in terms of HS. How is this developed nationally?

Response: Scoring guidelines are just guides. For albacore it is not only Fiji that has to do this as it is a migratory species. At the moment it is a condition that at 60 it is understood, at 80 HS rules are in place, at 100 HS are being implemented. It is likely it will not increase to 100. Right now Fiji and other MSC certified are scoring between 60 and 80. Work plan are in place and countries need to work to maintain it until the Western and Central Pacific Fisheries Commission (WCPFC) puts conditions in place.

Q. How is sustainability and purse seine connected?

Response: MSC standard used to assess the fisheries, rely on stock assessment reports and other report and threshold for percentage of bycatch. When purse seine fishery is assessed it was determined because bycatch were low. This was done using the MSC fishery standards.

Q. There is a misunderstanding that longline fishing is not sustainable and purse seine fishery is sustainable.

Response: Assessment team looks at overall assessment of stock and as long as you do not get over the threshold. Longline fisheries are individual and purse seine is by bulk. It is not determined by volumes that one catches but the overall stocks.

Q. In terms of monitoring, how reliable is the information gathered?

Response: Use of log sheet information, purse seine has 100% observer coverage and longline fishing less than 5% coverage. Reliability depends on how much data you have.

4. MSC Chain of Custody (CoC) Standards (Annex 6)

Presented by Mr Bill Holden, Senior Fisheries Manager (Oceania and SE Asia) - Marine Stewardship Council, Australia.

Mr Bill Holden highlighted the importance of certified standards to be able to properly identify and distinguish seafood. The MSC CoC standards lay a platform of procedures that is implemented by companies that purchase and handle MSC certified products. This ensures compliance, provide assurance that certified products are segregated from non-certified products and allow traceability back to MSC certified source. It can only happen when supply chain companies implements relevant systems/procedures and are independently audited to verify their compliance level. Total of six processing companies in Fiji are part of the Seventy Eight (78) MSC CoC certification in the region with Australia having the highest MSC CoC certification. Having the MSC and Aquaculture Stewardship Council (ASC) labels means products has gone through CoC standard checks. But there is/are limitation(s) to these claims as well as it does not guarantee the quality of final products.

There are three types of MSC CoC standard versions which are the default, group and consumer facing organisation.

Default version - Targeting companies with a single physical location or small number of sites which is individually audited and single certificate issued. For companies with numerous sites, each site is individually audited (annually) and a single certificate issued. In case of companies with various sites, each site is individually audited with only one certificate and CoC code shared amongst all audited sites.

Group version is for operators handling certified products at multiple sites that are controlled by its head office. In this case only a sample of sites together with its head office is audited and a single CoC code with certificates is shared amongst the sites.

Consumer-Facing Organization version is for any companies that sells/ serves certified products exclusively or primarily to final consumers and applies to single site or for chains under a common management. Similarly to the Group version approach, only a sample of sites together with its head office is audited (annually) with single CoC code and certificate shared across the group. It was also noted that once a product is in a can, those retailers do not have to have MSC CoC standard as they cannot change the product.

Like MSC fisheries a standard having its own principles, MSC CoC standard also has its own five (5) principles that govern the integrity of MSC CoC certification. They are as follows:

- Principle 1: Certified products are purchased from certified suppliers
- Principle 2: Certified products are identifiable
- Principle 3: Certified products are segregated
- Principle 4: Certified products are traceable and volumes are recorded
- Principle 5: Company to have an effective management system

Furthermore, CoC certification process involves 5 steps and these are:

- Step 1: Choose a certification body (Conformance Assessment Body, CAB)
- Step 2: Prepare for the audit
- Step 3: Complete the audit
- Step 4: Receive certificate and code

- Step 5: Use MSC ecolable

Q & A Session

Q. How does CoC work out at sea?

Response: Not eligible till it is weighed or gets to the processing plants. Not a perfect system. We do not have a CoC out at sea but capturing information is reliant on skipper logs and observer reports.

Q. When will CoC standards for sea start?

Response: Some years yet, have not found a perfect model yet that can work across the board.

Q. When the client needs to be constantly in touch with auditors; is that part of the package or separate payment?

Response: It depends on the contract and quote that was organised before audit work begins.

Q. An example of unannounced audit and when?

Response: CAB will make the unannounced audit and know when.

5. MSC Requirements on Forced and Child Labour (Annex 7)

Presented by Mr Bill Holden, Senior Fisheries Manager (Oceania and SE Asia) - Marine Stewardship Council, Australia.

Objective - To mitigate the risk that certified organisation and their subcontractors use forced or child labour; to provide greater assurance that certified product is not associated with egregious labour violation – MSC.

The presentation showed that in 2016, MSC sought the stakeholders input on enhanced requirements for labour practices. This came shortly after a worldwide media attention which focused on forced and child labour in the seafood industry and stakeholder pressure for MSC to include labour requirements into its program.

The MSC labour requirements for seafood supply chain requires labour audit for companies whose CoC scope activities include processing (including contract processing), packing/repacking, or manual offloading from a fishery unless the country demonstrated lower risk according to two or more of the following indicators (country risk levels) will be provided to CABs annually by the MSC:

- SA800 Country Risk Classification
- International Trade Union Confederation Global Rights Index.

- Ratification of five or more of the United Nation's conventions on forced or child labour, human trafficking or seafood/fishing.
- United State Department of Labour of Goods made with incidence of forced and child labour

6. Forced and Child Labour in Fiji (Offshore Fisheries Sector) (Annex 8)

Presented by Mr Joeli Pulu, Manager Central Eastern- Ministry of Employment, Productivity & Industrial Relations, Fiji.

Mr Joeli Pulu briefly explained the requirements stipulated under Fiji's Employment Relations Act (ERA) 2007 and indicated the need to understand laws under ERA 2007 as it sets minimum labour standards prevents discriminations and complies with the International Labour Organization (ILO) Conventions 138 and 182. Fiji's definition of Child Labour is in accordance with ILO definition and this includes defining a child as someone under the age of 18 years old. It was noted that Fiji's minimum age of employment is 15 years old. Mr Joeli Pulu also highlighted key sub-topics on rights of children, hours of work for children, conditions of work for children and the causes of child labour.

Q & A Session

Q. Fiji is a high risk for SA8000. Could you elaborate further on this?

Response: Not aware of what defines this risk factor.

Q. Does Fiji consider any aspects of the work along the tuna supply chain to be dangerous work environment?

Response: Yes, if it is dangerous or hazardous to the child.

7. Catch Documentation Requirements (Annex 9)

Presented by Ms Rajeli Natadra, Licencing and Permitting Officer – Ministry of Fisheries, Fiji.

Ms Rajeli Natadra clearly outlined Ministry of Fisheries (MoF) roles in facilitating MSC fisheries catch certifications and its processes. MoF requires CoC certified companies to submit the following documents as part of fishery stock verifications:

- Copies of log sheets for each fishing trip
- Landing summary for each fishing trip
- Copy of invoice and packing list
- Copy of stock sheets

This should be submitted to the MoF verification team 2-3 days in advance for thorough verification/vetting process.

Total amount of MSC Albacore exported in 2018 was 3,096.52MT and MSC Yellowfin tuna was 421.75MT.

8. Evolution of Fiji MSC Certification (Annex 10)

Presented by Mr Charles Hufflett, Chairman and Owner – Solander Group of Companies, New Zealand.

Mr Charles Hufflett had put into perspective the evolution of MSC in Fiji and the challenges the fishing industry faced and the support rendered by regional and international organizations.

Fiji Fish Marketing Group Limited is the first company to venture into longline fishing in 1988, under the guidance of Mr. Grahame Southwick. In the early 1990's, longline fishery was established as an industry when commercial operators started to move away from Pole and Line fishing. Fiji's longline fishery today is totally a domestic one as the result of the government domestication policy that bans foreign licence access to our Economical Exclusive Zone (EEZ). This is what makes the Fiji longline fishery unique from other Pacific Island Fisheries.

Fiji's MSC fishery certification pre-assessment was conducted in 2007 to determine if any fishery within WCPO fell within the MSC certification standard. The WCPO Albacore longline fishery was deemed to be suited to immediate full assessment and came at the right time when Fiji was having precautionary tuna Total Allowable Catch (TAC) of 15,000 tonnes together with EEZ fishing licence cap of 60. In 2012, Fiji was granted an initial five years of MSC certification that also came with certain conditions to be addressed. Fiji's main markets include USA, Japan and the EU market.

Overall, the success of MSC certifications in Fiji was attributed to the support of external funding agencies and technical support from Fiji Ministry of Fisheries, FFA and SPC.

9. MSC Process and Current Status of Certification in Fiji (Annex 11)

Presented by Mr Charles Hufflett, Chairman and Owner – Solander Group of Companies, New Zealand.

Mr Charles Hufflett outlined some of the stringent measures currently taken by the longline fishing industry to maintain the MSC certification. These included steps taken to meet the seven conditions issued by the MSC which majority relies on WCPFC and the need for Fiji to sign off its International Plan of Action. The Fiji fishing industry is governed by the Offshore Fisheries Management Act and the Offshore Fisheries Management Regulation. In addition, it is also worth noting the inclusion of FFIA as part of the Fiji delegation to WCPFC, represented by the FFIA Executive Officer.

Fiji's MSC certificate renewal process will take place prior to the certificate expiration date on the 22nd of January 2023.

Q & A Session

Q. Is the fishery products exported to Europe by sea-freight or air?

Response: Combination of both and based on many factors (markets preferences and products preference).

Q. Export route: Direct or transit?

Response: Direct for Los Angeles and Japan and one transit point for the Europe export route. Logistic is complicated. Export route depends on flight route and technology available to present product to the market. Challenges if sending via air-freight can range from the need to maintain cold chain, securing cargo space and limited by economic factors.

Day 2: Thursday 30th May, 2019

1. Blockchain Technology Development in the Seafood Industry (Annex 12)

Presented by Mr Kenneth Katafono, Founder - TraSeable Solutions, Fiji.

Participants were introduced to one of the emerging digital traceability platform around the world, Blockchain technology. TraSeable Solutions (one of the only two certified Blockchain developers in Fiji) is the proud pioneer of Blockchain technology in the Pacific and assisted Fiji to be the first country in the world to trial Blockchain in the longline fishery. Blockchain is revolving towards combating IUU fishing; improving transparency and traceability to reveal whether food is produced legally. Why Blockchain?

- Distributed ledger technology (DLT)
- People use it due to tamper proof and nobody can use it
- Transparent
- Quick verification of products
- Disintermediation
- Proof of origin
- Paperless

The Blockchain technology can record information such as number of crew onboard, vessel details, fish species, weight etc. which can be recorded on a tablet. Overall, Blockchain can record data from sea to point of sales. Some of the lessons learnt:

- Digitalized data does not have to be expensive
- Trial and error process

- Not many companies providing Blockchain technology
- Can only capture 10% of key data elements into the Blockchain
- Different markets requires different data

The Ministry of Fisheries can store data (logsheets, permits, landing, bunkering etc.) using Blockchain technology and this is still in the discussion phase.

Q & A Session

Q. What is the cost of setting up the Blockchain system?

Response: Cost is in the hardware you have to buy. Having tablets and computers in your facility which is the initial cost. It is really cheap now and you can get a decent tablet for \$415. Ongoing cost like cost of tags, we have sourced the FDA approved tags so that these tags can go with the fish to the US markets and we also make tags locally. So we are constantly trying to find cheapest tags that we can sell on.

Cost of using service varies, our business model is software and we offer as service. We are a subscription based service and we have access to all the tools, and you clients pay a monthly fee. Clients can use it (Blockchain) and our team on the ground can also help clients train your team, set it up, make it operational and clients can continue to use our service.

The Blockchain has a different cost. So if you want to put a product and information into a Blockchain, there is a separate cost that we charge, so the cost of that varies and we charge clients because it costs us to put that type of information on the Blockchain which is not controlled by TraSeable Solutions. So if clients wanted that service, then would have to pay the cost of that transaction per day (which varies over time).

Q. Is TraSeable Solution contracted by Fiji's Ministry of Fisheries?

Response: No, we are not contracted by Fiji fisheries so we developed this product basically to sell this service. While we are working here locally, our goal as a company is to make this available across the developing countries. So we can offer this service to any particular country if they need traceability, if they need to make sure that their products are legal, so that's how we are offering this service regionally and internationally.

Q. Are you working with Ministry of Fisheries?

Response: We have been discussing with the MoF and we have had several discussions and basically the ministry is the key partner for digital traceability to work. So what we are doing is that instead of waiting for everyone to agree, we have gone ahead and built a solution.

Q. You are aware that FFA through the PEUMP is moving to the eCDS (Emergency Care Data Set), so correct me if my understanding is wrong, if you go to eCDS and single user, then in terms of going digital, then your system would be among one of the module to be connected to the single user, is that what you are saying as well?

Response: In that case if there is a regional CDS there is an issuing authority (FFA or whoever), so we can become the service provider for a number of companies, processors and I'm not

familiar with the CDS processors that has been developed. So from our system we can easily exchange data with whatever regional CDS system there is. But from the beginning, one of the things that we've done is the platform that we've built is essentially like the national CDS. So that's kind of where we are going to and where we are going to offer this to any country that wants to use it as a national CDS. So we can exchange data so as long as there's standards (that is standard as FFA as the regional organisation and us as the technology service provider).

Q. In case of integrating with the existing regional platforms there will be issue with the standards and can you elaborate more on this?

Response: So when I talk about standards, so if there is a regional eCDS then there will be defined processors for that CDS and also minimum data that will need to go to that eCDS for verification and authorisation. So providers like us we can apply to FFA to become an authorised traceability provider and we provide that minimum data to you to a regional CDS based on the data agreements that is in place.

Q. What happens when you have one fish loined into four pieces?

Response: So that one fish when it becomes four loins, every single one of those loins has a unique identity, so they will have a unique code for every single loin. And we can track every single one to whichever buyer or whichever export market. One will go to the US market, one will go to Japan or even NZ and you get to track them. It will be on the packing list and in your packing list there will be a unique identity associated with that particular product or with that loin.

Q. Can we link catch certificate for something like this?

Response: Yes.

Q. How long does it take to upload the information on the internet? Is it instant or 24 hrs?

Response: So if you using our service to upload information, that's almost instant. But to put information onto the Blockchain there's a delay. So it won't be overnight but it probably be at the most within an hour. But to store your record, information about your catch when your vessel comes back into port, you get to save that data on the databases online.

Q. Would there be like any second sought of verification to the data that would be uploaded?

Response: So every single time you're uploading the data and every critical tracking event, the next person can verify or the CA can verify it. So the way we've created our system is that all the data that is tracked or the key pieces of data that is captured by the companies could potentially if they wanted to, they could make that accessible to the CA. So that you could use that to verify. So it's the same thing as what they're doing now, they're compiling it on paper, they giving you the paper and you're trying to verify them. Instead it'll all be digital, so that the CA still has the authority to verify and every single company that handles the product, they'll be able to verify the data as well because they'll have access to it.

Q. You mention that you cannot verify and modify the data, so what if there's an entering and

then an error is made. What can be done?

Response: So you can't delete data, you can only amend it. So in that scenario, the first thing you entered would be recorded but if you correct it that also would be recorded, so you can see the history of those changes and so that becomes transparent. So say, someone enters Albacore and somewhere along the Blockchain someone wants to change it to Skipjack that change would be accessible.

Q. This Blockchain technology, it can be used for the ministry (tracking fish for the industry for their process), what about if the ministry wants to have their own system for each company or maybe for each of their applications?

Response: So the way we've designed this module is that all the key information captured by the company through that module can be accessible to the competent authority. So the CA could be able to track everything that was caught and you have access to it. Basically at every stage you will be able to see how many pieces, the weight coming in and the next stage you do a comparison and it's automatically done, so you can see if there is a discrepancy, the system will pick it up. You can also put down the individual species. Instead of fisheries bringing the data and fisheries entering the data trying to compare, the data is entered once and fisheries can verify.

Q. Is the system compatible and is it able to cope to other existing system (FFA RIMF & VMS)?

Response: Yes it's compatible. But compatibility really depends on standards. So if regional organisations have standards (I know there's work in that space) that information can be exchanged.

Q. You mentioned capturing data on the vessel; will there be a person assigned onboard the vessel to gather all this information?

Response: We basically train captains or the fishing master or several of the crew members on how to capture the data. It's almost the same as recording on the SPC logsheets, so it's essentially the same data that is being captured. So instead of using paper, now you using a tablet to access it electronically (there's been trials here). So the idea is that companies will do everything that they currently do but will have this additional tool to capture the data.

Q. Like for our company we catch fish but we don't have a processing plant and we give to other processing plant to process it. Now there will be a change in data from our vessel and to the processing plant. So my question is if we were to employ or we were to work with you guys, wouldn't we have to wait for the company as well for the processing plant to work with or you provide the technology before we can actually move forward or is there a way we can work around it?

Response: That's a good question. So some of you are just fishing operators. Depends on where you see the value of using the technology (use the technology for e-reports) then you can just use it for fishing operations (entirely up to you). But if you are selling fish to a processor that's using our technology then they can carry on using it. And the change in ownership of that particular product will be captured. It will say caught by you guys, processed by this other

company.

Q. We learnt yesterday regarding MSC, the final say will be with Bangkok (if I'm correct) or whose company that will give us the final weights. But then my issue if it needs to be recorded is there any assurance that it is being recognised by that as of the weights (fish for MSC products)?

Response: I think that the example yesterday was referring to the purse seine fleet. So the purse seine fleet catching skipjack and those products enter the Bangkok market and so that is actually weighed in Bangkok. But here you guys are catching fish and selling to a processor and processor actually invoice by the weight of that particular product. So the exchange there's a point where they actually weigh how much fish you get, so that can be captured. Well the final weight is after its final process before final packaging which often depends on what is on the packing list.

Q. Just for the sake of entering data, what is the storage capacity that you guys are offering?

Response: Unlimited storage. You don't need to worry about storage, or server or electronic tools going down. All you have to worry about is that you have the equipment and that you have an internet connection. You don't have to worry about security; we can handle that all for you.

Q. Sake of security of information? Information that goes on to blockchain would that be the final data to put on blockchain or is it just the normal data that we've been entering that automatically goes into the blockchain?

Response: It can be what you want to put on the blockchain but we are heading to a stage where there will be an agreement on what data should go with the product to the market. It is entirely up to the company.

Q. If I understood correctly, so now when you are trialling with Sequest, so the information/data that is entered for the Fiji flagged boat (Sequest boats), the information goes on the blockchain from the Fiji flagged boats?

Response: Right now they go onto our database from July when we release our blockchain product. It can go to the blockchain if they want it to. It's up to the company if they want to use that service coz they will pay for that service.

Q. So what if the companies buy fish from a foreign boat? That information also goes on the blockchain? How do we track that, because from the foreign boat you don't have a tablet?

Response: That is true, in those situations so any processing company that buys from any vessel (their vessel or foreign vessels), there's still a point where they receipt them, so you can still capture that volume from whoever they are receiving it from. It won't have the full traceability to the vessel. So from whoever the company receives it, they'll be able to trace that as well. Unless at some point in time it becomes mandatory to exchange this information, then you can do the full traceability.

Q. There was an illustration on one of your slides regarding landing authorisations. How about export authorisations, will that be also mentioned in the fish story when the consumer scans it?

Response: I think the decision on what to display on the fish story will eventually rest with the company that's selling that fish. The company wants to market their products the way they want to market it and they want to expose certain information to the end buyer. But yes that information can be captured, we've actually digitized all the permits (export, import, transshipment, bunkering, provisioning, everything). That's all electronically available. And can be electronically linked to that particular product. So potentially, yes every single fish that's exported from Fiji could have all the authorisations including the MSC label for Albacore and Yellowfin, any HACCP, any FDA registration numbers. All of that can be linked to that product.

Q. Regarding the applications that we are making, will there be payments online as well?

Response: That's an area that we need to address with the ministry. So we've looked at several options eventually we'll work towards an online payment option where companies can use a credit card to pay for everything online but the process we've been working with right now is a pay advance type of process. You can pay \$1,000 at the start of the year and every single permit that you apply for it'll deduct and there's a receipt for every single payment. This means that you don't have to go all the time and pay and so that's process we've been working with but again that needs to be agreed to with the ministry

Q. Apart from need to have good internet connection, are there any other limitations to the system that uses to possibly consider before signing up?

Response: From our experience, working for the last couple of years and from my previous work in fisheries, often the limitations is training the people to use the tools. People are not used to enter data on a tablet, computer, so it can be a whole paradigm shift for some organisation to move from paper to digital. So we help with that process, the constant training, provide tools around them and making the system as easy as possible to be used. So we also consider that the app we use onboard the vessels (they will be used by fishermen), so they need to be simple but we'll take all those preference into consideration.

Q. To what extent is the European market showing interest in this blockchain fishery?

Response: by the CEO of Sealand Processing Limited: A Company that has tested the blockchain, to the first consignment sent to the German customs using blockchain.

"We did our first trial two weeks back. The consignment was well received by Customs and they are still testing the blockchain but we got lots of positive feedback from their customers. But initial feedback was very good."

Q. Can you explain what very good means?

Response: by the CEO of Sealand Processing Limited: A Company that has tested the blockchain, to the first consignment sent to the German customs using blockchain.

"Very good means they are able to scan the bar code from a mobile and can trace back to when was this fish caught, who caught the fish, when did it enter in Europe."

Q. How many tonnes do you ship across (to Sealand CEO)?

Response: by the CEO of Sealand Processing Limited: A Company that has tested the blockchain, to the first consignment sent to the German customs using blockchain.

“Small quantity it’s only a sample and flown by air. Once a customer receives a piece of loin with a sticker and the sticker has information that will track back right to the vessel. So there is something transferred with the fish or along the processing step. And the information that goes in that packet of loin has everything right to the fishing trip. They have the app that will tell them the trip number, pieces, name of the vessel, processing detail.”

Q: Can you link this information to a catch certificate or how does it work?

Response: Yes. The catch certificate is by consignment and that every single product in that consignment could be associated to that catch certificate. And that can go right into the EU market, down to the consumer.

Q. Most of our captains are Chinese, is there like a multi lingual option on the app?

Response: Yes so that’s something that we will be working on next and it is the translation in the app. Just making it easy for the crew or whoever is filling out the information to enter the information correctly.

Q. Talking about the market. Do you also advertise your app to the market for them to use your app in order for them to get this story or is it widely known and open that anybody can access from any application to this story?

Response: Yes so the reason why we use the QR Codes on the products is that you can use any QR code scanner to see that information. You don’t need a specific app. What could happen is if an importer in the USA receives this fish and if they have customers who then to process it further and want to capture that information, then you make it available to them. They carry on the story of that particular product.

2. Traceability (Annex 13)

Presented by Mr Jope Tamani, Trade Development Advisor- Pacific Island Forum Fisheries Agency, Solomon Island.

Mr Jope Tamani emphasised the importance of meeting the market access requirements. Fiji currently has less than 20 vessels that are eligible to supply raw materials to the EU market as the result of complying with sanitary phytosanitary (SPS) and CDS, both regulated by government agency. MSC certification is a private certification and it propel products in the market. Three obligations for market access is the need to have right resources, onus of proof/ obligation of result and obligation of control.

Seafood traceability is achieved through proper documentation and handling protocols. Supplier traceability is ensuring you can track all raw materials from source. Process traceability is ensuring you can identify all ingredients and process records for individual products. Market access requirements need to be understood which is:

- SPS
- CD
- CoC
- Objective evidence that confirms eligibility

The key component of CDS and SPS is fish accountability that should also be able to track fish stocks forward and the ability to be traced backwards.

Day 3: Friday 31st May, 2019

Field Visit

Day three was allocated for a field visit and group presentations. Objectives of the field visit were to allow participants to understand the different supply chain and documentation system in different companies. Participants (Table 1) were divided into four groups and sent to designated companies as part of their field visit.

Table 1: List of group members per company

Hangton (Pacific) Pte Ltd, Rokobili Subdivision, Walu Bay	Golden Ocean Group of Companies, Rokobili Industrial Subdivision, Walu Bay	Solander (Pacific) Pte Ltd, Mua-i-Walu Complex, Rona Street, Walu Bay	Sealand Processing (Fiji) Ltd, Mua-i-Walu Complex, Rona Street, Walu Bay
Shaneil	Losalini	Joe Peters	Nilesh
Sonam	Ajendra	Imraz	Jasha
Ferral	Roslyn	Livai	Alexy
Luisa	Filiti	Hilda	Katarina
Joeli	Ulaiasi	Julliet	Manasa
Vilisoni	Jyanti	Disilika	Jin
Shalvin	Lolokula	Malakai	Milika
Daniel	Alena	Duncan	
Seremaia Tuikoro	Mereia	Ravai	
Vilisoni	Bolatagane		
	Praveen		

Individual team presented on their findings noting all findings and lesson learnt. The group presentations are as follow:

Team Hangton

Lessons learnt

- Not EU certified sending to Thailand (MOL)

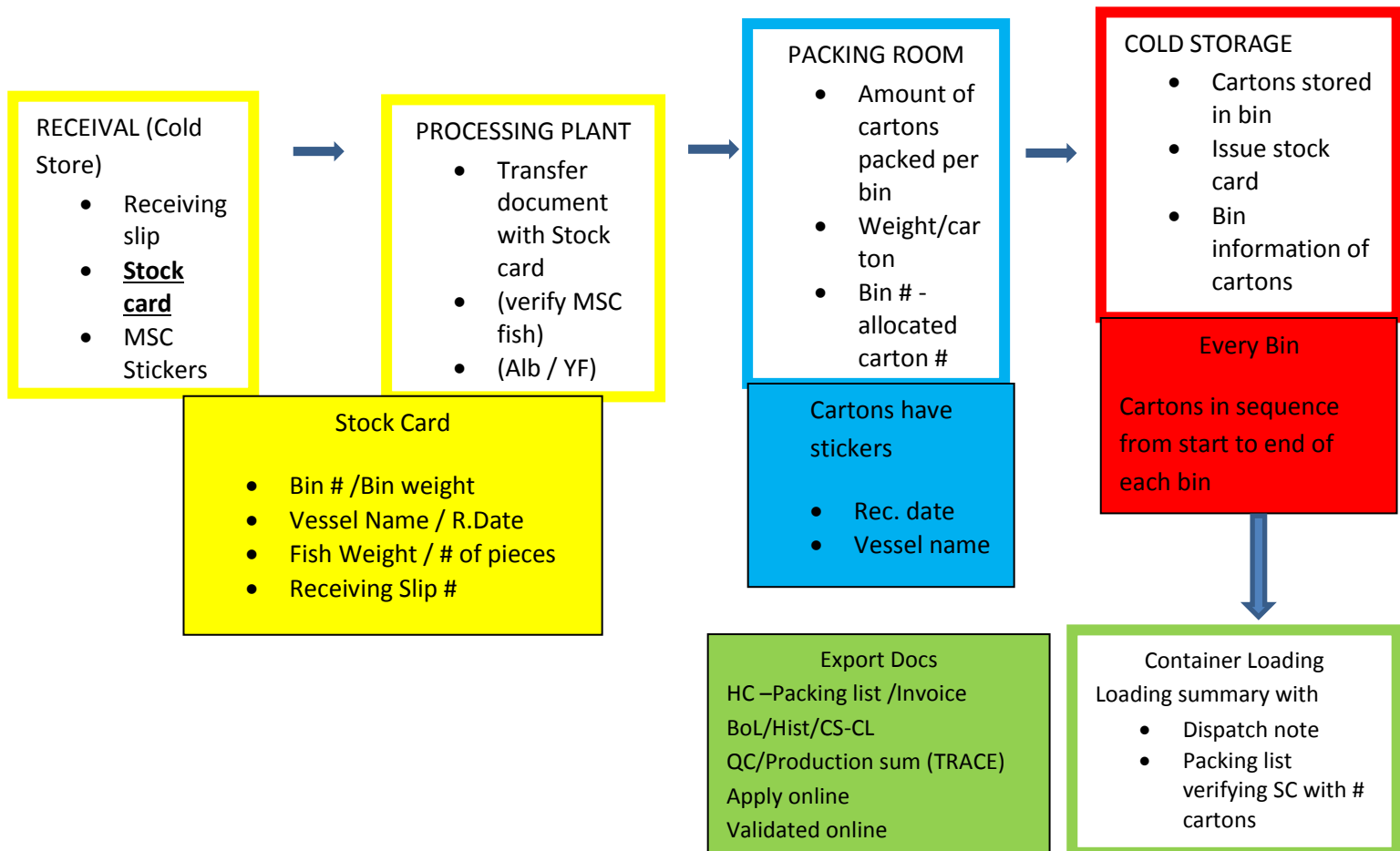
- The trucks are EU trucks?
 - No, only MSC trucks

Question:

- Is MSC only to EU? No it's to any market. But because it's made for that EU market, it's important to penetrate that market.
- Hangton has not penetrated the EU market as well as they have yet to comply with the other regulatory authority, SPS and CDS.
- What are some of the urgent needs of the ministry? More manpower.
- Transition to go from paper to digital? Yes, trialling the apps, on board apps. Permits are also going digital in the near future.

Team Golden Ocean

The flow chart below is an example of a linear process for MSC tuna steak beginning from receipt, processing, packing, cold storage and reefer container loading. The shaded box contains key information that is needed to fully describe the raw products details that will be used to link the MSC products forward and backward through the processing line.



Lessons Learnt:

- Private Sector: Supplies to other processing plants. They don't know what happens to MSC certified fish. Standards being learnt are being applied, assured standards are there from source to market.
- Health related standards used are high standards; value the fish being brought to them; lots of documentation involved before export.
- MOF: Company has good CoC and filing system, copies of all applications filed; good traceability. MSC segregated from non-MSC fish.
- During processing of EU products; can have visitors but for the FDA (US market) no visitors allowed.
- How is segregation verified:
 - From receiving bay, all clearly marked. Once it reaches processing belt they are processed by how they are segregated from bay until that is all done and belt is sterilised for next batch.
- If MSC and non-MSC
 - Segregated from bay Vessel receiving, fish if put into bins by category, all put into different aisles in cold storage. Stock cards have all the info. EU has special EU trucks.

Team Solander

Landing Site

Certification

*CoC starts at the landing site: Mua-i-walu: EU certified

- Flag state responsibility
 - Log sheet
 - HACCP
 - MoF
- 11 Certified MSC vessels
- Certified supplier
- Trucks are certified

Identification

Able to identify

- Albacore
- Yellow Fin
- Prospects – Big Eye

Segregation

No issue since it is a MSC compliance company

Traceability

- Provide log sheets, verified with MoF through landing summary
 - MoF also has data for further verification (tally)

- All data needs to be reported to MoF for the issuance of export permits and Heath Cert

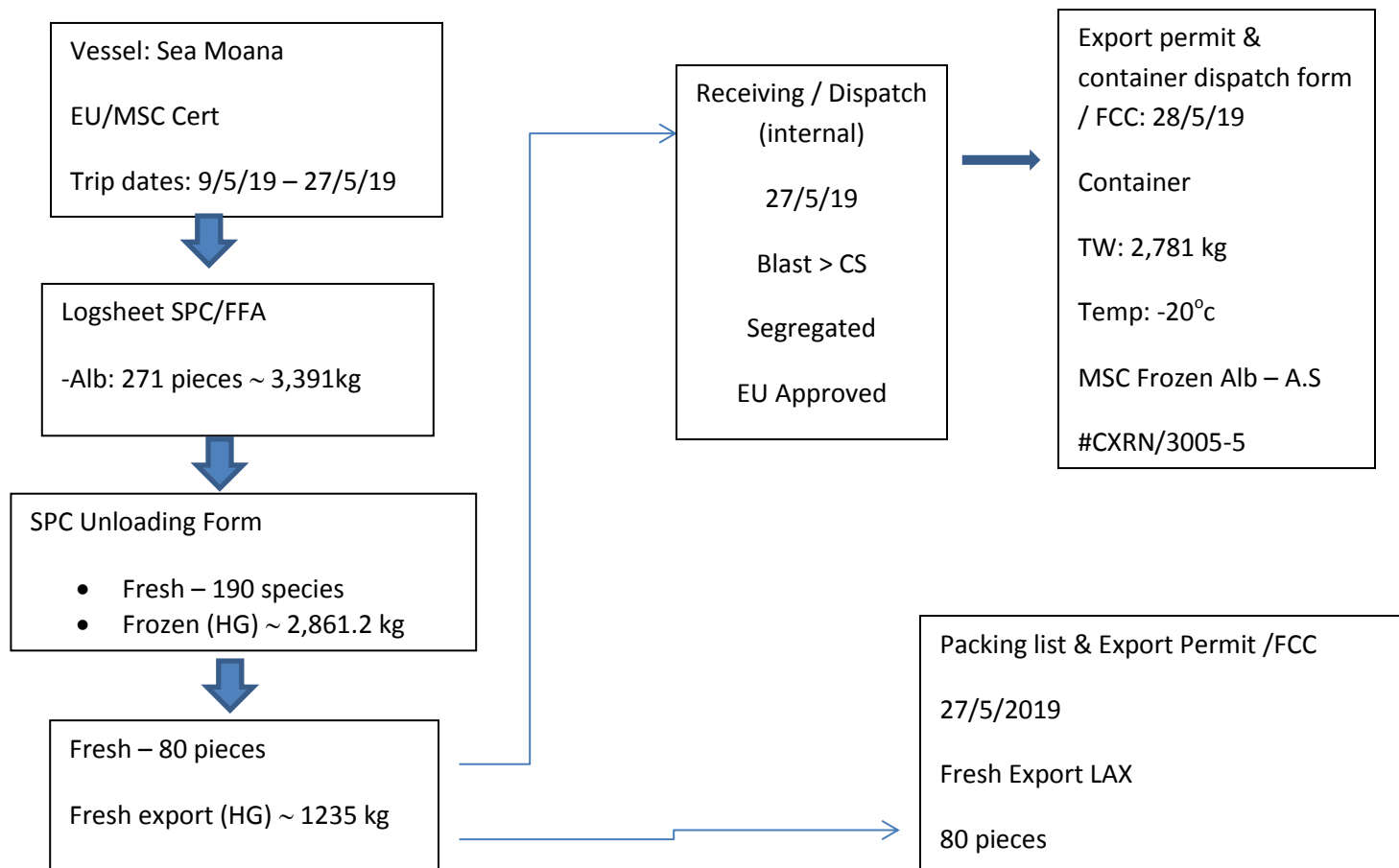
Feedback:

Target Market: Frozen to EU and fresh to US. Not much price difference because consumers are driving market, not the price. Having more sustainability conscious consumers that are willing to buy MSC certified products

Other kinds of monitoring MoF does apart from supplied documentation?

- Port monitoring: carried out on risk based level
- Source monitoring: Wednesday weekly export sent to MoF on reports of all vessels

Team Seaquest



Feedback:

Farrel (FFA) Container to AS, what is the weight ton on the log, what does it include?

- Fish weight plus other things. To tag fish for FDA, you only use FDA approved tags; applies to all items

ANNEXES

Annex 1: Workshop Agenda

Marine Stewardship Council (MSC) Fisheries Standards and

MSC Chain of Custody (CoC)/Traceability in Fiji's Longline Tuna Industry

29th – 31st May, 2019

Moana Anglican Services & Teaching Centre (MAST)

7 Des Vouex Road, SUVA

Introduction:

The Fiji Fishing Industry Association (FFIA) currently has 55 MSC certified longline fishing vessels which also fish for Yellowfin and Albacore, both MSC certified tuna species under the MSC Fisheries Standards. Since 19th March 2018, a total of 22 additional tuna longline fishing vessels were added to FFIA's MSC certification. The workshop is intended to ensure that existing and incoming certificate holders are fully aware of the MSC requirements.

In addition, Fiji currently has 9 MSC CoC companies including a non-FFIA member operating as cannery. The 2018 Acoura report for Fiji's Yellowfin and Albacore tuna states that *Some of the client vessels fish both within and outside the Unit of Certification (UoC) meaning that excellent traceability and compliance system need to be followed rigorously (Acoura Marine Public Certification Report for Fiji albacore, 2018)*. For this reasons, the need for capacity building through workshop is important for the tuna fishing industry and stakeholders to understand the requirements and new development in the MSC work.

The workshop will engage resource personnel from MSC, Forum Fisheries Agency (FFA), Ministry of Fisheries and Ministry of Labour to deliver components related to MSC.

The workshop is funded by the Pacific-EU Marine Partnership (PEUMP) Programme through the Pacific Islands Forum fisheries Agency (FFA) and coordinated by WWF- Pacific in collaboration with Ministry of Fisheries and the Fiji Fishing Industry Association (FFIA).

Workshop Objectives:

1. FFIA MSC and non-MSC members understand MSC and MSC CoC requirements.
2. FFIA MSC and non-MSC members understand MSC Forced and Child Labour requirements;
3. Participants understand the roles tuna fishing industry play to enhance market access and economic growth;
4. Improve MSC Traceability understanding and monitoring.

Planned Workshop Outcomes:

1. Enhanced understanding of MSC and MSC CoC requirements and traceability ;
2. Traceability gaps identified and improvement measures identified ;
3. Enhanced understanding of MSC Forced and Child Labour Policy requirements and gaps in current policy framework.

Target Audiences:

1. FFIA MSC and non-MSC members involved in Fiji's tuna industry;
2. Non- FFIA members involved in Fiji tuna industry;
3. Fiji Maritime Academy;
4. Ministry of Fisheries;
5. Competent Authority- Ministry of Health and Medical Services.

Workshop Programme



**Marine Stewardship Council (MSC) Fisheries Standards and
MSC Chain of Custody (CoC)/Traceability in Fiji's Longline Tuna Industry**

29th – 31st May, 2019

Moana Anglican Services & Teaching Centre (MAST)

7, 11 Des Voeux Road, SUVA

TIME	ITEM	RESOURCE PERSON
Day 1: Wednesday, 29th May 2019		
0830 - 0900	Registration	WWF
0900 - 0905	Opening Prayer, Welcome and Introduction	WWF
0905 - 0915	Garlanding & Official Opening- Chief Guest	PS MoF
0915 - 0920	Address by EU	EU Representative

0920 - 0925	Address by WWF	WWF Representative
0925 - 0930	Address by FFIA	FFIA Representative
0930 - 0935	Housekeeping matters	Facilitator/ WWF
0935 - 0950	Photo Session	Group
0950 - 1020	MORNING TEA	
1020 - 1030	Workshop Introduction and Expectation	Facilitator/ WWF
1030 - 1120	MSC Fisheries Standards and new Fisheries Certification Process v2.1	Bill Holden (MSC)
1120 - 1150	New MSC Chain of Custody (CoC) Standards.	Bill Holden (MSC)
1150 - 1220	MSC Requirements on Forced and Child Labour	Bill Holden (MSC)
1220 - 1250	Forced and Child Labour in Fiji (Offshore Fisheries Sector)	Ministry of Labour
1250 - 1350	LUNCH	
1350 - 1420	Catch documentation requirements	Ministry of Fisheries
1420 - 1450	Evolution of Fiji MSC Certification	Charles Hufflett
1450- 1520	MSC Process and Current Status of the Certification in Fiji.	Charles Hufflett
1520 - 1540	AFTERNOON TEA	
1540 - 1630	Reflection and Action	
END of DAY 1		
DAY 2: THURSDAY, 30 TH MAY 2019		
0830 - 0855	Registration	WWF
0855 - 0900	Opening Prayer	Facilitator
0900 - 0930	Recap/Reflections/ Expectations Check-in	Facilitators/ WWF

0930 - 1030	Blockchain Technology development in the Seafood Industry	Kenneth Katafono (TraSeable Solutions)
1030 - 1100	MORNING TEA	
1100 - 1130	Traceability	Joep Tamani (FFA)
1130 - 1200	Traceability	Joep Tamani (FFA)
1200 - 1230	Traceability	Joep Tamani (FFA)
1230 - 1300	Traceability	Joep Tamani (FFA)
1300 - 1400	LUNCH	
1400 - 1430	Traceability	Joep Tamani (FFA)
1430 - 1500	Traceability	Joep Tamani (FFA)
1500 - 1530	AFTERNOON TEA	
1530 - 1615	Traceability	Joep Tamani (FFA)
1615 - 1630	Logistics for Day 3	Joep Tamani (FFA)
END OF DAY 2		
DAY 3: FRIDAY, 31ST MAY		
0830 - 1300	Company Visit: Traceability	Joep Tamani (FFA) <u>Support:</u> <ul style="list-style-type: none"> ● MoF ● CA ● FFIA ● WWF
1300 - 1400	LUNCH	
1415 - 1520	Continue CoC/Traceability at Company	Joep Tamani (FFA) <u>Support:</u> <ul style="list-style-type: none"> ● MoF ● CA ● FFIA

		<ul style="list-style-type: none"> • WWF
1520 - 1535	AFTERNOON TEA	
1535- 1615	Continue CoC/ Traceability at Company Group Discussions/ Presentation	JopeTamani <u>Support:</u> <ul style="list-style-type: none"> • MoF • CA • FFIA • WWF
1615 - 1620	Summary/ Recap	Facilitator and MoF
1620 - 1630	Closing Remarks	EU Representative
END OF WORKSHOP		
1830 - 2030	Training Certificates Presentation and Dinner	WWF/ MoF

Opening Speech & Remarks

Annex 2: Opening Speech by the PS for Fisheries, Mr Craig Strong.



Statement by

CRAIG STRONG

PERMANENT SECRETARY FOR FISHERIES, FIJI

Marine Stewardship Workshop

Suva

30th May, 2019.

Ni Sa Yadra Vinaka, and very warm Suva good morning to you all

I would like to thank the European Union in particular Marta Brignone for hosting this workshop. I would also like to acknowledge the presence of the Fiji Fishing Industry Association and Fiji's Offshore Fishing Companies. Further greetings to the FFA Technical Advisor Mr Jope Tamani, the MSC Consultant Mr Bill Holden and last but not least Kesaia TubBula Vinaka to my esteemed colleagues here on the panel.

Ladies and Gentlemen;

I am deeply privileged to be here this morning as you gather to workshop the work of ***marine stewardship council (msc) fisheries standards and chain of custody (coc)/traceability in fiji's longline tuna industry***

Having commenced in the role of Permanent Secretary for Fisheries some five months ago I look forward to connecting with you and subsequently working with you all over the coming months. There is indeed a lot of work for us to do!

The Fijian Government has a very clear vision for the governance of our oceans and for our fisheries resources. This is clearly articulated in the Fijian National



Development Plan. The work of the Marine Stewardship Council greatly compliments the work that our Ministry does in delivering our mandate of sustaining, protecting and managing our fisheries.

Over recent years a substantial amount of work and investment has gone into building the equity of brand Fiji... this is evident in all sectors of the economy from tourism to manufacturing to primary industry. How we position the sustainability of our fishery in the fabric of brand Fiji is a critical anchor point for the work that the Ministry of Fisheries does

Therefore I cannot underscore the importance work that you will do with the Council in the certification process

The Ministry has a vision to have the best fishery is the pacific region at the core of this vision is to optimise returns in the trade of our fishery commodities and to ensure that this value is migrated along the continuum of the value chain

Quality embedded through MSC certification should lay at the heart of the brand strategy of all our fisheries commodities. Our key point of difference is how we leverage strong ocean governance in the sustainable commercialization of our fisheries commodities. And this is a story that should define our fisheries commodities brand

For Fiji our work in Ocean Governance pivots around three key areas. Our Coastal Fisheries Resource, Our Offshore Fisheries Resource and Climate Change Mitigation and Adaptation. Each has its own set of challenges.

The Fijian Government recognize that our fisheries resource, and in particular our coastal fisheries are under severe stress. This has been a result of a combination of over and illegal fishing, population growth and the effects of climate change which has led to rising sea temperatures, species migration, ocean acidification and coral bleaching.

In 2017 the Government of Fiji in order to mitigate these issues established a dedicated Inshore Fisheries Management Division.



This has allowed us to strengthen governance structures in coastal fisheries. With this division we have implemented stronger and effective management measures for key coastal fisheries species.

We have stopped the export of Beche-de-Mer to allow these stocks to regenerate. We will reopen this fishery, when the time is right and **of course** with a stringent management framework in place to govern its sustainability.

In 2018, we implemented the first ever seasonal closure of the Grouper and Coral Trout fisheries. This will be implemented again this year as we work towards long term effective management of these iconic species for Fiji.

Earlier this month we launched set size limits, to ensure that these are achieving the sustainable stock levels that we need to ensure the food security for all Fijians.

Fiji's offshore Fisheries is governed by a robust licensing and monitoring regime. Our membership of the Western and Central Pacific Fisheries Commission and being a party to the Agreement on Port State Measures are examples of the Fijian Governments commitment to **stringent Ocean Governance**

Fiji's commitment to these international instruments articulates our willingness to embrace the shared responsibility in combating the global problem of illegal, unregulated and unreported (IUU) fishing.

Fiji has rolled her sleeves up and taken the climate change issue to the global stage. Through our co-presidency at the 2017 UN- Oceans Conference and the later COP23 Presidency in Bonn, we are in a far better position to have our voices and priorities and of our pacific family heard.

Ocean Science is critical if we are to make the right decisions that **govern** the commercial sustainability of our oceans. Fiji's membership of the Intergovernmental Oceanographic Commission of the Western Pacific (IOC Westpac) provides the perfect platform for us to anchor our scientific and research work as we enter the UN Decade of Ocean Science.



Fiji is making good progress in MSC certification having a small number in 2012 for Albacore caught inside Fiji waters to the 55 vessels currently certified for Albacore and Yellowfin caught in Fiji waters and adjacent high seas.

Fiji's commitments to the Oceans Conference were to have 75% of the FFIA membership to be MSC certified by 2020. We are proud to report that we are well on target to achieve this.

With this, along with being the first surface longline fishery to have gained certification, congratulate/commend all parties for the combined effort in not only attaining the globally recognized and highly revered certification but also maintaining the certification.

This confirms to the global community and the export markets that Fiji is serious in ensuring the long-term sustainability of its fisheries resources as a responsible flag and port State.

Make no mistake about it, much more governance work and change, is needed to ensure ocean sustainability of our important fisheries resources. Climate change compounds this as we are dealing with a very fluid set of factors, largely which are out of the control of countries like Fiji.

The Ministry is full supports this collaboration and strong encourages all companies, stakeholders and development partners to continue to dialogue and work together to maintain the certification.

Over the next few days you have an opportunity to forge our commitment as one voice in commercially sustaining, in managing and in protecting our ocean resource. In this light I think it is important that we all pause reflect on the task at hand. the fact that the decisions we make have a very real impact on our future generations

I wish you all the best for your deliberations and look forward to the result of increasing the equity in brand Fiji



Fiji Fishing Industry Association

Marine Stewardship Council (MSC) Fisheries Standards and Chain of Custody
(CoC)/Traceability in Fiji's Longline Tuna Industry

29 - 31 May, 2019 Moana Anglican Services & Teaching Centre (MAST)

7 Des Vouex Road, SUVA

Address by the President of the Fiji Fishing Industry Association

The Chief Quest, the Permanent Secretary for Fisheries Mr Craig Strong

Invited quests

Workshop resource personnel

Workshop Participants

Ladies and gentlemen

- It is indeed a great honour to be here amongst you all;
- In 2012, vessels under the Fiji Tuna Boat Owners Association (FTBOA) were certified under the Marine Stewardship Council (MSC) catch certification for 5 years;
- This certification was also a milestone whereby a portion of Fiji's surface long line fleet was the first in the world to receive such certification;
- Later, through a memorandum of understanding with the Fiji Offshore Fisheries Association (FOFA), some vessels from them were qualified to join the FTBOA MSC vessel list;

- In January 2016, FTBOA and FOFA merged to form the Fiji Fishing Industry Association (FFIA) and we see this as a great achievement especially when we see that the two associations do go through the same challenges all year round with the exception of maybe 1 or 2;
- When the 2012 certification expired in 2017, it was decided to have the new certificate to come under the Fiji Fishing Industry Association;
- To date we have a total of 55 certified long line fishing vessels under the Fiji Fishing Industry Association vessel list, which is 21 more than when the certificate was under the FTBOA;
- This shows the interest by the Fiji fishing fleet in having their catches certified especially when the new certificate had added yellowfin tuna and the 3 adjacent high seas;
- And at the same time contributing to combatting IUU fishing;
- In having said that, by having catches certified, it's another means of combatting IUU fishing because to continue to enjoy selling your certified fish and fishery products, we are audited on an annual basis by the conformity assessment bodies (CAB) ensuring that you are meeting all the standards of your conditions, which basically are based of adopted measures of regional fisheries management organisations and on national laws and policies ensuring sustainable fisheries;
- In this regards it is very crucial that the authorities are thoroughly monitoring all MSC caught fish and ensuring that no mixing of fish is happening;
- At the same time we see that having certified catches, it provides us with an added value as compared to when selling non-certified catch;
- In other words, with the economic hardships most of us are going through from our fishing businesses, the MSC catch certification is like a life-line by keeping us afloat;
- In this regards, the Government authorities, the clients and like minded NGOs, to continue to work together as a strong team in order for us to sell our fish and fishery products under the blue MSC logo;
- The Fiji Fishing Industry Association had made a commitment at the Oceans Conference in New York in 2016 the by 2020, 75% of our membership will have catch certification. I am glad to advise you all that as of today we have gone past the target by 3.5% and is now sitting at 78.6% and therefore do thank the members and the authorities for the achievement;

Finally I would like to extend the Association's acknowledgement to the:

1. European Union through Pacific Union Marine Partnership Programmes (PEUMP) and the people of Sweden for the funding of the workshop;
 2. Marine Stewardship Council (MSC) for providing the resource personnel;
 3. Likewise the Pacific Island Forum Fisheries Agency (FFA);
 4. All those behind the scene in having this 3 days workshop; and
 5. Of course the Anglican Church for hosting us for the next 3 days.
- Wishing you all the best.

Vinaka vakalevu.

Annex 4: WWF Address

WWF PACIFIC

LAUNCH OF THE MARINE STEWARDSHIP COUNCIL (MSC) FISHERIES STANDARDS & MSC CHAIN OF CUSTODY/TRACEABILITY IN FIJI TUNA LONGLINE INDUSTRY WORKSHOP

Address by Duncan Williams, Programme Manager - Sustainable Fisheries and Seafood
Programme Venue: MOANA ANGLICAN SERVICES & TEACHING CENTRE (MAST) 7, 11 Des Voeux Road, Suva

Date: 29TH MAY, 2019

Time: 9-10AM

Salutation:

**The Permanent Secretary for Fisheries – Mr. Craig Strong;
Programme Officer, Natural Resources & Governance, Delegation of the European Union for the Pacific – Ms Marta Brignone;
Trade Development Adviser, Forum Fisheries Agency (FFA) – Mr. Jope Tamani;
President, Fiji Fishing Industry Association – Ms Radhika Kumar;
Executive Officer, Pacific Islands Tuna Industry Association – Mr. John Maefiti;
Chairman, Solander Group – Mr. Charles Huffleft;
MSC Consultant – Mr. Bill Holden;
Facilitators, Presenters and Participants of this Three Day Workshop;
Representatives of the Fiji Fishing Industry Association & Fiji's Offshore Fishing Companies;
Invited Guests;
Ladies and Gentlemen;**

Ni sa Bula Vinaka and a very good morning to you all!

Illegal, Unreported and Unregulated (IUU) fishing is a constant battle faced not only by Fiji but the region as well. IUU depletes fish stocks, undermines science progress and robs vital income and development opportunities for Pacific Island Countries like Fiji.

The 2016 MRAG Asia Pacific report estimates that the cost of IUU fishing in Pacific tuna fisheries within the Western and Central Pacific Ocean is approximately over **FJ\$1.2b** (US\$616.11m).

Of this, the regions longline fisheries sector accounted for around **44 percent** of the overall estimated IUU value or **FJ\$545.1m** (US\$272.55m). This is lost revenue that

would have otherwise contributed to the building of roads, schools and hospitals in countries across the Pacific.

Fiji's offshore fisheries sector through its longline fleet contributes annually around **FJ\$120m** to the country's economy. In 2014, the value of catch by Fiji's tuna longline fishing fleet was worth approximately **FJ\$110m** and employed approximately **3,800 people**.

Despite the many challenges faced by Fiji's offshore fisheries sector, progress has also been made over the years toward the development of sustainable and responsible tuna fisheries and combatting regional IUU fishing.

Fiji's tuna fisheries has earned international recognition as being the first longline tuna fishery in the world to have been certified sustainable under the Marine Stewardship Council (MSC) certification for sustainability back in 2012 and again last year in 2018.

The Fiji Fishing Industry Association (FFIA) is the MSC certificate holder which consists of 55 MSC certified tuna longline fishing vessels.

MSC is an international and independent non-profit organisation that sets a standard for sustainable fisheries.

MSC certification gives international consumers in markets such as Japan, United States of America, New Zealand, Australia and the European Union confidence that the tuna from Fiji they eat has been sourced from healthy well-managed tuna stocks.

By achieving MSC certification, fishing companies from Pacific Island Countries like Fiji provide consumers a certain degree of assurance that regulatory frameworks and mechanisms that categorize the traceability of fish from bait to plate, for instance, and that companies are being monitored and in compliance with the relevant regulations.

Over the next three days, the ***Marine Stewardship Council Fisheries Standards and Chain of Custody / Traceability in Fiji's Tuna Longline Industry*** workshop will serve as a great example of partners working together to strengthen Fiji's offshore fisheries capacity to sustainably manage this important regional renewable resource.

The workshop will see Fiji's offshore fishing industry partners undergo training from experts in the field of MSC fisheries standards and chain of custody requirements, and traceability to ensure Fiji's albacore and yellowfin MSC certification within its exclusive economic zone and adjacent high seas are well-managed.

WWF is committed to working together in collaboration with the Fiji Government and our partner fisheries stakeholders, the private sector and development agencies to ensure that the country's offshore fisheries continues to be sustainably well managed and benefits all grass-root communities here in Fiji. We're thankful to all our partners for supporting this vision.

At this point I would like to convey our sincere gratitude and appreciation to the European Union through the Pacific European Union Marine Partnership Programme that is facilitated by the Fisheries Forum Agency for funding and supporting this workshop.

WWF is implementing a component under the Pacific-European Union Marine Partnership Programme relating to the reduction of Illegal, unreported and unregulated (IUU) fishing in the region and this workshop is a first of many initiatives under the programme which will continue to safeguard livelihoods and ensures that the fishery continues to provide for current and future generations of families dependent on tuna either directly or indirectly well into the future.

I would also like to take this opportunity to thank all our partners, led by the Ministry of Fisheries, for all the commitment and effort undertaken in ensuring the planning and facilitation of this three day workshop.

To the participants, the challenge is now for you to learn and grasp the objectives of the workshop over the next three days and to operationalize the learning in your respective areas.

I am very much optimistic that this workshop would not only build capacity for the offshore fishing sector but more importantly, it will complement and strengthen the collective approach that the Pacific Island countries of the Western and Central Pacific region are undertaking for the sustainable use and protection of one of our limited resources, tuna.

Vinaka.

-The End-

PRESENTATIONS

Annex 5: MSC Fisheries Standards and new Fisheries Certification Process V2.1

24/06/2019



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!

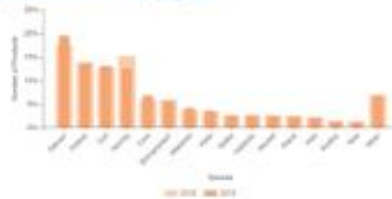


MSC Certified Tuna Fisheries

Region	Country	Fishery	MSC Status	Assessment Date
Atlantic	Portugal	Atlantic Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018
Indian	India	Indian Tuna	Certified	2018

MSC labelled products 2018-19

Importance of tuna in the MSC program



Standard setting best practice

ISEAL
Credited and independently verified against all three ISEAL Codes

FAO
Compliance with FAO Guidelines for sustainability of fish and fishery products from wild capture fisheries

GSSI
Recognized by GSSI as being aligned with all essential criteria in all three domains

ISO
ISO 26000 Code of good practice for sustainability
ISO 26001 (Guidelines for Sustainability Management Systems)
ISO 17000 (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 efficiency**
 - Data collection and monitoring
 - Assessment of stocks
 - Determining stock status relative to PIR and MSY
 - Determining impacts on other species and habitats
- Fishery management challenges**
 - Harvest strategies & control rules
 - Compliance 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 practices (including season length)
- Harvest or bycatch
- Other eligible fishers that are included in an MSC fishery assessment
- Specific fishing measures and/or zones

Unit of Certification (UoC)

- The target stock(s)
- Fishing method/gear and practices (including season length)

Defining the Unit of Assessment



MSC Fisheries Standard




- 1 The sustainability of stock
- 2 Ecosystem impact
- 3 Effective management

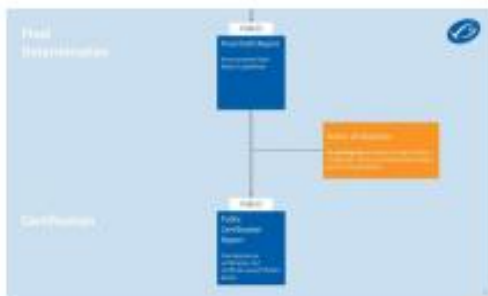
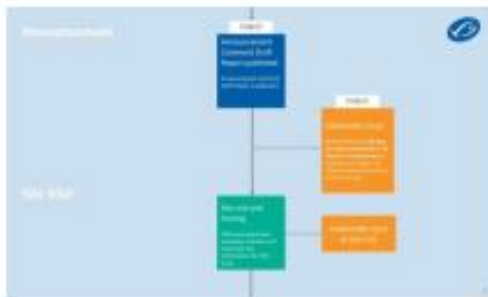
A GUIDE TO THE MSC FISHERIES STANDARD



Structure of the Fisheries Standard







Annex 6: New MSC Chain of Custody (CoC) Standards

24/06/2019



The Chain of Custody program

Purpose: Traceability of certified seafood through the supply chain

- May be several years between fish being caught and finally being sold in retailer
- Seafood may travel around the world e.g. caught in US, processed in China, sold to consumer in Germany
- Companies handle certified and non-certified seafood, and different species can be indistinguishable in final product.

Source: Huisman, 2012

The consequences of mislabelled seafood

- Illegal, unreported and unregulated (IUU) fishing
- The trade of vulnerable species can go unnoticed
- Consumer deception
- Risks to consumer health

MSC standards and eco-labelling program

Sustainable and traceable seafood standards

The Chain of Custody (CoC) program

What does MSC Chain of Custody do?
The procedures implemented by organisations purchasing or handling certified products:

- ensure conformity with the MSC CoC Standard
- provide assurance that certified products are segregated from non-certified products
- allow traceability back to a certified source

How does it do this?
Supply chain companies:

- Implement relevant systems and procedures
- Are independently audited to verify their compliance

Together, we provide seafood buyers with confidence in their products' sustainability.

Our theory of change

20 years of working with industry to deliver sustainability	37% consumer recognition (global average)	108 leading companies have commitments to source MSC
More than 4600 Chain of Custody certificate holders	Over 38,000 products on sale with MSC label	108 species available with the MSC label
114 countries selling MSC labelled products	US\$5.6bn spent by consumers on seafood with MSC label	200 MSC staff of £15m budget
	23 CAs	400 CoC auditors

The Chain of Custody programme

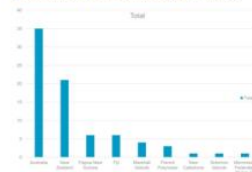
Growth of CoC certificate (May 2019)



- The first CoC certificate was first issued in **February 2000**
- 4,683** CoC certificate holders
- 37,545** consumer-facing MSC products on the market
- 100** countries with valid CoC certificate holders
- Fiji has **6** valid CoC certificate holders

The Chain of Custody programme in Oceania

Growth of CoC certificate (May 2019)



78 Chain of Custody Certificates

The MSC Chain of Custody Standard versions



The MSC Chain of Custody Standard versions

Default (single/multi-site)

Anyone handling or trading certified products. It targets companies with a single site (physical location) or small number of sites.

Each site individually audited and a single certificate will be issued.

For companies with numerous sites, each site is individually audited. One certificate and CoC code shared for all sites.

Examples:

- A trading company with one office (single site certificate)
- Processor with two factory locations (multi-site certificate)

The MSC Chain of Custody Standard versions

Default (single/ multi-site)	Group
Anyone handling or trading certified products. It targets companies with a single site (physical location) or small number of sites.	Anyone handling certified products at multiple sites, where each site is controlled by a head office.
Each site individually audited and a single certificate will be issued.	Only a sample of sites & the head office are audited each year.
For companies with numerous sites, each site is individually audited. One certificate and CoC code shared for all sites.	A single CoC code & certificate are shared across the group.
Examples:	Examples:
<ul style="list-style-type: none"> A trading company with one office (single site certificate) Processor with two factory locations (multi-site certificate) 	<ul style="list-style-type: none"> A large wholesaler with dozens of warehouse A group of independent processors

The MSC Chain of Custody Standard versions

Default (single/ multi-site)	Group	Consumer-Facing Organisation
Anyone handling or trading certified products. It targets companies with a single site (physical location) or small number of sites.	Anyone handling certified products at multiple sites, where each site is controlled by a head office.	Anyone that sells/ serves certified products exclusively or primarily to final consumers. For single site or for chains under a common management.
Each site individually audited and a single certificate will be issued.	Only a sample of sites & the head office are audited each year.	Only a sample of sites & the head office are audited each year.
For companies with numerous sites, each site is individually audited. One certificate and CoC code shared for all sites.	A single CoC code & certificate are shared across the group.	A single CoC code & certificate are shared across the group.
Examples:	Examples:	Examples:
<ul style="list-style-type: none"> A trading company with one office (single site certificate) Processor with two factory locations (multi-site certificate) 	<ul style="list-style-type: none"> A large wholesaler with dozens of warehouse A group of independent processors 	<ul style="list-style-type: none"> Restaurant franchise with 100 sites in different countries Retail fish counter Contract caterer with central kitchen & 10 food serving stores

How does CoC provide assurance?

Five principles ensure continuous Chain of Custody (CoC):

- 1 Certified products are purchased from certified suppliers
- 2 Certified products are identifiable
- 3 Certified products are segregated
- 4 Certified products are traceable and volumes are recorded
- 5 The company has effective management system



Independent third-party assurance



Default CoC Standard

Principle 1: Purchasing from certified suppliers

- Only buy certified products from certified suppliers, fisheries or farms
- Have a process to confirm the certified status of products upon receipt (for example, checking the documentation at goods-in)

→ Search for certified suppliers on:
 MSC – msc.org/suppliers or
 Fisheries in the MSC program
 ASC – asc-aqua.org



Default CoC Standard

Principle 2: Certified products are identifiable

- Certified products shall be identified as certified at all stages of purchasing, receiving, storing, processing, packing, labelling, selling and delivering, except for sales invoices to final consumers
- Must have a system to ensure packaging with the label cannot be used for non-certified products and certified product cannot be mislabelled by species nor origin

Guidance
 Where it is impossible or impractical to label physical products (e.g. fish in a defrosting tank) the organisation will need to demonstrate how the product can be linked with associated traceability or inventory records that specify the certified status.



Default CoC Standard

Principle 2: Certified products are identifiable

- If products are sold as certified, they shall be identifiable as certified on the line item of the related invoice, unless all products on the invoice are certified, or it is a sales invoice to final consumers
- If certified products are promoted as certified or the MSC label is used, the organisation needs a valid MSC License Agreement



Default CoC Standard

Principle 3: Certified products are segregated

- No substitution or mixing of certified and non-certified seafood if the organisation wishes to sell the product as 'certified'
- Following specific permission from MSC, an organisation may:
 - Use a small percentage of non-certified product as an ingredient in certified products
 - Mix certified seafood from different standards that use the MSC CoC standard and sell it as certified, e.g. ASC.



Default CoC Standard

Principle 4: Certified seafood is traceable and volumes are recorded

Principle 4 requires the organisation to have a traceability system that allows:

- Any product or batch sold as certified to be traced back from the sales invoice point of serving to a certified supplier
- Any product identified as certified upon receipt can be traced forward from point of purchase to point of sale/serving
- Traceability records need to be able to link certified product at every stage between purchase and sale - as well as any handling by subcontractors
- Records must be maintained and allow the volumes of certified inputs and outputs to be calculated over any time period.



Default CoC Standard

Principle 5: Management system

Principle 5 specifies that:

- The organisation must have policies and procedures which cover all elements of the standard.
- In addition:
 - Responsible personnel must be trained and competent to ensure conformity with this standard
 - Records that demonstrate conformity with the standard must be held for three years (or the shelf life of the product, whichever is longer)
 - The client must appoint a designated MSC contact person to work with the certifier and respond to any requests for documentation or information related to CoC conformity.



The principles of the Chain of Custody Standard

Relates to ...

- Management
- Segregation
- Traceability
- Purchase from a certified supplier

AND?



Assuring the claim



Product claims

A product may have a variety of claims on pack, for example....

- Species
- Provenance
- Sustainable

The MSC logo is the assurance that the product has come from a sustainable fishery.

The ASC logo assures that the product has been responsibly farmed.

MSC Standards **do not** include...

- Food safety / quality (organic, GMO, health, freshness)
- Carbon and energy emission
- Pollution / radiation

Who needs Chain of Custody certification?

Start of Chain of Custody

During the fishery assessment, the fishery certifier will assess the risks to determine where Chain of Custody needs to start. This could be...

- At catch (on board the vessel)
- At landing (the majority of cases)
- Processing within the fishery

CoC always begins at or before **first sale** from the fishery client group

- Auctions, agents and on-land storage may be included if the assessment team has reviewed traceability at these steps.



Traceability at the fishery

Traceability is evaluated during a fishery's full assessment. This includes:

- Description of the traceability systems in place
- Description of any risks of mixing or substitution
- Description of the relevant mitigation measures, including fisheries management controls
- Where CoC needs to start

What are traceability risk factors in a fishery?

- Use of non-certified gear/s
- Fishing outside the UoC (on the same or different trips)
- Vessels outside of the UoC or client group fishing the same stock
- Any storage, transport, auctions or other handling activities that take place in the fishery
- Processing before CoC begins (at sea or on land)
- Transshipment
- Any other risks of substitution

Who needs CoC certification?

End of CoC – Consumer ready tamper proof

- As it will be presented to the ultimate consumer
- Packaged **OR** identified as MSC/ASC by a tag
- Identified by an MSC mark that cannot be removed or if removed it cannot be re-used



In summary

When CoC is needed?

- ✓ All companies buying and selling certified seafood require Chain of Custody certification
- ✓ Companies handling product but not taking ownership may obtain certification, or be audited within the legal owners certification
- ✓ Certification is needed for all legal owners in the supply chain to restaurants or catering

When CoC is not required?

- X Companies handling finished retail packs
- X Companies buy certified products but do not wish to sell them as certified
- X Companies do not take legal ownership of certified seafood

In summary



Audit process

- from application to the award of a certificate

Last updated: February 2019

Chain of custody certification process



The MSC and ASC (Aquaculture Stewardship Council) have partnered to share the MSC Chain of Custody Standard. This means companies can have one certification audit that covers both MSC and ASC product.

The Chain of Custody programme

Roles & Responsibilities

- **MSC:** sets the Standards for the fishery and supply chain, and the requirements for certification
- **Conformance Assessment Bodies (CABs):** audit companies in the supply chain against the Standard
- **Assurance Services International (ASI):** verifies that the CABs meet the certification requirements
- **MSC:** issues licenses for use of the MSC ecolabel, and approves packaging designs

Step 1: Getting started

Choosing a certification body

- **Certification body** – provides an independent evaluation of a company's chain of custody procedures
- Approach more than one certification body for comparative quotes. The MSC cannot influence the cost of certification, nor does MSC receive any payment
- Once a certification body is chosen, agree on a contract that includes elements specific to the business as well as some specified by the MSC

Find an accredited certification body
msc.org/cabs

Useful information:

- ✓ Species
- ✓ Activities (i.e. packing, processing or trading)
- ✓ Supplier (certified or not)
- ✓ Location and sites
- ✓ Any subcontractor used
- ✓ Handling MSC/ASC certified and non-certified products?

Step 2: Preparing for the audit

Preparation is key

During the audit, the auditor will assess whether the company meets the standard.

- **Training staff:** Ensure all responsible personnel understand their role in maintaining CoC and product integrity (Principles 5)
- **Pre-audit checklist:** The MSC pre-audit checklist can help determine whether the company meets the standard, and whether any adjustments are required
- **On-site check:** Conduct a practical, on-site check before scheduling an audit to avoid non-conformities



Use the MSC pre-audit checklist.
msc.org/docs/coc-pre-audit-checklist-v2

Step 3: The audit

Auditor looks for evidence that demonstrates the effectiveness of the measures and systems the company has in place

Where? Most audits will take place on-site at the company's premises, and will be repeated for every site included in the certificate. Remote audits are possible in some cases.

How long? The audit duration varies depending on the company's size, complexity and number of certified species you intend to handle. A minimum audit duration of 12 hour is set for some cases.

The audit can still be conducted even if the company has not yet bought certified seafood. Instead, the auditor will look at similar products to evaluate the company's measures.



Step 3: The audit

The audit starts with an opening meeting.

Auditors will confirm the company's eligibility, the audit plan, the certificate's scope, the types of the documents for review, and visits to subcontractors or other sites where relevant.

Check	Review
<ul style="list-style-type: none"> □ The measures taken to segregate, identify and prevent mixing between certified and non-certified □ The permission to use the trademarks, asking for proof of approved packaging designs covered by a valid licence □ Your Labour Risk Score and whether a labour audit is required 	<ul style="list-style-type: none"> □ The management system's for each activity in scope □ The content and implementation of written procedures □ The records showing purchase, receipt, sale and physical handling of certified species
Interview	Verify
<ul style="list-style-type: none"> □ A sample of responsible personnel on their competency, understanding and application of the standard 	<ul style="list-style-type: none"> □ The company and any subcontractor's records: traceability tests, matching purchase with delivery records, input-output reconciliation □ Your company complies with the relevant MSC third party labour audit requirements

The auditor will follow by concluding their findings and summarise any non-conformities.

Step 3: The audit

Non-conformities

Two grading for non-conformities:

Minor non-conformities	Major non-conformities
Where the company does not comply with the MSC standard, but the integrity of the chain of custody is not jeopardised	Where the company does not comply with the MSC standard, but the integrity of the chain of custody is jeopardised

Audit closing meeting: The auditor will call a closing meeting to summarise their findings, including any non-conformities, the details and timelines of any actions that need to be taken before certification can be awarded.

Examples:

- X Sourced from any Regional Fisheries Management Organisation (RFMO) blacklisted vessels
- X Staff present insufficient knowledge and understanding to chain of custody that compromise product integrity



After the audit
- maintaining certification, using the MSC trademark and reporting changes

Last updated: May 2019

Step 4: After the audit

Close out non-conformities:

The company will receive the completed audit report. If there were non-conformities raised, the company will be given a specific timeframe to address them.

Minor non-conformities

An effective action plan proposing corrective actions and timeframes to implement them.

Major non-conformities

An effective action plan with root cause analysis, corrective actions and timeframes to address them, in order to close or downgrade the non-conformity within 90 days of the initial audit.

Determining certification:

Within 10 days of the auditor receiving evidence to the closure of non-conformities, the certification body will determine the certification.

Once certified, the company's status should appear as "valid" on the MSC. Find a Supplier directory: msc.org/suppliers



Step 5: Using the MSC trademarks

The MSC label is an effective tool to communicate sustainability to seafood consumers.

To use the MSC trademarks on any materials that will be seen by the end consumers or by business for promotional purposes, the company must sign a Licence Agreement. To consult the cost of using the MSC trademark: msc.org/label

To use the ASC trademarks, sign a separate Licensing Agreement

Maintaining certification

The certificate is valid for three years

During this period, companies will receive surveillance audits. Re-certification audits take place every three years.

Surveillance audits: These are either every 12 months or every 18 months for some cases. They might also be conducted remotely if companies meet certain criteria.

Unannounced audits: Each certification body must conduct unannounced audits for at least 1% of their clients.

Non-conformity at surveillance: The auditor may raise a non-conformity where there is a deviation from the standard. Companies are required to take actions.

Suspension

in the event of breaches of product integrity or the chain of custody, there is cause for immediate action. A certificate can be suspended in the case of:

- Breakdown in the chain of custody
- Sale of non-certified seafood as certified
- Not addressing major non-conformities within specific timeframe
- Not agreeing to surveillance/non-conformity audit

Reporting changes

- ✓ Finding non-conforming product
- ✓ Adding certified species
- ✓ Buying certified product from a new supplier
- ✓ Undertaking a new activity that is not already in scope
- ✓ Using a new contract processor or packer for certified seafood
- ✓ Buying product certified to a scheme that shares MSC Chain of Custody
- ✓ Adding a new site to your certificate
- ✓ Appointing new staff as MSC contact person
- ✓ Changing certification body
- ✓ Complaining about auditor or certification body
- ✓ Handle under-assessment fish
- ✓ Change a site address or company name

Traceability in the fishery assessment

Fishery Traceability

Within the fishery assessment



Fishery Traceability

Defining the Unit of Assessment
Consider traceability factors and risks

1. Do the following risk factors exist:
 - Use of non-certified gears within the UoC
 - Vessels within UoC enter non-certified catch areas
 - Vessels outside the UoC catching same stock
 - Any other substitution risks.
2. Will under-assessment product be stored by the fishery client
 - If the fishery client wishes harvest caught between publication of 'Public Comment Draft report' and certification to ultimately be considered as certified they need to put effective systems of segregation and traceability in place.

Fishery Traceability

Determine the eligibility date
Agree with fishery client

Eligibility date is harvest date from when fish caught can ultimately be considered certified. This fish is considered 'under-assessment' until the fishery is certified. Only the fishery client (or subcontracted storage) can handle 'under-assessment fish'.

1. Confirm the date as either:
 - Date of certification, or
 - Publication date of the Public Comment Draft Report
2. Confirm that the fishery client is aware of the requirements for handling under-assessment product
 - Traceability and segregation systems covered in the Chain of Custody Standard.

Fishery Traceability

Complete the assessment
Determine if traceability system is sufficient

1. Define the Unit of Certification (UoC)
 - The Unit of Certification may limit eligibility of fish from the fishery on the basis of: gear, catch area, catch vessel, companies or agents that can sell, product form (e.g. exclude oil/meal), eligibility date, need for chain of custody audit of the fishery.
2. Confirm the systems to track and trace product to ensure that if sold as certified it is coming from the UoC
 - Consider for every step of handling
 - Include that traceability records must demonstrate this

Fishery Traceability

Complete the assessment
Determine if traceability system is sufficient

3. What are the risks and how are they mitigated
 - Non-certified gear in the fishery
 - Vessels from UoC going to catch areas outside UoC
 - Vessels outside UoC target same stock
 - Risks of mixing between certified and non-certified at all handling steps (including on land, sales and auctions)
 - Risks of mixing at processing (at sea and on-land)
 - Risks of mixing at transshipment
 - Any other risks of substitution

Where applicable, a description of relevant mitigation measures or traceability systems (this can include the role of existing regulatory or fishery management controls)

Fishery Traceability

Complete the assessment
Determine if traceability systems sufficient

4. What is the eligibility of product
 - Where is product landed
 - When does product change ownership from fishery client (NB: Chain of Custody must start at or before this point)
 - Which agents/companies are eligible to sell
 - Based on risks/systems in place is a Chain of Custody audit needed prior to change of ownership
 - Are there Inseparable or Practically Inseparable fish, and can they be considered certified.
5. Does the fishery client understand the non-conforming product procedure
 - Actions to take: notify and stop sale when fish not part of the UoC is sold as certified and the fishery client detects this.

Fishery Traceability

Surveillance audit
Review changes affecting traceability

Consider changes affecting ability to segregate MSC and non-MSC product

- Request information from the client
- Review the impacts of the change

Traceability in the fishery assessment

What is MSC looking for?

1. Describe flow of product. Catch to Sale.
2. Explain how you can trace from sale to UoC
3. Where substitution with fish outside UoC could occur
4. Systems/measures in place to prevent this happening
5. Who/where fish can be sold as certified, and any limiting factors (e.g. sharing agreements)



18

Any questions?



19

Thank you

For more information, please contact:

Bill.burden@msc.org or adrian.chen@msc.org

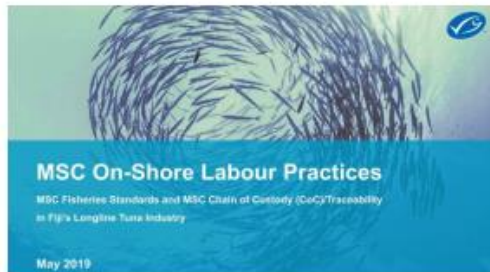
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Annex 7: MSC Requirements on Forced and Child Labour

24/06/2019



Labour requirements for seafood supply chains

You will need a labour audit if your CoC scope activities include **processing (including contract processing), packing or repacking, or manual offloading from a fishery** **unless** you can demonstrate that you are lower risk according to 2 or more of the following indicators:

- ❑ SA8000 Country Risk Classification
- ❑ International Trade Union Confederation Global Rights Index
- ❑ Ratification of 5 or more of UN conventions on forced or child labour, human trafficking or seafood fishing
- ❑ US Department of Labor List of Goods made with incidence of forced and child labour



Who will need a labour audit?

421 current certificate holders in 17 countries

Americas: Brazil, Colombia, Guyana, Honduras, Nicaragua, Panama, Peru

Asia-Pacific: China, Indonesia, Kiribati, Malaysia, Maldives, Papua New Guinea, Philippines, Thailand, Vietnam

MENA: United Arab Emirates



Why a risk-based approach?

- Reduce audit burden where risk is low
- Target countries with weak legal framework and/or weak law enforcement
- Simple and transparent
- Use publicly available information
- Use information compiled by competent authorities/ organisations
- No auditing or value judgement by CABS or MSC



Labour requirements for seafood supply chains

Recognised programs: amfori BSCI, SA8000, SEDEX SMETA, SSCI-recognised schemes

Statement of Understanding: All Standard Risk organisations will sign a statement that they understand and agree to comply with the labour requirements.

12 month grace period: If you require a labour audit, you will have 12 months, or until your second CoC audit against the revised CoC Standard, to complete it.

MSC Third-Party Labour Requirements is a new document that will explain the criteria that need to be met in each labour audit program to comply with the MSC requirements



Timeline

26 March 2019	22 September 2019	28 September 2020	26 September 2021
Release of the CoC Standard v5.0	Effective date of the new version of the CoC Standard	Certificate holders to all have had first audit against CoC Standard v5.0	All Standard Risk organisations to have completed labour audit

Thank you!

Bill Hobden
Senior Fisheries Manager, Oceania & SE Asia

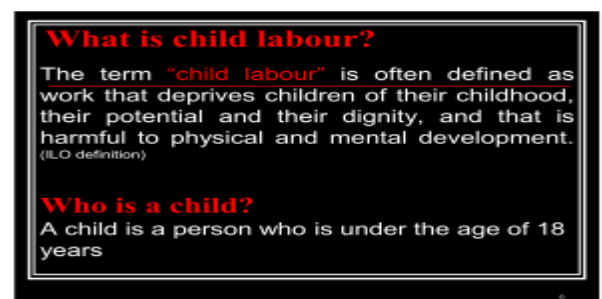
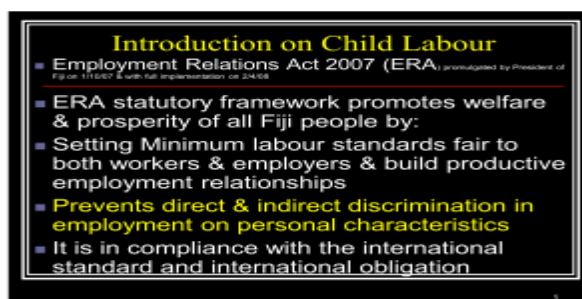
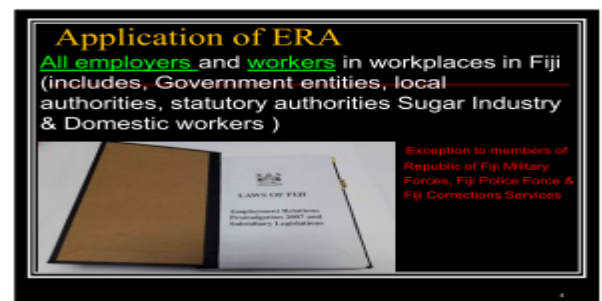
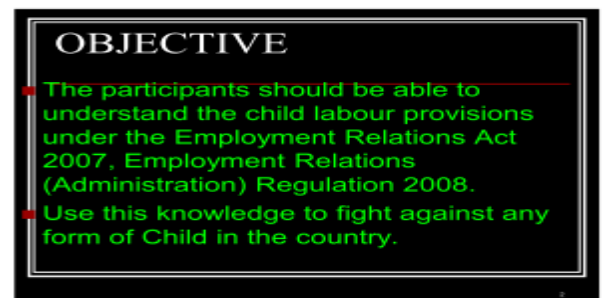
Bill.hobden@msc.org



www.msc.org

Annex 8: Forced and Child Labour in Fiji (Offshore Fisheries Sectors)

6/24/2019



Not all work done by children is child labour!

- Participation in work that does not affect their health, personal development or interfere with their schooling.
- This includes activities such as helping their parents around the home, assisting in a family business or earning pocket money outside school hours and during school holidays.
- Provides them with skills and experience, and help prepare them to be productive members of society during their adult lives.

Provisions of Children under ERA

- ERA aligned to ILO Conventions **138 & 182**
Provisions under Part 10 of ERA (S. 90 to 99)
- Objects as follows:
 - Prohibits** work likely to harm the health, safety or morals of children
 - Establish** working age
 - Confer certain rights** on children & provide protection on vulnerability to exploitation

Minimum Age for Employment

(ILO Convention 138)

- Minimum age of employment - 15 years
- 13 to 15 years can be engaged in light work or in workplace of members of same family, communal or religious groups are employed provided:
 - work is not harmful to health or development of child
 - work not to prejudice the child's attendance at school, participation in vocational orientation or training programs approved by competent authority or capacity of child to benefit from instruction received



Rights of Children

- Child of 15 years or over can join trade union & vote in trade union elections
- Must not be employed in mines (underground)**
- Minister may issue order of restriction of employment or workplace injurious to health, hazardous or dangerous to the child.
 - (attendance on machinery, hazardous substances, driving motor vehicles, heavy physical labour, care of children, security services)
- Child not to be employed against the wishes of parent or guardian**

Hours of Work for Children

- Not more than 8 hours during daylight hours** with a paid break of 30 minutes after 4 hours with 30 minutes paid lunch break
- Not to be employed when required to attend school or period prejudices the child's educational participation**
- Subject to Order of Minister (prescribed conditions of employment) may work at night from 6 pm to 8 am only

- Night employment – 30 minutes paid dinner break within 2 hours of starting work
- Employer to maintain separate register (personal & prescribed particulars) for children & must be produced for inspection on demand by Labour Inspectors
- Offences on any other breaches of Part 10 have the same penalty shown below

- The child must be paid the minimum rates of pay as stated in the Wages Regulations
- Entitled to the following after 3 months continuous service with an employer:
 - 10 days sick leave
 - 3 days bereavement leave
 - 5 days Family Care Leave
- The child must be paid all gazetted public holidays
- 10 days a/leave after completion of 1 year work

Conditions of Work for Children

Child not to be employed on

- Situation of direct hostilities
- Any work for which the child has little capacity
- Any work which is hazardous to the child's health, mental, spiritual or social development
- Environment which subjects the child to physical harm, psychological torture, any form of neglect, torture, cruel/inhuman/degrading treatment, does not foster the health, self-respect & dignity of child



Prohibition of Worst forms of Child Labour (ILO Convention 182)

- All forms of labour slavery or practices similar to slavery
- Sale & trafficking of children
- Debt bondage
- Forced or compulsory labour
- Forced or compulsory recruitment of children in armed conflict

Forced or Compulsory Labour is Worst Form of Child Labour



- Use, procuring or offering of child for illicit activities
 - production & trafficking of drugs as defined in relevant international treaties
- Use, procuring or offering of child for prostitution, production of pornography, pornographic performances
- Any person who engages a child in such prohibited form of child labour commits an offence
- (Penalty: Individual person - \$10,000 fine or 2 years imprisonment or both;
Company/Corporation - \$50,000 fine)

Powers of a Labour Officer/Inspector

Appointed under section 15 of CLOP

- Powers of entry, inspection and examination
- Powers of production of workers or documents
- Powers to interview the employer or worker
- Powers to seek information from any other person
- Powers to conduct an inquiry from employer or agent
- Powers to institute legal proceedings on offences



End of Presentation

WE HAVE A DREAM

SAVE THE CHILDHOOD
SAVE TH COUNTRY

STOP CHILD LABOUR

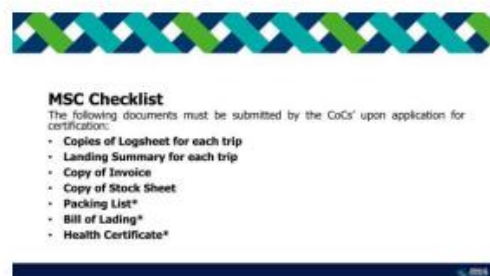
Annex 9: Catch Documentation Requirements

24/06/2019



TOTAL MSC EXPORTS – 4 YEARS

Total MSC ALBACORE SOLD (2015-2018)		Total MSC YELLOWFIN SOLD (2018)	
Year	Weight (MT)	Year	Weight (MT)
2015	776.57	2018	433.75
2016	734.11		
2017	2526.79		
2018	3096.52		
Total	7133.99		





Processing Timeline

The following processing timeline is followed by the verification team (MoF):

- 2-3 days advance application to allow officers to conduct verification checks and get back to CoCs if clarifications are needed.



VINAKA VAKALEVU!



Annex 10: Evolution of Fiji MSC Certification

EVOLUTION OF FIJI'S MSC CERTIFICATION

Good afternoon ladies and gentlemen

We have two sessions this afternoon the first one is the “ Evolution of Fiji’s MSC-certification”. The second is the” MSC process and current status of certification in Fiji”.

It all sounds rather boring to me and I’ll try not to make it so.

I am talking this afternoon with an industry perspective in mind. Effectively this is the practicality of managing a commercial fishery under the auspices and requirements of a third party certification scheme.

When we talk about”industry “we are specifically referring to the ” Fiji Fishing Industry Association MSC -group. (FFIA) “. Who are these people ?– they do not claim to be the total Fiji fishing industry but specifically represent some 72 longline vessels and six processing facilities. Collectively this group provides employment directly for almost 2000 workers at sea and ashore. There are approximately 1000 employees at sea and it is said that for everyone at sea there are five others being supported and providing services such as processing, engineering, carton manufacture, transport, health etc. These are the additional workers that are **indirectly** employed as a consequence of the existence of a “domestic” fishing fleet.

The Fiji surface longline fishery first gained MSC certification in December 2012. Fiji was the first country in the world to obtain MSC-certification for a Surface Long Line Fishery.

It was Fiji Fish Limited - under the tutelage of Grahame Southwick - which was the first company to commence long lining in 1988. By the use of American style fishing gear it was comparatively easy to convert existing fishing vessels into the long lining mode. This was the start of the industry as we know it today and is the subject of the current workshop.

The longline fishery became established as an Industry in the early 1990’s when commercial operators finally moved away from Pole and Line fishing. The Pole and Line fishery actually peaked in 1989 when 6000 tons of Skipjack were landed in Levuka. Unfortunately ,as a consequence of the low prices paid by the cannery, the catching sector became increasingly uneconomical . Sadly with the demise of this fishery PAFCO lost a valuable source of material - but that is another matter!

The Fiji Longline Fishery is unique amongst all Pacific Island Fisheries in that it is **totally a domestic one** and this is important factor in the workshop we are attending today.

This domestication policy of successive Fiji governments has basically placed a ban on foreign license access to our EEZ. Furthermore the Government owned IKA Corporation provided a domestic catching fleet from the early 1970s.

It is these two factors that have provided the “Genesis” of today’s MSC certified long line fishery.

Fiji lies on the periphery of the Pacific’s richest tuna grounds. When compared with our neighbours to the West and North Fiji will never have the same potential for development in **high volume** catches of Big Eye, Yellowfin. or even Albacore. However Fiji has a distinctive advantage in access and transportation to markets such as Japan, USA and the EU. Couple this with a shore infrastructure unequalled in the Pacific the comparatively lower CPUE's can be offset somewhat by

judicial selection of markets and further processing of the tuna as landed. The six processing plants referred to are specifically geared to the longline industry and the production of "Sashimi" quality end product.

Longline fishing is NOT "Industrial fishing". It produces a quality product preferred by sophisticated markets such as the EU who increasingly need to be assured that the fish they are eating is sustainably caught. More recently there has been the added interest and concern in labour conditions and traceability.

Enter MSC! - and the prospect that a small fishery in the Pacific could be accredited to the highest known sustainability standard in the world could be an option for Fiji.

In 2007 MSC undertook a pre-assessment (with funds provided by the EU through the Sustainable Fisheries Fund) to ascertain if any of the Western and Central Pacific Tuna fisheries were potentially certifiable under the MSC certification standard. The WCPO Albacore Longline Fishery was deemed to be suitable to immediate full assessment – either in its entirety or at a National level (i.e. Fiji).

Fiji was ready! with a domestic fishery, a precautionary Tuna TAC set at 15,000 tonnes and proposals to limit EEZ licences to 60.

The Forum Fisheries Agency and MSC Sydney office then took the lead. External costs for full assessment were established at FD150,000. Funding sources found including a one third contribution from the "US Resources Legacy Fund" (I hope they were properly thanked). Funds were finally in place early 2011. These funds included indirect contribution from the EU through the DevFish programme. There then followed an amazing co-ordinated project involving every possible agency including the Fiji Ministry, FFA, and SPC. These agencies proving their expertise and knowledge at no cost. If all time and cost were factored in the all up cost of the initial assessment was in excess of FD200,000.

It was not easy for the Fiji industry to understand the process – let alone to interpret the myriad of unusual acronyms which remain strange – even today.

Finally in December 2012 – almost five years after the pre assessment – certification with an initial five year term was granted. Certification came with certain conditions that will be explained in the next session.

The Fiji Long Line Industry then entered the International market offering Albacore certified to the World's highest sustainability standard. It was at the 2013 internationally acclaimed Brussel Seafood Show that then the Fiji Ambassador to the EU presented Fiji's first ever MSC albacore to a world audience. The EU market was new to us and has expanded largely since. We acknowledge the fiscal assistance given in obtaining the certification and the EU market that has followed.

Charles Huffleft
Suva
29th May 2019
MSC Workshop

Annex 11: MSC Process and Current Status of the Certification in Fiji

MSC process and current status of certification in Fiji.

Our initial certification in 2012 was for Albacore and only for that caught exclusively within the EEZ.

MSC Certification is renewed every five years and in 2018 the opportunity was taken to include Yellowfin. The area of operation was increased to include the adjoining High Seas. There are three High Seas "pockets" that abut our EEZ. The EEZ is taken to include the territorial and archipelagic waters of Fiji.

Details of the terms and conditions that apply to our certification are shown on the MSC website and can be found under;

<https://fisheries.msc.org/en/fisheries/fiji-albacore-and-yellowfin-tuna-longline/@@view>

Vessels that are allowed to land their catch as "MSC" are listed on this website and must be Fiji flagged. The Fiji flag ensures that compliance is maintained strictly under the authority of the Ministry of Fisheries (MoF). This applies both when fishing within the EEZ and on the High Seas. Any voyages that include fishing in a national jurisdiction other than Fiji are excluded from MSC certification for that particular voyage.

The current certificate will expire on the 22nd January 2023 and the process of certificate renewal will commence prior to that. Subject to the status of the stock the FFIA will probably seek to add Big Eye into the species mix at that time. The organisations that undertake the assessments are known as a "Conformity Assessment Bodies" (CAB). In our case we use the Scottish based "Acoura". Acoura, in turn, is a division of Lloyds of London. Acoura produces a "Public Certification Report" (PCR) upon which the recommendation to renew the certification is made (or not). The current (PCR) is a 239 page document in which all stakeholder comment is included.

We do not sit on our laurels for FIVE years and wait for the next assessment as our certification comes with SEVEN conditions. These conditions are subject to an "Annual Surveillance Audit" conducted by the CAB. The first of these, for the current certificate, was reported on in March this year. Within the five year period of certification there are certain milestones which we have to meet. The Surveillance Audit also checks the annual performance against these. I will refer to the actual "conditions" later.

The Fiji fishing industry has to comply with the **National** management requirements as set down by the Ministry of Fisheries (MoF). Those, at a Regional Level, are determined by the Western Central Pacific Fisheries Commission (WCPFC). Fiji, being a member of the WCPFC, align National management requirements accordingly. Our "bible" for compliance is the Offshore Fisheries Management Decree (now Act) and the Offshore Fisheries Management Regulations (OFMR).

Essentially the MSC certification provides an independent sign off that we are complying with regulations and compliance issues which we should be following in any case. The assessment of our Fishery by MSC however goes beyond regulatory matters and there are THREE core principles which we must meet;

Principle One: **Are the fish stocks that we are catching sustainable** - can “the fish population remain productive and healthy”

Principle Two; **Minimising environmental impact** – fishing activity to be “managed carefully so that other species within the eco system remain healthy”

Principle Three; **Effective fisheries management** – operations to be well managed and compliant with relevant laws.

There is infinite detail in the management of a well- run and managed fishery. MSC requirements are under constant review requiring us to adapt and adjust. More recently Labour practices including forced and child labour policies are being included in the assessments. This issue being addressed both by our Association and the FFA in Honiara.

It cannot be over emphasised the value of being "Internationally Accredited" in an International market. Whilst we may maintain ,in Fiji, sustainability , phytosanitary and other pertinent standards to the highest level unless these are accredited by an reputable organisation - the market will not believe that we are "men (or women) of our word". MSC certification means more to us than ,say, countries such as Iceland or Norway who can stand on their own two feet - based on their known National and historical reputations.

The conditions that apply to our certification provide an interesting aspect to Industry's involvement in the workings of the WCPFC. Six of the conditions directly relate to Harvest Strategies responsive to the state of the Albacore and Yellowfin stock. We are required to work with MoF to ensure that WCPFC ,within the term of the accreditation, have appropriate harvest strategies in place as stated in the conservation measures of the Commission (CMM 2014-6). A tall order indeed for a Trade Association from a distant island state!. The fact that we have MSC accreditation behind us is helpful in this regard. That Fiji has recently included the Executive Officer of the Association in the National Delegation to WCPFC assists in our compliance with the MSC conditions. Furthermore it was Fiji that lead the adoption of a Interim Target Reference Point (iTRP) for Albacore at the last Commission meeting. A final condition requiring records for the importation of bait, noting its source and sustainability, has already be adhered to . The issue being to ensure that the Fiji Long Line industry does not impact adversely on Fisheries in other countries.

The right to on sell our MSC certified catch, as MSC, is secured by individual companies having their own, or access to a " Chain of Custody" .What is often misunderstood is that "MSC Tuna " retains its identity only to the landing point which in our case is Suva. To maintain the MSC label beyond the wharf at Suva it has to be sold to a Company that is accredited under the Chain of Custody system. It is essential to maintaining the integrity of MSC that this chain is not broken or infiltrated by non-MSC product. Fiji's process in managing this is, I believe, unique and involves MoF collating all MSC exports on a monthly basis with relative catch records. The matching of Fiji's regulatory process with MSC sets our accreditation apart from others.

MSC certified product currently carries a price premium over non-certified Albacore and Tuna. This is particularly so for exports to the EU. This margin is likely to reduce as other sources of supply gain MSC certification. The value will then become more a right of access to these sophisticated markets where the consumer is increasingly conscious of where fish comes from and its sustainability.

The FFIA does not have the financial resources of the larger overseas groups under MSC certification. Fortunately there is a strong link in Fiji between WWF-Pacific , MoF and FMA by assisting in the maintenance of our approvals. Whilst the FFIA is now a self- funded

organisation financial support given by overseas donors is acknowledged and in the case of the EU access to the sophisticated market it has provided.

Charles Hufflett

Suva

29th May 2019

Annex 12: Blockchain Technology Development in the Seafood Industry

24/06/2019



SPC Blockchain Prototype



How It Works

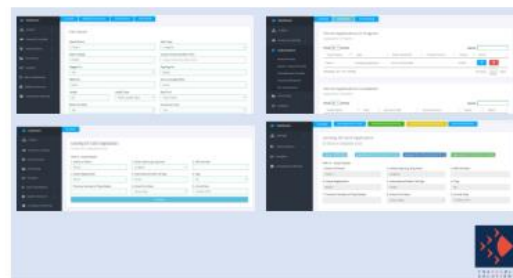
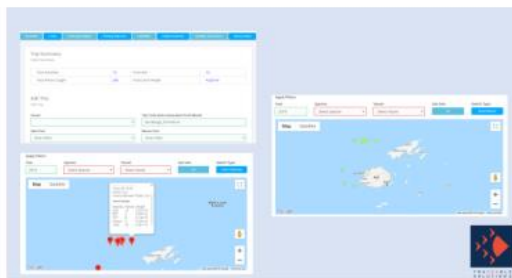


How It Works



Lessons Learned

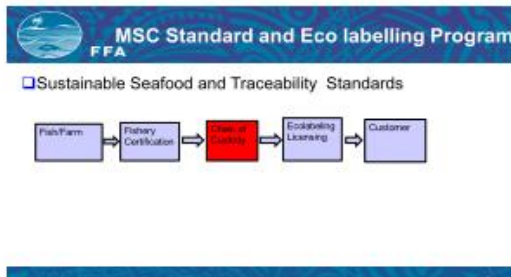
- Can be implemented cost-effectively
- Requires trial and error to suit specific requirements
- Automation through IoT devices and sensors challenging
- Not a replacement for a database
- Only put data on the blockchain that you want to track
- Agreeing on KDEs and CTEs is important
- Best to work with established blockchain partners
- Companies need to know how to market it





Disclaimer

- ❑ The contents of these presentations does not in any way represent FFA position nor does it represent any formal opinion or position of any MSC body.
- ❑ This presentation may be conflicting as it will try to address some of the knowledge between Market Access and Private Certification.



Chains of Custody Program

Purpose: Traceability of certified seafood through the supply chain

- ❑ Fish are not always exported/sold immediately after catching
- ❑ Fish/Seafood from Catching to Export/sale will and may involve multiple state players. *Example- Caught by a PNG flag vessel, Transshipped in Tarawa, unloaded in China and Exported to EU.*
- ❑ Companies handle certified and non-certified seafood, and different species can be indistinguishable in final product.

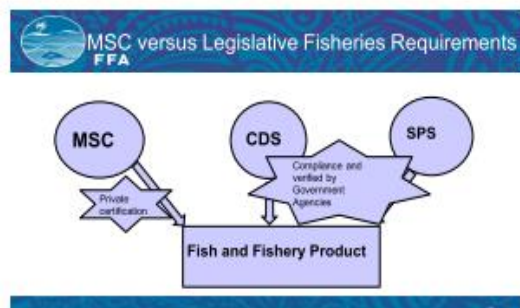
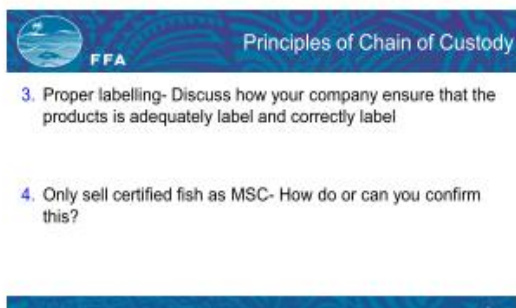
The Chain of Custody program-

- ❑ What does MSC Chain of Custody do?
 - Provides assurance that throughout the supply chain, certified products are segregated from non-certified products and are traceable back to a certified source.
- ❑ How does it do this?
 - Supply chain companies have to meet the MSC Chain of Custody Standard. These companies:
 - Implement relevant systems and procedures
 - Are independently audited to verify their compliance

The Five Principles of Chain of Custody

1. Certified products are purchased from certified suppliers
2. Certified products are identifiable
3. Certified products are segregated
4. Certified products are traceable and volumes are recorded
5. The company has a management system

These principles apply to all supply chain companies that participate in the MSC Chain of Custody program





What is traceability?

☐ ISO define traceability as:

- "the ability to trace the history, application or location of that which is under consideration...when considering products this can relate to origin of materials and parts, and processing history."



Traceability EU perspective

- The ability to trace and **follow a food**, feed, food-producing animal or substance intended to be, or expected to be incorporated into a food or feed, through all stages of production, processing and distribution.



What is Seafood Traceability?

- ☐ The ability to **systematically identify** a unit of production, track its location, and describe any treatments or transformations at all stages of production, processing, and distribution (Magera and Beaton 2009)



Traceability

- ☐ A record keeping system designed to track the flow of product or product attributes through the production process or supply chain.

- ☐ Tracking- Forward and
- ☐ Tracing- Backward



Key Words

- ☐ Ability to trace
- ☐ Systematic
- ☐ Location
- ☐ How many? Where? What?



What is seafood traceability?

- ☐ It is achieved through proper documentation and record keeping
- ☐ Proper handling of protocol through processing, shipping and receiving to ensure that products can be traced accurately



Traceability and Chain of Custody

- Chain of custody refers to all steps in a supply chain that take possession of the product,
- It provides record of the sequence of entities that have custody of fish as they move through a supply chain that allows the ability to trace a fish back to its origin.



5 Principles of CoC

1. Principle 1- Certified products are purchased from certified suppliers

- i. The organisation shall have a process in place to ensure that all certified products are purchased from certified suppliers.
- ii. Organisations handling physical products shall have a process in place to confirm the certified status of products upon receipt.
- iii. Organisations with certified products in stock at the time of the initial certification audit shall be able to demonstrate that these products were purchased from a certified supplier and comply with all relevant sections of this standard before they can be sold as certified.



5 Principles of CoC

2. Principle 2- Certified products are identifiable

- i. Certified products shall be identified as certified at all stages of purchasing, receiving, storage, processing, packing, labelling, selling and delivery.



5 Principles of CoC

3. Principle 3- Certified products are segregated

- i. Certified and non-certified products shall not be mixed if the organisation wishes to make a claim about these certified products



5 Principles of CoC

4. Principle 4- Certified products are traceable and volumes are recorded:

- i. traceability system that allows:
 - i. Any product or batch sold as certified to be traced back from the sales invoice to a certified supplier.
 - ii. Any products identified as certified upon receipt to be traced forward from point of purchase to point of sale.



5 Principles of CoC

5. Principle 5- The organisation has a management system

- i. The management system includes the systems, policies and procedures used to ensure that the organisation complies with the CoC Standard.

FFA **What is traceability?**

Notermans S. & Beumer H. (Safety & Traceability of Animal feed in Food Authenticity & Traceability (2003):

- Supplier traceability- ensures that the source of all raw materials/ingredients can be identified from the records and documentation.

```

graph LR
    A[What? When? When? How? How Many?] --> B[Suppliers & Vessel]
    B --> C[Processing Plant]
  
```

FFA **What is traceability?**

Process traceability- ensures the ability to identify all ingredients and process records for each individual products produced by the factory.

```

graph TD
    I1[Input] --> P[PROCESS]
    I2[Input] --> P
    P --> O1[Output]
    P --> O2[Output]
  
```

FFA **Mass Balance**

```

graph LR
    I[Input] --> P[Process]
    P --> O[Output]
    P --> LO[Loss/output]
    LO --- R[Defect is lower output]
  
```

FFA **Mass Balance**

In the Mass-Balance model products and as they move through the supply chain an exact account is kept about the volume ratios.

Thus it is guaranteed that the amount of products produced equals the amount (or volume ratios) of sustainable products sold to consumers.

FFA **Mass Balance**


In the Mass-Balance model products and as they move through the supply chain an exact account is kept about the volume ratios.

Thus it is guaranteed that the amount of products produced equals the amount (or volume ratios) of sustainable products sold to consumers.

FFA **What is seafood traceability?**

Traceability is a farm to fork approach or from Sea to plate


Useful to inform protocols and expectations to verify food safety, legality, and sustainability.

 **Two categories of traceability:**


1. **Internal traceability**- relating to the traceability of product and the information relating to it, **within** the company or factory, and;
2. **External traceability**- which relates to product information that a company either **receives** or **provides** to other members of the supply chain.

 **The need for traceability**


- ☐ Globalization of the industry
- ☐ Increase length of supply chain
- ☐ Demonstrating Due Diligence

 **Traceability**


- ☐ There are multiple functions and needs of traceability
- ☐ Where you sits in the supply chain?
- ☐ Type of product handled and process?

 **Due Diligence**


- ☐ "It shall be a defence for the person charged to prove that he took all reasonable precautions and exercised all due diligence to avoid the commission of the offence".

 **Importance-why do we care?**

- ☐ If Seafood is not fully traceable:
 - Difficult to recall
 - Impossible to prove it from legal sources
 - Legality
 - Accountancy
 - Certification
- ☐ Companies that lack proper traceability documentation and protocols throughout their supply chain are at legal and reputational risk.

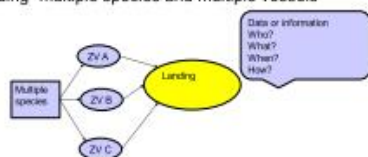
 **Status Quo-Reality**

- ☐ Multiple species from a specific Catch Area.



FFA Status Quo- Reality

- ❑ Landing- multiple species and multiple vessels



FFA Status Quo

- ❑ What documents comes from the vessels?
- ❑ What does the documents says?
- ❑ Who is responsible?
- ❑ Does any one verify?
- ❑ During landing- what documents?

FFA Status quo

- ❑ Data often not recorded or poorly recorded
- ❑ Data do not follow the product
- ❑ Data mostly paper based
- ❑ Paper provides "flexibility" to juggle supply and demand
- ❑ Makes fraud easier to commit.

FFA Status Quo

- ❑ Not willing to change the way we do things- old habits die hard
- ❑ Lack if commitment
- ❑ Lack of enforcement
- ❑ Do not see the Return of investment on Traceability

FFA Traceability Arguments-status quo

- ❑ food safety product recalls every week? – sometimes it's several in a week!
- ❑ Business and Countries would be unlikely to survive the cost of a recall of several days' production, especially when you are finally going internationally. (worse case- losing the market)
- ❑ You have to ensure that if the worst did happen, you can isolate the affected stock as precisely as possible, and minimise the impact of the recall.
- ❑ **You MUST have an effective traceability system in place.**

FFA Why do we care about traceability?

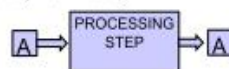
- ❑ Market Access Requirements
 - SPS
 - Catch Certification
 - Chains of custody
 - Objective evidence that confirms eligibility

Traceability Systems

- ❑ Traceability systems are record keeping (monitoring) procedures that track and demonstrate the movement of a particular raw material(s) from supplier(s) through processing, to customers.
- ❑ The amount of information recorded varies depending on the product and its pathway through the processing and transportation.

Traceability system- Internal

1. Transfer (WR, Filleting)



Traceability system- Internal

2. Addition- additional ingredients are added during processing(Canning)



Traceability system- Internal

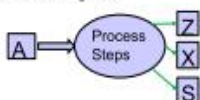
3. Joining- insufficient raw materials from one source to fill an order.

- Materials with two different ID codes needs to be combined.

Traceability system- Internal

4. Splitting- one traceable unit is split for use in different processes or products.

- New ID codes is given



Current landscape and challenges

- ❑ One step forward one step backward approach
- ❑ If every steps in the supply chain had accurate documentation and all products mixing recorded, product should be traceable to its sources(s).
- ❑ Point of mixing pose the most difficult.
- ❑ With greater focus on IUU, seafood fraud, and seafood safety, the seafood industry must become more proactive in upgrading traceability practices to be able to meet their business needs and market requirements.

Current landscape and challenges

- ❑ Some reasons that seafood industry does not have a 100% end-to-end traceability:
 - Seafood is a global commodity and faces a lot of language and technological barriers
 - Multi facets supply chain
 - Ongoing cost of investment
 - Lack of transparency
 - Lack of investment will

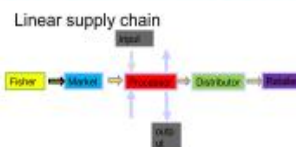
Traceability in the Supply Chain

- ❑ Have a look at some of the information that could be captured at different points of the process:
 - Traceability is possible only when the material input and output records are maintained at each step
 - Traceability enables corrective actions to be implemented quickly and effectively when something goes wrong
 - When a potential food safety problem is identified, whether by food business or a government agency, an effective traceability system can help isolate and prevent contaminated products from reaching consumers.

Traceability in the supply chain

- | | | |
|---|--|--|
| When the product is first supplied <ul style="list-style-type: none"> • Who is the product received from? • What exactly was received? • When was the product received? • What was the condition(s) of the product(s) when received? | As the product continues through the manufacturing process <ul style="list-style-type: none"> • Which materials was used to make each • Storage • Balance/Lost | Once the manufacturing process has been completed on site <ul style="list-style-type: none"> • When the product has been supplied? • What exactly was supplied? • When was it supplied? • What quantity was supplied? |
|---|--|--|

Linear supply chain vs Reality-challenge



Multi level - Challenge



Factors driving traceability

- ❑ Legislation
- ❑ Market access requirements
- ❑ Food Safety Certification
- ❑ Customer Requirements
- ❑ Product Recalls
- ❑ System Efficiency
- ❑ Business Information Systems
- ❑ Branding

FFA Benefits of Traceability

- ❑ Traceability enable Corrective Actions to be implemented quickly and effectively when something goes wrong
- ❑ Traceability provides assurances and OBJECTIVE evidence of compliance to eligibility principles
- ❑ Information sharing
- ❑ Compliance
- ❑ Transparency and competitive advantage
- ❑ Market accessibility and benchmarking

FFA Standards for traceability

- ❑ The regulatory standards for traceability
- ❑ Third party certification standards for traceability
- ❑ Retail requirements and standards for traceability

FFA Reality

- ❑ Consider the followings
 - We do not keep records to that level of detail. (Why?)
 - You are not a large business?
 - There is a legal requirement here, and the various global retail standards have set the bench mark for traceability systems based on their experiences.
 - What do the standard ask for?

FFA Standards for traceability systems

- ❑ Traceability starts with material input (received) records, or tracking the lots that supplies come in
- ❑ BATCH OR LOT IDENTIFICATION
 - A lot is a quantity of food which is prepared or packages under essentially the same conditions usually:
 - From a particular preparation or packaging unit; and
 - During a particular time ordinarily not exceeding 24 hours

FFA Standards for traceability systems

- ❑ Labelling
 - Name of food
 - List of ingredients
 - Lot identification
 - Name and address of manufacture and or supplier
 - Country of origin

FFA Quality of Traceability

- ❑ HACCP addresses the quality of traceability expected for regulatory compliance. 3 aspects:
 1. Food Receipt:
 - this means that food business must not receive a food unless it is able to identify the name of the food and the name of the supplier.

FFA Quality of Traceability

❑ A food business must provide, to the reasonable satisfaction of an authorized officer upon request, the following information relating to food on the food premises:

- The name and business address of the vendor including vendor guarantee
- The prescribe name or, if there is no prescribed name, a name or description of the food sufficient to indicate the true nature of the food.

FFA Quality of Traceability

❑ Traceability system requirements:

- Traceability information be readily accessible in order to what, how much of and from where products need to be recalled.

FFA Quality of Traceability

▪ The traceability system should include records covering:

- Production records
- What products are manufactured or supplied
- Volume or quantity of products manufactured or supplied
- Batch or lot identification (or other markings)
- Where products are distributed
- Any other relevant production records

FFA Requirements for traceability

❑ Level of information contained in a traceability system

❑ Recording information to maintain an effective system

FFA Requirements for traceability 1 step Backward and 1 step forward

❑ Traceability means that at any point in the supply chain, movements can be traced one step backward and one step forward.

❑ When you consider a supply chain in all its complexity, this can be crucial factor in ensuring the quality of products.

FFA Requirements for traceability 1 step Backward and 1 step forward

❑ For example, the FBO should be able to trace their raw materials/ingredients back to where it came from.



Requirements for traceability 1 step Backward and 1 step forward

- ❑ What do you receive?
- ❑ Whom do you received it from?
- ❑ How much or many do you received?(types and or species)
- ❑ Conditions?
- ❑ Where it is?

Traceability within your operations

- ❑ Up to now we have established where the raw material have come from and where the product is going.
- ❑ It is important that traceability is maintained within your own operations, whether they be storage, packaging and dispatch or during complex manufacturing operations.
- ❑ Internal traceability begins when:
 - Received of raw materials and
 - Finishes at dispatch of finish products or customer orders.

Traceability Requirements- Understanding what is needed?

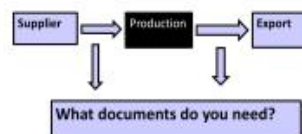
❑ Vessel

- verifiable, accurate, and traceable data/information starts with the capture of catch information at the point of harvest or with the first receiver (e.g., at the dock).

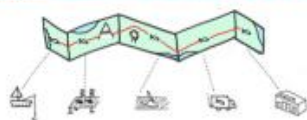


Traceability Requirements- Understanding what is needed?

❑ Internal Traceability – Black box mystery



Traceability Requirements- Understanding what is needed?



- ❑ The essence of supply chain transparency consists of information about the companies supplying products.
- ❑ Its key value is proof of compliance is with particular requirements such as IUU and sustainability certification, and with risk management.

Traceability Requirements- Understanding what is needed?

❑ Fish Accountancy- Mass Balance

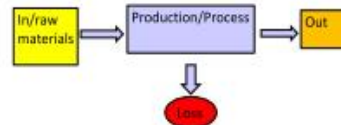
- Both Health Certificates and Catch Certificates are about certain quantities of export...numbers.
- These numbers could be:
 - A portion of a particular landing
 - Portion of a particular production
 - From multiple landing and multiple production

Using Mass Balance

- Mass Balance: is the ability to trace a specific raw material or packaging item and reconcile the quantities received of that batch against the quantities used, destroyed or damaged, and remaining in inventory.
- Mass balance can help you prove the identity and source of certain raw materials, especially those that have claim of origin or other status that might be of value to the consumer.

Traceability Requirements- Understanding what is needed?

- Accountancy- Mass Balance



Traceability Requirements- Understanding what is needed?

- Fish Accountancy/ Mass Balance

- Product = Total amount processed- total losses
- E.g. 1: Total amount landed= 300MT
 - Total amount processed = 200MT
 - Total amount exported = 76MT
 - Amount of fish left from that landing= 100MT

To be continued.....

Next time

Annex 14: Workshop Photos



(L-R) PS for Fisheries, Craig Strong with guests part of the MSC workshop opening. (Credit: Traseable Solutions Ltd)



(L-R) Charles Huffleft of Solander Ltd. and Bill Holden of MSC part of workshop. (Credit: MoF)



PS for Fisheries, Craig Strong delivering his opening address. (Credit: Traseable Solutions Ltd)



Participants part of the MSC CoC Traceability workshop. (Credit: Traseable Solutions Ltd)



TraSeable Solutions founder Kenneth Katafono presenting to participants on traceability. (Credit: Traseable Solutions Ltd)



FFA Trade Development Advisor and Workshop Facilitator, Jope Tamani leading a presentation. (Credit: WWF)



A group visitation to Golden Oceans Limited. (Credit: WWF)



A group observing the offloading of tuna at Muaiwalu jetty. (Credit: WWF)



A group photo of the team that visited Golden Oceans Ltd. (Credit: WWF)

Annex 15: Media Links



MSC Fisheries Standards, CoC/Traceability Workshop: Brief Communications Report

The MSC Fisheries Standards, MSC CoC/Traceability Workshop was held from May 29th – 31st at the Moana Anglican Services & Teaching Centre in Suva, Fiji.

Communications support for the workshop involved:

- i. Drafting a **Communications Plan** for the workshop. The Communications Plan consisted of messages aligned to the outcomes and objectives of the workshop. It also included a social media component with approved messaging by the PEUMP and the Pacific Islands Forum Fisheries Agency's communications team. Messages were drafted by WWF Pacific's Sustainable Fisheries & Seafood Programme and Communications Team.
- ii. Drafting a generic invite letter to send out to participants.
- iii. Drafting of the **WWF Representative's speech**.
- iv. Drafting of a **media advisory** and a **joint media release**.
- v. Working with external graphic artists / printing companies on producing merchandise for the workshop. Merchandise included:
 - a) Wall Banner (3m x 1m)
 - b) Polo T-Shirts
 - c) Tote Bag
 - d) 500ml Water Bottles
 - e) 8 GB USBs
- vi. Mainstream Media Facilitation pre, during & post workshop.
- vii. Social Media coverage via WWF Pacific's Twitter and Facebook pages during & post workshop.

Communications Links:

1. WWF Pacific Website: <http://www.wwfpacific.org/?uNewsID=348650>
2. MSC Article on Bycatch: <https://www.msc.org/what-we-are-doing/our-collective-impact/fisheries-improving/tuna-fishery-works-to-reduce-bycatch?fbclid=IwAR3Pumw9GHw8rWHVnpFwtkoD47HD9hFHI-o-tOpbezqfHil7Aq9U8UUS60Q>
3. Fiji Times:
 - i <https://www.fijitimes.com/wwf-implements-programme-to-reduce-illegal-fishing/>

Fiji Times 310519.jpg
 - ii 
Fiji Times 030619.jpg
 - iii

4. FBC's Live Radio & delayed TV 'Speak Your Mind' Programme:
<https://www.facebook.com/wwfpacific/posts/2077706162338171> - On Facebook - 674 People Reached, 33 Engagements, 14 Reactions, 3 Shares
5. Social Media Coverage:
- a) Twitter:
- i <https://twitter.com/wwfpacific/status/1133520073019150336> - 32 Likes, 13 Retweets
 - ii <https://twitter.com/wwfpacific/status/1133538481924386818> - 9 Likes, 3 Retweets
 - iii <https://twitter.com/wwfpacific/status/1133836863595089920> - 15 Likes, 5 Retweets
 - iv <https://twitter.com/wwfpacific/status/1133886382609330177> - 13 Likes, 4 Retweets, 1 Comment
 - v <https://twitter.com/wwfpacific/status/1134198156994813952> - 11 Likes, 3 Retweets
 - vi <https://twitter.com/wwfpacific/status/1134281454064508928> - 15 Likes, 6 Retweets
- b) Facebook:
- i Photo Album:
https://www.facebook.com/pg/wwfpacific/photos/?tab=album&album_id=2059779724130815 - 1,229 People Reached, 466 Engagements, 70 Reactions, 7 Comments, 6 Shares
 - ii <https://www.facebook.com/wwfpacific/posts/2059655110809943> - 2,077 People Reached, 808 Engagements, 35 Reactions, 5 Shares
 - iii <https://www.facebook.com/wwfpacific/posts/2059306567511464> - 1,180 People Reached, 383 Engagements, 36 Reactions, 2 Shares
 - iv <https://www.facebook.com/wwfpacific/posts/2057927597649361> - 872 People Reached, 228 Engagements, 46 Reactions, 1 Share
 - v <https://www.facebook.com/wwfpacific/posts/2057714874337300> - 551 People Reached, 110 Engagements, 27 Reactions, 2 Shares
6. Merchandise Artworks:



WWF FFA MSC Workshop Artworks.pdf

-The End-

Annex 16: Attendance Register

List of participants that attended the 3 day workshop:

DAY 1 (Wednesday 29th May, 2019)

No.	Name	Organization	Location/ Country
1	Ajendra Naidu	Golden Ocean Fish Ltd	Fiji
2	Alena Lesukilevuka	Pacific Fishing Company Ltd	Fiji
3	Losalini Katia	Golden Ocean Fish Ltd	Fiji
4	Kuini Verebasaga	Ministry of Fisheries	Fiji
5	Jasha	Traseable Solutions	Fiji
6	Leba	Traseable Solutions	Fiji
7	Lolokula Batirerega	Ministry of Health	Fiji
8	Raijeli Natadra	Ministry of Fisheries	Fiji
9	Shelvin Chand	Ministry of Fisheries	Fiji
10	Jyanti Singh	Ministry of Fisheries	Fiji
11	Manasa Babbitu	Ministry of Fisheries	Fiji
12	Joeli Pulu	Ministry of Employment, Productivity and Industrial Relations	Fiji
13	Daniel Tagivakatini	Ministry of Employment, Productivity and Industrial Relations	Fiji
14	Disilika Bulai	Ministry of Employment, Productivity and Industrial Relations	Fiji
15	Nilesh Ram	Sequest Fiji Ltd/Sealand Processors (Fiji) Ltd	Fiji
16	Natalie M	The Pacific Community	Fiji
17	Kenneth Katafono	Traseable Solutions	Fiji
18	Shaunalee Katafono	Traseable Solutions	Fiji
19	Alexey Pervachouk	Vaerua Fishing Co. Ltd	Fiji
20	Ulaiasi Tuikoro	Juls (Fiji) Ltd	Fiji
21	Feral Lasi	Pacific Islands Forum Fisheries Agency	Solomon Island
22	Annette Breckwoldt	The University of the South Pacific	Fiji
23	Radhika Kumar	Solander Pacific Ltd	Fiji
24	Charles Hufflett	Solander Pacific Ltd	New Zealand
25	Shaneil Naidu	Hangton Pacific Co. Pte Ltd	Fiji
26	Sonam Devi	Hangton Pacific Co. Pte Ltd	Fiji
27	Hilda Lobendahn	Ministry of Fisheries	Fiji
28	John Maefiti	Pacific Islands Tuna Industry Association	Fiji
29	Katarina	Cleveland Ltd	Fiji
30	Roslyn Rao	Golden Ocean Fish Ltd	Fiji
31	Craig Strong	Ministry of Fisheries	Fiji
32	Jone Amoe	Ministry of Fisheries	Fiji
33	Marta Brignone	EU Delegation	Fiji
34	Luisa Tagicakibau	Pacific Islands Forum Fisheries	Solomon Island

		Agency	
35	Tulo Telele	Services Marine Ltd	Fiji
36	Jin Oh	Sam Weon Fishery Co. Ltd	Fiji
37	Zain Khan	Sam Weon Fishery Co. Ltd	Fiji
38	Filiti Naibuka	Island Endeavour (Fiji) Pte Ltd	Fiji
39	Livai Keavali	Island Endeavour (Fiji) Pte Ltd	Fiji
40	Milika Baravilala	Island Endeavour (Fiji) Pte Ltd	Fiji
41	William Jatulan	The Pacific Community	Fiji
42	Praveen Kumar	Ministry of Health	Fiji
43	Shareshni Devi	Tripacific Marine Ltd	Fiji
44	Seremaia Tuikoro	Juls (Fiji) Ltd	Fiji
45	Mereaia Loga Tuikoro	Juls (Fiji) Ltd	Fiji
46	Malakai Matanisiga	Fiji Maritime Academy	Fiji
47	Adriu Iene	WWF Pacific	Fiji
48	Ravai Vafo'ou	WWF Pacific	Fiji
49	Vilisoni Tarabe	WWF Pacific	Fiji
50	Seremaia Tuqiri	WWF Pacific	Fiji
51	Vilisite Tamani	WWF Pacific	Fiji
52	Duncan Williams	WWF Pacific	Fiji
53	Bill Holden	Marine Stewardship Council	Australia
54	Joep Tamani	Pacific Island Forum Fisheries Agencies	Solomon Island

DAY 2 (Thursday 30th May, 2019)

No.	Name	Organization
1	Alena Lesukilevuka	Pacific Fishing Company Ltd
2	Losalini Katia	Golden Ocean Fish Ltd
3	Ajendra Naidu	Golden Ocean Fish Ltd
4	Jasha	Traseable Solutions
5	Ulaia Tuikoro	Juls (Fiji) Ltd
6	Lolokula Batirerega	Ministry of Health
7	Shaneil Naidu	Hangton Pacific Co. Pte Ltd
8	Sonam Devi	Hangton Pacific Co. Pte Ltd
9	Jyanti Singh	Ministry of Fisheries
10	Roslyn Rao	Golden Ocean Fish Ltd
11	Shaunalee Katafono	Traseable Solutions
12	Kenneth Katafono	Traseable Solutions
13	Hilda Lobendahn	Ministry of Fisheries
14	Uttam Kumar	Sealand Processors (Fiji) Ltd
15	Imraaz Shah	Solander Pacific Ltd
16	Joe Peters	Solander Pacific Ltd
17	Nilesh Ram	Seaquest Fiji Ltd
18	Manasa Babitu	Ministry of Fisheries
19	Shareshni Devi	Tripacific Marine Ltd

20	Ravin Chand	Tripacific Marine Ltd
21	Malakai Matanisiga	Fiji Maritime Academy
22	Ferral Lasi	Pacific Islands Forum Fisheries Agency
23	Josefata Qiokata	Tripacific Marine Ltd
24	Jin Oh	Sam Weon Fishery Co. Ltd
25	Zain Chan	Sam Weon Fishery Co. Ltd
26	Luisa Tagicakibau	Pacific Islands Forum Fisheries Agency
27	Livai Keavali	Island Endeavour (Fiji) Pte Ltd
28	Filiti Naibuka	Island Endeavour (Fiji) Pte Ltd
29	Milika Baravilala	Island Endeavour (Fiji) Pte Ltd
30	Juliette Kon Kan King	The University of the South Pacific
31	Annette Breckwoldt	The University of the South Pacific
32	Bolatagane Soronakadavu	Ministry of Fisheries
33	Shelvin Chand	Ministry of Fisheries
34	Praveen Kumar	Ministry of Health
35	Jerry Tuikoro	Juls (Fiji) Ltd
36	Mereia Loga Tuikoro	Juls (Fiji) Ltd
37	John Maefiti	Pacific Islands Tuna Industry Association
38	Adriu Iene	WWF Pacific
39	Ravai Vafo'ou	WWF Pacific
40	Vilisoni Tarabe	WWF Pacific
41	Seremaia Tuqiri	WWF Pacific
42	Vilisite Tamani	WWF Pacific
43	Duncan Williams	WWF Pacific

DAY 3 (Friday 31st May, 2019)

No.	Name	Organization
1	Jasha	Traseable Solutions
2	Alena Lesukilevuka	Pacific Fishing Company Ltd
3	Praveen Kumar	Ministry of Health
4	Lolokula Batirerega	Ministry of Health
5	Ferral Lasi	Pacific Islands Forum Fisheries Agency
6	Luisa Tagicakibau	Pacific Islands Forum Fisheries Agency
7	Jyanti Singh	Ministry of Fisheries
8	Manasa Babitu	Ministry of Fisheries
9	Ajendra Naidu	Golden Ocean Fish Ltd
10	Roslyn Rao	Golden Ocean Fish Ltd
11	William Jatulan	The Pacific Community
12	Malakai Matanisiga	Fiji Maritime Academy
13	Livai Keavali	Island Endeavour (Fiji) Pte Ltd
14	Juliette Kon Kan King	The University of the South Pacific
15	Milika Baravilala	Island Endeavour (Fiji) Pte Ltd
16	Filiti Naibuka	Island Endeavour (Fiji) Pte Ltd
17	Joeli Pulu	Ministry of Employment, Productivity and Industrial

		Relations
18	Zain Chan	Sam Weon Fishery Co. Ltd
19	Imraaz Shah	Solander Pacific Ltd
20	Joe Peters	Solander Pacific Ltd
21	Luisa Tagicakibau	Pacific Islands Forum Fisheries Agency
22	Kenneth Katafono	Traseable Solutions
23	Shaunalee Katafono	Traseable Solutions
24	Ulaiasi Tuikoro	Juls (Fiji) Ltd
25	Mereia Tuikoro	Juls (Fiji) Ltd
26	Bolatagane Soronakadavu	Ministry of Fisheries
27	Losalini Katia	Golden Ocean Fish Ltd
28	Shelvin Chand	Ministry of Fisheries
29	Katarina	Cleveland Ltd
30	Hilda Lobendahn	Ministry of Fisheries
31	Disilika Bulai	Ministry of Employment, Productivity and Industrial Relations
32	Adriu Iene	WWF Pacific
33	Ravai Vafo'ou	WWF Pacific
34	Vilisoni Tarabe	WWF Pacific
35	Seremaia Tuqiri	WWF Pacific
36	Vilisite Tamani	WWF Pacific
37	Duncan Williams	WWF Pacific

Appendix 17: Post MSC Workshop Survey for Participants

A survey monkey was sent to participants after the workshop aimed at evaluating the effectiveness of the workshop based on the feedback. Details are as follow:

Question 1:

The objectives of the workshop were to: (a) Improve understanding of the MSC Standards and MSC CoC and Traceability Requirements; (b) Improve understanding of the MSC Forced and Child Labour Requirements; and (c) Improve understanding of the roles Tuna fishing industry plays in enhancing market access and economic growth. Were these objectives met?

- a) None of the objectives were met
- b) At least one of the objectives were met
- c) At least two of the objectives was met
- d) All of the objectives were met

Results:

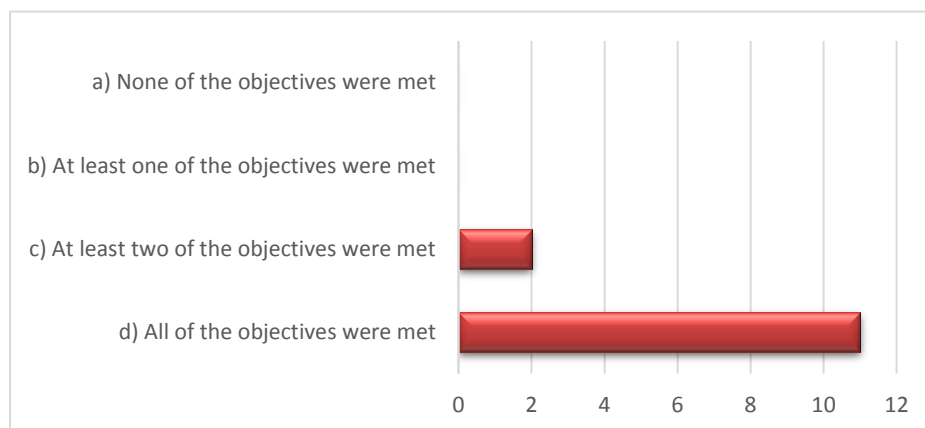


Figure 1: Responses to Question 1.

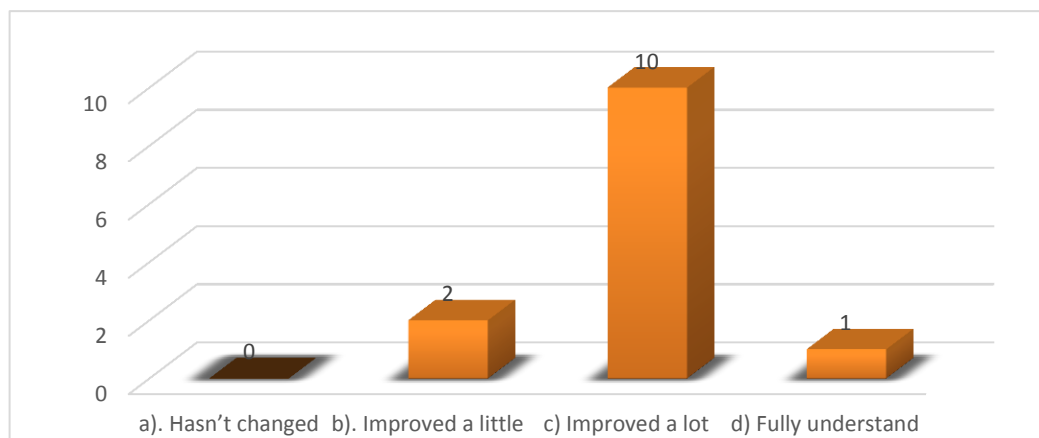
All 13 responders answered Question 1. Results from the graph indicate that 11 of the 13 respondents or 84.62% of respondents had agreed that '*All of the objectives were met*' for the three day workshop. The other two respondents that make up 15.38% had indicated that '*At least two of the objectives*' were met.

Question 2:

Please rate your level of understanding on the MSC Fisheries Standards and new Fisheries Certification Process v2 after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

Results:



*Figure 2:
Responses to
Question 2.*

All 13 respondents answered to Question 2. According to Figure 2, 10 respondents or 76.92% agreed that their level of understanding of the Fisheries Certification Process v2 '*Improved a lot*'. Two or 15.38% of respondents indicated that their level of understanding had '*Improved a little*'. One respondent or 7.69% had '*Fully understood*'.

Question 3:

Please rate your level of understanding of the new MSC Chain of Custody (CoC) after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

Results:

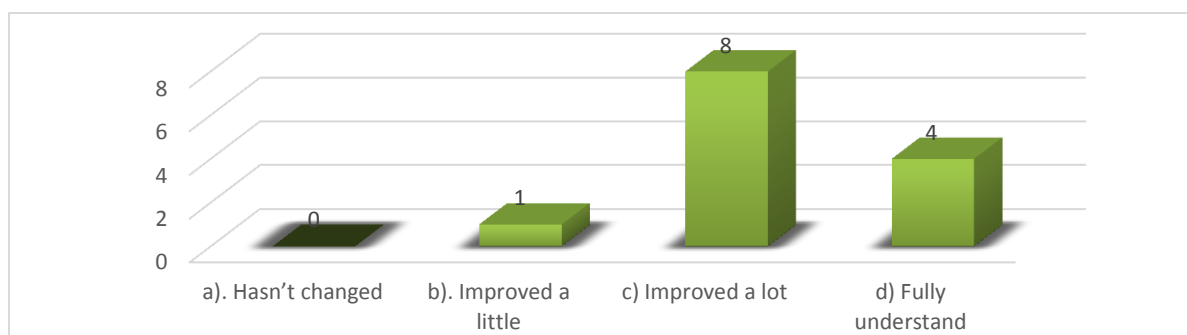


Figure 3: Responses to Question 3

All 13 respondents responded to Question 3. According to Figure 3, eight or 61.54% of the responders stated that their level of understanding of the new MSC CoC had *'Improved a lot'*. Four respondents or 30.77% had indicated that they had fully understood. One respondent or 7.69% indicated that their understanding *'Improved a little'*.

Question 4:

Please rate your level of understanding on Catch Documentation Requirements after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

Results:

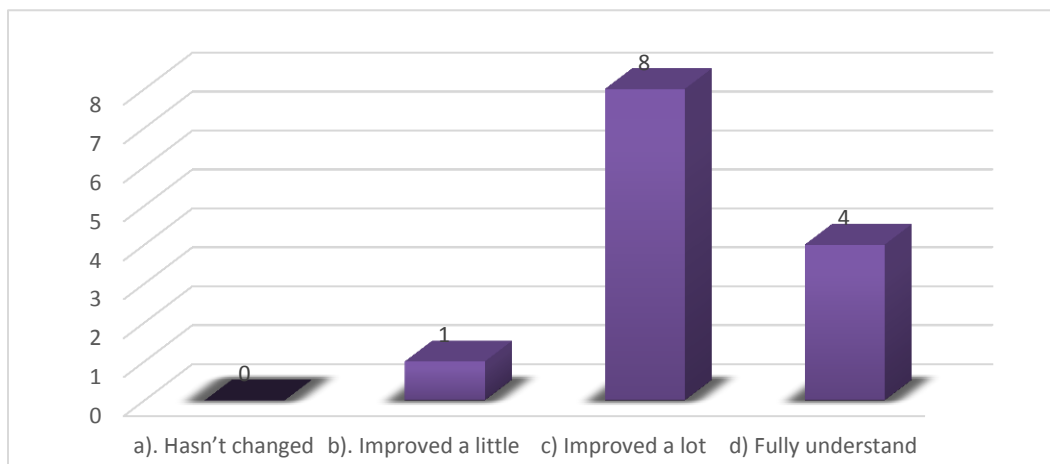


Figure 4: Responses to Question 4

All 13 respondents answered Question 4. According to Figure 4, eight of the 13 respondents or 61.54% indicated that their level of understanding on Catch Document Requirements after the presentation *'Improved a lot'*. Four participants or 30.77% indicated that they fully understood. One respondent or 7.69% indicated that their level of understanding *'Improved a little'*.

Question 5:

Please rate your level of awareness and understanding of Fiji's MSC Certification / MSC Process and Current Status of the Certification in Fiji after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

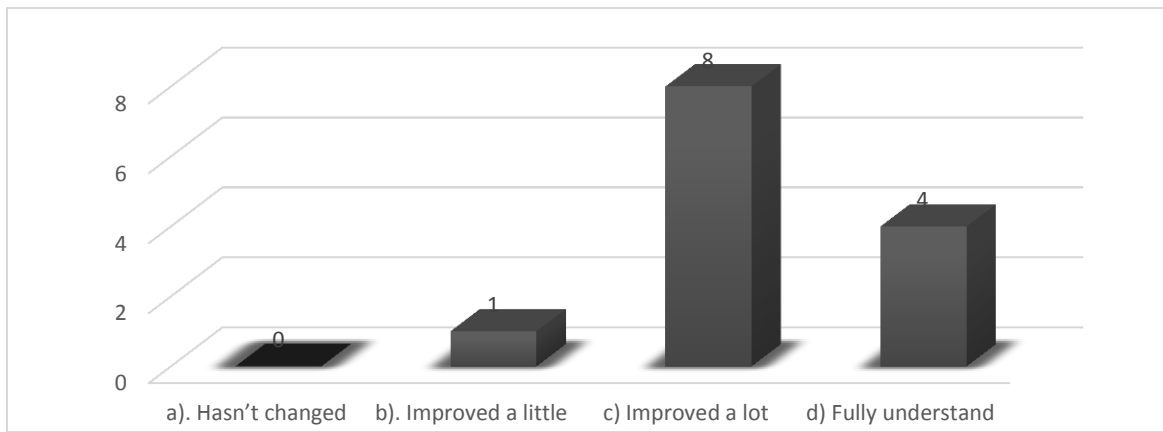


Figure 5: Responses to Question 5

Results:

All 13 respondents responded to Question 5. According to Figure 5, eight or 61.54% of the respondents indicated that their level of awareness and understanding of Fiji's MSC Certification / MSC Process and Current Status of the Certification in Fiji had '*Improved a lot*'. Four respondents or 30.77% had indicated that they fully understood whilst one respondent or 7.69% had indicated their awareness and understanding had '*Improved a little*'.

Question 6:

Please rate your level of awareness and understanding of Blockchain Technology in the Seafood Industry after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

Results:

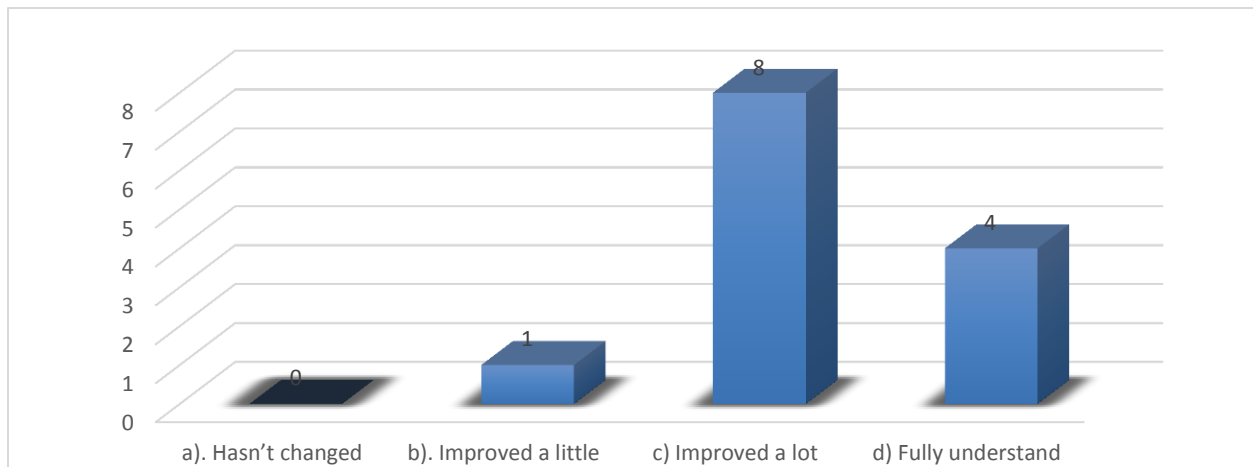


Figure 6: Responses to Question 6

For Question 6, all 13 respondents responded. According to Figure 6, eight of the respondents or 61.54% had indicated that their level of awareness and understanding of Blockchain Technology in the Seafood Industry had *'Improved a lot'*. Four respondents or 30.77% indicated that they fully understood whilst one respondent or 7.69% indicated their awareness and understanding *'Improved a little'*.

Question 7:

Please rate your level of awareness and understanding on Traceability after the presentation.

- a) Hasn't changed
- b) Improved a little
- c) Improved a lot
- d) Fully understand

Results:

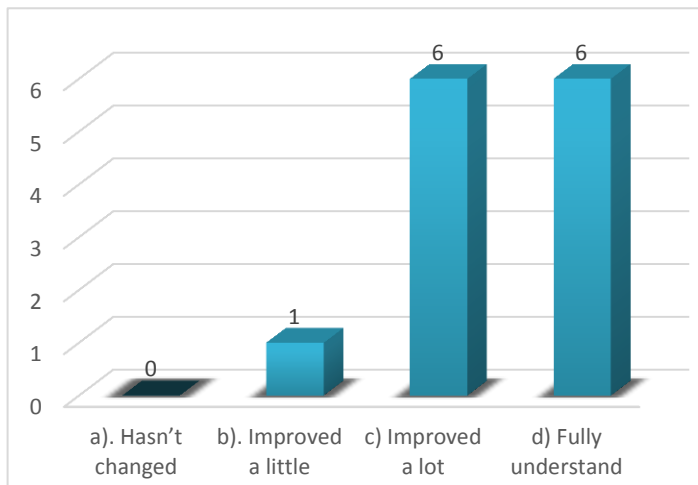


Figure 7: Responses to Question 7

For Question 7, all 13 respondents responded. According to Figure 7, there was a split in results with six respondents or 46.15% had indicated that their level of awareness and understanding on Traceability *'Improved a lot'* and six respondents (46.15%) had indicated that they had fully understood. Only one respondent making up 7.69% indicated that their level of awareness and understanding had *'Improved a little'*.

Question 8:

Which areas of the workshop can be improved and in what way? Please provide a brief explanation.

Results:

For Question 8, only nine of the 13 respondents responded. There were a range of general comments and a few recommendations for the organizing team to consider moving forward. All comments are tabulated as Figure 8 below with some of the significant comments summarized and tabulated as 'Strengths' and 'Significant Opportunities' further down:

Figure 8: Responses to Question 8

Respondent 1:	I think the workshop was well-planned with all the topics being well covered. Although I missed the 2 sessions that were facilitated by Mr Hufflett. I managed to read what he had delivered from the flash drive/stick that was provided which contained the birth and the growth of the MSC in Fiji. I was fortunate to attend the 2nd and the 3rd day (last) sessions being facilitated by Mr Tamani. I can only say that the entire workshop was excellent in all aspects including the closing dinner where we had the opportunity to acknowledge everyone without leaving anyone out. Thank you WWF, FFA, the donors (PEUMP) and to everyone who were part of this.
Respondent 2:	It's all good.
Respondent 3:	The presentations on the first day were a bit slow, perhaps have more interactive sessions to keep the energy lively and participants fully engaged.
Respondent 4:	If company visit could cover all from vessel (dock) through to processing for everyone equally.
Respondent 5:	The deliberation during the workshop was excellent.
Respondent 6:	I think this workshop covered all aspects of MSC certification and its related partners eg. Labour rules etc. Also all related government reps were there which completed the whole cycle. So probably there was no other room for improvement... the food was fantastic
Respondent 7:	No comments, everything was just awesome - the presentation, reps, food, location, etc. Thanks guys for the awesome job.
Respondent 8:	Need group discussion be conducted daily so as to have the participants' feedback on what they have learned on each day. Would be helpful.
Respondent 9:	Have the opportunity to have one-on-one discussions with resource persons. - Group work based on new areas of consideration such as the MSC Standards and CoC.

Strengths:	Opportunities for Improvement:
<ul style="list-style-type: none"> ➤ Well planned and covered in terms of deliberation ➤ Continuous engagement between participants & facilitators / presenters ➤ Theory & Practical workshop ➤ One on one discussions with resource persons ➤ Group work intensive 	<ul style="list-style-type: none"> ➤ A few sessions to be more interactive and engaging between the presenter and participants to maintain energy levels and interest ➤ All field visit groups to cover all processes from dock to processing ➤ Daily group discussions or reflections for participants ➤ More one on one discussions with resource persons

Discussion:

From the responses of the survey, there is a strong indication that participants have indeed managed to develop their understanding of the objectives of the workshop and are fully aware on the importance and processes of MSC Fisheries Standards, Chain of Custody and Traceability within Fiji's Offshore Fisheries.

There is also an indication that for a few participants, the workshop was a refresher course as they had indicated their awareness and knowledge *'Improved a little'*.

Given that perception survey was carried out via an online platform, there is a possibility that results would have differ should there have been a different method of distribution not restricted to the above mentioned platform, an earlier date to administer the survey and an increase in the time given for participants to respond. However, given the resource constraints, the email distribution was the most feasible option at the time.

Recommendation:

Emanating from the responses from the MSC Fisheries Standards, COC / Traceability Workshop Perception Survey, the following is recommended.

- i For further relevant workshops, all sessions to at least be more interactive and engaging between the presenter and participants to maintain energy levels and interest.
- ii All field visitation to ensure that all groups cover all processes from dock to processing.
- iii Daily group discussions or reflections for participants and resource persons.
- iv Hold more one on one discussion between participants and resource persons.