



**Asia-Pacific
Economic Cooperation**

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Session: 7

Sustainable Fishing Practices

Submitted by: Marine Stewardship Council (MSC)



APEC
PHILIPPINES
2 0 1 5


**Symposium on APEC 2015 Priorities
Manila, Philippines
8 December 2014**



Marine Stewardship Council

Sustainable Fishing Practices

Kelvin Ng, Asia Pacific Director



Our vision

Is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

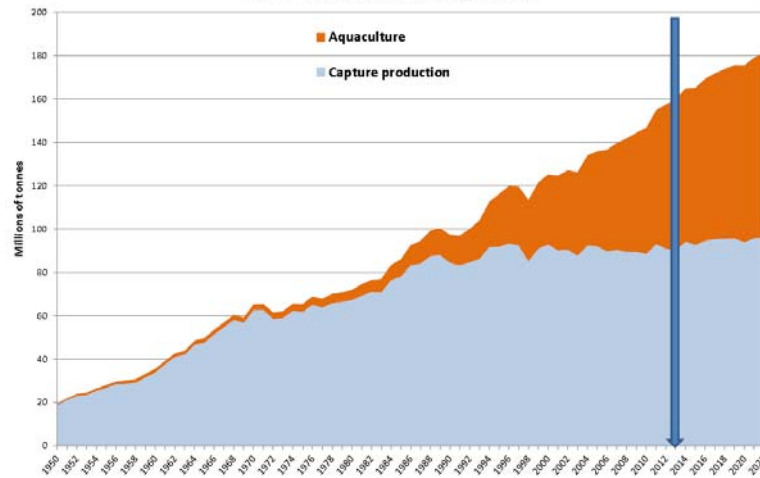
Our mission

Is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.

Aquaculture vs capture in global production



Aquaculture vs capture in global production
1950 - 2022 (FAO-OECD projections)

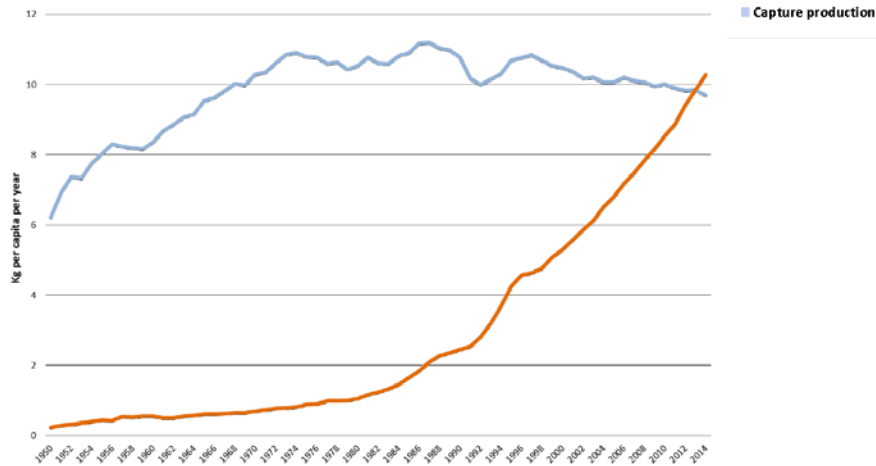


* Source FAO

Per capita fish supply for human consumption



Per capita fish supply for human consumption
1950 to 2014



* Source FAO

Marine Stewardship Council



- Fully independent since 1999.
- Originally conceived by WWF & Unilever to reverse the decline in global fish stocks and reward sustainable fisheries.
- Three year process to develop two standards and continuous method improvement approach
- Consistent with and built upon FAO codes of conduct and minimum ecolabelling guidelines
- Operating from 16 global offices and 140 full time staff
- Active in over 106 countries



About the MSC

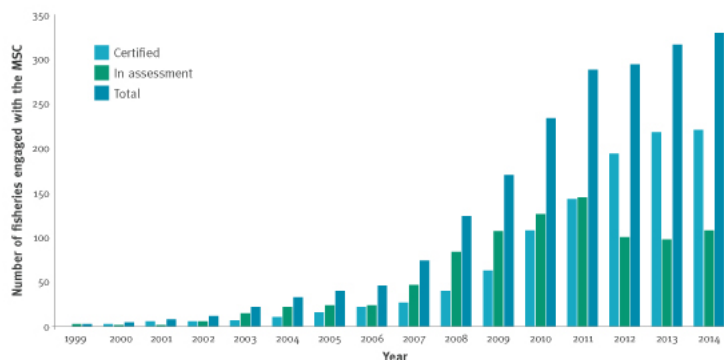


- A voluntary scheme for wild caught fish
- Independent organisation
- A response to end overfishing
- Increased consumer awareness of fisheries impact on the environment
- Engaging fisheries and markets worldwide

Growth of supply



Fishery participation in the MSC over time



224

MSC certified
fisheries with 98
in assessment

10%

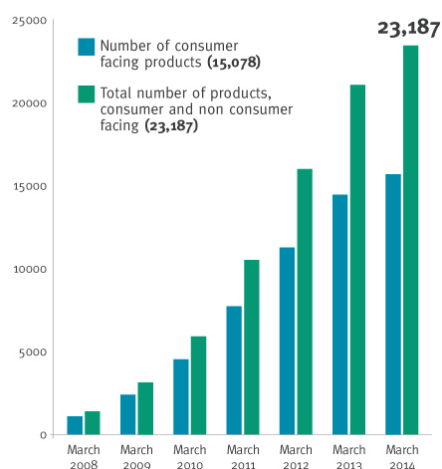
of seafood comes
from fisheries
engaged in the
MSC program

Figures from MSC Annual Report 2013-14

Growth of markets



Product growth over time



\$4.8bn

Retail market
value of MSC
certified and
labelled products

23,000

Labelled products
available in over
100 countries

Figures from MSC Annual Report 2013-14

Good for the environment



In 2004, South Africa's hake trawl fishery became the first fishery in Africa to obtain MSC certification. As a condition of certification, the fishery – South Africa's most valuable – had to assess the risk of seabird bycatch.

99%

Reduction in accidental albatross deaths and a 90% decrease in seabird mortality overall



Partnership for nature and people



Data from MSC Global Impacts Report (1999-2013)
Read more www.msc.org/southafricanhake

Good for people



Other independent studies showed that the value of the fishery would be reduced by 35 per cent over five years if it were not MSC certified, and that MSC certification contributes up to an estimated 12,000 full time equivalent jobs in the hake industry.

12,000

Jobs protected

through sustainable fishing practices



\$187m

Value of export market

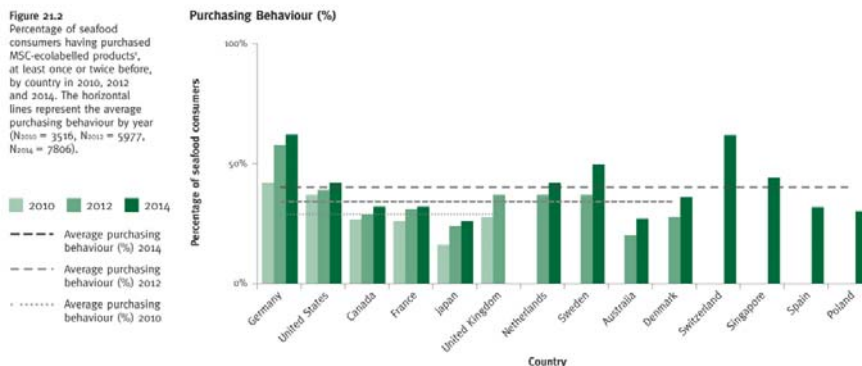
to the UK, Germany, Switzerland, Sweden and Australia

Read more www.msc.org/southafricanhake

Increased awareness and recognition



Figure 21.2
Percentage of seafood consumers having purchased MSC-ecolabelled products, at least once or twice before, by country in 2010, 2012 and 2014. The horizontal lines represent the average purchasing behaviour by year (N₂₀₁₀ = 3516, N₂₀₁₂ = 5977, N₂₀₁₄ = 7866).

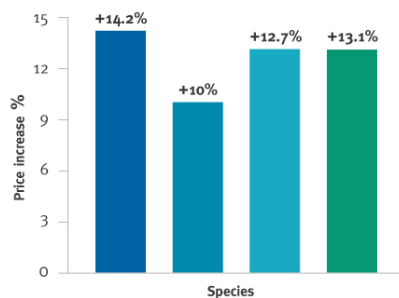


Rio 2016

Will promote MSC-certified seafood during the Olympic and Paralympic Games

Data from MSC Global Impacts Report (1999-2013)

Good for business



- MSC-certified Alaska pollock (+ 14.2%)
Roheim et al 2011 Journal of Agricultural Economics
- MSC-certified haddock (+ 10%)
Sogn-Grundvag et al 2012 Marine Policy
- MSC-certified whitefish (+ 12.7%)
Sogn-Grundvag et al 2014 Journal of Agricultural Economics
- MSC-certified salmon (+ 13.1%)
Asche et al 2013 Duke University, USA

Independent academic studies have shown that MSC certification of some species draws a price premium.

14.2% MSC-certified Alaska pollock

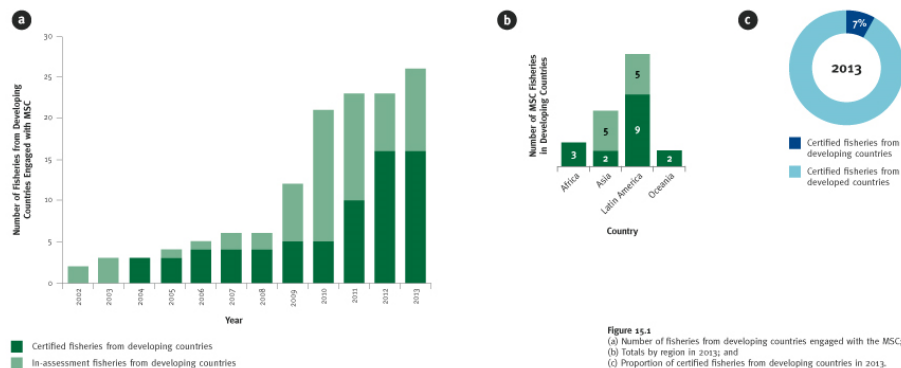
10% MSC-certified haddock

12.7% MSC-certified whitefish

13.1% MSC-certified salmon

Figures from MSC Annual Report 2013-14

Developing world



7%

Proportion of developing world fisheries in program

Data from MSC Global Impacts Report (1999-2013)

Latest Indian Fishery to get certified



Sustainable fisheries in Asia took a significant step forward on the 5th November with the first fishery in India to become certified to the Marine Stewardship Council (MSC) standard, the world's leading program for sustainable wild-capture seafood.

Up to 1,000 fishers in the area rely on the clams for their livelihoods. Fishers paddle dug-out canoes from nearby villages to the shellfish beds. Divers dislodge the clams from the seabed with their hands and feet or a team of two or three fishermen will use a hand-dredge from the canoe. On a good day, a fisherman can gather as much as 200kg over a period of 4 - 5 hours. Another 3,000-4,000 people are involved in cleaning, processing and trading the clams.

Indonesia



In 2013, tuna species contributed to around 18% of Indonesia's total fish exports 2013 worth US\$4.2 billion.

15 April 2014:

Six fisheries have committed to MSC assessment having been through a FIP process, in partnership with other organisations including WWF.

Species: skipjack, bigeye tuna, yellow-fin tuna, spotted crab, red snapper and grouper.



'MSC certification is one of the pre-conditions to win competition in the global markets, especially European and North American buyers where the demand for fish products taken from well-managed fisheries continues to grow'

Mr Saut Hutagalung - Director General of Processing and Marketing Ministry of Marine Affairs And Fisheries

Maldives



- Vessels are owned by individuals or families.
- Income earned is distributed fairly by contribution on a daily basis.
- Supports community development
- Provides job opportunities
- If catch is good and price is high, fisherman directly benefits.
- *The retailers demanded pole and line tuna thus creating demand for sustainability.*
- *Fisheries were small and few people understood Pole and Line.*
- *They believe, their commitment to sustainability alone was not strong enough to deliver the message to the international market.*
- *MSC Certification helped carry the message, and is able to get international recognition.*
- *Today they are able to pass the benefits of a premium price to their fishermen.*



Economic and social impact

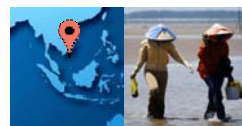


Vietnam Ben Tre clam fishery

- **30%-50%** increase in price (new markets in Europe and N. America)
- **165%** increase in total value at landing (now sold with whole shell)
- **400%** increased in fishers' income



A member of a fisheries co-operative in Vietnam displaying her certificate for verification of payment.



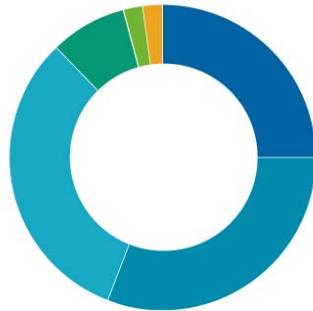
Global Commercial Commitments



And many more...

FC3

Partner support



Where the money goes to

- 25% Policy and maintenance of standard
- 31% Education and awareness
- 32% Commercial and fisheries servicing and outreach
- 8% Logo licensing
- 2% Governance costs
- 2% Fundraising

The
**WALTON FAMILY
FOUNDATION**

the David &
Lucile Packard
FOUNDATION



Figures from MSC Annual Report 2013-14

FC1

What our partners say...



'We at Fish & Co believe that we can all enjoy eating seafood for years to come, if we consciously decide to only use certified sustainable catch'

Tom Kime, executive chef at Fish & Co the sustainable seafood cafe, the first MSC-certified restaurant in New South Wales, Australia



Slide 19

- FC3** Can we just run the right hand pie and add the logos of Funders Walton Family Foundation, David and Lucile Packard Foundation and Dutch Postcode Lottery
Felicity Carus, 9/10/2014

Slide 20

- FC1** Felicity Carus, 9/10/2014



Conclusion:

MSC is making great impact globally and regionally

MSC Fisheries Standards is a science-based program

MSC CoC Standards is a market tool that ensures traceability and product integrity

Together we're making the next wave



CERTIFIED SUSTAINABLE SEAFOOD

Thank you for your attention

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