



For the benefit of future generations

THIRD PARTY CERTIFICATION OF ICELANDIC FISHERIES

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IMPORTANCE OF FISHERIES IN ICELAND

FISHERIES ARE A MOST IMPORTANT SECTOR
OF THE ICELANDIC PEOPLE'S ECONOMY:

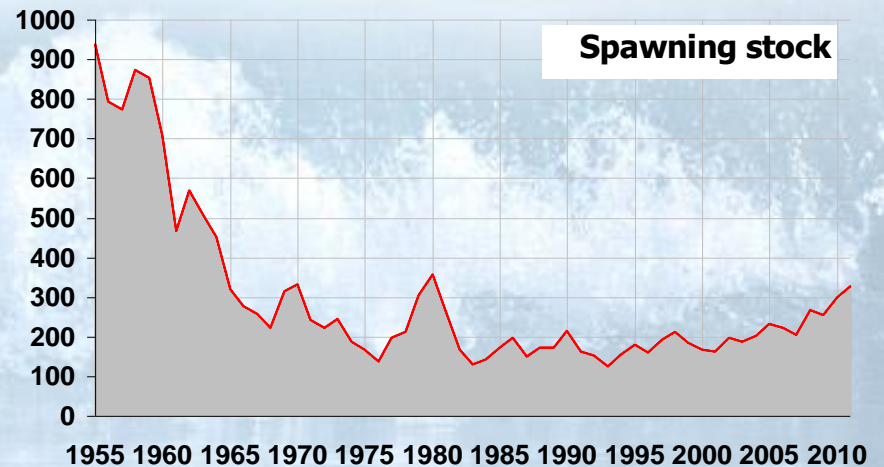
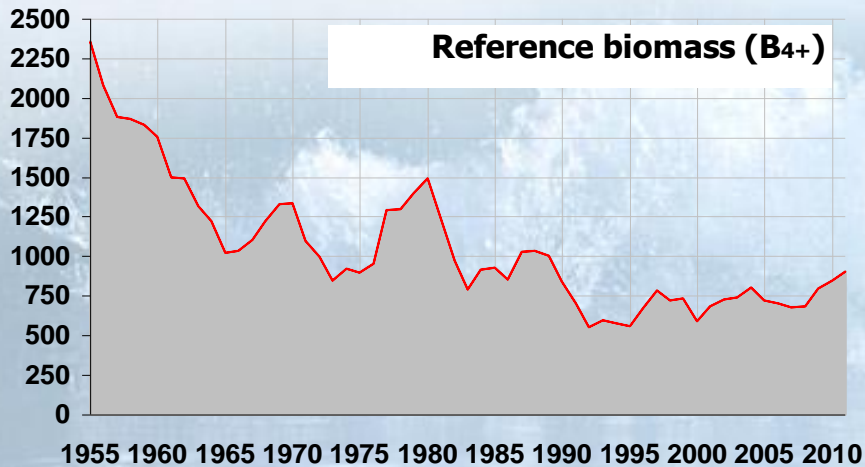
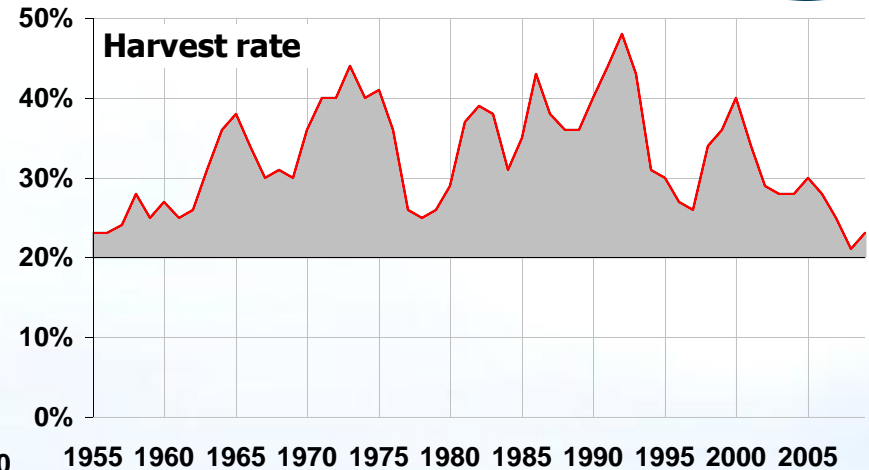
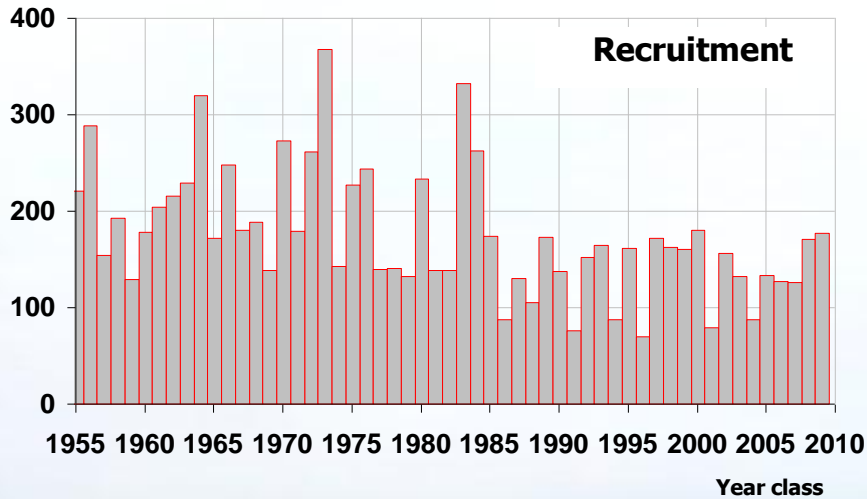
- Conservation and sustainable use is key.
- Must strive to keep our house in order with good fisheries management.



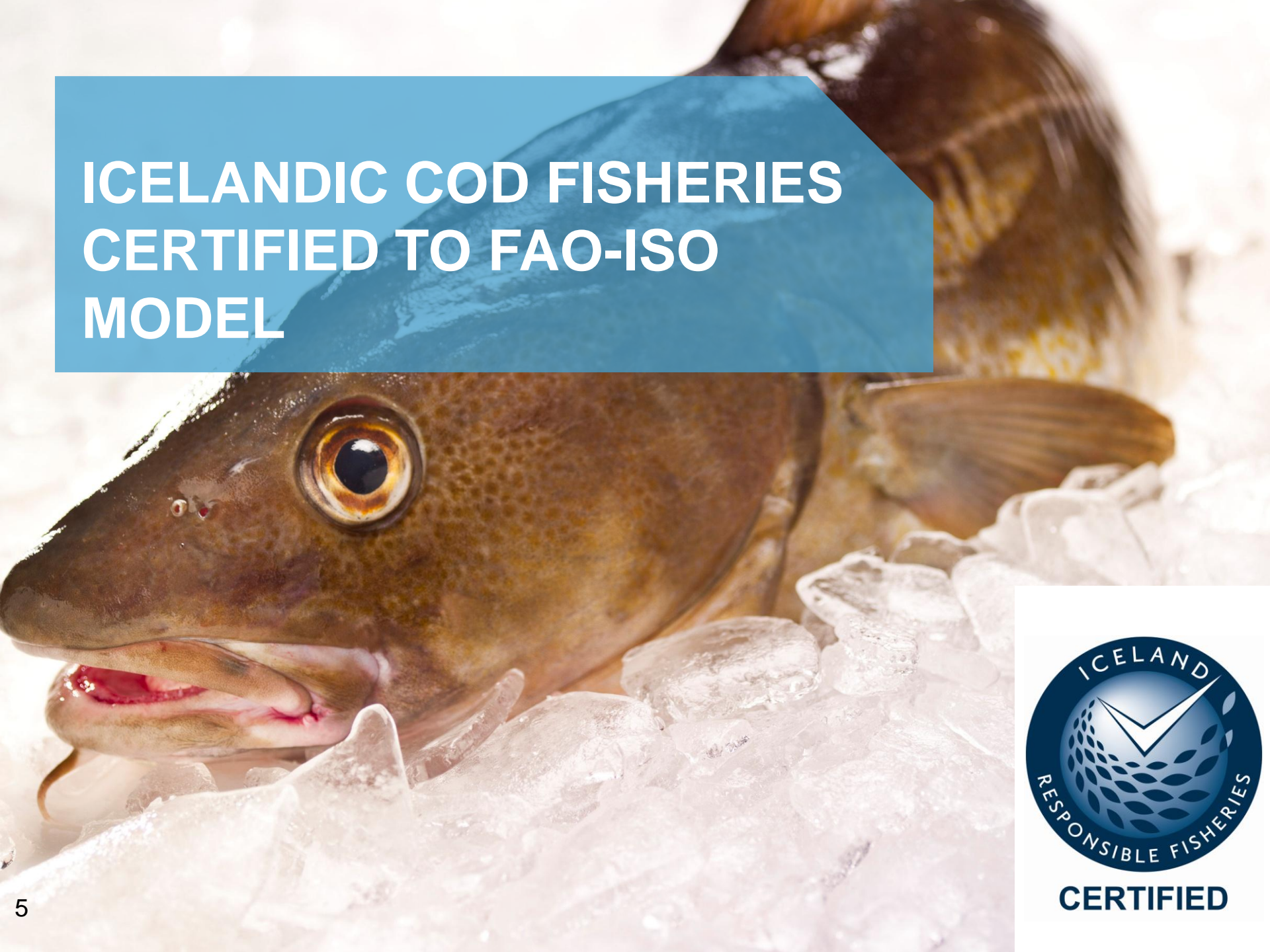
LONGSTANDING ICELANDIC TRADITION

- Law on the scientific conservation of fishing grounds on the continental shelf 1948
- Extension of fishing limits and “cod wars”, culminating in 200 mile limit in 1976
- ITQs for some fisheries since late ‘70s
- ITQs for demersal fisheries 1984 & 1991
- Harvest control rule for cod 1995; revised 2007
 - limited fishing effort and low harvest rate
- Good international reputation for effective fisheries management

2010 MRI Cod Stock Assessment



ICELANDIC COD FISHERIES CERTIFIED TO FAO-ISO MODEL



CERTIFIED



- In December 2010 Icelandic cod fisheries were certified as "Responsible and well managed" by the independent accredited third party certification body Global Trust Certification Ltd. of Ireland.
- The certification awarded is based on international best practice standards as derived from two leading and world recognized institutions, the UN FAO and the International Organisation for Standardization (ISO).
- This certification achievement is the result of an Icelandic initiative to develop an international approach offering a credible choice for fisheries. The purpose is to serve our customers for Icelandic seafood and to promote choice in the marketplace.



HOW DID WE GET THIS FAR?

Brief historical background



THE UN FAO CODE OF CONDUCT FOR RESPONSIBLE FISHERIES

- Problems on many fishing grounds because of overfishing and poor treatment of resources
 - North Sea, Newfoundland, ..., etc.
- These developments, among others, led to creation of the FAO Code of Conduct for Responsible Fisheries in 1995.
- The Code defines what constitutes good fisheries management practice, incl. Precautionary Approach



FOLLOWING THE CODE ...

- States have agreed what constitutes good fisheries management ...
- ... Therefore: How do we hold them accountable?
- One answer: certification and ecolabelling



MSC

- WWF and Unilever announce The Marine Stewardship Council Initiative in 1996
- Aggressively promoted
- Initially seen as a threat to industry
 - Fisheries management
 - Barrier to trade



- Nordic contact network
 - formed by fisheries ministers
 - follow developments
 - investigate possibility for a Nordic ecolabel
- FAO since 1997 – by Nordic initiative
- Nordic Criteria Working Group Report 2000



GUIDELINE DEVELOPMENT

- Iceland in leadership role.
- FAO Expert Consultation in 2003.
- Following Technical Consultations in 2004 and 2005, the FAO produced Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries.
- Those guidelines were **adopted** by COFI in 2005.
- Another FAO Expert Consultation in 2008.
- Extensions adopted in 2009.



DESIRABLE OBJECTIVES – NORDIC PERSPECTIVE

- Open international discussion.
- Voluntary ecolabeling.
- Clear separation of roles in the ecolabeling process.
(criteria, certification accreditation, label)
- Avoid private monopoly on criteria.
- Avoid too many labels or private label monopoly.
- Avoid technical barriers to trade.
- Avoid expensive verification processes.



WHY HAVE WE TAKEN THIS NATIONAL INITIATIVE FOR AN INTERNATIONAL APPROACH?

- To ensure external environmental parties don't take control of the Iceland Fisheries Agenda
- To remove emotional influence and replace with science and management facts
- To document well managed Icelandic fisheries
- To serve the needs of our business partners
- To preserve the principles adopted by the international community -- equivalence, competition, and avoidance of barriers to trade
 - Choice is essential!
- To promote UN fisheries management principles
 - FAO Code and Guides, i.e. back to the beginning



OTHER BENEFITS

- Reasonable cost
- Objective certification based on international best practice standards
- Promotion of Icelandic seafood through certification and marketing incl. logos



HOW DID WE GET THIS FAR?

- The Icelandic Project



THE ICELANDIC CERTIFICATION PROJECT

- The project was started in 2007
- The project is carried out on behalf of the Icelandic fisheries sector.
- Project group under FAI
 - Technical committee
- Supported by a grant from the Icelandic AVS Fisheries Research Fund.
- The project is on a cost basis, *i.e.* not for profit.
- Support and participation from public authorities.



INTERNATIONAL APPROACH – ICELANDIC INITIATIVE

- International standard
 - The standard consists of two documents:
 - FAO Code of Conduct for Responsible Fisheries (1995) and
 - FAO Guidelines for Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries (2005/2009)
 - Open and transparent process
 - Agreed by all FAO member states
 - Participation by experts in various fields and NGO representatives
 - Adapted for application through the IRFM Specification
 - Technical committee with review from certification body and accreditation body



CONTENT OF SPECIFICATION

- The product is derived from a specified fish stock; that stock is harvested responsibly
- This entails:
 - Harvesting policy: Decisions on TAC are based on scientific advice with responsible and sustainable use as the objective;
 - Implementation: Decisions on TAC are implemented in a specified manner;
 - Ecosystem considerations: Effects of fishing on the ecosystem are limited through a defined methodology



PROPER CERTIFICATION IS NOT SCIENTIFIC RESEARCH, FISHERIES ADVICE OR FISHERIES MANAGEMENT

- Certification is not marine research nor is it fisheries advice;
 - certification includes verification that research and fisheries advice is based on generally accepted methodology.
- Certification and ecolabelling is not fisheries management
 - fisheries management remains the task of the competent authorities.
- Certification entails, *i.a.*, third party verification of government fisheries management performance which facilitates market access for seafood.
 - Do authorities meet the commitments that they themselves have made in international fora?



LEADERSHIP BY EXAMPLE

- Our approach is innovative yet based on common sense
- Alaska has already adopted the same model
 - Alaska salmon certified in March 2011
- Fisheries in other regions plan to follow suit



POSITIVE RESPONSE IN INTERNATIONAL MARKETS

- Large buyers welcome independent certification.
 - Large supermarket chains have adopted, or plan to adopt, their own procurement policy
 - made public in annual reports and on websites.
 - Will sell both certified and non-certified seafood, but may prefer certified.
 - Own evaluation whether harvesting and management are in good order concerning non-certified seafood.
- Certification will provide valuable support for Icelandic fisheries management and the sale of Icelandic seafood.



MODEL RECOGNITION

- Meets the requirements of the Walmart statement March 2011 stating MSC or equivalent
- Meets the requirements of the EU Fisheries Eco label Framework

It will always have opposition from competitive standards



WHAT NEXT?

- Other fish stocks will be entering the process for adoption of formal fisheries management plans
 - Haddock, saithe, golden redfish, ... ?



**THANK YOU FOR YOUR
ATTENTION !**