



# The MSC Fishery program: Where we are? Where do we go?

MSC Conference, Warsaw, September 25th 2018

Camiel Derichs, Regional Director Europe

# The world in 2050



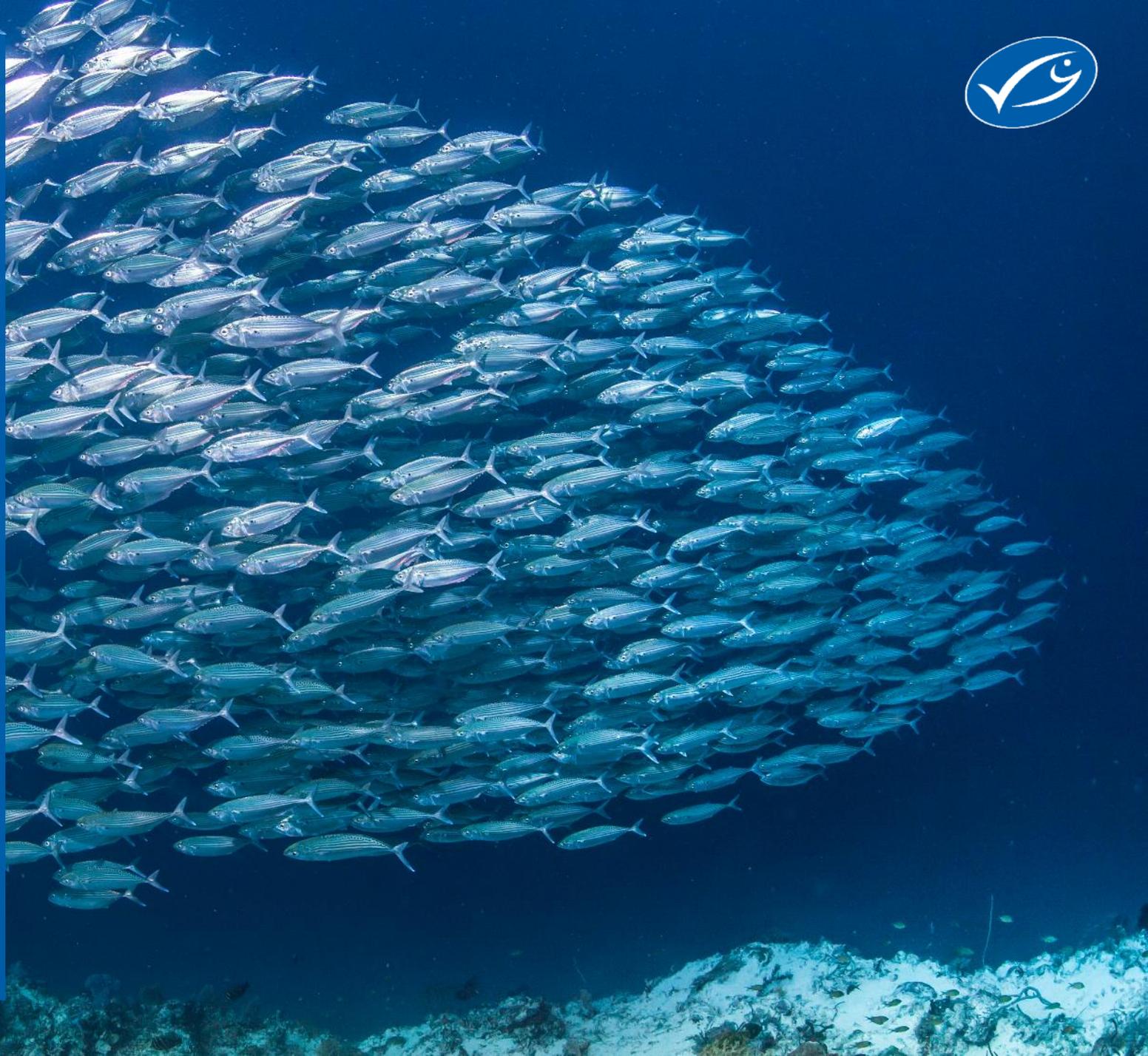
- **Population:** 10 billion → 3 billion more, and living in huge-megacities.
- **Consumption** projected to double
- **Trade** to move to the South and to the East
- **Culture:** West no longer dominant
- **Technology:** ICT enables direct trading and complex logistics
- **Business:** fewer but bigger companies
- **Resource scarcity:** clean water, carbon emission rights, clean soil, timber, wild **fish**....etc.
- **Challenges AND opportunities**



# Global need for a sustainable Seafood industry

- Foodsecurity:
  - Nr1 animal protein for 2.4 billion people
  - 20% of animal protein in DW
- Work & Income:
  - Est. 500mln people depend on fishing, aquaculture, processing or affiliated services to the seafood industry.

(Source: FAO)



# The state of our oceans



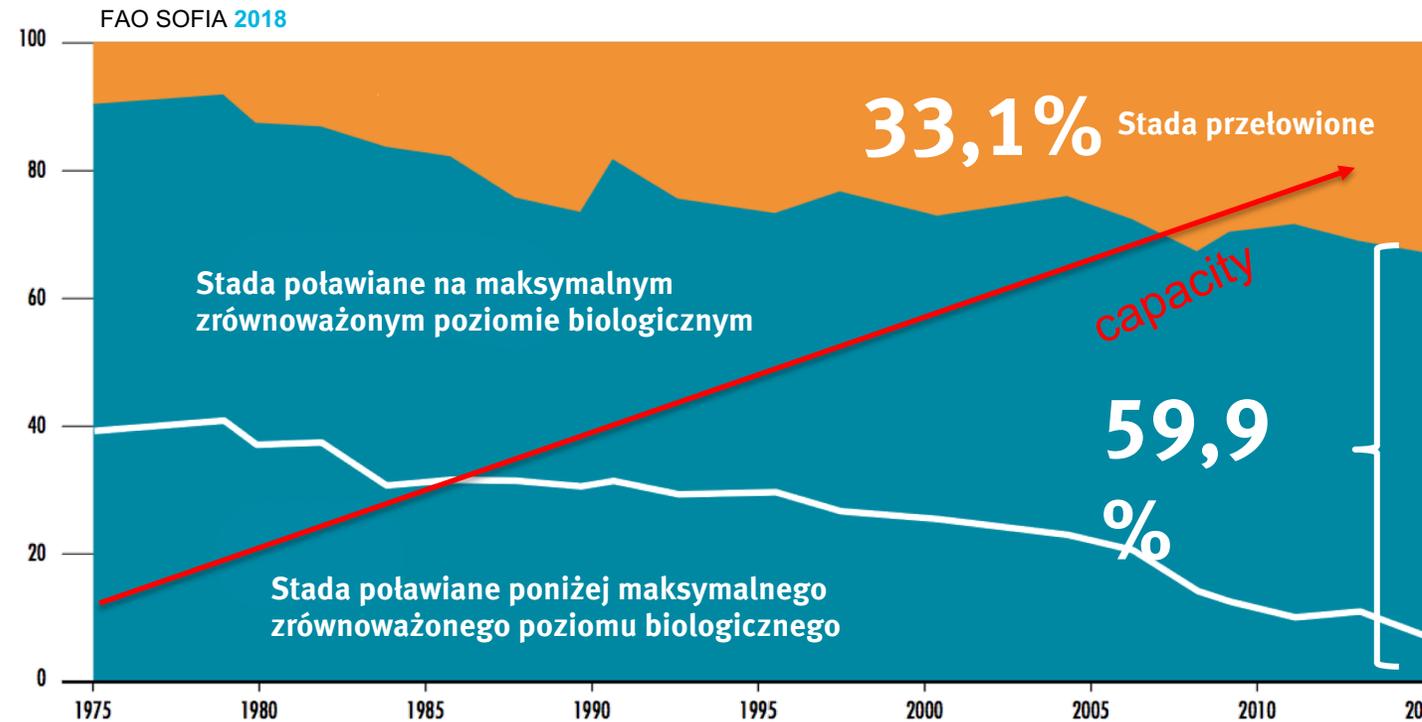
# A resource under pressure



# OVERFISHING



- Proportion overfished stocks unacceptably high at **33,1%**.
- Overfishing trend conversely correlated to capacity increase; overcapacity.



# Consequences



- We produce less seafood than possible
- We fish down the foodweb...fewer top predators in the oceans
- Ecosystems less resilient in the face of additional stressors

## Fishing Down the Food Web....

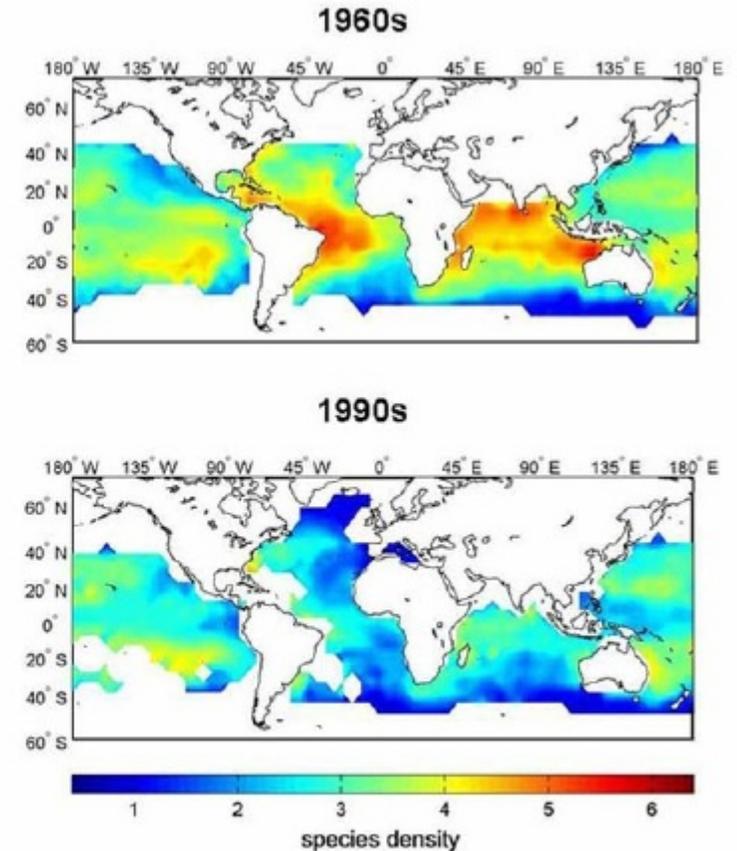
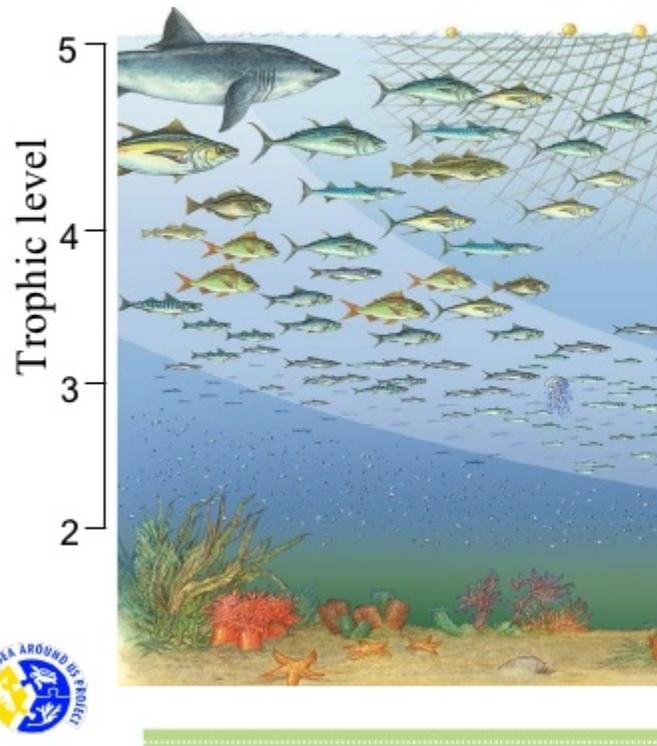


Figure: Changes in the number of species found on a standard longline in the 1960s and 1990s.

# The UN Global Sustainable Development Goals



- 17 goals, 169 targets
- Many goals and targets have direct links with fisheries, seafood markets, and fisheries management.
- Credible standards can help governments and businesses to achieve SDG targets and goals.



# Credible standards & certification

1. *Global,*
2. *Non-profit,*
3. *Multi stakeholder,*
4. *Rooted in science,*
5. *3rd party assessment,*
6. *Including traceability,*
7. *Demonstrating impacts.*



# Theory of Change:



A mechanism for recognizing and rewarding sustainable fishing while incentivizing improvements



# SUSTAINABLE DEVELOPMENT GOALS

## The MSC provides a practical solution:

The MSC, a tool to deliver Global sustainability goals



- ✓ No overfishing
- ✓ No IUU
- ✓ No destructive fishing practices
- ✓ Good fishery management



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



## **Our Vision**

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

# MSC Organisation 1997-2018



## Governance:

- Public Education Charity Reg in UK
- MSC Board of Trustees, Technical Advisory Board, Stakeholder Advisory Council

## Budgets:

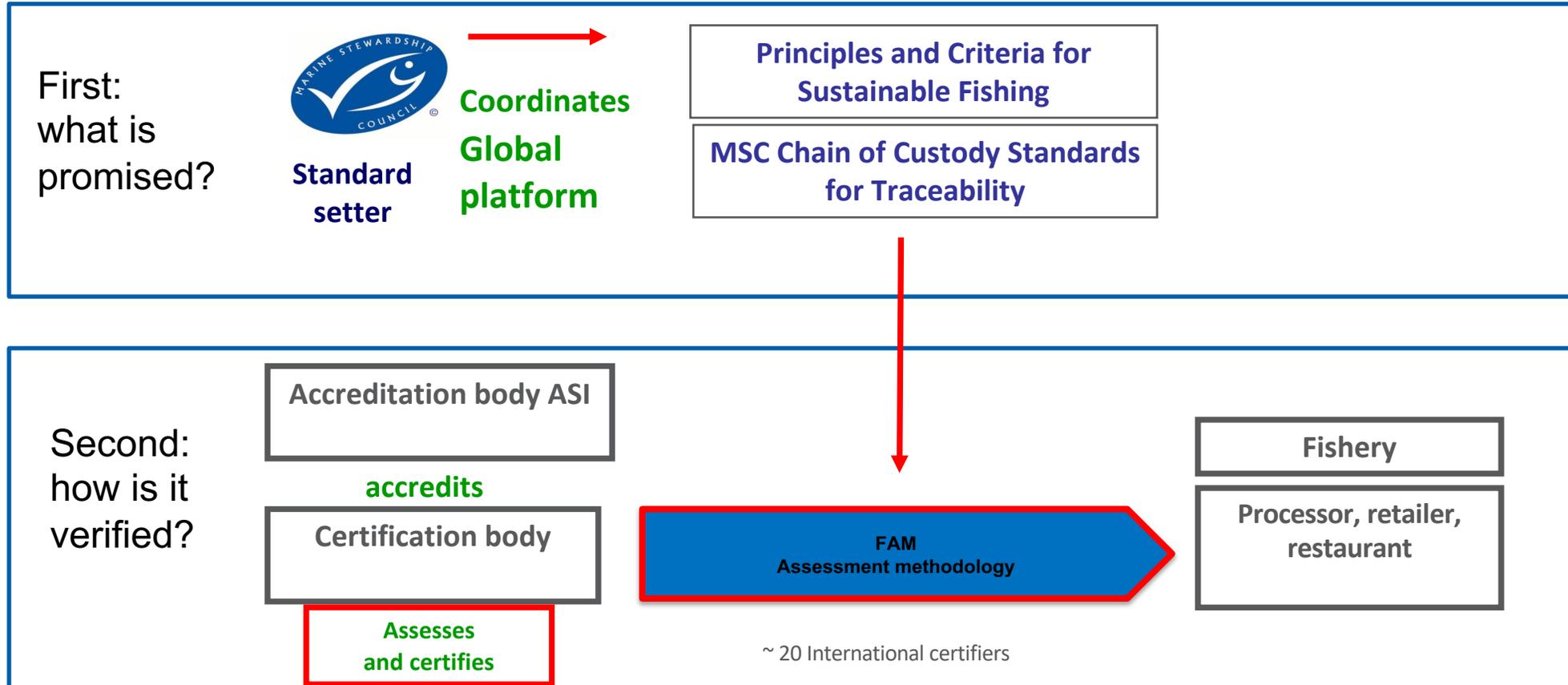
- In 2017/2018 → Approx 20 million GBP,
- 30% from donations, 70% voluntary label fee

## Organisation:

- MSC executive employs ca. 220 staff
- HQ in London, offices/representations in 22 countries, operating projects in >100 countries.



# MSC practice: third party certification



**MSC recognised as the world's most credible and leading certification and ecolabelling program for sustainable seafood**

# Sustainable fishing



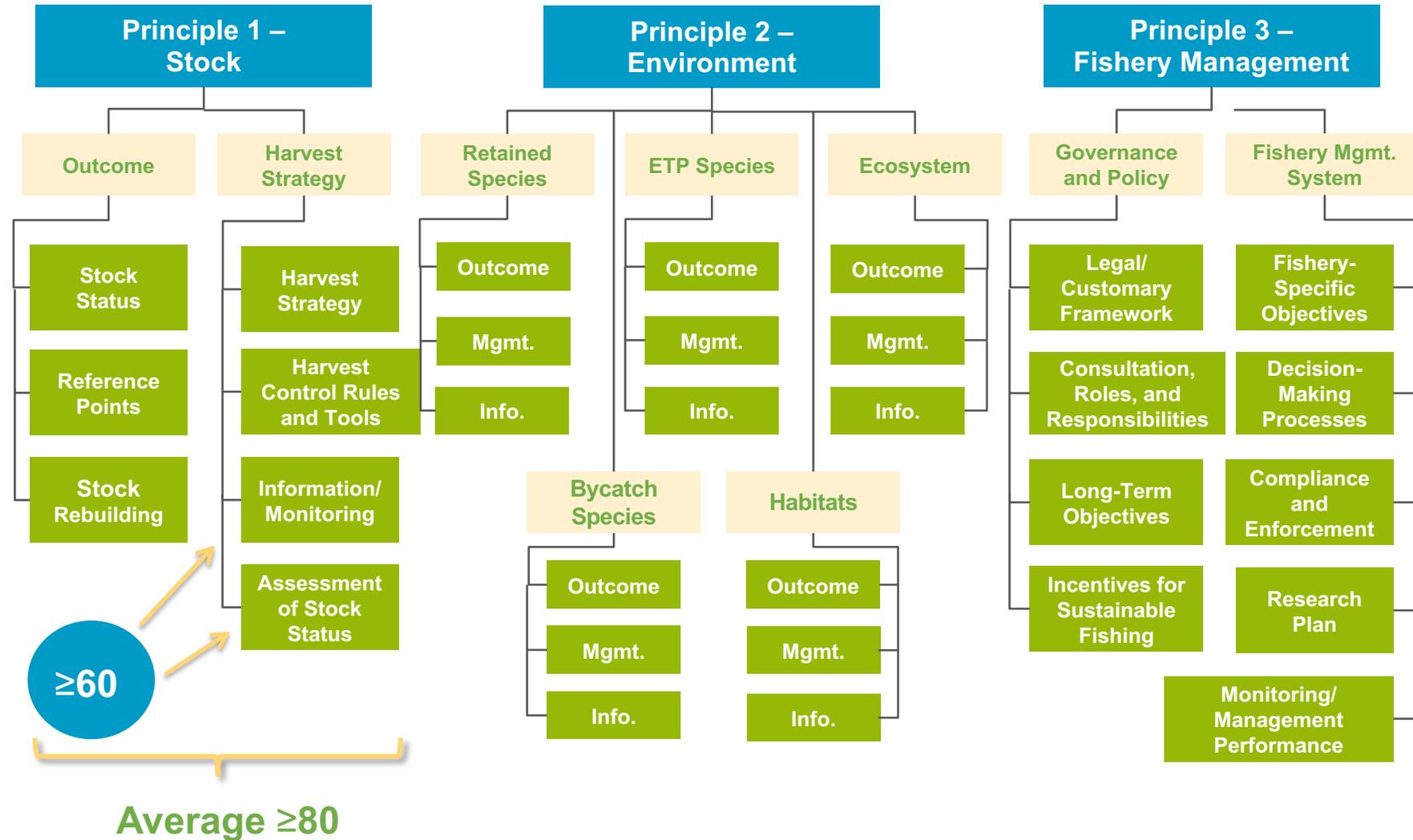
## P1 Healthy fish stocks

## P2 Protecting the environment

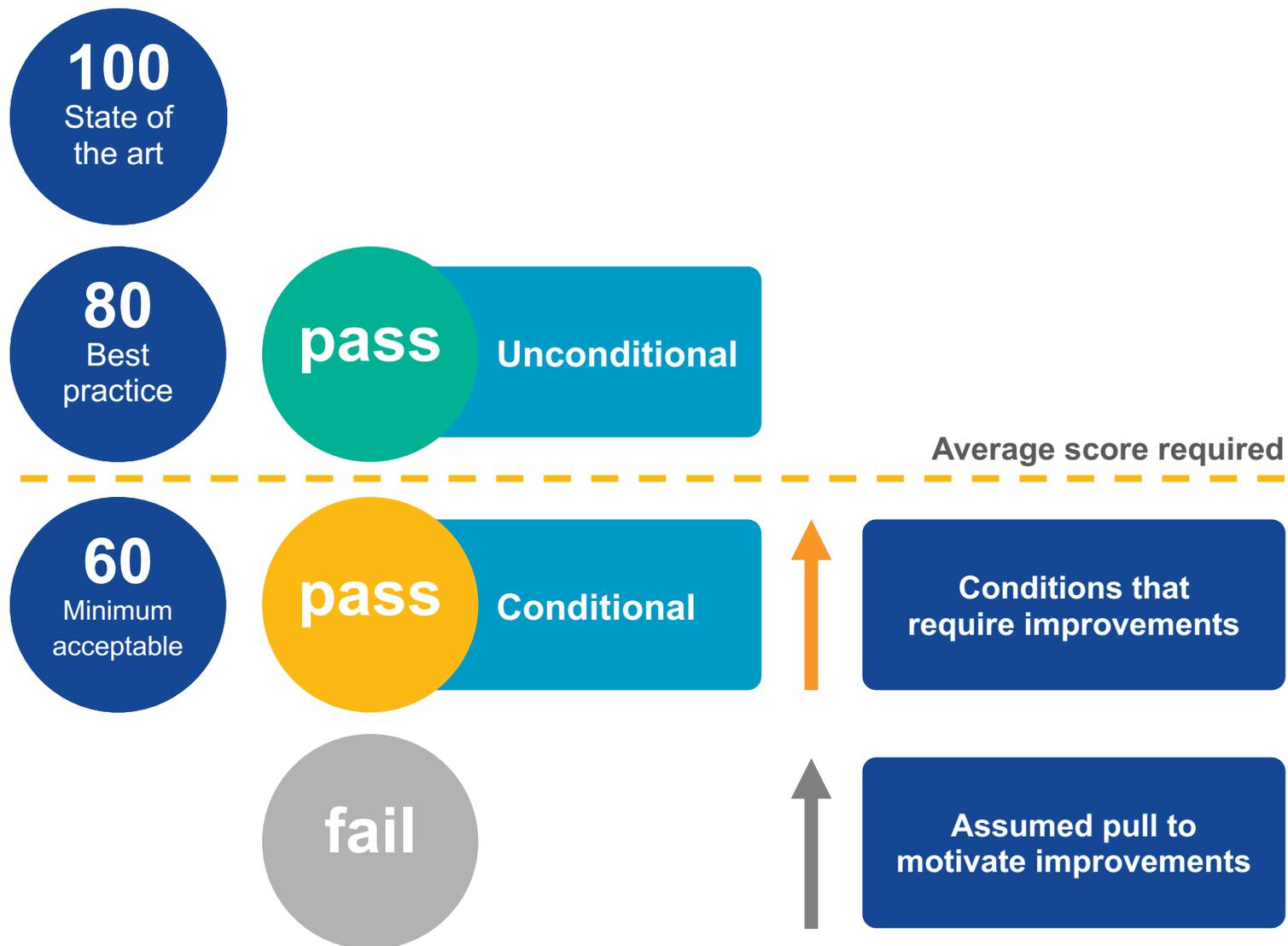
## P3 Good management



# Covers all main components of environmental sustainability



# Scoring



# Fisheries in the MSC program 2017-18

**10,4 million**

Tons MSC certified catch globally

**12%**

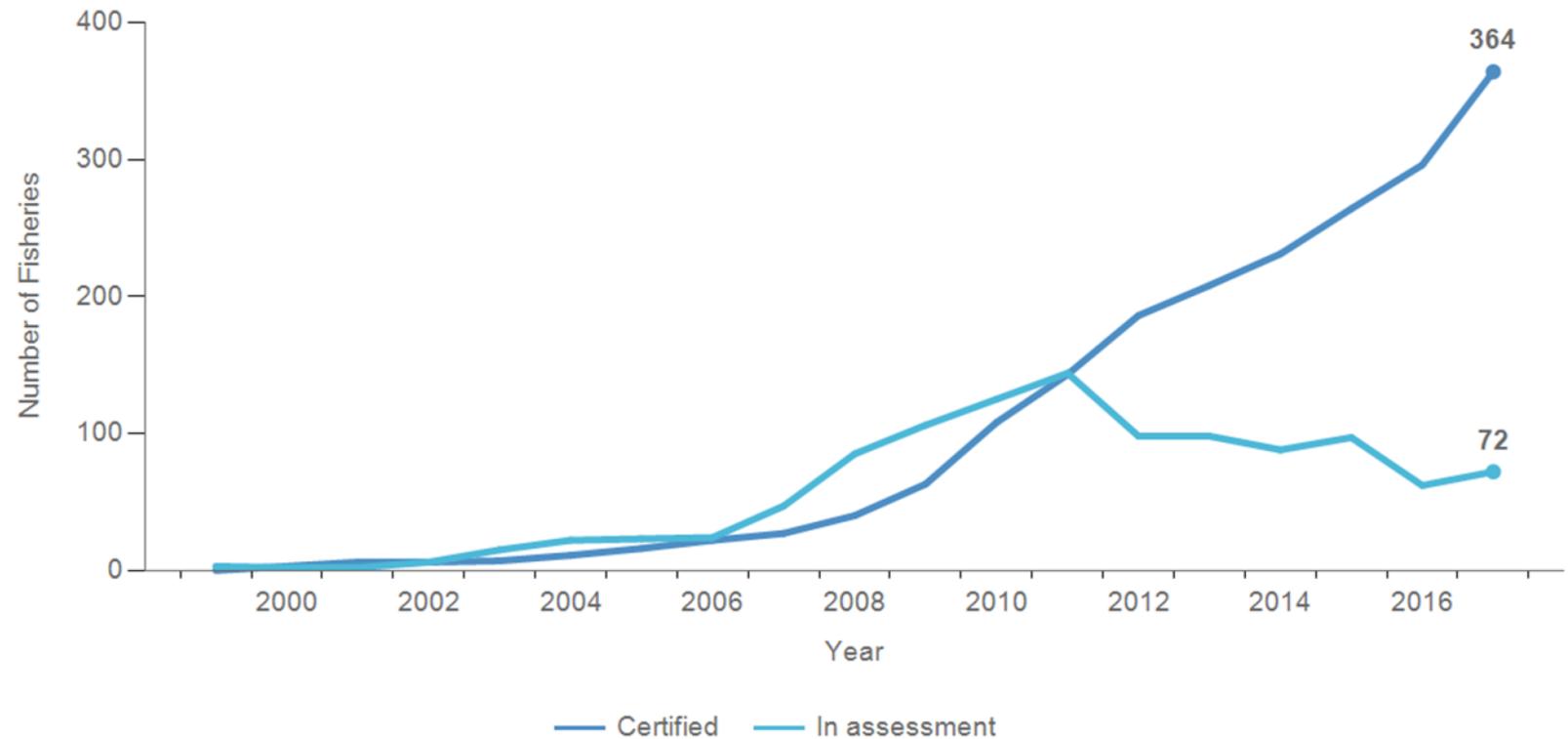
of global catch certified

**2-3%**

of global catch in assessment

**36**

countries with MSC-certified fisheries



# Fisheries important for CE processors



- **Herring** – 19 certified fisheries ~ 1,4 mt, some suspensions recently and few at risk,
- **Pollock** – 4 certified fisheries, ~ 2 mt
- **Mackerel** – 6 certified fisheries ~ 400 000t
- **Cod** – 18 certified fisheries ~ 1,5 mt
- **Salmon** – 8 certified fisheries ~ 530 000t
- **Sprat** – 4 certified fisheries ~ 470 000t
- **Tuna** – 16 certified fisheries ~1 mt



MSC Polska > Dla mediów > Informacje prasowe

## Śledź śledziowi nierówny – coraz więcej produktów śledziowych ze zrównoważonych połowów

sierpnia 29, 2018

Kto z nas nie zna śledzia? Jest to chyba najbardziej popularna ryba morska kojarzona z polską kulturą kulinarną. Okres bożonarodzeniowy, karnawał, Ostatki, Wielki Post – to właśnie czas, w którym ryba ta króluje na naszych stołach, a konsumenci coraz częściej wybierają produkty śledziowe ze zrównoważonych połowów.

Śledzie znane są w Europie od ponad 1000 lat! Już w czasach średniowiecznych, kiedy to w bardzo wczesnej katolickiej Europie post obejmował ponad 200 dni w roku, a przejadanie się było ciężkim grzechem, jednym z niewielu dozwolonych pokarmów były właśnie śledzie, które na dodatek można było długo przechowywać w soli. Z tego też powodu wszyscy, od królów po najbiedniejszą część społeczeństwa, objadali się właśnie tymi rybami. Z czasem solone śledzie stały się symbolem postu, a obecnie są jedną z najchętniej konsumowanych ryb na polskim rynku.

### Rynek śledzia

Do roku 2000 statystyczny Polak jadł nawet ponad 3 kg[1] śledzi w ciągu roku, jednak wartość ta pod koniec roku 2013 okazała się znacznie niższa i wyniosła 1,94 kg/osobę. Wielu sceptyków ogłaszało koniec popularności śledzia jako produktu z zamierzchłej przeszłości. Jednak kolejne 4 lata to odwrócenie tego trendu: w ostatnim roku konsumpcja śledzi w Polsce osiągnęła wielkość 2,7 kg/osobę. W wartościach bezwzględnych to ponad 100 tys. ton surowca rocznie.



Opracowane przez MSC Polska na podstawie danych Instytutu Ekonomiki Rolnictwa i Gospodarki Żywnościowej



# 20 years of impact in MSC certified fisheries

The MSC certification program recognises, rewards, and incentivises sustainable fishing around the globe. This map highlights just a few of the improvements that certified fisheries have made since 1997.

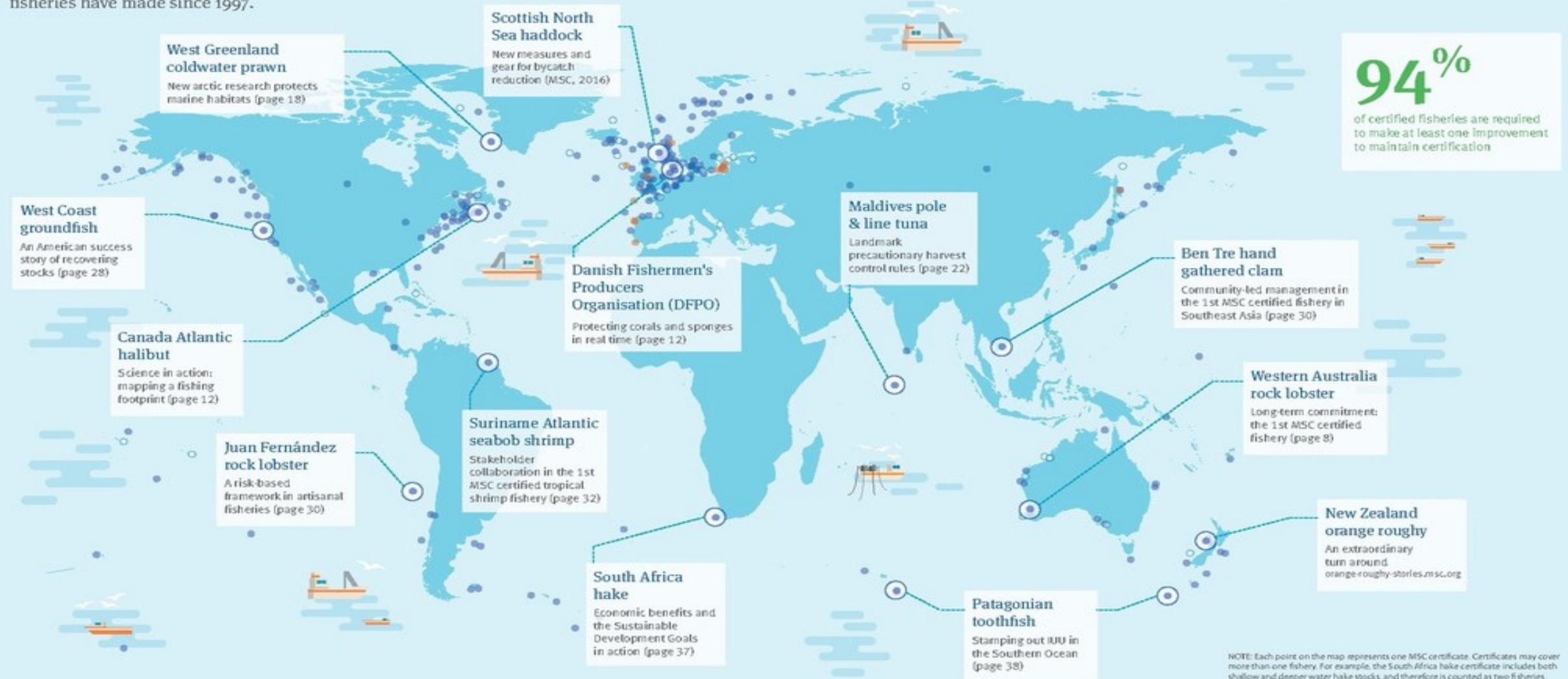
1,238

Improvements have been made by certified fisheries

- 296 Certified fisheries
- 67 Fisheries in assessment
- 17 Suspended fisheries

94%

of certified fisheries are required to make at least one improvement to maintain certification



NOTE: Each point on the map represents one MSC certificate. Certificates may cover more than one fishery. For example, the South Africa hake certificate includes both shallow and deeper water hake stocks, and therefore is counted as two fisheries.

# Challenges

- 85% of global fisheries not engaged, most located in the DW.
- Developing world and SSFs particularly hard challenge due to lack of capacity, institutions, data-science, control and enforcement.
- Market leverage – demand based – has limits, e.g. for subsistence fisheries.
- Costs of assessment for DW and for SSFs can be a barrier
- Critique on MSC by conservation peers as well as industry: “stds too high” – “stds too low”!





# Fishery Standard Review (FSR)

# MSC standards over time

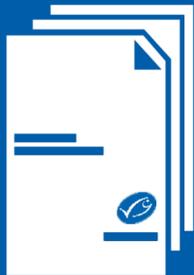


## Key Changes –

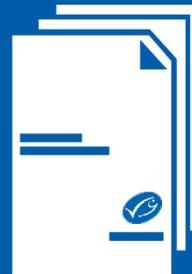
- Stock Status
- Low-trophic level species
- International Management
- Shark Finning

## Key Changes –

- Bycatch
- Habitat impacts
- VMEs
- ETP species
- Cumulative impacts



Stocks and Management



Environmental impacts



Default tree - 2008

First version of the MSC standard as we know it today

CR 1.3- 2013

CR 2.0- 2014 - 2017



On 31 August 2018, the MSC released a new version of the Fisheries Certification Process v2.1 (FCP). These changes become effective from **28 February 2019**.

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

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



# Why are we reviewing the Fisheries Standard?

- The review is “business as usual” for the MSC
- We review the Fisheries Standard every 5 years
- Ensures credibility and compliance
- The FSR is a powerful opportunity to ensure the MSC program reflects new science and evolving global best practice
- It is one of the tools we can use to address eNGO and industry concerns
- A review of the Standard does not necessarily mean that we have to change to the Standard (revision)



Food and Agriculture  
Organization of the  
United Nations



International  
Organization for  
Standardization

# Objectives for the FSR starting 25/09/2018



- **Reduce standard complexity** to reduce barriers for new fisheries seeking certification and aid in retention of currently certified fisheries.
- **Increase standard applicability and accessibility** for fisheries in the global south, for high priority large marine ecosystems and for high priority species.
- **Improve data collection** to enable rigorous monitoring and evaluation and improve evidence-based decision-making.
- **Enhance program credibility and legitimacy** by addressing emerging issues from implementation of FCR v2.0.
- **Incorporate improved scientific understanding and fishery management practice** into the Fisheries Standard consistent with MSC policy.

# Fishery Standard Review timeline



**REVIEW**  
January 2018 – January 2020

**REVISION**  
February 2020 – August 2021

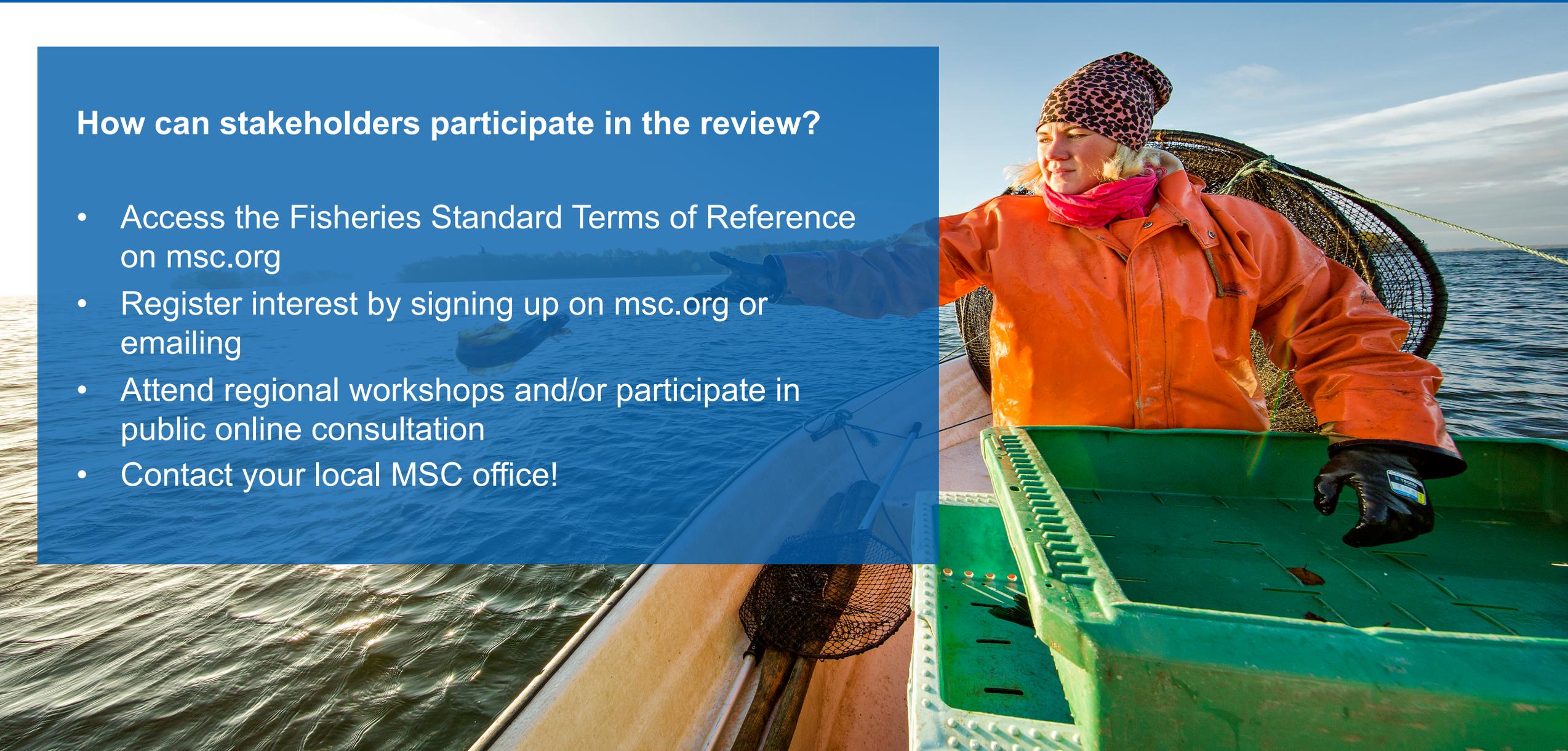
Timeline	2017		2018		2019		2020		2021		2022	
	Late	Early	Late	Early	Late	Early	Late	Early	Late	Early	Late	
<b>Phase</b>	Planning & Review		Review			Revision			Implementation			
<b>Activity</b>	Confirm FSR objectives Define ToR	Research and option development			Develop revision options Impact testing	Revision development Impact testing		Finish changes Produce documents	Revised standard released  Training	Implement Standard  Evaluate impacts	Evaluate impacts	
<b>Consult</b>			Expert consultation on some topics	Consult on some topics	Public consultation	Public consultation	Public consultation					
<b>Decide</b>		Board approves public release of ToR				Board decision on whether to revise Standard			Board decision on revised Standard			

# Stakeholder engagement



## How can stakeholders participate in the review?

- Access the Fisheries Standard Terms of Reference on [msc.org](https://www.msc.org)
- Register interest by signing up on [msc.org](https://www.msc.org) or emailing
- Attend regional workshops and/or participate in public online consultation
- Contact your local MSC office!



# Thank you! Dziękuję !

For more information, contact:

[Camiel.Derichs@msc.org](mailto:Camiel.Derichs@msc.org)

or MSC Poland team.

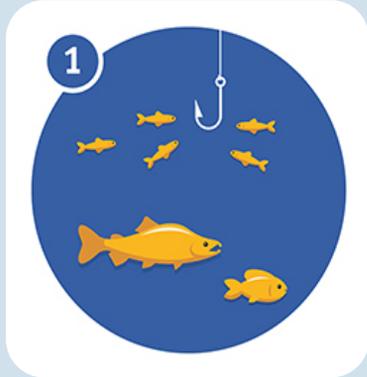
(C) MSC 2018

ZAWSZE  
DZIKIE

WYBIERAJ RYBY  
I OWOCE MORZA  
Z NIEBESKIM ZNAKIEM MSC



# How do we review the Fishery program documents?



1 Identify areas for improvement or opportunity



2 Research and development



3 Stakeholder consultation. We gather and consider feedback



4 The process is guided and informed by the technical expertise of the MSC Technical Advisory Board and Stakeholder Advisory Council



5 The MSC Board of Trustees makes the final decision on the changes



6 The MSC evaluates the changes to make sure they have the intended outcome