FISH FORWARD
PROJECT
Legal and Sustainable Seafood – Chances and Challenges for Businesses

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current tasks

- Coordination and development of corporate strategy

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Why are we here today?
Because we have limited resources
33% of global fishstocks OVERFISHED
60% of global fishstocks FISHED TO CAPACITY
7% of global fishstocks UNDERFISHED
Expansion of Overfishing
800 Mio. people depend on fish

Aquaculture workers

Families of workers

Processors

Financiers

Venders & Mongers

Packagers

Suppliers

Fishermen & women
EU Fish Consumption: ca. 12 million tons/year

- **31%**
  - 3.2 million tons from developing countries
    - China, Peru, Vietnam...

- **48%**
  - 5.8 million tons EU production

- **21%**
  - 2.5 million tons from developed countries
    - Norway, USA, Iceland...
Industrial fishing fleets

10% of global fisheries employees
1 job per 100 tons of fish

Small-scale fisheries

90% of global fisheries employees
40 jobs per 100 tons of fish
Fish Forward - Responsible Seafood Consumption for the Benefit of People, Oceans and Climate 2018-2020

- 17 Countries - 17 Partners - 1 Project

By 2020 consumers and the corporate sector in Europe are taking responsibility by choosing sustainable seafood as active contributors to **Sustainable Development Goals** and to **climate change** mitigation and adaptation.
It is important that markets, supermarkets and restaurants make sure they offer sustainable seafood.

- For me, sustainable seafood is the best choice to buy, if it is available and easy to recognize.
- I am ready to pay more for sustainable seafood
- Buying seafood, it’s easy for me to find out if the offered seafood is sustainable or not.
- I don’t know where to buy sustainable seafood.

Thinking of seafood, how much do you agree or disagree with the following statements?
What we want to achieve!
Improve consumer understanding of sustainable seafood
Motivate and advice the retail sector to source sustainable and responsible seafood products
Create empathy for fishermen and their families in developing countries and in Europe
Promote policies and guidelines supporting legal, sustainable and responsible production of seafood
EU Seafood Consumer Labels

Species name
- e.g. Cape hake (*Merluccius Capensis*)

Fishing method
- e.g. Bottom set longlines

Fishing area
- e.g. South East Atlantic

For full information and seafood labelling exceptions, see: http://bit.ly/110MphO (Guide to the EU's seafood consumer labels)
It’s about minimizing risks occurring along the supply-chain.....

• to source from overfished stocks
• to source from fisheries with destructive gear
• to source from IUU fisheries
• to source from aquaculture productions with unsustainable practices with negative effects on human wellbeing and habitats
• etc...
The solutions are already there
WWF works with the fishing industry and other businesses, to safeguard marine wildlife, the natural environment and the livelihoods of people who depend on the oceans for their well-being.
Procedure

✓ Collection and annual analysis of the current fish assortment in terms of products from sustainable sources on the basis of internationally recognized criteria and scientific expertise

✓ Joint development of a prioritized, stepwise action plan with clear objectives and timetable

✓ Support of buying department in the implementation of sustainable procurement policy

✓ Continuous advise by fish experts of WWF
  (Experts in Country XXX together with the global WWF Seafood network)
Retailer Example from Austrian Market

Scoring 2012-2018 (in %)
VERSPRECHEN GEHALTEN, ZIELE ERREICHT:
Öko-Fische von SPAR!

Mit der Umsetzung der einzigartigen Fischinkaufsstrategie tragen SPAR und der heimische "World Wide Fund for Nature" (WWF) jetzt ganz wesentlich zum Schutz der Artenvielfalt in unseren Seen und Meeren bei.


MSC-Certification of fresh fish counters
Sustainable Products
March 21, 2017

ATTN: Heads of Delegation to IOTC, IATTC, ICCAT and WCPFC

Dear Delegates,

This letter is submitted on behalf of the undersigned companies, non-governmental organizations and fishing industry associations, all of whom recognise that the sustainability of tuna stocks is integral to businesses and livelihoods, as well as the health of the marine environment.

Our companies represent major seafood buyers that source seafood products from a diverse, international supply network. Our non-governmental organizations work in more than 100 countries and engage suppliers and provide advice to retailers, buyers and food service sectors regarding improvements in tuna sustainability. Our fishing industry associations represent a variety of gear types, including purse seine, longline, troll, pole and line and handline vessels active in tuna fisheries worldwide.

Your government serves as an important leader as a member of one or more of the four regional fisheries management organizations (RFMOs) charged with managing the world’s tropical tuna fisheries throughout their range. We are writing to bring to your attention our views on the development of harvest strategies and the need for strengthened monitoring, control and surveillance tools, such as 100% observer coverage for purse seine vessels in those RFMOs that do not yet require it and at-sea transshipment activities and monitoring and management of fish aggregating devices (FADs) – pressing issues that we believe are fundamental to sustainable fisheries management and those that necessitate immediate action by all tuna RFMOs.

We recognize that certain tuna RFMOs have made some initial progress in recent years to develop harvest strategies, including through the establishment of Interim target and limit reference points, management objectives, rebuilding time frames for overfished stocks, and conducting management strategy evaluations. In addition, we observe that some RFMOs, such as the IATTC and WCPFC, already have 100% observer coverage for large scale purse seine vessels. All four tuna RFMOs require at least 5% observer coverage on longline and other types of vessels, and some RFMOs are actively developing standards for electronic reporting and monitoring. Finally, we note that all tuna RFMOs collect some data on FADs and have had working groups consider data needs and management options.

However, we wish to underscore that while this initial progress is positive, we urge accelerated action at this year’s RFMO meetings to:
Fish Forward online seafood guides

Consumers….

- get clear & scientifically solid recommendation
- know all the hard facts on overfishing
- understand the interdependencies with developing countries
“You may never know what results come of your action, but if you do nothing there will be no result”

Mahatma Gandhi
Thank You!