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Aðalræðismaður og viðskiptafulltrúi í New York

Sjávarútvegsráðstefnan 2016, Hörpu,
24.-25. nóvember.

Efni

- IUU - Illegal, Unreported and Unregulated Fishing and Seafood Fraud
- MMPA - Fish and Fish Product Import Provisions of the Marine Mammal Protection Act
- Case Study - Monterey Bay Aquarium Seafood Watch List

Illegal, Unreported and Unregulated Fishing and Seafood Fraud (IUU)

- IUU = Aðgerðir gegn ólöglegum veiðum
- Aðgerðarplan til að bæta eftirlit og auka samstarf hagsmunaaðila
- Innleiðing á rekjanleikakerfi byggðu á áhættugreiningu frá veiðum í verslun
- Leiðarljós Bandaríkjanna um hvernig þau vinna með erlendum samstarfsaðilum gegn ólöglegum veiðum og sviksemi á markaði

Þýðing fyrir Ísland?

- Hversu öflugt eftirlit er með sjávarútvegi (enforcement capability)
- Hvort fyrir hendi eru veiðivottorða eða rekjanleikakerfi (catch document scheme)
- Hversu flókin og löng virðiskeðjan er (Complexity of the chain og custody and processing)
- Sviksemi í verslun með sjávarfang (species misrepresentation)
- Matvælaöryggi (human health risk)
- Saga og skráning fiskveiði brota/ólöglegra veiða (history of fishing violation)
- Rangar merkingar eða aðrar rangfærslur (mislabeling or other misrepresentation)

Tegundur sem uppfylla ekki kröfur samkvæmt National Ocean Council Committee (NOC Committee)

Tegund	Tegund
Abalone	Sea Cucumber
Atlantic Cod	Sharks
Blue Crab	Shrimp
Dolphinfish	Swordfish
Grouper	Albacore tuna
King Crab	Bigeye tuna
Pacific Cod	Skipjack tuna
Red Snapper	Yellowfin tuna

Ástæður NOC Committee

- Hætta er á ólöglegum veiðum á Atlantshafsporski
- Það eru ekki nægjanlegar öflugt eftirlit með veiðum á viðkomandi tegund alþjóðlega.
- Aflaskráning er ófullnægjandi
- Löng saga um tegundasvindl þar sem einni fisktegund er skipt út fyrir aðra ódýrari tegund
- Röng vigt gefin upp á pakkningum, eða misvísandi upplýsingar um vinnsluaðferðir. Rangar merkingar hvað varðar salt úðun (ice-coating) og þyngd

Staða

- Bíður enn afgreiðslu hjá White House Office of Management and Budget (OMB)
- NOAA getur ekki klárað málið (final rule) án samþykkis OMB

Fish and Fish Product Import Provisions of the Marine Mammal Protection Act (MMPA)

- MMPA = banna innflutning á sjávarafurðum frá löndum sem stunda fiskveiðar sem standast ekki kröfur bandarískra yfirvalda um verndun sjávarspendýra, dánartíðni eða skaða vegna fiskveiða viðkomandi ríkis.

Þýðing fyrir Ísland?

- Ýmislegt óljóst hvað varðar framkvæmd reglugerðarinnar
- Gæti haft víðtækar afleiðingar

Staða

- Lögin samþykkt í ágúst sl. og taka gildi 1. janúar 2017
- Fimm ára aðlögunartími í skrefum

Aðlögun - Tímalína

- 1 January 2017: A one-time only five-year exemption period starts 1 January 2017 – 31 December 2022), to allow harvesting nations time to develop regulatory programs that will comply with requirements necessary to achieve comparability findings.
- Preliminarily classify as “exempt” or “export” all fisheries that are currently exporting to the U.S.
- 1 January 2018: Within one year of January 1, 2107:
 - Propose through a Federal Register notice a tentative List of Foreign Fisheries (LFF) including harvesting nations, their fisheries and their preliminary classifications.
 - Notify each harvesting nation and request information to be submitted within 90 days to support the preliminary classification.
 - Finalize through a Federal Register notice the final LFF.
- Consult with harvesting nations and provide information of the new regulatory requirements for exempt and export fisheries that would allow for continued importation by the U.S. Provide outreach and assistance as needed and as resources would allow.
- 31 December 2020: Two years prior to the end of the exemption period, harvesting nations submit reports outlining the progress of implementing provisions necessary to receive a comparability finding.
- 31 December 2021: One year before end of exemption period, NMFS will re-evaluate the classification of each foreign fishery and through Federal Register notices publish a draft and subsequent final LFF.
- 1 March 2022: By March 1 of the last year of the exemption period, harvesting nations exporting fish and fish products to the U.S. submit an application with supporting documentation for comparability finding.
- 30 November 2022: By November 30 of the final year of the exemption period, NMFS determines comparability findings for each fishery.
- 1 January 2023: Publish a Federal Register notice, effective 30 days after publication, which identifies import restrictions for fisheries that fail to receive a comparability finding.

Monterey Bay Aquarium Seafood Watch List

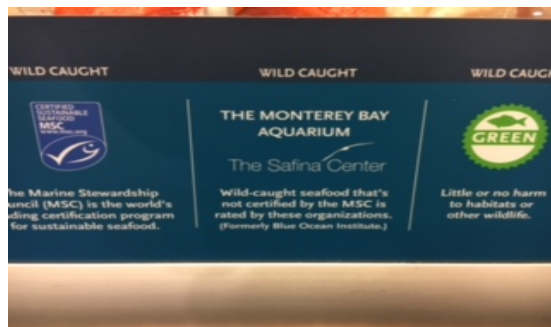
- Prógrammið hefst árið 1999 og fyrsti Seafood Watch List kemur út
- Upphaflega hugsaður til að stýra kauphegðun neytenda
- Byggður á grænni (Best), gulri (Good) og rauðri (Avoid) greiningu



Íslenski þorskurinn var skráður sem Atlantshafs þorskur og fékk rauða spjaldið á Seafood Watch List Monterey Bay Aquarium

Þýðing fyrir Ísland

- Rauða spjaldið var óverðskuldað og jók á flækjustigið í samskiptum við markaðinn
- Skapaði tortryggni milli hagsmunaaðila og tónninn var harður
- Varð síðar í þrándur í götu viðskipta



Samskipti

Planið var einfalt:

Aukin vinsamleg samskipti og upplýsingaflæði



Responsible Fisheries

- Árið 2008 fóru af stað kynningar um "Responsible Fisheries" í gegnum Iceland Naturally verkefnið í samstarfi við sjávarútvegs- og utanríkisráðuneytið, Útflutningsráð Íslands, Fiskifélag Íslands og Icelandic USA, Inc.

Iceland's Path to Responsible Fisheries

The Icelandic Ministry of Fisheries and Agriculture, The Trade Council of Iceland, The Icelandic Embassy in Washington D.C., The Fisheries Association of Iceland and Icelandic USA, Inc., request the pleasure of your company at the International Boston Seafood Show on Monday, March 16th at 10 a.m. in room 204B on meeting level two (2 levels above exhibit floor).

Moderator:

Mr. Hjálmar W. Hannesson, the Icelandic Ambassador to the United States of America

Presenters:

Dr. Sigurgeir Thorgeirsson, Permanent Secretary, The Icelandic Ministry of Fisheries and Agriculture
Dr. Thorgeirsson will present the Icelandic government's fisheries policies.

Dr. Kristján Thórarinnsson, Population Ecologist Vice-Chair, The Fisheries Association of Iceland
Dr. Thórarinnsson will discuss Iceland's project to document and communicate responsible fisheries and plans to certify the Icelandic fisheries.

Panel Discussion:

Dr. Sigurgeir Thorgeirsson, Permanent Secretary, The Icelandic Ministry of Fisheries and Agriculture
Dr. Kristján Thórarinnsson, Population Ecologist, Vice-Chair, The Fisheries Association of Iceland
Dr. Jóhann Sigurjónsson, Director General, The Icelandic Marine Research Institute

Please RSVP to:

blax@mfa.is Tel: 646 282 9360



Heimsókn til Íslands

- Heimsókn Monterey Bay Aquarium til Íslands í byrjun desember 2009 í samstarfi við Icelandic USA, Inc., Icelandic Group, Sjávarútvegs- og landbúnaðarráðuneytið, Utanríkisráðuneytið, Hafrannsóknarstofnun og Fiskistofu

SEARCH AGAIN

icelandic cod

REFINE YOUR SEARCH

What kind is it?
Atlantic

Is it farmed or wild?
Wild

Where's it from?
Imported

Reset filters

Seafood Watch

Eco-Certifications

5 AVOID

AVOID

Type	Method	Location
Cod, Atlantic Cod, Codfish, Scrod, True Cod, Whitefish	Longline	Canada Northern Gulf of St. Lawrence

AVOID

Type	Method	Location
Cod, Atlantic Cod, Codfish, Scrod, True Cod, Whitefish	Gillnet	Canada Southern Newfoundland

Samskipti

KEY ACHIEVEMENTS

- Established the value and importance of working with Monterey Bay Aquarium and the scientific advisory relationship that they have with important customers like Aramark and Compass Group in the North America market.
- The development of a direct relationship between the Monterey Bay Aquarium scientist and the Ministry of Fisheries, Marine Research Institute, and the Directorate of Fisheries.
- Educating the MBA Scientist on the functional responsibilities and tasks performed by the Ministry of Fisheries, MRI, Directorate of Fisheries, and the Fisheries Association and the advisory role that each play in the management of the EEZ.
- Educating the MBA Scientist of the substantive role that Iceland plays in the International community at the UN and the FAO.
- Significant dialog was established each party that the MBA met with. The groundwork was laid between each participant allowing future collaboration. It is our belief that all parties wanted to see the market value of the Icelandic fisheries improved. MBA sent a very strong signal that they want to work with the proper agencies to document good management practices and were willing to discuss areas for improvement that do not meet with their standards.
- MBA would very much like to help with the ECO Label standards.

Samskipti

SEARCH AGAIN

cod

REFINE YOUR SEARCH

What kind is it?

Select one

Seafood Watch

Eco-Certifications

9
BEST

6
GOOD

31
AVOID

BEST CHOICE

Public Diplomacy

Monterey Bay Aquarium 2013

"Chopped Chef"
Mike Minor

"Chopped, Food Network Star"
Chef Michele Ragussis Arancini

"Top Chef" Richard Blais

"Top Chef, The Chew, Iron Chef"
Carla Hall



Chef Hákon Már Örvarsson

Iron Chef Sam Choy

TV Chef Nathan Lyon

"Too Hot Tamales",
Susan Feniger

"Top Chef Masters"
Mary Sue Milliken

Monterey Bay Aquarium

Ráðstefna um sjálfbærni



Aramark kynning í 150 stórfyrirtækjum í New York, Connecticut og New Jersey



eat seafood in all cafes and enter to win a gourmet trip for 2 to Iceland. No purchase necessary to win. Visit MS Dining for more information.

Learn more about the purity of seafood from Iceland

It's All About Sustainability
In the 20th century Iceland changed from being a poor agricultural nation to becoming a modern technological society where the living standards are among the highest in the world. To a large extent this change was possible because Icelanders took their fishing very seriously.

Early In the 1900's, Icelanders began a 75-year campaign to gain sovereignty of the country's fishing grounds to prevent over-fishing by foreign fleets and manage Iceland's fishing resources. Since 1976, the Icelanders have relied upon advanced marine research and new technologies to adjust their catch from year to year to ensure there's enough to last future generations.

Fish Thrive in Pure, Clean Icelandic Waters
The waters around Iceland, fed by the warm Gulf Stream, offer exceptional conditions for fish stocks to thrive. Understanding the marine ecosystem is the foundation of sensible and sustainable harvesting of these resources. Extensive marine research preserves the biodiversity and ecosystem of the ocean.

The government of Iceland recognizes the obligation of each generation to pass on to its descendants a viable environment, and for the duty of nations to protect marine life and the ecosystem, as well as provide wholesome products for consumers of seafood from Iceland.

Limiting the Catch Ensures a Supply of Fresh Fish for Years to Come
In Icelandic fisheries management, annual total allowable catch is based on a system of transferable quotas for individual vessels, thus promoting the conservation and efficient use of marine resources which, in turn, preserves the biodiversity and the ecosystem of the ocean.



LEARN MORE ABOUT ICELAND

Visit us on the web at
www.icelandnaturally.com
and enter to win a trip for two
to Iceland from Icelandair!



Aramark kynning í Háskólum í New York, New Jersey, Pennsylvania og Connecticut



from 66° North outerwear, and a
Glacial spring water or Blue Lagoon
geothermal spa visit:

www.icelandnaturally.com



Staða

[Seafood Watch](#)

Eco-Certifications



Type

Cod, Atlantic
(Cod, Codfish,
Scrod, True Cod,
Whitefish)

Method

**Demersal
otter trawl,
Danish seine,
Longline,
Handline,
Gillnet**

Location

**Marine
Stewardship
Council
Certified
Fisheries (ISF
Iceland)**