

# Sjávarútvegsráðstefnan 2018:

# Þættir úr sögu vottunar

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# Guidelines for the ecolabelling of fish and fishery products from marine capture fisheries, FAO 2005/2009

- **SCOPE**

- 1. These guidelines are applicable to ecolabelling schemes that are designed to certify and promote labels for products from well-managed marine capture fisheries and focus on issues related to the sustainable use of fisheries resources.

- **PRINCIPLES**

- 2. The following principles should apply to ecolabelling schemes for marine capture fisheries:
  - 2.1 Be consistent ... relevant international instruments.
  - 2.2 Recognize the sovereign rights of States and comply with all relevant laws and regulations.
  - 2.3 Be of a voluntary nature and market-driven.
  - 2.4 Be transparent, including balanced and fair participation by all interested parties.
  - 2.5 **Be non-discriminatory, do not create unnecessary obstacles to trade and allow for fair trade and competition.**
  - 2.6 **Provide the opportunity to enter international markets.**
  - 2.7 Establish clear accountability for the owners of schemes and the certification bodies in conformity with international standards.
  - 2.8 Incorporate reliable, independent auditing and verification procedures.
  - 2.9 Be considered equivalent if consistent with these guidelines.
  - 2.10 Be based on the best scientific evidence available, also taking into account traditional knowledge of the resources provided that its validity can be objectively verified.
  - 2.11 Be practical, viable and verifiable.
  - 2.12 Ensure that labels communicate truthful information.
  - 2.13 Provide for clarity.
  - 2.14 Be based, at a minimum, on the minimum substantive requirements, criteria and procedures outlined in these guidelines.

## 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?

# Choice is essential!

The fishing industry simply cannot, as a matter of principle and form, tolerate a situation where a single private entity, on the basis of a changeable private standard, has sole authority to decide who can sell seafood to the public and who cannot.

-- K. Thorarinsson, Intl. Cold Water Prawn Forum, London 2011

- Acceptance of choice in the market is essential!

# Sustainable use is the core

- We must have a good story to tell:
  - All hinges on having our own house in order.
- Priority goes to the fight for **effective fisheries management** in a challenging world.
- Certification is confirmation ***after the fact***.
- Note that fisheries management is for the most part a centralised government activity.

# Þættir I

- Vi alene vide! You are the ones that failed!
- Tæknileg viðskiptahindrun og einokun
  - Slæm reynsla af fyrri vottunum (Dolphin save, ...)
  - Einokun – 1996-2002 og Sviss 2007 (Migros, Co-op, ... WWF)
- Veikar og ójafnar kröfur til fiskveiðistjórnunar – engin samræming (faggilding?) – lax í Alaska vs. Kanada
- Grefur undan viðleitni opinberra aðila til að bæta fiskveiðistjórnun
  - En þetta er þegar sjálfbært!?
  - Hófleg sókn => mun minni umhverfisáhrif almennt.
  - Grunnkröfum til fiskveiðistjórnunar ýtt til hliðar, æ meiri og flóknari (og torræðari) kröfur til annarra þátta í takt við tíðarandann (v. 2.0)
  - Viðvarandi áhyggjuefni stjórnvalda helstu fiskveiðiríkja – White paper o.fl.

# Þættir II

- Grefur undan viðleitni heimamanna (atvinnugrein og stjórnvöld) – utanaðkomandi truflun og eigna sér heiður af verkum annarra (spillir ferlinu)
- Samkeppni vörumerkja:
  - Nestle vildi ekki Unilever brand
  - MSC lagt í mikinn kostnað við að verða vörumerki
  - Búðir leggja áherslu á að það séu þeirra eigin vörumerki sem tryggi gæði, sjálfbærni og aðra jákvæða eiginleika
  - Annað kann að gilda fyrir vörumerki sem eru veik á matvælasviðinu
- Vöxtur, afslættir og frestir, bjögun á markaði
- „Benchmarking“ (ekki hægt hjá FAO, Expert Consult, GSSI, tiers og nú önnur staðlagerð ...)

Staðan í dag:

## Vottun án afláts

- Vottun “sjálfbærra” fiskveiða án þess að látið sé af ofveiði?
- Þegar ekki er staðið rétt að vottun þá grefur hún undan viðleitni til sjálfbærrar nýtingar fiskistofna

Takk fyrir áheyrnina!