



ÍSLANDSSTOFA
PROMOTE ICELAND

The role of e-NGO's of providing information on sustainability and certification

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Objectives

- Make the IRFM Certification Programme internationally more known and recognised
- Gather information about ENGOs and seafood buyers guides in the market
 - how they operate
 - their role in influencing buying behaviour in each market
- Establish good communication with the ENGOs: deliver information on the certification timely and properly
 - find out what information they need, how to communicate with them, and when to communicate.
- Review our communication strategy and communication tools
 - Increase and improve the communication about IRFM certified fisheries with the major and most influential ENGOs in main international markets for marine products from Iceland.



Scope of the project

- The most relevant and influential ENGO's (national and international) based in
 - Germany
 - Spain
 - UK
 - USA
 - France
 - The Netherlands
 - Belgium
- Sourcing policy of retailers and seafood sustainability plans for the future



Methodology of the research

- What method do ENGOs use for creating the ratings and guides?
- What source of information do the ENGOs use for their evaluations?
- Is fish from Iceland mentioned in the buyers guides? Or on the ENGOs website?
- Which certification programmes do ENGOs mention, endorse or work with?
- Partnerships: Who do ENGOs partner up with? How is this relevant for Iceland and the IRFM Programme?
- To what extent do ENGOs influence the buying behaviour regarding sustainable seafood?



Selected ENGOs and seafood authorities

1. Monterey Bay Aquarium, Seafood Watch (USA)
2. Sustainability Fisheries Partnership, FishSource (USA)
3. Marine Conservation Society, Good Fish Guide (UK)
4. Seafish (UK)
5. WWF Deutschland, Einkaufsratgeber : Fische und Meeresfrüchte (DE)
6. Fisch Informationszentrum/ Fischbestände Online (DE)
7. Ethic Ocean, Guide des Espèces (FR)
8. WWF France, Conso Guide de Poisson (FR)



Monterey Bay Aquarium

- “[Seafood Watch](#)” is their rating programme (since 1999)
 - Consumer and retailer oriented
- Species listed:
 - Cod is listed only as Atlantic Cod in the consumer-oriented guide
 - Haddock and Pollock are listed in both guides as from Iceland
 - Golden Redfish is only differentiated in the buyer’s guide
- The IRFM is not mentioned in the Seafood Watch
- They have their own standard and own ratings to determine seafood sustainability
- They have partnership with retailers in the USA and abroad



Sustainable Fisheries Partnership (SFP)

- “[FishSource](#)” is their database for consumers (since 2007)
- Species listed:
 - Cod, Haddock, Saithe and Golden Redfish are listed as fish stocks from Iceland
- The IRFM certification is mentioned
- SFP does not have its own sustainability standards
- Partnership with retailers and with Monterey Bay Aquarium for the FishSource programme



Marine Conservation Society

- “[Good Fish Guide](#)” - Consumer oriented
- Species listed:
 - Atlantic Cod but also Cod from Iceland
 - Haddock and Saithe from Iceland
- IRFM Certification is not mentioned
- Own ratings
- Partnership with Marks and Spencer and M&J Seafood



Seafish

- Seafish is relevant in the fishing industry
 - Considered Seafood Authority in the industry
 - Give consumers advise on health issues (eating fish), and buying fish from responsibly managed fisheries
 - [RASS model](#)
- Funding:
 - 80% of their funding is by a levy, collected from the seafood industry on the first-hand sale of seafood products in the UK - also including imported seafood
 - The remaining 20% comes from income earned from projects on behalf of paying customers
- A [guide to eco-labels](#)
 - To assist buyers – “The labels indicate standards on a wide range of issues, including sustainability, food safety, and social and animal welfare”
 - MSC, Responsible Fishing Scheme, Dolphin Safe, RSPCA Freedom Food, Pole-and-Line Caught, Global Aquaculture Alliance
 - Not IRFM nor GSSI !!



WWF Deutschland

- ["Einkaufsratgeber : Fische und Meeresfrüchte"](#) is the seafood sustainability programme for WWF Germany
- Species listed as:
 - Stock area FAO 27
- IRF Certification programme not mentioned
- GSSI not mentioned
- They have their own ratings and standards
- Partnerships are not mentioned



Fisch Informationszentrum

- [FIZ](#) takes care of the PR activities for this sector. As part of their task they deal with consumer and buyer information
- [Lexikon](#) and the extensive database by [Fischbestände Online](#)
- Fish from Iceland is mentioned
- IRF programme not mentioned by FIZ
- Consumer and retailer oriented



Ethic Ocean

- ["Guide des Espèces"](#) is the seafood guide made to help retailers when buying sustainable seafood
- Species listed:
 - Fish from Iceland
- IRFM certification programme is not mentioned
- GSSI is an affiliated partner
- Own ratings and standards:
 - Status of the stocks
 - Fishing gear
 - Stock size and maturity
- Partnership with Carrefour



WWF France

- "[Conso guide de poisson](#)" is the french version of the WWF consumer- oriented seafood guide
- Species listed:
 - FAO 27
- IRF Certification programme is not mentioned
- Own ratings and standards
- Partnerships not mentioned



Conclusions

- USA has the most extensive data base on seafood sustainability buyer guides and eco-ratings
- Monterey Bay Aquarium can be identified as the most influential NGO of the ones reviewed
- Icelandic cod is commonly held in the general category “Atlantic cod”, which is listed as red in all the buyer guides
- The IRFM certification has only been mentioned by ENGO Sustainable Fisheries Partnership



International benchmarks

- With the advent of GSSI (Global Sustainable Seafood Initiative), a benchmark process has been adopted for seafood standards and certification systems that make claims of responsible practice and sustainability
- Iceland RFM is now benchmarked and listed as a GSSI approved scheme
- This recognition adds further evidence that Iceland RFM meets international norms and FAO Criteria for credible, transparent and meaningful certification of fisheries



GSSI RECOGNISED SCHEMES



www.ourgssi.org



ASMI – Alaska



Iceland Responsible Fisheries



MSC



Best Aquaculture Practices



CERTIFIED

GSSI Partner Commitment



Retailers in UK

Sustainability sourcing strategy

Policies and programmes

RETAILERS

- **Morrisons**
- **Sainsbury's**
- **Waitrose and Partners**
- **Marks & Spencer**
- **Tesco**





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