

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

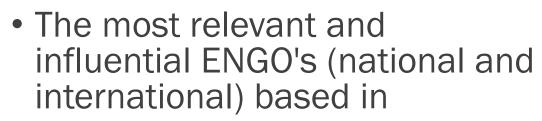
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#### **Objectives**

- 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



CELAND PROSONSIBLE FISHER

CERTIFIED

- 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**

- <u>"Einkaufsratgeber : Fische und Meeresfrüchte"</u> 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
- <u>Lexikon</u> and the extensive database by <u>Fischbestände Online</u>
- 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- orientedseafood 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** 







#### **GSSI Partner Commitment**





# **Retailers in UK**

Sustainability sourcing strategy Policies and programmes

#### **RETAILERS**

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



