



**“ WOULD YOU CARE MORE
IF I WAS A PANDA? ”**

The Bluefin Tuna is being fished to extinction
So like a few other species, it would appreciate your help



www.wwf.com



BESTAQ Workshop

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Eco-labels for the Baltic fish?

WWF working towards a future for sustainable aquaculture



WWF to stop destructive overfishing and facilitate sustainable aquaculture

Aquaculture

Promotion of sustainable changes and increase, AIPs

Smart fishing

Adoption of less destructive fishing measures, FIPs



Market transformation

Decreasing demand and sale of overfished species

Fisheries politics

Respecting scientific advice, TACs to sustainable level



The big picture

- Over-use of natural resources, footprints increasing
 - Depletion of wild fish stocks
 - Population growth
 - Unhealthy consumption habits/ food trends
 - Climate change
-

Other timely points

- Over 99 % of world's oceans are within commercial fishing
- The most valuable food commodity trade is with fish
- General attitude in the western world changing – fish is no longer just food
- The recognition of environmental certificates is growing rapidly
- Consumer fish guide of WWF extremely popular, media attention vast, and retailers use it to direct their sourcing policy





Why is WWF interested in aquaculture?

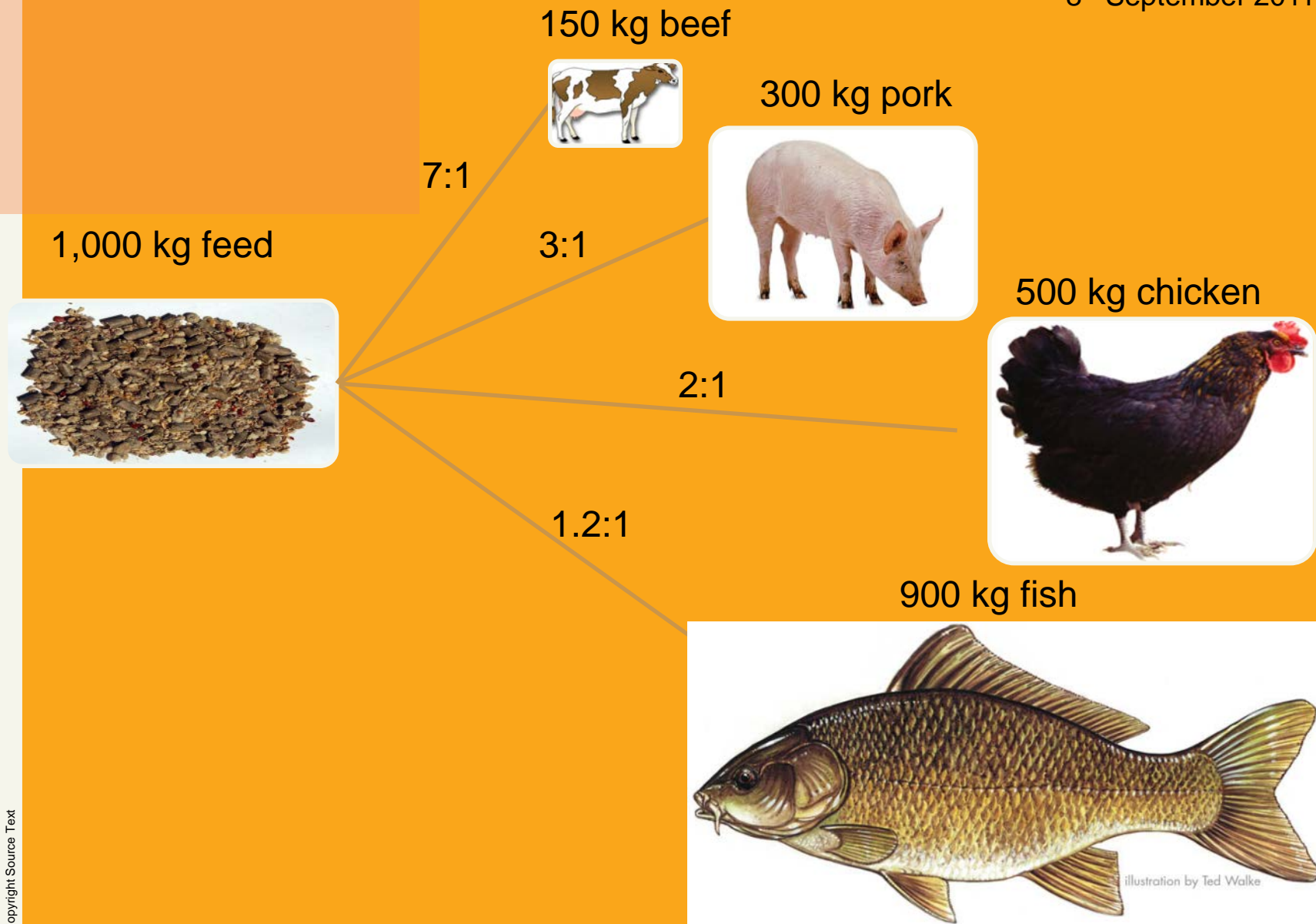
- Some aquaculture uses **minimal or no arable land**
 - Most aquaculture produces food **good for human health**
 - Aquaculture will contribute significantly towards **food security**
 - Aquaculture of certain species may **reduce fishing pressure**
(e.g., sturgeon)
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Efficiency
(FCR not FIFO)

Humber Seafood Summit

8th September 2011



But aquaculture has impacts:

- Benthic effects & water quality
- Feed management & sourcing
- Antibiotic & chemical use
- Escapes & Biodiversity
- Disease and parasite transfer
- Social & labor





How does WWF work on seafood?

- Commodity Roundtables –MSC, **ASC**
 - Retail partnerships – sustainable sourcing, consumer labelling
 - Fisheries and Aquaculture Improvement Projects (FIP's and AIP's)
 - Feeding to the policy work
 - Seafood Guides – traffic lights
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What does WWF consumer fish guide say about salmonid aquaculture products?

- ASC certificated *presumably* on green
- Recirculation systems on green
- KRAV-certificated on green
- Organically produced on green
- Global G.A.P. certificated on yellow
- Conventional farming in northern Europe on yellow
- Other certificates on yellow
- Farmed salmon and trout from Chile and Turkey on red
- (Wild Atlantic salmon catches on red)

Advantages of environmental certificates

- Certificates offer 100% traceability
- Ensure legitimate origin,
- And criteria for responsible fishing and aquaculture practises
- Help in marketing the product
- Communicable material across the chain, including a logo
- Added economical value
- Disadvantages:
- General concerns and critics over sustainability and the criteria used
- Immediate costs of audits



A report submitted to the MSC by:

MRAG Ltd
18 Queen Street London W1J 5PN
www.mrag.co.uk



Poseidon Aquatic Resource Management Ltd
www.consult-poseidon.com



Meridian Prime Ltd
www.meridianprime.co.uk



Meridian Prime

Final Report
August 2011



WWF has expertise in creating standards through multi-stakeholder roundtables



Aquaculture
Stewardship
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The Aquaculture Dialogues – 8 Dialogues, 12 species

- The Aquaculture Dialogues are a series of eight roundtables that engage a broad and diverse group of people in the development of standards for responsible aquaculture.
 - More than 2000 people – farmers, conservationists, academics, government officials and others – are participating in the dialogues. In the Salmon Dialogue, over 500 people participated.
 - The standards are decided by multi-stakeholder steering groups (8-9 people)
 - The Aquaculture Dialogues is the first process for aquaculture environmental/social standard setting that aspires compliance to ISEAL guidelines.
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- The ISEAL Alliance is the global association for social and environmental standards.
- Working with voluntary standard systems ISEAL develops guidance and helps strengthen the effectiveness and impact of these standards.
- ISEAL also works with companies, non-profits and governments to support their referencing and use of voluntary standards.





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Aquaculture Stewardship Council

- “The ASC's mission is to transform aquaculture towards environmental and social sustainability using efficient market mechanisms which create value across the chain”
- The ASC is an independent organisation
- The ASC will employ an independent, global 3rd party Accreditation Body
- Global, independent Certification Bodies will undertake the audits





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Brief ASC update

- Took possession of four Aquaculture Dialogue standards in May 2011 covering tilapia, pangasius, oysters, mussels, clams, scallops, & abalone.
 - Hired Chris Ninnes, the new CEO who begins his post in mid-September;
 - Hired Bas Geerts as Standards Director and a communication team;
 - Currently developing the ASC consumer facing logo;
 - Chosen Accreditation Services International (ASI) as its global independent, 3rd party Accreditation Body;
 - Currently defining the accreditation criteria for independent global Certification Bodies;
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Brief ASC update

- Set up the Technical Advisory Group (TAG) to define Auditor Guidance and standard alignment;
 - Aligning with MSC on Chain of Custody certification and accreditation.
 - ASC certified tilapia products are expected by the end of 2011;
 - Pangasius, bivalves & abalone are expected by end of Q2 -2012;
 - By the end of 2011 criteria finished for **salmon, freshwater trout**, shrimp, seriola and cobia
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Justified question?

**ANY IMPROVEMENTS
THROUGH CERTIFICATES?**

Environmental impacts of MSC certification

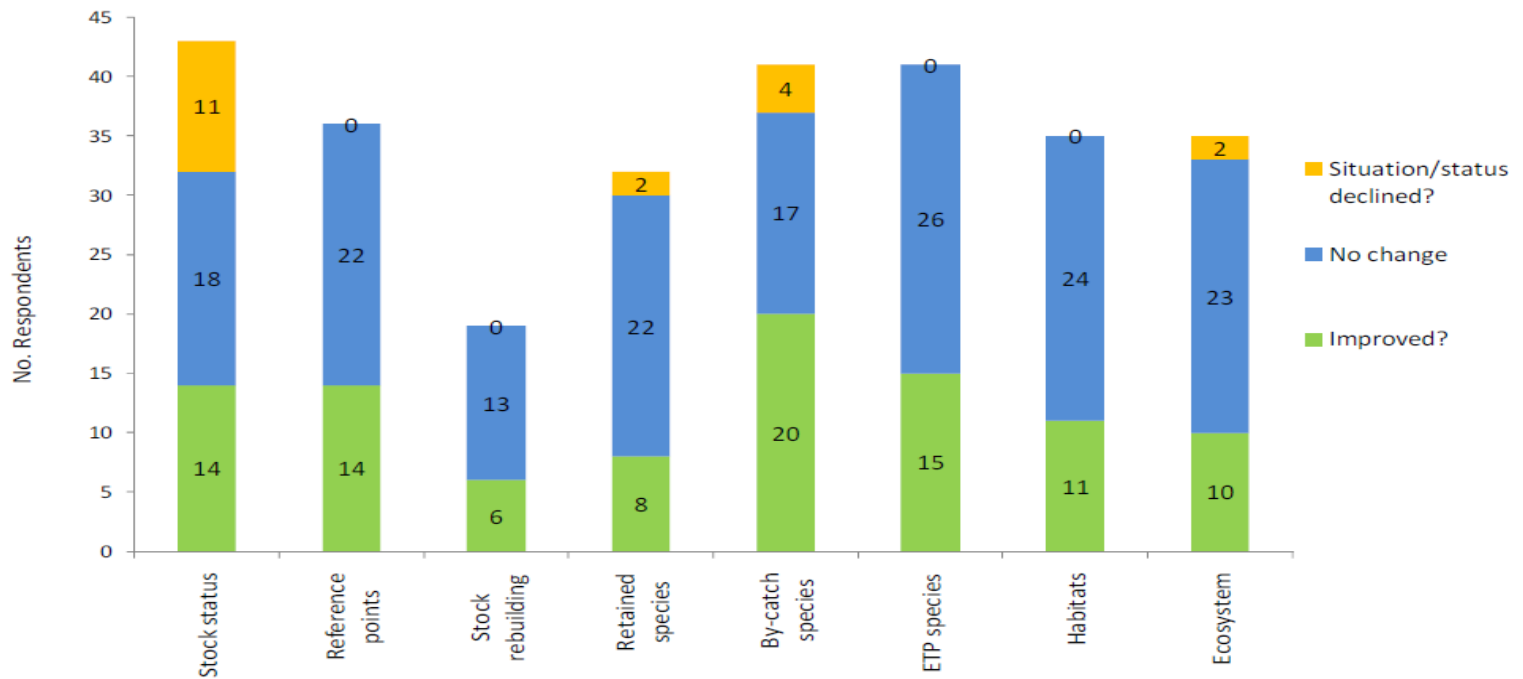


Figure 44. Responses to the question ‘has the situation in the fishery improved, deteriorated or not changed with respect to various outcomes post certification’

Environmental impacts of MSC certification

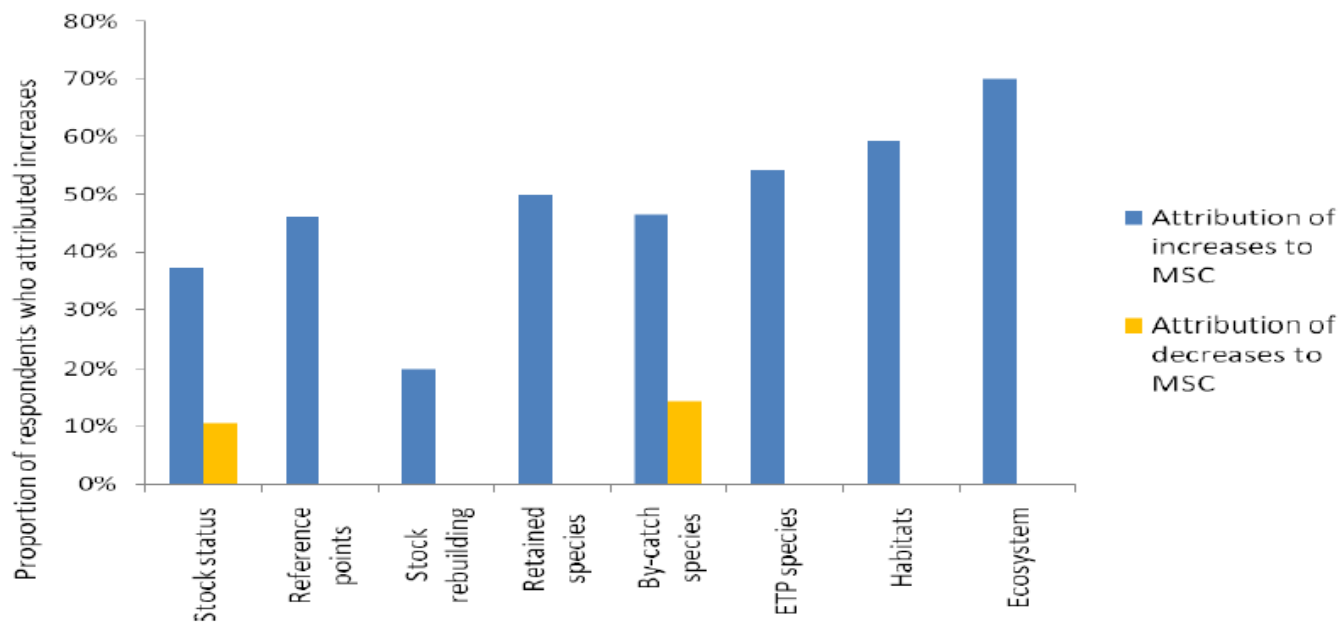


Figure 45. Proportion of respondents attributing increases/improvements to the MSC by FAM PI
This graph includes the data from those respondents who answered that there *had* been an improvement, thus shows the proportion of those improvements which was attributed to the MSC.

Creating a positive change



Figure 54. Theory of change economic incentives can encourage non-certified fisheries to make improvements to become certified

Improving Baltic aquaculture

- Good feed conversion ratio, small CO₂- and water footprints, as well the advances in the emission control better communicated to the public
- "Fish from our own region" better communicated
- Better recycling of nutrients using Baltic feed fish
- Organic fish if possible
- ASC

- (The Codes of Best Practice for BSR separately assessed and given a separate recommendation in the WWF consumer fish guide?)



Summary

- WWF has a number of goals which interact with aquaculture
- Some interactions are positive and some are negative
- WWF aims to support the positive and is working towards improving the negative
- WWF hopes that ASC will be the main instrument for change





Thank you

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