

Alaska FAO-Based Responsible Fisheries Management Certification

Offering choice in demonstrating Responsible
Fisheries Management



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute



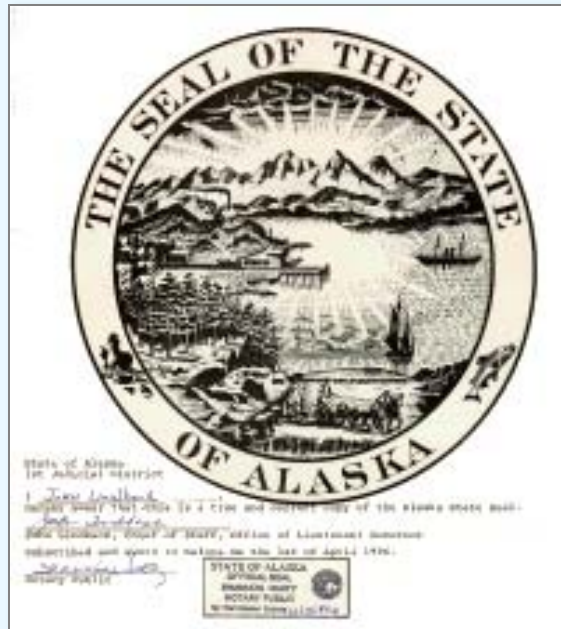
The Goal

The Alaska Seafood Marketing Institute's (ASMI) goal is:

To provide trade partners independent verification of Alaska's Responsible Fisheries Management to help them:

- Demonstrate responsible seafood sourcing
- Achieve Corporate Social Responsibility (CSR) goals
- Ensure continuity of supply
- Avoid logo-license fees

Long before the FAO Code was developed, Alaska's management was already based on the important elements now found in the FAO Code.



Sustainability and Responsible Fisheries Management an element of Alaska efforts for more than 50 years.

Since 1959, the Alaska State Constitution has mandated management of the fishery resources on the sustained yield principle-the only state in the country with such explicit conservation language.

Now with certification, it is independently verified.



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Alaska's Responsible Fisheries Management Essential Elements

Governance
Precautionary Approach
Sound Science Basis
Transparent Public Process
Collaboration
Enforcement



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Alaska is widely recognized as a Global Leader in Sustainability

Alaska recognition - recent journal articles

- Worm, Hilborn et al, 2009; (Science, vol 325)
- Pitcher et al 2009; (Nature 457: 658-659)
- Economist 2009
- National Geographic, February 2007

"The fact is that once a great majority or a lot of fisheries are sustainable, the fact that you have a sustainable seal or certificate is no longer a strategic marketing advantage. What the Alaskan producers have found is that they would be better off spending their marketing money to promote the intrinsic values of Alaska salmon and the product benefits."

John Sackton
Seafood.com



So Why Certification?

- Unfortunately, some other parts of the world have not done as good a job as Alaska.
- A sustainability movement has emerged in the marketplace over the last decade to demonstrate that seafood products come from responsibly managed and legal fisheries.
- The basic request from our customers was for a background assurance certificate issued by an independent 3rd party, that could be used as part of CSR programs-not interested in new eco-labels-just the ability to demonstrate they source from responsibly managed fisheries.
- ASMI Board directed staff to evaluate certification alternatives that would provide:
 - A service for all the Alaska industry-all Alaska fishermen and processors have access to the fishery certifications without additional cost
 - A cost-effective independent, 3rd party alternative that maintains the Alaska brand integrity and Alaska origin.
- After a competitive RFP process, contract was awarded to Global Trust Certification Ltd, to conduct assessment of management of major Alaska fisheries against the criteria of the United Nations Food and Agriculture Organization (FAO) Code of Conduct.



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What Certification is and is not...

Definition: Certification is to measure/guarantee a standard by an independent third party.

Certification is:

- Verification that research and fisheries advice is based on generally accepted methodology.
- A process that allows fisheries management to remain the task of current authorities.
- A facilitator for market access for seafood.

Certification is Not:

- Marine research nor is it fisheries advice.
- Interference with fisheries management.
- Restricting market access for seafood.



United Nations Food & Agriculture (FAO) definition of sustainable:

- Ability to persist in the long term.
- Characteristic of resources that are managed so that the natural capital stock is non-declining through time, while production opportunities are maintained for the future.
- NOTE: the FAO definition of sustainability focuses on fisheries management.



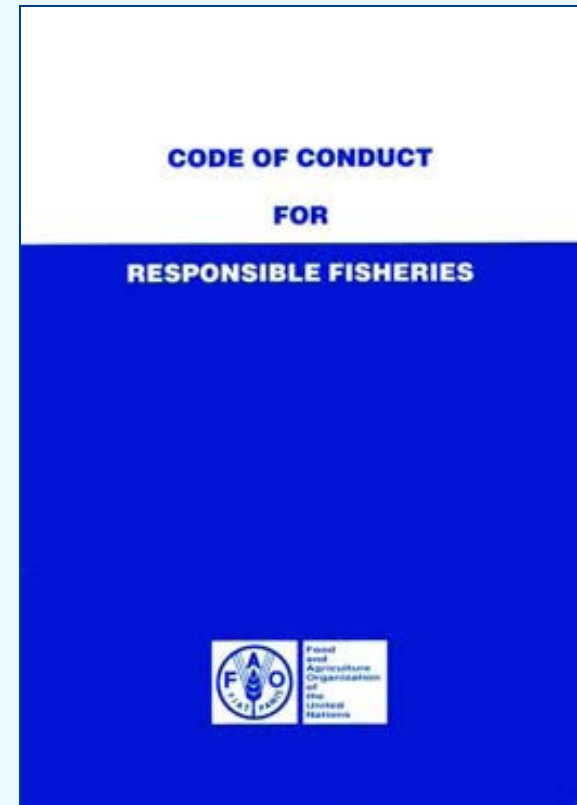
Responsible Fisheries & Sustainable Seafood

- Little consensus on “sustainability”. Some choose to include carbon footprint, food miles, ethics, fair trade labor practices, packaging, merchandising, distribution and other elements.
- There is wide consensus that whatever sustainability becomes in the larger sense, it must first start with responsible fishery management-the core element of sustainable seafood.
- We suggest the phrase “responsible fisheries management for sustained use” is the most useful and appropriate.



Consensus on Baseline Standard of Responsible Fishery Management

- Assess and certify Alaska's Fisheries Management approach directly against the:
 - UN FAO Code of Conduct for Responsible Fisheries and
 - UN FAO Guidelines for Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries.
- These internationally vetted documents (70 countries) serve as a responsible baseline, and template for most certification programs.



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Why Did we Choose the FAO-Based Model?

- Solid and respected underlying evaluation criteria: FAO provides the world's most recognized fisheries management guidance
- ISO (International Organization for Standardization) world's most recognized methodology for certification
- ***Combination of FAO foundation and ISO certification approach provides robust and credible independent verification***

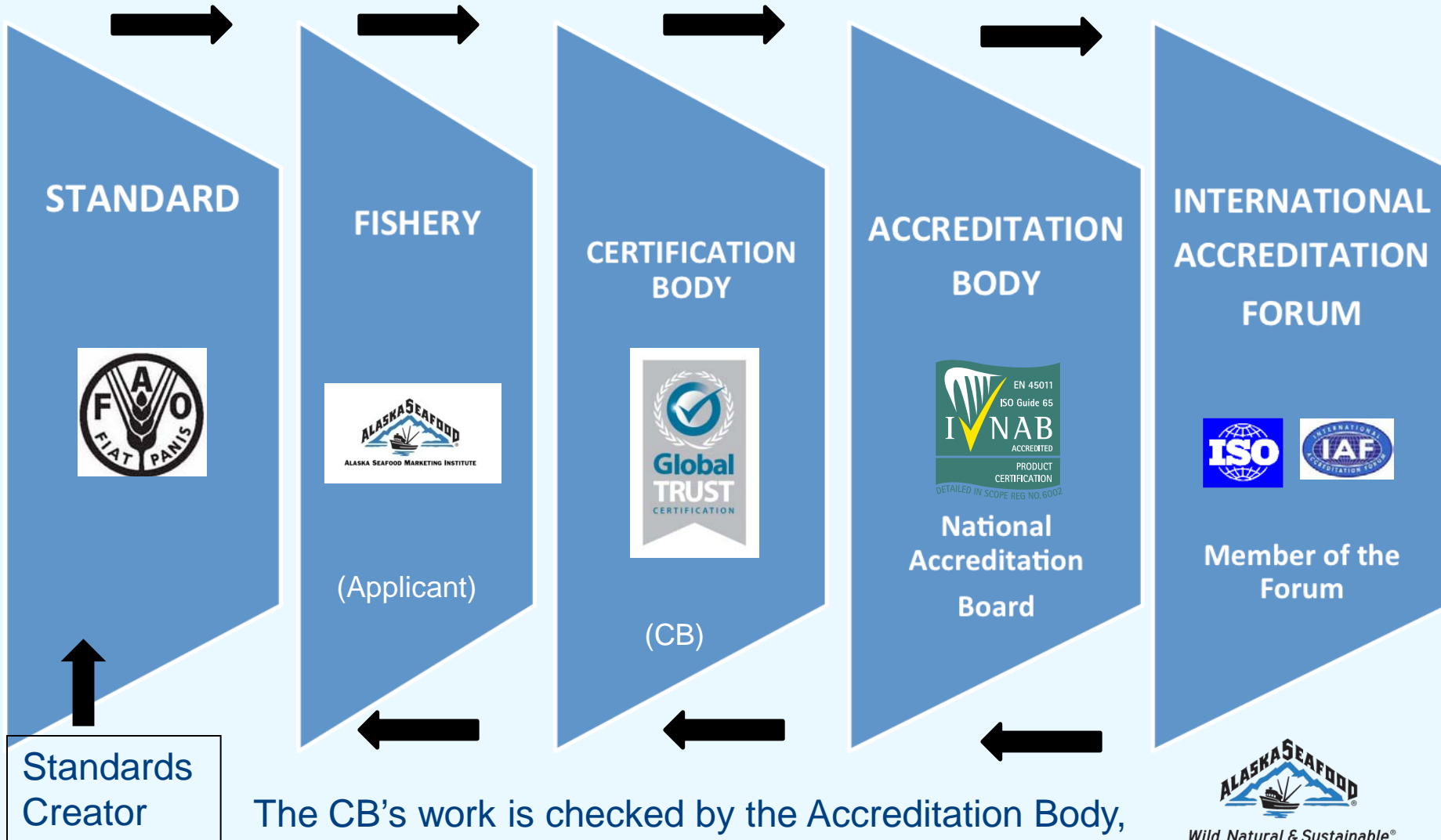


What does third-party ISO accredited mean?

- The standard has been written by an independent competent party-UN FAO
- The applicant (ASMI) is independent from the standards developer
- The certification body (Global Trust) is independent from the applicant and the standards developer
- The certification body is formally accredited to ISO 65 (the international standard for independent third party certification bodies) as a third-party by a national accreditation board that is not a part of the standards, applicant or certification body
- The national accreditation board is accredited to ISO 19011, the international standard for accreditation bodies by another national accreditation board member of the International Accreditation Forum and that it is also not a part of the standards, applicant, certification and accreditation process
- This all means – it is an independent, objective, trustworthy, robust process, with no portion exerting undue influence on another.



ISO Certification / Accreditation Model: 5 Layers - with independent checks and balances assuring objectivity and integrity



Go to www.alaskaseafood.org to monitor the certification progress of all Alaska's major commercial fisheries.

Transparency

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Seaford Info | Recipes | Health & Nutrition | Retail | Foodservice | Global | Sustainability | Seaford Industry | Press

Salmon Certification

Certification Status

- Confirmation of External Peer Reviewers 2-22-11 (PDF File download)
- Announcement of Site Visit-Salmon 10-5-10 (PDF File download)
- Notice of Full Assessment and Verification Stage of Assessment 10-5-10 (PDF File download)
- Confirmation of Assessment Team Members-Salmon 10-9-10 (PDF File download)
- Announcement of Fishery Application for Assessment-Salmon 6-28-10 (PDF File download)

FAO-Based Responsible Fisheries Management Certification Assessment Stages

Initiation	Assessment	Assessment & Verification	External Peer Review	Final Assessment Report	Independent Certification
->Initiation ->Application ->Fishery Management ->Fishery Operational Chart ->Stocks ->Initial Consultation (Planning)	->Verification Report ->Assessment Plan ->On Site Audit & Verification ->Assessment Report	->Assessment Plan ->Fishery Management ->Business Selection ->Assessment Report	->External Peer Review ->Business Selection ->Assessment Report	->Final Assessment Report ->Business Selection ->Assessment Report	->Independent Certification ->Certified Decision ->Independent Findings

ALASKA SALMON IAP Regions

- Green circle: Decision completed step
- Yellow circle: Decision current stage in assessment

[Click Here to Enlarge](#)

Alaska Department of Fish & Game Documents Currently Under Review by Global Trust for the Salmon Certification:

- <http://www.adfg.state.ak.us/subs/notebook/fish/ohpook.php>
- <http://www.adfg.state.ak.us/subs/notebook/fish/ohum.php>
- <http://www.adfg.state.ak.us/subs/notebook/fish/coho.php>
- <http://www.adfg.state.ak.us/subs/notebook/fish/pink.php>

ASMI is posting ALL relevant information about the certification process including:

- Timelines, certification process
- Assessment team members, peer reviewers
- Certification team members
- Documents and resources reviewed by the assessment team
- Final assessment reports

Chain of Custody (CoC)-When does it apply?

- Program primary emphasis is on assurance for CSR in a business to business sense.
- Some companies do not want an eco-label preferring to make their own statements.
- We are not interested in selling you a logo, but we recognize there may be some who wish to make a certification claim.
- CoC applies when a certification claim relating to the ASMI sponsored FAO-Based Fisheries Certification is made on product.
- Assures conformance to FAO Guidelines.
- ASMI to ensure CoC standard is appropriate for certification claim statements.



How does it work for you?

- If you wish to have this independent background verification as part of your CSR policies-contact ASMI for more information on materials available to demonstrate your responsible sourcing commitment. The Alaska Seafood logo is available as an origin identifier at no cost. Full documentation of the certification process and reports are available at:
<http://sustainability.alaskaseafood.org/certification>
- If you wish to make a certification claim, contact ASMI for information on the Chain of Custody Standard requirements. ASMI will make available a certification mark for those that wish it and satisfy the Chain of Custody requirements. There is no logo licensing fee.



Certification Claim



Certified Claim/Seal on Products

Chain of Custody Required

Market

Use the word "certified" or certification seal on product

Non-Certification Claim



No Certified Claim/Seal on Products

No Chain of Custody Required

Market

Use the the standard logo on product



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Bottom Line Upon Completion

- Respond to customer requests for 3rd party alternative to MSC, et al
- Provide buyers fully accredited certification of Alaska fisheries management
- Strengthen foundation for the “Alaska Seafood ‘Wild, Natural, Sustainable’” brand
- Maintain Alaska stakeholder control of messaging
- Eliminate logo license-fee barrier



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Completion Target Dates

- Salmon: March 2011. COMPLETE.
- Halibut: May 2011. COMPLETE.
- Black Cod: October 2011. COMPLETE
- Alaska Pollock: December 2011. COMPLETE
- King and Snow Crab: Certification in progress
- Cod and Other Groundfish: 2012



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Now, for the rest of the story...



Why an alternative?

- Concerns over ongoing costs of MSC certification
- Concerns over market access
- Concerns over intrusion by NGOs into the fishery management process



Recent Developments

- AFDF (at the behest of the major salmon processors) withdrew as client for the MSC certification process (January, 2012)
- Significant attacks on Alaska have ensued

Stated goal of MSC is to bring about change in fishery management around the world

- Their standard can be changed at their discretion
- Moving target - what is acceptable today may not be tomorrow
- They decide what is deemed “sustainable” and what should have unfettered access to markets



Bottom Line

- Who should manage the Alaska salmon fishery?
- Regardless of what we think of the MSC, and without necessarily criticizing the MSC, 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.
- Common sense tells us that choice drives opportunity. It is about fisheries and their supply chain partners and their right to decide how to demonstrate best practice. This cannot happen without the availability of credible options.






“Alaskans are going to regret the path they are trying to go down”

“I think we’re in a transition period where we are going to see the demise of hatcheries...”

“...we wrote into that statute that any fishery that wants to bear a California sustainable seafood label has to get certified by the MSC first.”

Mike Sutton
Monterey Bay Aquarium
MSC Founder
As quoted in *Intrafish*



“There are even bigger fisheries in the programme with bigger complaints about the insane structures that at times make it impossible for the MSC (and other certification groups) to function effectively.”

“In the five years during which I ran the MSC, governance rows and standoffs between conflicting parties (including those who should have been on the same side as each other) started life as irritating squabbles and ended up as one big, giant, monstrous farce.”

“But if others follow, it will prove once and for all that the paralysis and bureaucracy inherent in the MSC’s governance (which was light touch by design until it was hijacked by those more concerned with process than outcome) is a multimillion dollar death sentence, administered slowly and painfully.”

**Brendan May
Former MSC CEO
As quoted in his blog**

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