

The Evolving Role of NGOs in Promoting Sustainability

Howard Johnson

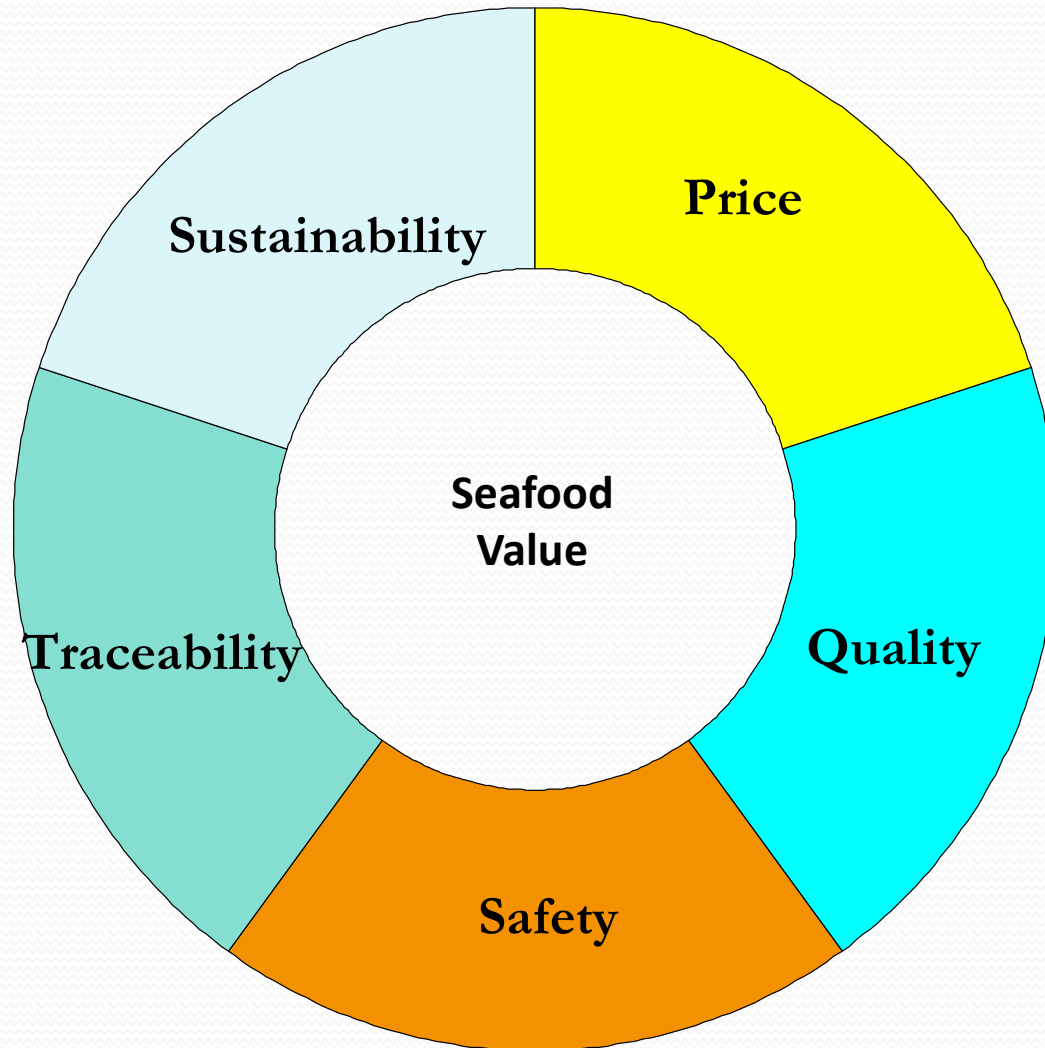
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There is a New Seafood Paradigm



Evolution of the Sustainable Seafood Movement

From Extreme to Mainstream

1980's & 1990's

Global overfishing and habitat loss leads to decline of many iconic fish stocks such as North Atlantic cod

1997

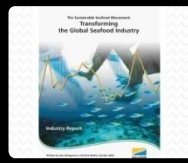
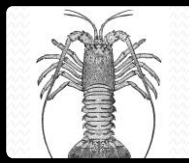
Unilever (Birdseye) and World Wildlife Fund create Marine Stewardship Council

2005

IntraFish Media issues report stating the sustainable seafood movement has gone mainstream.

2008

Coalition of non-governmental organizations (NGOs) launches Common Vision



1995

Development of United Nations Food & Agricultural Organization (FAO) Code of Conduct for Responsible Fisheries

1999

Western Australia Rock Lobster receives first MSC certification as sustainable fishery.

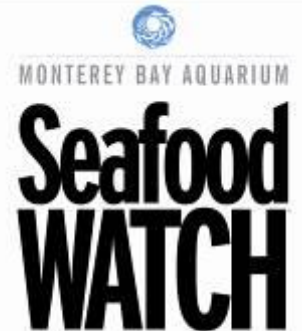
2007

Global Aquaculture Alliance expands best aquaculture practices

2009-2012

Major buyers aligning with NGOs to develop sustainable seafood sourcing policies and support fishery improvement

Some North American NGOs



Fishery Improvement Projects





Fisheries Sustainability – Key Issues

- Depleted stocks
- Fishery recovery efforts needed
- Bottom trawling
- Require marine habitat mapping and impact assessment
- Requirement of marine zoning
- PETS = protected, endangered, threatened species
- Requirement of comprehensive ecological risk assessments
- Effective mitigation measures to solve any problems found
- Illegal, Unregulated, and Unreported fishing (IUU)
- Legality of supply
- Enforcement / Compliance
- Traceability



Engaging the supply chain in fishery improvement – SFP's approach

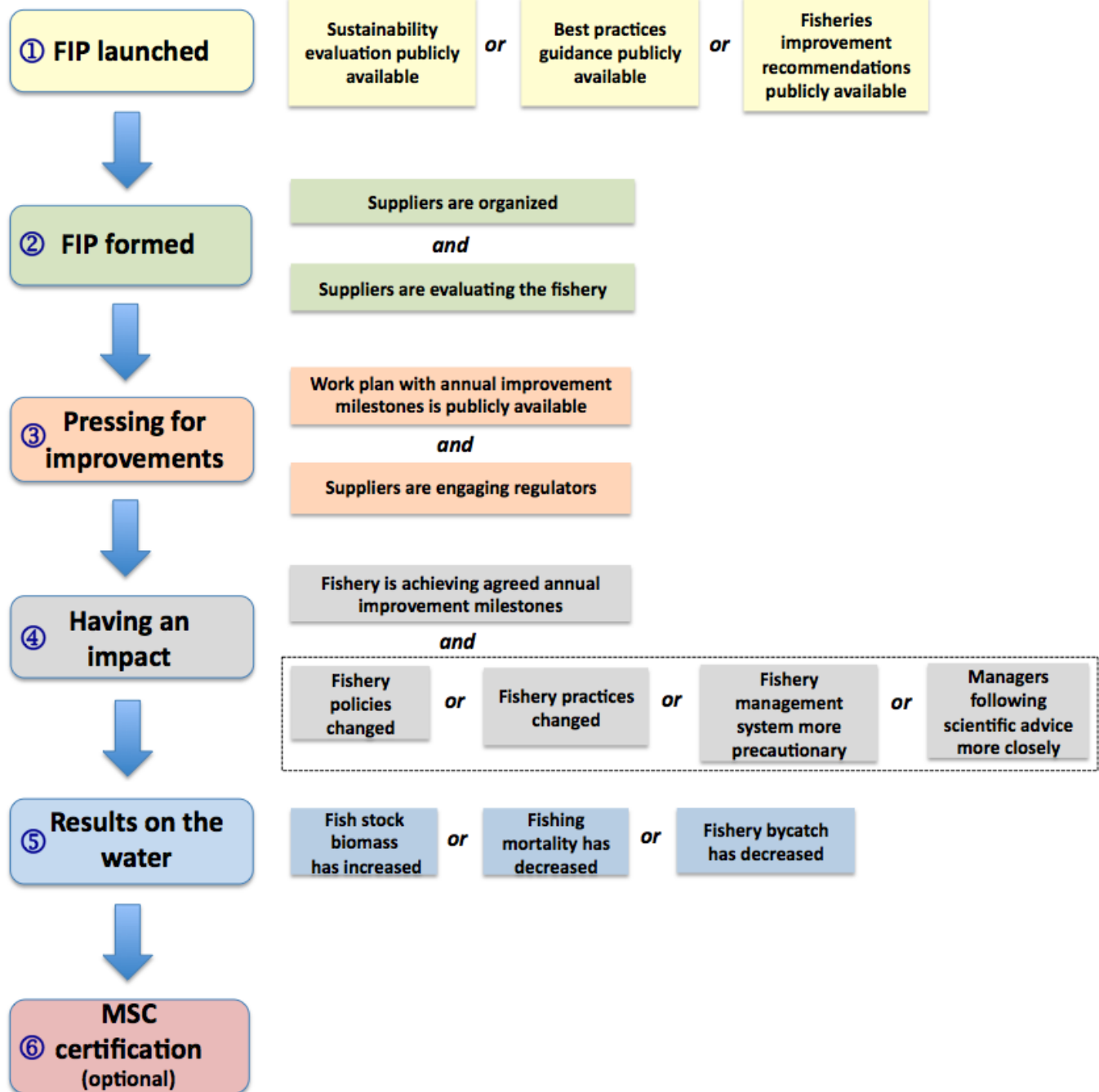
- **Leverage the power of the supply chain to support fishery improvement world-wide.**
- **Fix don't flee**
- **Fishery Improvement Projects (FIPs)**



Fishery Improvement Projects (FIP)

- A FIP is an alliance of buyers, suppliers and producers that work together to improve a fishery, by:
 - Pressing for better policies and management
 - Voluntarily changing purchasing and fishing practices
 - Reducing IUU , bycatch and habitat impacts

FIP Process





Some Current SFP-Run FIPS (44 in total in 19 countries)

- Indonesian blue swimming crab
- Russian pollock
- Gulf of Mexico shrimp
- Gulf of California shrimp
- North Atlantic redfish
- North Sea cod
- Chilean jack mackerel
- Russian Far East crab



N. America Supply Chain Engagement

Retail

Retailer	NGO Partner
Walmart	WWF, SFP
Costco	WWF
Kroger	WWF
Supervalu	WWF
Safeway	Fishwise
Loblaw	WWF
Publix	SFP
Ahold	New England Aquarium
Delhaize	Gulf of Maine Research Inst.
Meijer	SFP
Sobey's	SFP

Retailer	NGO Partner
Metro	Greenpeace Canada
BJ's Wholesale	SFP
Giant Eagle	SFP
Whole Foods	MBAq, MSC
Aldi	SFP
Wegman's	SFP
Raley's	SFP

N. America Supply Chain Engagement

Foodservice

Company	NGO Partner
McDonald's	SFP
Compass Group	SFP
Aramark	Monterey Bay Aquarium
Seattle Fish Company	SFP
Sodexo	MSC
Fortune Fish	SFP
Darden Restaurants	SFP, New England Aquarium
Disney	SFP, Monterey Bay Aquarium
Sysco	WWF
Santa Monica Seafood	Monterey Bay Aquarium

The Business Case for Sustainability

What seafood buyers need to know

- Is it legal?
- Is it traceable?
- Is it sustainable?



What Industry is Doing

The McDonald's Approach



- Recognized a responsibility and business interest in sourcing sustainably
- Worked with NGOs to develop sustainable fisheries guidelines that are measurable
- Currently collaborating with SFP
- In 2007 91% of all McDonald's fish originated from fisheries without any unsatisfactory ratings.

What Industry is Doing

The McDonald's Approach



GREEN

Fishery is well-managed with respect to the relevant criterion.

YELLOW

Management for the criterion is satisfactory but could use improvement.

An early warning that something may be amiss.

Intended to trigger further investigation and if necessary work with the fishery to develop and implement a corrective action plan.

RED

Urgent need for action.

Signal to initiate a three-year improvement program, with specific annual milestones.

Failure to meet the milestones can result in reduced business and ultimately elimination from purchase program.

What Industry is Doing

Darden Restaurants Publix Super Market



- Supporting Fishery Improvement Project in U.S. Gulf of Mexico Reef Fisheries
- Supporting work on improved data collection (bycatch and discards) for fishery managers.
- Funding observer program for vessels piloting video monitoring systems to verify accuracy of data.
- Engaging their suppliers to support fishery improvement initiatives

What Industry is Doing

NFI Crab Council



- Organization of U.S. importers of blue swimming crab
- Currently 17 members representing over 80 percent of total U.S. imports of blue swimming crab meat
- Support from World Bank and Walton Family Fund but also assessment of \$0.15 per pound by members
- Funds used to support blue swimming crab fishery improvement in Indonesia, Philippines and other SE Asia countries
- SFP serves as advisor to Council

Moving Forward – Industry Will Assume A Leading Role in FIP Development

- There are hundreds of fisheries around the world that need improvement
- NGOs (including SFP) lack the capacity to direct more FIPs
- Industry leadership is essential to the future success of FIPs
- SFP developing a suite of “tools” others can use to develop FIPs
- SFP will assume advisor/evaluator role

Conclusion

- Even some of the worst fisheries in the world can be improved
- But it takes willing stakeholders
- It also takes time and money
- Still, industry has come a long way in recognizing the need for sustainable fisheries and many leaders are now beginning to step up



Sustainable Fisheries Partnership



For further information:

www.sustainablefish.org

Thank You

