



**FARNET TRANSNATIONAL SEMINAR FOR FLAGS
VIGO (GALICIA), SPAIN 13 - 15 MARCH 2018
FLAGS and local resource management**

Promoting sustainable fishing and aquaculture activities

Alberto Martín

Marine Stewardship Council
alberto.Martin@msc.org



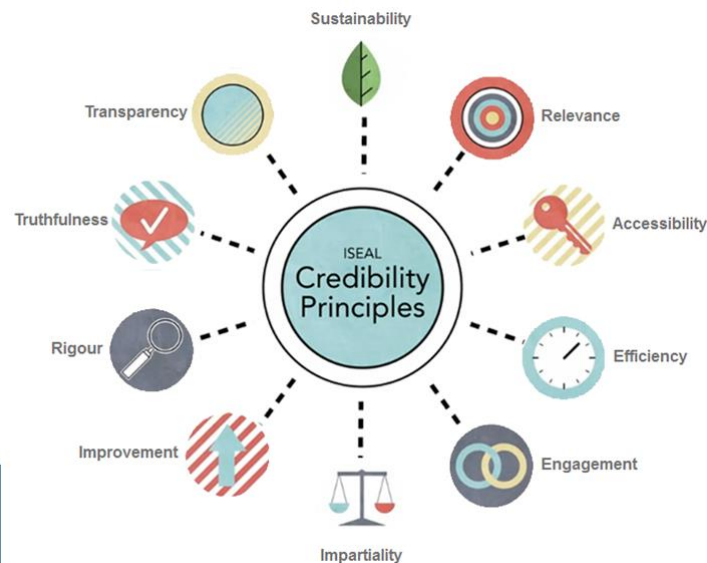
International Framework



**GUIDELINES FOR THE ECOLABELLING
OF FISH AND FISHERY PRODUCTS
FROM MARINE CAPTURE FISHERIES**
Revisión 1

**DIRECTIVES POUR L'ÉTIQUETAGE ÉCOLOGIQUE
DU POISSON ET DES PRODUITS DES PÊCHES
DE CAPTURE MARINES**
Révision 1

**DIRECTRICES PARA EL ECOETIQUETADO
DE PESCADO Y PRODUCTOS PESQUEROS
DE LA PESCA DE CAPTURA MARINA**
Revisión 1



Aquaculture
Stewardship
Council



Certificates? What? Which? Why?

Certificates recognized internationally by GSSI



Differences Certification – FIP

Certification: Third party assessment. Usually third party to the third party. Sometimes **traceability** compulsory



FIP: Fisheries Improvement Project
Project to improve fishing practices. Usually self assessment of the progress.



FISHERY PROGRESS.ORG

*Fishery Improvement Project
Progress Tracking Database & Tools*

The sustainability certification standards: Example the MSC standard



Three basic principles to analyze when assessing environmental sustainability



The fishing activity of the target stock must be at a level which ensures it can continue indefinitely



Fishing operations must be managed to maintain the structure, productivity, function and diversity of the ecosystem



The fishery must comply with relevant laws and have a management **and governance** system that is responsive to changing circumstances.

¿What is a fishery through the MSC Standard?

¿What?...species ...f.i.: Anchovy

¿How?...fishing method ...f.i...: seine

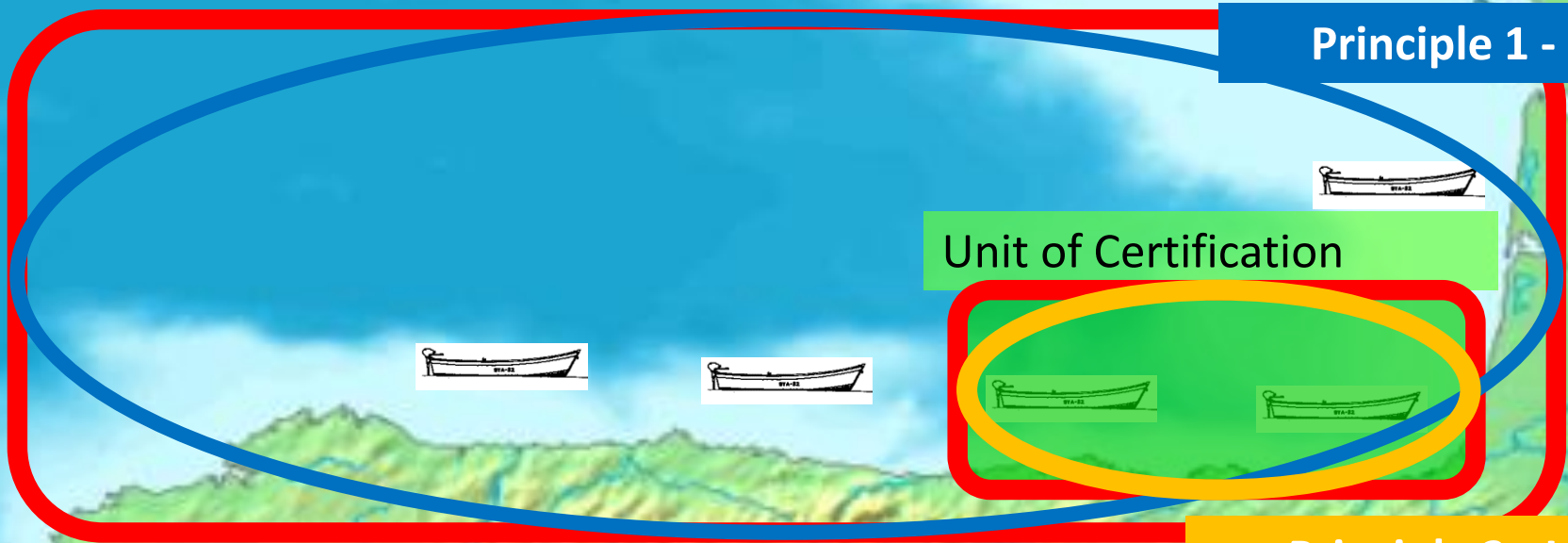
¿Where?... Location ...f.i.: Cantabric Sea

Principle 1 - Stock

Unit of Certification

Principle 3-
Management

Principle 2 - Impact



Opportunities from Certifications

- Certification standard as a diagnosis tool for fisheries.

Pre-Assessments

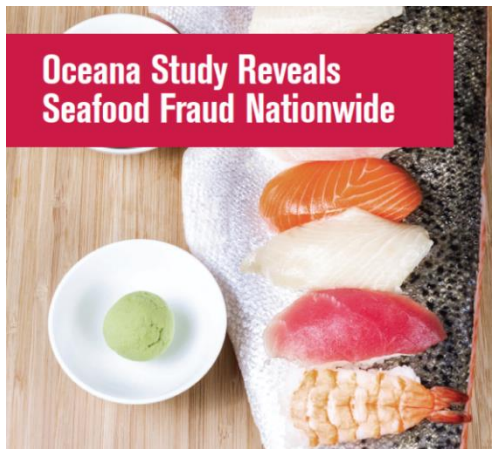
F.i. MedFish project



- Certification as a commercial tool to differentiate from competitors
- Certification to show and communicate commitment to sustainability
- Certification to show final consumers sustainable practices

Opportunities from Certifications: Traceability

If **traceability** is compulsory in the certification → Increases confidence in the correct labelling of the final product.

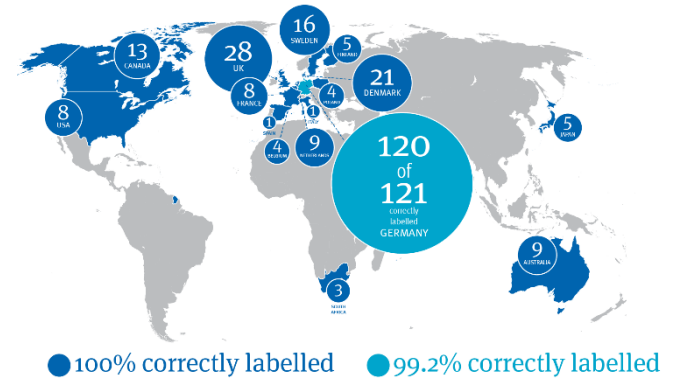


OCEANA: “33% of the samples analyzed were mislabelled”



azti - matis: 32% of restaurants served mislabeled fish in the Menu:

- 50% mislabeling of sole
- 27% mislabeling of cod
- 58% mislabeling of red tuna



“The average percentage of reported seafood misdescription across the world was found to be 30%. With this in mind, the fact that fewer than 1% of MSC labelled products were found to be mislabelled is very encouraging...”

Dr Miguel Pardo
Principal Researcher in Food Traceability, AZTI, Spain

Examples of the FLAG's role on Small Scale Fisheries Sustainability:

- Fishery Improvement Projects (FIP) for local scallop and whelk fisheries (Orkney Island FLAG, UK)
- FiskOnline - The pathway to KRAV eco-certification (Blekinge FLAG, Sweden)
- MSC certified octopus fishery of western Asturias (Navia-Porcía FLAG, Spain)
- MSC certified plaice fishery of Hastings (Hastings FLAG, UK)





¡Thanks!

Alberto Martín
Fisheries Manager MSC
alberto.martin@msc.org

[@Alberto_m_a](#)

www.msc.org