

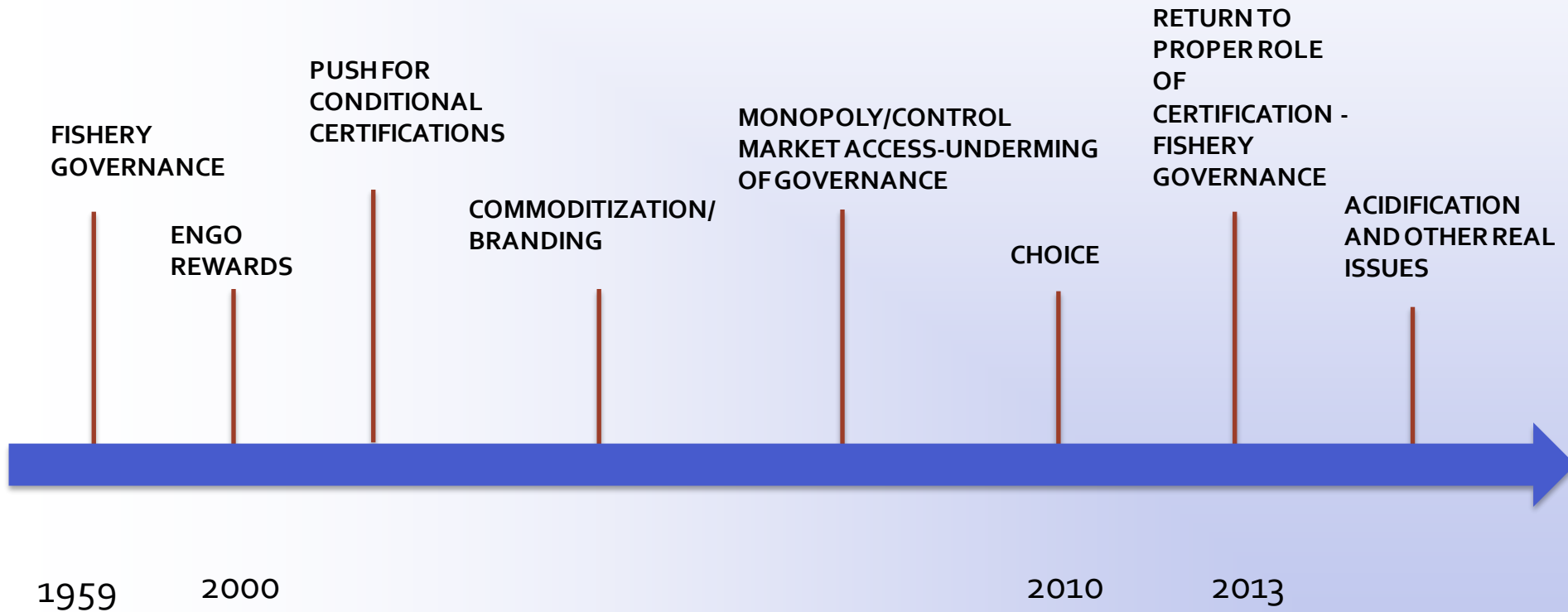
RFM Certification Program Update

Randy Rice Technical Program Director

Alaska Seafood Marketing Institute (ASMI)

THE EVOLUTION OF SUSTAINABLE SEAFOOD

The Role of Certification



Initial Intentions

- Provide reward for high-achieving fisheries
- Provide incentives for lower-achieving fisheries by seeing rewards of higher achievers
- Assumption: Consumers willing to pay for logos

Mission Drift

- Became more about process
- Became more about getting large numbers of fisheries
“certified” by the use of conditions, even when some were not truly meeting the bar
- Became more about brand building
- Became more about “driving change”
- Result is opposite of “reward” = commoditizes

Movement to Develop Sensible Alternative

- ASMI Board directed in 2010 find alternative 3rd party certification
- Staff began development of Responsible Fisheries Management (RFM) certification – directly based on FAO reference documents

RFM Project

Current Status

- Fisheries Certified: Salmon, Halibut, Black Cod, Pollock, Bering Sea King & Snow, Pcod, Flatfish (12 species complex) in progress----major fisheries pretty well covered
- Conformance Criteria ISO Accredited
- 67 Companies CoC certified
- CoC standard ISO Accredited

RFM Program Evolution

- Currently working on guidance documents, requirements etc for new CBs to enter the program
- Entrance of new CBs brings new challenges and more tasks
- Annual audits and 5 year re-certs will continue on fisheries presently certified
- Whether or which additional fisheries to be certified is at Board discretion

Upcoming Engagements of Note

- TSC
- GSSI

The Sustainability Consortium (TSC)

- Referenced by Walmart during Bentonville meeting
- Walton Foundation funding
- Academic staff at several universities including Arkansas and Arizona
- Member companies and organizations
- Much more than seafood

Usual TSC tools and approach

- Dossier
- CSP
- KPIs
- TSC staff identify “hotspots” and KPIs are to address those
- Seafood Sustainability Program Criteria/Workshop in Atlanta
- Criteria to be incorporated into “guidance” for members
- Rapid time frame: criteria to be finalized by December 2013
- Primarily North America in Scope
- Working groups e.g. Food & Ag, Packaging, Transportation, etc


About

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Why Join? 

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About the Consortium



Our Knowledge Products.

Category Sustainability Profile (CSP)

A Category Sustainability Profile or CSP is a summary of the best available, credible and actionable knowledge about the sustainability aspects related to a product over its entire life. Each CSP represents the culmination of an enormous body of scientific research and expert opinion into one user friendly document.

Key Performance Indicator (KPI)

Key Performance Indicators (KPI) are questions that retailers can use to assess and track the performance of brand manufacturers on critical sustainability issues. The category KPI questions focus on the relevant environmental and social issues to a single category or family of consumer goods. The KPI question sets are developed by TSC® in collaboration with multiple stakeholder groups (i.e. companies, academics, civil-society organizations and government agencies) and correspond directly to the issues that are highlighted in the corresponding Category Sustainability Profile.

[Click on the images to view details](#)



TSC Atlanta Workshop

Seafood Sustainability Program Criteria

- Draft criteria for “sustainability programs”
- Walmart, Kroger, McDonalds and others participated
- Target date end December 2013
- TSC would provide as guidance to their members

GSSI

- Global Seafood Sustainability Initiative
- GIZ funding
- Numerous companies and NGOs involved
- Complex organizational structure, longer time frame anticipated: 2015 for output
- Significant NGO involvement and influence
- More European and global in scope
- Use FAO Ecolabeling Guidelines as criteria (?)

RFM Program Evolution

- Major uptick in the Program this year directly as a result of salmon departure from MSC
- Staff reviewing what tweaks might be needed to RFM to get across benchmarking finish line(s)
e.g. GSSI, TSC

Other Noteworthy Issues

Loblaws WWF Canada

“We don’t farm like this? Why do we fish like this?” campaign



MSC sorry

MSC chief executive Rupert Howes wrote a letter to Ms. Burrige to assure her that he doesn't endorse the video.

"Although MSC was aware of the WWF Canada initiative, on this occasion something clearly went wrong," Mr. Howes said. "I have instigated an internal review to ensure lessons can be learned and our protocols and procedures can be strengthened further."

Stephen Jurisic is an executive creative director at Toronto-based John St. Advertising, which produced the video in collaboration with WWF Canada and Loblaws.

"The video is kind of a guilty pleasure. You have to keep people engaged," Mr. Jurisic said. He defended the effort to create what he views as a provocative film that puts a spotlight on overfishing.

WWF Stinky Fish

MSC sorry over 'Stinky Fish'

Published: 22 January, 2008

THE Marine Stewardship Council (MSC) last night said it has withdrawn the use of the MSC logo and disassociated the MSC from WWF's 'Stinky Fish' campaign.

The MSC also said it regrets and apologises for any offence given by the campaign "to all those partners and colleagues in the seafood industry who work extremely hard to ensure sustainable and legal fishing that results in high quality seafood products in the market."



The MSC has disassociated itself from the Stinky Fish campaign



- MSC states "...something clearly went wrong"... "and sorry"
- But what have we heard beyond that.... What did we hear after Stinkyfish...?? What change did we see?
- Deja vu all over again-we would do well to not forget these events, and that WWF and MSC are inherently connected

Thank you!



