



Food and Agriculture Organization
of the United Nations

Market measures to promote sustainable fisheries trade

**UNCTAD AHEM on
Trade in Sustainable Fisheries**
Geneva
29 September-1 October 2015

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OUTLINE

1. Problem description
2. Market-based measures (eco-labels)
3. Future market trends
4. Guiding questions for discussion

1. Problem Description

Open-access resource



over-capacity and over-utilization



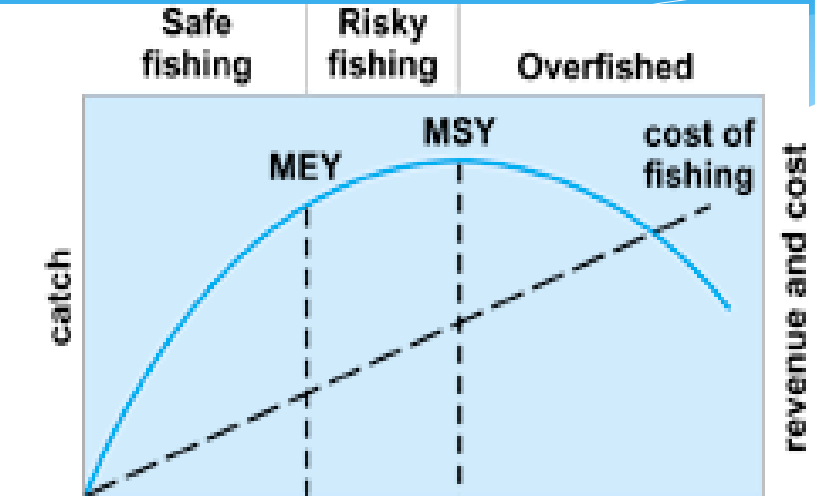
Managing capture fisheries

Management measures at MEY based on best scientific evidence available;

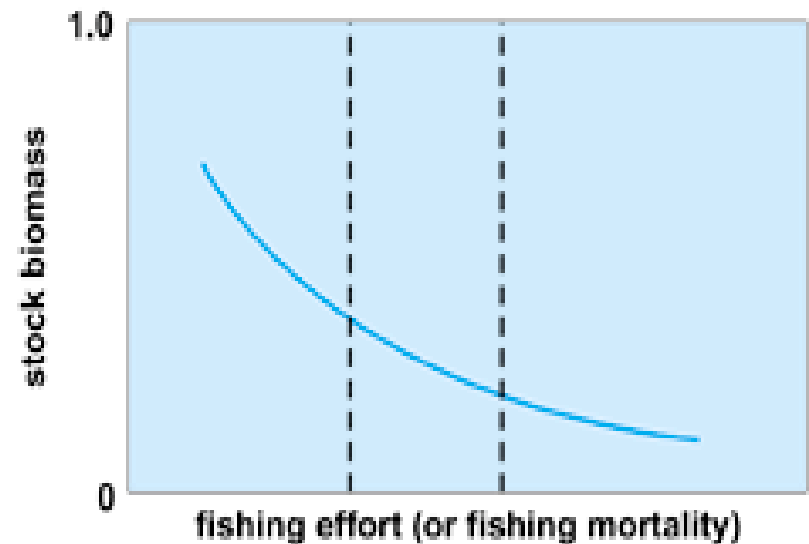
Aiming to maintain or restore stocks at levels capable of producing MSY:

National governments

Exclusive Economic Zones & Inland waters



(a)

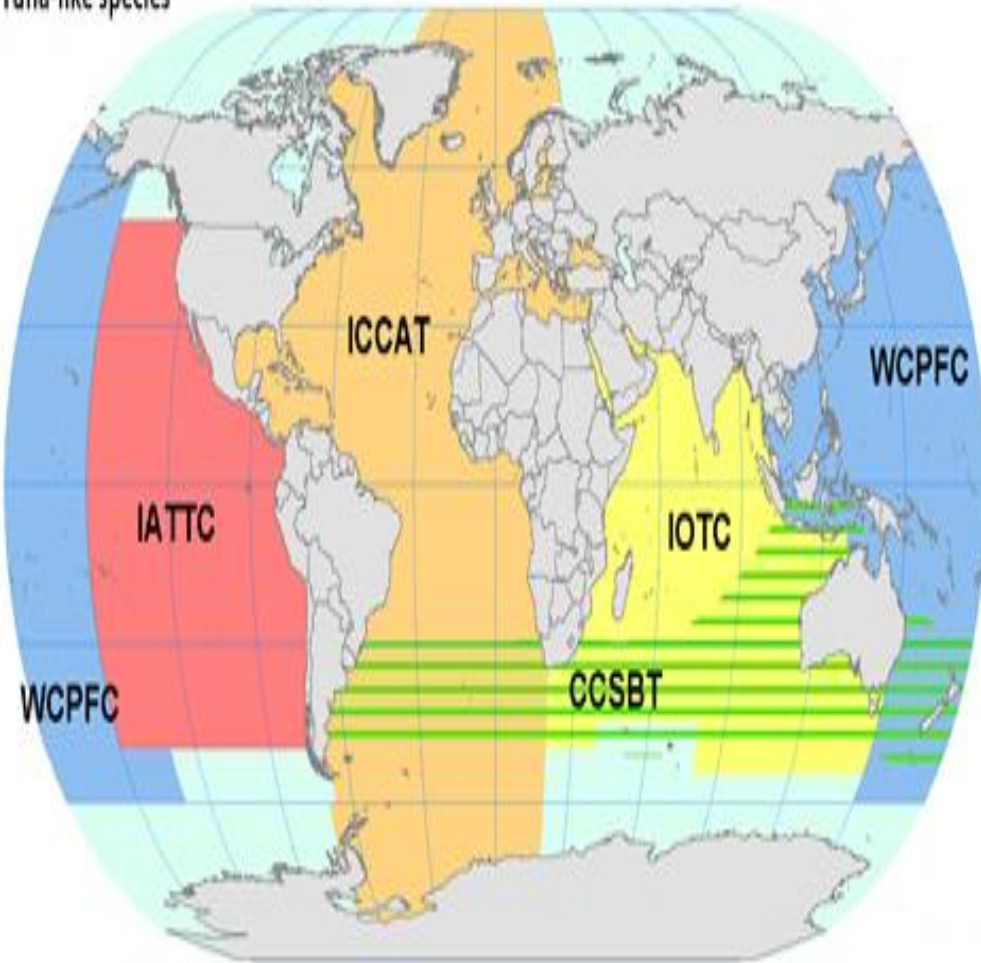


(b)

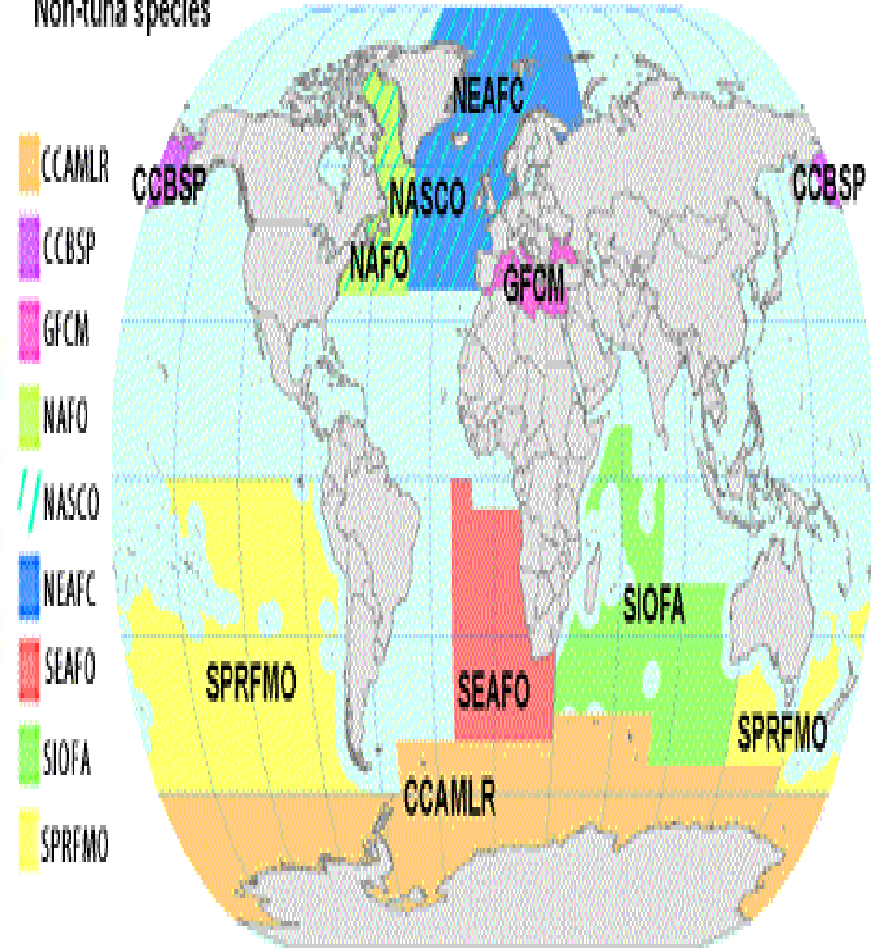
Regional Fisheries Bodies

Straddling Stocks & High Seas

Tuna-like species



Non-tuna species



binding instruments

non-binding instruments

The Law of the Sea
United Nations Convention on the Law of the Sea with Index and Final Act of the Third United Nations Conference on the Law of the Sea

United Nations Conference on Straddling Fish Stocks and Highly Migratory Fish Stocks
Selected Documents
Compiled and Introduced by
Michel Prieur Lévy and Guenter G. Strauss

AGREEMENT TO PROMOTE COMPLIANCE WITH INTERNATIONAL CONSERVATION AND MANAGEMENT MEASURES BY FISHING VESSELS ON THE HIGH SEAS
ACCORD VISANT À FAVORISER LE RESPECT PAR LES NAVIRES DE PÊCHE EN HAUTE MER DES MESURES INTERNATIONALES DE CONSERVATION ET DE GESTION
ACUERDO PARA PROMOVER EL CUMPLIMIENTO DE LAS MEDIDAS INTERNACIONALES DE CONSERVACIÓN Y ORDENACIÓN POR LOS BUQUES PESQUEROS DE LA PESCA EN ALTA MAR
促進公海漁船遵守國際养护及管理措施的協定

Port State Measures Agreement
Table of Contents
The benefits of ratifying and implementing the 2009 FAO Port State Measures Agreement
The FAO Agreement on Port State Measures to Prevent, Deter and Eliminate Illegal, Unreported and Unregulated Fishing (the Agreement) was adopted by the FAO Conference in 2009. The main purpose of the Agreement is to prevent, deter and eliminate illegal, unreported and unregulated (IUU) fishing through the implementation of robust port state measures. The Agreement envisages that parties, in their capacity as port States, will apply the Agreement as an effective means to bring vessels when seeking entry to ports or while they are in port. The application of the measures set in the Agreement will, over time, contribute to harmonized port state measures, enhanced regional and international cooperation and the flow of IUU caught fish into national and international markets. The Agreement will enter into force 30 days after the deposit of the 25th instrument of ratification, acceptance, approval or accession. The Agreement is binding and stipulates minimum port State measures. However, countries are free to adopt more stringent measures than those outlined in the Agreement.
In order to have full effect and to be enforced on a national level, the requirements of the Agreement should be incorporated into national legislation. Even before the Agreement has entered into force, States, including those that do not wish to become a party, could implement the port State measures set out in the Agreement.
Through its regular work and contact with countries, FAO encourages them to include port State measures in their national legislation, and actively promotes the implementation of the Agreement to prevent work to be caught to be observed in countries why port state measures are important in the fight against IUU fishing, and why they should be addressed in ongoing existing, or adopting new, legislation. A final review of the benefits of ratifying and acceding to the Agreement and implementing its provisions is useful. These considerations are in addition to the positive effect of ratification and accession of the Agreement by as many States as possible, as soon as possible, so as to lead to its entry into force and its universal acceptance.
IUU fishing is a major problem in capture fisheries and poses a serious threat to the effective conservation and management of many fish stocks. IUU fishing can be worse than the total collapse of a fishery or at least severely impair the resilience of fish stocks, including those in critical stocks that have been depleted. These situations, in turn, are likely to lead to a loss of economic revenue, both directly through fish sales, and indirectly through social opportunities, such as employment. Enhanced port state measures have an important

CODE OF CONDUCT FOR RESPONSIBLE FISHERIES

INTERNATIONAL GUIDELINES FOR THE MANAGEMENT OF DEEP-SEA FISHERIES IN THE HIGH SEAS
DIRECTIVES INTERNATIONALES SUR LA GESTION DE LA PÊCHE PROFONDE EN HAUTE MER
DIRECTRICES INTERNACIONALES PARA LA ORDENACIÓN DE LAS PESQUERÍAS DE AGUAS PROFUNDAS EN ALTA MAR

GUIDELINES FOR THE ECO-LABELLING OF FISH AND FISHERY PRODUCTS FROM INLAND AND MARINE FISHERIES
DIRECTIVES POUR L'ÉTIQUETAGE ÉCOLOGIQUE DU POISSON ET DES PRODUITS DES PÊCHES DE CAPTURE CONTINENTALES
DIRECTRICES PARA EL ECOTIQUETADO DE PESCADO Y PRODUCTOS PESQUEROS DE LA PESCA DE CAPTURA CONTINENTAL

GUIDELINES FOR THE ECO-LABELLING OF FISH AND FISHERY PRODUCTS FROM MARINE CAPTURE FISHERIES
Revision 1
DIRECTIVES POUR L'ÉTIQUETAGE ÉCOLOGIQUE DU POISSON ET DES PRODUITS DES PÊCHES DE CAPTURE MARINIÈRES
Revision 1
DIRECTRICES PARA EL ECOTIQUETADO DE PESCADO Y PRODUCTOS PESQUEROS DE LA PESCA DE CAPTURA MARINA
Revision 1

INTERNATIONAL GUIDELINES ON BYCATCH MANAGEMENT AND REDUCTION OF DISCARDS
DIRECTIVES INTERNATIONALES SUR LA GESTION DES PRISES ACCESSOIRES ET LA RÉDUCTION DES REJETS EN MER
DIRECTRICES INTERNACIONALES PARA LA ORDENACIÓN DE LAS CAPTURAS ACCESORIAS Y LA REDUCCIÓN DE LOS DESCARTES

INTERNATIONAL PLAN OF ACTION TO PREVENT, DETERR AND ELIMINATE ILLEGAL, UNREPORTED AND UNREGULATED FISHING

INTERNATIONAL PLAN OF ACTION FOR REDUCING INCIDENTAL CATCH OF SEABIRDS IN LONGLINE FISHERIES
INTERNATIONAL PLAN OF ACTION FOR THE CONSERVATION AND MANAGEMENT OF SHARKS
INTERNATIONAL PLAN OF ACTION FOR THE MANAGEMENT OF FISHING CAPACITY

2. Market-based measures (eco-labels)



GLOBALG.A.P.



Common factors in eco-label markets:

- Environmentally aware, active populations
- Seafood retail sector dominated by large supermarket chains, not small fish markets
- Consumption patterns based on few seafood species
- Preference for processed seafood products that lend themselves to labeling

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TECHNICAL
PAPER

533

Review of ecolabelling schemes
for fish and fishery products
from capture fisheries

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TECHNICAL
PAPER

553

Private standards and
certification in fisheries
and aquaculture

Current practice and emerging issues



International Certification Guidelines

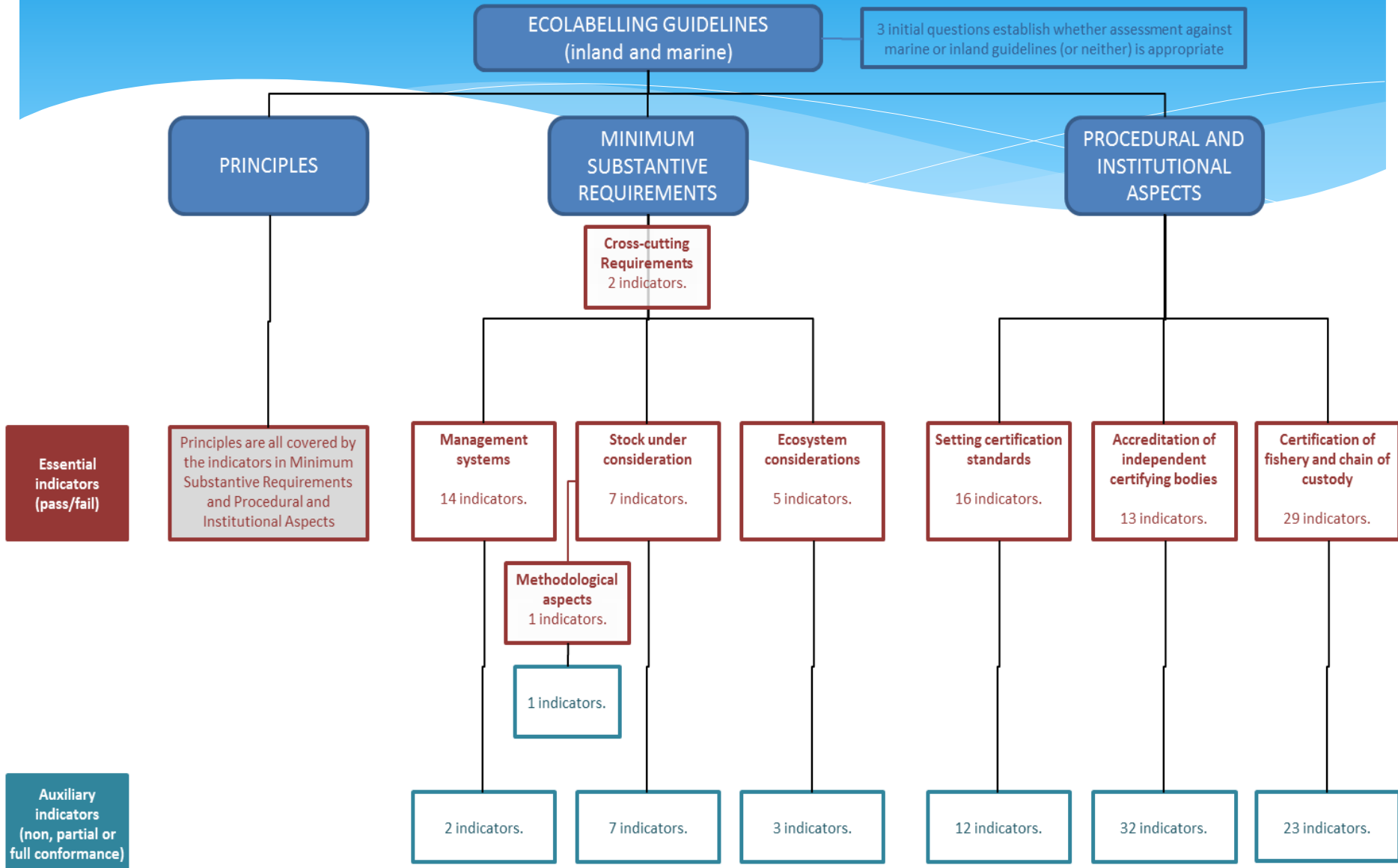
FAO Code of Conduct for Responsible Fisheries (1995):

Sets out **principles** and international **standards** for responsible practices with respect to the goals of **conservation, management and development**

Certification Guidelines based on the CCRF:

- Guidelines for ecolabelling of fish and fishery products from marine capture fisheries (2005, revision 2009)
- Guidelines for ecolabelling of fish and fishery products from inland capture fisheries (2010)
- Technical guidelines on aquaculture certification (2011)

International Certification Guidelines



Role of FAO (eco-labels)

FAO Guidelines are in public domain, for uptake by:

- Private sector
- Civil society
- Governments
- Third party stakeholders

FAO Guidelines are:

- voluntary international instruments
- adopted by FAO member countries (COFI).

FAO does **not** certify:

- marine capture fisheries
- inland capture fisheries
- aquaculture sites

FAO does **not** assess:

Certification schemes for compliance with any FAO Guidelines.

3. Future market trends



A multi-stakeholder initiative launched in 2013 aims to:

- increase consumer confidence in certified seafood;
- reduce duplication of supply chain costs;
- facilitate transparency and comparability of ecolabels;
- drive improvements in seafood certification schemes.

Funding partners



Affiliated partners



Supporting partners



On behalf of



Implemented by

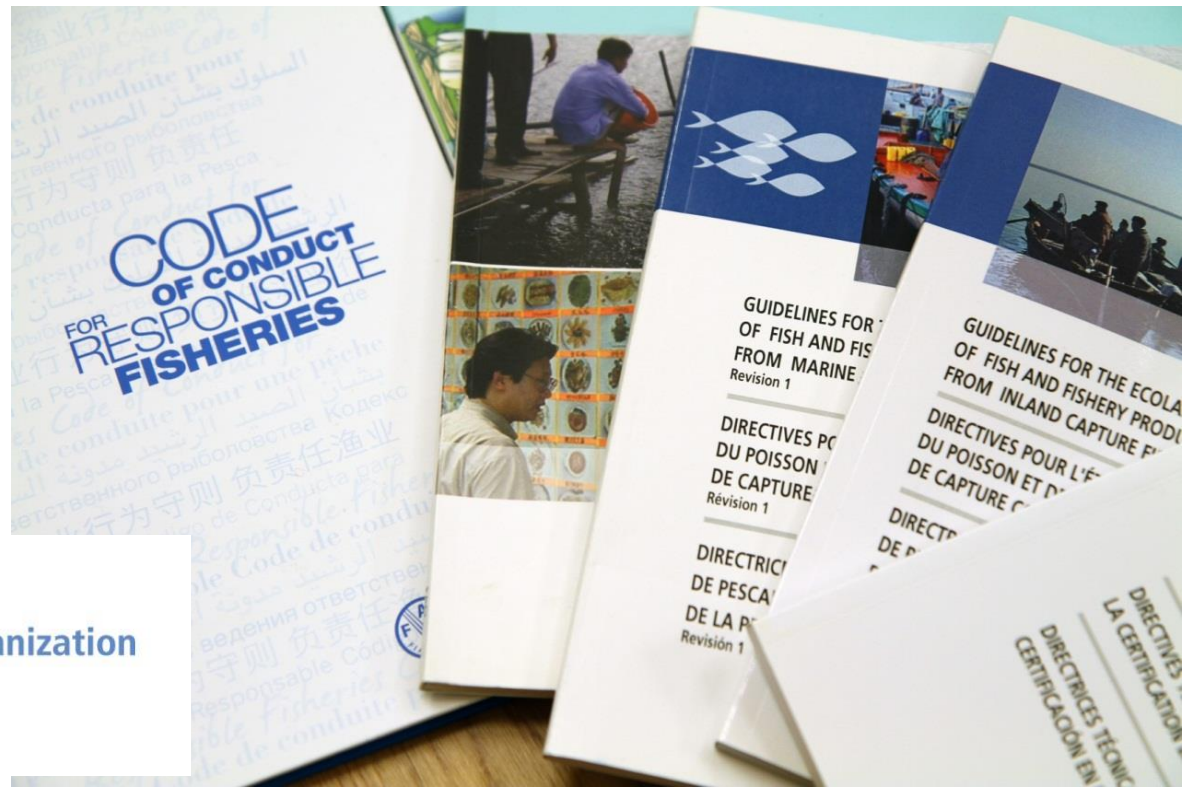


Global Sustainable Seafood Initiative

- FAO instruments adopted as minimum **requirements** of the GSSI global benchmarking tool;
- FAO sits on GSSI Steering Board as affiliated partner;
- FAO staff provide technical expertise to GSSI expert working groups that developed the tool.



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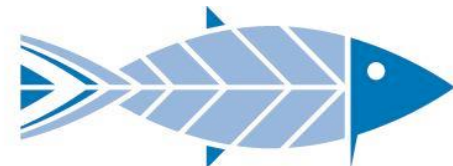
Private vs public certification schemes

- There are public certification schemes for both capture fisheries and aquaculture sectors;
- Proposals for new public eco-labels (examples EU, France) and sustainability standards (ISO) are in the pipeline;
- Rising interest from developing countries to develop national eco-labels;
- Participation of private certification schemes as stakeholders in developing country FIPs.



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Partnership**



4. Guiding questions for discussion

- A. Are eco-labels technical barriers to trade... if they are voluntary business-to-business contracts or consumer-facing labels?
- B. How might public eco-labels lead to fisheries disputes under the rules-based multilateral trading system?
- C. How can small-scale fishers & small-scale aquaculture producers maintain market access in face of eco-labelling in target markets?
- D. What is the role of intergovernmental organizations (FAO, UNCTAD, WTO) in trade issues arising from seafood eco-labels?



THANK YOU

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