Market measures to promote sustainable fisheries trade

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

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1. Problem description

2. Market-based measures (eco-labels)

3. Future market trends

4. Guiding questions for discussion
1. Problem Description

Open-access resource

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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
Regional Fisheries Bodies
Straddling Stocks & High Seas
binding instruments  non-binding instruments
2. Market-based measures (eco-labels)
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
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)
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.
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.
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.
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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