

A scenic view of a coastal area with palm trees and fishing boats. In the foreground, two men are in a small boat, one holding a blue fishing net. In the background, a line of palm trees borders the water, and several colorful fishing boats are docked. A larger wooden boat is also visible in the water.

Role of fisheries certification for sustainability

CERTIFICATION INITIATIVES IN INDIAN FISHERIES

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MARINE STEWARDSHIP COUNCIL

Ecolabelling



- A voluntary method of environmental performance certification and labelling that is practised around the world.
- An ecolabel identifies products or services proven to be environmentally preferable within a specific category.
- High-profile and devastating collapses of several famous and significant fisheries, in 1992, the International Conference on Responsible Fishing moved to strengthen the international legal framework for more effective conservation, management, and exploitation of wild-caught fisheries
- Eventually became the United Nations' Food and Agriculture Organization Code of Conduct for Responsible Fisheries



- In 1995 the code was adopted

Sustainable seafood certification scheme



- Consumers are increasingly concerned that the seafood they buy has been legally fished or farmed, and comes from well (sustainably) managed fisheries and aquaculture farms
- Provide a way for fishers or aquaculture operations to demonstrate that their products are indeed environmentally sustainable.
- Used to differentiate products in the marketplace.
- Private standards and certification schemes have emerged to provide greater assurance and transparency



Certification Provides



- A pathway for improvements
- Better visibility
- Enhanced reputation
- Improved dialogue with stakeholders
- Improve traceability/marginalize IUU
- Protect existing markets
- Protected livelihoods
- Access to new markets
- Secure markets
- Promotional opportunities
- Potential for price premium
- Long-term availability of seafood
- Longer lasting contracts
- Beneficial partnerships among stakeholders

PEOPLE EMPLOYED IN THE FORMAL SEAFOOD SECTOR, WORLDWIDE



600 MILLION
DEPENDENT
ON FISHERIES
AND AQUACULTURE ACTIVITIES



102 countries around the world - Confirms the below

- If national management capacity is strong, fisheries achieve certification faster
- The Certification provides a bottom-up incentive to improvement
- Market demand influences how quickly fisheries becoming certified.
- 96% of fisheries that went through a pre-assessment improved their environmental performance before becoming certified.
- Some fisheries that started out with poor sustainability performance, made improvements and meet certification requirements a few years later.



Marine Stewardship Council



- An international, **not-for-profit NGO**
- A **certification and ecolabelling program**
- Set and maintain **credible standards**
- Recognise and reward **sustainable fishing practices**
- Work with **fisheries and businesses** around the world
- Transform the seafood market to a **sustainable origin**



INDEPENDENCE & CREDIBILITY



- **Certification Process is third-party**
- **Credibility of the standard and certification process**
 - Science based, collaboratively updated
 - Meets international best practise
 - FAO Code of Conduct for Responsible Fishing
 - FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries
 - ISEAL Alliance Codes of Good Practice in Standards-Setting, Assurance and Impacts
 - ISO guidelines 19011, 17065, 17067
- **Recognised by Global Sustainable Seafood Initiative (GSSI)**



Food and Agriculture
Organization of the
United Nations



MSC DRIVING FISHERY IMPROVEMENTS



2,225

Improvements
made by MSC certified
fisheries*



166

for endangered,
threatened and
protected species,
and reducing bycatch



117

for stock status and
harvest strategies



74

for fishery
management,
governance and
policy



80

for ecosystems
and habitats

437

Improvements over the
last three years:

*Data correct as of 31 March 2023

India Voluntary National Review 2020

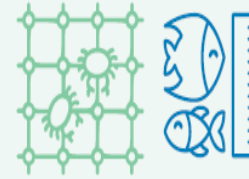


INDIA
VNR 2020

DECADE OF ACTION
TAKING SDGs FROM
GLOBAL TO LOCAL



good practices

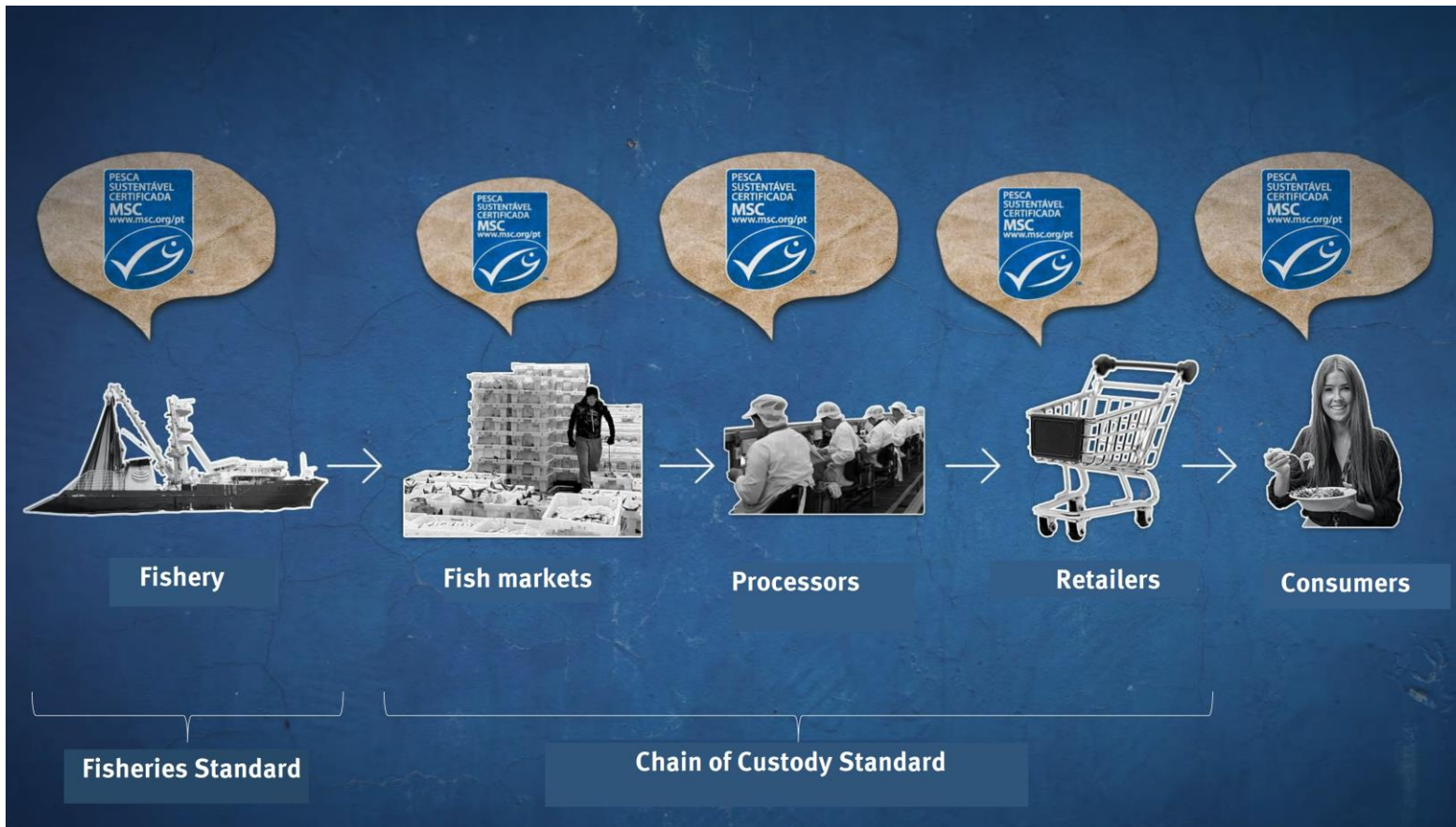


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ECO-LABELLING initiatives are being promoted for sustainably managing marine fisheries. An eco-labelling intervention in Kerala seeks to harness consumer power to bring about positive change in the fisheries sector. After the Marine Stewardship Council (MSC) granted certification to Ashtamudi short neck clam fishery in Kerala, for the first time in 2014, **10 types of fisheries** (blue swimming crab, shrimp, red ring shrimp, squid, whelk, flower shrimp, cuttlefish, lobster, skipjack tuna and Japanese threadfin bream) are being targeted for getting the MSC certification.



The Certification program - MSC



Certification vs Rating



Ratings assess as many seafood sources as possible in key markets to provide information on the full spectrum of low to high performance

- Voluntary by Fishery
- Provides highest level of Assurance (GSSI/ISEAL)
- Annual Audits
- Verification
- Products – CoC
- Logo / Label Assurances



- Help business to source responsible fishery
- Incentivising fishery / farms to improve performance
- To identify FIP & certification opportunities, & value sourcing options

Certifications directly engage with fisheries and farms and require them to address environmental and social challenges to reach a verified level of performance identified by the certification standard.



Initiatives by MPEDA... visit by Rupert Howes current MSC CEO to Kochi and a series of presentations... CMFRI helps MPEDA to identify fisheries and species... but didn't move forward.

2007

2010

WWF-India and CMFRI start to work to certify Ashtamudi Lake short-neck clam fishery

2014

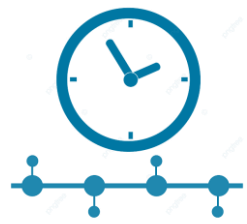
October – Ashtamudi Lake short-neck clam fisheries becomes **India's first MSC-certified fisheries** and second in Asia

2015

MSC holds its 25th Technical Advisory Board (TAB) Meeting in Kochi-India... SEAI requests an India office of MSC

2016

MSC appoints India representative for more focused work



CMFRI leads a brainstorming and shortlists species and fisheries for MSC certification

SSNI formed for coordinated work on fishery certification

3 species of trawl-caught deep-sea shrimps also moves into a comprehensive FIP

2017

2017

2018

2019

2020

Omega Fish Meal & Oil Pvt Ltd and TJ Marine initiate FIP on purse seine caught oil sardine and mackerel in Maharashtra/Goa using the Marine Trust (formerly IFFO-RS) standard

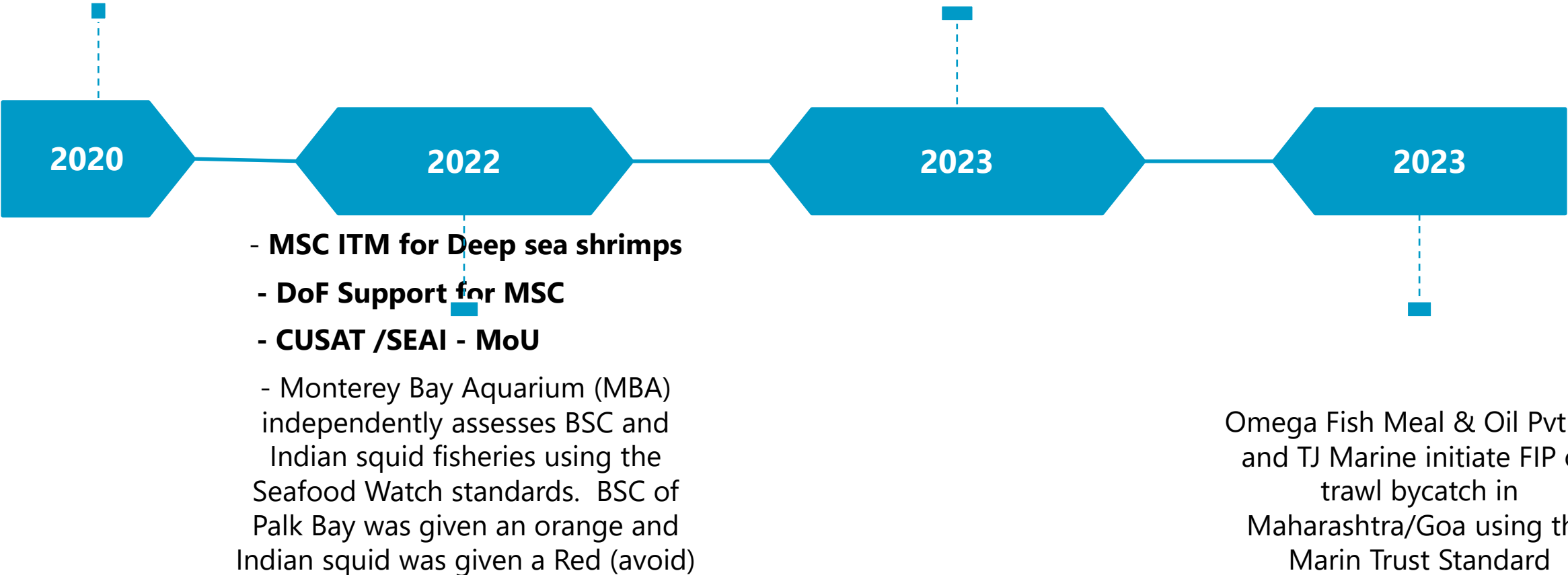
5 species of trawl-caught shrimps and cephalopods from Kerala undergo pre-assessment and move into a comprehensive FIP



- **CIFT/SEAI – MoU**

- **CMPA initiates pre-assessment** and FIP of Palk Bay gillnet caught blue swimming crab (BSC)

- **CMFRI /SEAI – MoU**
- Based on appeals on an incorrect assessment of Indian squid by SEAI and CMFRI, MBA starts redoing the assessment



Fisheries under certification - India

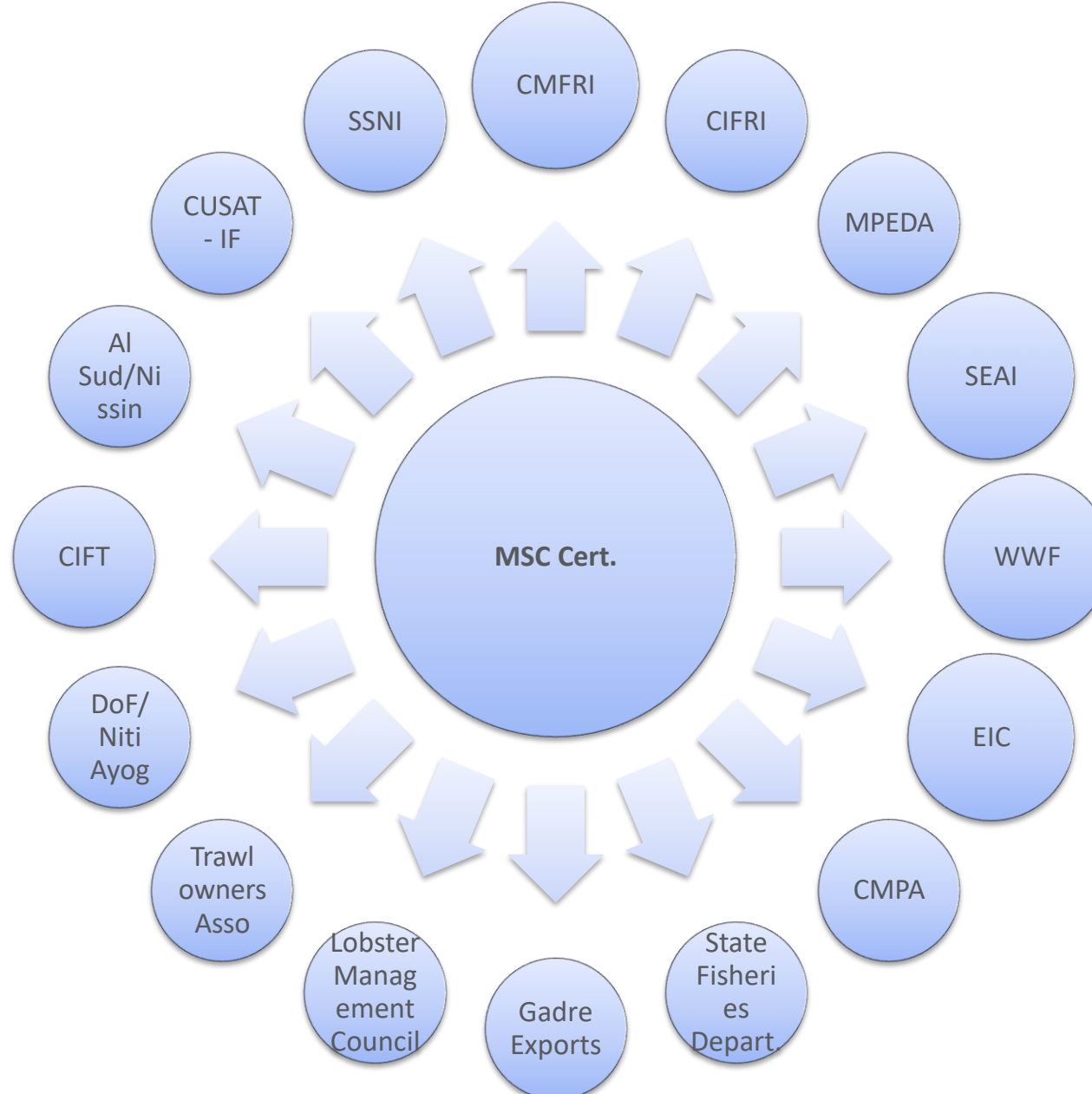
Fishery - UoC	Area	Fund	Start - End	Standard	Recent FIP Rating
Trawl-caught 5 species shrimps & cephalopods	Kerala	SEAI consortium	2019 - 2024	MSC	A
Trawl caught 3 species deepsea shrimp	Kerala	SEAI consortium/ ITM of MSC	2020 - 2024	MSC	A
Purse seine caught oil sardine & mackerel	MH/Goa	Omega Feeds/ TJ Marine	2017	Marin Trust	
Gillnet caught blue swimming crab	Palk Bay TN	CMPA	2020 - 2025	MSC	A
Trawl bycatch - aggregate	MH/Goa	Omega Feeds/ TJ Marine	2023	Marin Trust	
Gillnet/ trawl caught spiny-cheek grouper	Kar/Ker	Indo-Fish/ Neptune International	2023-2025	MSC	

Species: Karikadi, Poovalan, Indian squid, pharaoh cuttlefish, webfoot octopus, Indian nylon shrimp, *Heterocarpus chani*, *Aristeus alcocki*, *Portunus pelagicus*

Fisheries aiming for certification

Fisheries - UoA	Area	Standard	Moved by
Trawl caught threadfin bream	West coast India	MSC	A consortium led by Gadre Marine - reactivation
Pole & line caught skipjack tuna	Lakshadweep Islands	MSC	WWF-India, FIP complete, awaiting a full assessment
Trap caught spiny lobster	Kanyakumari TN	MSC	SIFFS – no fund source yet
Trawl caught flower shrimp	Gulf of Mannar TN	MSC	Aldi-SUD, MSSRF reactivation
Gillnet caught oil sardine	Kollam, Kerala	MSC	Vadi Fishermen Coop Society, no funds

Stakeholders



ENJOY THE
SEAFOOD
YOU LOVE ♡
TODAY, TOMORROW
AND ALWAYS



We're on a mission to end overfishing. Ensure future generations can enjoy the wild seafood we love by choosing certified sustainable seafood with the blue fish label.

