

ANNEX IX

ALLFISH Work Program 2010

AXIS 3. BUILDING NATIONAL AND INTERNATIONAL CONSENSUS AND CODES

2010 ALLFISH Funding: \$50,000; partner funding: tbd.

STATUS: Concept below was proposed by GTZ on 14 June; awaiting completion of work plan and deliverables.

GAP 3b: 2010 CERTIFICATION BENCHMARKING PROJECT PROPOSAL

(i) Overall concept

- The proposed global benchmarking initiative for responsible fisheries is of high priority both for the ALLFISH work program 2010 and for the industry represented in this meeting by METRO, Royal Ahold and NFI/ICFA).
- The project may provide pointers for FAO's work on developing guidelines for ecolabeling and certification. Hence it will not threaten or foil the ongoing processes at the international level (such as the development of guidelines for ecolabeling and certification of aquaculture products).
- The project would not create another label. Rather it will define essential minimum criteria and a benchmarking framework including a "meta-standard" for internationally accepted certification schemes for sustainable fisheries and aquaculture.
- The Meta-Standard would be designed to benchmark other standards against, and is not designed to certify a product, a farm or fishery against. Compliance would hence to be verified at the level of principles and criteria and not at the level of indicators. This approach has the advantage that it provides for a certain amount of harmonisation (a single framework) but at the same time would allow for the necessary flexibility and market segmentation.
- The initiative should be modeled after the existing Global Food Safety Initiative.

(ii) Governance

- In the long-term the initiative should become an independent organization, operated under the management of a private organization or industry network (such as the Consumer Goods Forum – CGF – which is currently not available as a host for the initiative).

- A “neutral broker” is needed for starting the initiative (i.e. developing a work plan, selection of participating actors and the shaping of their relationships with individuals and organizations, provision of administrative support and staff, leverage the balance of funding from retailers and others etc). It was recommended that GTZ would play this role.

(iii) Next steps

- GTZ will coordinate the development of a work program/ business plan for the project. The draft will be ready for comments by this group by the end of August 2010 (at the latest)
- GTZ will make a proposal to the ALLFISH Secretariat on how to utilize the USD \$50,000 that have been reserved for this preparatory work under the ALLFISH work program 2010. This proposal should also take into consideration the need for close coordination and cooperation with FAO on this subject matter.
- After finalization of the work program (i.e. September 2010) this group would decide on the final steering structure and on the structure and location of a project secretariat (GTZ has expressed is interest to host the secretariat, provided that balance of funding from retailers and others who will take part in this initiative could be leveraged).

(iv) Points of Contact

- Heather Tausig (New England Aquarium)
- Jan Kranghand (METRO Group)
- Aldin Hilbrands (Royal Ahold)
- Grimur Valdimarsson (Ex-Director, FAO Fishery Industries Division)
- John Connelly (NFI)
- Stetson Tinkham (ALLFISH)
- Mark Prein (GTZ)
- Marc Nolting (GTZ)