



Vorfundur Fiskimjölsframleiðenda 31.mars 2017

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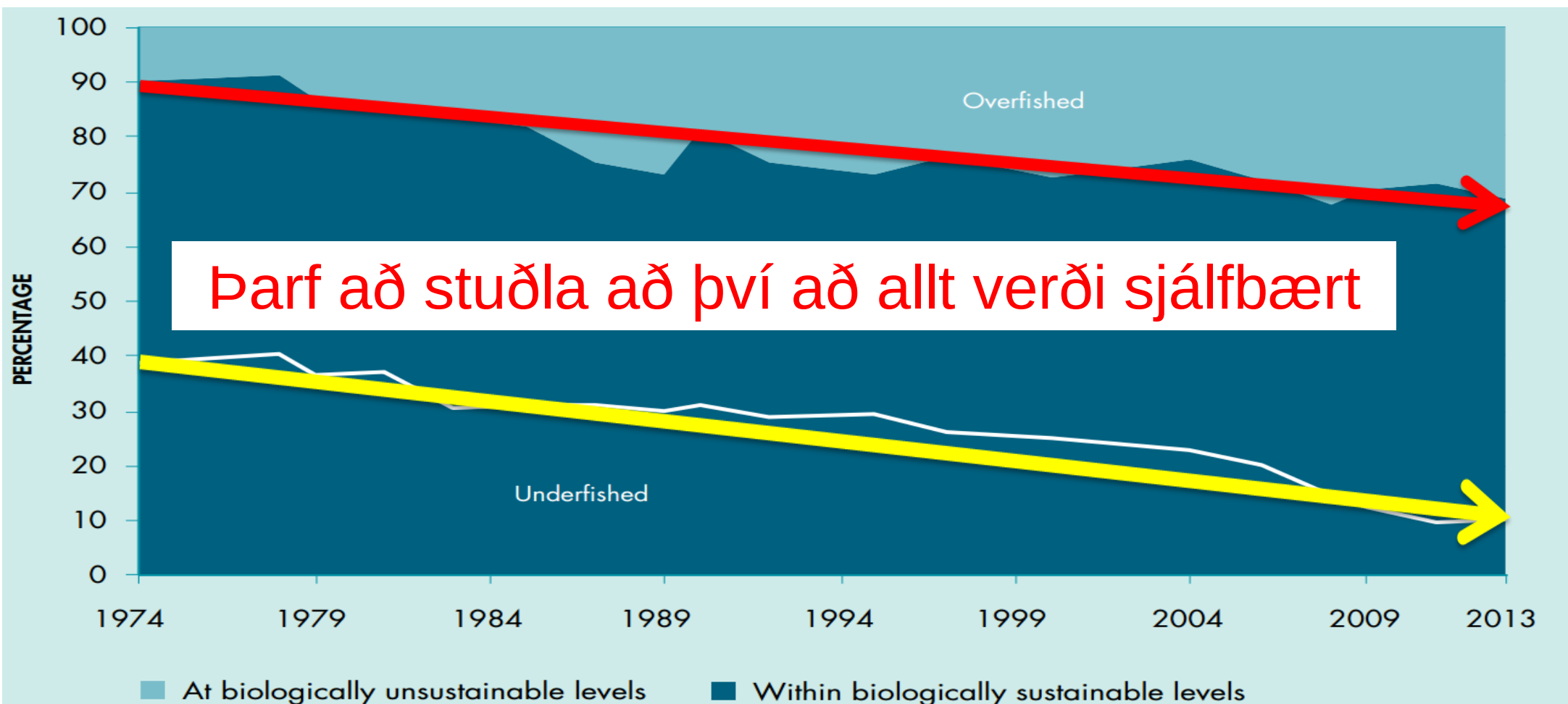
Biltist um hafið bærufans
bölvaðar lægðirnir stíga dans
Létt verða í vasa launin manns
ef loðnan er farin til andskotans

Bræðslukarlarnir berja lóminn
og bankastjórarnir skella í góminn
Því efnahagslífið fer alveg úr skorðum
ef loðnan bregst eins og síldin forðum

Loðnan er fundinn og það er lán fyrir alla
látum nú helvítis gengið falla
Hjálmar er laus við hræðsluna og kvíðann
enda hefur hann ekki þagnað síðan



Hlutfall af ofveiði í heimsveiðinni frá 1974



Þarf að stuðla að því að allt verði sjálfbært

Notes: Dark shading = within biologically sustainable levels; light shading = at biologically unsustainable levels. The light line divides the stocks within biologically sustainable levels into two subcategories: fully fished (above the line) and underfished (below the line).

Umhverfissamtök mótmæla

Is your supermarket
carting away the
oceans?



Hlutverk MSC

- Vera mælikvarði á hvað eru sjálfbærar fiskveiðar.
- MSC er alþjóðlegur staðall sem skilgreinir hvað eru sjálfbærar fiskveiðar
- MSC fiskveiðivottun víða orðin forsenda verslunar með sjávarafurðir



MSC samtökin í dag

- Alþjóðlega sjálfseignarstofnun, non profit charity, skráð í London
- ~ 180 starfsmenn
- Skrifstofur í öllum byggðum heimsálfum
- Aðalstjórn 14, Tæknistjórn 14, Hagsmunaráð 35-50
- Um 10% af heimsveiðinni er vottuð.
- Ísland með
 - ~ 1,3% af heimsveiðinni
 - ~ 6% af MSC vottuðum veiðum



MSC Structure

Board of Trustees

Technical Advisory
Board

Stakeholder
Council

*Umsækjandi
(ISF)*

MSC

FAO guidelines

ISEAL
codes

MSC STANDARD
Certification
Requirements

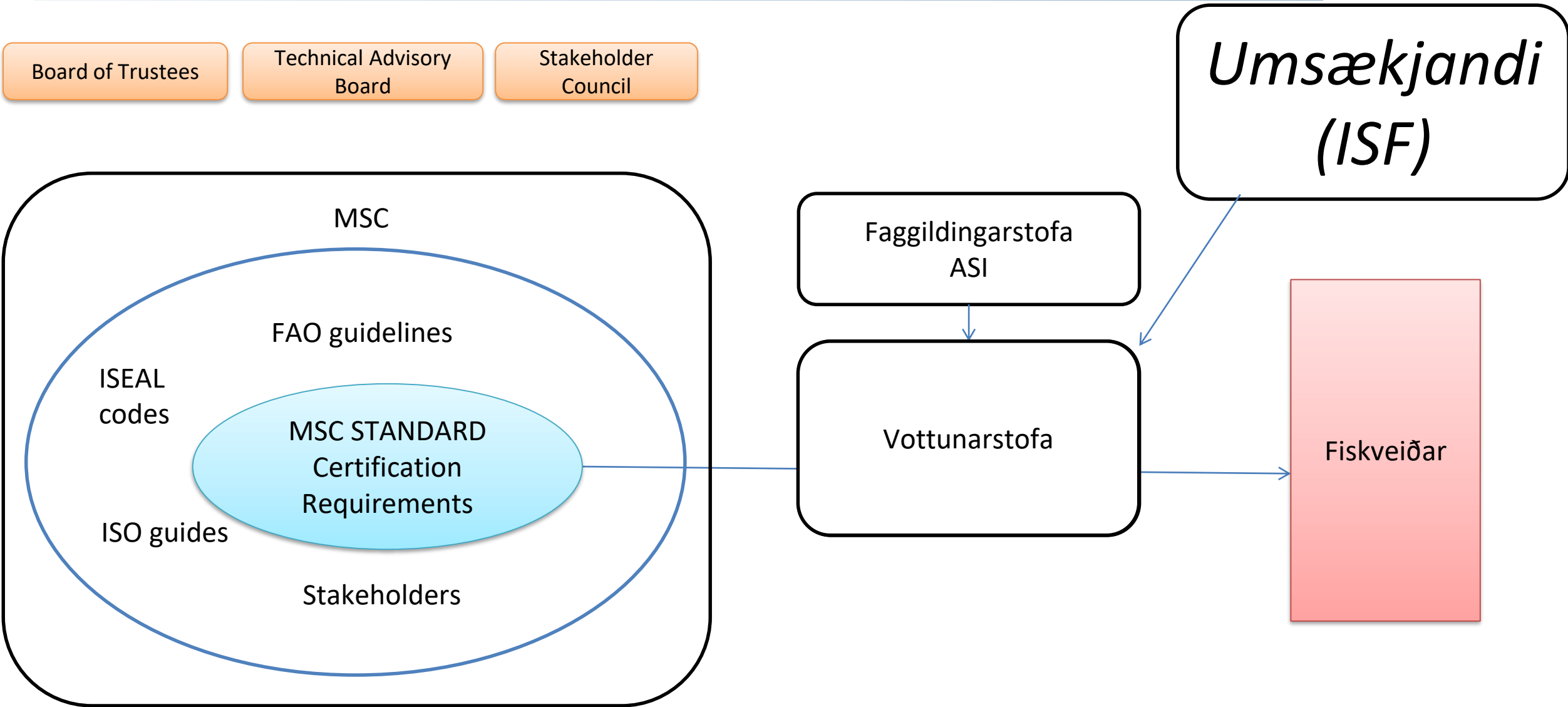
ISO guides

Stakeholders

Faggildingarstofa
ASI

Vottunarstofa

Fiskveiðar



Impacts: Expansion of the MSC



MSC, nokkur dæmi um samstarfsaðili á smásölustigi



Many important brands-brand owners worldwide recognise the value of MSC, and after robust due diligence prefer MSC certified supplies in their sourcing:

- **Orkla International**
- Appel, Germany, Europe
- **McDonalds, Europe-Americas**
- Bolton Alimentari, Italy-Europe
- **Clearwater Seafoods, Canada**
- Findus Group, Europe
- **Frosta, Europe**
- Highliner Foods, Canada and US
- **I&J, South Africa**
- Iglo Foods Group, Europe
- **Young's, UK**
- Unilever, Global
- **Nestle, Global**
- Sainsbury's, UK
- **Wal-Mart, US**
- Woolworths, SA
- **IKEA Global**
- Aeon Japan
- **Ahold Europe**
- ICA Sweden
- **Coop Sweden and Swiss**
- Aldi, Germany-Europe
- **Costco, US**
- Carrefour, France-Global
- **Edeka, Germany**
- Kroger, US
- **Metro, Germany-Global**
- Rewe, Germany
- **Eroski, Spain**
- Schwarz Gruppe, Europe-Global
- **Schiff-Reckitt Banckiser**



And many others....

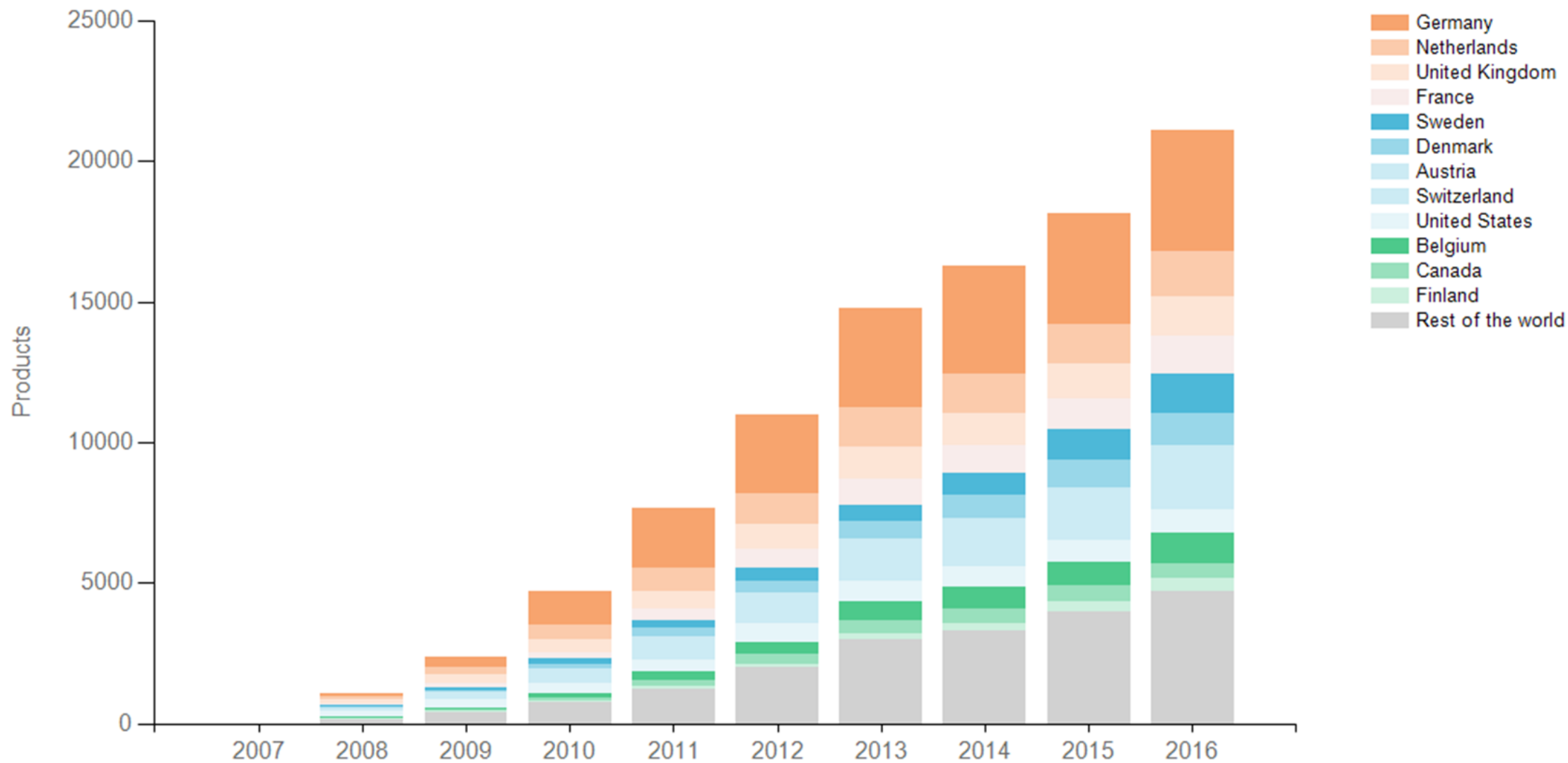
Dreifing á MSC vottuðum afurðum



MSC Chain of Custody holders



Fjöldi vörumerkja (B2C) eftir löndum



Sjálbærni mikilvægara en verð og vörumerki !

- **Globescan**
- **21 landi**
- **16000 svarendur**



Seafood consumers put sustainability before price and brand

New global independent research has found that sustainability is a key driver for seafood purchase. Across 21 countries overall, sustainability is rated more highly than price and brand



21

countries are represented in the largest ever global analysis of attitudes to seafood consumption'



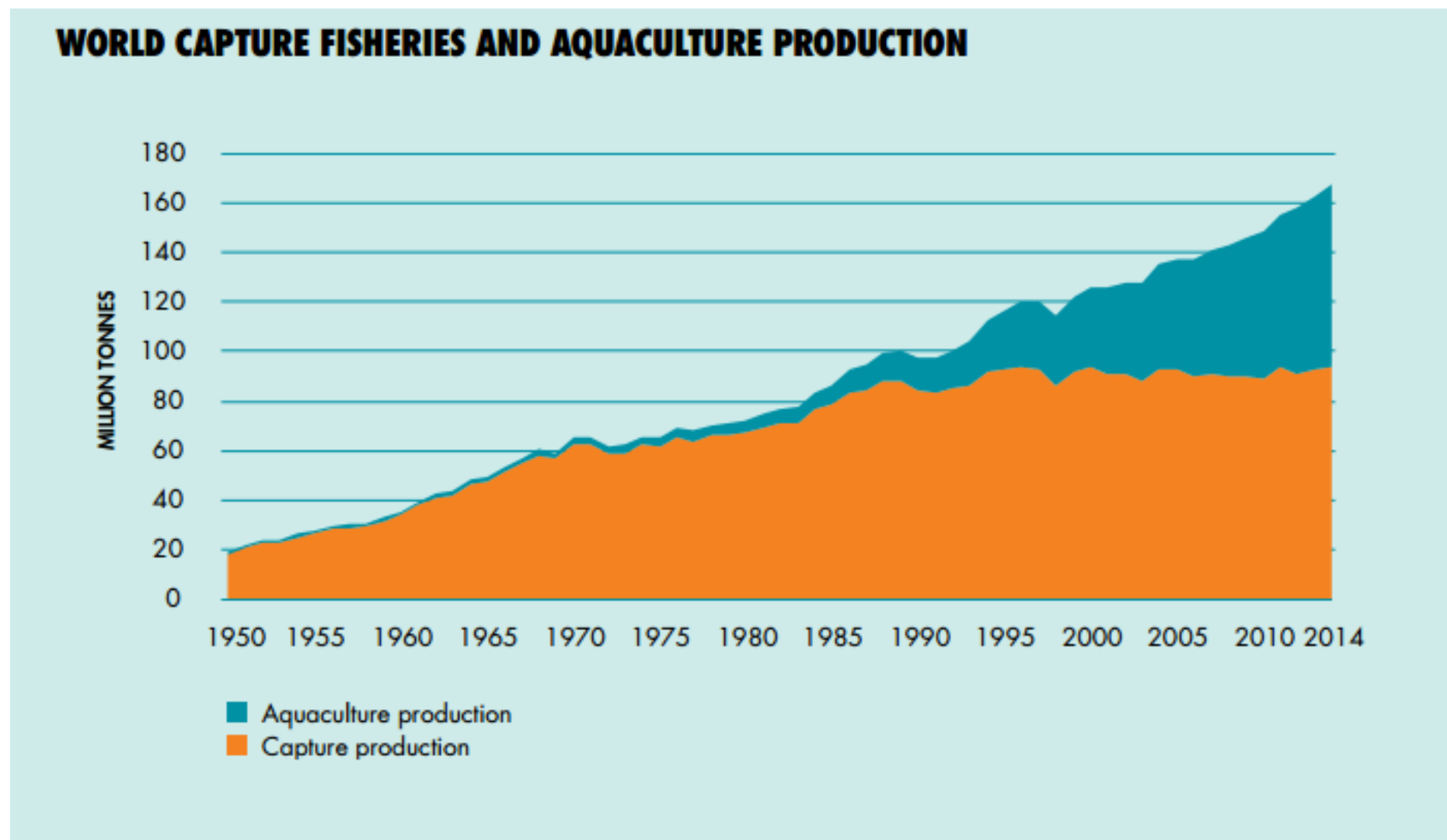
+16,000 seafood consumers in 21 countries took part in the research, which ensured a statistically representative sample in each country.

Innkaupastjórar stórmarkaða

- Vilja MSC vottun til staðfestingar á fiskur sé ekki úr of veiddum stofnum
- Framboð af eldisfiski vex, s.s.
 - Lax
 - Tilapia
 - Pangasius
 - Osfrv



Fiskframboð eykst úr fiskeldi



Innkaupmenn stórmarkaða

- Eldifiskur úr mismunandi aðstæðum og því kemur krafan um **Ábyrgt fiskeldi**
- **Álitamál í fiskeldi eru margvísleg s.s.**
 - Sýklalyfjanotkun
 - Dýravelferð (þéttleiki í búrum)
 - Aðbúnað starfsfólks
 - Strok og erfðablöndun
 - Sjúkdómar og smit í náttúrulega stofna
 - Mengun
 - **FÓÐUR**



Vaxandi krafa í fiskeldis stöðlum að gera kröfu um MSC vottun á mjöli og lýsi

ASC staðall fyrir fiskeldi



Aðrir fiskeldisstaðlar:

- Global G.A.P
- GAA
- Best Aquaculture Practice
- Lífrænir staðlar
- Friends of the sea
- o.fl

Marine Stewardship Council

Low trophic level species



Low Trophic level tegundir

Fisktegundir sem eru ofarlega í fæðukeðjunni eins og uppsjávarfiskar skilgreinast sem

- LOW TROPHIC LEVEL

Ef þær eru sérstaklega mikilvægar fyrir vistkerfið þá flokkast þær sem

- KEY LOW TROPHIC LEVEL

Loðna er flokkuð sem Key low trophic level.

- **Based on 3 Principles:**

- 1) status of target stock;
- 2) environmental impacts;
- 3) effectiveness of management



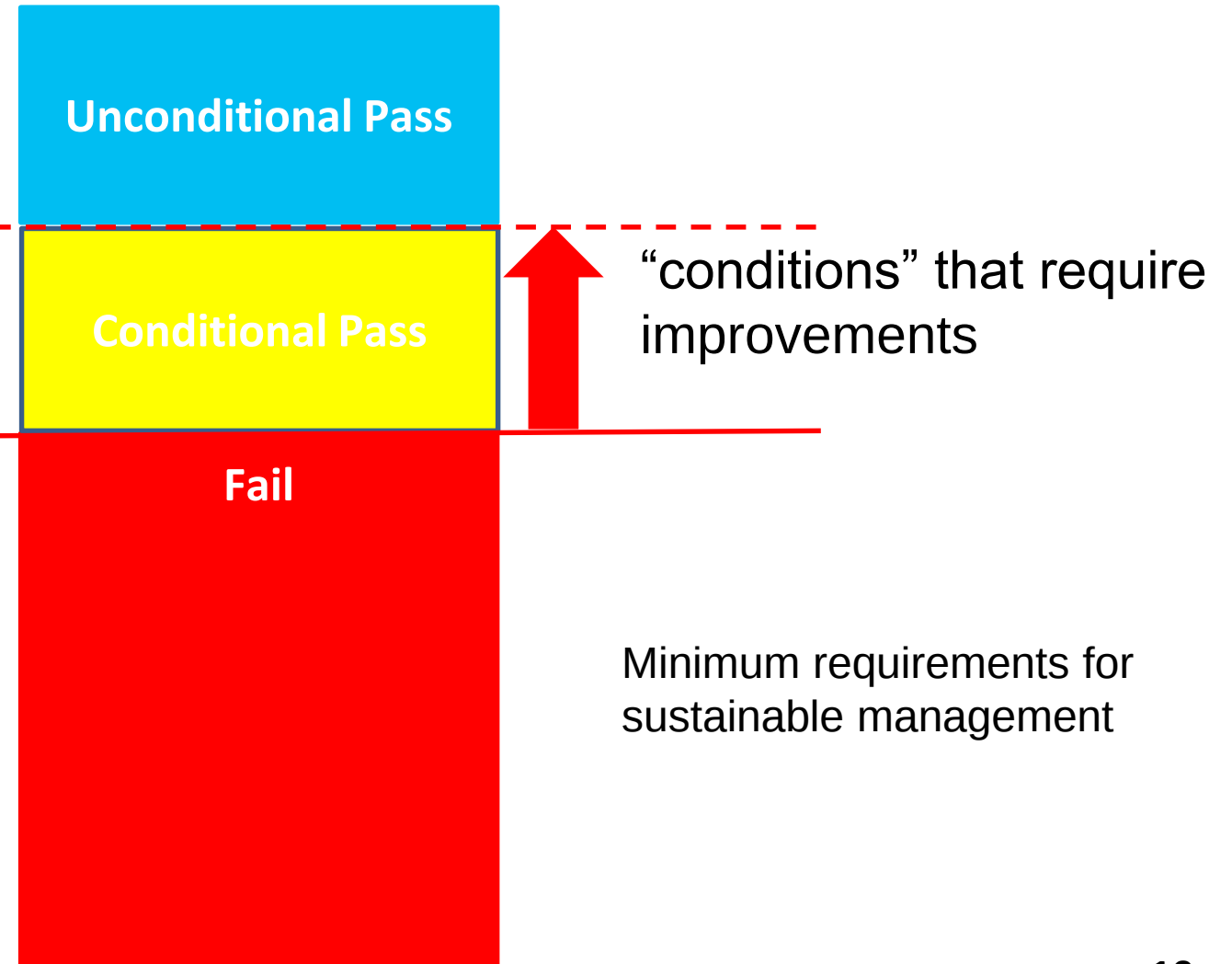
- 31 Performance indicators (cr 1.3)
- 28 Performance indicators (2.0)

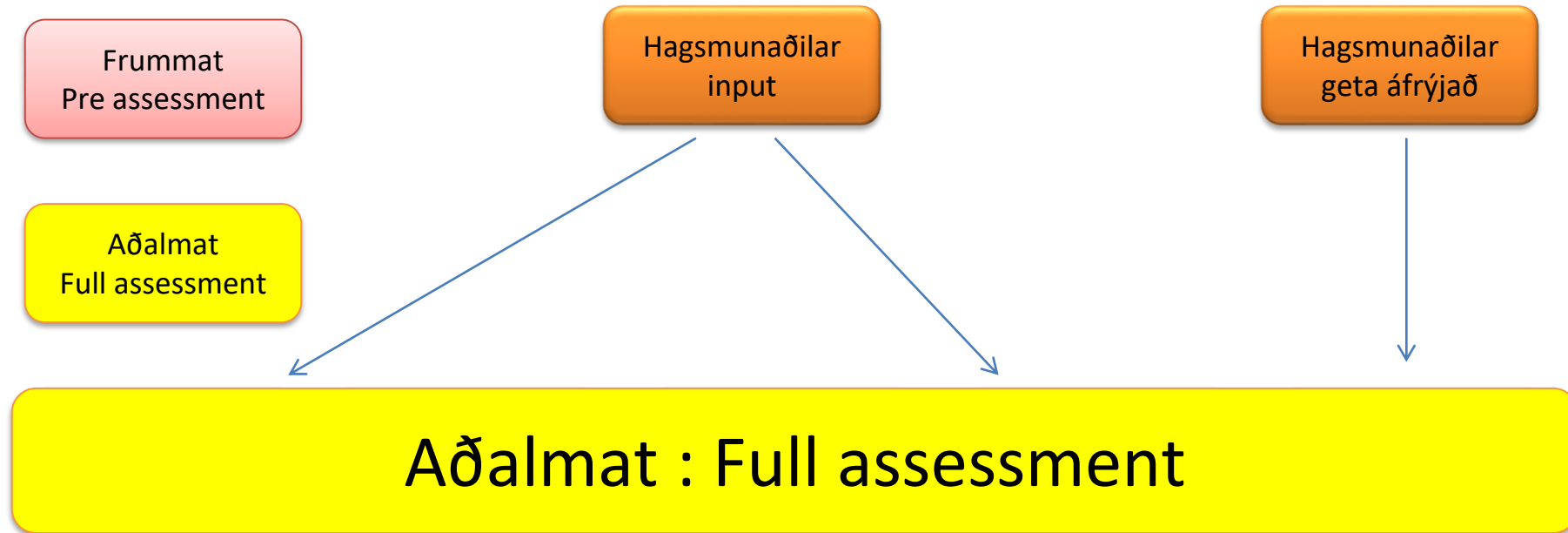


Conditional pass and theory of change



Component	Performance Indicator (PI)	
Outcome	1.1.1	Stock status
Management	1.2.1	Harvest strategy
	1.2.2	Harvest control rules & tools
	1.2.3	Information & monitoring
	1.2.4	Assessment of stock status
Primary species	2.1.1	Outcome
	2.1.2	Management strategy
	2.1.3	Information/Monitoring
Secondary species	2.2.1	Outcome
	2.2.2	Management strategy
	2.2.3	Information/Monitoring
ETP species	2.3.1	Outcome
	2.3.2	Management strategy
	2.3.3	Information strategy
Habitats	2.4.1	Outcome
	2.4.2	Management strategy
	2.4.3	Information
Ecosystem	2.5.1	Outcome
	2.5.2	Management
	2.5.3	Information
Governance and policy	3.1.1	Legal &/or customary framework
	3.1.2	Consultation, roles & responsibilities
	3.1.3	Long term objectives
Fishery specific management system	3.2.1	Fishery specific objectives
	3.2.2	Decision making processes
	3.2.3	Compliance & enforcement
	3.2.4	Monitoring & management performance evaluation





Loðnan skor

1

2

3

Table 16. Performance Indicators scoring assigned to the ISF Iceland Fishery in the UoAs 1 and UoA:

Component	Performance Indicator (PI)		Score
Outcome	1.1.1	Stock status	80
Management	1.2.1	Harvest strategy	95
	1.2.2	Harvest control rules & tools	80
	1.2.3	Information & monitoring	90
	1.2.4	Assessment of stock status	100
Primary species	2.1.1	Outcome	100
	2.1.2	Management strategy	100
	2.1.3	Information/Monitoring	100
Secondary species	2.2.1	Outcome	90
	2.2.2	Management strategy	100
	2.2.3	Information/Monitoring	95
ETP species	2.3.1	Outcome	80
	2.3.2	Management strategy	80
	2.3.3	Information strategy	80
Habitats	2.4.1	Outcome	100
	2.4.2	Management strategy	90
	2.4.3	Information	95
Ecosystem	2.5.1	Outcome	100
	2.5.2	Management	95
	2.5.3	Information	80
Governance and policy	3.1.1	Legal &/or customary framework	85
	3.1.2	Consultation, roles & responsibilities	95
	3.1.3	Long term objectives	100
Fishery specific management system	3.2.1	Fishery specific objectives	100
	3.2.2	Decision making processes	80
	3.2.3	Compliance & enforcement	100
	3.2.4	Monitoring & management performance evaluation	90

Ložnan skor skv MSC staðli

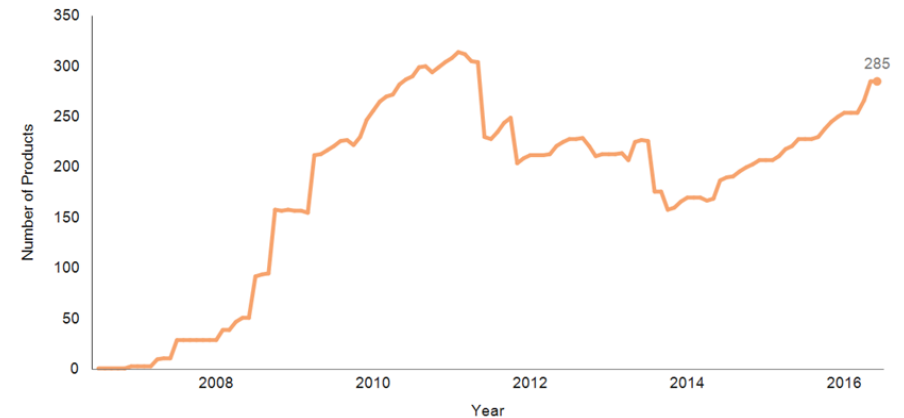
Table 2. Overall scoring in the three MSC principles

Principle	Score	PASS/FAIL
Principle 1 – Target Species	87.5	PASS
Principle 2 – Ecosystem	92.3	PASS
Principle 3 – Management System	92.9	PASS



Samantekt: MSC vottun á loðnu

- Loðnan er að fá vottun án skilyrða
- Fyrstu loðnuveiðarnar í heiminum til að fá MSC vottun
- Furstu uppsjávar veiðarnar í Atlantshafi af „key low trophic level“ til að fá MSC vottun
- Vaxandi eftirspurn í Japan eftir MSC; kvenloðna/hrogn
- Almennt vaxandi fjöldi uppsjávarveiða vottaðar í Atlantshafi,
 - með skilyrðum s.s. Kolmuni, síld, makrill
- Vona að MSC vottun á loðnu nýtist greininni bæði í mjöl og lýsi og eins á manneldismarkaði í Asíu



Sjálfbærni !

Sameiginlegt

markmið

allra hagsmuna !

Takk fyrir

FINANCIAL TIMES

SUBSCRIBE SIGN IN

Future of the Food Industry

Accord on eco-labelling boosts sustainable fishing

Regulators, agencies, retailers and suppliers are finding common ground



A dead cert: demand for sustainable seafood is growing © Getty



November 30, 2016 6:00 am by **Emiko Terazono**