



Fisheries and Oceans
Canada

Pêches et Océans
Canada

Eco-Certification of Fisheries in Canada

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**Gulf Snow Crab Workshop,
Moncton, NB
January 15-16, 2008**



Canada



What is Eco-Certification?

- **A third party Independent Review and Assessment**
- **Sustainability of a given fishery and products value chain**
- **Following thorough criteria and transparent process**
- **Leading to the permission to use a certificate (logo) demonstrating the sustainability of the seafood product to seafood buyers and consumers**



What is Eco-Certification?

- **MSC Certification assessments require documented evidence of :**
 - sustainable outcomes for:
 - the target stock,
 - by-catch,
 - habitat
 - and other ecosystem factors; and
 - appropriate management processes and measures to deliver those outcomes.



Eco-Certification: Growing Trend

- **Buyers and Consumers around the world are demanding sustainable seafood products**
- **Increasing number of buyers requiring proof of sustainability through:**
 - Assurances from Government
 - Eco-Certificates
- **A number of fishery certification systems exist.**
- **Marine Stewardship Council (MSC) is the leading international organization**



Canadian Growing Trend

- **A growing number of Canadian fisheries are seeking eco-certification**
 - Six fisheries are currently undertaking MSC assessments.
 - A number of fisheries are in the MSC pre-assessment phase and are expected to seek full assessments within one to two years.
- **One fishery (Pacific sockeye salmon) has already been certified by Friends of the Sea for Italian and other markets**



DFO's Role in Eco-Certification

- DFO is closely following the requirements of those labels that the Canadian seafood industry is seeking
- While seeking certification is an industry decision, DFO is the main depository of evidence to support an assessment and the main body to be impacted by conditions set on certificates
- Thus DFO has a key role to play in the process for industry to be successful



DFO's Response to Eco-Certification

- **DFO's Ocean to Plate Approach announced in April 2007 includes working with all Stakeholders to help maintain, secure and enhance access to world markets for Canadian seafood products, through:**
 - Agriculture Canada marketing fund;
 - Reducing and eliminating unlawful trade barriers;
 - Responding to Eco-Certifications by:
 - Ensuring sustainable management systems are in place which will help secure ecocertificates; and
 - Feeding into assessment processes for certification, where demanded.



DFO's Response to Eco-Certification

- **DFO's new Resource Management Sustainability Framework will help demonstrate sustainability and thus support efforts to certify fisheries**
- **Under the new Framework, new policies and tools – like the Fishery Checklist – will help deliver these requirements and monitor progress towards sustainability**
 - The Checklist is an internal assessment tool that covers the main subjects examined during a certification



DFO's Response to Eco-Certification

DFO is actively involved in the certification “file” on a number of fronts:

- **As part of individual fishery assessments DFO is...**
 - Supplying Science and Management information to Certification Bodies
 - Engaging in the different review stages to ensure consistency and accuracy; and
 - Engaging with the “clients” and the Certification Bodies on the “deliverability” of actions to meet conditions.



DFO's Response to Eco-Certification

- **DFO is Re-Organising internally to help deliver - including appointing Coordinators**
- **DFO is participating in MSC's Quality and Consistency project to help streamline and clarify the process**
 - by developing default assessment Performance Indicators and Scoring Guideposts and clarify assessment criteria
- **DFO is analyzing market demands for MSC certification and planning for resource demands associated with future assessments**



Lessons Learned To Date

- **In Canada, we are still in the learning stage – fishery certifications are relatively new**
- **The certification process relies on good communication and cooperation:**
 - Our experience has shown that success can be achieved when there is open collaboration between the client, harvesters, DFO and the certifying body



Lessons Learned To Date

- **Communication roles vary by party...**
 - Client's role to inform and discuss process at beginning with DFO and to share information with Stakeholders
 - Harvester's role to stay informed and participate in process where possible
 - Certifying body's role to inform all interests about the stages of the process



The way forward

- **DFO will continue to find ways of helping industry to meet market challenges, where we can**
- **We will continue to seek ways to better support certification processes**