



FranceAgriMer

A public eco-labelling scheme under development

Anne-Kristen Lucbert (FranceAgriMer)
David Picault (MAP – DPMA)

**ROUND TABLE ON ECO-LABELLING AND CERTIFICATION
IN THE FISHERIES SECTOR**

The Hague, Netherlands, 22-23 April 2009

Plan :

- Foundation of a general policy on eco-labelling
 - Feasibility study of eco-labellisation in the fisheries sector : context, aims, methodology.
 - Consensus stemming from the study
 - National debate on environmental issues (« Grenelle »)
- Developing a public scheme
 - Public ecolabel → Law
 - Procedures of certifying → Set of decrees
- Conclusions



OECD - 23/04/2009 2

- Foundation of a general policy on eco-labelling










OECD - 23/04/2009 3

- Context
 - International level :
 - Guidelines for eco-labelling (FAO, Rome 2005)
 - European level :
 - Debate launched in 2005
 - Options in progress :
 - 1/ Setting up a specific regulation for a seafood ecolabel in Europe
→ settling requirements on eco-labelling
 - 2/ Extension of regulation (EC) n°1980/2000
→ competition between fishing techniques ?
 - National level :
 - Few well-known ecolabels
 - Increase of consumers expectations for 'environmental-friendly' products



OECD - 23/04/2009 4

• Feasibility study of eco-labellisation in the fisheries sector

➤ Aims:

- To scrutinize the subject.
- Focus on existing labels.
- Does it represent an opportunity for French fisheries ?
- Find a consensus on minimum requirements.



• Methodology

➤ Setting up a working group (2007)

- including the whole sector (producers to consumers representatives)
 - led by FranceAgriMer
 - still regularly gathered
- **Step 1** : benchmarking the compliance of existing ecolabels to FAO's guidelines
- **Step 2** : inquiry on sustainable fisheries criteria
- **Step 3** : test on 2 fisheries: *Saithe / Norway lobster* from « *Golfe de Gascogne* »
- **Step 4** : which kind of eco-labelling in the fisheries sector ?

• Consensus stemming from the study (March 2008)

- One scheme in compliance with FAO's guidelines : MSC
 - Expression of global needs :
 - To comply with a future European framework
 - Clarity for consumers
 - Diversity for operators
 - Credibility
 - Go further than FAO minimum requirements
- } → public scheme framework
- Building a standard based on 4 categories :
 - Stock management / Ecosystem impacts / Social & economic / Post-catch activities (including traceability)
 - Choice and attempt to specify 15 principles → ...

→ 15 principles

Stocks	1) No overfishing – No IUU fishing
	2) Transparency of datas collected / safety of the catch recording method
	3) Compatibility between fishing effort and stock(s) biomass
	4) Reactivity of fishing effort management system in case of stock decrease
	5) Traceability of areas, catching period and gear employed
Ecosystem	6) Selectivity of gear to limit undersized specimens and by-catch
	7) Measuring and limiting impact(s) of gear on ecosystem
	8) Preventing the loss of gear - mesures of recovering « ghost » nets
	9) Preventing the catch of non-target species - including protected species
	10) Measuring and reducing gasoil consumption
Social and Economic	11) Waste management system - including polluting rejections
	12) Working conditions on board - Safety of the crew
Post-catch aspects	13) No waste of products (abuse of withdrawal prices...) or by-products
	14) Best quality preserved all along the chain
	15) Traceability until consumer (to use label)

• Developing a public scheme :

• Public eco-labellisation

The feasibility study : a preliminary work for the national debate on environmental issues « Grenelle » (2008)

→ Opportunity to work out a law :

- Presently in discussion
- Designs the foundation of a seafood eco-labellisation
- Conditions of implementation specified in decrees



OECD - 23/04/2009

9

Protecolegis

• Procedures of certifying

FAO's guidelines for eco-labelling (2005)

1) Standardization

A process which implies the involvement of all stakeholders

2) Accreditation

accreditation body provides assurance that the certification body is able to assess and certify

3) Certification

certification bodies provide assurance that seafood products come from a fishery that complies with the standard

➤ Specific and flexible regulation to implement these procedures :

→ Set of decrees



OECD - 23/04/2009

10

Protecolegis

• Procedures of certifying

➤ 1st decree : implementation of procedures

- Standardization process : setting up a stakeholders commission
 - Assessment process : methods of accreditation and certification by independent, impartial and transparent bodies
- Accreditation body : **COFRAC** – recognized by (EC) reg. n° 765/2008 = multilateral recognition

➤ 2nd decree : standard for sustainable fisheries

- Based on the 15 principles of the feasibility study
- Requirements for certifications will be specified for each fishery
- Work in close cooperation with professionals



OECD - 23/04/2009

11

Protecolegis

• Conclusions

➤ The French general policy on eco-labelling leads to :

- the implementation of a public framework for sustainable fisheries based on a wide consultation.
- To encourage the setting up of existing ecolabels.
- To foster and inspire the work at the European level.

➤ Benefits expected : to introduce more competition between existing labels

- to give choice to fisheries (faced with cost-leading investments),
- and consumers (with a sign easily understood),
- could precise criteria beyond the FAO's minimum requirements.

➤ This public scheme should be available by the end of 2009.



OECD - 23/04/2009

12

Protecolegis

Thank you for your attention.



OECD - 23/04/2009

13
Proje Sorumlusu