



NOAA
FISHERIES

Seafood
Inspection
Program

NOAA Fisheries Capability for Eco-labeling

Problems and Opportunities

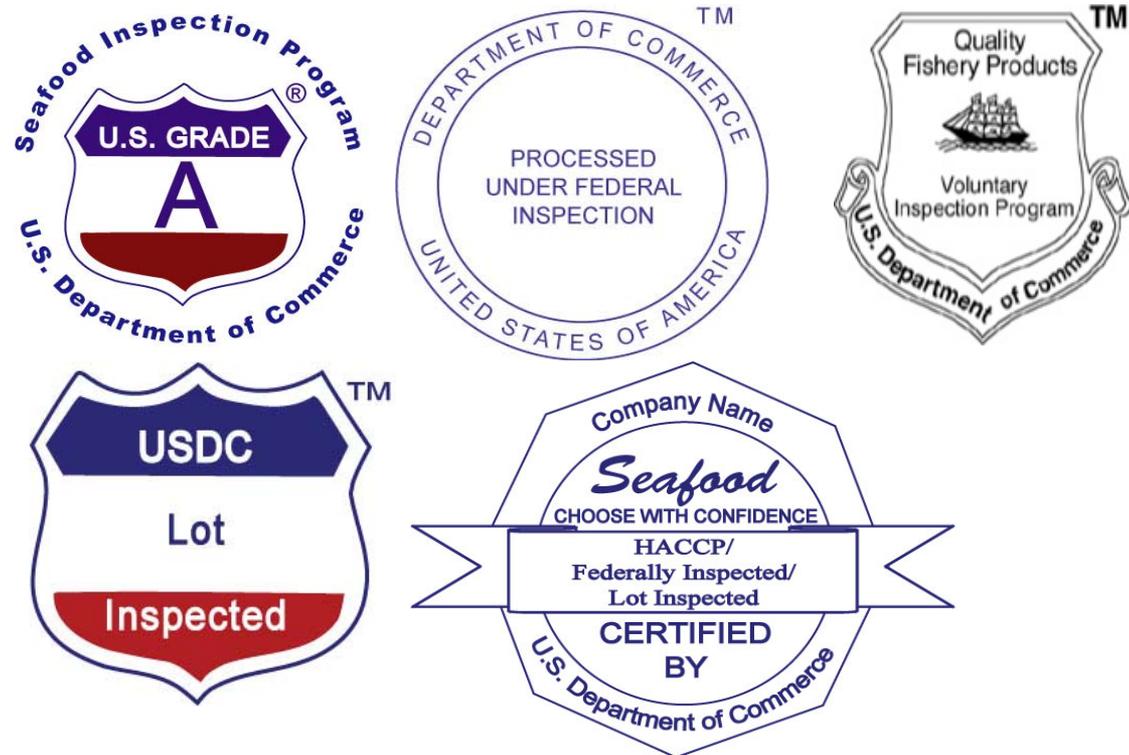
Private Eco-labeling Problems

- There are over 60 Eco-labels in use in Europe Alone
- Demand for Fisheries Sustainability is Increasing
- The Seafood Industry has Continuing Challenges with Assuring the Consumer that Seafood is Harvested Legally and Sustainably
- Private Eco-labels are Confusing to Consumers

The Seafood Inspection Program Experience

- The Seafood Inspection Program has been Affixing Marks to Seafood Retail Packages for Over 50 years:

- Examples:



Process to Use Inspection Marks

- Manufacturer has an Inspection Contract with SIP (Continuous, HACCP-QMP)
- Application is Filed for a Specific Label with Several Effigies Attached
- Label Must Meet all FDA Labeling Requirements
- Label Approving Officer Must Approve of the Label Before the Mark Can be Used.

Possible Scenario of Eco-labeling

- Specific Fishery Should be Identified
- The Harvested Fish Must Meet the Tenets of the FAO Code for Responsible Fishing and the MSRA
- Labels Approved by SIP for a Fee
- Labels Must Meet all FDA Labeling Requirements or Foreign Country Competent Authority Label Requirements
- Process Established for Approval/Withdrawal of Approval (Need a Legal Basis e.g. Written Agreement)

Why Should NOAA Fisheries Consider Issuing Eco-Labels

- NOAA Fisheries Has Implemented MSRA and has Stopped Most Overfishing
- Agency Should be Proud of Our Success and Communicate it to the Interested Public
- Having One Meaningful Mark or Logo Will Reduce Consumer Confusion
- Will Reduce the Cost and Aggravation of Compliance With Private Eco-label Standards

Why Should NOAA Fisheries Consider Issuing Eco-Labels

- SIP is Currently Certifying That Wild-Caught Fishery Products are Caught Legally as Required by the EU
 - Certificates Attest That the Consignment is Caught Legally
 - SIP Performs Tracebacks of 50 Consignments per Quarter to Ensure That Shipping Firms Can Identify the Origin of Fish or Fishery Product

Considerations

- The Mark or Logo Needs to be Symbolically Effective so it is aesthetic and Conveys the Intended Meaning
- NOAA Fisheries May Need an Auditory Function to Prove Effectiveness and Satisfy NGO's
- Which Component of NOAA Fisheries That Managed Such a Scheme is Important i.e., SIP Cannot Deliver These Services and Verify it is Doing So Effectively

Quick Re-Cap

- Eco-labeling is Doable
- Program Should be Simple as Possible
- Mark or Logo Messaging Should be Well Designed
- Eco-label Could be a Part of a Communication Process That Emphasizes NOAA Fisheries Success in Better Stewardship of Living Marine Organisms

Discussion? Questions?