

# Marine Stewardship Council

Fishery – Traceability - Ecolabelling



Gisli Gislason  
Program Director North Atlantic  
Marine Stewardship Council



Just because you can't see it, doesn't mean it isn't there

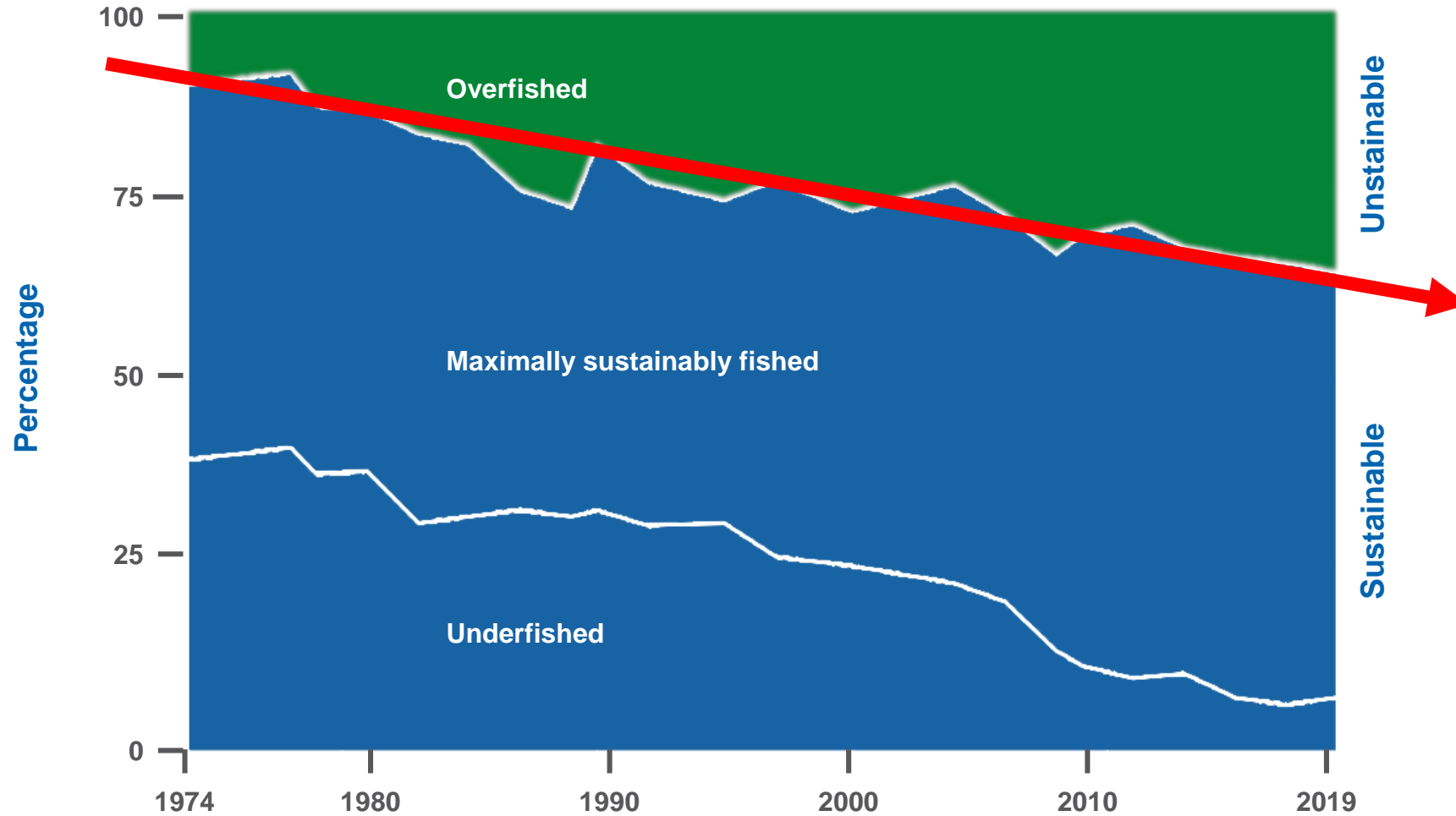
## Challenges:

- Pollution
- Acidification
- **Overfishing**
- Other issues



# Increased % overfishing

Global trend 1974-2019





# MSC AT A GLANCE

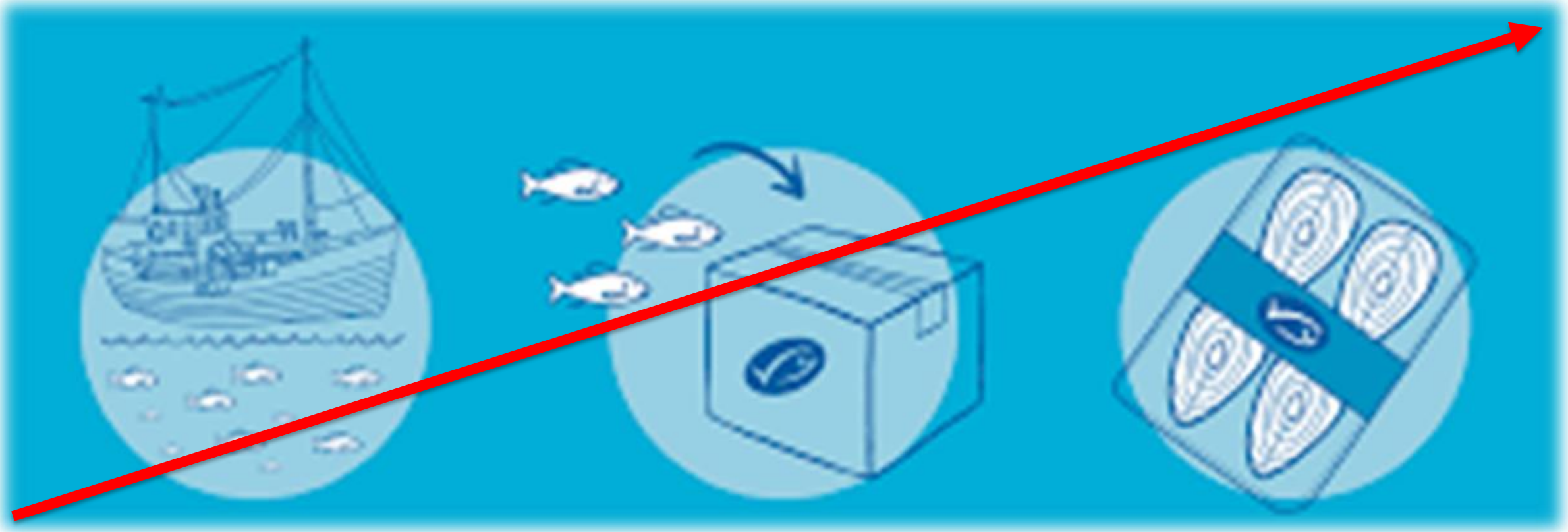
## Globally-recognised seafood certification and labelling program

**We want future generations to be able to enjoy seafood and oceans full of life, forever.**

**Our vision** is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

**Our mission** is to use our **ecolabel** and **fishery certification program** to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.

# Fishery <> Chain of custody <> Ecolabel



15% of global catch

5000 companies in  
50.000 location

Over 20.000 SKU live  
product labelled with MSC  
logo in the global market



# What is the MSC chain of Custody?



# Global seafood trade



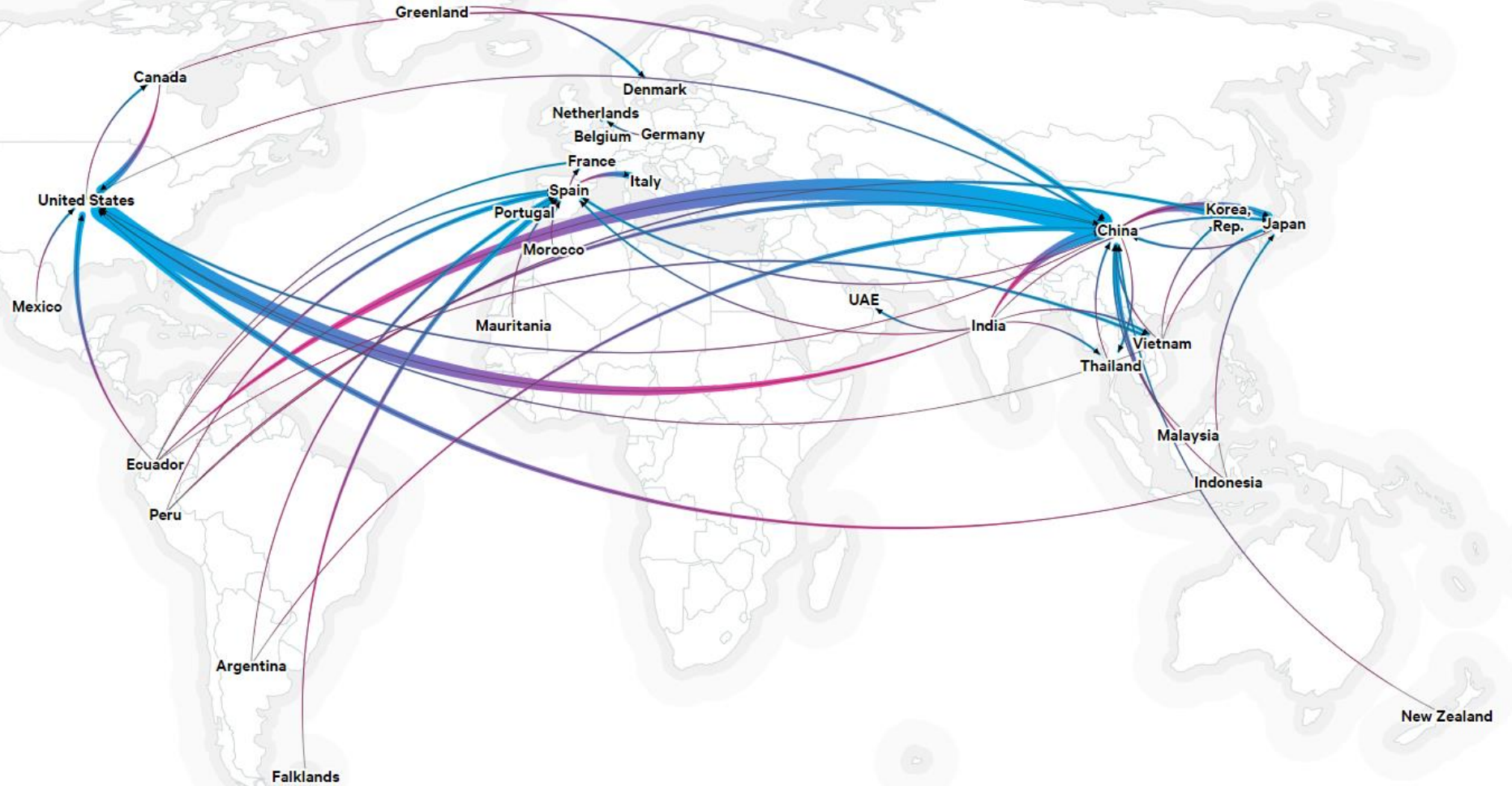
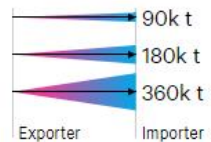
## Measure

- Value
- Weight



Share of global fish and aquatic resources trade

## Scale





# Chain of Custody

Chain of Custody is the sequence where ownership of a product is transferred from one company to another in the supply chain.





# What is certified, UoA & UoC



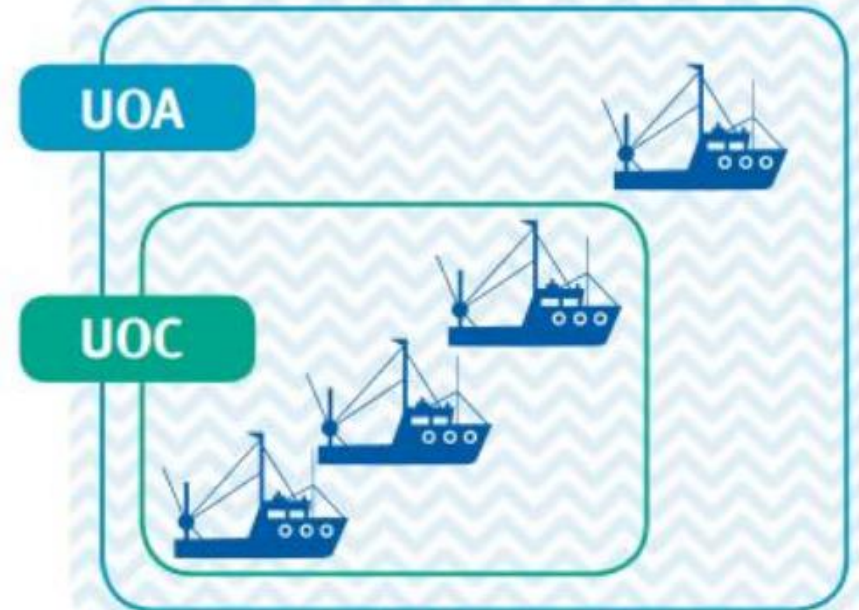
## Unit of Assessment (UoA)

- The target stock(s)
- Fishing method/gear and practice (including vessel type/s)
- Vessels or fleets
- Other eligible fishers that are included in an MSC fishery assessment
- Specific fishing seasons and/or areas

## Unit of Certification (UoC)

- The target stock(s)
- Fishing method/gear and practice (including vessel/s)

### Defining the Unit of Assessment



UoA = Unit of Assessment

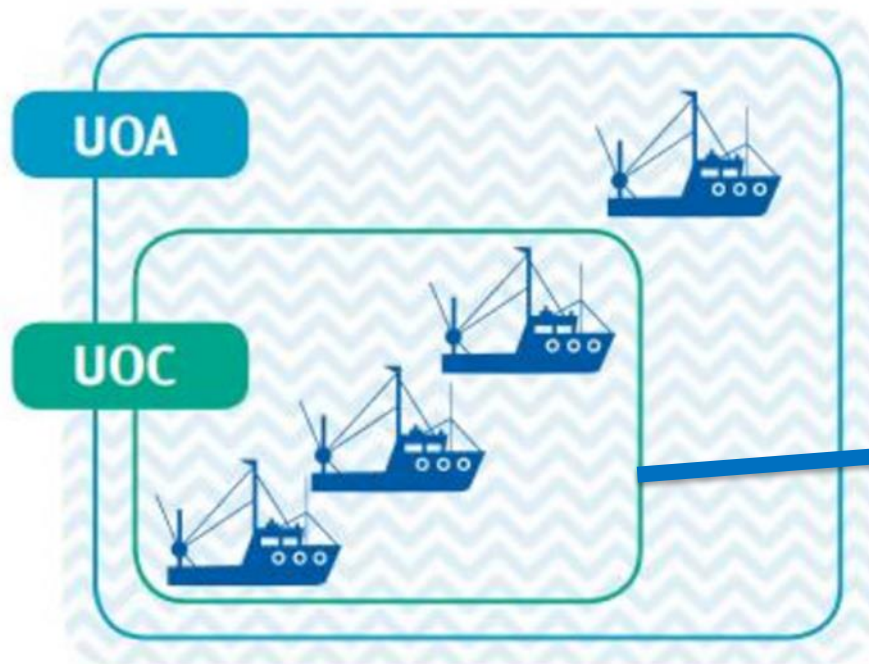
UoC = Unit of Certification

# MSC chain of custody program



## CoC: Ensure labelled product originates from UoC

### Defining the Unit of Assessment



UOA = Unit of Assessment

UOC = Unit of Certification





# Where does Chain of Custody start?

**At or before the first sale from the fishery client group (UoC)**

An independent assessor in the fishery certification, determines where CoC begins.

**CoC can begin:**

- At catch (onboard the vessel)
- At landing
- After landing e.g. storage or auction facilities

**Start of CoC is defined in the traceability section of the Fishery Certification Report**



# Where does Chain of Custody end?

## Product is in Consumer Ready Tamper-Proof Packaging (CRTTP)

- Product is intended to be presented to the ultimate consumer
- e.g. retail packages of frozen fish or tins of smoked mackerel fillets





The scope of the MSC  
Fishery certifications in  
Norway is up to the point  
of landing

and

**Chain of Custody**  
**commences from the**  
**point of landing and**  
**sale.**

Key document in Norway

**“Landings & sluttседel”**

The landing and closing slips are  
the core documents in the  
management of marine fish, and  
the slips lay the foundation  
accurate data,

>>

Also, into the MSC CoC system

# Developing the Chain of Custody Standard





# Reviewing our Chain of Custody Standard

We review our Chain of Custody Standard every three to five years

This enables us to respond to:

- stakeholder concerns
- market changes
- advances in supply chain traceability best practice

The most recent review was completed in 2019, next start in 2023

- Developing a **digital solution for MSC-certified supply chains** that complements, rather than conflicts with, other traceability systems.
- More information will be available in 2023.

MSC is supportive to GDST:

- o The **Global Dialogue on Seafood Traceability (GDST)** is working to establish a common framework for tracking and sharing origin information in an effort to decrease instances of IUU and seafood fraud.
- o The GDST Interoperability Standard v1.0 is a technical document detailing how software can share digital data, like species and volume, in a shared language.



- MSC has now completed comprehensive review on their fishery standard (FSR)
- MSC next review is on the Chain of Custody standard
- MSC has “OCEAN STEWARDSHIP FUND” [OSF@MSC.ORG](mailto:OSF@MSC.ORG)
- MSC has highly skilled fundraising staff
- MSC welcome all thoughts on evt future cooperations and projects on CoC & traceability