

Towards an inclusive model for developing world seafood sustainability

Simon R. Bush

Environmental Policy Group, Wageningen University



Limits to certification

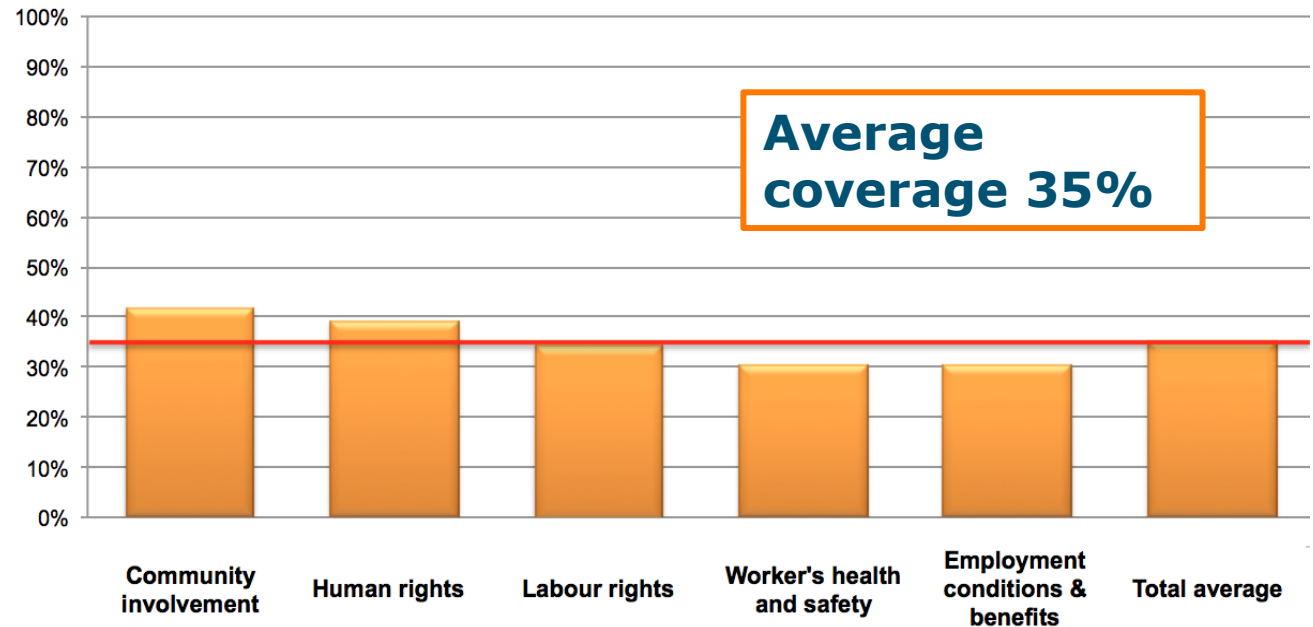


- Limited (!) market demand
- Narrow take on sustainability
- High capital requirements for upgrading and compliance
- Exclusion of poor performers in need of large improvements
- Dependence on public and private intermediaries for 'improvement'

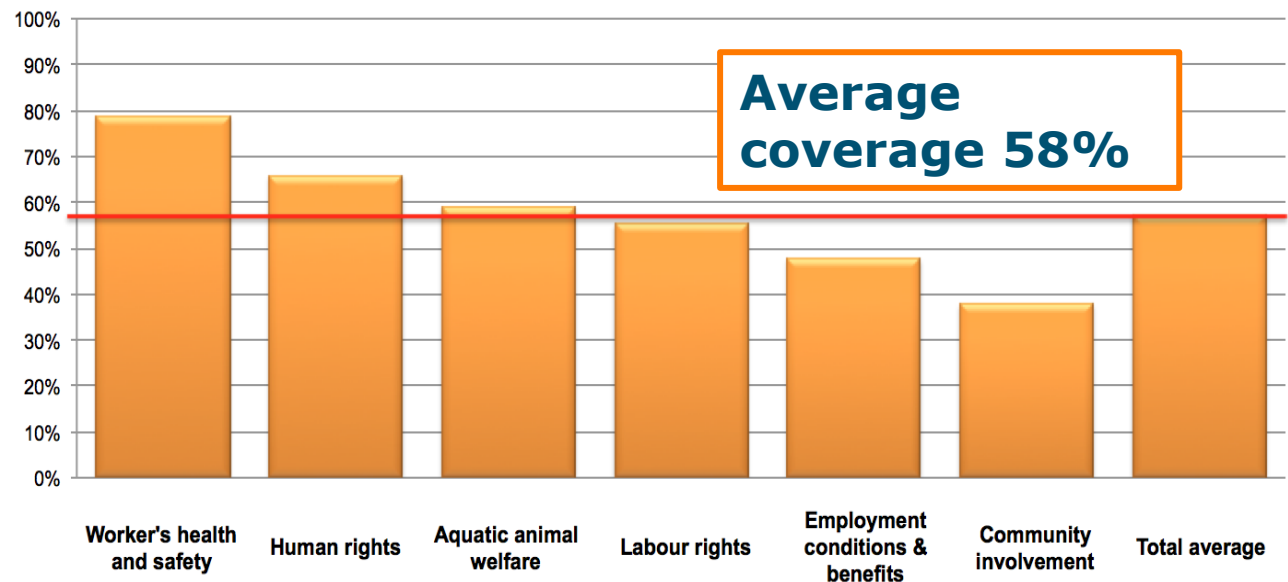
Seafood Standards Review 2016

Average coverage of SSI social indices across initiatives

CAPTURE FISHERIES

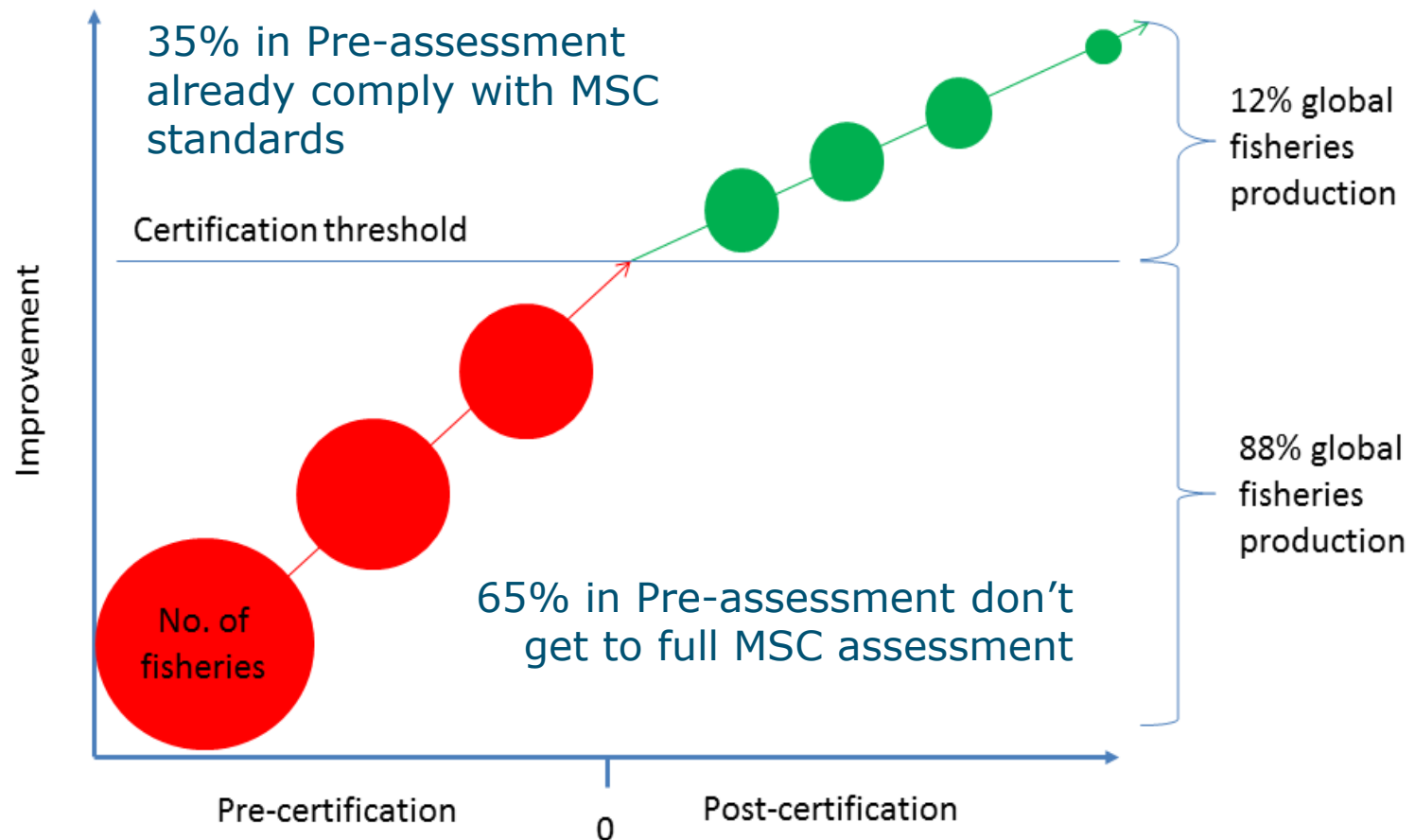


AQUACULTURE



Demonstrating improvement

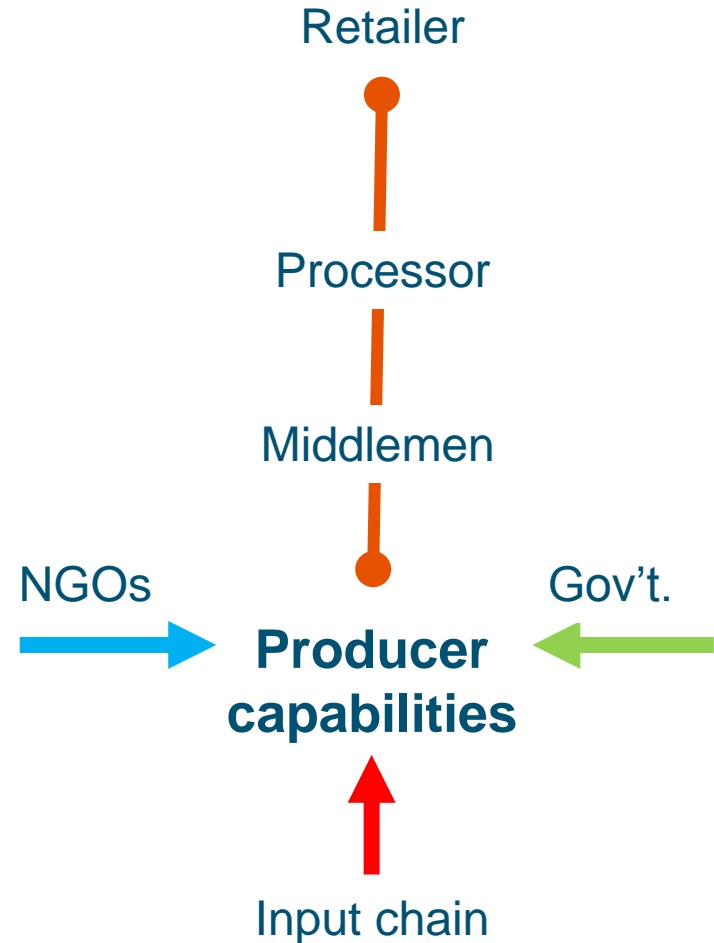
Certification 'pull' below certification threshold?



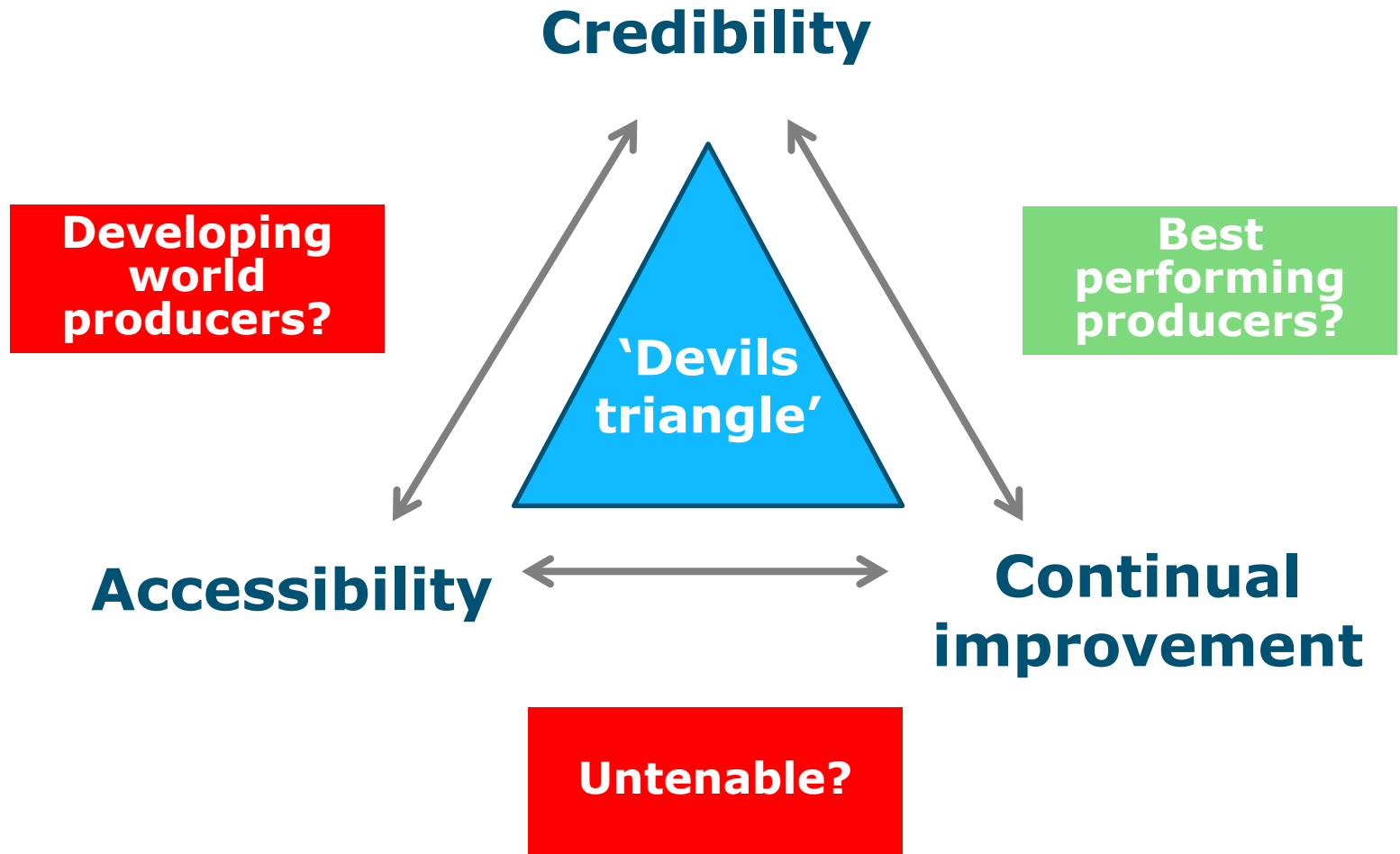
Social constraints to compliance

Capabilities are dependent on chain relations

- Top down informational demand pushed down chains
- Quasi-credit control over producers by middlemen
- Weak benefit distribution along chain



Certification conundrum

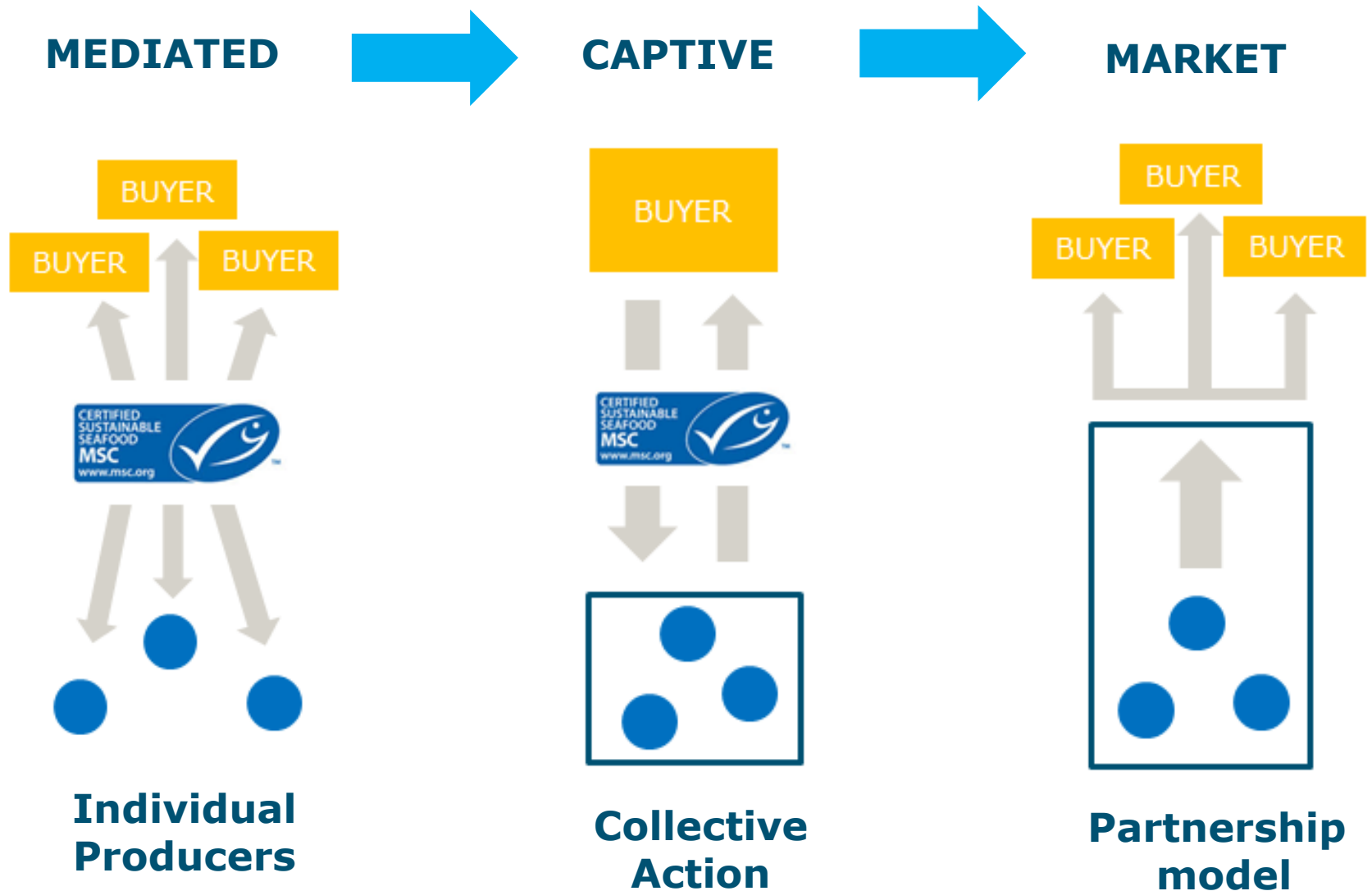


Inclusive improvement models

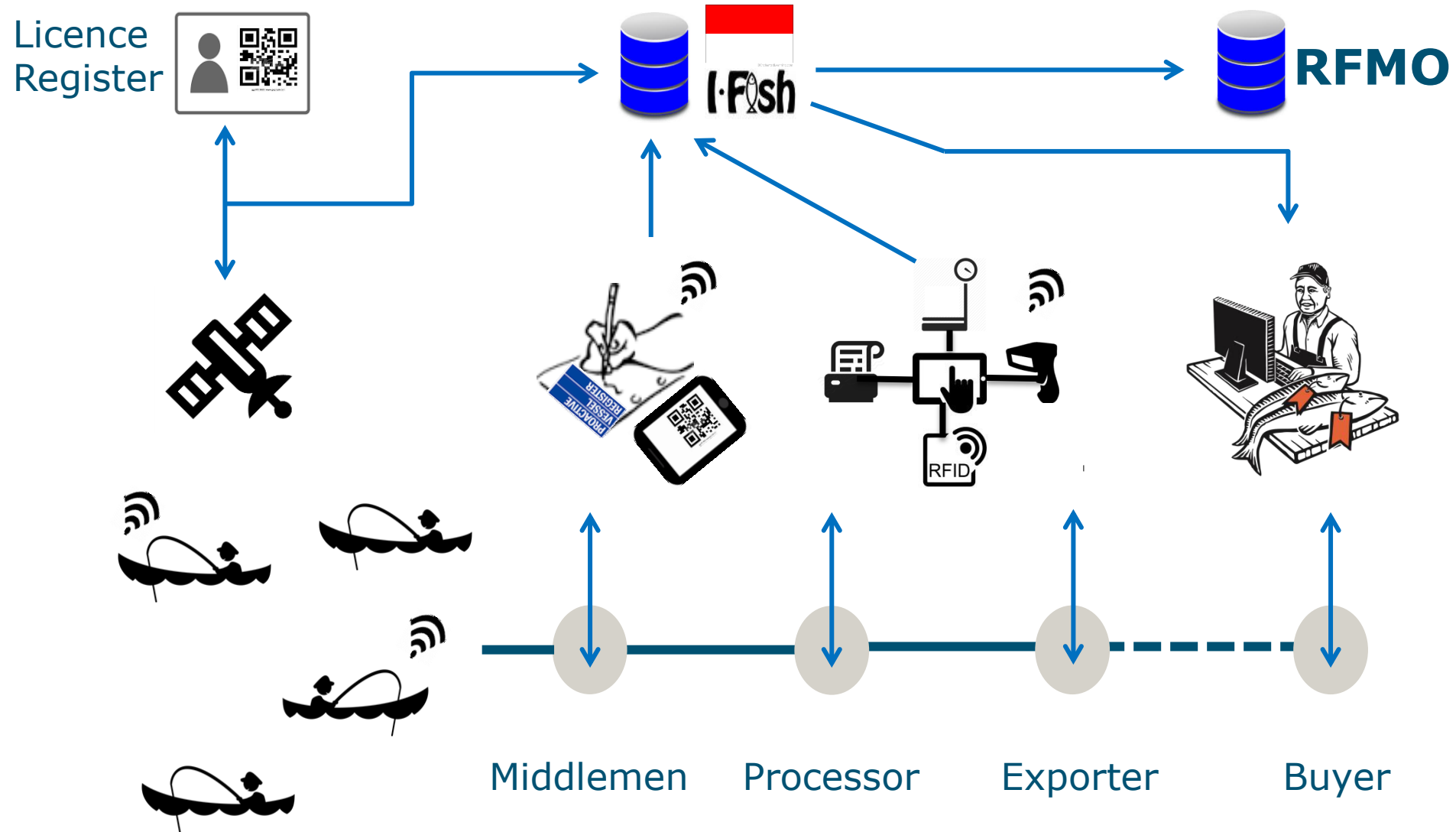


Can we build a more credible and inclusive improvement model for seafood producers in developing countries?

Moving to a new model

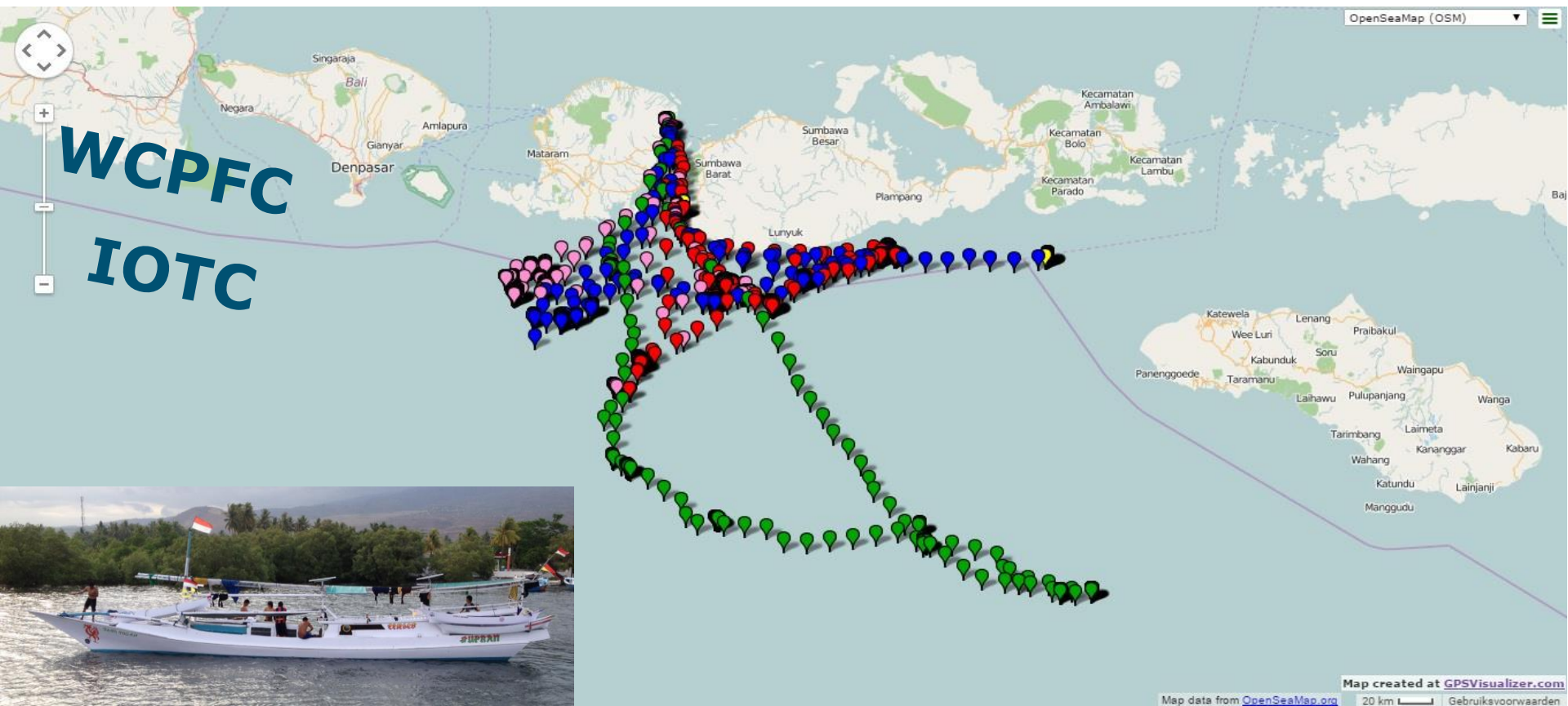


Inclusive, transparent, traceable

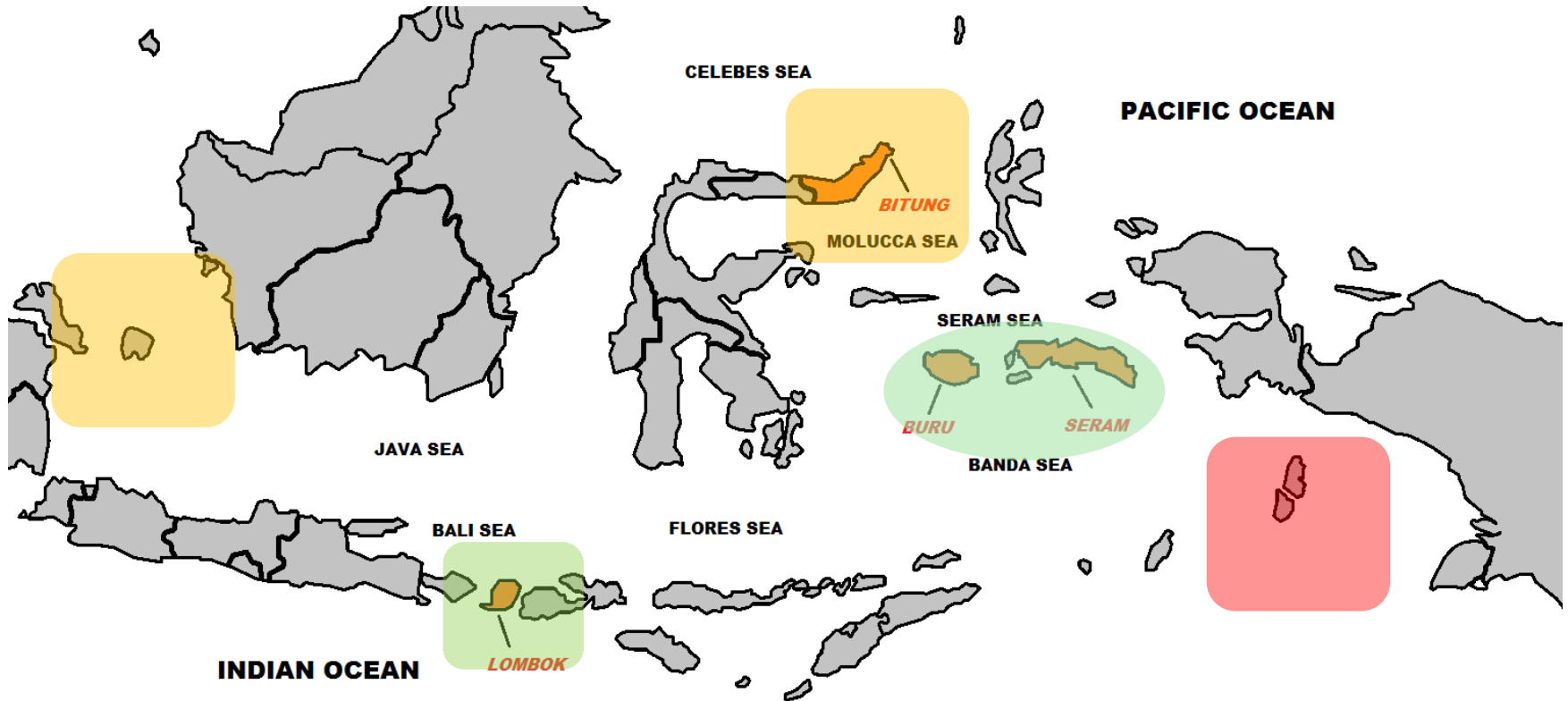


Risk-based assessment

- Vessel monitoring system reduces compliance risk
- Facilitates RFMO, IUU and task-force compliance
- Information fed back to fishers!



Area-based assessment



Walmart



Sainsbury's

Considerations



1. Can such a model replace certification?
2. Are needs of buyers and trade regulators met?
3. Does it improve social equity, fairness and/or empowerment?
4. Who stays in control of information and assessment?