

CSSI Survey Results

Advisory Panel Feedback on Draft Certification Protocol

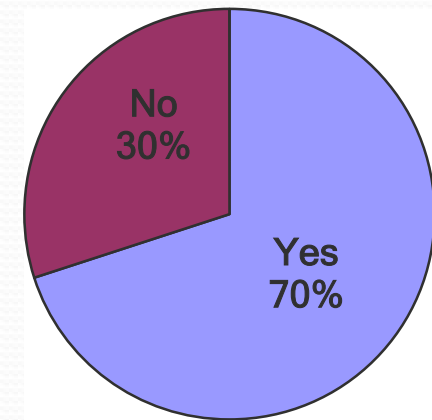
October 13-14, 2010

Foundation of Certification

Is MSC Appropriate?

Pros

- Meets the requirement of the law
- Internationally recognized
- Though not perfect, it's the most advanced certification program
- Avoids “re-inventing the wheel”
- Only acceptable with additional California specific requirements

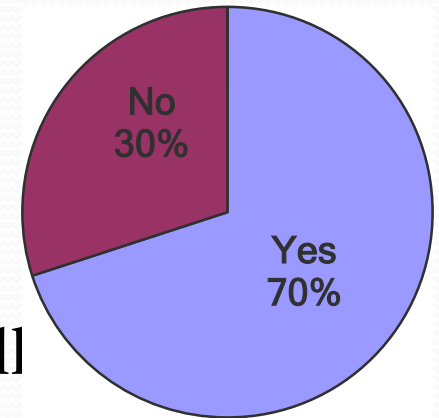


Foundation of Certification

Is MSC Appropriate?

Cons

- Not CA specific
- Expensive to certify/maintain/re-certify
- Burdensome to fisheries/fishermen, especially operations
- Too many exceptions allowed
- MSC risk-based framework is problematic/not based on science



Other

- Other options not fully analyzed

Foundation for Certification

Suggested Alternatives

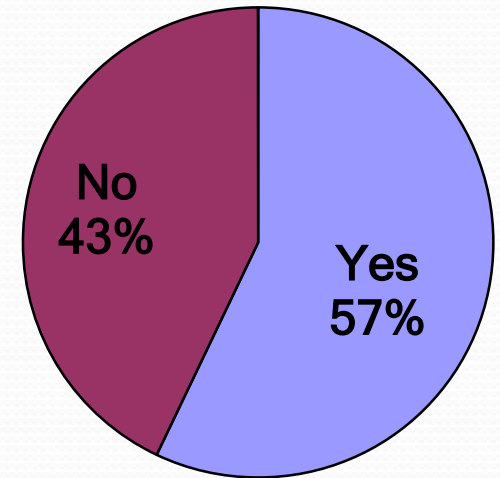
- A “Hybrid” certification program
 - Adopt guidelines parallel to the MSC’s expression of FAO standards
 - Contract directly for a certified third-party assessment; eliminate the "middle-man" (i.e. MSC)
 - Include a self-assessment workbook for fisheries, providing additional information to a third party certifier for pre-assessment and certification
 - An alternative model takes more work on the front end, but may be cheaper in the long run
- Use Rapfish Model
- Expand existing state/federal fishery management programs (safe fish)
- Create a CA assessment board to speed the MSC process

California Components

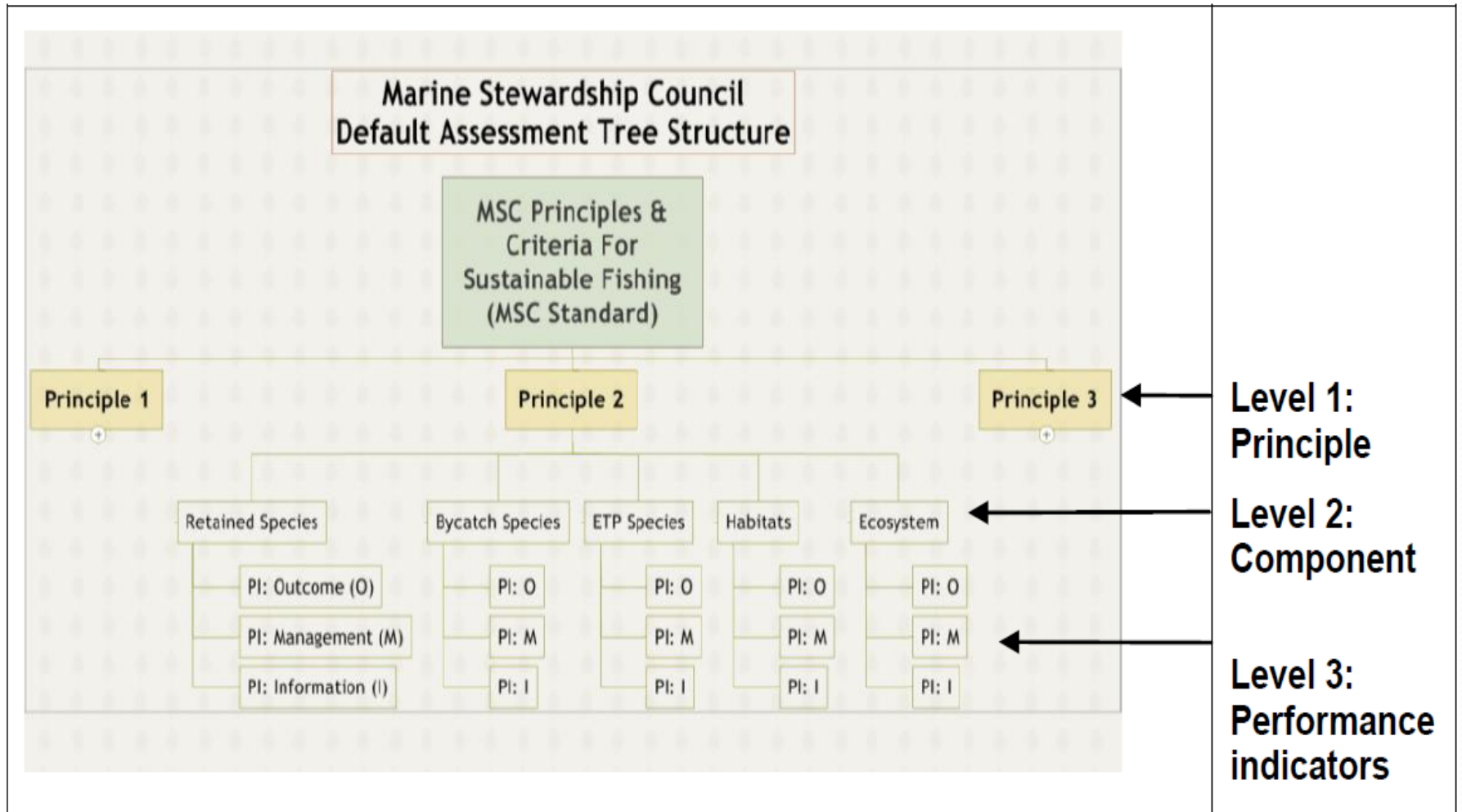
Is an MSC 80% requirement for certification appropriate?

Key Comments

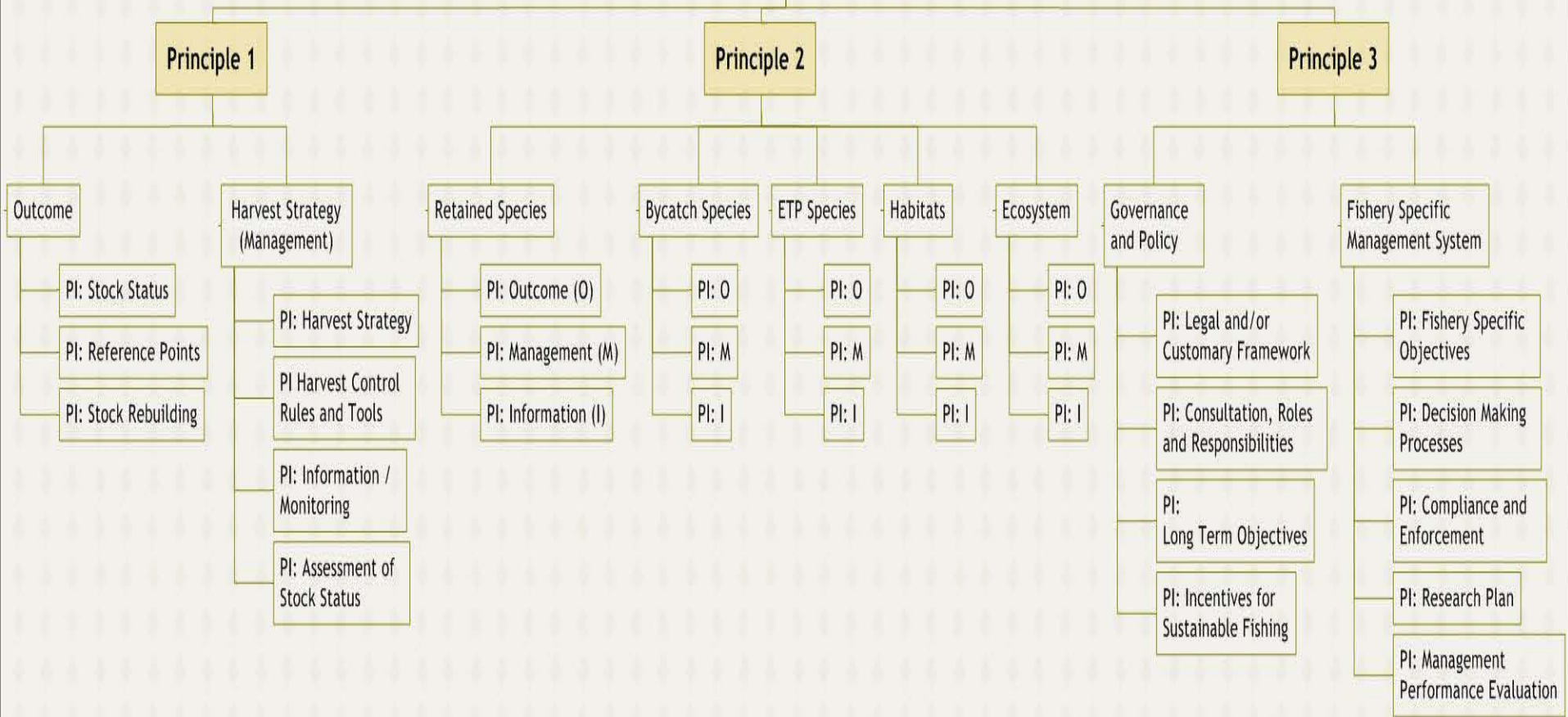
- Explain rationale for choosing 80% vs. 60%
- 80% requirement addresses credibility issues of MSC certifying fisheries that do not meet the requirements of the FAO standards
- Many CA fisheries will not meet the 80% requirement
- The limited data fisheries calculation is unclear



Performance Indicators



MSC Principles & Criteria For Sustainable Fishing (MSC Standard)



Funding

Program Development Cost Comments

- MSC may cost less in the short term, but re-certification is not funded
- A customized program may cost more to create in the short term, but potentially cheaper and more sustainable in the long term

Program Implementation Costs

- Pre-assessment
- Certification
- Annual audits (ongoing)
- Re-certification (ongoing)
- Traceability, website (ongoing)
- Marketing (ongoing)
- Logo

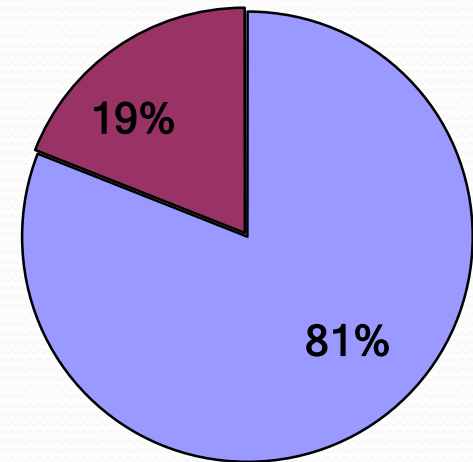
Discussion Topics

1. Discuss appropriate foundational system
2. Discuss implications of funding and costs
3. Will fishermen voluntarily participate in the pre-assessment?
4. Is an 80% requirement for certification appropriate?

Scope

Key Comments

- Issues with highly migratory species
- Complicated due to processing locations, practicalities, and economics



Scope: Discussion Questions

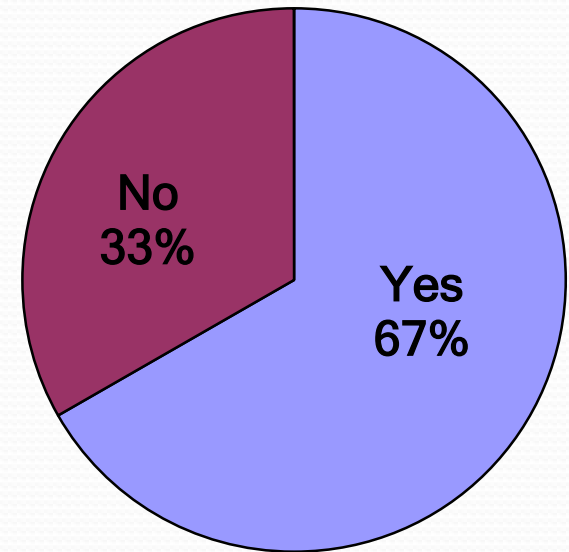
- What possible unintended consequences might emerge that would negatively impact fishers or communities?
 - How do we avoid excluding fishermen who land outside of CA due to a lack of post-catch infrastructure?
 - What is the best way to handle certifying Highly Migratory Species that are caught throughout West Coast Waters?

California Components

Should “credit” be given for MPAs?

Key Comments

- % of protection varies regionally
- Network not fully implemented
- Don't know how effective MPAs are b/c there is no monitoring data to date
- MLPA reputation could damage CSSI reputation
- MPAs should be considered as part of management regime being considered in the certification process.



CA Components: Discussion Topics

- Discuss appropriate role of MPAs
- How should “credit” be given for MPAs?

Socioeconomics

Initial proposed criteria include existence of a CFA, data sharing, and listing port of origin. Are the proposed criteria appropriate?

Key Comments

- Clarify definition and guidelines for an effective CFA

Socioeconomics

Can you suggest additional/other criteria?

Suggested Criteria

- jobs created
- fishery profitability
- fishery energy consumption
- voluntary efforts to improve the community
- supporting working waterfront infrastructure and services
- contributing to collaborative research
- adoption of practices that exceed regulatory standards
- % licenses or quotas held by a CFA
- job retraining for displaced fishery jobs

Socioeconomics: Discussion Questions

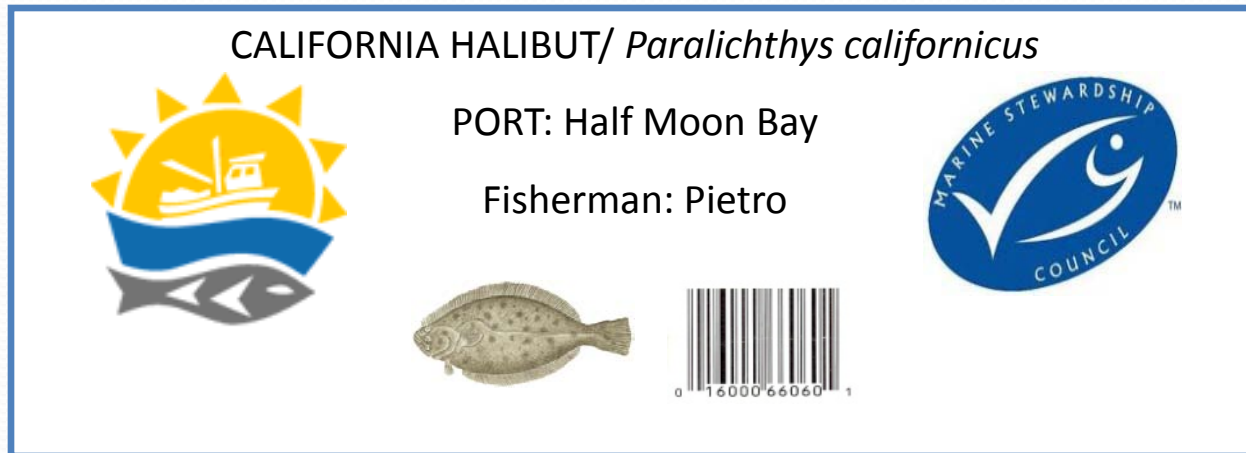
- In terms of assigning “credits”, what would the components of a successful CFA/Fishing co-op be?
- What criteria and metrics are most appropriate to help ensure that coastal communities are being supported?

Day 2

- Questions or reflections from Day

The Label

What would you remove or add to the label, and why?



Key Comments

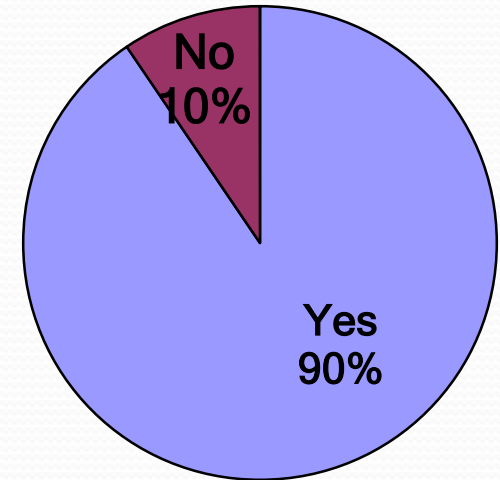
- Simplify
- Do we need both CA and MSC logo?
- How to handle fresh fish that isn't packaged

Traceability

Is including the port of origin important?

Key Comments

- Primary economic incentive for local fishermen and ports
- Builds customer awareness and responsible practices
- Creates promotional opportunities
- Good selling point for local restaurants

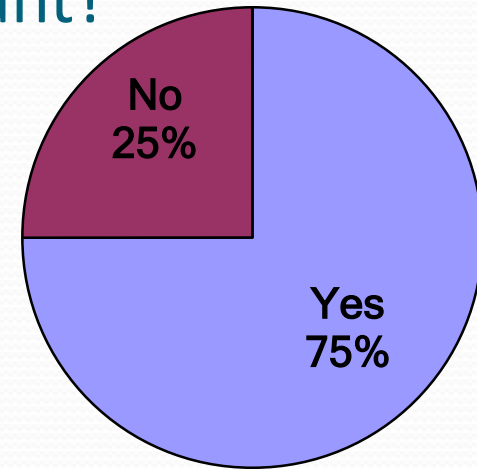


Traceability

Is including the gear type important?

Key Comments

- Learning about gear type increases overall awareness of fishery and sustainability
- Could be confusing – public does not understand most gear types
- Gear information should include bycatch statistics

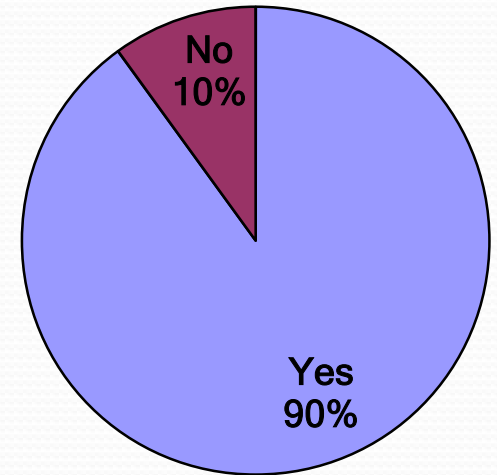


Traceability

Is including fisherman/vessel name important?

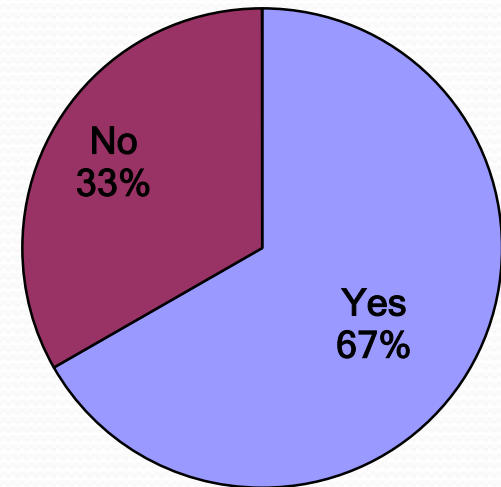
Key Comments

- Real market value in connecting fishermen and vessels with consumers
- Incentivizes fishermen's participation: Name recognition is huge
- Puts a human "face" on local seafood



Traceability

Is including the date caught important?



Key Comments

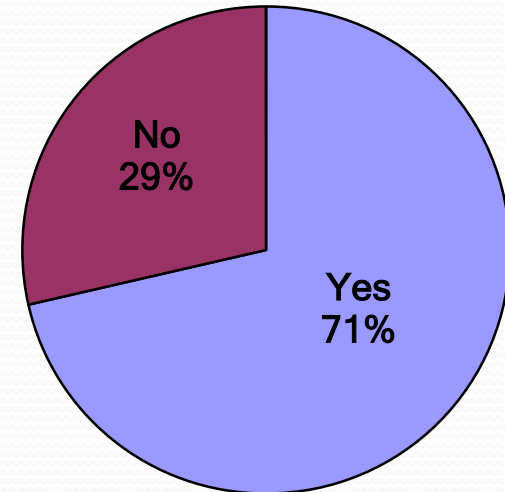
- Best idea of all
- Increases transparency
- Include “when frozen” date- break down stigma surrounding frozen
- Getting too complicated – what does this add?
- How to deal with “daily catch” v. “short trip” seafood? - Increases paperwork

Traceability

Is including the scientific name important?

Key Comments

- Leading by offering this level of education is an incentive for consumers to learn more
- Key to traceability: scientific names are regionally uniform
- Builds trust back into a shaky marketplace
- Important as common names can't be trusted
- Too much info: consumers only care if its fresh and local



The Label: Discussion Questions

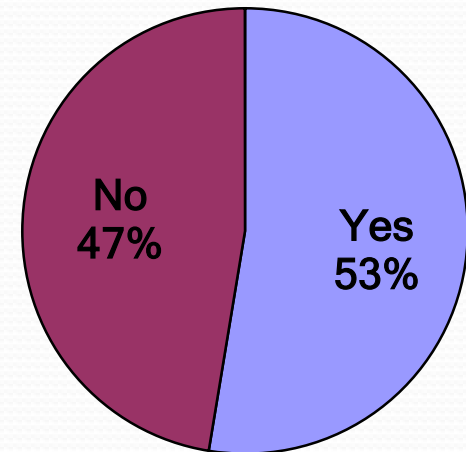
- What critical information should appear on the label?
 - What kind of label is best for restaurants and retailers?

Traceability: Carbon “Fin-print”

Is listing the port of origin a sufficient proxy for providing information on carbon footprint?

Key Comments

- Carbon footprint is determined by the entire supply chain – not just on landing location
- Real market value in connecting food to fisheries and coastal regions to markets
- A simple model can be built to allow computation of footprint – relies on data stream from supply chain



Traceability: Food Safety

What are your thoughts on the proposal to list OEHHA information on the traceability website and commissioning a seafood toxins study?

Pros

- Inform the public of seafood toxins

Cons

- Potentially make people afraid to eat seafood
- Potentially penalize fishermen for realities that were not created by them

Additional Suggested Methods

- Geographic or regional marker (like Mussel Watch)
- Health warning on label: “Consume in moderation – less than 3X per week”
- Link to existing info from OEHHA, EPA, Safe Harbor, etc. on traceability website

Traceability

Other information to include on the website?

Additional suggested info (wish list):

- Method of transport
- Processor name and location
- Link to fisherman/processor's story via Facebook, etc. (Avila Port)
- Intermediary distribution nodes/locations
- Food miles traveled to store
- Fishing season
- Link to species info on FishBase.org
- Bycatch info

Discussion Questions

1. What is the priority information to include on the traceability website?
2. What key and readily accessible/implementable information should be shared for carbon “fin-print”?
3. What are the key pieces of information for food safety that should be shared?
 - How can this info be shared within the traceability website?

Options for the CA Sustainable Seafood Logo



*Example logo created for the
California Seafood Council*

Next Steps

- Present Draft Protocol to Council at November 9-10, 2010 OPC meeting in Morro Bay
 - Draft Protocol open for public comment
 - OPC staff to conduct outreach to fisheries
 - Panel members can provide additional comment
- Present revised protocol to Council for adoption at February 2011 OPC meeting
- Staff will continue to reach out to Advisory Panel next year on other aspects of Bill, including: marketing plan, grant and loan program