best practices in aquaculture management and development

"An approach to assuring sustainable aquaculture and its position with the consumer"









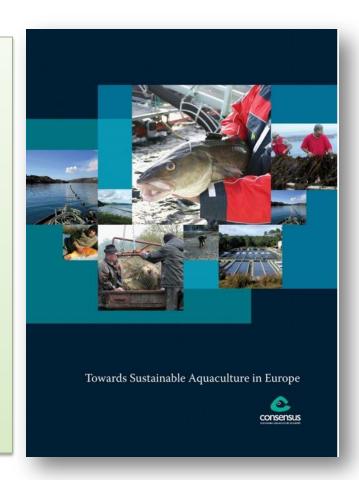
Photo source: Fish Farming Xpert - Oct07



"To me, sustainability is about handing on my business to my son/daughter"

CONSENSUS strategic objective

« to provide and demonstrate to consumers the benefits of high quality, safe and nutritious farmed fish and shellfish grown in sustainable conditions »



Leading CONSENSUS stakeholders

European Consumers Organisation (BEUC)

TEST ACHATS (Euroconsumers)

European Bureau for Conservation Development (EBCD)

Federation of European Aquaculture Producers (FEAP)

European Mollusc Producers Association (EMPA)

European Feed Manufacturers' Assocation (FEFAC)



Coordinated by the European Aquaculture Society

Main outputs

Trends and indicators for sustainable development

- 78 supporting indicators (under 8 themes) agreed by 120 stakeholders from 16 countries;
- 25 indicators contributing to Codes of Best Practice at national or species level;
- 30 indicators for benchmarking of the sector, with a potential use in European standards;
- A new, updated Code of Conduct for the European Finfish sector

Balanced information for consumers

- Tested consumer messages on aquaculture sustainability;
- Information brochure targeted at the 40 member organisations of the European Consumers' Organisation (BEUC) and the Euroconsumers network;
- Website, specifically for non expert visitors.

Measuring the path towards sustainability by indicators

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water use	manne natthenes.		Ciain Cuiture		
Valliculture in Italy	Land-based culture of marine species – turbot.		Seaweed farming		

INTEGRATED AQUACULTURE



Special CONSENSUS groups

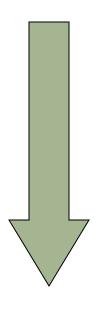
- Post-harvest operations
- Consumers



« stakeholder involvement is based upon the belief that expertise does not lie solely with professionals ».

Source: Davis et al. 2002. University of California, Davis

Involvement by tasks



CONCEPTION, education, information FEEDBACK & views
DISCUSSION with two-way dialogue ENGAGEMENT on (complex) issues
PARTICIPATION in implementation

Source: Health Canada (2000)



Involvement by levels

Within the CONSENSUS consortium:

- Platform Steering Committee
- Protocol Drafting Committee
- Industry Committee
- NGO Consultation Group
- Working Groups

Partners' networks

Who's missing?

- Who didn't we invite?
- Who couldn't come?
- Who wanted to come, but didn't get invited?
- Who got invited, but didn't want to come?

How do we get them involved?



Non-participation

Selected (identified) stakeholders

- It's not my subject
- I'm not sufficiently informed to participate
- I don't want to look like a fool



Non-selected (identified) stakeholders

- I wasn't asked
- How can I have my say?
- This initiative is flawed

CONSENSUS workshops



Pre-workshop position papers, briefings, daily objectives, group work, monitoring, panel discussions and wrap-up sessions

desired trends – then indicators

Economic viability

- Continuous product supply
- Decrease the proportion of production costs in total operating cost

Resource use

- Ensure the availability of good quality water
- Sustainable supply of juveniles

Health management

- Improve health status of farms
- Optimise fish welfare

Biodiversity

- Increased biodiversity around/on farms
- Minimise the negative impact of aquaculture on wild fish populations

Implementation aspects

- Easy of measurement
- Frequency of measurement
- Responsibility for monitoring/recording

Farm level – as 'normal practice'

Farm level – new needs

Local or regional level

National level

European level

- Data recording
- Data storage
- Data availability and access

- Current tools/legislation
- New tools/legislation
- New research
- New technology

'master list' of indicators

Number of Indicators							
	FISH	SHELLFISH	Total				
Economic viability	12	3	15				
Public image	12	3	15				
Resource Use	8	2	10				
Health management	9	0	9				
Environmental standards	5	3	8				
Human resources	6	1	7				
Sectoral issues	2	4	6				
Biodiversity	4	1	5				
Packaging & transport	2	1	3				
Total	60	18	78				

consultation

Through industry

- Finfish producers (FEAP) preparation of CoC
- Shellfish producers (EMPA)
- Feed manufacturers (FEFAC)
- Broader aquaculture sector (meetings & events)

Through the public

- Environmental and conservation NGOs (EBCD)
- European Parliament hearings
- Consumer organisations (TEST ACHATS/Euroconsumers)
- The wider public "Have your say"

Indicators for Best Practice

- Where the indicator would be measured (on farm, local or national and European levels)
- Whether the indicator is an existing legal requirement
- Whether the indicator represents personal/confidential information
- Whether the indicator can be considered integral to good practice



Indicator reduction (25)

Point of Measure

27 indicators on-farm; 1 local; 26 National and 14 European.

Existing legal requirement

11 required legally; 5 partially required and 52 not required.

Personal or Confidential Information

7 indicators – each related to financial considerations

Integral to Good Practice

43 indicators reflect good practice Reduced to 25 when overlapping indicators were consolidated On-farm measured good practice related to 17 indicators

Indicators for benchmarks

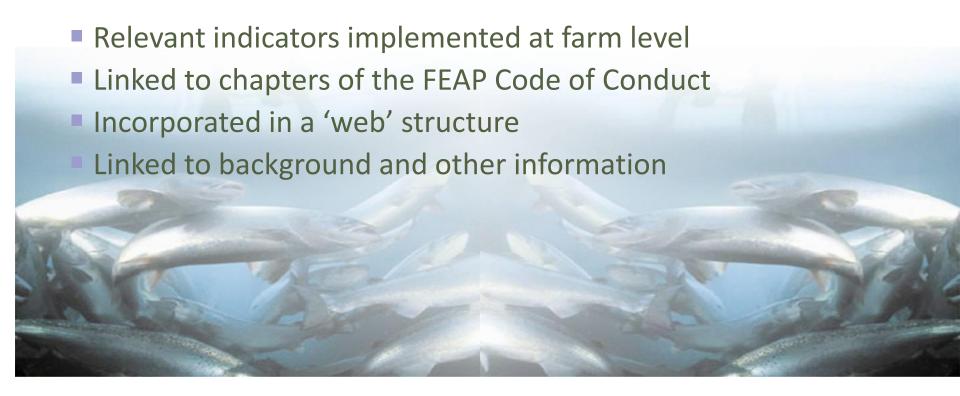
- Which indicators reflect effective components of a European standard for the measurement of actions relevant to responsibility/sustainability within European fish farming?
- How are selected indicators measured, on a repetitive and a comparative basis, and transformation of these into protocols for adoption?
- What are the measurable benchmark positions from which certifying agencies are able to make unequivocal judgement?

indicator reduction (30)

- Biodiversity (3)
 - species index, polyculture, escapes
- Economic viability (5)
 - diversification, investments
- Environmental standards (2)
 - site selection, monitoring
- Governance (3)
 - BEP, best use of sites
- Sectoral issues (1)
 - reliable sector data

- Health & welfare (4)
 - fish welfare index
- Human resources (3)
 - age, gender, education, training
- Public image (5)
 - promotion, visitors,
 certification progammes,
 demand
- Resource use (4)
 - feeds, energy, juvenile supply

FEAP Code of Conduct

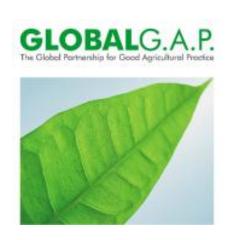


See www.euraquaculture.info

Sharing...



Guidelines for Aquaculture Certification



Integrated Farm
Assurance
Standard



Aquaculture Dialogues

consumer partners





to deliver balanced messages about aquaculture

consumer articles

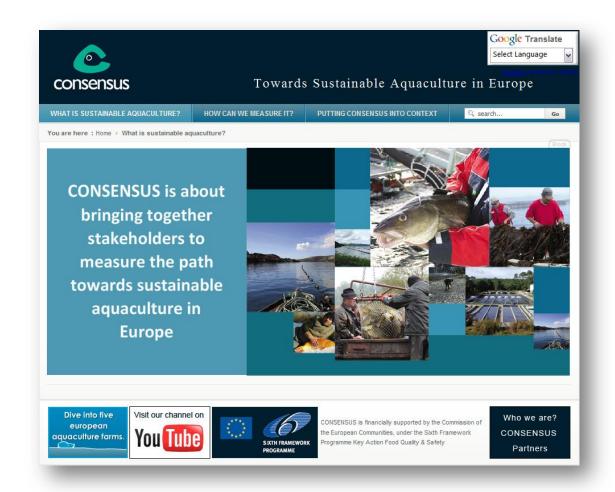
- Implementation of the EC Labelling Directive;
- Contaminants in farmed fish products;
- Food claims regarding Omega-3;
- The (lack of) differences between wild and cultured fish.



CORE messages

- We are all faced with a conundrum: health experts tell us to eat more seafood; environmentalists tell us to eat less.
- Aquaculture provides fresh, healthy and sustainable seafood.
- Aquaculture can bridge the gap by demonstrating its sustainability.
- Research shows that the sector has already come a long way.





www.euraquaculture.info