

Sustaining Ethical Aquatic Trade

A brief overview



UNIVERSITY OF
STIRLING

What is your understanding of sustainability?

- Write down on a piece of card *in your own language*,
- Your name and organisation
- a characteristic or indicator of sustainable aquaculture as understood by one named **stakeholder** (please give the approximate meaning in English as well!)
- **Stakeholders** are people or organizations who have interests in any aspect of aquaculture or may be positively or negatively affected by the aquaculture value chain
- Pass to someone you don't know to read out!

What is your understanding of sustainability?

- Multiple views and perspectives
- Sustainability is a target , progress towards improved sustainability i.e. a *process*
- Use of indicators-but who decides or sets them?
- Can indicators be used locally in/near the site of production and be relevant to others elsewhere in the value chain?

Background and Objectives

- Seafood trade - highest value food sector
- Asia main EU supply – rapid growth
- EU standards: food safety, (animal welfare)
- Market standards: environmental, social
- Harmonisation?
- Evidence-based multidisciplinary approach
- Ethical Aquatic Food Index (EAFI)

Food is the new fur for the celebrity with a conscience

Actors, designers, pop stars have all got behind the hot new ethical campaign: food. From saving species to investigating conditions for pigs, star quality is pushing it to the foreground. Jay Rayner reports

It is, by anybody's standards, an arresting image: a truly beautiful photograph of a luscious, radiant creature, all shiny eyes and silky skin. And Greta Scacchi, who is pictured clutching the cod to her naked body, doesn't look bad either. In the months and years to come, this picture, flashed throughout the British media last week, will doubtless come to be seen as the seminal image for a particular moment, when the gruelling, knotty business of campaigning around food issues finally became sexy.

The use of celebrity skin to push an ethical issue is nothing new, of course. In the 1990s, Peta - People for the Ethical Treatment of Animals - convinced a bunch of supermodels, including Naomi Campbell, to appear in the buff under the legend "I'd rather go nude than wear fur". But fur is just so passé. And, in any case, Campbell proved just

The producers of *The End of The Line* weren't finished, though. Clover had been discussing how to publicise the film with Nicholas Rohl and Elizabeth Bennett, friends of his who run the highly regarded ethical London sushi restaurant Soseki and who have helped pioneer sustainable fishing methods. "It was they who suggested getting celebrities on board," Clover says. "It was basically using celebrities to shame other celebrities and I'm rather keen on that."

Nicholas Rohl, who as well as co-owning Soseki is a screenwriter, has long known Scacchi. "I contacted her and she opened up her address book," he says. "It took us two or three weeks to set up. We sent out hundreds of emails and made hundreds of calls, but eventually we got the names together."

The photographer Rankin agreed to take the shots. Richard E Grant, pictured bare-chested with two feet of lovely sil-



Project Scope

Country/ Species	Tilapia	Pangasius Catfish	Marine Shrimp	Freshwater Prawns
China	√√	√	√	?
Vietnam	√	√√	√√	(√)
Thailand	√	√	√√	√
Bangladesh	(√)	√	√√	√√
Europe	(√)	(o)	(o)	(o)

Emergent 'seafood' commodities



Giant Freshwater prawn



Striped river catfish

From discounted domestic product to export value-add



Tilapia

Photo credit Peter Edwards

Local or foreign?



Penaeus monodon



Penaeus vannamei

Overall Objectives

- Interdisciplinary understanding of emergent Asian aquatic food chains
- Develop improved/ transparent measures of sustainability for target production systems (EAFI).
- Enhance sustainability & ethical 'values' of four major aquatic food commodities through action research
- Enhance farmed seafood, scientific, business and policy linkages between Asia and Europe

Research

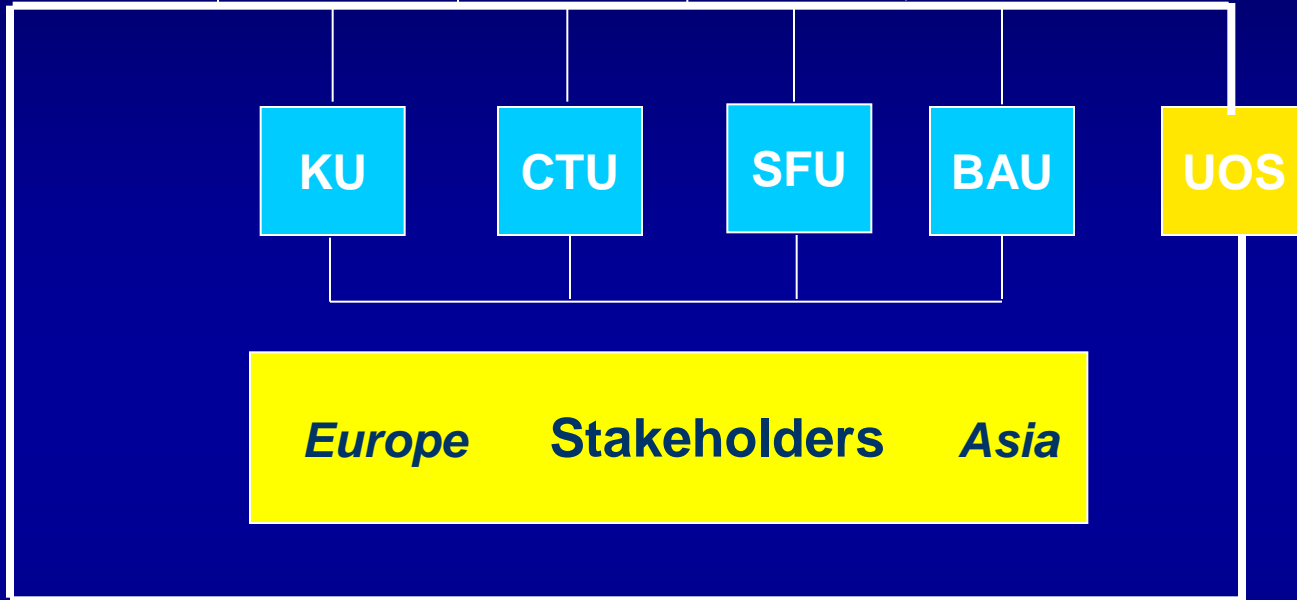
LU

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KU

CTU

SFU

BAU

UOS

Europe Stakeholders Asia

Action

CEFAS

UB

WWF

FAO

Work Packages

- Systems analysis
- Life Cycle Analysis (LCA)
- Environmental & contaminants modelling
- Food safety and public health
- Social and economic issues
- Action research with SMEs
- Certification dialogue
- GVCs & access asymmetries
- Ethical matrix assessment

Demand for Aquaculture Products

(FAO Food Outlook 2008)

Per caput food consumption: kg/year	2005	2006	2007	07/06 %+
Food fish	16.7	17.2	17.4	1.2
From capture fisheries	9.3	9.5	9.5	0.0
From aquaculture	7.4	7.7	7.9	2.6

Sustainability

- Sustainability
 - weak and strong
 - production to consumption
- Ethical consumption
 - power relations in producer countries and between consumer and producer networks
- Standards setting and certification-major issues

Weaknesses

- Areas likely to be important to sustainability in which the consortium has limited capacity
 - Aquatic animal welfare
 - Aquatic animal health
 - Genetics

'Qualities'

- Food safety as given
- A host of ethical and sometimes contradictory qualities
- Deliverable by smaller- scale producers?
- Optimising benefits to poorer actors
- Certification as entry barriers

Reducing risks of global trade

- Trends to consolidation
- Continued importance of family enterprises and MSMES
- Clusters of enterprises-
 - environmental impacts
 - health management issues
 - BUT accessibility to producers

Challenges

- Increasing trust among consumers
- A 'sustainability' and 'QC' culture among producers
- Asymmetries in information flows
- Support a move away from single interest standards
- Two way responsibilities of consumers and producers