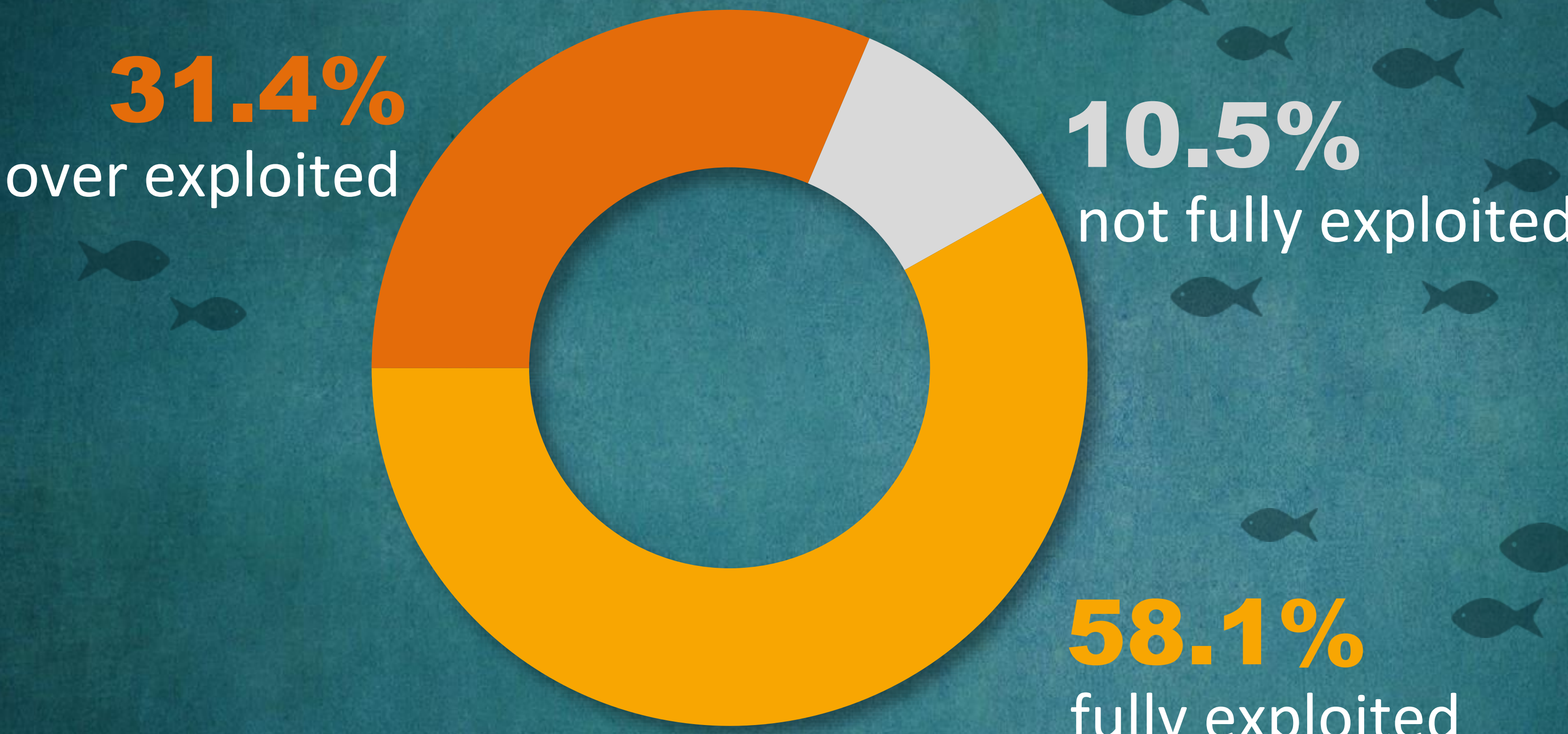
Green Business Forum for Asia and the Pacific

Investing in a Sustainable Future

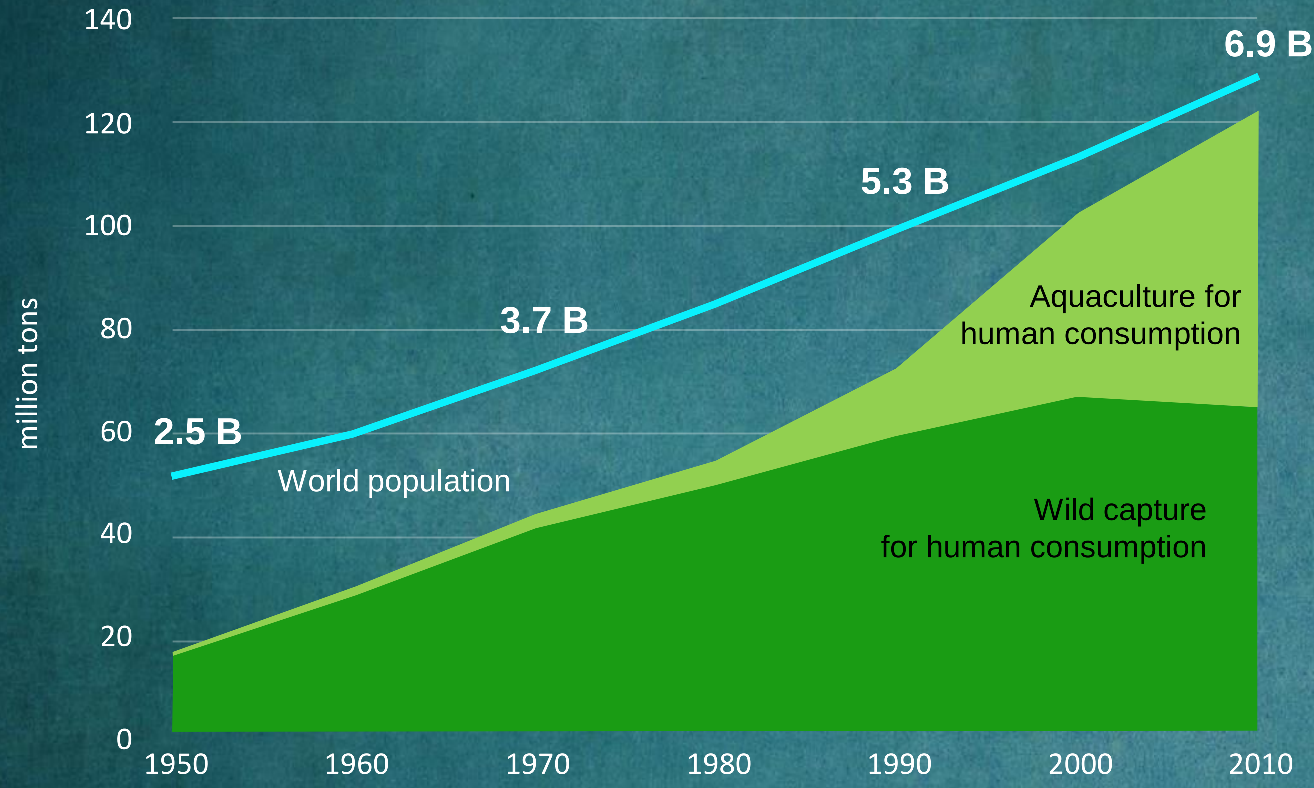
22–24 November 2016 • ADB Headquarters

Status of world fisheries in 2014



Source: FAO (2016). The State of World Fisheries and Aquaculture, 2016. FAO, Rome.

The Blue Revolution

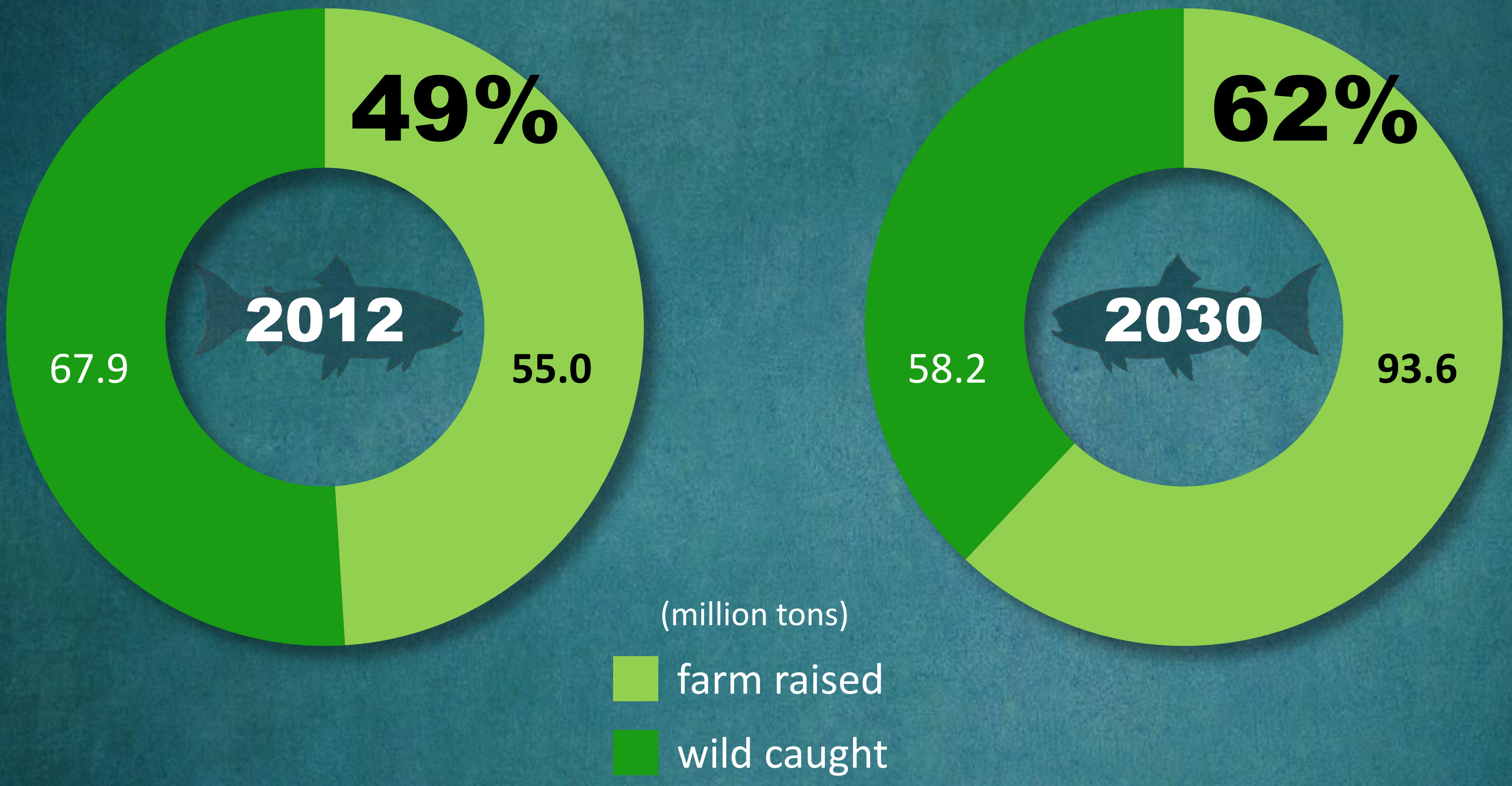


Aquaculture is one of the fastest growing food sectors

Aquaculture: Annual growth of **8.7%** per year for the past 30 years

Source: FishStat – FAO Fishery and Aquaculture Global Statistics 2012 , via World Wildlife Fund (WWF-US) 2017

Global seafood production & consumption



Source: FAOSTAT (2014)// *Fish to 2030* (2013) , via World Wildlife Fund (WWF-US) 2017

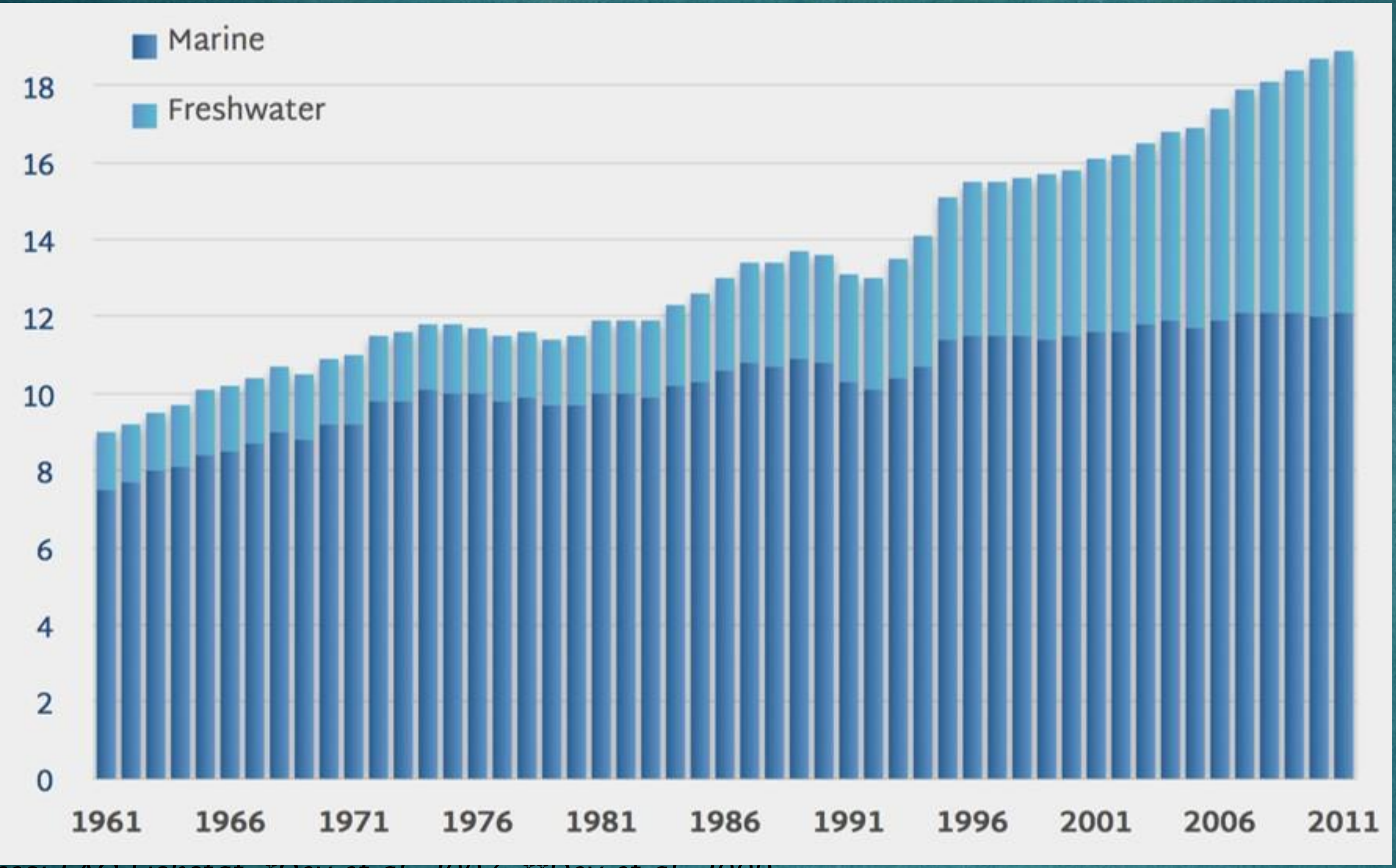
Fish Consumption in Asia & the World

Country	Production (million tonnes)	World ranking in production	*Per capita consumption (kg)
Hong Kong	-	-	62.0
South Korea	-	-	52.5
Malaysia	1.3	16	53.0
Japan	4.4	6	48.8
Thailand	2.8	9	32.7
Philippines	2.2	11	27.0
China	17.3	1	26.5
Singapore	-	-	23.5
Brunei	-	-	22.0
Indonesia	4.7	5	21.6
Average (2012)	-	-	**19.2**

*Sources: FAO Fishstat, *Dey et al. 2007, **Dey et al. 2009*

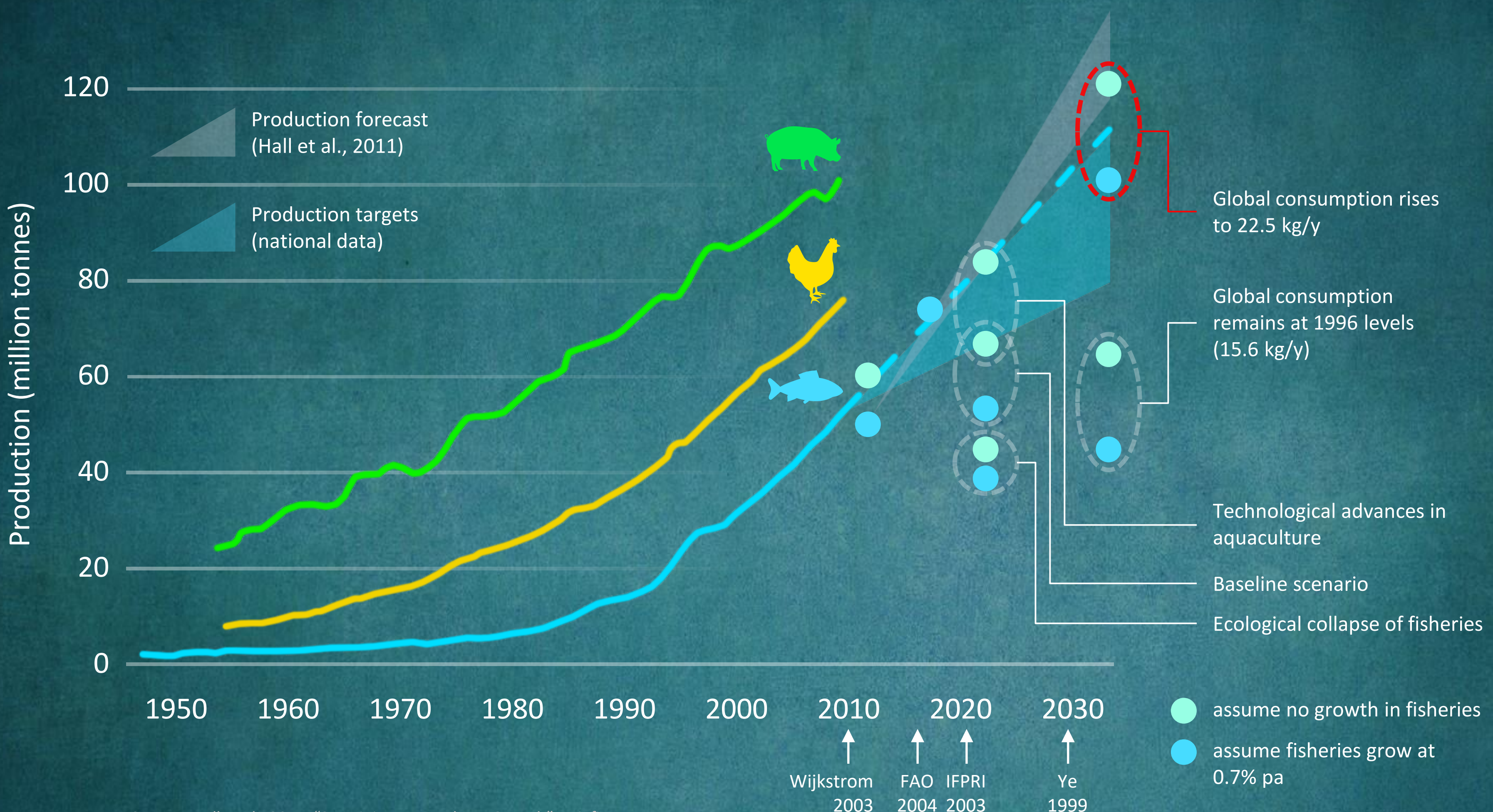
Fish Consumption in Asia & the World

Global consumption of marine and freshwater fish per capita (kg)



*Sources: FAO Fishstat, *Dey et al. 2007, **Dey et al. 2009*

Aquaculture production forecast



Source: Hall et al., 2011; "Sustaining Aquaculture Growth", Briefing Paper 2, Fishing For A Future, 2013

x 1 = **7**

x 2 = **18**

Purpose of 3rd Party Seafood Certification

- Identify those seafood products that meet or exceed minimum thresholds defined within a Standard
- Providing purchasers a degree of certainty about social and environmental credentials of the product
- Incentivize producer level improvements by rewarding better performance thru market access and “potential” price premiums
- Third party certification essential for truthfulness, credibility, reliability and fairness of “sustainability” claims
- Acceptance by major (International) markets

Rise of certification / standards

Wild-caught

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

FRIEND OF THE SEA

Farmed

FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG

AQUACULTURE
BEST MANAGEMENT
PRACTICES
RULE

October 2002

BEST AQUACULTURE PRACTICES CERTIFIED

RESPONSIBLE FISHING SCHEME

SOIL ASSOCIATION ORGANIC STANDARD

HENRY & LISA'S NATURAL SEAFOOD Nurture Your Health

GLOBALG.A.P. The Global Partnership for Good Agricultural Practice

FAIRTRADE

FAO FIAT PANIS

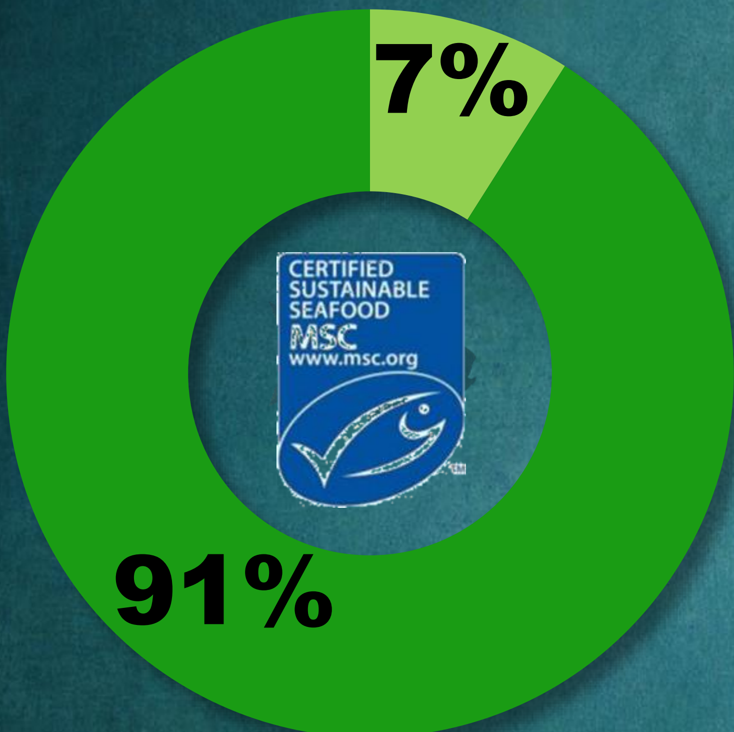
Demand for certified seafood

- Over half the World's seafood from developing countries
- High volumes of seafood from developing countries into Europe and US
- Demand for sustainable seafood in these markets

Demand Side Commitments

Walmart
Save money. Live better.
MARKS & SPENCER
Captain Birds Eye
Birds Eye
Sainsbury's
TESCO
ANOVA
SEIYU
DELHAIZE
IKEA
By appointment to the Royal Danish Court
Royal Greenland
ASDA
tegut...
gute Lebensmittel
Loblaw
COMPANIES LIMITED
AEON
Quick
Globus
METRO Group
The Spirit of Commerce
Findus
MIGROS
Young's
YOUNG'S BLUECREST SEAFOOD LIMITED
iglo GROUP
CO-OP
Pick n Pay
EDEKA
Findus
Sligro
Kroger
COSTA
Good things come from Sysco
Ahold
CBL
centraal bureau levensmiddelenhandel

Certified Fisheries and Aquaculture Farms



Certified fisheries developing

Certified fisheries developed

Species	Certified Volume	% Certified
Salmon	560,571	26.9%
Pangasius	209,400	16.9%
Shrimp	97,039	2.8%
Tilapia	120,305	3.3%
Trout	12,588	1.5%
Bivalves	19,452	0.2%
Abalone	650	0.6%
Total	**1,020,005**	**4.7%**

ETHICAL CONSUMERISM

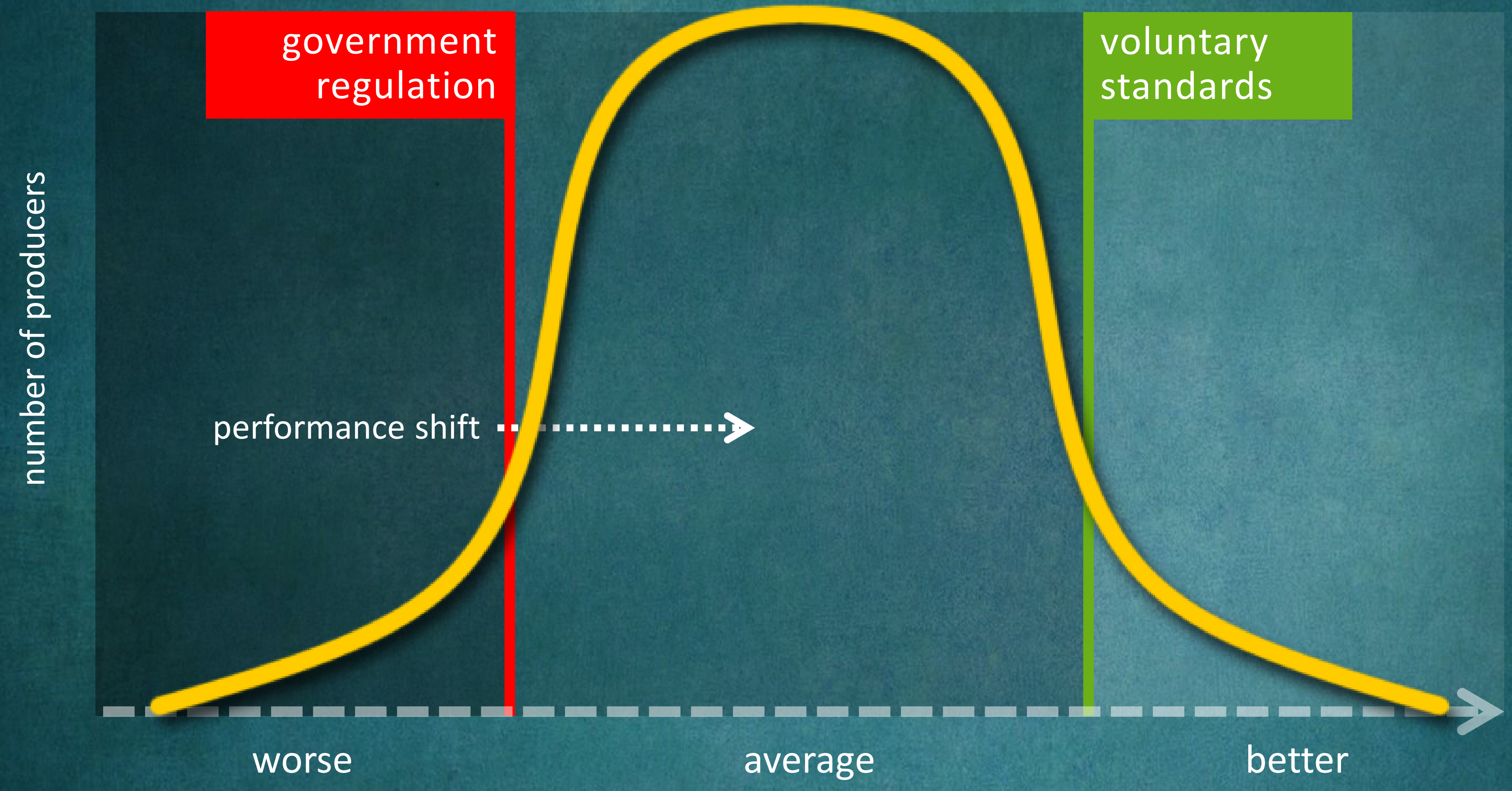
Looking behind the packaging to choose Products that "do less harm"

Domestic Outlet Market Share

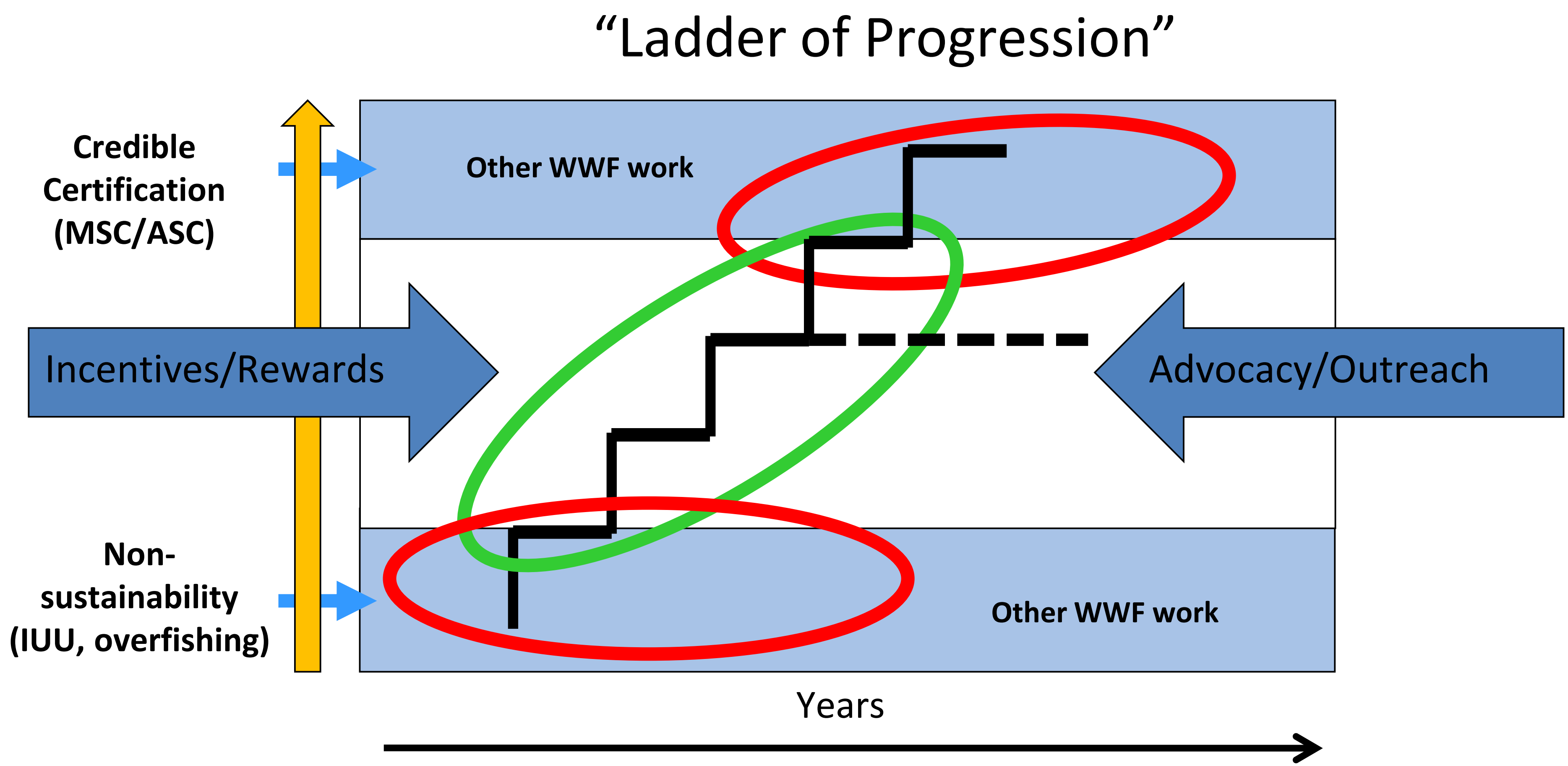
Country	All Food and Drinks		The Reality for Fresh Seafood	
	Modern Trade *	Traditional **	Modern Trade	Wet Markets
China (PRC)	40% (Urban)	60% (Urban)	15% (Urban)	85% (Urban)
India	4%	96%	Minuscule	Over 99%
ASEAN:				
• Indonesia	28%	72%	5% to 10%	85% to 90%
• Malaysia	45%	55%	30%	70%
• Philippines	30%	70%	Minuscule	Over 99%
• Thailand	70%	30%	45% to 50%	50% to 55%
• Vietnam	9%	91%	Minuscule	Over 99%
Pakistan	2%	98%	Minuscule	Over 99%

*: Modern trade includes supermarkets, hypermarkets and convenience stores.
**: Traditional includes small family run shops and markets.
Source: National Governments, Retail Trade Associations, Past Surveys and Trade Estimates.

Reward the best and move the rest



Continual Improvement Model



Partnership Program Toward Sustainable Tuna

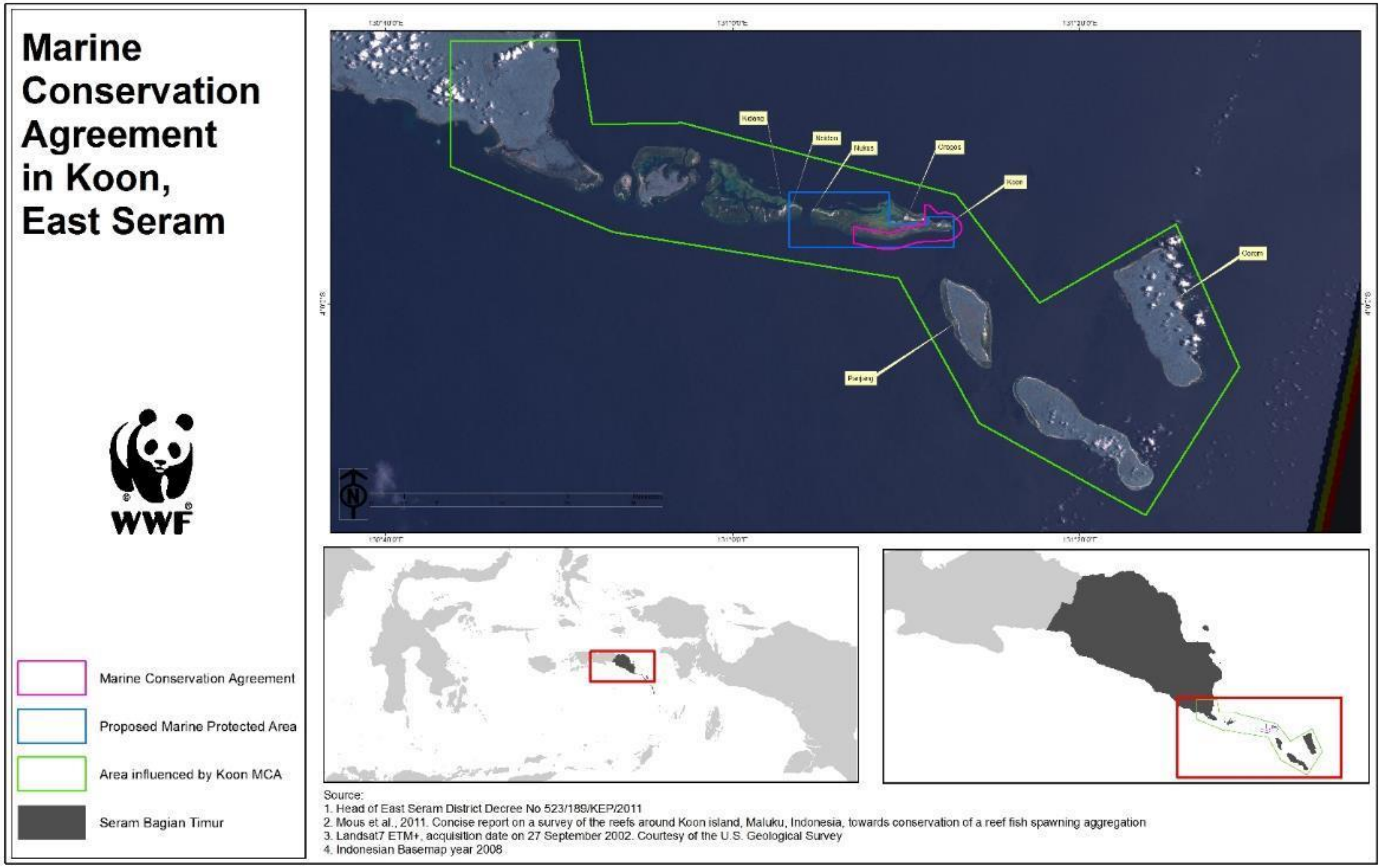
Mindoro Occidental

Lagonoy Gulf

<u>Involves Six Municipalities:</u>
Around 2,000 direct tuna vessels
- With 4,000 – 5,000 fishers

<u>Involves 15 Towns & 3 Provinces:</u>
With about 2000 direct tuna vessels and 3,000 - 4000 fishers

Recovering a Tropical Reef Fishery

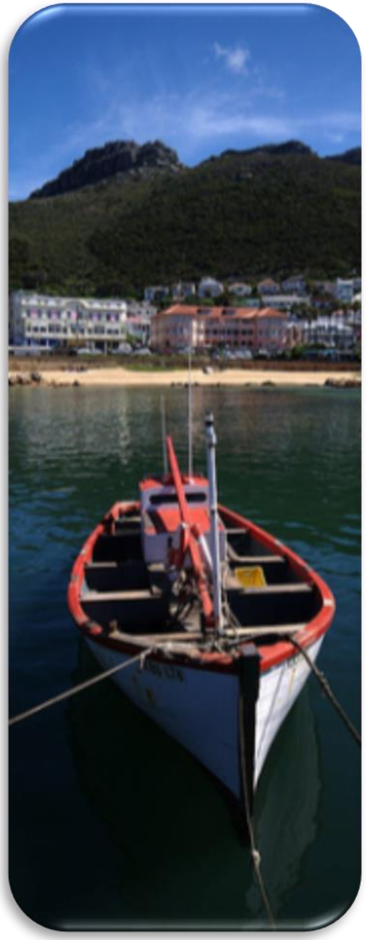


Issues and Challenges – Policy Incentives

- Increase investment in technological innovation and transfer (breeding, feeds, production systems)
- Shift incentives to reward improvements in productivity and environmental performance (regulations, standards, subsidies, certification)
- Leverage technology to drive gains in productivity and environmental performance
- Policy to shift consumption toward low-trophic farmed species

Issues and Challenges - Performance

- Low receptiveness of local markets to certified seafood
- In the absence of certified products what types of mechanism are needed to:
  - promote "responsible" in absence of credible eco-label?
  - Reward best practices (i.e. access, price)
- Potential issues for concerns are those that lead to:
  - Lowering of minimum standards - "race to bottom"
  - Rejection of "regional brands"
  - Diluted standards through political or industry influence
- Verification to distinguish "credible" from non-credible
- Access to capital to raise production performance




THANK YOU