

AGENDA



Paris, France
31 January – 2 February 2010

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SUNDAY, JANUARY 31

<u>TYPE, TIME & ROOM</u>	<u>SESSION</u>
Plenary Session	Seafood Summit Welcome & Keynote Address
9:00 – 10:10	<i>Melanie Siggs, Vice President for Sustainable Markets, SeaWeb</i>
La Seine A+B	<i>Matthieu Lambeaux, Findus Group – General Manager Findus France</i>
	<i>Professor Daniel Pauly, University of British Columbia's Fisheries Centre & Principal Investigator, Sea Around Us Project</i>
10:00 – 10:30	Break
Foyer	
Panel	The Common Fisheries Policy: A reform to contribute to sustainability
10:20 – 11:40	In September 2008, the European Commission began a review of the Common Fisheries Policy (CFP) to improve the economic viability fisheries, conservation of fish stocks, integration with the Maritime Policy and provision of quality food to consumers. The review is being based on analysis of the achievements and shortcomings of the current policy, and other fisheries management systems. In April 2009, the Commission adopted a Green Paper on the CFP reform to encourage public debate. Afterwards, the Commission will develop a proposal to present to the Council and the European Parliament planned for adoption in 2013. This panel will explore the CFP review process from a sustainability aspect.
La Seine A+B	
EU and CFP Reform*	
	Moderated by Sharon Leclercq-Spooner (EPPA), with panellists Christian Décugis (Var Local Committee for Marine Fisheries and Aquaculture), Javier Garat (Europêche), Clotilde Guyot (Languedoc-Roussillon Regional Committee for Marine Fisheries and Aquaculture), Tony Long (World Wildlife Fund), Paul Topping (GEMBA Seafood Consulting) and a representative from the European Commission.
Panel	Building Better Salmon: Improving the life-cycle of seafood supply chains from fish to fork
10:20 – 11:40	Salmon illustrate the complexity of seafood production and the multiple dimensions of sustainability in capture and farming systems. Results from a global study of the comparative performance of the world's major salmon producing regions suggest ways to put better fish on consumers' plates – in terms of environmental, social and economic impacts associated with their production. The case of salmon illustrates the power of the life-cycle approach; it suggests that solutions are rarely as simple as exhorting consumers to “eat wild” or “eat local”, or producers to replace all fish oil and meals in aquafeeds, or put all farmed production on land.
La Seine C	
	Moderated by Astrid Scholz (Ecotrust) with panellists Dr. Petter Arnesen (Marine Harvest), Peter Tyedmers (Dalhousie University) and Helene York (BAMCO).

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<p>Panel 10:20 – 11:40 Pont Des Arts</p>	<p>Nile Perch: From “nightmare” to Naturland</p> <p>The Nile perch is challenging assumptions about sustainable seafood. Long known for its devastating effect on Lake Victoria’s biodiversity and various social ills associated with the fishery, this species was labelled a “nightmare” by a popular documentary as recently as 2004. Now this fish is certified sustainable by Naturland. Research over several decades points the way to a win-win for human welfare and biodiversity conservation, but this goal has not yet been reached. This panel will assess the role Nile perch plays in the Lake Victoria ecosystem and how certification could help bring about an optimal outcome for this highly controversial fishery.</p> <p>Moderated by Tania Taranovski (New England Aquarium) with panellists Stefan Bergleiter (Naturland), Dick Nyeko (Lake Victoria Fisheries Association) and Frans Witte (University of Leiden).</p>
<p>Presentation 11:50 – 12:40 La Seine A+B EU and CFP Reform*</p>	<p>OCEAN 2012 – An alliance of organisations dedicated to transforming the European Fisheries Policy</p> <p>The presentation will: 1) Briefly describe the failure of the current EU Common Fisheries Policy (CFP) to deliver sustainable fisheries; 2) Introduce a new coalition of organisations dedicated to transforming European Fisheries Policy to stop over-fishing, end destructive fishing practices and deliver fair and equitable use of healthy fish stocks; 3) Present OCEAN2012's proposals for the reform of the CFP; and 4) Present some of the recent key activities and invite other organisations to become members of the coalition.</p> <p>Presented by Markus Knigge (Pew Environment Group) and Beatrice Gorez (Coalition for Fair Fisheries Arrangements).</p>
<p>Presentation 11:50 – 12:40 La Seine C</p>	<p>Will salmon feeds become independent from fishmeal?</p> <p>To have the nutritional knowledge to reduce the use of fishmeal is key to ensure future sustainable growth in salmon farming. The industry has made progress with vegetable alternatives to 25% fishmeal in feeds. Exploration into the additional functionalities of some ingredients in salmon feeds have prompted a fresh approach, enabling fishmeal contents below 25% without animal proteins. Trials in 2007 and 2008 by Skretting Aquaculture Research Centre led to successful feeds containing less fishmeal, progressing in 2009 to close to 0%. At the same time we see developments in environmental certification of industrial (forage) fisheries, and in addition about 25% of fishmeal production comes from trimmings and by-products. This development can question if the end goal is to use no fishmeal in salmon feeds.</p> <p>Moderated by Trygve Berg Lea (Skretting) with presenters Andrew Jackson (International Fishmeal and Fish Oil Association) and Alex Obach (Skretting).</p>
<p>Presentation 11:50 – 12:40 Pont Des Arts</p>	<p>Illegal, Unreported and Unregulated (IUU) Fishing in Africa</p> <p>This presentation will explain some of the approaches and activities to overcome IUU fishing as they relate to regional and continental cooperation, as well as the incorporation of these activities into the overall efforts to improve fisheries management in Africa. Specifically the session will present an update on the latest work of the Stop Illegal Fishing campaign in Africa. The presentation will also review the potential total catch of seafood available in Africa and the market that exists there. The session hopes to discuss how to tackle piracy problems and underscore the need to support compliance with the new European Union IUU regulation, to ensure the regulation does not result in a barrier to trade, upon which so many in the region are dependent.</p> <p>Presented by Nabi Abdirashid (Jibsom Inc., Djibouti).</p>
<p>12:40 – 13:40 Le Jardin du Luxembourg</p>	<p>Lunch</p>

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- Presentation**
13:40 – 14:40
La Seine A+B
- Fishermen Today: Economic and environmental stakeholders**
- In order to propose an answer to scientific diagnosis on ecosystems and to target the creation of new environment-based management tools, fishermen hope to demonstrate through their representative organisations that it is possible to match biodiversity conservation and long-term profitability. In that view, a collective project supported by the State and the Regional Councils has been built to involve fishermen of the Languedoc-Roussillon in this new framework. The presentation aims at presenting this pilot project and its concrete outcomes. Developing adapted communication means and implementing governance schemes are considered as necessary conditions for the acceptance of new environmental requirements.
- Presented by Thibaut Rodriguez and Simon Woodsworth (Regional Committee for Marine Fisheries and Aquaculture of the Languedoc-Roussillon).
- Panel**
13:40 – 15:00
La Seine C
- Asian Salmon: The next generation of certified wild capture salmon fisheries?**
- Salmon is one of the top three seafood products sold in the United States and a flagship product in the MSC line. Yet since Alaska salmon was certified in 2000, no other wild capture salmon fishery successfully completed certification. Recently, six salmon fisheries from Russia and Japan entered the MSC assessment process and in September 2009 the first Russian salmon fishery was MSC certified. Representatives from Russian and European companies, and conservation groups, will discuss the sea change that has occurred in Asia's salmon fisheries and promise they hold to become a major source of certified salmon.
- Moderated by Brian Caouette (Wild Salmon Center) with panellists Peter Hajipieris (Birds Eye Iglo), Howard Johnson (Sustainable Fisheries Partnership), Rich Lincoln (State of the Salmon) and Lyudmila Voronova (JSC Hidrostory).
- Panel**
13:40 – 15:10
Pont Des Arts
- Shaping the Solution: What are integral elements of sustainable and equitable fisheries?**
- With the sustainable seafood movement coming of age, there is widespread agreement that many fisheries are operating unsustainably and change is needed. Additionally, issues of fairness have emerged for the seafood industry to embrace. However, what does a sustainable and equitable fishery look like? Are there common recipes that work globally? Is there an ideal benchmark to determine if a stock is harvested unsustainably? Are large-scale no-take zones a precondition? Is certification the answer? Can sustainable fisheries truly exist without equitable benefit sharing? This panel will bring together opinions from diverse backgrounds to assess whether there is common ground.
- Moderated by Nina Thullen (Greenpeace) with panellists Antonio Garcia Allut (University of Coruna), Paul Johnston (Greenpeace), Daniel Pauly (University of British Columbia Fisheries Centre) and Rediar Toresen (Institute of Marine Research).
- Panel**
14:50 – 16:10
La Seine A+B
- Towards a Sustainable and Equitable Fishing Relationship Between the EU and ACP Countries**
- As part of the reform of the European Common Fisheries Policy, a new framework will guide fisheries relations between the European Union and developing countries. This new framework, aiming at 'good governance', should be established through dialogue, and address three essential issues: 1) transparency, information and participation of local stakeholders and civil society; 2) access to developing countries resources by fleets of European origin; and 3) access of developing countries fisheries products to European markets. The debate will bring together representatives from developing countries and Europe, to share their experience about how these issues can be concretely addressed, and will propose a new framework for the fisheries relations between the European Union and developing countries, having the potential to contribute to sustainable and fair fisheries.
- Moderated by Beatrice Gorez (Coalition for Fair Fisheries Arrangements) with panellists Ahmed Mahmoud Cherif (Pêchecops), Andre Standing (Institute for Security Studies) and Makthar Thiam (West African Trade Hub).
- EU and CFP Reform***

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Presentation 15:20 – 16:20 La Seine C	Debunking the Bottleneck Myth <p>In many industrialised nations, sustainable seafood initiatives (SSI's) have shifted their focus from broad-scale consumer-related activities towards a more directed approach targeting the 'bottlenecks' along the seafood supply chain, however this approach may not be as applicable or effective in developing nations. Since it was founded in 2004, WWF's Southern African Sustainable Seafood Initiative (SASSI) has experienced a number of different challenges to those reported on by other sustainable seafood initiatives around the world. This presentation seeks to highlight some of the challenges facing the sustainable seafood industry in developing countries like South Africa and some of the approaches that SASSI has found useful in overcoming these challenges.</p> <p>Presented by John Duncan (WWF South Africa).</p>
Workshop 15:30 – 18:00 Pont Des Arts	Developing Fisheries Improvement Partnerships: Leveraging change in fisheries <p>Fisheries Improvement Partnerships (FIPs) are an innovative approach to improving fisheries. They enable seafood buyers, suppliers and producers to build an alliance to promote and encourage better fisheries policies and management - encouraging fishing practices to be more environmentally friendly by working with the private sector (e.g. by developing focused procurement policies). FIPs have been in operation since 2002, and the workshop will describe the development process, the management and information systems needed to source objective data, how to track improvements, and methods and tools for applying the model. Using international case studies, the opportunities and obstacles encountered will be explored.</p> <p>Moderated by Doug Beveridge (Sustainable Fisheries Partnership) with panellists Michael Bockisch (Birds Eye Iglo), Alex Olsen (Espersen), Steve Phillips (Phillips Foods) and James Turton (Findus Group).</p>
16:10 – 16:40 Foyer	Break
Presentation 16:20 – 17:00 La Seine A+B EU and CFP Reform*	Scottish Conservation Credit Scheme: Voluntary initiative bringing stakeholders together <p>The Scottish Conservation Credits Scheme was set up in 2008 in order to improve fisheries management by adopting best practices in stock conservation. The Scheme is run by the Scottish Government and advised by a steering group with members from industry, science and eNGOs that meet monthly. The Scheme has strong conservation orientated objectives, which provided a sound foundation for implementing the revised EU cod recovery plan of December 2008. This innovative scheme is the first of its kind in EU waters. It has had to build consensus towards solutions that secure economic returns along with a long-term future for fish stocks'. Industry has had to make many short-term sacrifices in recognition of the long-term benefits the Conservation Credits Scheme should provide.</p> <p>Presented by Colin Faulkner (Scottish Government) and Mike Park (Scottish White Fish Producers Association).</p>

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- Panel**
16:30 – 18:00
La Seine C
- Public Perceptions About Mariculture at the Tipping Point: From being a problem, to being part of the solution**
- Mariculture – farming marine organisms in the ocean – is a relatively new term that seeks to break free from the pejorative widely associated with ‘fish farming.’ This panel will examine current public perceptions concerning farmed fish, their roots and influencers, and how growing awareness of the need for sustainable seafood is presenting an opportunity for a major shift in consumer attitudes about mariculture. An open ocean mariculture industry pioneer will lead a global panel of fish biologists and marine scientists through examination of environmental and economic impacts of mariculture, market access, ocean user-group conflicts, and the future for our seas.
- Moderated by Neil Sims (Kona Blue Water Farms) with panellists Peter Bridson (Monterey Bay Aquarium), Dr. Ionnis Karakassis (University of Crete, Marine Ecology Laboratory) and Yngvar Olsen (Norwegian University of Science and Technology).
- Presentation**
17:10 – 18:00
La Seine A+B
- Are deep-sea fisheries sustainable? The UN General Assembly and the precautionary and ecosystem approach to deep-sea fisheries.**
- In 2006 the United Nations General Assembly (UN GA) adopted a resolution committing high seas fishing nations and regional fisheries management organizations to urgently take a series of measures to ensure that deep-sea ecosystems such as cold-water coral and seamount ecosystems would be protected from the adverse impacts of bottom fishing, in particular bottom trawl fishing, and ensure the long-term sustainability of deep-sea fish stocks. This presentation will address the issue of the sustainability of fisheries for deep-sea fisheries and the extent to which the 2006 UN GA resolution has been effectively implemented, including by European Union fleets.
- Presented by Matthew Gianni (Deep Sea Conservation Coalition).
- 18:30 – 19:30**
Foyer
- Welcome Reception**
- Join us to toast Seafood Champions past and current - and this year's finalists - at tonight's reception. Taking the initiative on good choices in the restaurant sector, a representative from Relais & Chateaux will share news of their activity. Hosted by Seafood Choices, a programme of SeaWeb.

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MONDAY, FEBRUARY 1

<u>TYPE, TIME & ROOM</u>	<u>SESSION</u>
Panel 9:00 – 10:30 La Seine A Business of Assurance*	What role for standards systems in the future of fisheries? As the complexity of the problems we face globally come into focus, social and environmental standards systems are poised to play a critical role in addressing global sustainability challenges: from the health of our oceans, to that of our fisheries, to the supply of food for a growing population. The role of standards systems will be determined by many factors: How do they work alongside government regulation? What guarantees their credibility? How can we scale up their impacts to maximise their contribution to sustainability outcomes? How can we bring along consumers, businesses and interested stakeholders to shape and work with credible standards systems? Moderated by David Gould (ISEAL) with panellists Sadie Homer (Consumers International), Chris Ninnis (Marine Stewardship Council), Carl-Christian Schmidt (OECD) and Jose Villalon (World Wildlife Fund).
Panel 9:00 – 10:30 La Seine B	Ensuring Traceability in the Seafood Supply Chain In the context of widespread illegal fishing, it is essential that there is a global and industry-wide move to improve the traceability of seafood to rebuild and retain public confidence in product sourcing and labelling claims. Traceability is an essential business requirement as it ensures sustainable seafood can be tracked through the supply chain and provides a vital assurance for fish buyers seeking sustainable seafood. The session will explore the opportunities for environmental supply chain management. Traceability experts will discuss the challenges faced by the fishing industry and share their expertise and insights into the latest tools and solutions that will lead to more streamlined and efficient processes. Moderated by David Agnew (Imperial College London) with panellists Derek Figueroa (Seattle Fish Company), Rob Ogden (TRACE Wildlife Forensics Network) and Tim Wilson (Historic Futures).
Panel 9:00 – 10:30 La Seine C	The Future Oceans – Warming Up, Rising High and Turning Sour – Does it Matter? Climate change has been called the single most important issue of our generation and current predictions indicate that no part of the planet or society will remain unaffected. With climate change increasingly featuring on the international political agenda there has been a tremendous volume of opinion and information which features and debates the impacts of climate change, and illustrates where the effects of climate change are already occurring, where it will occur shortly and what needs to be done reduce and mitigate against these effects. Distinguishing fact from fiction has not been easy but ultimately some level of climate change is now agreed as a certainty with the oceans being particularly vulnerable. Research over the last decade has indicated that the seas are warming and rising, with some areas already experiencing some level of acidification. In this session we will explore how climate change will affect the oceans, how can we expect policymakers and related fora to react, and what does this mean in real terms for the seafood industry. Moderated by Kristian Teleki (SeaWeb) with panellists William Cheung (University of East Anglia), John Pinnegar (Centre for Environment, Fisheries & Aquaculture Science) and Dr. Carol Turley (Plymouth Marine Laboratory).

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<p>Panel 9:00 – 10:30 Pont Des Arts</p>	<p>Marine Protected Areas and Catch Shares: Combining proven tools for a new generation of sustainable fisheries</p> <p>Marine protected areas (MPAs) and territorial user-right fisheries (TURFs) are two seemingly disparate approaches to fisheries management. MPAs limit harvest in certain areas, but may enhance profits outside their boundaries via spillover effects. TURFs foster local stewardship, but may be ineffective if too small to retain the offspring of adult fish in the TURF. This panel will explore the theory and practice of how MPA-TURF combinations can have synergistic effects. Presenters from the United States and Latin America will extract lessons from case studies and discuss opportunities for future application of this emerging dual-pronged management system.</p> <p>Moderated by Diane Regas (Environmental Defense Fund) with panellists Luis Bourillon (Mesoamerican Reef Program for Community and Biodiversity), Christopher Costello (University of California, Santa Barbara), Steve Gaines (University of California, Santa Barbara) and Stefan Gelcich (Pontificia Universidad Católica de Chile).</p>
<p>10:30 – 11:00 Foyer</p>	<p>Break</p>
<p>Panel 10:50 – 12:20 La Seine A Business of Assurance*</p>	<p>The Role of Governments and Governmental Organisations in Seafood Sector Sustainability</p> <p>Governments and governmental organisations have always played significant roles in managing and regulating fisheries and aquaculture. However, in recent years, the prominence of governmental roles has been somewhat eclipsed by the trend toward reliance on market forces to drive positive change toward a more sustainable sector. While this is encouraging, market forces alone are unlikely to secure enduring transitions to sustainability paradigms. Governments and governmental organisations will have a role in supporting and catalyzing these transitions. This panel will explore these roles, examine the current contributions governments and governmental organizations make to seafood sustainability, and attempt to identify areas in which their positive contributions can be expanded.</p> <p>Moderated by Trevor Swerdfager (Fisheries and Oceans Canada) with panellists Nicole Franz (OECD), Rebecca Lent (NOAA), David Smith (Sobey's Inc.) and Heather Tausig (New England Aquarium).</p>
<p>Panel 10:50 – 12:20 La Seine B</p>	<p>Shared Value Creation: Conservation and businesses partnerships in a changing world</p> <p>Economic downturns create pressure for businesses to take an even closer look at expenditures and investment plans related to activities outside of core business functions. One might expect a potential casualty of such reviews to be the reduction or elimination of environmental and social initiatives but this does not seem to be the case. This panel will explore how businesses are continuing to create conservation change in this challenging time. Panellists will also explore how environmental sustainability might result in business benefits and in turn how those benefits allow businesses to remain invested in the environment.</p> <p>Moderated by Meredith Lopuch (World Wildlife Fund) with panellists Mark Duret (Carrefour) and Craig Watson (Sysco Corporation).</p>

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- Panel**
10:50 – 12:20
La Seine C
- Foodservice Case Study: Making the switch to sustainable seafood**
- Chefs and restaurateurs are in a unique position to influence both the supply chain and consumers when buying and serving seafood, by supporting and offering sustainable options. By making the switch to sustainable seafood, they can play an active role in bringing back marine life and promoting healthy fish stocks and biodiversity. From independent restaurants to contract catering, foodservice businesses can help to change behaviour of individuals, creating a decisive shift towards mainstream sustainable seafood purchasing. The session will provide practical information to seafood buyers up the supply chain to help address such sourcing concerns, and also touch upon engaging their customers.
- Moderated by Nicolas Guichoux (Marine Stewardship Council) with panellists Caroline Bennett (Moshi Moshi), Steve Jobson (Sodexo UK) and Adam Swan (Brake).
- Panel**
10:50 – 12:20
Pont Des Arts
- The Role of Direct Marketing in Sustaining Fishing Communities**
- Commercial fishermen, their families, and coastal communities from around the globe are finding it harder to continue their traditional livelihoods and pass their knowledge on to future generations. The panel will explore attempts by various fishing communities to preserve their way of life through different direct marketing approaches, such as co-ops and "community supported fisheries". Direct marketing is a way for smaller-scale fishing communities to sustain their livelihoods, traditions, and communities. Direct marketing re-links consumers with their local fishermen and instils in the consumer a greater awareness of their connection to the earth's natural resources.
- Moderated by Sara Randall (Institute for Fishery Resources) with panellists Jeremy Brown (Commercial Fishermen of America), Niaz Dorry (Northwest Atlantic Marine Alliance) and Barbara Rodenburg (Artisanal fisherman).
- 12:30 – 13:30**
Le Jardin du Luxembourg
- Lunch**
- Special address from M. Bruno Le Maire, Minister for Food, Agriculture and Fisheries, France.
- Presentation**
13:40 – 14:40
La Seine A
Business of Assurance*
- Communicating Sustainability: Coping with consumer confusion**
- Communicating information to consumers about 'sustainable seafood' is vital if farmed products are to be accepted as safe and ethical. Messages that might influence perceptions need to be clear and accurate but current labelling of ethical or environmentally friendly food often falls short in this regard. Current interest in, and criticism of, certification will be discussed and the ethical underpinning of standards examined. A new EU FP7 project (Sustainable Ethical Aquaculture Trade; SEAT), which is working towards standards where sustainability and ethical indicators will be combined to communicate an innovatory Ethical Aquatic Food Index (EAFI), will be introduced.
- Moderated by Jimmy Young (University of Stirling) with presenters Matthias Kaiser (University of Bergen) and David Little (University of Stirling).
- Presentation**
13:40 – 14:40
La Seine B
- Quality initiatives and high-end collective brands: the first step towards responsible fishing?**
- Starting in the 1990s and in response to various crises in the fishing industry, quality approaches were developed, initiated by producers from the entire French coast. Initially qualitative, these approaches have progressively integrated environmental criteria. The principle of better fishing for fewer fish has finally found its practical definition. The idea that the valuation of fish products and added value can lead to responsible behaviour can be hard to accept for scientific organisations responsible for resource evaluation, yet today, many interdisciplinary organisations have shown the evidence.
- Presented by Isabelle Letellier (Normapêche Bretagne).

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- Workshop**
13:40 – 16:10
La Seine C
- The Perfect Paper Trail: Eliminating illegal fish from the supply chain**
- Illegal, unregulated and unreported (IUU) fishing undermines the management and health of many fish populations. Policies and measures are emerging to prevent trade and sale of IUU fish. The workshop will provide an overview of the recent national, regional and international legislation concerning IUU fish to discuss their merits and identify continuing challenges to prevent the marketing of IUU products. Promises and limitations of emerging methods such as genetic and chemical techniques for tracing fish ('fish forensics'), the proposed Global Record for Fishing Vessels and other risk management measures to further reduce trade of IUU fishing products will be discussed.
- Moderated by Stefan Flothmann (Pew Charitable Trusts) with panellists Melania Borit (Norwegian College of Fishery Science), Shaun Driscoll (UN Food and Agriculture Organization), Rob Ogden (TRACE Wildlife Forensics Network) and Jean-Pierre Vergine (DG Mare EU).
- Workshop**
13:40 – 16:10
Pont Des Arts
- The Coral Triangle – A marine diversity hotspot: sustainability challenges and incentivising small-scale fisheries**
- The Coral Triangle is the world's most bio-diverse marine environment and is dominated by small-scale fisheries, which are becoming increasingly important source fisheries for major seafood markets. The need to improve management of these fisheries is of paramount importance. Traditional market-based approaches to improving fisheries management are now widely accepted, but their application to small-scale fisheries is more challenging. This symposium will focus on small-scale fisheries in the Coral Triangle region and challenges to making them more sustainable. While acknowledging prospects for MSC certification and programs that can guide fisheries toward that goal (e.g. FIPs), our emphasis will be on the need for mechanisms outside these frameworks that can incentivise fishers to incrementally improve their fishing practices in the shorter term and the role retailers and industry must play.
- Moderated by Mark Powell and Katherine Short (WWF International) with panellists Andrew Bassford (FISHES), Jerry Knecht (Marine Atlantic Inc), Lloyd Moskalik (Oceanethix), Dr. Geoffrey Muldoon (WWF Coral Triangle Network Initiative) and Blane Olsen (Clearsmoke Technologies).
- Presentation**
15:00 – 16:00
La Seine A
- The FSIG Report: A global review of fish sustainability information schemes**
- The paper presents the findings of a 2009 global review of organisations providing sustainable fisheries information to consumers and channel intermediaries. The research was coordinated by a consortium of international seafood bodies, the Fish Information Group (FSIG) and observed by FAO. The key organisations that analyse, assess and provide data, guidance, disseminate and otherwise communicate on the sustainability of world fisheries and aquaculture to retailers, foodservice, consumers and others are reviewed. Comparison is made of the organisations' governance procedures and seafood sustainability information output. Evaluation of the communications regarding accuracy, scientific robustness, relevance and their implications concludes the review.
- Moderated by Jimmy Young (University of Stirling) with presenters Jon Harman (Seafish) and Graeme Parkes (MRAG).
- Business of Assurance***

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<p>Panel 15:00 – 16:00 La Seine B</p>	<p>Japanese Consumer Preferences for Sustainable Seafood</p> <p>We know a lot about US and European consumer preferences regarding sustainable seafood. This session presents two studies about Japanese consumer preferences. A nationwide survey of consumers' preferences for eco-labelled seafood is presented. Results show certification program and the scientific organisation providing evidence of status of fish stocks matter to consumers' willingness to pay for eco-labelled seafood. The second study presents results of consumers' actual payment for MSC-labelled seafood. Results show the benefit of providing information on overfishing, extent of IUU fishing, and explanation of the MSC logo to consumers' payment for MSC-labelled seafood.</p> <p>Presented by Dr. Yuko Onozaka (University of Stavanger) and Cathy Roheim (University of Rhode Island).</p>
<p>16:00 – 16:30 Foyer</p>	<p>Break</p>
<p>Panel 16:30 – 18:00 La Seine A Business of Assurance*</p>	<p>Organic Seafood in the European Union: Negotiations, complications and case studies</p> <p>Seafood presents many complications for establishing organic standards because of the variety of species and production methods, causing organic seafood regulations to have been a long time coming. However, the EU has recently established official regulations for organic seafood. This session will focus on organic seafood regulations in the European Union, including the process of establishing unified regulations among 27 nations and certification of the organic production process. The session will include perspectives from both the government and business world, as well as case studies from organic seafood producers.</p> <p>Moderated by Gauthier Ismail (OSO) with panellists Eric Achard (ATLANTYS-Reynaud), Richard Bates (EU Commission), Laurent Galloux (Bureau Veritas Certification) and Per Gunnar Kvenseth (Villa Organic).</p>
<p>Panel 16:30 – 18:00 La Seine B</p>	<p>Sustainable Seafood From a Crowded Ocean: Fisheries and aquaculture interactions with other ocean industries and opportunities for cross-sectoral stewardship of the seas</p> <p>Marine fisheries and aquaculture take place in increasingly crowded seascapes of competing ocean uses and potentially affect, or are affected by, shipping, offshore oil, alternative energy, tourism, etc. Ocean management regimes, such as marine spatial planning, are being driven by governments and NGOs and will have major effects on seafood industry access to resources. In this panel, sustainability leaders from other industries will challenge the seafood industry to engage with other ocean users in addressing cross-sectoral issues, ensuring ocean governance reflects the needs of responsible industry operators and achieving the business benefits of "Corporate Ocean Responsibility" leadership and collaboration.</p> <p>Moderated by Paul Holthus (World Ocean Council) with panellists Charles Ehler (Oceans Visions), Arnstein Eknes (Special Ships at Det Norske Veritas) and Eoin Sweeney (Sustainable Energy Ireland).</p>

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Panel Sustainability (point – counter point): What makes a product “sustainable”?

16:30 – 18:00

La Seine C

Recent seafood exhibitions have seen a remarkable increase in the number of “sustainable” products. But what exactly is a “sustainable” product? While a species may be considered sustainable at the stock level, it could also be called out as unsustainable from an ecosystem perspective. Is there a single criterion and what are the tradeoffs between different aspects of sustainability? Speakers will offer varied views on these issues. Through active audience participation, we will discuss how to move the sustainable seafood movement forward given the multiple perspectives on sustainability that are in use today.

Moderated by Heather Tausig (New England Aquarium) with panellists Tobias Aguirre (FishWise), John Connelly (National Fisheries Institute), Aldin Hildbrands (Royal Ahold) and David Little (University of Sterling).

Panel Regulating for Sustainability: Emerging aquaculture management challenges and regulatory solutions

16:30 – 18:00

Pont Des Arts

As aquaculture has expanded in terms of production, geography, variety of species, and technology, ensuring that the industry develops in a sustainable manner has become increasingly challenging. While market-based approaches offer new ways of encouraging sustainable production, they are not a substitute for effective regulation. This panel will explore the environmental challenges facing the aquaculture industry, and address the role of regulation in achieving long-term sustainability. It will compare and contrast different approaches being taken in the U.S., Chile and Asia to better understand the appropriate roles of market-based and regulatory measures to ensure a sustainable future for aquaculture in these regions.

Moderated by George Leonard (Ocean Conservancy) with panellists Flavio Corsin (World Wildlife Fund), Christopher Mann (Pew Charitable Trusts) and Alex Muñoz (Oceana).

18:30 – 19:30 Cocktail Reception

Foyer

Come celebrate progress within the Aquaculture Dialogues, a movement of more than 2,000 producers, scientists, NGOs and others working to develop global standards for responsible aquaculture. Hosted by the Aquaculture Dialogues.

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TUESDAY, FEBRUARY 2

TYPE, TIME & ROOM SESSION

Panel 9:00 – 10:30 La Seine A+B Business of Assurance*	Aquaculture Standards: Winner take all? With three competing standards for aquaculture certification, it's become increasingly confusing what each group is trying to achieve and how their work will result in change on the ground. Will a winner emerge from the standards battle? Will the aquaculture industry from the producer to the end consumer benefit? Attendees of this session should come away with a full picture of the current status of each certification group, its successes so far, and a clear understanding of how each certification scheme functions – including its benefits and shortcomings. Moderated by Rachel Mutter (Fish Farming International) with panellists Nigel Garbutt (GLOBALGAP), Peter Redmond (Global Aquaculture Alliance) and Jose Villalon (World Wildlife Fund).
Panel 9:00 – 10:30 La Seine C	Pisces – Responsible Fish Restaurants: Sustainable sourcing – lessons learnt at sea Pisces-RFR is a restaurant-led project helping chefs to source from more sustainable fisheries, piloted mainly by London UK restaurants. Pisces-RFR evaluates fisheries and restaurants on sustainability, fish quality, and fair trading criteria. While working with other initiatives, at its core lies a hands-on but time consuming approach of getting out onto, filming, documenting, and sourcing from individual boats. The project also assesses how restaurants are progressing by scoring their overall fish 'portfolio' with the same criteria. All this goes on the Pisces-RFR website. As the pilot concludes, this session assess the lessons learnt at sea and on land. Presented by Malcolm MacGarvin (Pisces-RFR) and Caroline Bennett (Moshi Moshi).
Panel 9:00 – 10:30 Pont Des Arts	How Seafood Buyers and Suppliers are Impacting the Sustainability of Data-deficient Developing Country Fisheries Fisheries in developing countries are critical sources of local food, jobs, and export income. So much of western seafood is imported from developing countries, that major western suppliers cannot source sustainably unless developing world fisheries can demonstrate they are sustainable. Yet many of these fisheries have little or no formal management. Government capacity is limited, and success often depends on community based measures, and the strong support of global seafood supply chains. This panel will present programs to engage developing country fisheries, and discuss the lessons learned by global seafood suppliers. It will include case studies from fisheries in Indonesia, Mexico, Sri Lanka and Chile. Moderated by Purbasari Surjadi (Sustainable Fisheries Partnership) with panellists Jimmy Martinez Ortiz (Ecuadorian Government) and Steve Phillips (Phillips Foods).
10:30 – 11:00 Foyer	Break

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Presentation 10:50 – 11:50 La Seine A+B Business of Assurance*	Seafood Sustainability from a Biological and Carbon Footprint Perspective Assessing the sustainability of seafood products is nowadays a basic requirement for the seafood industry. Sustainable use of stocks, low levels of discards, and ecosystem impacts as well as efficient management systems continue to be focal in the work towards sustainable fisheries. An additional aspect is climate impact – or carbon footprint – caused by seafood production. Life Cycle Assessment (LCA) offers a methodology to study this. Studies where both the biological and climate impact of seafood products has been assessed will be presented. Improvement potentials and trade-offs between environmental goals will be highlighted as well as ways to synthesise different aspects of sustainability. Presented by Inger Näslund (WWF Sweden) and Friederike Ziegler (Swedish Institute for Food and Biotechnology).
Panel 10:50 – 12:20 La Seine C	Fishing and Shellfish Farming in 2020: An environmental approach at the global level, economic and social organisation at the human level A prospective vision founded on several main lines: 1) Environmental interactions seen from the angle of biodiversity and plankton lead to a global vision of the resource and give particular attention to coastal management, with the cooperation of artisanal fishermen and shellfish farmers. 2) The choice of production focuses on artisanal fishing, its capacity to adapt to ecosystems, and its involvement in territorial managements. 3) Consumption will favour local species, either basic or luxury species, rather than industrial products that are being imported. And, 4) artisanal fishing and fish farming policies, integrated in territories resort to a decentralised management on a human scale. Moderated by Benoît Guérin (South Western Waters Regional Advisory Council – CCR.S) with panellists Christian Décugis (Var Local Committee for Marine Fisheries and Aquaculture), Philippe Favrelière (Collectif pêche et développement), Pierre Mollo (biologist), and Elisabeth Tempier (Collectif pêche et développement – Mediterranean branch).
Presentation 10:50 – 11:50 Pont Des Arts	Bycatch Reduction and the EU/IUU Regulation: Solutions that prevent wasting seafood and protect marine life On 1 January 2010, the EU will effect a new regulation aimed at combating Illegal, Unreported and Unregulated fishing – an activity estimated to be worth billions of dollars per year and which is having severe consequences for seafood sustainability. The regulation will require the flag state of the vessel that caught the fish to issue a catch certificate showing the fish was caught legally. The new regulation is expected to incentivise legal fishing. We examine the consequences of this for conservation and more sustainable seafood with special examination of how this affects efforts to reduce bycatch. Presented by Robin Davies (WWF International) and Marie Emilie Guele (WWF European Policy Office).
12:30 – 1:30 Le Jardin du Luxembourg	Lunch
Presentation 13:40 – 14:20 La Seine A+B Business of Assurance*	Fisheries and Aquaculture Certification: A public vs. private perspective The industry is a driving force in fisheries certification. It perceives certification primarily as a marketing tool and uses ‘choice editing’ to influence consumers’ behaviour. Governments – holding ultimate responsibility for the management of the common pool resource ‘fish’ – increasingly recognise the potential of certification as a market based policy tool that may contribute to sustainable fisheries management. However, resource constraints and multiple policy objectives condition fisheries policy makers’ investment decisions across a wide range of demands for public money. The analysis of the public-private interface helps to understand the potential of certification to align public and private incentives towards the shared goal of sustainable fisheries management. Presented by Nicole Franz (OECD).

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Panel
13:40 – 15:10
La Seine C

Corporate Responsibility in the Seafood Sector: How can businesses effectively communicate with consumers, NGOs and investors in a new challenging business environment?

The global trend in environmental, social and governance awareness, paired with heightened consumer consciousness, sees food companies increasingly facing new expectations. Many are now seeking to proactively communicate the economic, environmental and social performance of their businesses internally and externally. By the time of the global launch of the first guidelines ever for sustainability reporting in the food sector (GRI, 2010) this panel of business leaders, corporate responsibility communication experts and NGOs, explores ways of effectively engaging and communicating with consumers, NGOs and other key stakeholders in a new challenging business environment.

Moderated by Lars-Olle Larsson (Pricewaterhouse Coopers) with panellists Maaïke Fleur (Global Reporting Initiative), Anna Roslund (Findus Group) and Katherine Short (WWF International).

Workshop
13:40 – 15:30
Pont Des Arts

Small Farmers in Big Markets: Progress and challenges in socially responsible aquaculture production and trade

Seafood Summit 2009 brought together stakeholders to present experiences, raise awareness, and share ideas on supply chain dialogues and partnerships to support sustainable production practices and improving market access for small-scale aquaculture farmers. The past year has seen further growth in Asian aquaculture, but challenges for many small-scale aquaculture farmers remain substantial. This session brings together a mix of people to exchange experiences and lessons from Asia over the past 12 months, and to continue to promote dialogue, partnership, investment and innovations that support environmentally and socially sustainable aquaculture and market arrangements that benefit the many small-scale farmers in the global seafood industry.

Moderated by Rohana Subasinghe (UN Food and Agriculture Organization) with panellists John Arnold (Fairtrade), Flavio Corsin (World Wildlife Fund), Dominique Gautier (Aquastar EU), Arun Padiyar (UN Food and Agriculture Organization), Lucian Peppelenbos (Dutch sustainable trade initiative), Michael Phillips (WorldFish Center), NR Umesh (India) and Leo van Mulekom (Oxfam Novib).

Presentation
14:40 – 15:30
La Seine A+B

The Role of Public Authorities in Environmental Certification.

Ecolabels are widespread in various fields, and fishery products are not exempt from the growing trend. These labels correspond to consumer expectations in terms of information and transparency, and can thus encourage producers to move towards more responsible fishing. The European Commission will present the existing legislative framework and its initiatives in the area of sustainable fish labeling.

Business of Assurance*

Moderated by Alistair Lane (European Aquaculture Society) with presentation by Christian Rambaud (European Commission).

Plenary Session
15:40 – 16:40
La Seine A+B

Closing remarks: *Challenging Assumptions in a Changing World*

Julie Packard, Monterey Bay Aquarium and the David & Lucile Packard Foundation

Melanie Siggs, Vice President for Sustainable Markets, SeaWeb

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