

**Barcelona, Spain  
January 27-30, 2008**

## **AGENDA**

### **SUNDAY, JANUARY 27**

<b><u>Time &amp; Room</u></b>	<b><u>Session</u></b>
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<b>12:30 – 3:15 PM</b>	<b>WORKSHOP: Organic Farmed Fish in Europe and North America.</b>
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**Barcelona AB**

Presented in  
English,  
Interpretation Not  
Available

This workshop will a) provide background and insights concerning the development of organic aquaculture standards in North America and Europe; and, b) explore opportunities for greater convergence of the visions for organic aquaculture standards. The United States, Canada, and European Union are now all in the process of developing government organics standards for farmed fish. A number of private certifiers, primarily in Europe, are already certifying as “organic” farmed fish produced under private standards. Canadian, European, and US stakeholders have different visions of organic aquaculture standards. In particular, European private certifiers, NGO’s, and consumers appear largely to accept organic production of carnivorous species and fish raised in net cages. In contrast, many North Americans believe such fish farming is inconsistent with the principles of organic agriculture. Many producers, retailers, and consumers regard the organic label as the “gold standard” for food production. Yet, if markedly different organic aquaculture standards are adopted in North America and Europe, the result may be a lack of common currency in one key element of the seafood choices movement. This workshop is intended to be a first step towards greater commonality.

This workshop will be led by Dr. Rebecca Goldberg (Environmental Defense), Dawn Purchase (Marine Conservation Society, UK), and Shauna MacKinnon (Living Oceans Society).

**Tibidabo AB**

Presented in  
English,  
Interpretation Not  
Available

**WORKSHOP: Protecting the Ocean that Feeds Us: How CO<sub>2</sub> pollution threatens the seafood industry, and what we can do about it.**

Global emissions of CO<sub>2</sub> (37.5 billion tons per year) are poisoning the ocean and may undercut many major fisheries. Each year a third of total emissions mix into the sea, react with seawater to form carbonic acid, and attack the foundation of marine food webs. Seafood producers, marketers, and consumers have an urgent stake in improving our understanding the potential impacts (e.g. marine research) and supporting policies to mitigate the harm (e.g. carbon emissions caps, etc). The seafood industry has real clout on ocean policy and can play a major role in advocating sound national and international policies on this problem. This could be an important area of common ground for industry and conservation groups to protect the ocean that feeds us.

This workshop will be led by Brad Warren (National Fisheries Conservation Center and Sustainable Fisheries Partnership) and John Guinotte (Marine Conservation Biology Institute).

**3:30 – 6:15 PM**

**Barcelona AB**

Presented in  
English,  
Interpretation Not  
Available

**WORKSHOP: Seafood Traceability: An essential element in sustainability.**

Recent incidences of foods and fishmeal contaminated by illegally introduced, and often toxic, substances have highlighted the issue of knowing where our foods are coming from and what they contain. The seafood industry is no different. Intentional or unintentional product substitution, illegally sourced seafoods and un-verified certification claims are all of great concern to the global seafood industry. Seafood fraud (substituting a less-expensive fish for a more costly species), and the sale of seafoods from illegal, under-reported and unregulated (IUU) fisheries are a blight on the industry. Traceability is a fundamental component of any seafood certification program. While the Marine Stewardship Council (MSC) has a chain of custody certification requirement, the problem is much broader. However, the implementation of rigorous traceability steps by all major importing countries and seafood buyers and verification that better fishing practices are being employed will not only reduce illegal and unsustainable activities but will help to instill greater confidence within the seafood consuming public. This panel will discuss the regulatory and technical tools available to combat misrepresentation of seafood and the trade in IUU fishery products. By giving seafood buyers the means of insuring that what they purchase is from legal sources, traceability will move all fisheries closer to sustainability.

This workshop will be moderated by Howard Johnson (Sustainable Fisheries Partnership & H.M Johnson & Associates), with presentations by Hessel De Haan (De Haan Automatisering), Amy Jackson (Marine Stewardship Council), Mike Mitchell (Young's Seafood), and Geir Myrøld (TraceTracker Innovation ASA).

**Tibidabo AB**

Presented in  
English,  
Interpretation Not  
Available

**WORKSHOP: Effecting seafood sustainability: What do European decision-makers, consumers and industry need to know?**

The objective of this workshop is to solicit advice from the NGO, government and seafood business communities on how to best translate the results from a multi-year, international research project on seafood production into actionable information. It will begin by reviewing the results to date from an international effort to characterize the life-cycle (“cradle to grave”) environmental and socioeconomic impacts associated with the production of a major seafood commodity—salmon ([www.ecotrust.org/lca](http://www.ecotrust.org/lca)). With a supply chain originating in both capture fisheries and aquaculture systems, salmon is a salient case study for thinking about making seafood more sustainable. The bulk of the workshop will be spent in facilitated discussions about information products, dissemination channels, potential synergies with existing consumer education campaigns or supply-chain initiatives, and prospective partnerships most useful in the European context. Hoped-for outcomes of this workshop include direction for a communication strategy to help translate the research into tangible outcomes.

This workshop will be jointly convened by Dr. Astrid Scholz (Ecotrust) and Dr. Peter Tyedmers (Dalhousie University).

**7:00 – 9:00 PM**

**Top City,  
19<sup>th</sup> Floor, Hotel  
Princesa Sofia**

**Welcome Reception**

Join Seafood Choices Alliance to kick off the Seafood Summit celebrating sustainable seafood and the groups and organizations that make this market a reality. The Alliance will announce the 2008 Seafood Champion Award finalists during the reception.

**\* Languages of Interpretation: English, French & Spanish**

## MONDAY, JANUARY 28

<u>Time &amp; Room</u>	<u>Session</u>
8:00 – 9:30 AM Gaudi	<b>Full Breakfast for Guests of Hotel Princesa Sofia</b>
9:30 – 10:45 AM Tarragona + Girona  Presented in English & Catalan, Full Interpretation Available*	<b>Seafood Summit Welcome Address &amp; Keynote Speakers</b> <ul style="list-style-type: none"><li>▪ <i>Mr. Mike Boots, Director, Seafood Choices Alliance</i></li><li>▪ <i>Dr. Callum Roberts, Professor, University of York, United Kingdom &amp; SeaWeb Board Member</i></li><li>▪ <i>Mr. Christian Rambaud, Head of Unit, Common Organisation of Markets &amp; Trade, European Commission</i></li><li>▪ <i>Honourable Mr. Joaquim Llena, Minister of Agriculture, Food and Rural Action, Government of Catalonia</i></li></ul>
11:00 – 12:30 PM Tarragona + Girona  Presented in English, Full Interpretation Available*	<b>Engaging with Problem Fisheries: How can retailers and processors help “red list” fisheries become sustainable?</b> <p>The current focus in sustainable seafood is for retailers and processors to avoid very badly managed fisheries - the so-called “red list” fisheries. But if retailers and processors refuse to engage with red fisheries there will be no incentive to get better. This panel will lay out the ground rules that some retailers and processors have developed for working with fisheries that have sustainability challenges and explain how they walk the tightrope between improving poor fisheries and endorsing unacceptable fishing practices.</p> <p>Moderated by Jim Cannon (Sustainable Fisheries Partnership), with panellists Alex Olsen (Espersen), Simon Rilatt (Young’s Seafood), and Mark Powell (Ocean Conservancy).</p>
Lleida  Presented in English, Full Interpretation Available*	<b>Beginner’s Guide to Credible Eco-labelling.</b> <p>With a myriad of seafood guides and eco-labels entering the market, how can fisheries, stakeholders and seafood buyers recognize the good, the bad and the ugly? And beyond the issue of credibility, what are the pros and cons of eco-labelling for national and international bodies? Experts on independent, international norms will inform delegates about what to look for and will present their own analysis and guidance. The panel will not recommend any particular eco-label or certification program. Instead, through presentations and moderated discussion delegates will explore why particular attributes are important, and learn how to ask difficult questions that scratch beneath the surface of claims made by competing eco-labels.</p> <p>Moderated by Marie Christine Monfort (Marketing Seafood) with panellists Elizabeth Guttenstein (ISEAL Alliance), Carl-Christian Schmidt (Organization for Economic Co-operation and Development), and Rolf Willmann (UN Food and Agriculture Organization).</p>
11:00 – 12:00 PM Sitges + Roses  English-Spanish Interpretation Available	<b>The Lira-Carnota Initiative: Galician fishermen switching to sustainability.</b> <p>Lira-Carnota fishermen decided in 2003 - just after the Prestige oils spill destroyed their fishing grounds – to establish a fishing reserve in their influence area in South Costa da Morte (Galicia, NW Spain). This area was identified by WWF in 2005 as one of the marine treasures necessary to conserve in Spain. WWF-Spain is supporting – in collaboration with A Coruña University and LonXanet Foundation – the fishermen of Lira-Carnota in their efforts to develop a project facilitating the fishing reserve implementation process, which includes biological and sociological monitoring, volunteers, awareness and communication activities, and MSC-related activities, among others. This strategy also includes other initiatives for commercialization improvement (via the internet) and public awareness to develop a sustainable fishery and bring dignity to fishermen’s lives.</p> <p>Presented by Meredith Lopuch (WWF Community Fisheries Program) and Emilio Louro (Cofradía de Pescadores de Lira Carnota).</p>

**\* Languages of Interpretation: English, French & Spanish**

<p><b>12:45 – 1:45 PM</b> <b>Gaudi</b></p>	<p><b>Lunch</b></p>
<p><b>2:00 – 3:30 PM</b> <b>Tarragona + Girona</b></p>	<p><b>Talking to the Consumer: How well do we communicate seafood sustainability issues to the end user of the product?</b></p> <p>The panellists will represent differing perspectives of the interface with the fish buying public. Senior executives representing a seafood processor, a major UK retailer and also a food journalist will each explain which important seafood issues they feel the consumer needs to be aware of and give an insight into how these communications are being made in the UK today. They will explore how differing consumer interactions can create seafood phobia or build “brand trust” and how can we best use these channels to ensure that the concerned consumer is given valid information to make an informed purchasing decision.</p> <p>Moderated by Dr. John Harman (Sea Fish Industry Authority) with panellists Mark Ventress (Young’s Seafood), Melanie Sachdeva (Sainsbury’s) and CJ Jackson (Billingsgate fish market).</p>
<p><b>Lleida</b></p> <p>Presented in English, Full Interpretation Available*</p>	<p><b>Mediterranean and East Atlantic Bluefin Tuna: Current situation in relation to the state of the stock, management of the fishery, trade and consumption.</b></p> <p>Mediterranean bluefin tuna supports the most important bluefin tuna fishery in the world. It is a key species in the ecology of the Mediterranean, and coastal communities have benefited from its fishing for millennia. The strong development of fishing and farming practices to supply the Japanese market pushed the stock to the verge of collapse. To recover the stock, bold management measures need to be urgently implemented. Full traceability of the fish will certainly help to eradicate the significant amount of IUU catches. The panel will carefully analyse the impact of current levels of consumption on the fishing industry and markets.</p> <p>Moderated by Dr. Sergi Tudela (WWF Mediterranean), with panellists Dr. Ted Bestor (Harvard University), Dr. Alain Fontenau (Institut de Recherches pour le Développement), and Dr. Makoto Miyake (PhD Fisheries Biology).</p>
<p><b>2:30 – 3:30 PM</b> <b>Sitges + Roses</b></p>	<p><b>Global Aquaculture Performance Index (GAPI) - A standardised approach to sustainable aquaculture analysis.</b></p> <p>The Global Aquaculture Performance Index (GAPI) is a data-driven policy-making and quantitative evaluation tool to inform sustainable aquaculture development. Unlike similar approaches which yield only relative ranks of performance, here a “proximity to target” approach is adopted, which identifies target values of key sustainability criteria. The value of this approach is not only in the overall rankings but the opportunity to directly compare the performance of peer groups (species; countries; production intensity etc) using standardised, non-relative data. In doing so, leaders and laggards are clearly demarcated while highlighting best and worst policy practices. Analysis of underlying data indicators highlight where limited resources should be targeted for maximum return and what factors render sustainability unlikely or impossible and why.</p> <p>Presented by Dr. John Volpe and Jennifer Gee (School of Environmental Studies, University of Victoria).</p>
<p><b>3:30 – 5:00 PM</b></p>	<p><b>Extended Break</b></p>
<p><b>3:45 – 4:45 PM</b> <b>Lleida</b></p> <p>All Films Presented in English</p>	<p><b>Film Screening: Short films on sustainable seafood and healthy oceans.</b></p> <p>Films provide a popular medium for broad audiences and are increasingly being used to educate on and advocate for seafood sustainability. This screening features a number of current short films produced by a variety of stakeholders including the Environmental Justice Foundation, Warner Hanson Television (Chefs A' Field television series), Chef Tom Aikens, and Harvard Medical School.</p>

**\* Languages of Interpretation: English, French & Spanish**

**5:00 – 6:30 PM**  
**Tarragona + Girona**      **Feed the World: Does a global sustainable seafood movement help or hinder developing countries?**

Presented in English,  
Full Interpretation  
Available\*

Half of the global fish trade comes from developing countries, providing valuable income for some of the world's poorest nations. Overfishing is a significant threat and in 2002 the World Summit on Sustainable Development recognized the need to assist developing countries in the conservation and sustainable management of fishery resources. This session will outline the issues facing developing countries that are trading fish nationally, regionally and internationally. Giving an overview of the role of seafood in contributing to culture, community, economy and food security in developing countries, the panelists will each present a different aspect related to the seafood trade and sustainable fishing.

Moderated by Meredith Lopuch (WWF Community Fisheries Program) with panellists Marc Allain (author of Greenpeace report, *Trading Away Our Oceans*), Nancy Gitonga (Former Director of Fisheries, Kenya), and Dr. Olujemisi Oloruntuyi (Marine Stewardship Council).

**Lleida**      **Closing Ports to IUU-Caught Fish**

Presented in English,  
Full Interpretation  
Available\*

All IUU-caught fish eventually arrives in a port to be landed. Since IUU fishing activities take place out of sight, this is often the first opportunity for authorities to prevent the fish from making it to market. This panel will explore the role that ports play in enabling – and could play in preventing - the business of pirate fishing from expanding, as well as measures to strengthen the obligation and authority of port states to deter IUU fishing.

Moderated by Gerry Leape (Pew Environment Group), with panellists Adriana Fabra (Antarctic and Southern Ocean Coalition), Javier Garat (International Coalition of Fisheries Associations), and Sari Tolvanen (Greenpeace International).

**5:30 – 6:30 PM**  
**Sitges + Roses**      **FishSource: Helping bridge the information gap in sustainable seafood sourcing policies.**

Presented in English,  
Interpretation Not  
Available

Large retailers will typically source from hundreds of fisheries. Even basic sustainability assessments rapidly mount up to hundreds of thousands of dollars; an effective obstacle to adopting a sustainable seafood procurement policy. Experts involved with McDonald's and Unilever's work in these areas proposed a "common shared database" of public information needed to judge a fishery's sustainability. This public-access workspace is now up and running on line as FishSource. Jim Cannon of Sustainable Fisheries Partnership will demonstrate how FishSource works, the information it contains, and how buyers as well as people providing sustainable sourcing advice can use it.

**6:30 – 7:30 PM**  
**Gaudi**      **Sustainable Seafood Tasting & Cocktail**

**7:30 PM –**      **OPEN; No scheduled events**

**\* Languages of Interpretation: English, French & Spanish**

## TUESDAY, JANUARY 29

<u>Time &amp; Room</u>	<u>Session</u>
8:00 – 9:30 AM Gaudi	<b>Full Breakfast for Guests of Hotel Princesa Sofia</b>
9:30 – 11:00 AM Tarragona + Girona	<b>Retailers Define “Sustainable” Seafood: A look at the internal seafood sourcing guidelines of U.S. and European food retailers.</b>
Presented in English, Full Interpretation Available*	<p>Amidst a wave of third-party seafood sustainability standards, several retailers have begun to develop their own seafood purchasing guidelines in order to standardise their purchasing decisions and ensure that the seafood they sell meets their own sustainability criteria. Some of these retailer-generated standards are now the most stringent in existence and, in many cases, have enormous power to shift seafood markets towards rigorous standards. Within the panel, retailers will discuss: sourcing guidelines; challenges of sourcing sustainable seafood; consumer response; and effect on their bottom line. Farmed salmon standards will serve as a case study to explore how retailer policies can influence industry practices.</p> <p>Moderated by Helene York (Bon Appétit Management Company Foundation) with panellists Carrie Brownstein (Whole Foods Market) and Aldin Hilbrands (Royal Ahold – Corporate Center).</p>
Lleida	<b>Quality and Traceability: Issues for the artisanal fishing sector in West Africa</b>
Presented in French, Full Interpretation Available*	<p>Quality and traceability of fish products are global issues of particular importance to the West African artisanal fishing sector, given the key role this sector plays for African populations’ food security as well as for supplying international fish markets (particularly from the European Union). Addressing these issues in an efficient and creative way is vital for the artisanal fishing sector, coastal communities and fish consuming populations. This panel will bring together people from the artisanal fishing sector, as well as privileged observers, to present what solutions are implemented or considered.</p> <p>Moderated by Béatrice Gorez (Coalition for Fair Fisheries Arrangements) with panellists Gaossou Gueye (National Confederation of Senegalese Artisanal Fishing Sector Organisations), El Hadj Issiaga Daffe (National Union of Artisanal Fishermen in Guinea) and Sid’ahmed Ould Abeid (Mauritanian Artisanal Fishing Sector Organisation).</p>
10:00 – 11:00 AM Sitges + Roses	<b>Web 2.0 and New Tools for Communicating About Sustainable Seafood</b>
Presented in English, Interpretation Not Available	<p>How is the sustainable seafood movement leveraging online social networks, blogs and mobile applications to share information and get its message out? What are the advantages and challenges of using new technology to communicate with consumers? This presentation will show case two examples of using the internet and mobile applications to educate consumers and promote sustainable seafood.</p> <p>Moderated by Eric Rardin (Care2.com) with panelists Dane Klinger (Blue Ocean Institute) and Sheila Bowman (Monterey Bay Aquarium).</p>

**\* Languages of Interpretation: English, French & Spanish**

**11:30 – 1:00 PM**  
**Tarragona + Girona**

**Empowering the Gatekeepers: Chefs, fishers and conservationists unite for seafood sustainability.**

Presented in English,  
Full Interpretation  
Available\*

Chefs are the gatekeepers of the seafood industry. Which seafood species chefs decide to serve determines to a large degree which fish are demanded by consumers, sought by suppliers and thus caught by fishermen. However, there is a giant information void. The flow of seafood sustainability information to chefs, while it is increasing, remains weak and ineffective. Significant and measurable change is possible if the impact of chefs and the power of environmental groups can be united to drive the seafood industry towards sustainability. How does the seafood community overcome this information void? How do we empower our chefs with the knowledge and tools they need? And what does a world look like where chefs, fishers and conservationists unite?

Moderated by Nick Hall (Blue Ocean Institute) with panellists Gerard Viverito (Culinary Institute of America), Barton Seaver (Hook restaurant) and Stephen Potter (Hastings Borough Council).

**Lleida**

**Managing Responsible Aquaculture Assurance: The challenges of standards and certification.**

Presented in English  
and French, Full  
Interpretation  
Available\*

Certification has become an effective tool to help demonstrate more responsible production or harvesting of commodities, including fish, and can thus provide credible assurance to buyers and consumers. There currently exists a significant portfolio of international programmes for aquaculture certification of varying standards and credibility; including regional, international and species specific. While there is much related work underway, a robust, internationally recognised scheme is still some way off and this is giving rise to the development of different demands by buyers and programmes. This in turn has led to confusion, economic loss, political discomfort and even business collapse, at the producer level. This panel will provide a brief overview of the current status of aquaculture certification and the work in progress, and explore how companies, both producers and buyers, are dealing with the challenge of assurance and responsible aquaculture - and asks how one, internationally recognised, programme could become a reality, given the complexity of aquaculture production.

Moderated by Melanie Siggs (Seafood Choices Alliance) with panellists Bertrand Couéteaux (Groupe UNIMA), Andrew Mallison (Marks and Spencer), and Matthew Elliot (Sea Change Management LLC).

**12:00 – 1:00 PM**  
**Sitges + Roses**

**Great Expectations: How Wal-Mart's seafood commitment has been a catalyst for change.**

Presented in English,  
Interpretation Not  
Available

Two years after Wal-Mart committed to source its fresh and frozen seafood from Marine Stewardship Council certified fisheries, this panel will look at the impacts of the announcement on fisheries, suppliers, Wal-Mart itself and the international retail sector. Looking beyond Wal-Mart, the session will also explore how the company's announcement has affected the broader sustainable seafood movement and the seafood industry's shift towards sustainability. This ripple effect is arguably the greatest impact of Wal-Mart's announcement; the panel will chart the 'after shocks' within North America, Europe and Asia.

This presentation will be moderated by Rupert Howes (Marine Stewardship Council), with panellists Jim Cannon (Sustainable Fisheries Partnership) and Dr. Christopher Brown (ASDA Stores Ltd.).

**1:00 – 2:00 PM**  
**Gaudi**

**Lunch**

**\* Languages of Interpretation: English, French & Spanish**

**2:30 – 4:00 PM**  
**Tarragona + Girona**

**Food Miles: The next big sustainability issue or a fundamentally flawed concept?**

Presented in English,  
Full Interpretation  
Available\*

Climate change is impacting the world's oceans and may hinder their ability to provide seafood to an increasingly hungry planet. The food industry has begun to tackle this issue through the concept of "food miles", a seemingly useful idea that has proven to be very controversial. This panel will begin with an overview on the scientific issues surrounding food miles and the relative contribution of transport mode within the context of seafood production. Representatives from the Soil Association and World Conservation Union will then broaden the discussion by presenting how their organisations are addressing climate change and societal impacts by building upon the issue of food miles.

Moderated by Dr. George Leonard (Monterey Bay Aquarium's Sustainable Seafood Initiative) with panellists Peter Hajjieris (Tesco Stores, Ltd.), Mathew Parr (World Conservation Union), Hugh Raven (Soil Association Scotland) and Dr. Peter Tyedmers (Dalhousie University).

**3:00 – 4:00 PM**  
**Lleida**

**Collective Fisheries Management: The experience of Mediterranean fishers (Prud'homies) and the Langoustine Fishermen from The Bay of Biscay**

Presented in French,  
Full Interpretation  
Available\*

The small-scale fishers of the French Mediterranean have been organised for several centuries in groupings called Prud'homies. 'Prud'homie' regulations encourage them to target coastal concentrations of fish on a seasonal basis, and to switch gears selectively in order to allow specific seabeds or species to recover. In the context of intense competition for coastal resources, the prud'homies preserve their fishing waters by alerts, legal action and restricted fishing zones. Fishermen from the Bay of Biscay nephrops' fishery have been engaged in a project, which is a model for all captains and their crews (about 250 trawlers), having understood they could be proactive stakeholders in the management of the resource they are living on. They have developed technical devices to increase the selectivity of bottom trawlers fishing nephrops in the Bay of Biscay. This project has involved directly the users in the management of the fishery.

Moderated by James Smith (Fisheries and Development Collective), with panellists Hugues Autert (Langoustine Commission) and Christian Décugis (Prud'homie de Saint Raphaël).

**Sitges + Roses**

**Friend of the Sea – Certification and promotion of sustainable fisheries**

Presented in English,  
Interpretation Not  
Available

Paolo Bray, Director of Friend of the Sea (FoS), will present the organisation's certification scheme for sustainable fisheries and aquaculture. FoS is the only scheme in the world certifying seafood from both sustainable fisheries and aquaculture. FoS fulfils main FAO Guidelines and applies strict criteria for fisheries: products fished with impact to the seabed or with unselective fishing methods cannot be certified. A number of retailers and producers worldwide are participating in FoS. All certified products are assessed for origin conformity and audited by third party accredited bodies. Conformance and audit procedures allow for a practical, cost and time effective assessment, whilst still maintaining the strictest criteria in this field. FoS actively promotes certified products and sustainable fisheries during tradeshows, in the media and at retailers.

**4:30 – 5:30 PM**  
**Tarragona + Girona**

**Plenary Session: Global Trends in Seafood and Sustainability**

Presented in English,  
Full Interpretation  
Available\*

Turning a profit on a particular product or launching a successful seafood or marine campaign becomes increasingly challenging when taking into account the global nature of the seafood industry. One way to address these challenges is to ensure that your organisation or company stays abreast of where seafood markets are heading. In line with this year's theme of "Global Challenges, Local Solutions", three seafood industry experts from Europe, Asia and North America discuss global market movements and trends and how these activities affects

**\* Languages of Interpretation: English, French & Spanish**

**5:30 – 6:00 PM**                      **Conference Closing: Global Challenges, Local Solutions**

**Tarragona + Girona**            *Mike Boots, Seafood Choices Alliance*

Presented in English,  
Full Interpretation  
Available\*

**6:00 – 7:00 PM**                      **Cocktail Reception**

**Gaudi**                                      *Co-hosted by WWF and Seafood Choices Alliance*

## **WEDNESDAY, JANUARY 30**

**Time & Room**                      **Session**

**5:30 – 7:00 AM**                      **Morning Tour: Mercabarna**

Mercabarna is the managing company of the Alimentary Unit where the Wholesale Markets of the city of Barcelona are located: the Central Fruit and Vegetable Market, the Central Fish Market, the Central Flower Market and the Slaughterhouse. This 90-hectare Alimentary Unit houses more than 900 companies belonging to the agroalimentary sector.

The tour will consist of a guided tour through the market in small groups, followed by a comprehensive presentation of the market and its activities. Refreshments will be provided by Mercabarna.

**8:00 – 9:30 AM**                      **Full Breakfast for Guests of Hotel Princesa Sofia**

**Gaudí**

**9:30 – 12:00 PM**                      **WORKSHOP: Small Scale and Artisanal Fishing: Key actors of the responsible management of fisheries**

**Barcelona AB**

Presented in English  
and Spanish,  
Interpretation Available  
into English

Moderated by Bruno Correard of Responsible Fishing Alliance (RFA). Through living examples worldwide, the RFA intends to illustrate the idea that artisanal/small scale fishers can be positive contributors to a responsible management of the fish chain -from the fishery, to the consumer- as they consider, by nature, all aspects of sustainability: environmental, but also economic and social issues.

- *Iceland* – Artisanal fishers and responsible management of the fishery: example of the KRAV certification. Arthur Bogason, WWF & NASBO organisation.
- *Chile & Québec* – Fish products from traditional fishing: interesting alternatives for European fish market. Pedro Avendano & François Poulin, WWF.
- *Lake Victoria* (Uganda, Tanzania, Kenya) – Nile perch fishery: social and economic responsibility of Northern countries. Margaret Nakato, WWF & Katosi Woman Development.
- *Switzerland* – Beyond the dream, how to make a sustainable relation between artisanal fisheries and Swiss fish distributors appear? Pierre Hauselman, PIEC & Coordinator of the RFA Pilot project “Building a responsible fish chain in Switzerland”.

**\* Languages of Interpretation: English, French & Spanish**