

# Moody Marine Ltd

## Marine Stewardship Council (MSC) Fisheries Certification Process

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# Outline

- Provide background on the MSC
- MSC Standard and Methodology
- Steps of the assessment process
- Questions and follow up



- **Moody International**
- **Moody Marine Ltd**
  - Independent
  - Accredited to conduct fisheries and CoC assessments
  - Management of the assessment process



# Moody Marine Experience

- 49 certified fisheries
- 38 under assessment
- 9 in pre-assessment



# MSC Statistics

## Globally

- 69 certified fisheries
- 121 in assessment
- 40-50 in pre-assessment

## Canadian Context

- 6 certified
- 9 in full assessment



# Fisheries in Program

- Marine and freshwater species
  - Vertebrates and invertebrates
  - Demersal and pelagic species
- Large and small scale fisheries
- Various gear types
  - Pot, trawl, longline, hand line, etc.



# Creating a Standard

- Developed by WWF and Unilever
- MSC - independent, international, non-profit organization
- 2009 marked 10 year anniversary
  - Global growth
  - “Gold standard”



# MSC's Aims

- Reward environmentally responsible and sustainable fishing practices





# MSC Principles

- Principle 1:  
Sustainable Fish Stocks
- Principle 2:  
Minimizing Environmental Impact
- Principle 3:  
Effective Management



# Assessment

- Performance Indicators
  - Questions asked of the fishery
  - Total of 31 for 3 Principles
- Scoring Guideposts
  - Measure of the level of performance
  - Evidence the MSC requires to meet the standard



# Scoring

- 3 Levels of Performance
  - “Low bar” – Minimum requirement
    - Failure to attain – failure of fishery
    - Improve on identified weakness
  - “The bar” – MSC Standard
  - “High bar” – High performance



# Risk Based Framework (RBF)

- Data - deficient fisheries
- Assessment of level of risk of the fishery on target species and ecosystem components
  - i.e. non-target stocks
- Informed by local knowledge and expert judgement



# Pre-Assessment

- Analysis of the fishery
- Assessment based on
  - Site visit
  - Information provided by Client
  - Literature review
- Confidential



# Pre-Assessment

## Final Report:

- Highlights data requirements
- Estimates fishery outcome against the standard
- Defines the “Unit(s) of Certification”



# Full Assessment

- Open and transparent
- Involves Expert Assessment Team, Peer Reviewers, Stakeholders, and MSC
- Detailed expert analysis based on high level of information
- Certificate issued



# Post Certification

- Annual Surveillance Audits
  - Verifies actions are taken to address weakness
  - Review of changes in management, science or operations
- Reassessment





# MSC Assessment Process

- Pre-assessment
- Full assessment
- Certificate issued



# Chain of Custody (CoC)

- Traceability of certified product
- Use of MSC logo



# Benefits of Certification?

- Market
  - Maintenance and expansion
- Gain competitive advantage
- Premium price?



# Timing and Cost

- Timing
  - Pre-Assessment - 12 -16 weeks
  - Full Assessment – 12 -18 months
- Costs
  - Dependent on scale and complexity of fishery



# THANK YOU

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