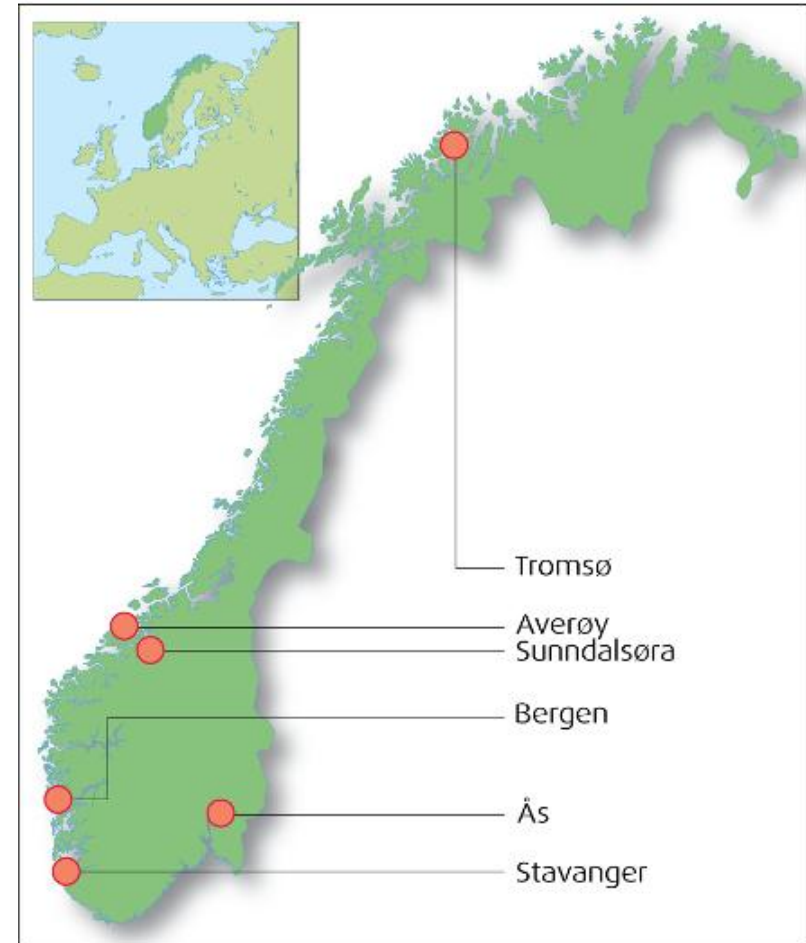


# Kröfur um ábyrgar fiskveiðar og sjálfbærni Viðhorf kaupenda á sjávarfangi til sjálfbærra veiða og áhrif þeirra á innkaupastefnu

Björg Nøstvold and Ingrid Kvalvik  
Reykjavik, 6 June 2012

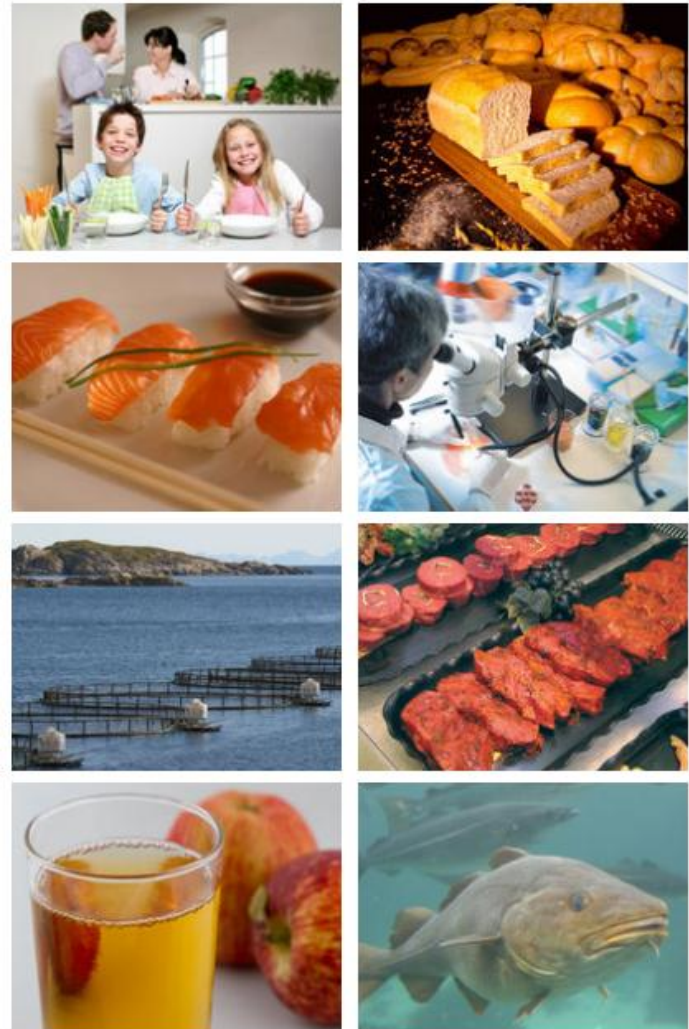
# This is Nofima

- National food research institute, established January 1, 2008
- Comprises the former Akvaforsk, Fiskeriforskning, Matforsk and Norconserv
- Target markets: Food industry and aquaculture and fisheries industry
- Employees: approx. 440
- Turnover in 2010: NOK 464 million
- Head office: Tromsø
- Owners:
  - State (Ministry of Fisheries and Coastal Affairs): 56.8%
  - The Agricultural Food Research Foundation: 33.2%
  - Akvainvest Møre og Romsdal: 10 %



# Research areas

- Aquaculture
  - Breeding and Genetics
  - Nutrition and Feed Technology
  - Fish Health
  - Production Biology
  - BioLab
- Fisheries, Industry and Market
  - Consumer and Marketing Research
  - Industrial Economics and Strategic Management
  - Seafood Industry
  - Processing Technology
  - Marine Biotechnology
- Food Science
  - Food and Health
  - Raw Materials and Process Optimisation
  - Consumer and Sensory Science
  - Food Safety and Quality



# «Marketing and value added effects for whitefish and pelagic industries of different eco-labeling schemes»



funded by the Norwegian Seafood Research Fund, 2011-2013

Today:

## **Consumer and industry demands related to sustainability in the French and British market**

### **✓ Consumers**

**Consumer perceptions and attitudes about sustainability (Forbrukeroppfatninger og holdninger omkring bærekraft)**

(Rapport 46/2011, Pirjo Honkanen)

### **✓ Industrial buyers/retailers**

**”Sustainable seafood on the French Market: Expectations and attitudes of large scale buyers”**

(Report 15/2012, Pascale Baelde, Marie C Monfort and Frode Nilssen)



Funded by the Norwegian Seafood Research Fund, 2009-2012

# Sustainable seafood in the French market:

Expectation and attitudes of large scale buyers

Reykjavik June 6th 2012

Bjørg Nøstvold og Ingrid Kvalvik, Nofima

# Objectives of the report

- What does sustainability mean to French seafood buyers/ traders?
- To what extent is sustainability on the agenda in their everyday purchasing?

# Interviews with 20 French companies

- Importers/ traders
- Wholesalers
- Seafood industrialists
- Large scale retailers
- Institutional restaurants



# Commitment

No action at all - well structured seafood purchasing policy

No human resources – one person dedicated full time to the topic

# What is sustainability?

- Energy efficiency
- Handling of discharge
- Human and social rights
- Responsibility for local community and regions
- Global welfare
- Environmental sustainability
- Ecosystems
- Stock

**Environmental, social and economic sustainability**

# France; an intermediary country

# Motivation for developing a sustainability policy

- Role of media
- Market driven forces
- Brand value and company image

«The development of a global policy and a focused seafood strategy has only been observed in companies which face intense external pressure. This is the case of companies facing high competition and which have a reputation or a brand to defend.»

# Difficulties

- Lack of motivation
- Perceived negative cost/benefit balance
- Absence of information
- Operational complexity at the implementation stage

“It is difficult to combine the conservation message of buying less seafood to preserve fish stocks, with the growing demand for seafood and thus do more business”

# NGO's

- WWF
- Greenpeace
- Seafood Choice Alliance



# NGO's influence

- Taken more seriously
- Different approach but similar goals – generates debate about sustainability
- Partnership trend give the NGO influence from inside the companies
- Increased focus on sustainability for the whole value chain

# Sustainability in France

- Wider use and acceptance in the industry
- Purchase from guaranteed sustainable sources
- Trend driven by private companies
- Current legislation does not ensure the sustainability of seafood
- Private initiatives are to be considered

# Selling sustainability in France

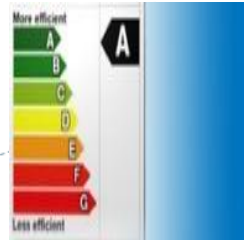
- Include social sustainability
- Traceability
- Information

# Conclusion

Addressing sustainability issues is becoming a competitive necessity also in the French market



reducing with the Carbon Trust



þakka þér fyrir athygli þína

