

# Miljømerking av norskprodusert sjømat: har det noen verdi for norsk sjømatindustri?

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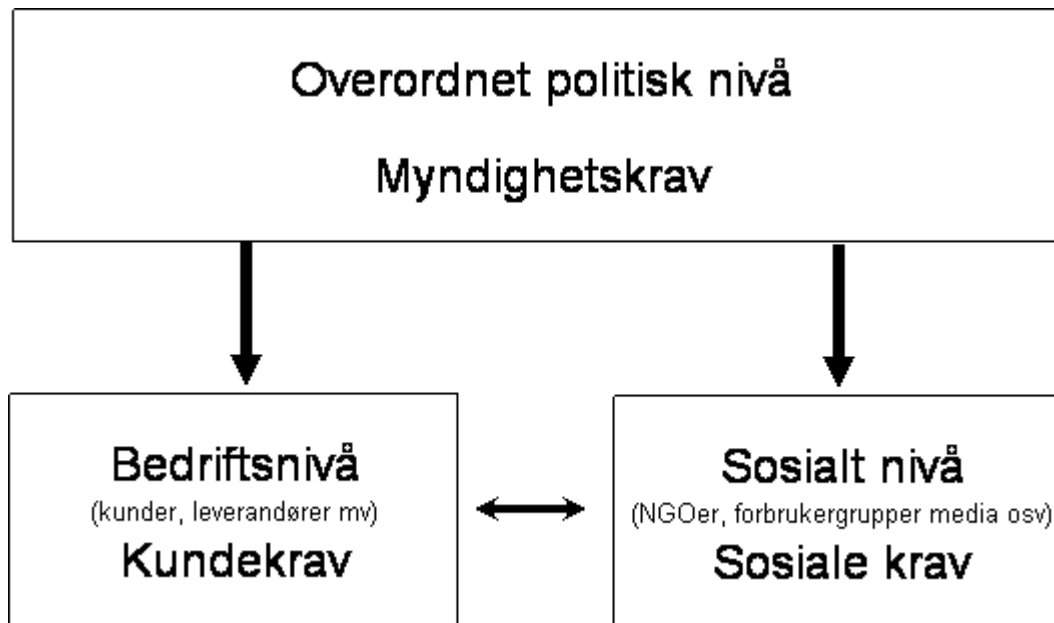
# Undersøkelsesopplegg

- Skrivebordsstudie
  - Litteratur
  - Praktisk info (hjemmeside)
- Innsamling av primærdata (industrielle kunder)
  - 3 land: Storbritannia, Tyskland og Frankrike
  - Ulike ledernivå

# Er kravet om bærekraft en global trend

- eller et lokalt fenomen?

# Ulike nivå forholder seg til Bærekraft



# NGOer i ”bærekraft-markedet”

## Guides and advisory lists

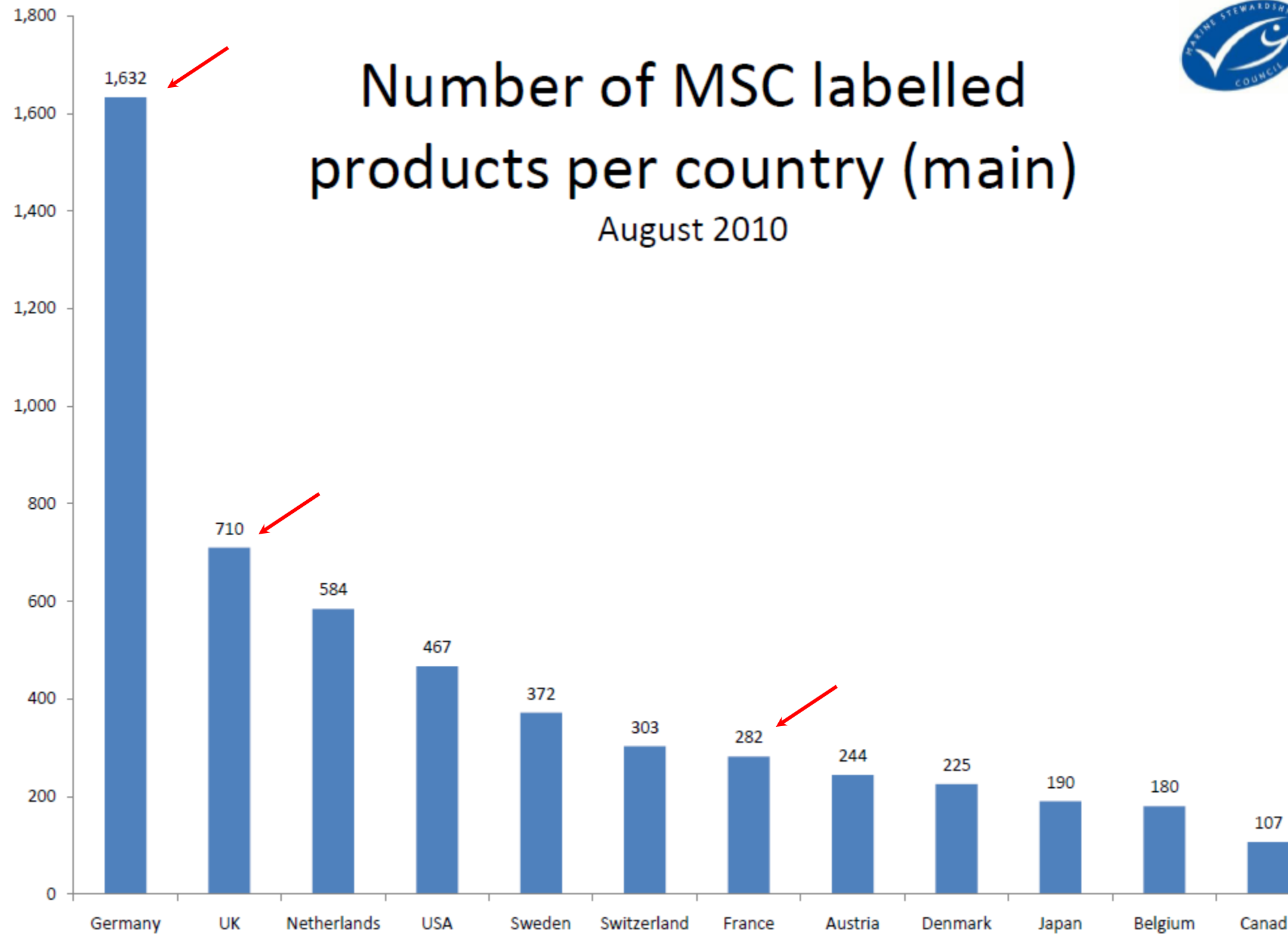
- Marine Conservation Society (MCS)
- The Monterey Bay Aquarium Seafood Watch (recommendations)
- Greenpeace: International Seafood Red list
- Australian Marine Conservation Society (AMCS) produces Australia's Sustainable Seafood Guide, a consumer guide, advising consumers which species are in danger of being fished out.
- Royal Forest and Bird Protection Society of New Zealand, Best Fish Guide
- The Blue Ocean Institute Seafood Guide,
- Oceans Alive: Best & Worst Seafood Choices
- Audubon Society's National Seafood Wallet Card (USA)
- Monterey Fish Market Seafood advisory list (West Coast, USA)
- Canada's Seafood Guide (SeaChoice), initiative of Sustainable Seafood Canada
- The Environmental Justice Foundation (EJF) Consumer Guide To Prawns

## Certification and labelling

- The Marine Stewardship Council has a certification program for consumer seafood products, and lists certified products on its website
- Ocean Wise, a Vancouver Aquarium conservation program certifying restaurants, and publishing a dining guide.
- Ocean Wise Australia, to be launched by the Australian Conservation Foundation in 2007, is an offshoot of Vancouver's Ocean Wise program.
- Sustainable Fishery Advocates operates the FishWise program for labelling seafood by retailers.
- Earth Island Institute's Friends of the Sea certification scheme for products from sustainable fisheries and aquaculture.

# Number of MSC labelled products per country (main)

August 2010



# Hva så med de store kjøperne - supermarkedskjedene?

- Energieffektivitet
- Emballasjepolicy og Avfallshandtering
- Menneskerettigheter og sosial rettferdighet
- Ansvar for lokalsamfunn, regional og global velferd
- Miljø

# Nasjonale variasjoner?

- Frankrike: Bærekraft
- Tyskland: Bærekraft
- Storbritannia: Ansvarlig innkjøp



# Tesco boosts commitment to fresh, sustainable seafood

- Seafood
  - We seek to **buy all our seafood from responsibly managed fisheries**, to maintain a viable and long-term future for wild fish and shellfish populations.
  - We have **Codes of Practice for farmed fish**, which cover feed, welfare, environment and other critical issues. These are independently audited.
  - We provide information to our customers and have recently **added additional sourcing information** on our fresh range including catching methods.

# Seafood Sustainability

- Grocery retailer Safeway has partnered with FishWise
- **detailed sourcing assessment** on behalf of Safeway, FishWise will prioritize suppliers and products for **environmental improvement plans**.
- Safeway will **implement a traceability system** to screen out suppliers of seafood



- The Carrefour Group has built its **Sustainable Development** policy on three interconnected pillars: economic, social and environmental issues. Sustainable Development a key element of the Group's strategy.
- The Group is thus working in collaboration with the **WWF** to draft and implement a policy for sustainable supply of seafood.
- Raising awareness of the Group's Values and ensuring compliance with **ethical principles**
- In 2002, the Carrefour Group defined the seven core Values of its business activities: Freedom, Responsibility, Sharing, Respect, Integrity, Solidarity and Progress.

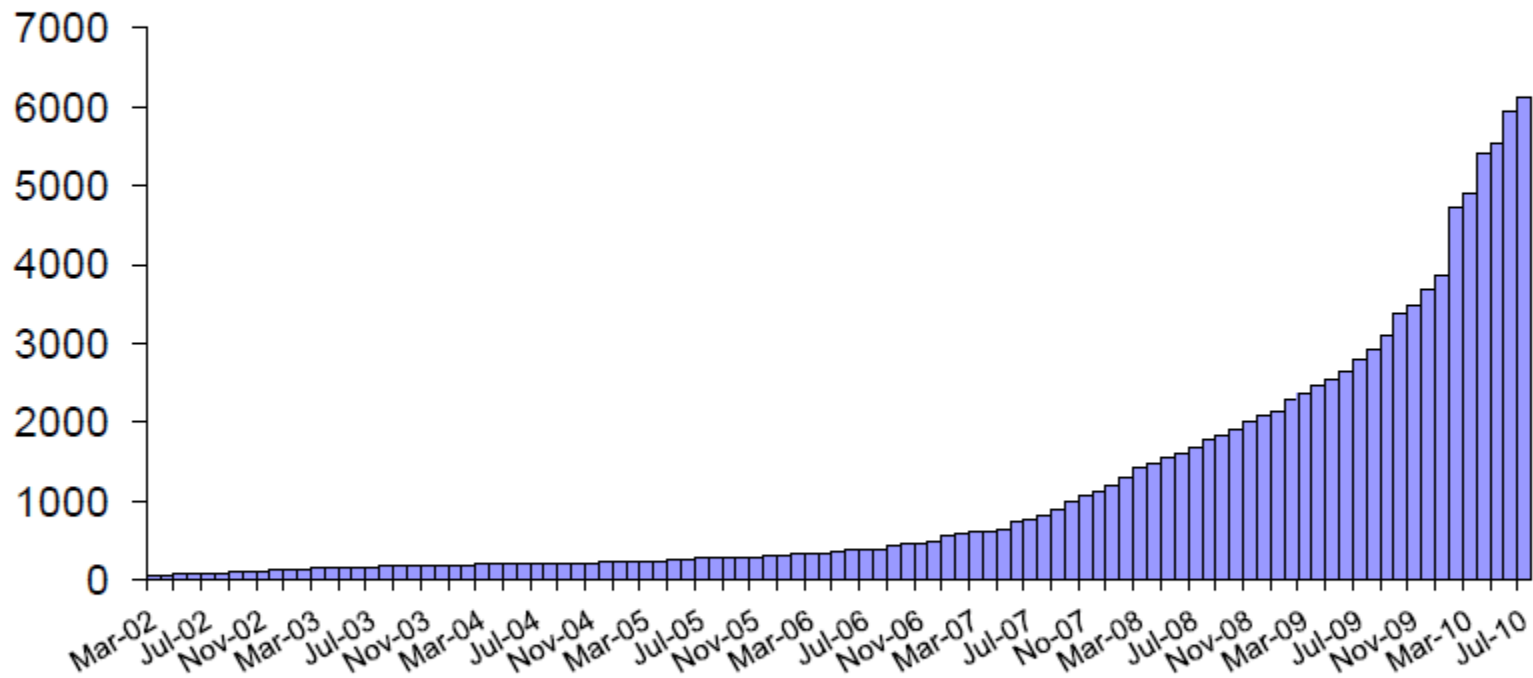
# Merkestrategier og bærekraft

- The Co-operative Group, Sainsbury's, Waitrose, M&S and Morrisons have been praised for their fish-sourcing policies by the Marine Conservation Society.

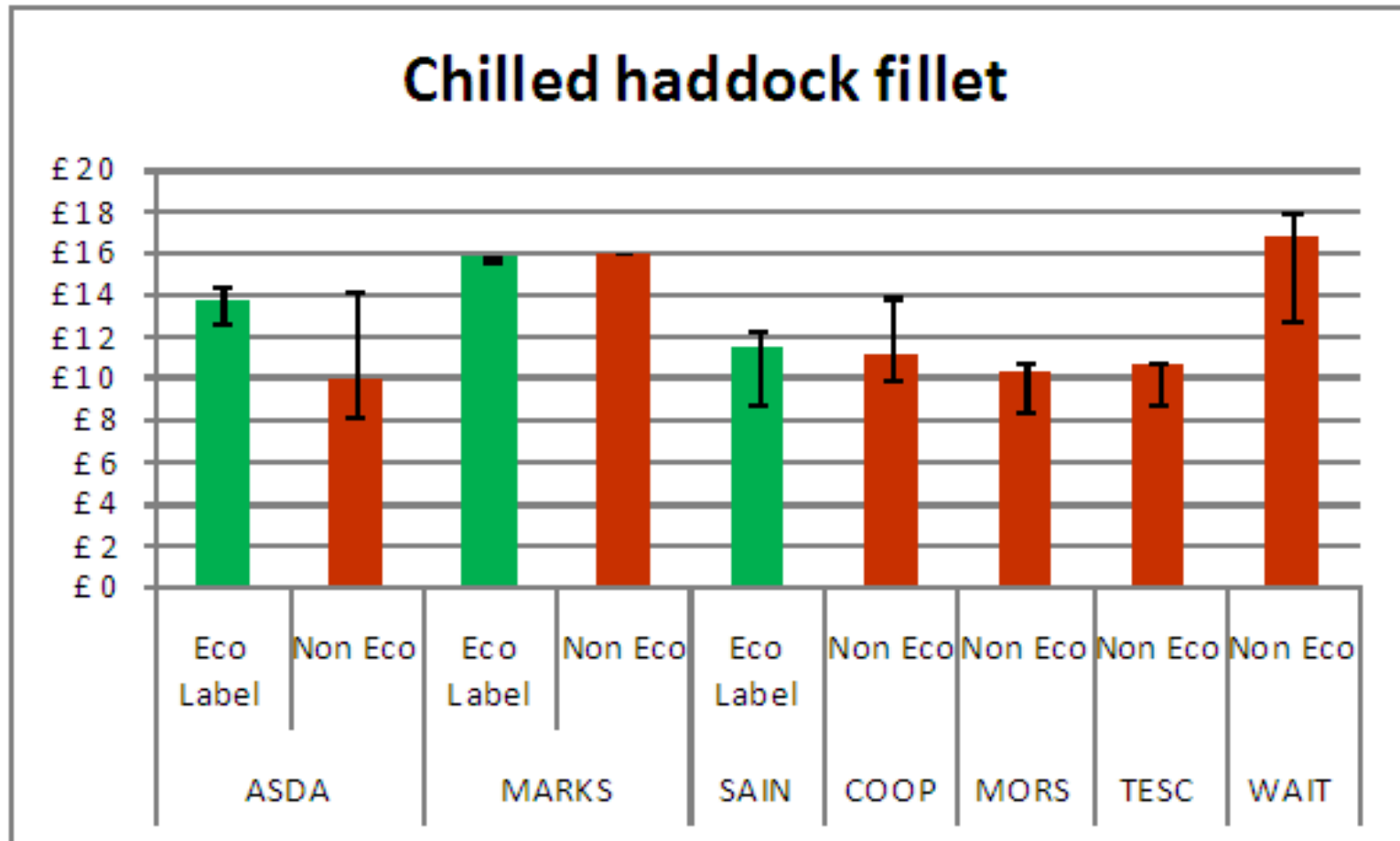
The Co-op was praised for eliminating all stocks from the MCS Fish to Avoid list while having the largest percentage of sales from the Fish to Eat list, which includes species such as coley, gurnard and dab.

All eight retailers that responded to the survey had improved their sourcing policies, MCS said. Further progress could come through delisting all of the Fish to Avoid list and improving labelling, it added

# MSC-labelled products growth



# Eksempel på prisvariasjon med/uten miljømerking



# Hva med merkene??



