Being an AP2HI member

Benefits & obligations
Member benefits

– Lobbying for industry
Lobbying

- Invited to attend meetings
- Representing the industry
- Media coverage
Member benefits

- Lobbying for industry
- Meeting market demands
Meeting market demands

“Is that fish caught legally and can you prove?”

“From 2016 the US shall no longer buy fish without a catch certificate!”

From 2010 and onward the EU shall not import fish without catch certificates.

“Is that fish sashimi quality?”

Retailers: By 2012 we shall only sell fish with MSC ecolabel.

“How sustainable is that fish?”

“Is that fish safe to eat?”
Getting the **right** labels

As AP2HI member you:
- are being part of a credible FIP
- are on the way to MSC ecolabel
- are on the way to responsible fishing scheme label
Member benefits

- Lobbying for industry
- Meeting market demands
- Being part of a FIP
Being part of a FIP

- Completing milestones
- MSC certification
- Increased market access
- Marketing tool
Member benefits

- Lobbying for industry
- Meeting market demands
- Being part of a FIP
- Training expertise
Training expertise

Experts from over the world teach about:
- quality improvement
- safety improvement
- certification and more
Member benefits

- Lobbying for industry
- Meeting market demands
- Being part of a FIP
- Training expertise
- Traceability system
Independent traceability system

- Traceability demands from EU & retailers
- PVR coordinator to help register vessels
- Site support and verification

Placing PVR stickers
Member benefits

- Lobbying for industry
- Meeting market demands
- Being part of a FIP
- Training expertise
- Traceability system
- Data management system
Online data management

- Automatic calculations & reports
- Comparing your data to the average
- Collecting data for MSC assessment
Member benefits

- Lobbying for industry
- Meeting market demands
- Being part of a FIP
- Training expertise
- Traceability system
- Data management system
- Client for MSC certification
Being client for MSC certification

Spreading costs $\rightarrow$ affordable
Sponsors from top end industry
Only pay when you use the label
Spreading costs over use per tonnage
What you need to do
- Code of Conduct
Code of conduct

Sustainable mindset and implementing sustainable practises

Following regulations and have a legal supply chain

Basically follow the rules even when nobody is watching you....
What you need to do

- Code of Conduct
- Supply data periodically
Supply data

- Catch
- Vessel
- Bait
What you need to do

- Code of Conduct
- Supply data periodically
- Check your supply chain for optimal benefits
Check supply chain

MSC fishery Certification

Fisher

Wholesaler

Processor

Retailer

Consumer

Sustainable, well managed fishery is certified

Consumers purchase certified products with ecolabel
Thank you