Being an **AP2HI** member

Benefits & obligations

Member **benefits**

- Lobbying for industry

Lobbying

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

FIP Stakeholer

Member **benefits**

- Lobbying for industry
- Meeting market demands

Meeting market **demands**

AP2HI

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**

IPNLF
INTERNATIONAL POLE & LINE FOUNDATION

MARINE STEWARDSHIP COUNCIL™

RESPONSIBLE FISHING SCHEME

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**

IPNLF
INTERNATIONAL POLE & LINE FOUNDATION

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**

Baitfish handling

Member **benefits**

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

Independent traceability system

Placing PVR stickers

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

Member **benefits**

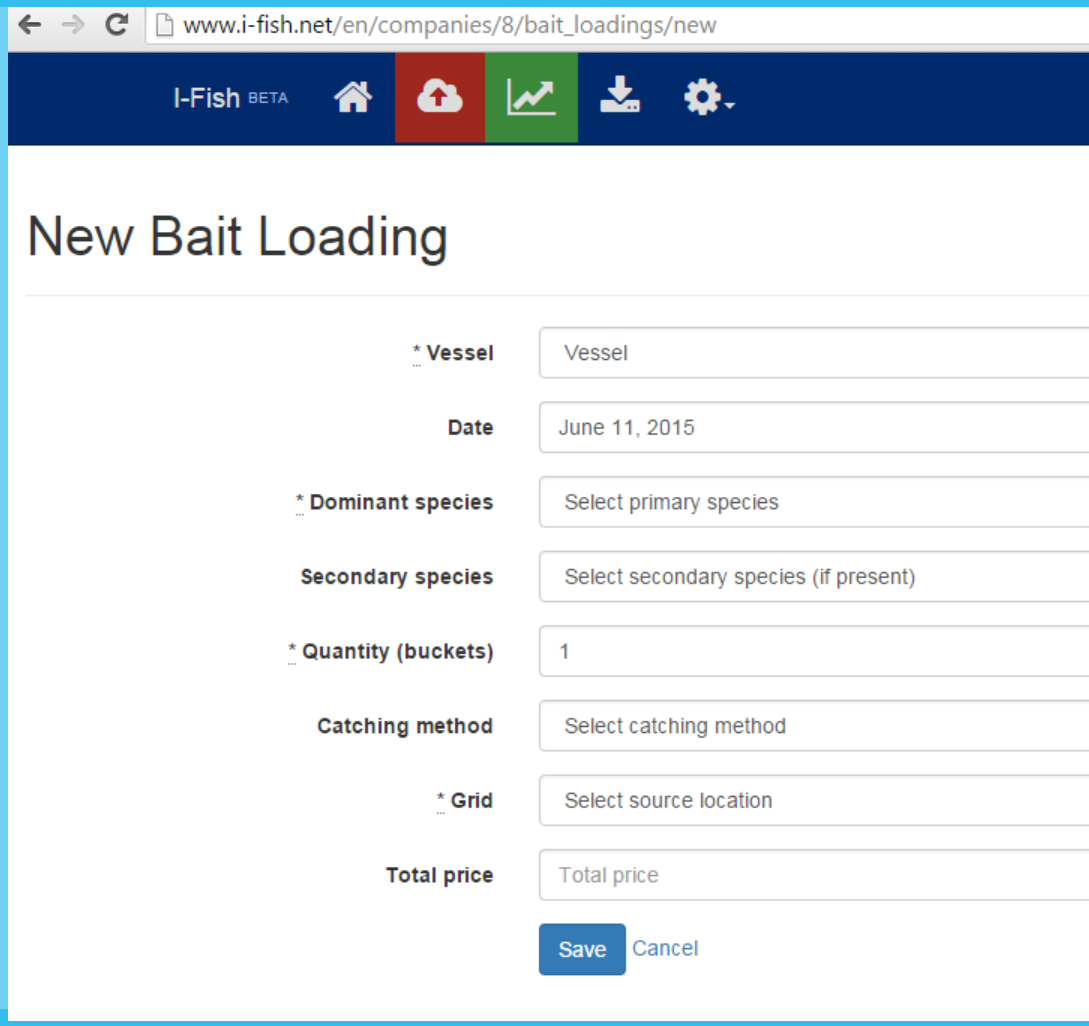
- Lobbying for industry
- Meeting market demands
- Being part of a FIP
- Training expertise
- Traceability system
- Data management system

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 → 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 folow 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

Thank you