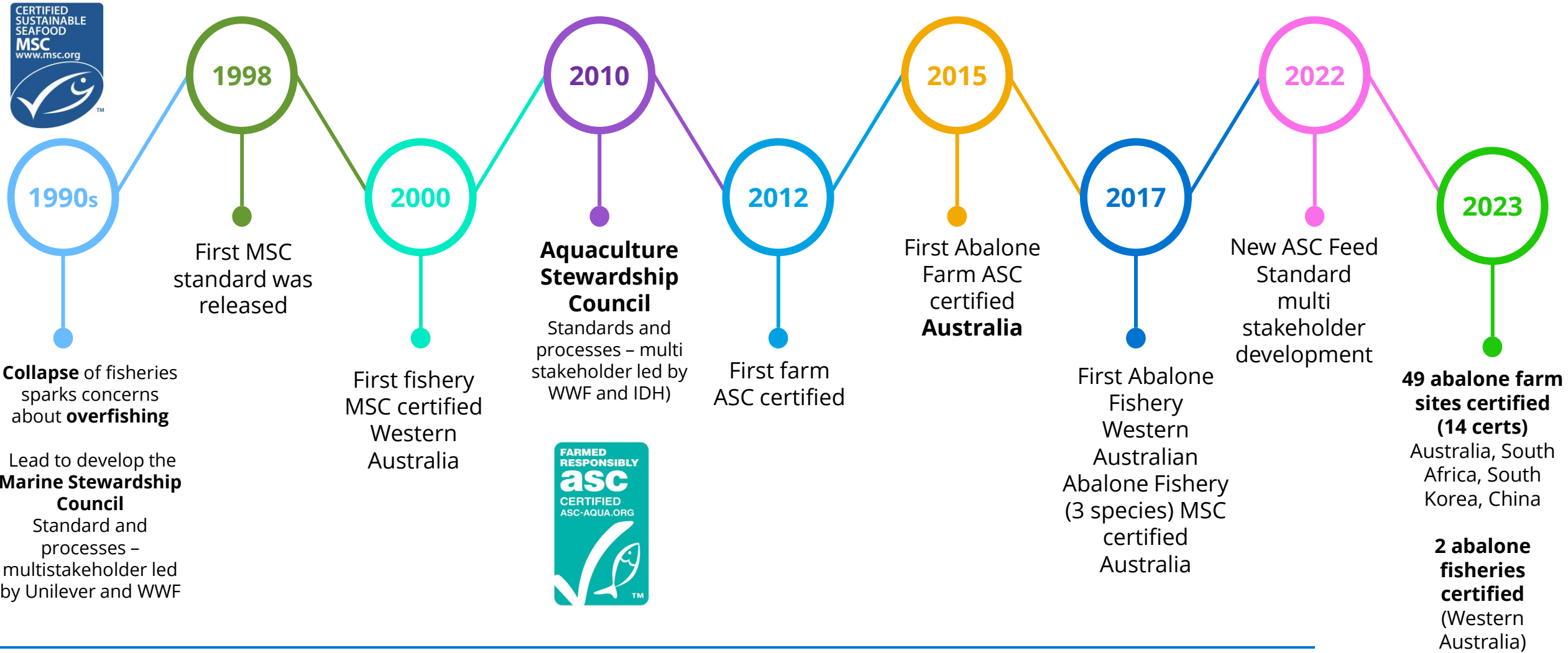




**INTERNATIONAL  
STANDARDS &  
CERTIFICATIONS  
SCHEMES FOR THE  
ABALONE INDUSTRY**



# A BRIEF HISTORY



# Principles of Third-Party Certification Schemes

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Standard Holder



Accreditation Body



Conformity Assessment Body



# THE MODEL – ASC FOR FARMS

**Operations that meet the standards gain the right to sell their products bearing the ASC label.**

- Public endorsement of their responsible practices
- Gives consumers the reassurance that they're making an ethical purchase
- Producers will be incentivised to adopt environmentally and responsible farming practices

## SEVEN PRINCIPLES

**Principle 1 - Obey the law and comply with all applicable legal requirements and regulations.**

**Principle 2 - Avoid, remedy or mitigate significant adverse effects on biodiversity, and ecological processes.**

**Principle 3 - Avoid adverse effects on the health and genetic diversity of wild populations.**

**Principle 4 - Manage disease and pests in an environmentally responsible manner.**

**Principle 5 - Use resources efficiently.**

**Principle 6 - Be a good neighbor and conscientious coastal citizen.**

**Principle 7 - Develop and operate farms in a socially and culturally responsible manner.**

# THE MODEL – MSC FOR FISHERIES

**Fisheries that meet the standards gain the right to sell their products bearing the MSC label.**

- Public endorsement of their sustainable stock and harvest strategy
- Fishery will be incentivised to adopt environmentally and sustainable fishing practices
- Gives consumers the reassurance that they're making an ethical purchase

## THREE PRINCIPLES

**Principle 1 – Target stock status and Harvest strategy**

**Principle 2 – Ecosystem impact**

**Principle 3 – Governance, policy and Fishery Specific Management System**

# GUIDANCE FOR INDUSTRY: THE VALUE OF CERTIFICATION

## What kind of fishery and farm?

- Larger producers, higher valued products and products with higher environmental risks adopted environmental certification faster
- ASC “Group” model provides affordability for wider range species and production sizes
- ITM in MSC schemes offers opportunity to track progress on the journey to MSC

## Will you get more \$ for your product?

- First movers may access higher prices and/ or gain support from regional agencies
- Other longer terms commercial benefits: access to markets; basis for negotiation of more favorable contract terms; reputational risk mitigation; strengthened relations with communities; increases staff pride; protecting the stock and environment on which your business relies

## Do markets care?

- Large and small companies, brands and retailers around the world have public objectives and targets toward sourcing of MSC and ASC certified products:
- Globally: Hyatt; IKEA, Walmart, Tesco, Marks and Spencer AND
- Locally: Coles, Woolworths, John West

## Do consumers care?\*

- 70% of APAC consumers are aware they will need to eat seafood from as sustainable source in order to protect our oceans (75% European; 68% Nth American)
- 33% knew a product was sustainable because of its certification (29% Nth American; 38% Europe).
- 36% notice ecolabels when shopping (50% in Europe; 31% in Nth American)

# GUIDANCE FOR INDUSTRY

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## PREPARING FOR SUCCESS

- Invest in understanding the standard and the certification requirements
- Read and work through the standard and checklist (ASC preaudit CL; MSC client document CL)
- Commission a confidential pre-assessment
- Consider whether group certification is possible;
- Consider entering into ITM/ structured FIP
- Engage stakeholders early and deeply
- Engage Government - seeking their support and involvement
- Internal engagement
  - Identify an owner and coordinator of the assessment process
  - Engage staff: what is the process, what is their role
  - Prepare for the mandatory audit timelines



# GUIDANCE FOR GOVERNMENT

- Relevant agencies provide information that allows consideration of management, regulation and compliance
- Typical for policy, science/research & compliance staff to attend the on-site audit (Fisheries).
- Provide comment on draft reports
- Financial support for industries supporting 3<sup>rd</sup> party certification

## MSC-ASC STANDARD ELEMENTS RELEVANT TO GOVERNMENT

- Harvest strategies
- Permit mechanisms, conditions, policies, regulations
- Monitoring data and/or other science regarding the condition of the operation
- Translocation policies and procedures
- Disease and pest management requirements
- Measures to prevent interactions with ETPs
- Respect for legal rights created explicitly or established by custom of indigenous people
- Evidence of compliance program and compliance with regulations



# ENHANCE THE BENEFITS AND VALUES OF CERTIFICATION

- Promote your certification to current and potential buyers
- Use social media, QR codes
- Share your story of certification
- Explain that you are certified on the website and other visible places
- Use the logo on your product
- Encourage your buyers to become MSC CoC certified
- Collaborate with MSC/ASC on engagement campaigns.



# WHAT'S NEXT?

## CONTACT MSC OR ASC

**Look for auditors/ CABs on ASI website:**  
[www.asi-assurance.org/s/find-a-cab#](http://www.asi-assurance.org/s/find-a-cab#)

## CONTACT ME

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