

A tale of two standards: A case study of the Fair Trade certified Maluku handline yellowfin tuna (*Thunnus albacares*) fishery



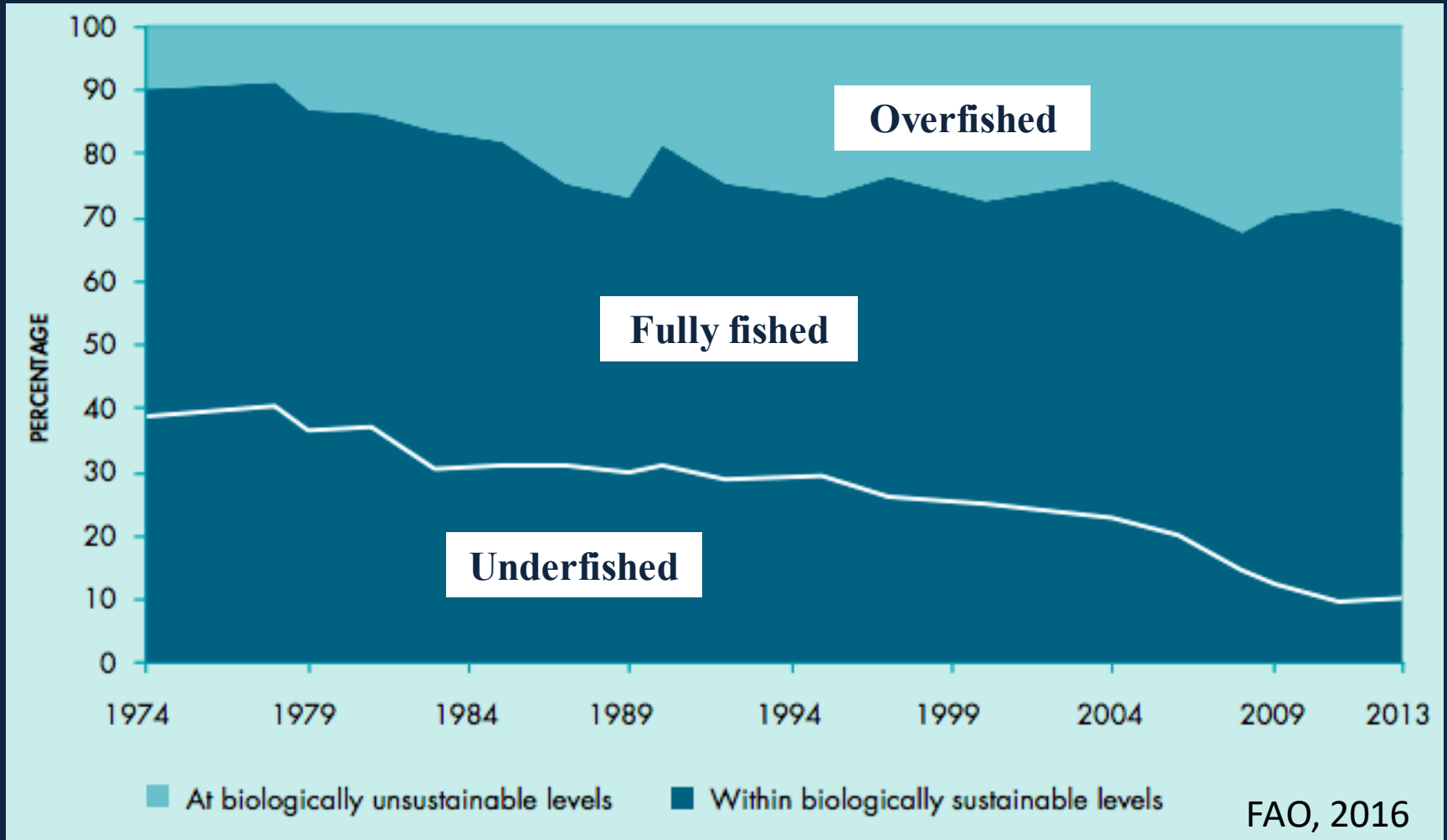
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Fish Stocks Declining Globally



Seafood Certification Programs

- Harness the power of market demand to drive sustainability and incentivize improvement within fisheries production practices



Marine Stewardship Council (MSC)

- As of 2017, just over 12% of the world's wild capture marine production is MSC certified (MSC, 2017)
- Main criticisms (Jacquet et al. 2010, Christian et al. 2013, Bush et al. 2013, Froese and Proelss 2012)
 - Continual improvement
 - Accessibility for developing world fisheries
 - Scientific and assessment credibility
- Calls for social standard

**Sustainable Target
Fish Stocks**

**Environmental
Impact of Fishing**

**Effective
Management**

Fair Trade USA

- First implemented in 2014
- Developed to provide the benefits of Fair Trade to small-scale fishermen and their communities
- Offers a mechanism to increase the prominence of certified small-scale fisheries in the developing regions of the world

Empowerment

**Environmental
Stewardship**

Economic Development

Social Responsibility

What is the role of the Fair Trade USA Capture Fisheries program in relation to the MSC Fisheries certification program?



Case Study (1)

- Fair Trade certified handline-caught Yellowfin Tuna fishery in Maluku, Indonesia





Case Study (2)

- Small-scale fisheries represent a small portion of total catch volume, but they represent an important source of livelihood within remote communities
- As countries such as the Maldives and New Zealand obtain increasing tuna certifications, Indonesia risks losing their share to the export market to these certified fisheries
- 2 MSC pre-assessments in 2009 and 2010
- As of March 2018 , 14 separate “units of assessment” have been identified, all of which are involved in FIPs transitioning to MSC in the “near future”

Methodology

1. The Standards in Practice: Key informant interviews and focus group discussions





“There is general recognition of the importance of socioeconomic issues. It’s a question of how you do it. There are standards that look at these issues, so if consumers want these products they can do so.”

- Consumers in Maine exhibit an understanding of both ecological sustainable and socio-economic benefit as well as a willingness to pay for products with labels, including FT USA and MSC (McClenachan et al., 2016)

“MSC is not recognized for SSFs, so let Fair Trade and not MSC do the developing world. It doesn’t help to have 7 standards but there is a limit on what a standard can achieve. Environmental is done well by MSC.”

“There needs to be recognition between the two standards. There shouldn’t be a watering down of any standard. Keep them separate. A clear separation already exists.”

- One certification program is not the most effective means to achieve environmental improvement within fisheries (Tlusty 2012)





- In reality, fisheries are scrambling for MSC certification and Fair Trade USA is being used as a sort of FIP

“Fair Trade can be used as the first step to introduce the fishermen to care about the environment. Without a reward, I don’t think that a sustainability program would work.”

“Start with Fair Trade first. All of these environmental standards ask fishers to do something that they cannot and there is no short-term benefit for them. The fishermen focus on short-term and long-term benefit is not as important to them.”

- Fishermen recognized the socioeconomic benefit of the Fair Trade program, primarily the Premium, in contrast to any environmental benefits



“There are different ways of getting to MSC, and Fair Trade is a good one, you need improvement from Conservation Alliance FIP to get to MSC”

“Fair Trade creates a stepping stone. There is no guarantee of improvement. It can be a

Conservation Alliance FIP Quality	Fair Trade USA
Participation	✓
Public Commitment	✓
Objectives	✓
Workplan	✓
Progress and Tracking	✓

- Fair Trade
- Majorities certified CFP and

Improvement. It can be a

FT

- All of the stakeholders recognized the MSC FS as being more environmentally rigorous than the FT CFS, and the FT CFS being superior with respect to socioeconomic improvement.

“If you are managing fish, you are managing people. Therefore, you are managing social, economic and political interests. Combination of the two aspects is more credible because if you are just focusing on the environment and not fisheries than can’t achieve balance for the certification scheme.”

“Need a social standard but not sure if it needs to be combined with the environmental aspect. There are limits to what standards can achieve. Getting an environmentally sustainable fishery is already a challenge.”

- More likely may be a harmonized process

“Social sustainability is valid and critical considering if you want to achieve environmental sustainability you need the social component. However, not sure if these two need to be bundled together. They are very different, require very different expertise, different evaluation tools. Trying to lump them together may not be feasible from the execution perspective.”

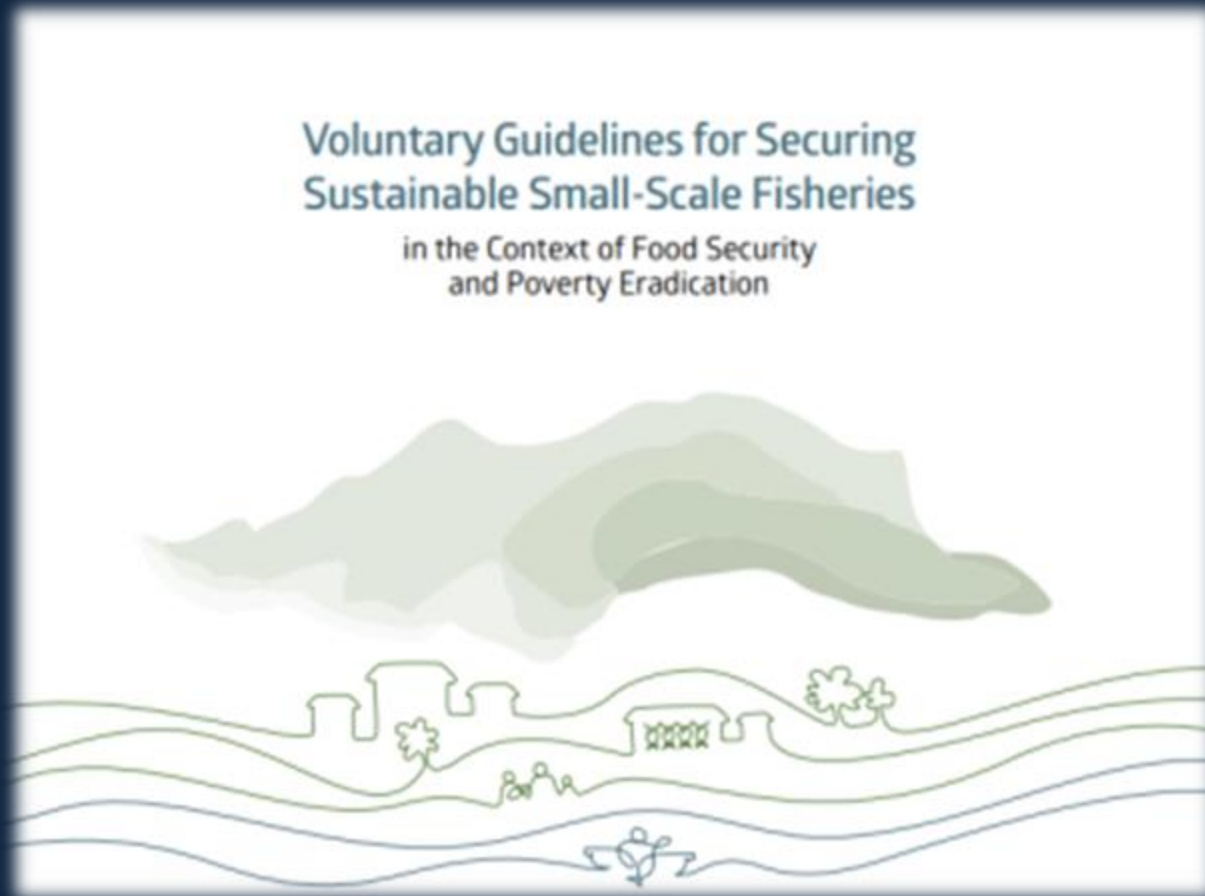
Methodology

1. The Standards in Practice: Key informant interviews and focus group discussions
2. The Standards in Theory: Benchmarking the standards against the Food and Agriculture Organization's (FAO) Voluntary Guidelines for Securing Small-Scale Fisheries in the Context of Food Security and Poverty Eradication



FAO Voluntary Guidelines

- Used to provide insight as to whether the Fair Trade USA or MSC is more appropriate for developing world fisheries



Sample Calculation

Guideline	# sub-guidelines scored	Maximum Score	Actual Score
8.1	2	4	2
8.2	4	8	3
8.3	1	2	0
8.4	1	2	0
		16	5
			31.25%

The Standards in Theory (1)

Guideline		FT USA (%)	MSC (%)
<i>Part 2: Responsible fisheries and sustainable development</i>			
5a.	Responsible governance of tenure	55.00	35.00
5b.	Sustainable resource management	76.67	73.33
6	Social development, employment, decent work	74.19	7.61
7	Value chains, post-harvest and trade	59.62	23.81
8	Gender equality	31.35	0
9	Disaster risk and climate change	10.00	10.00
<i>Part 3: Ensuring an enabling environment and supporting implementation</i>			
10	Policy coherence, institutional coordination and collaboration	92.86	50.00
11	Information support and monitoring	52.50	22.50
12	Capacity development	50	18.75
13	Implementation support and monitoring		
Average alignment with guidelines		55.78	26.78

The Standards in Theory (2)

Common Limitations

- Absence of special attention to women
- Focus on harvest activities



A Tale of Two Standards (1)

- Stakeholders suggest that MSC is needed for environmental rigor
- Benchmarking suggests that Fair Trade USA may be enough for SSFs and their associated communities
- Merit for Fair Trade USA standing alone as it delivers benefits to those on the ground and satisfies resource management component of FAO Guidelines more than MSC
- Appears that FT USA is being used as a sort of FIP so it's an opportune time to ask if this should be the case
- Further differentiating product in the market

A Tale of Two Standards (2)

- Appropriateness vs. Accessibility

Fair Trade USA	MSC
Documentation and administratively demanding	High data needs
Requires huge amount of human resources	Government compliance and support
General assembly meetings	Awareness and understanding
High cost	High cost

Conclusion

- Certification offers a mechanism to meet demands for sustainable seafood and certification
- Must understand how to best utilize it to support environmental and socioeconomic sustainability
- These programs cannot represent the only approach to enhance management



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Questions?

Meghan Borland

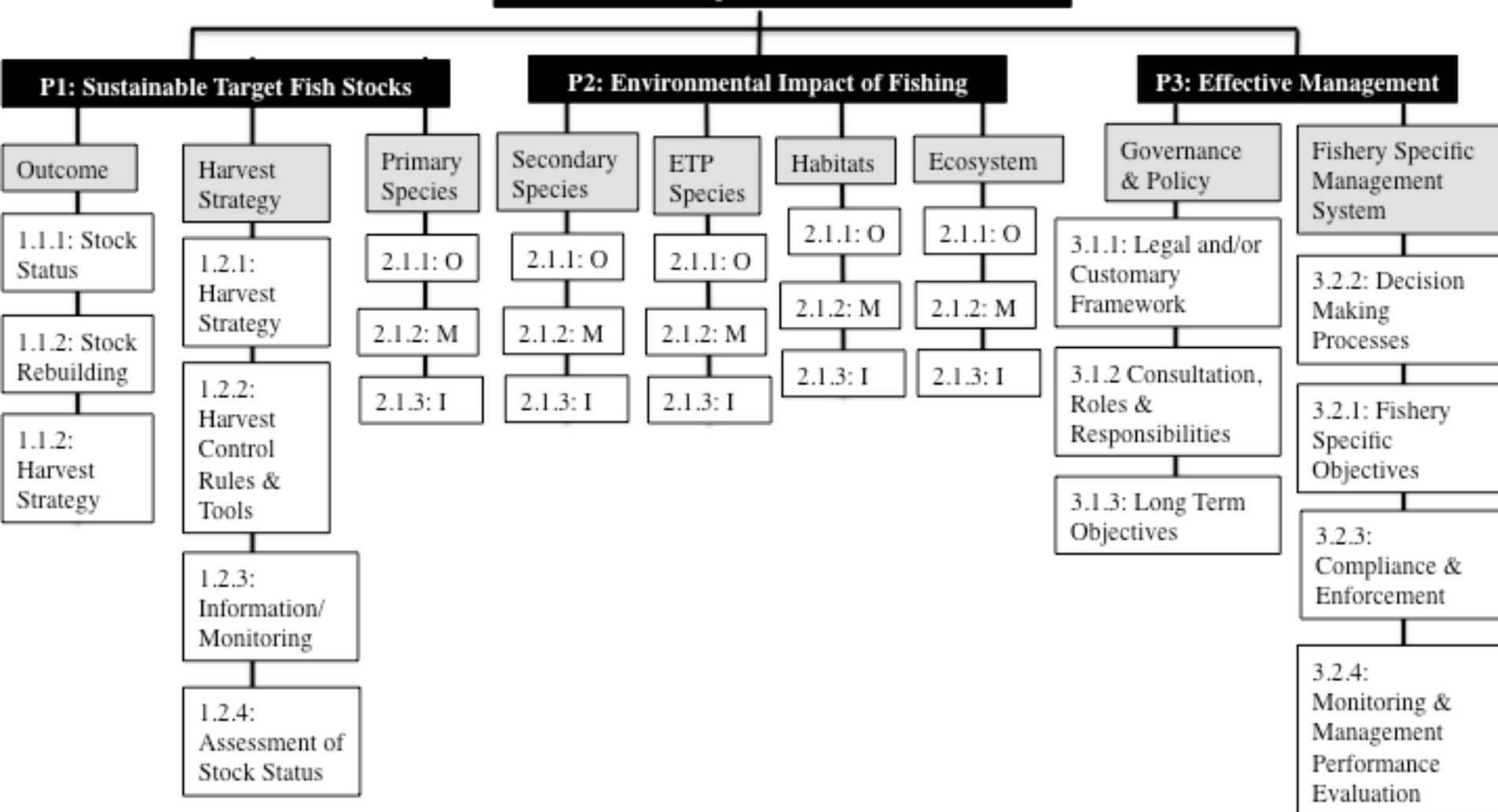


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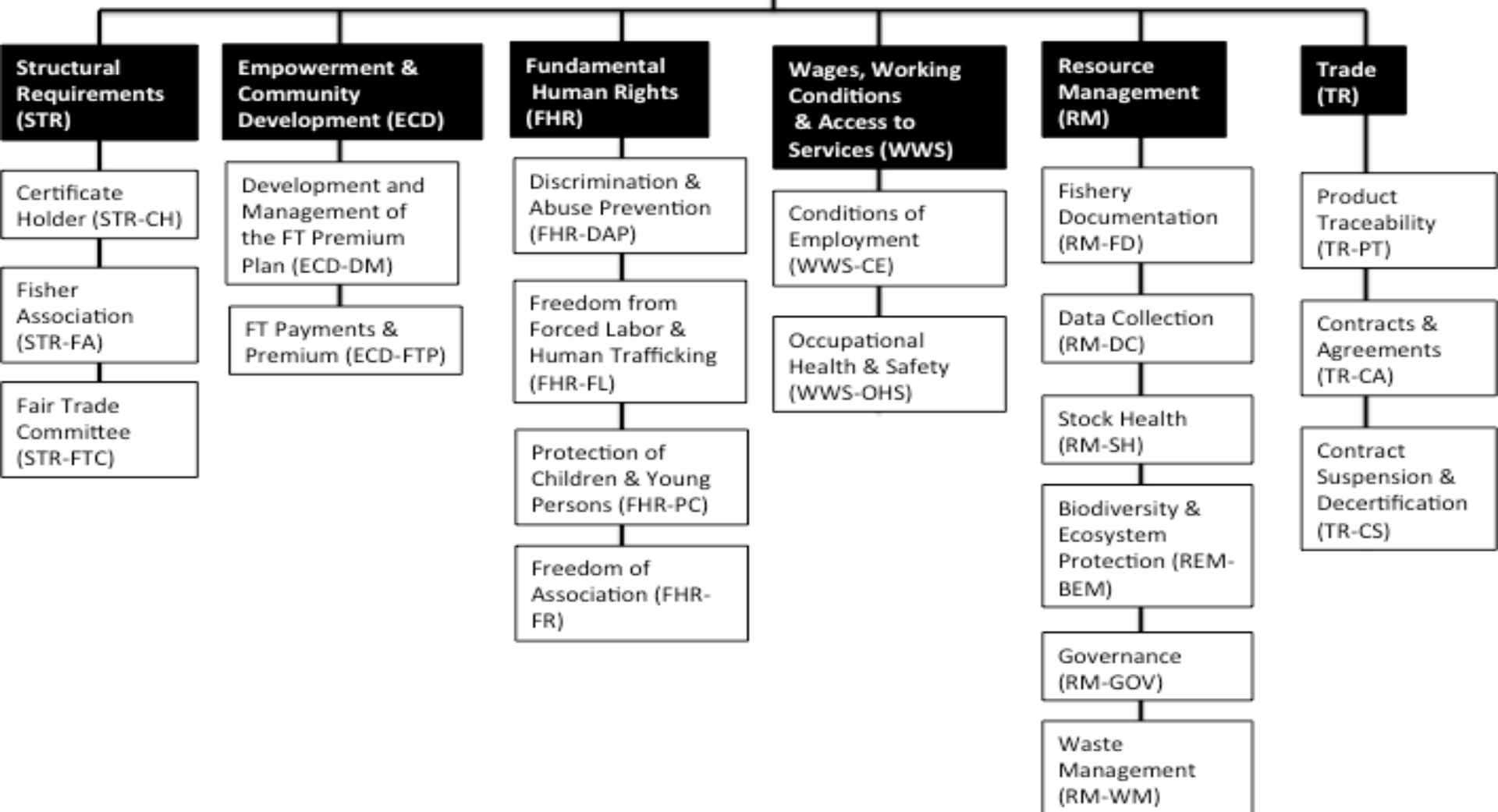


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Marine Stewardship Council Fisheries Standard



Fair Trade Capture Fisheries Standard



FAO Voluntary Guidelines for Securing Sustainable SSF's

Part 2: Responsible fisheries and sustainable development

5. Governance of tenure in small-scale fisheries and resource management

5a. Responsible governance of tenure

5b. Sustainable resource management

6. Social development, employment and decent work

7. Value chains, post-harvest and trade

8. Gender equality

9. Disaster risks and climate change

Part 3: Ensuring an enabling environment and support implementation

10. Policy coherence, institutional coordination and collaboration

11. Information, research and communication

12. Capacity development

13. Implementation support and monitoring

Technique	Actors	Number of Subjects	Topic	
Interview (n=11)	Value-chain actors	3	<ul style="list-style-type: none"> A. Benefits and challenges of seafood certification programs for developing countries B. Benefits and challenges of FT CFP and MSC C. What has happened on the ground as a result of FT D. Perceived role FT CFP in relation to MSC 	
	Non value-chain actors	9		
Focus Group Discussion (n=2)	Fishermen	27		<ul style="list-style-type: none"> A. Motivations for joining B. Satisfaction of current management of the fishery C. What has happened on the ground as a result of FT D. Perceived role of FT CFP in relation to MSC
	Supplier	1		