



INFOPESCA



BRASIL

o país do pescado



Certification on Tilapia Production

Roy Palmer

GAA

Australia



If we are serious.....

- ▶ We would look at all the controversial issues that we have in our industry and create Standards that will address the issues and create confidence with the end consumer
- ▶ We will then promote the health benefits of the seafood that we harvest
- ▶ It is simple and nothing could stand in our way from that

■ George Chamberlain – GAA 2009 Kuala Lumpur



Perceptions – How about a Quality Standard?



Who do consumers trust?



GREENPEACE



sea



The Tragic Disappearance of
the Rainforests of the Sea

LET THEM EAT SHRIMP

KENNEDY WARNE



SAY NO **R**WAY to uncontained salmon farms

FarmedAndDangerous.org



SMASH & GRAB

Conflict, corruption &
human rights abuses in
the shrimp farming
industry

Trade war escalates; US catfish farmers file antidumping petition

by Stephen Rappaport

WASHINGTON, DC - The US catfish industry has fired another salvo in its trade war with Vietnam. On June 28, the Catfish Farmers of America (CFA) filed an antidumping petition with the US International Trade Commission (ITC) and with the Department of Commerce (DOC). The petition claims that frozen basa and tra fillets imported from Vietnam are being sold in US markets at less than fair value and that those sales cause serious injury to domestic catfish farmers and processors.

GREENPEACE ACTION TO CURB DESTRUCTIVE SHRIMP AQUACULTURE

ore district in Andhra Pradesh state, shrimp farming capital of India, more than five coastal villages living near farm complexes have become shrimp waste dumps. The government has evacuated more than 10,000 people from these villages over the last three years of shrimp farming. The government has also destroyed the groundwater supplies for drinking and crop purposes and crops are being lost. The shrimp farming industry is being argued from the shrimp farming industry.

SQUANDERING the SEAS



How shrimp trawling
ecological integrity
security around the

Mangrove Forests: One of the World's Threatened Major Tropical Environments

Murky Waters:

Environmental Effects
of Aquaculture
in the United States

Foundation

in partnership with

Driver? Retailers

- Widespread concern about sustainability not top of mind for consumers
- NGO's made strategic decision to target seafood buyers with sustainability education, demands
- Retailers fearful of negative campaigns; adopted corporate responsibility programs for seafood purchasing



What direction to take?



FAO Codes & Guidelines

- <http://www.fao.org/docrep/005/v9878e/v9878e00.HTM>
- <http://www.fao.org/docrep/003/W4493E/W4493E00.HTM>
- ftp://ftp.fao.org/FI/DOCUMENT/aquaculture/TGAC/guidelines/Aquaculture%20Certification%20GuidelinesAfterCOFI4-03-11_E.pdf
- <http://www.fao.org/fishery/topic/12283/en>
- <http://www.fao.org/fishery/topic/13547/en>



Benefits of standards for ...



- **Industry**
- **Small and Medium Enterprises**
- **Regulators and financiers**
- **Consumers**
- **Developing Countries**
- **Everybody**



... something that is almost guaranteed to ...

1. Improve their products or services
2. Attract new customers
3. Increase their competitive edge
4. Inspire added trust in their business
5. Lessen the likelihood of mistakes
6. Reduce business costs
7. Make their products compatible
8. Comply with regulations
9. Make exporting their goods easier
10. Improve their chances of success



Who are GAA?

- The GAA ([Global Aquaculture Alliance](#)) is a non-profit association promoting the sustainable growth of responsible aquaculture
- The GAA was created in 1997 by 59 aquaculture sector stakeholders (mainly shrimp) from the Americas, Europe, Asia and Africa (Madagascar)
- Currently the GAA has more than [1100 members](#) from 70 countries – stakeholders in the aquaculture of shrimp, salmon, tilapia, pangasius, channel catfish, etc.
- Sustainable financing model :
 - Membership fees
 - Annual [GOAL](#) conference
 - Sponsorship
- Bimonthly specialized magazine '[the Advocate](#)'
- [BAP](#) program coordination
 - Responsible and sustainable aquaculture standards
 - Certification
- Massive resource of aquaculture expertise available



What is the GAA/BAP Role?

- The mission of the Global Aquaculture Alliance (GAA) is to further environmentally responsible aquaculture to meet world food needs.
- GAA articulates the importance of aquaculture as a source of food and employment. It supports technological research and provides this information openly to membership and research facilities. The alliance also advocates for the industry regionally and globally, and promotes effective, coordinated government regulatory and international trade policies.
- Through its [Best Aquaculture Practices \(BAP\) program](#), GAA encourages the use of responsible production systems that are sustainable regarding environmental and community needs, and efficiently provide safe, wholesome aquaculture products to the world's population.



The BAP Program







- BAP = Best Aquaculture Practices
- B2C consumer pack label
- Robust standards for aquaculture facilities throughout the production chain, developed with multi-stakeholder input
- Modular building block approach, up to 4-star certification
 1. Processing plant (exporter)
 2. + farm
 3. + hatchery
 4. + feed mill
- ISO 65 governed third party certification
- Security of supply to
 - Retailers / consumers
 - Secondary processors / importers



BAP Standards: Scope



	Feed ★★★★★	Hatchery ★★★	Farm ★★	Processing ★
✓ Salmon ✓ Shrimp ✓ Tilapia ✓ Pangasius ✓ Channel catfish				
Social Ethics	✓	✓	✓	✓
Environment	✓	✓	✓	✓
Animal welfare		✓	✓	✓
Food safety	✓	✓	✓	✓
← Traceability →	✓	✓	✓	✓

BAP Standards: Development



- **SOC (Standards Oversight Committee)**
 - [4 NGOs, 4 industry reps, 4 academics / regulatory / policy](#)
 - Official standards approval
 - Minimum 2 NGOs needed to vote 'yes' for the standard to be approved
- **TC (Technical Committee)**
 - SOC approved members
 - Develops standards and submits to SOC for approval, after careful review and response to all [comments](#) received from public consultation periods
- **Continuous Improvement**
 - Annual review with a revision every 3 years or more often if needed
- **Commitment to conformance with FAO's 'Technical Guidelines on Aquaculture Certification' and with the GFSI (Global Food Safety Initiative)**
 - BAP processing standard on the [GFSI recognized schemes list](#) since June 2010, along with BRC and IFS... **but** with additional social ethics and environmental coverage
 - Recognition of the BAP standard compliance with the [FAO Technical Guidelines on Aquaculture Certification](#) will be done when an agreed independent benchmarking process has been agreed.

The Responsible Choice of Sustainable Seafood

GAA-BAP -The Leader

- Modular building block approach, up to 4-star certification
- **No royalties for consumer pack label usage**
- Complete and updated list of certified facilities available online
- Processing plants , Farms , Hatcheries, Feed mills
- Comprehensive scope covering different aquaculture species
- Transverse coverage: Social Justice, Environment, Animal Welfare, Food Safety, Traceability
- **Specific coverage of each step of the production process, pre and post farm gate, including strong feed ingredient related requirements** (possibly the 5th star in the future)
- **Specific small-scale aquaculture coverage (in development)**
- Robust and evolving standards
- Recognized GFSI equivalency with additional social ethics and environmental coverage
- Commitment to FAO compliance
- Transparent and inclusive multi-stakeholder development
- Independent and transparent governance
- **Significant experience and tried & tested– already 10+ years out in the field and heading towards 3 billion pounds of seafood certified.**
- Training Programs



OBRIGADO.....

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- SEE YOU before end of year @
- GOAL, Paris, France
- HVAFF, Kagoshima, Japan
- SEAFEX, Dubai, UAE
- APA13, HCMC, Vietnam





The Responsible Seafood Choice

Did you know that about one in every two fish consumed worldwide is farm-raised? It's true. Aquaculture is the only sustainable means of increasing the seafood supply to meet the world's food needs. Best Aquaculture Practices (BAP) certification assures that the seafood you're eating was farmed and processed in a responsible manner, whether it's environmental or social responsibility, food safety, animal welfare or traceability. So ask your local supermarket or restaurant for seafood from BAP-certified facilities.



For more on BAP Standards, contact:
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