INTERNATIONAL STANDARDS & CERTIFICATIONS SCHEMES FOR THE ABALONE INDUSTRY
A BRIEF HISTORY

Collapse of fisheries sparks concerns about overfishing. Lead to develop the Marine Stewardship Council, standard and processes – multistakeholder led by Unilever and WWF.

- **1998**
  - First MSC standard was released

- **2000**
  - First fishery MSC certified
  - First fishery MSC certified Western Australia

- **2010**
  - Aquaculture Stewardship Council (Standards and processes – multistakeholder led by WWF and IDH)

- **2012**
  - First farm ASC certified

- **2015**
  - First Abalone Farm ASC certified
  - First Abalone Farm ASC certified Australia

- **2017**
  - New ASC Feed Standard
  - Multi stakeholder development

- **2022**
  - First Abalone Fishery Western Australian Abalone Fishery (3 species) MSC certified
  - Australia

- **2023**
  - New ASC Feed Standard
  - Multi stakeholder development
  - First Abalone Fishery Western Australian Abalone Fishery (3 species) MSC certified
  - Australia
  - 49 abalone farm sites certified (14 certs)
  - Australia, South Africa, South Korea, China
  - 2 abalone fisheries certified (Western Australia)

49 abalone farm sites certified (14 certs) Australia, South Africa, South Korea, China

2 abalone fisheries certified (Western Australia)
Principles of Third-Party Certification Schemes

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) |

*Globescan, 2022*
GUIDANCE FOR INDUSTRY

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
  o Identify an owner and coordinator of the assessment process
  o Engage staff: what is the process, what is their role
  o 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 3rd 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#

CONTACT ME

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