Sustainable Seafood Coalition

SSC Members Meeting Minutes

Attendees: Total of 20

Facilitator and secretariat: ClientEarth

Location: FDF Offices

Date & time: 18th July 2012, 10am – 3.30pm.

Summary of conclusions and actions:

Item 2: Final consensus on social/ethical factors in the codes

- **Agreed:** All agreed on exclusion of social and ethical from the codes. It will be made clear that the codes are in relation to environmental labels and environmentally responsible sourcing.
- **Agreed:** Aspects of fish welfare relevant to the environment (e.g. disease control, habitat degradation etc) will be covered by the codes. Non-environmental aspects such as slaughter will not be under the scope of the codes.

Item 3: Labelling code

- **Agreed:** All agreed on tone and format of code
- **Agreed:** All agreed that 'responsible' and 'sustainable' should be referred to as different claims, not levels or tiers
- **Agreed:** It is important that the code does not endorse a particular system, rather it defines a process (and organic may be part of that process).
- **Action point:** ClientEarth to carry out legal analysis of EU ecosystem laws and relationship between organic and sustainability
- **Agreed:** a compromise was reached to include possibility for the non-certified route on a case by case basis. Wording to be along the lines of "There may be an opportunity to provide an alternative route to be considered on a case by case basis". This will be included either as a note in the text of the code, or in the guidance document.
- **Agreed:** This will need to be an equivalent process with external peer review and information in the public domain.
- **Agreed:** Guidelines will be needed to establish the level of detail that SSC members agree is necessary to assess a given fishery to make a claim of 'sustainable'
- **Agreed:** All agreed on the inclusion of a 'no claim' end point
- **Agreed:** Use of eco-label on pack to be clarified with the MSC in particular, by the secretariat. Whether it is kept in will be dependent on this. If the certification's rules require that the eco-label must be on pack, the member must display it.

Item 4: Sourcing code

- Item not addressed due to overrunning of previous section.
- **Action point:** ClientEarth to continue drafting V2 and guidance document.
- **Action point:** Set date for next sourcing working group.

Item 5: Foodservices strategy

- **Agreed:** All agreed with plans for road-mapping event in September and a number of suggestions for potential key representatives were made.
- **Action point:** ClientEarth to draft letter and circulate for members to sign off, including list of recipients. We need at least one representative per segment e.g. fish and chip shop, high end restaurant, chain/fast food, wholesale, foodservice processor/supply, public supply and public use (e.g. hospital/school/government), celebrity/up and coming chef.

Item 6: Presentation on diversification – Sarah Tetley, PhD Researcher, Kent Business School.

- See main text for summary of research proposal. A number of members expressed interest.
- Sarah can be contacted at st361@kent.ac.uk

Item 7: Presentation on GSSI - Herman Wisse

- See main text for summary of GSSI's work.
- For further information, and if individual members are interested in supporting GSSI, Herman can be contacted at seafood@hermanwisse.nl

Item 8: Communications

Branding

- **Agreed:** Members agreed on option one, a basic SSC logo.
- **Agreed:** We may need to work with member's communications teams and will certainly need their input/sign-off.
- **Action point:** ClientEarth to assess quotes already received and get others to pass to members.

Wiki space

- **Agreed:** The SSC wiki will remain active but main correspondence will remain through email with attachments

Item 9: Items to be finalised:

Vision & Aims

- **Agreed:** Changes agreed.
- **Agreed:** Aim 3 should read "base criteria" rather than "base standards".
- **Action point:** ClientEarth to amend aim 3 to "base criteria" rather than "base standards".

Terms of Reference

- **Agreed:** All changes agreed, one suggested amendment under Adherence to the codes of conduct – "However, members are expected to implement and adhere to the codes as a condition of membership".

KPIs

- **Agreed:** KPIs to be revisited at a later date.

- **Action point:** ClientEarth to review KPIs.

Next steps

- ClientEarth to finish V5 of labelling code and send out for sign-off by all members, aiming for finalisation by early September. ClientEarth will research organic issue.
- ClientEarth to produce first full draft of labelling guidance document and circulate. Working group on guidance document to be arranged.
- ClientEarth to produce V2 of sourcing code and guidance document. Working group to be arranged.
- ClientEarth to draft foodservice letter and circulate in Early August for comments/sign-off. ClientEarth to plan foodservice strategy working group for September.
- Logo design: ClientEarth to discuss next steps with their communications team and contact members.
- Terms of Reference and Vision and Aims to be updated on website and all documents.
- KPIs to be re-addressed by members.

Item 1: Welcome

- Housekeeping, apologies, round robin

- Actions since last meeting:

    – Aquaculture focus group, labelling working group
    – Sourcing working group
    – V4 of labelling code, started on V5 + guidance document
    – V1 of labelling code, started on V2 + guidance document
    – Amendments to ToR, KPIs, Damanaki *et al* letter, and Vision and Aims to reflect agreements at members meeting 02.05.12
    – Initial discussions on expansion to foodservice sector

- Purpose of today:

    1. Come to consensus on the format and content of the labelling code
    2. Gather comments and build consensus on the sourcing code
    3. Discuss and come to consensus on SSC branding
    4. Update on expansion to foodservices sector
    5. Finalise ToR, KPIs and Vision and Aims

Item 2: Final consensus on social/ethical factors in the codes

- Social factors have never been included under wild-capture in labelling code, but were in first draft of sourcing code and have been debated for aquaculture section in labelling code.
- At sourcing/labelling working groups all present agreed that although the issues are important, they should not be under the scope of the SSC codes, which should be strictly environmental.

- Members were asked to reach final agreement on this issue and consider whether fish welfare should be included.

Outcomes:

- **Agreed:** All agreed on exclusion of social and ethical from the codes. It will be made clear that the codes are in relation to environmental labels and environmentally responsible sourcing.

- **Agreed:** Aspects of fish welfare relevant to the environment (e.g. disease control, habitat degradation etc) will be covered by the codes. Non-environmental aspects such as slaughter will not be under the scope of the codes.

Item 3: Labelling code

Final consensus on code format and tone

- Legalistic language removed
- Less confusing format e.g. fewer bullets and numbers
- Separate guidance will include detailed recommendations, suggestions and examples

Outcomes:

- **Agreed:** All agreed on format and tone of code

Final consensus on relationship between 'responsible' and 'sustainable' claims

- At the aquaculture focus group a non-member advisor suggested that 'responsible' and 'sustainable' should be referred to as different claims, rather than as lower/higher tiers or levels. All at the labelling working group 03.07.12
- While 'responsible' is about behaviour and the journey towards 'sustainable' it can also be used in conjunction with 'sustainable' as long as criteria for both claims are met.

Outcomes:

- **Agreed:** All agreed that 'responsible' and 'sustainable' should be referred to as different claims, not tiers or levels.

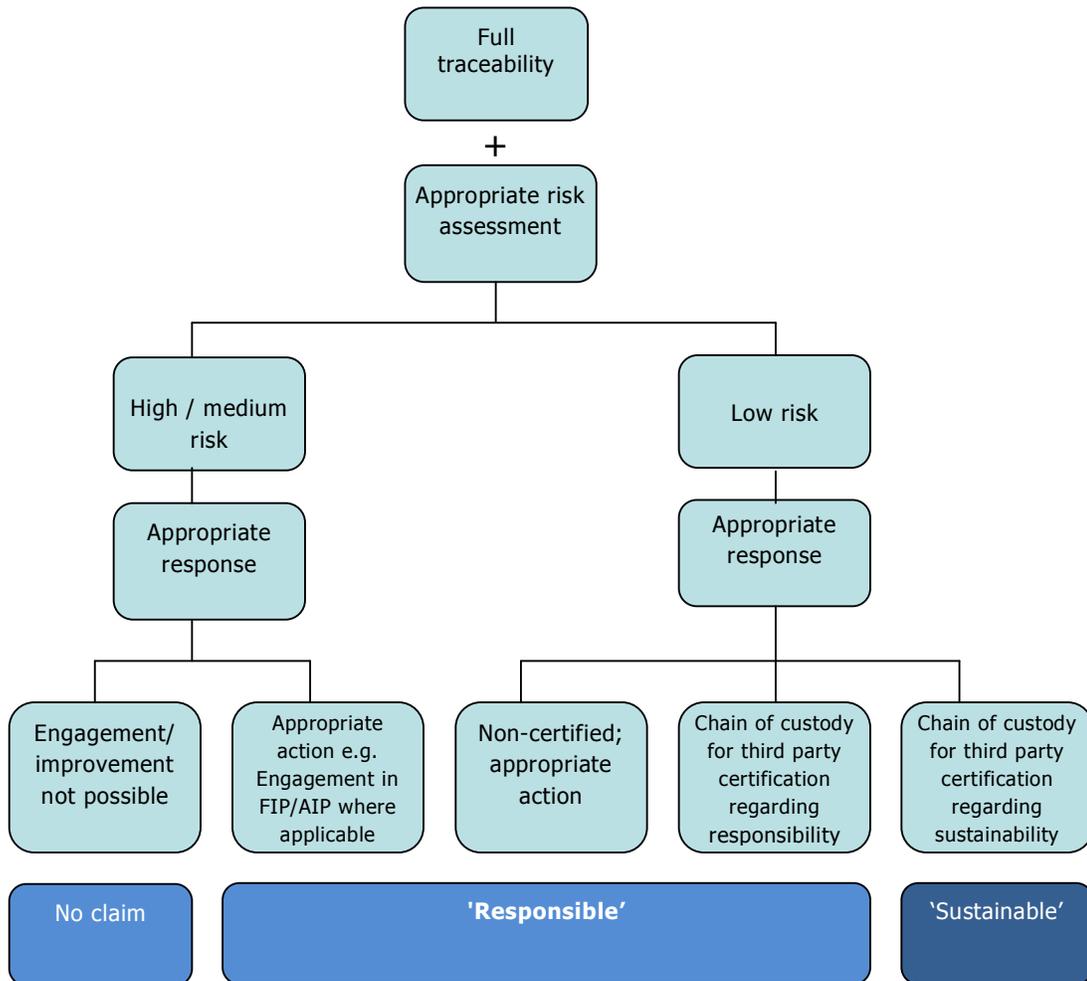**Final consensus on organic as part of "appropriate certification"**

- At the aquaculture focus group no decision was made about where organic certification fits in under the process outlined in the labelling code.
- At the labelling working group 03.07.12 all present agreed that organic certification does not automatically equate to any claim in its own right and that no individual type of certification should be isolated and potentially endorsed over others. It was therefore suggested that organic certification be included under the heading of "appropriate certification" to be considered along with other criteria for third party standards.
- A member pointed out that under EU law organic may be defined as sustainable.

Outcomes:

- **Agreed:** It is important that the code does not endorse a particular system, rather it defines a process (and organic may be part of that process).
- **Action point:** ClientEarth to carry out legal analysis of EU ecosystem laws and relationship between organic and sustainability.

Discussion of proposed changes to labelling code process – non-certified route to 'sustainable' claim

- See below for proposed diagram following agreements at labelling working group 03.07.12

```
                    ┌──────────────┐
                    │     Full     │
                    │ traceability │
                    └──────────────┘
                           +
                ┌─────────────────────┐
                │  Appropriate risk   │
                │     assessment      │
                └─────────────────────┘
```

High / medium risk		Low risk		
Appropriate response		Appropriate response		
Engagement/ improvement not possible	Appropriate action e.g. Engagement in FIP/AIP where applicable	Non-certified; appropriate action	Chain of custody for third party certification regarding responsibility	Chain of custody for third party certification regarding sustainability
No claim	**'Responsible'**			**'Sustainable'**

- A non-certified route to a claim of 'sustainable' was inserted into the wild-section following the working group 18.04.12: "the member is satisfied that the [source] fishery from which the fish product is derived meets the SSC criteria and principles of "sustainability" and can provide robust evidence to support the claim".
- However, all present at the labelling working group 03.07.12 agreed that, despite concerns about barriers to small scale fisheries, this option should be removed and independent certification to a third party standard should be the only route to a claim of 'sustainable'.

- The issue divided opinion between members. Some pointed out that the alternative route should be reinstated due to concerns about small scale fisheries and a lack of incentive to strive for improvement, and the possibility of limiting scope and isolating potential new members. Others raised concerns about potential mis-use of the claim 'sustainable', transparency and governance of this option.
- All agreed that an alternative route would have to be fully equivalent to the certification route, however some felt that this included information being in the public domain and others that this is not necessary.

Outcomes:

- **Agreed:** a compromise was reached to include possibility for the non-certified route on a case by case basis. Wording to be along the lines of "There may be an opportunity to provide an alternative route to be considered on a case by case basis". This will be included either as a note in the text of the code, or in the guidance document.
- **Agreed:** This will need to be an equivalent process with external peer review and information in the public domain.
- **Agreed:** Guidelines will be needed to establish the level of detail that SSC members agree is necessary to assess a given fishery to make a claim of 'sustainable'.

Discussion of proposed changes to labelling code process – inclusion of a 'no-claim' outcome

- For cases where some form of engagement with (not necessarily by the member) and improvement of the fishery/aquaculture operation are not possible, a 'no-claim' end-point has been included in the labelling code process.

Outcomes:

- **Agreed:** All agreed on inclusion of a 'no-claim' end point.

Use of eco-labels on pack when making a self-declared claim

- Version 4 of the code states that for independent certification, the certification label must be provided on pack/in the communication for a self-declared claim to be made.

Outcomes:

- **Agreed/action point:** Use of eco-label on pack to be clarified with the MSC in particular, by the secretariat. Whether it is kept in will be dependent on this. If the certification's rules require that the eco-label must be on pack, the member must display it.

Item 4: Sourcing code

- Item not addressed due to overrunning of previous section.

Outcomes

- **Action point:** ClientEarth to continue drafting V2 and guidance document.

- **Action point:** Set date for next sourcing working group.

Item 5: Foodservices strategy

- Update on SSC expansion to foodservices.
- Aim to hold road-mapping working meeting in early September to work on strategy including aims and partners.
- Key representatives in foodservices to be involved, including current foodservice member and others. Foodservices members may not have dedicated staff who can attend meetings and be involved throughout the development of the guidance for codes, so a smaller number will be involved and then other potential members can sign up to the finished codes.
- ClientEarth will be drafting an introduction/invite letter in the next few weeks to send to key representatives.
- A member gave an update to the group; we have had some interest from foodservice members however there are different challenges to retail.

Outcomes

- **Agreed:** All agreed with plans for road-mapping event in September and a number of suggestions for potential key representatives were made.

- **Action point:** ClientEarth to draft letter and circulate for members to sign off, including list of recipients. We need at least one representative per segment e.g. fish and chip shop, high end restaurant, chain/fast food, wholesale, foodservice processor/supply, public supply and public use (e.g. hospital/school/government), celebrity/up and coming chef.

Item 6: Presentation on diversification – Sarah Tetley, PhD Researcher, Kent Business School.

- Sarah gave background on her research and outlined what she will be doing:
    1. Profiling shoppers based on purchase data
    2. Face to face surveys to define shoppers' values
    3. "Interventions" in supermarkets e.g. recipe cards, labels etc
    4. Effects of interventions on behaviour – behavioural choice experiment and effects on actual purchasing decisions.
    5. Carry out post-shop interviews.
- Sarah would like to discuss with individual members whether any of them can provide her with purchase data and be involved with designing interventions and allowing surveys in-store. Ideally she will be looking to carry out several hundred initial interviews in the Autumn, with interventions to be developed following this.
- A number of members expressed interest in the research and suggested potential ways to access purchase data.

- Sarah can be contacted at st361@kent.ac.uk

Item 7: Presentation on GSSI - Herman Wisse

- At the members meeting 02.05.12 members expressed interest in benchmarking work being developed by GSSI, how this affects the SSC and whether we can be involved.
- Presentation outlined the aims of GSSI (create a level playing field for standards, transparency, cost reduction through a novel industry benchmarking methodology), governance structure, timescales, progress to date and funding requirements.
- Final approval from German Ministry expected in new few months. Now aiming to formalise contributions from private sector.
- For further information, and if individual members are interested in supporting GSSI, Herman can be contacted at seafood@hermanwisse.nl

Item 8: Communications

Branding

- Since the members meeting 02.05.12, ClientEarth have created a design brief for an SSC logo, sent this out through the Hub network and to other companies, looked into other options for wider branding of the SSC.
- Three options were presented to the group:
    1. Basic SSC logo, website to remain with same layout and design as currently (e.g. ClientEarth colours and links to other ClientEarth work-streams).
    2. An established design company produces an in-depth briefing on an investigation of the SSC brand.
    3. Dual branded micro-site with distinctive identity within the frame of ClientEarth's website, separate SSC logo.

Outcomes

- **Agreed:** Members agreed on option one, a basic SSC logo.

- **Agreed:** We may need to work with member's communications teams and will certainly need their input/sign-off.

- **Action point:** ClientEarth to assess quotes already received and get others to pass to members.

Wiki space

- It was suggested that ClientEarth phase out sending large attachments with emails, in favour of notifying members when documents are uploaded to the wiki.
- Many members are still unable to access the wiki at work and a number felt that the wiki is a good idea but is not being used in practice. Documents should still be send by email but members should be aware that they are on the wiki for reference (including agendas,

minutes, presentations, codes, reference documents), along with other useful information, a calendar and discussion board.

Outcomes:

- **Agreed:** The SSC wiki will remain active but main correspondence will remain through email with attachments.

Item 9: Items to be finalised

Vision & Aims

- Changes to aim 2, aim 3 and aim 8 following members meeting 02.05.12 agreed.
- Aim 3 should read "base criteria" rather than "base standards".

Outcomes

- **Agreed:** Changes agreed.
- **Agreed:** Aim 3 should read "base criteria" rather than "base standards".
- **Action point:** ClientEarth to amend aim 3 to reflect above.

Terms of Reference

- Amendments made following members meeting 02.05.12 including:
    - Clarification of ClientEarth roles
    - Decision making by consensus (removal of reference to supermajority voting)
    - Process for agreeing and finalising voluntary codes added
    - Adherence to codes

Outcomes

- **Agreed:** All changes agreed, one suggested amendment under Adherence to the codes of conduct – "However, members are expected to implement and adhere to the codes as a condition of membership".

KPIs

- Following the members meeting 02.05.12 the KPIs were amended to have one KPI per code, with members to self-audit adherence to the codes.
- KPIs are to be retail specific, to be reviewed by members from other sectors as and when they join.
- Members raised concerns about the KPIs being too wordy and not specific enough on intent and measures.
- It was felt by members that agreeing on the code itself is a substantial achievement and although the KPIs may be a beneficial tool, they are not a current priority.

Outcomes

- **Agreed:** KPIs to be revisited at a later date.

- **Action point:** ClientEarth to review KPIs.

Next steps

- ClientEarth to finish V5 of labelling code and send out for sign-off by all members, aiming for finalisation by early September. ClientEarth will research organic issue.

- ClientEarth to produce first full draft of labelling guidance document and circulate. Working group on guidance document to be arranged.

- ClientEarth to produce V2 of sourcing code and guidance document. Working group to be arranged.

- ClientEarth to draft foodservice letter and circulate in Early August for comments/sign-off. ClientEarth to plan foodservice strategy working group for September.

- Logo design: ClientEarth to discuss next steps with their communications team and contact members.

- Terms of Reference and Vision and Aims to be updated on website and all documents.

- KPIs to be re-addressed by members.

- Next meetings: sourcing working group, possible working group on labelling guidance document, possible communications meeting (logo, website, with relevant staff from members), possible KPIs meeting. Dates TBC.