

The background of the slide is a photograph of a large fish, likely a salmon, lying on a bed of crushed ice. The fish's scales are clearly visible, and its tail is on the left side of the frame. The overall color palette is dominated by blues and whites, creating a clean and fresh aesthetic.

Umhverfismerki Kröfur í hverfulum heimi

Gísli Gíslason, MSC
Sjávarútvegsráðstefnan 2013

Yfirlit

- A. Af hverju Umhverfismerki ?**
- B. Af hverju MSC ?**
- C. Umhverfis og upprunamerki**

Af hverju umhverfismerki



- Auknar **tækniframfarir** við veiðar, framleiðslu o.a.

- Gengið var nærri ýmsum náttúruauðlindum

- Aukin **upplýsingatækni**

- Upplýsingar berast bæði hraðar og í meira mæli um heimsbyggðina

>>>>> Til varð hugtakið **Sjálfbærni**

Sjálfbær þróun

Brundtland commision

“Our common future” 1987:

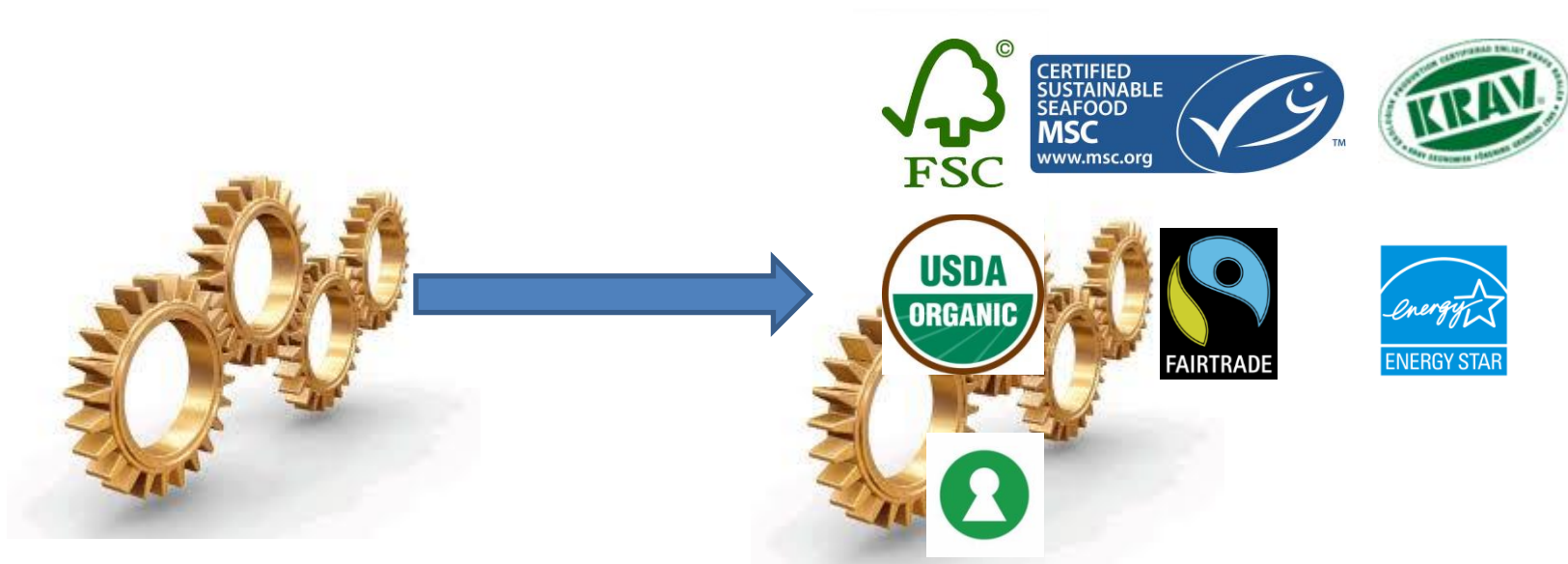
“... þróun sem uppfyllir þarfir nú lifenda kynslóða án þess að stefna í hættu möguleikum seinni kynslóða á að uppfylla þarfir sínar (...)....”

Umhverfismerki



Ekki sjálfbær/ábyrg

Sjálfbær/ábyrg framleiðsla



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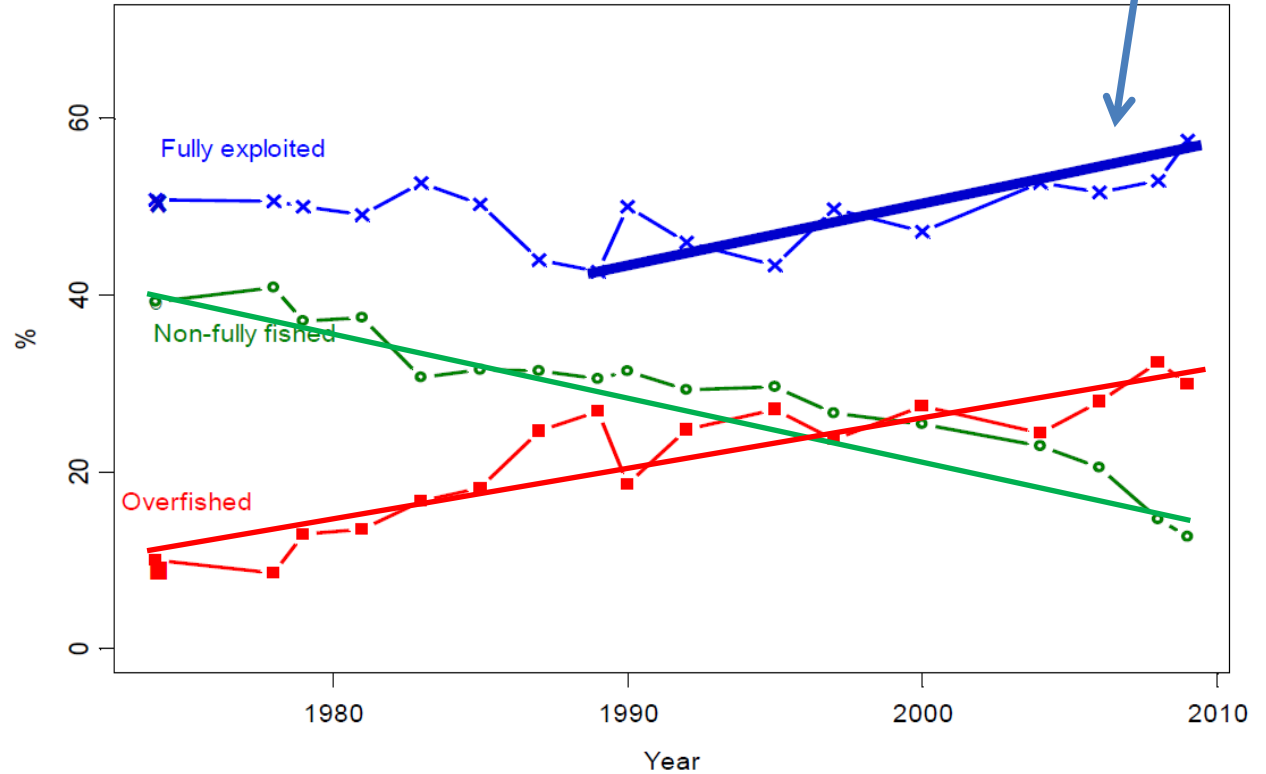


Stock Status of Global Marine Fish Resources

FAO 2012

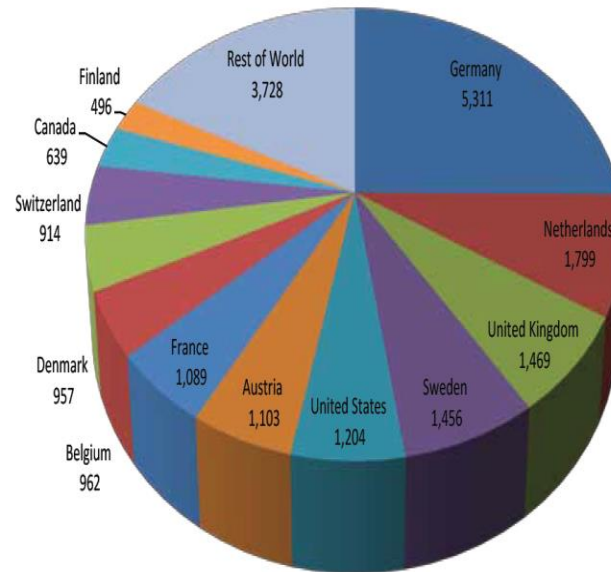
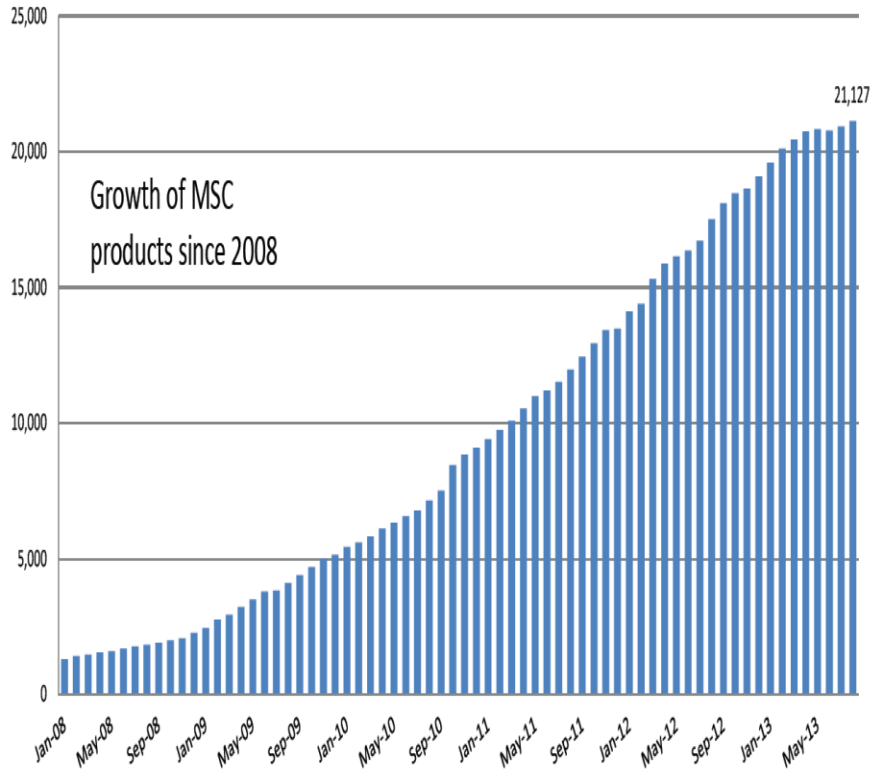
World fish stocks

- 57 % fully exploited
- 30 % over exploited
- 13 % non fully exploited



WWW.FAO.ORG

2013 Nr MSC products, 21127 products



21,127 products
on sale in 102
countries

Approximately
a quarter of all
products are sold
in Germany

- 2/3rd are BtoC
- 400 new products a month
- 106 countries
- 4€ billion/2012-2013 consumer sales

MSC & umbætur í vottuðum veiðum



CERTIFIED SUSTAINABLE SEAFOOD

Marine Stewardship Council

Global Impacts Summary Report 2013

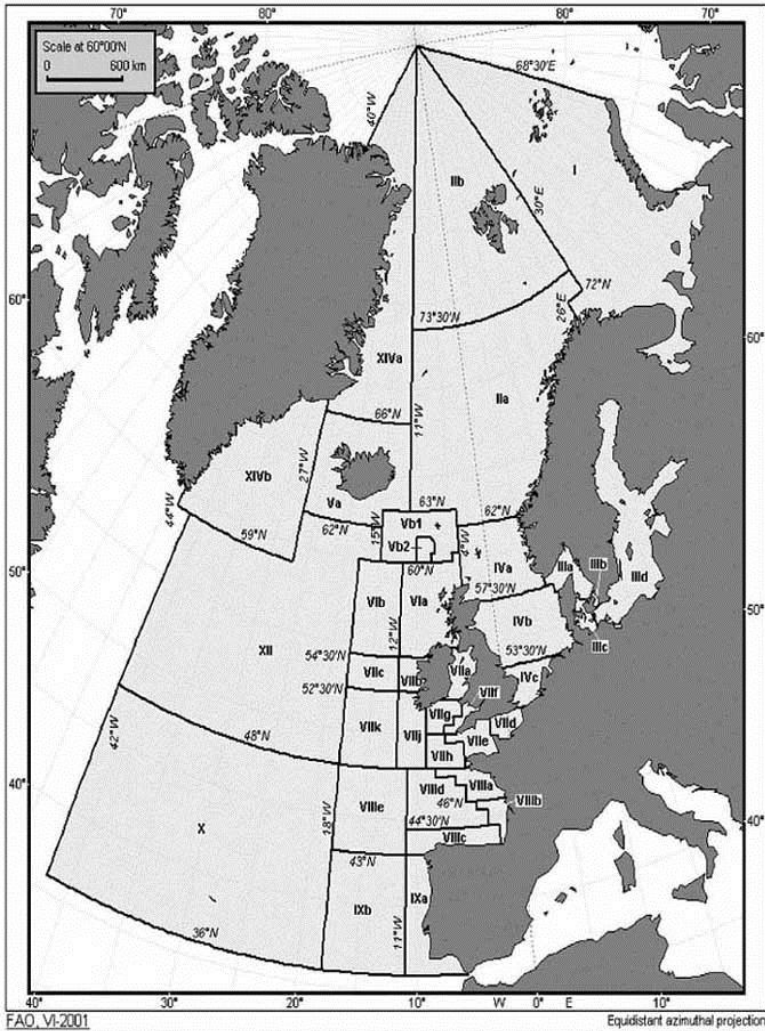
Monitoring and Evaluation



© Nicolas L. Gutiérrez

- 400 umbætur sem fiskveiðar í MSC vottun hafa framkvæmt

ICES & Distribution of MSC engaged fisheries



Certified	~ 6,500,000 tons	203 fisheries
In assessment	~ 2,500,000 tons	101 fisheries
Total	~ 9,000,000 tons	304 engaged

Stock Status of Global Marine Fish Resources

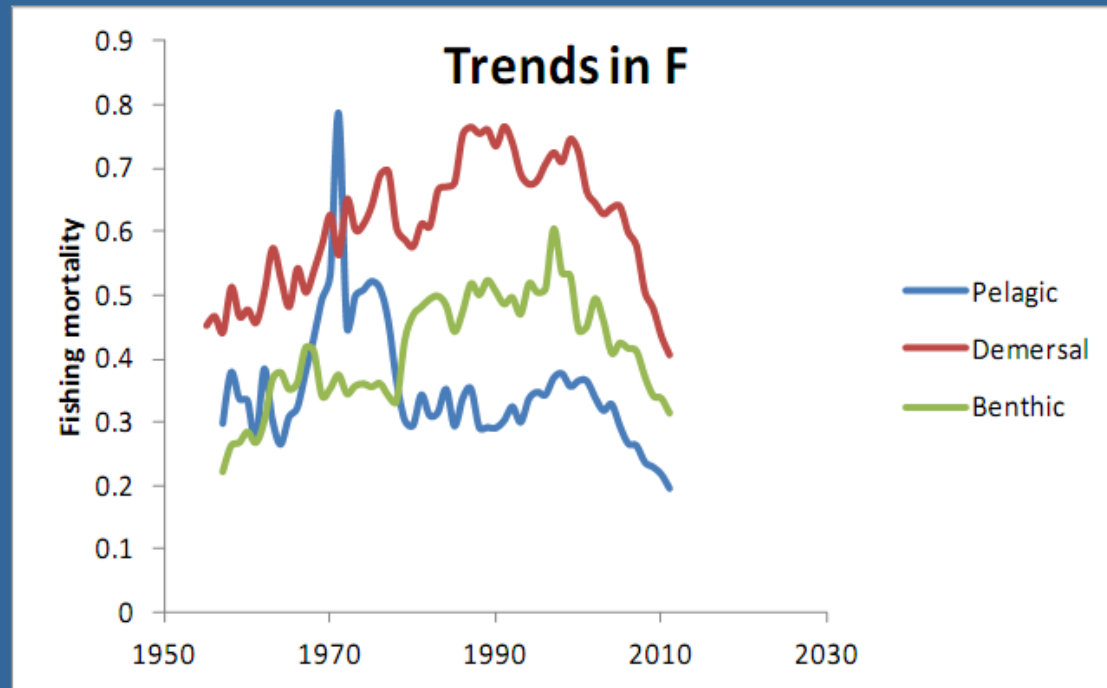


Agenda Item 8

AM 2013-76

General trends in the Northeast Atlantic

State of stocks: MSY (all ecoregions)



ICES Advice 2012. Book 1.

The state of World Fisheries And Aquaculture 2012

“....the role of private-sector certification systems, such as those of the Marine Stewardship Council and others, have already been significant in incentivizing better fishing practice and in requiring certification of fleet operations and their management regimes, chain of custody controls and guarantees to customers.”

Yfirlit

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Umhverfis og upprunamerki

Umhverfis- og uppruna merki eru bæði
“Co-Branding”



Brand og Co-brands



Brand: Sainsbury (SO)

Co-brands: Organic & British origin

MSC sem Co brand !

iglo Pazifischer Polar-Dorsch paniert

NEU

100% Filet knusprig aus dem Backrohr

ist was Gicheit!

Ohne Zusatz von Geschmacksverstärkern, Ohne Kunstharze, Farbstoffe und Aromastoffe, Ohne Konservierungsstoffe

ZERTIFIZIERTES NACHHALTIGES FISCHEREI MSC www.msc.org/de

iglo FOREVER FOOD Für eine nachhaltige Zukunft

2 Stück 250g

Jamie Oliver KEEP IT SIMPLE

kids' meals

YUMMY POLLOCK FISH PIE

with chunks of wild Alaska pollock fillet & juicy peas in a creamy cheese sauce, topped with my carrot & potato mash

absolutely no artificial colours, flavours or preservatives... perfect for kids!

made with **Young's** responsibly sourced fish

CERTIFIED SUSTAINABLE MSC www.msc.org/de

OceanTrader

Kap-Seehecht KRÄUTER & KNOBLAUCH

250g TIEGFROREN

Eine Portion 125g enthält:

Protein	4%	Zucker	1%	Fett	5.6%	Probleine	2%	Salz	0.8%
Ballaststoffe	10%	der empfohlenen Tagesmenge eines Erwachsenen*							

ZERTIFIZIERTES NACHHALTIGES FISCHEREI MSC www.msc.org/de

MML-C1012



cod fillet

responsibly sourced, line caught

by Sainsbury's

ZERTIFIZIERTES NACHHALTIGES FISCHEREI MSC www.msc.org/de

Energy: 134 kcal, Fat: 1.3g, Protein: 13.4g, Carbohydrate: 0.7g

Alaska-Seelachs-Salat mit Schnittlauch verfeinert

popp

PIKANTER BROTAUFSTRICH

Feiner streichfähiger Salat

1 Portion (30g Salat) enthält: 134 kcal, 7% Fett

DEUTSCHESEE

Logos: Ahold, EDEKA, DELHAIZE, FRIEDRICH'S, CO-OP, FROSTA, WHOLE FOODS MARKET, Findus, MARKS & SPENCER, ASDA, Birds Eye, ICA, deutschesee, McDonald's

The best environmental choice in seafood

MSC sem Co-brand m.fl



Brand	Coop	Lobster	Coop
Co brand	MSC	MSC	MSC
Co brand	KRAV	Skráargatið	KRAV
Co brand	Domstein umhverfismerki	Norge upprunamerki	Domstein Umhverfismerki
Co brand			Skráargatið



EROSKI

contigo

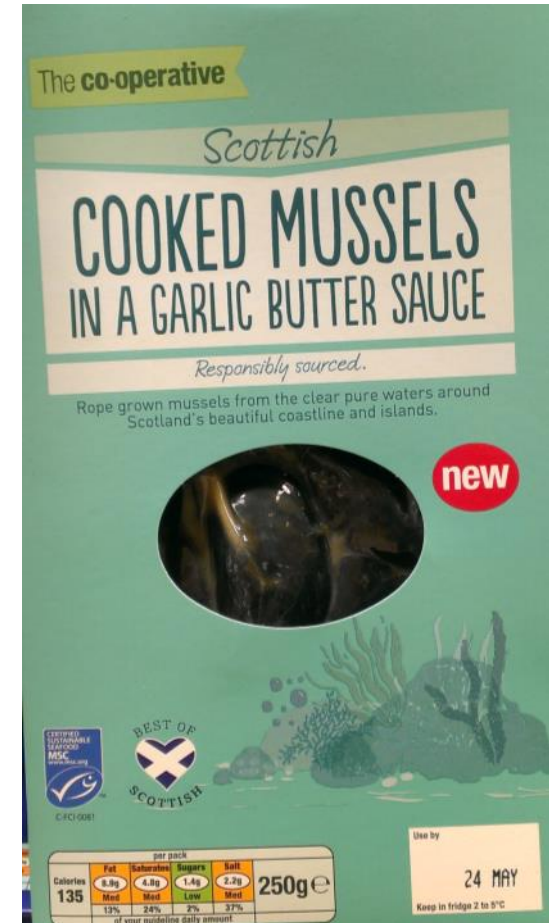
Co-branding Norge + MSC: higher added value



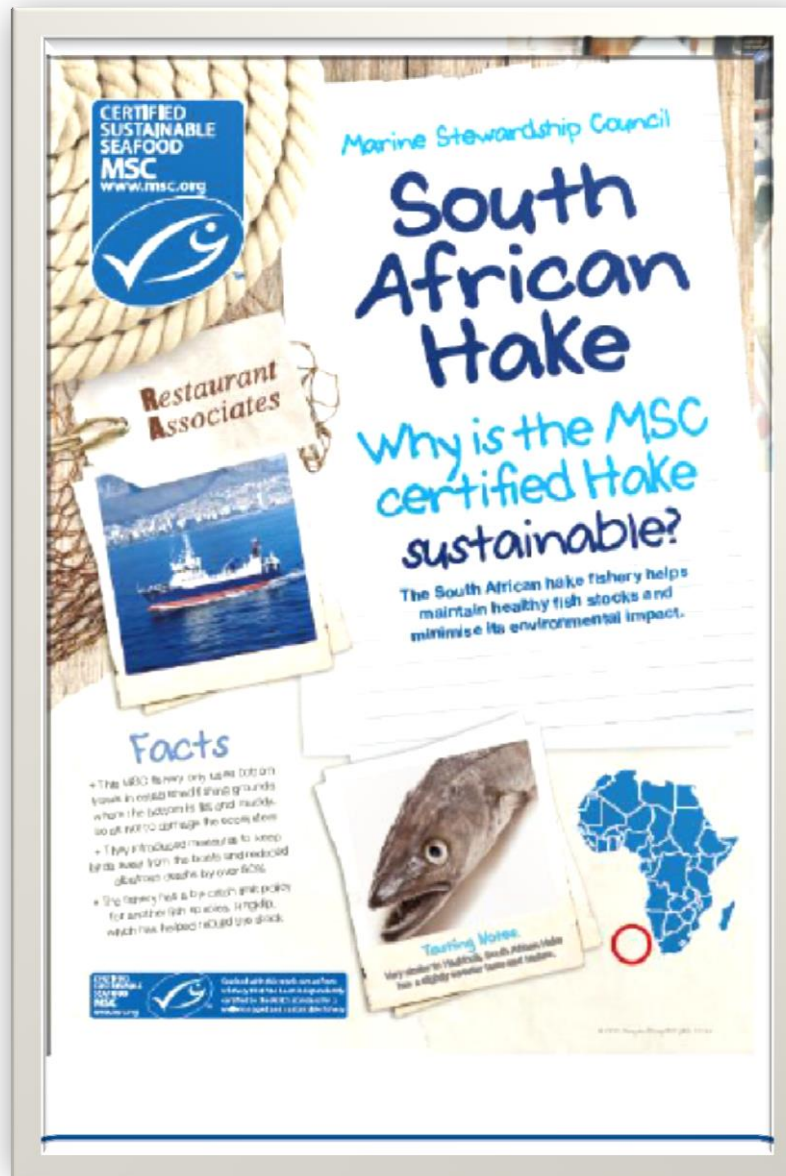
Product available on the fresh fish counter (with gill tag in every fish) and trays



MSC sem Co brand m.f



MSC í samstarfskynningu með S-Afríku



CERTIFIED SUSTAINABLE SEAFOOD MSC
www.msc.org

Marine Stewardship Council

South African Hake

Why is the MSC certified Hake sustainable?

The South African hake fishery helps maintain healthy fish stocks and minimise its environmental impact.

Restaurant Associates

Facts

- This MSC fishery only trawls bottom trawls in certain areas and grounds where the bottom is soft and mobile, so as not to damage the ocean floor.
- Trawl trawls are used as to keep large mesh from the trawls and reduced bycatch deaths by over 90%.
- The fishery has a strict catch and policy for anti-fish practices, in 1994, which has helped rebuild the stock.

Tasting Notes:
Very tender, flaky, South African Hake has a slightly sweeter taste and texture.

MSC logo
www.msc.org

MSC logo
www.msc.org

MSC logo
www.msc.org

Wholefoods London í nóvember 2013

NAVIGATING SUSTAINABILITY

HOW TO MAKE THE BEST SEAFOOD CHOICES

FARMED SEAFOOD

What's the difference between our farm-raised seafood and the fish you buy everywhere else?

- Raised without antibiotics, parasiticides, or added growth hormones
- No animal by-products or synthetic sources of pigmentation allowed in feed
- No sourcing of GM or cloned fish stocks
- Extensive requirements to protect water quality, habitat, and other wildlife.
- Requirement of Omega 3 fatty acids levels in salmon of at least 1820mg of combined EPA and DHA per 8oz of uncooked fish



MSC CERTIFIED

Seafood from Marine Stewardship Council (MSC) Certified fisheries

The world's leading certification for sustainable seafood. MSC is a non-governmental organisation using a multi-stakeholder, international certification program to provide incentives for fisheries to address key issues such as overfishing and bycatch.



WILD-CAUGHT SEAFOOD

Our partnership with the Marine Stewardship Council and Blue Ocean Institute allows you to make decisions about buying Wild-Caught Seafood with complete transparency. Look for these symbols:



Relatively abundant; fishing method causes little damage	Some issues exist with abundance or fishing methods	We do not sell red rated species, which have serious sustainability issues	We do not sell grey rated species which are not yet rated, we are committed to commissioning independent audits of our unrated fisheries
			

Wholefoods London í nóvember 2013



Samatekt

- Markaðskröfur = Tækifæri fyrir Ísland
- Kröfur aðrar í dag en fyrir 10-20 árum
- Kröfur verða aðrar (og meiri) eftir 10-20 ár
 - t.d kolefnisjöfnun (CO₂)

Umhverfis og upprunamerki

- Samherjar !
- Bæði gefa jákvæð skilaboð um vöru og geta staðið saman!
- Mikilvægt að halda áfram öflugri Íslenskri upprunakynningu



A close-up photograph of a fish, likely a salmon, lying on a bed of crushed ice. The fish's scales are clearly visible, and the ice is broken into irregular pieces. The overall color palette is cool, dominated by blues and greys.

Takk fyrir !

Marine Stewardship Council

Gísli Gíslason, MSC

**gisli.gislason@msc.org
Sjávarútvegsráðstefnan 2013**