

Eru tegundafalsanir og efnanotkun vandamál í
íslenskri fiskvinnslu?

Alþjóðlegir gagnagrunnar

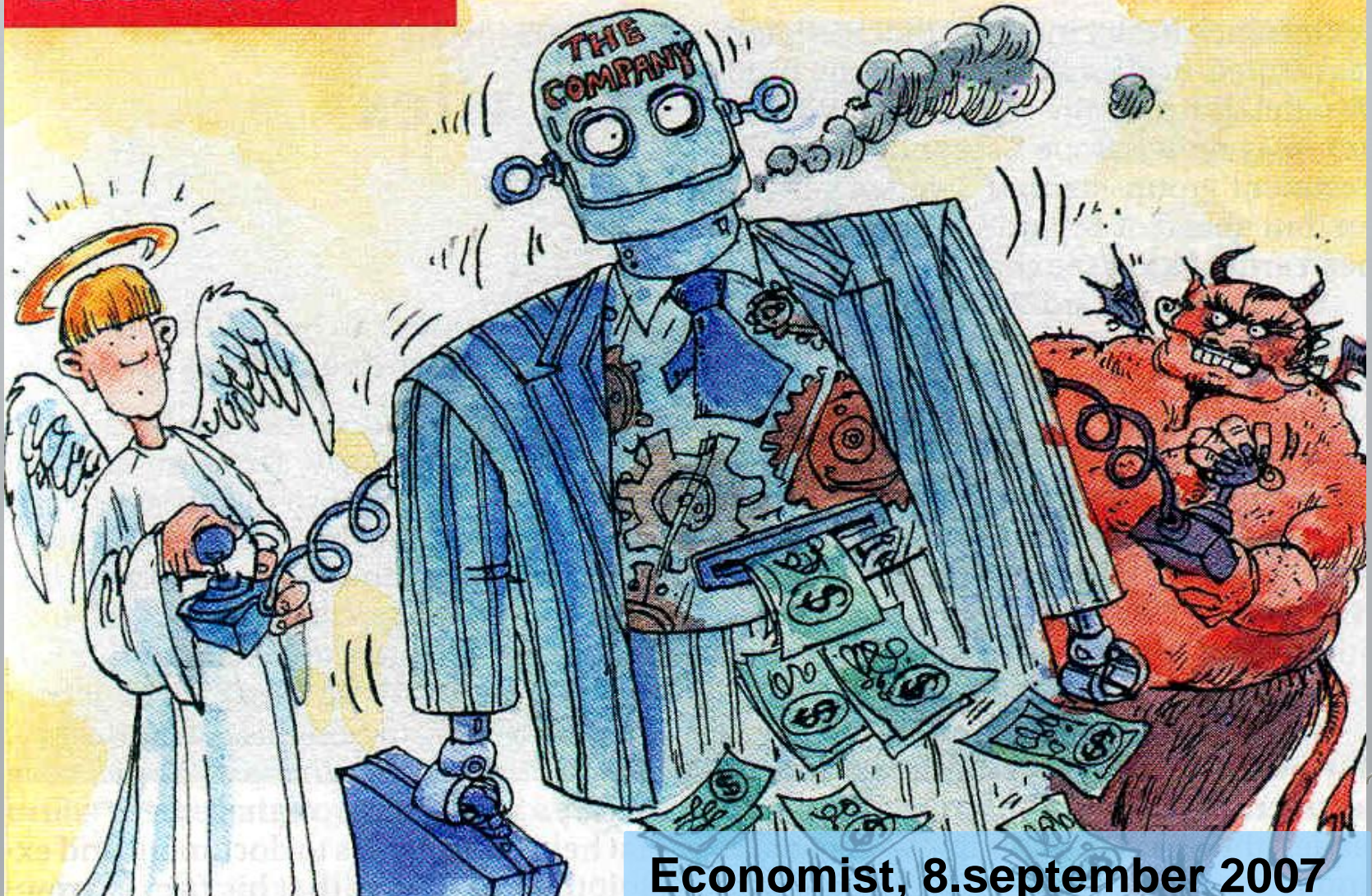
*Grimur Valdimarsson, ráðgjafi
Atvinnuvega-og nýsköpunarráðuneytið*

Fiskafurðir: Heimsviðskipti

- Um 40% af fiskframleiðslu heimsins fer í alþjóðlega dreifingu;
- Yfir 50% af útflutningi á fiskafurðum kemur frá þróunarríkjum inn á markaði ríku landanna;
- Yfir 80% af þessum útflutningi fer til Japans, ESB, USA og Kína;
- Þannig þurfa þróunarlöndin að uppfylla ströngustu öryggis- og gæðakröfur ríku landanna

Átakalínur í viðskiptasiðferði...

Business



Economist, 8.september 2007

Hvað vilja neytendur?

- Að þeir fái þá vöru sem þeir halda að þeir séu að kaupa;
- Rétt merking getur skipt máli varðandi heilnæmi vörunnar (t.d. ofnæmisvaldar);
- Rétt merking er spurning um upplýst valfrelsi (gyðingar mega t.d. ekki borða fiska án hreisturs);
- Rétt merking lykilatriði þurfi að innkalla vöruna;

Siðareglur í matvælavæðskiptum...

1

Code of ethics (CAC/RCP 20-1979)

CODE OF ETHICS FOR INTERNATIONAL TRADE IN FOOD INCLUDING CONCESSIONAL AND FOOD AID TRANSACTIONS

CAC/RCP 20-1979

ARTICLE 1 OBJECTIVE

1.1 The objective of this Code is to establish principles for the ethical conduct of international trade in food, in order to protect the health of the consumers and ensure fair practices in the food trade.

ARTICLE 2 SCOPE

2.1 This Code applies to all food introduced into international trade including concessional and food aid transactions.

2.2 This Code establishes principles of ethical conduct to be applied by all parties involved in international trade in food. Governments should work with other parties to promote ethical conduct at the national level.

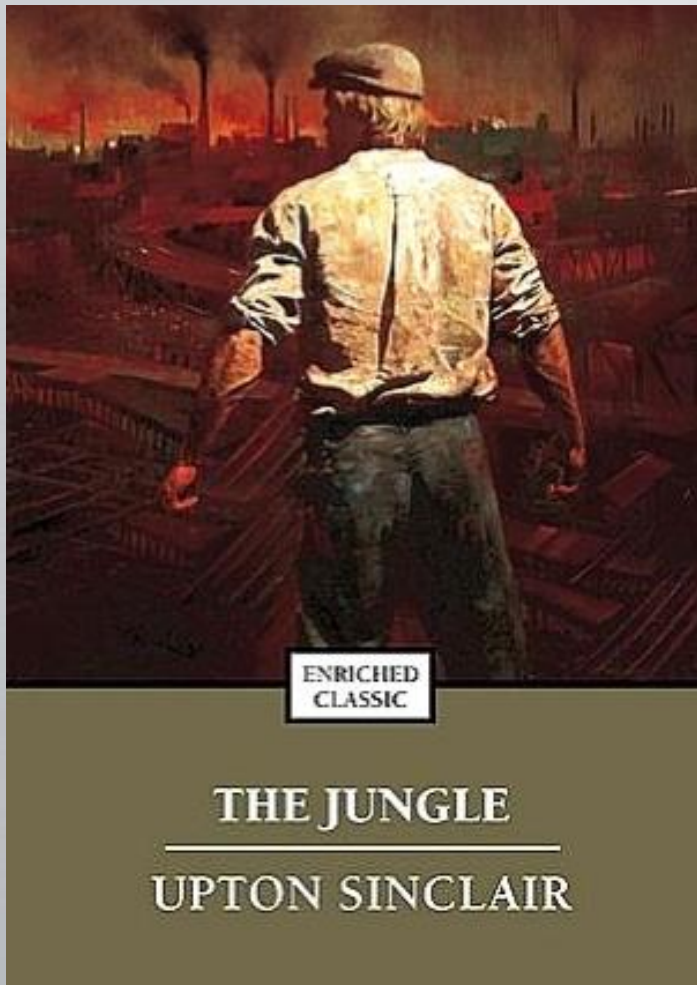
ARTICLE 3 PRINCIPLES

3.1 International trade in food should be conducted on the principle that all consumers are entitled to safe, sound and wholesome food and to protection from unfair trade practices.

3.2 No food (including re-exported food) should be in international trade which¹:

- a) has in or upon it any hazard in an amount which renders it poisonous, harmful or otherwise injurious to health, taking into account the application of risk analysis principles; or
- b) consists in whole or in part of any filthy, putrid, rotten, decomposed or other substance or foreign matter which renders it unfit for human consumption; or
- c) is adulterated; or
- d) is labelled or presented in a manner that is false, misleading or deceptive; or

Sláturhúsin í Chicago 1906...



Orðspor greinarinnar?

SCIENCE • VOL. 279 • 6 FEBRUARY 1998 • www.sciencemag.org

Fishing Down Marine Food Webs

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Science, Vol 282, Issue 5393, 1383, 20 November 1998
[DOI: 10.1126/science.282.5393.1383a]

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How Pervasive Is "Fishing Down Marine Food Webs"?

In their report (1), and in an earlier paper (2), D. Pauly *et al.* fish stocks with the use of research data fitted to Ecopath with data on global fishery landings collected by the Food and Agriculture Organization (FAO). Although Pauly *et al.* are to be congratulated for giving this situation with their hypothesis, the mean trophic level of marine fisheries is declining. This explanation is solely a result of overfishing. Pauly *et al.*, substantiates such a thesis.

letters to nature

Rapid worldwide depletion of predatory fish communities

Barbara A. Menge, P. Rock Wilson

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The New York Times
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"Dirty Fishing" Empty Oceans, Experts Say

Sharon Guynup
[National Geographic Channel](#)
August 11, 2003

SCRIPTING THE CASE FOR WAR

9 WORLD REPORT
U.S. News
JUNE 9, 2003

EMPTY OCEANS

WHY THE WORLD'S
SEAFOOD SUPPLY IS
DISAPPEARING

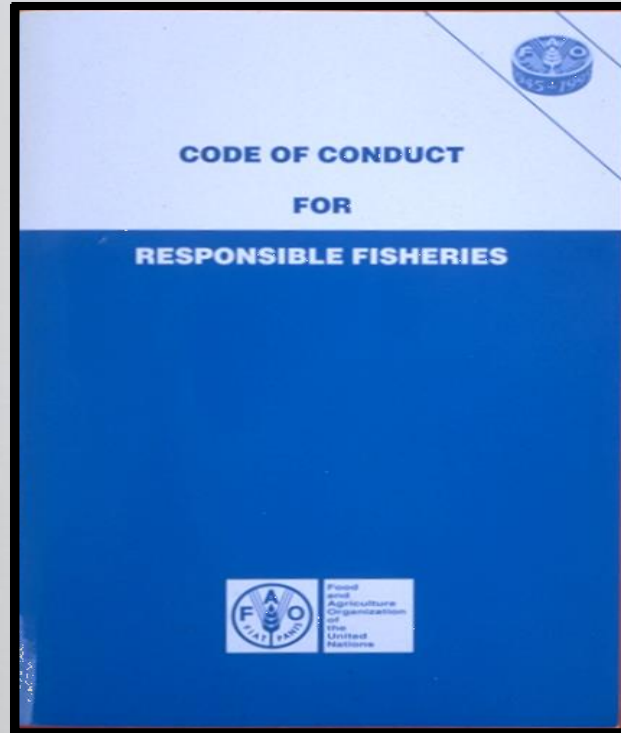
A SPECIAL REPORT



Greenpeace mótmæliir...



FAO: Siðareglur um fiskimál



FAO reglur um umhverfismerkingar á sjávarfangi



Umhverfismerkingar á fiskafurðum stjórnað af frjálsum félagasamtökum- ekki ríkisstjórnunum

1996 “....ríkisstjórnir
heimsins hafa brugðist
í því að stýra
fiskveiðum og
þessvegna verðum við
...”
...



Fiskanöfn...

- FishBase.com: 32.700 tegundir vatnalífvera skráðar
- Verslað með yfir 1000 tegundir vatna-og sjávarlífvera
- Mörg fiskanöfn afar ómarkaðsvæn: Ratfish, catfish, dogfish...sem leiðir til nýrra markaðsvænni nafna: dogfish=grey mullet, slimehead= orange roughy...
- Sumir markaðir taka upp strangar reglur í nafnagiftinni sem geta haft markaðsafleiðingar;
- Alþjóðlega tollflokkakerfið (The Harmonised System of Customs Classification) þarf endurskoðunar við hvað varðar fiskafurðir. (Nýsjálendingar langþreyttir vegna hárra tolla á ónefndum tegundum).



ver. (10/2013)

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FishBase

(32700 Species, 301100 Common names, 53200 Pictures,
49300 References, 2090 Collaborators, 700000
Visits/Month)



FishBase consortium



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[FishWatcher](#) | [Ichthyology Course](#) | [LarvalBase](#) | [Team](#) | [Collaborators](#) | [Quick Identification](#) | [Services](#)

Common Name

is (e.g. rainbow trout)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

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Scientific Name

[Advanced Match](#)

Genus is (e.g. Rhincodon)

Species is (e.g. typus)

Genus + Species

Sp. ID

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[Why name assessments may be different](#) between FishBase and the independent [Catalog of Fishes \(Eschmeyer, 2013\)](#)



iBOL WORKING GROUP | 1.1 VERTEBRATES

Fish barcode of life (FISH-BOL)

international
BARCODE
OF LIFE



progress

specimens barcoded: 92602

species barcoded: 10097

unnamed barcode clusters found: 2025

[Progress Reports](#)



RELATED BARCODING CAMPAIGNS:

[MAMMALIABOL](#)
iBOL WG 1.1

[MARINEBOL](#)
iBOL WG 1.8

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Fish DNA Barcoding

The Fish Barcode of Life Initiative (FISH-BOL), is a global effort to coordinate an assembly of a standardised reference sequence library for all fish species, one that is derived from voucher specimens with authoritative taxonomic identifications. The benefits of barcoding fishes include facilitating species identification for all potential users, including taxonomists; highlighting specimens that represent a range expansion of known species; flagging previously unrecognized species; and perhaps most importantly, enabling identifications where traditional methods are not applicable.

Over the last 7 years the Fish Barcode of Life effort has been creating a valuable public resource in the form of an electronic database containing DNA barcodes, images, and geospatial coordinates of examined specimens. The database contains linkages to voucher specimens, information on species distributions, nomenclature, authoritative taxonomic information, collateral natural history information and literature citations. FISH-BOL thus complements and enhances existing information resources, including the [Catalog of Fishes](#), [FishBase](#) and various genomics databases .

Mörg afbrigði erfðafræðilegra aðferða í gangi...

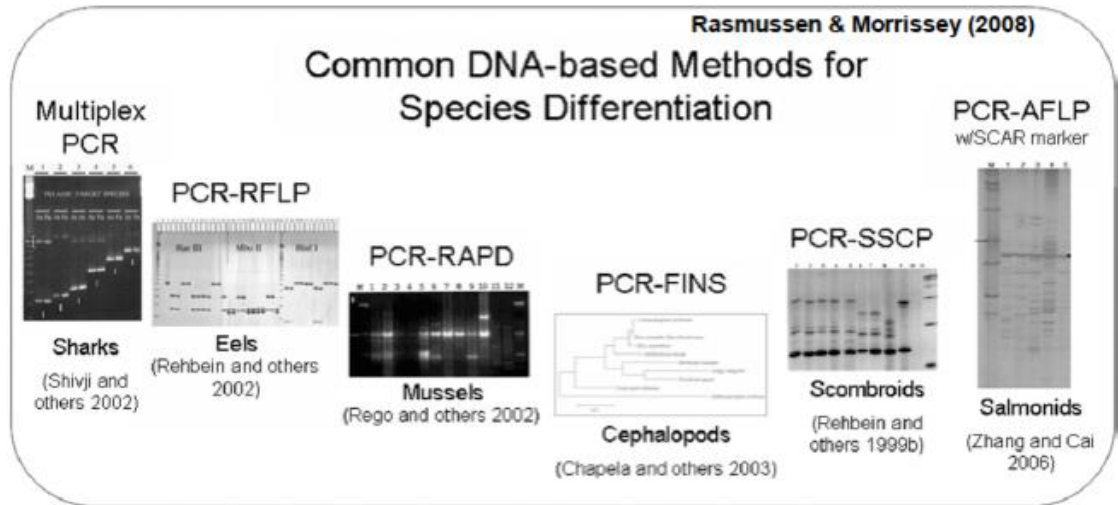


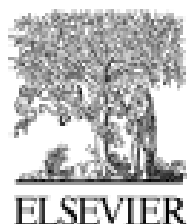
Fish species identification tools

- Review of the genetic methods developed since 1998 to identify fish species

Pérez-Martin¹, Rogerio Mendes²,
Maguire⁴, Stefano Mariani⁵ & Ute
Schroeder⁶

CSIC, Eduardo Cabello 6, Vigo, SPAIN
IPIMAR, Av. Brasília s/n, 1449-006 Lisbon, PORTUGAL
Yeu, BP 21105, 44311 Nantes Cedex 3, FRANCE
Arch Station, Geaehies, Bantry, IRELAND
Building The Crescent, M5 4WT, Salford, UK
City of milk and fish, Palmaille 9, 22767 Hamburg GERMANY





Trade secrets: Renaming and mislabeling of seafood

Jennifer L. Jacquet*, Daniel Pauly

The Sea Around Us Project, The Fisheries Centre, University of British Columbia, 2202 Main Mall, Vancouver, British Columbia, Canada V6T 1Z4

Received 9 June 2007; accepted 23 June 2007

Abstract

As the global trade and market for seafood has grown, so have the twin problems of renaming and mislabeling. Resource scarcity, the potential for greater profits, and weak legislation have all encouraged incorrect labeling, the results of which include consumer losses, the subversion of eco-marketing, further degradation of fisheries resources, and even adverse effects on human health. This paper examines the extent and consequences of renaming and mislabeling seafood, the state of current legislation, and the importance of future policies, with particular attention to the US, where 80% of the seafood is imported and **more than one-third of all fish are mislabeled**. Policy recommendations include governments' support for a global mandate to label species, country of origin, and catching or production method on all seafood with high penalties for infractions. Chain of custody standards, such as those recently implemented by the Marine Stewardship Council (MSC), should also be considered for adoption worldwide. To garner support for this legislation, consumers must become better acquainted and concerned with their seafood and its origins.

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Keywords: Eco-label; Fisheries; Globalization; Mislabeling; MSC; Renaming; Seafood; Substitution; Traceability

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PART 1

On the menu, but not on your plate

A Globe investigation found fish bought at restaurants across the region was mislabeled about **half the time**. Sometimes it was innocent error, but often the switch was deliberate, driven by profits

By [Jenn Abelson](#) and [Beth Daley](#) | GLOBE STAFF | OCTOBER 23, 2011

 [ARTICLE PREVIEW](#)

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Massachusetts consumers routinely, and unwittingly, overpay for less desirable, sometimes undesirable, species - or buy seafood that is simply not what it is advertised to be. In many cases, the fish was caught thousands of miles away and frozen, not reeled in by local fishermen, as the menu claimed. It may be perfectly palatable - just not what the customer ordered. But sometimes mislabeled seafood can cause allergic reactions, violate dietary restrictions, or contain chemicals banned in the United States.

Copenhagen
Star Hotel

Booking.com



\$82.71
Prisgaranti



'Pilchards' and 'slimehead' fish renamed to boost popularity

By VANESSA ALLEN

Last updated at 00:57 24 September 2007

Invite the average shopper to tuck into pilchards and the response is likely to be a swift: "No thank you".

Yet describe the same dish as Cornish sardines and they will be eagerly snapped up by health-conscious customers keen to enjoy the benefits of eating oily fish.

Marks & Spencer has seen a sales boom in fresh pilchards by the simple expedient of giving them the new name - dispelling memories of the mushy tinned product in tomato sauce.

And around the country fishmongers and restaurants are having similar success by replacing traditional names such as rat-tails and witch with the less off-putting grenadier and Torbay sole.

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► Absent-minded Soy
Ellis-Bextor forgets to
blend in her face powder
on Daybreak... as she

“Patagonian Toothfish sells better as Chilean Sea Bass”
...sagði talsmaður Marks & Spencer.....

2013: bandaríska þingið vill grípa inn í og herða refsingar fyrir rangar merkingar

Congressional Bill Introduced to Combat Seafood Fraud



By [Gina-Marie Cheeseman](#) | March 11th, 2013 [0 Comments](#)

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Seafood fraud is all too real, as an [Oceana report](#) found. The report by the international advocacy group found that 33 percent of the seafood samples analyzed were mislabeled according to guidelines by the Food and Drug Administration (FDA). At least one instance of mislabeling was found in 27 of the 46 types of fish analyzed. Enter the Safety and Fraud Enforcement for Seafood (SAFE Seafood) Act, introduced on March 6, by Rep. Edward Markey (D-MA) to address the problem of seafood fraud. Senator Mark Begich (D-AK) is expected to introduce a similar Senate bill.



The **SAFE Seafood Act** would require that the data collected by U.S. fishermen on the species, production method, geographic catch area and weight or number of fish stay with the seafood through processing, distribution, and sale. It would require equivalent data to accompany imported seafood, which is important since over 91 percent of the seafood consumed in the U.S. is imported. The bill would require that a publicly available list of exporters by country that violate federal seafood fraud laws be developed. The bill would give the Secretary of Commerce the right to refuse shipments of fraudulent seafood from foreign exporters. It would also require the Secretary of Commerce and the Secretary of Health and Human services (HHS) to coordinate on sanctioning exporters.

The bill would also do the following:

Lífverur í útrýmingarhættu: CITES regluverkið.



Convention on International Trade in Endangered
Species of Wild Fauna and Flora



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- ▶ How is CITES financed?
- ▶ Internship Programme

The CITES species

Roughly 5,600 species of animals and 30,000 species of plants are protected by CITES against over-exploitation through international trade. They are listed in the three [CITES Appendices](#). The species are grouped in the Appendices according to how threatened they are by international trade. They include some whole groups, such as primates, cetaceans (whales, dolphins and porpoises), sea turtles, parrots, corals, cacti and orchids. However, in some cases only a subspecies or geographically separate population of a species (for example the population of just one country) is listed. The table below shows the approximate numbers of species that are included in the CITES Appendices as of 2 October 2013*. A more detailed table is available [here](#).

	Appendix I	Appendix II	Appendix III
FAUNA			
Mammals	300 spp. (incl. 11 popns) + 23 sspp. (incl. 3 popns)	501 spp. (incl. 16 popns) + 7 sspp. (incl. 2 popns)	45 spp. + 10 sspp.
Birds	154 spp. (incl. 2 popns) + 10 sspp.	1278 spp. (incl. 1 popn) + 3 sspp.	25 spp.
Reptiles	80 spp. (incl. 8 popns) + 5 sspp.	673 spp. (incl. 6 popns)	40 spp.
Amphibians	17 spp.	126 spp.	3 spp.
Fish	16 spp.	87 spp.	-
Invertebrates	63 spp. + 5 sspp.	2162 spp. + 1 sspp.	22 spp. + 3 sspp.
FAUNA TOTAL	630 spp. + 43 sspp.	4827 spp. + 11 sspp.	135 spp. + 13 sspp.
FLORA	301 spp. + 4 sspp.	29592 spp. (incl. 162 popns)	12 spp. (incl. 2 popns) + 1 var.
GRAND TOTAL	931 spp. + 47 sspp.	34419 spp. + 11 sspp.	147 spp. + 13 sspp. + 1 var.

Og hingað heim...

DV

Þú hefur komið yfir sýnishorn úr skemmda
gaffalbitaferminum til Sovét:

**Mórætt gull
bein í de
— en eogir gaffalb.**

Starfsmann K. Jónssonar & Akureyri
**JÁTAR FÓLSUN U
INGSSÝNA**

Skemmda gaffalbitarnir til Sovét:

**EKKI SAMRÆMI
MILLI SÝNA OG
LAGERSINS**

Gölluðu gaffalbitarnir
**TÆPLEGA MILLI
VORU EYÐILAG**

SKYRLEGG

Íslenskir hagsmunir í hörpudiski...

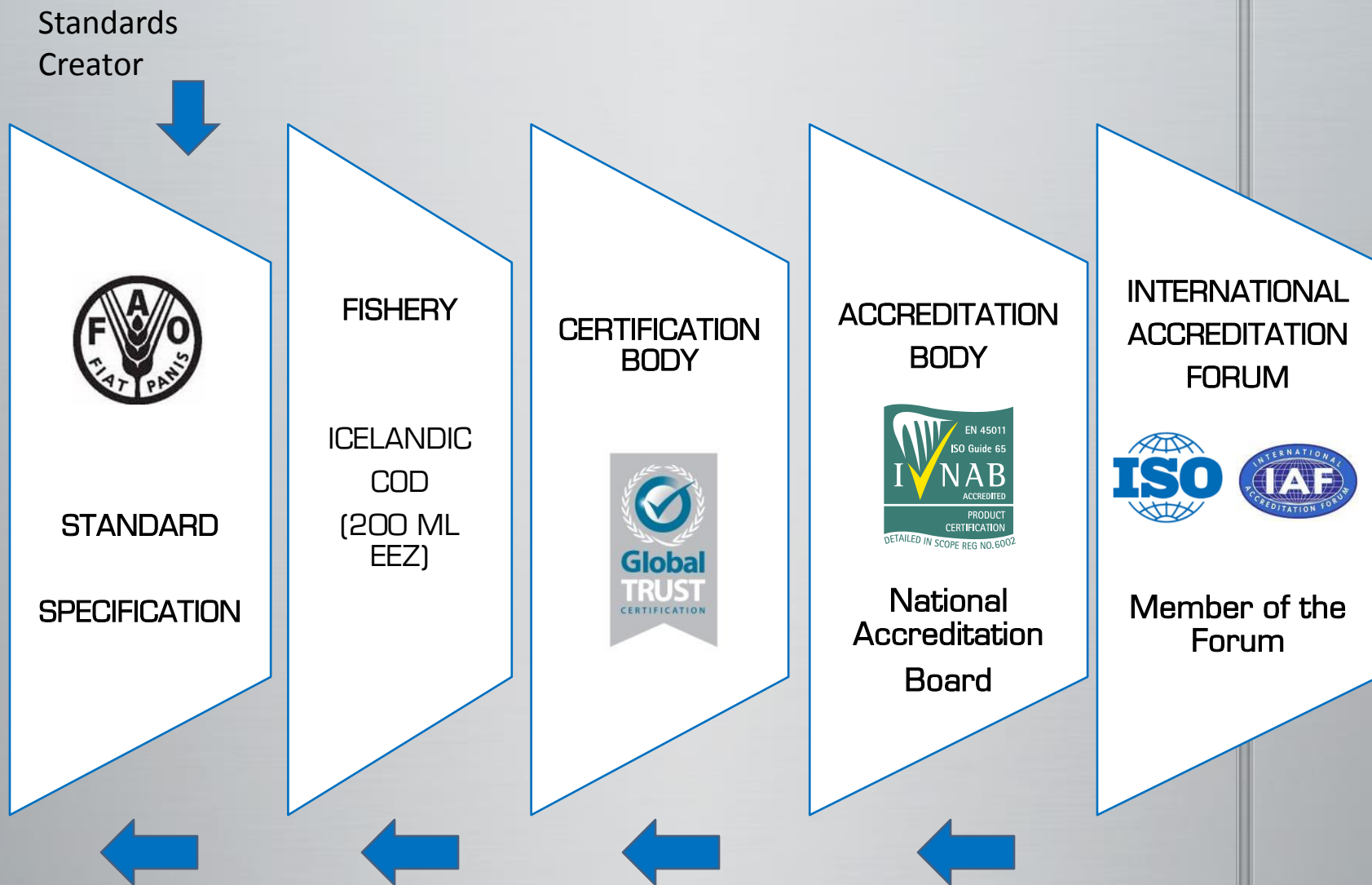
- Hörpudiskur = *Chlamys islandica* = pétoncle
- Coquille saint jacques = *Pecten maximus*



Ábyrg fiskimál á Íslandi



Alt eftir rétttri uppskrift...



En WWF ekki sammála að svo sé skv. Könnun 2012...

TABLE 11. QUANTITATIVE EVALUATION-BASED CRITERIA INCLUDING 2009 AND ADDITIONAL CRITERIA

RANKING	ECOLABEL NAME	WEIGHTED AVERAGE SCORE INCLUDING UPDATED CRITERIA	WEIGHTED AVERAGE SCORE IN % TO ASSESSMENT CRITERIA SCORE REQUIREMENTS	APPRAISAL INDICATOR
1	Marine Stewardship Council	1.854	93%	Compliant
2	Alaska Seafood Marketing Institute	1.081	54%	Semi-compliant
3	Friend of the Sea	1.011	51%	Semi-compliant
4	Iceland Responsible Fisheries	0.921	46%	Non-compliant

Lokaorð

- Spurning um hvernig orðspor við Íslendingar viljum byggja upp í fiskimálum
- Skiptir miklu máli því „svörtu sauðirnir“ eru margir og samkeppni á markaðnum mikil
- Eftir á að hyggja hefði erindið sennilega átt að heita: ...þið eigið að segja mér satt... sbr Aravísur Stefáns Jónssonar.

Takk fyrir áheyrnina



grimur.valdimarsson@anr.is

Courtesy of Seafood Services Australia