



Workshop on The future Environmental labelling of seafood

Copenhagen, 19. January 2010

Background:

Several environmental labelling systems for both captured and farmed fish have been developed during the last decade. For the consumer and the industry the variety of different labels can be confusing and their scope and impact is unclear. A three years network project in Nordic Minister Council has just started with the purpose to look into this area. We aim, at the first workshop to make an overview of some relevant labels, and discuss if the label requirements in the future should have a more holistic approach.

The workshop raises the following questions:

- How do we navigate through the jungle of different labels and market requirements? Do standard methods for label evaluation exist?
- What specific environmental issues do the labels address? What parts of a products life cycle do the label cover?
- Can standardization of eco labelling systems with minimum criteria contribute to a more clear regime?
- Should a future label cover several environmental impacts from the whole life cycle of the seafood product?
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (vessel or fish farm), or product level?
- How do the labels intend to achieve improvements? Through technology development and improved practice? Change in fisheries management and quota policies?
- Is it possible to create more quantitative criteria and can traceability be used to improve transparency and trust?

Target group: The whole seafood value chain; farmers, vessel owners, processing industry, organizations, importers, supermarkets, NGOs, governmental bodies and researchers.



Workshop program:

1. *10:00-10:05*
Nordic Ministers Council: Andreas Stokseth, welcome address
2. *10:05-10:15*
SINTEF Fisheries and aquaculture: Jostein Storøy, introduction
3. *10:15–12:00*
A targeted overview: Similarities and differences between eco-labels, new initiatives and development potentials.
 - DnV: Anett Holum Valsvik, An evaluation of relevant eco labels
 - SIK: Friederike Ziegler, Future concepts for multi attribute eco labelling
 - FAO: Dr. William Emerson, FAO views on eco labelling
 - EU-commission: Richard Bates, New EU eco labelling initiatives
 - TraceTracker: Geir Myrøld, Traceability system applications
 - OECD: Carl Christian Schmidt, Summary of the Hague Round Table Meeting and further OECD-initiatives.
- 12:30-13:30 Lunch*
4. *13:30-14:30*
Presentation of different labels and future development scenarios
 - MSC: Rupert Howes, The MSC eco label
 - WWF: Christoph Mathiesen, The Aquaculture Dialogues and the new ASC label
 - KRAV and Debio: Lars Hällbom, Eco oriented organic labelling
5. *14:30-16:30*
Sustainability profile and views on ecolabelling presented by the retail sector
 - Waitrose: Quentin Clarke (confirmed)
 - Royal Ahold: Aldin Hildbrands (confirmed)
 - Findus: Mike Mitchell (confirmed)
 - COOP Sweden: Per Baumann (confirmed)
 - Metro Group: Jan Kranghand (confirmed)
- 16:30-17:00 Coffee*
6. *17:00-17:30*
Discussion and closing remark
- 19:30 Dinner*

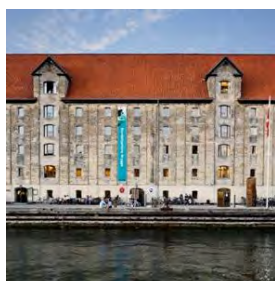
Practical information:

Workshop venue:

The workshop, dining and accommodation is situated in the beautiful Nyhavn area in Copenhagen; a colourful 17th century waterfront, canal and popular entertainment district.

The workshop takes place in North Atlantic House ([ww.bryggen.dk](http://www.bryggen.dk)). North Atlantic House is located in the classic warehousing and harbor environment in Christianshavn with a splendid panoramic view of the harbor, Nyhavn, the Opera and the new theater.

During the workshop lunch is served by restaurant Noma, which is famous for their Nordic gourmet cuisine and rewarded with two stars in the Michelin guide. The dinner will be a 4 course meal with wine menu served by hotel 71 Nyhavn.



Hotel accommodation: Hotel 71 Nyhavn Copenhagen

The hotel lies in the same neighbourhood as the workshop venue. The price per night is 1215 DKK, please refer to the workshop when making reservations.

Contact info:

Adress: Nyhavn 71 DK-1051 København K

Tlf. +45 3343 6200

www.71nyhavnhotel.com

Registration deadline: Friday 11. December 2009.

There will be a fee of EUR 300,- (eks. vat) for participating in the workshop; this includes lunch and the workshop dinner. For participants not attending dinner the fee will be EUR 200,- (eks. vat).

The fee will be charged by invoice: Please remember to give us your billing adress when registring

How to register:

By mail to Kari-Anne Ofstad, SINTEF Fisheries and Aquaculture:

Kari-Anne.Ofstad@sintef.no, direct phone: +47 90 59 22 62

The registration should contain:

- Name
- Institution/company
- e-mail address
- Direct phone/mobile phone
- Billing adress