

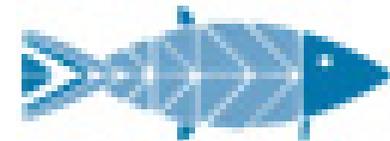
Sustainability and the Future?

Melanie Siggs

Sustainable Fisheries Partnership

“ To a great extent, sustainability is like good art, it is hard to describe but we know it when we see it. ”

—Ray Hilborn,



Back to basics



- Being "sustainable" is not rocket science
- It is not a dirty word that belongs to the greens
- Resilient, healthy and productive systems = Enduring business
- Smart Economics + Robust Management + Eco System based management
- Reaping interest not Capital



Foundations of building sustainable systems



- **Smart Economics**

Realising the true value of our product; social, political, financial, community value

- **Robust Management**

Property rights systems; collaborative, shared responsibility, efficiency, good data, good governance

- **Eco system based Management**

Protecting systems, strengthening resilience



Determining the **true value** of our seafood – your product

- What will the market pay? And why?
- What is it worth socially; employment, health, viable communities?
- What is it worth politically?
- What is the value of the ecosystem services and environmental impact?



Financial investors



- The capital markets are also beginning to look at sustainability in a completely different way than they would have five or even three years ago, says Mr. Coyne [VP Unilever Canada]. “If you want to raise money and don’t have a good environmental/social track record it will be harder to access capital. We are just beginning to see this.”

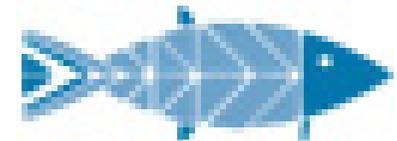
<http://business.financialpost.com/2011/11/22/the-business-case-for-sustainability/>



<http://www.responsiblesearch.com/>



- Who owns the message?
Retailers, Producers, Industry, Media, Standard holders
- Simplicity, authenticity, integrity
Messaging needs to be uncomplicated, but stand up to scrutiny and be enduring
- Which? Research
- Client Earth
Seafood Coalition working on labeling claims

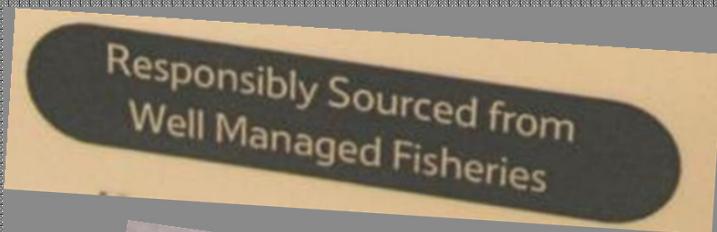


Confusing Seafood Labelling Landscape

ISO Type-I



FROM OUR ENVIRONMENTALLY FRIENDLY FARM



responsibly managed fish farms.



SUSTAINABLY SOURCED



RESPONSIBLY SOURCED



ISO Type-II

Surveys on labelling in the US

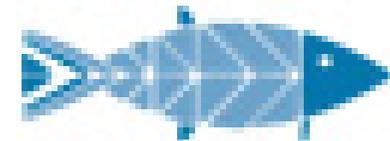


- 800 respondents
- 80% wanted single numerical score – including those not currently buying labels
- 75% wanted third party, independent verification from a not for profit organisation

(Which?)

- Starbucks, Home Depot, Mars
- Define, Deliver, Demonstrate, Create Demand
- Are Standards scaleable?
- Propose new methods embedding the proposition and where civil society and governments hold business accountable

(SustainAbility)



Food Trends 2012



- 1. Modernist or Molecular Techniques in Cooking
“The science of food and cooking, otherwise known as molecular or modernist cuisine, will blossom in 2011 and reach full bloom in 2012.” Really? I’m not so sure about this. Maybe it’s moving outwards into the mainstream in the US, but my feeling is that it’s reaching it’s eat by date in Europe.
- **2. Seafood with Integrity**
Pressure on wild fish stocks is rising (thanks to rising incomes and shifting eating habits in emerging markets). Hence the variety of eco-labelling in the US, UK and elsewhere (“including MSC, ASC, ISO, Friends of the Sea, Global Aquaculture Alliance”).
- 3. Cafe Cuisine and Culture
“An extension of the smart casual shift in fine dining of the past three years.” Yes, but watch for a rise in no-frills eats at one end of the spectrum and formal dining at the other as a counter-trend (as a form of culinary escapism if the economy turns really bad).
- 4. Necessity of Social Media and custom Apple/Android Apps
“In addition to applications for mobile devices chefs and restaurateurs will increasingly use social media and digital communications to build their customer base and increase customer loyalty.” Yeah yeah yeah...
- **5. Source Mapping and Transparency**
” It is likely that food purveyors, manufacturers, distributors, and restaurant operators will engage in increased source transparency and use technology to do so. Leo Bonnati, a researcher at the Media Lab at MIT, has developed a source tracking system and established sourcemap.org as an open source platform for tracking products through the supply chain and estimating their carbon footprint.” carbon footprint only one reason for doing this - localism (10-mile diets, provenance etc) is also connected to a growing distrust of big business, government regulation, anti-globalisation, cultural identity and so on.



Leading the way in to a sustainable future



- What is the bigger picture? Understand the FOOD market, not just the seafood market. Understand the regional trends around the business of sustainability
- Are all 3 elements engaged? Economics, Management, Systems
- ThinkSmart Economics? Market value, Social Value, Environmental value
- How rigorous and authentic is the Standard? Does it have the integrity, rigour and endurance you need – is it a good Brand partner?
- How do you add (social) political value? How do you get society and governments working with and for you?
- NGOs and civil society; use them!



Sustainability – achieved through Responsible practice – **IS** the future

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Its good to have a plan – but a wise man who listens to new information

