

Speaking note Mogens Schou

EU Fisheries policy 2012 - a new basis for sustainably caught fish for food.

Thank you for the invitation

Background

The Common Fisheries Policy is being revised. It is the most important revision since the policy was adopted in 1983. The policy agreed in 1983 primarily concerned allocation of rights, while the present proposal is the most important step ever to establish a policy where we use our marine resources.

- To the full of the reproductive capabilities of commercial stocks
- In respect of the ecosystem boundaries

The Commission, the Council and the Parliament have sounded a clear commitment to a new policy for the sustainable use of marine resources as a basis for generation of wealth to fishing communities and supply of food for the European consumer.

Denmark, now having the presidency of the Council will make its utmost to establish a political understanding – a general approach – in June in support of the new policy, and hopefully the formal decision of this policy will be taken at the end of 2012.

The policy should mark a beginning for a development where all forces –regulatory and economic are aligned for the same end.

It should also mark the beginning where we in the fishing area get order in our own house and start demonstrating the wealth fisheries can generate in the accelerating competition for marine space.

The Challenge

At this stage – while the Parliament and the Council discuss the CFP proposal I see two decisive elements.

- Will the political discussion succeed in an understanding and formulation of a policy which is understandable and coherent? We are beyond the political statements and into the writing of articles in the new regulation. The translation of the principles into clear text is the challenge now. Support for important principles has been established, but facing the concrete consequences may be difficult.

- Will interest groups as the fishermen, NGO's and the market operators make a transition in stance and language that reflects the need for operative commitment to concrete regulation?

We are no longer assessing the policy – we are writing the text for a new one

Most of you present represent financing; processing, certifying and selling of fish. You do not manage fisheries by rule and regulation, but you do manage it by the nature of your demand.

Some may say that the demand for fish is more influential than public rules. And some may say that demand and economic incentives is in conflict with society's policy for sustainable exploitation.

The Commission's proposal may eliminate that conflict.

To-day my focus is how optimize the outtake of fish in EU and how give fishermen and market forces the incentive to for it instead of against it.

- To align market forces for conservation.

The main issue and how to deal with it

One problem stands illuminated. What is the point of a quota management if quotas are not respected? Excess fishing, huge discards and a poor basis for scientific advice are visible results of the present policy.

The Commission proposes a Catch Quota Management where all fish caught count on the quota and the Commission requires the fisher – as a user of a public good – to document the amount of fish he takes from the system.

Fair and understandable. And it will exchange the incentive to high grade with the incentive to fish selectively and bring all fish to land.

Slide 2

Proposal for EU Regulation 13th July 201, art 15

'All catches of the following fish stocks ...shall be brought and retained on board the fishing vessels and recorded and landed'

'Member States shall ensure that vessels are equipped to ensure full documentation of all fishing and processing activities for the purpose of monitoring compliance with the obligation to land all catches'

Slide 3.1

Maria Damanaki:

"Everything that is hauled up needs to be landed and counted against quotas."

It is self evident that this is the correct way of implementing a TAC/quota system.

But that is not all. Once the policy of accounting for the fish landed is exchanged with true catch quotas we will be managing fish stocks and the managing of fishermen can be left with the fishermen.

The majority of rules regulating gear, use of methods, areal closures, capacity in the fleets and days at sea are here because fishermen have not been obliged to account for all they catch.

These rules can go. The task of setting targets stays as the political responsibility and the complex issue of optimizing the value of the catch is left with the fisher.

This is result based management

Slide 3.2

“We want to simplify regulation. ... chiefly by moving away from micromanagement, towards results-based management”

It will ensure a precise outtake and it will align fishing practices with conservation objectives.

And it will work!

Catch Quota Management has undergone the most extensive trials in the history of the CFP. In 2012 about 70 vessels from Denmark, UK and Germany will fish with CQM and full documentation (CCTV and sensor systems). Since 2008 Denmark alone has fished +60.000 hours with this management.

At the workshop at 1300 hours to-day I will show how this management can be constructed in a real text that is true to the principles and is politically and practically feasible.

Positions and perspectives

Effects **Slide 4**

An increasing number of Member States support it **Slide 5**

What is in it for processors, retailers and financiers? **Slide 6**

And what can you do? **Slide 7**

You can offer a commitment that will have strong influence on the final text of the CFP.

You could say:

“We will only buy fish from fisheries where all catches are accounted for and we will implement a sales system where all fish are traced and documented to ensure this”.

- And add

“This will ensure a solid basis for the phasing out of the discard problem”.

Sunday Times 29th January

Slide 8

I am not making my living from making business strategies, and I cannot tell you how to run your business.

I can however see

- that large quantities of fish can be added to your supply from our own waters
- that money is lost because of stocks in poor shape
- and that business could devote a larger part of their marketing budget to ensure a credible value chain and marketing of sustainable and documented products.

Much has been done. Traceability chains have been established, sustainability criteria developed and MSC has a worldwide success in certifying sustainably caught fish.

Much more can be done. The amount of discards, illegal fishing and fish stocks in a critical condition is proof enough to that statement. Business itself must develop more reliable and simpler documentation for their products.

CQM and full documentation ensure full knowledge about the amount of fish caught, the catch area and the conditions related to its catch and handling.

A discard ban on top of CQM may not add to sustainability – but it will support the ethical standard we want to see, and it will induce pressure to find commercial opportunities for the fish landed. A prudent phasing in of the landing obligation will benefit raw material availability as well as the satisfaction of not wasting nature’s capital.

In the Danish pig production we say that only the last whine is not used. This is the result of user driven incentives and innovation

Full accountability as a management principle will make a new world order in fisheries management, sourcing of marine resources for food and for the sustaining of a credible market.

Slide 9

At the CFP workshop at one O'clock you may participate in a discussion on the CFP issues.

- Guus Pastor will address “A scenario for change”,
- The question of increased self supply is raised
- views and experiences on transferable quota management and result based management will be on the agenda, and
- the Commission will participate in the discussion



article 15

'All catchesshall be brought and retained on board the fishing vessels and recorded and landed'

'Member States shall ensure that vessels are equipped to ensure full documentation of all fishing activities for the purpose of monitoring compliance with the obligation to land all catches'

"everything that is hauled up needs to be landed and counted against quotas"

"We want to simplify regulation. ... chiefly by moving away from micromanagement, towards results-based management"

Maria Damanaki

http://ec.europa.eu/commission_2010-2014/damanaki/headlines/speeches/2011/11/20111123_speech_en.htm

EFFECTS

Precise data and better biological advice
User driven innovation to optimise results and reduce discards
More fish for the market

OPPORTUNITIES

Simplification of rules and controls

CHALLENGES

Optimise the output - the choke species problem

Joint Declaration 1st March 2011

Denmark, France, Germany and the United Kingdom

"ARE CONVINCED that genuine fully documented catch-quota systems will promote sustainable development and a sustainable approach to fishery management focusing on total removals from the sea and will in the medium term significantly increase the profitability of the fisheries suited for such systems, and will strengthen the acceptance and reputation of fisheries policies in general"

Catches in 2010 were less than 64 per cent of their potential weight and 55 per cent of their potential value

Restoring these 43 stocks to their MSY level would generate 3.53 million tonnes of additional landings

These landings would be worth €3.188 billion annually

The additional value could support 32,000 fishing jobs, and 69,000 processing jobs

new economics foundation February 2012

“We will only buy fish from fisheries where all catches are accounted for and we will implement a sales system where all fish are traced and documented to ensure this”

“This will ensure a solid basis for the phasing out of discards”

Markets’ answer to the main CFP question?

What is to be done? The time has come for an alliance between the primary buyers of fish: retailers, restaurants and processors. How can they serve their customers what they often say their customers want

Damanaki has offered Europe proposals that would make the situation better.

Marks & Spencer, Waitrose, Carrefour, Asda, Raymond Blanc, Jamie Oliver: all of these know their customers’ interests better than Europe’s politicians do.

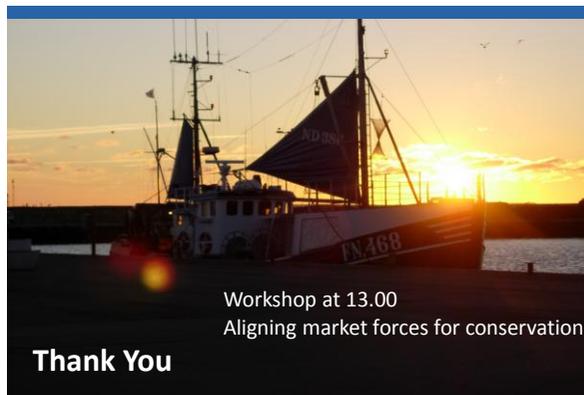
It’s time we heard from the people of Europe who haven’t spoken yet.



ICES’s Gen. Secretary Gerd Hubold, 2009



A new management based on catches rather than landings



Workshop at 13.00
Aligning market forces for conservation

Thank You

www.fvm.dk/yieldoffish