

Sustaining Ethical Aquaculture Trade

FP7 –KBBE-2007-2A

FP7 Cooperation Work Programme:
Theme 2 – Food, Agriculture and
Fisheries, and Biotechnology



UNIVERSITY OF
STIRLING



Cefas



SEAT Consortium – Asia Country Partners

1. **Thailand:** Kasetsart University:
2. **China:** Shanghai Fisheries University
3. **Vietnam:** Can Tho University, Aquaculture and Fisheries
4. **Bangladesh:** Bangladesh Agricultural University



SEAT Consortium - EU

- 1. University of Stirling (UK)** – Aquaculture systems, environmental modelling, Marketing
- 2. CEFAS Fish disease Lab (UK)** – EU Policy
- 3. University of Copenhagen (DK)**- Veterinary Pathobiology & Public Health
- 4. Wageningen University (NL)** - Ecotoxicology
- 5. Leiden University (BG)** – Life Cycle Analysis
- 6. Bergen University (NO)** - Ethics
- 7. Danish Inst. for International Studies (DK)** – Political economy & global value chains



SEAT Consortium - International

1. **World Wildlife Fund:**
(Pangasius Aquaculture Dialogue)
2. **World Fish Center**, Dept. Policy Economics
and Social Science
3. **FAO:** Institute for Fish Utilisation and Trade



Background and Objectives

- Seafood trade - highest value food sector
- Asia main EU supply – rapid growth
- EU standards: food safety, (animal welfare)
- Market standards: environmental, social
- Harmonisation?
- Evidence-based multidisciplinary approach
- Ethical Aquatic Food Index (EAFI)



Food is the new fur for the celebrity with a conscience

Actors, designers, pop stars have all got behind the hot new ethical campaign: food. From saving species to investigating conditions for pigs, star quality is pushing it to the foreground. Jay Rayner reports

It is, by anybody's standards, an arresting image: a truly beautiful photograph of a luscious, radiant creature, all shiny eyes and silky skin. And Greta Scacchi, who is pictured clutching the cod to her naked body, doesn't look bad either. In the months and years to come, this picture, flashed throughout the British media last week, will doubtless come to be seen as the seminal image for a particular moment, when the gruelling, knotty business of campaigning around food issues finally became sexy.

The use of celebrity skin to push an ethical issue is nothing new, of course. In the 1990s, Peta - People for the Ethical Treatment of Animals - convinced a bunch of supermodels, including Naomi Campbell, to appear in the buff under the legend "I'd rather go nude than wear fur". But fur is just so passé. And, in any case, Campbell proved just

The producers of *The End of The Line* weren't finished, though. Clover had been discussing how to publicise the film with Nicholas Rohl and Elizabeth Bennett, friends of his who run the highly regarded ethical London sushi restaurant Soseki and who have helped pioneer sustainable fishing methods. "It was they who suggested getting celebrities on board," Clover says. "It was basically using celebrities to shame other celebrities and I'm rather keen on that."

Nicholas Rohl, who as well as co-owning Soseki is a screenwriter, has long known Scacchi. "I contacted her and she opened up her address book," he says. "It took us two or three weeks to set up. We sent out hundreds of emails and made hundreds of calls, but eventually we got the names together."

The photographer Rankin agreed to take the shots. Richard E Grant, pictured bare-chested with two feet of lovely sil-



Rayner, 2009



Project Scope

Country/ Species	Tilapia	Pangasi us Catfish	Marine Shrimp	Freshwate r Prawns
China	√√	√	√	?
Vietnam	√	√√	√√	(√)
Thailand	√	√	√√	√
Bangladesh	(√)	√	√√	√√
Europe	(√)	(o)	(o)	(o)



Emergent 'seafood' commodities



Giant Freshwater prawn



Striped river catfish



From discounted domestic product to export value-add



Tilapia



Local or foreign?



Penaeus monodon



Penaeus vannamei

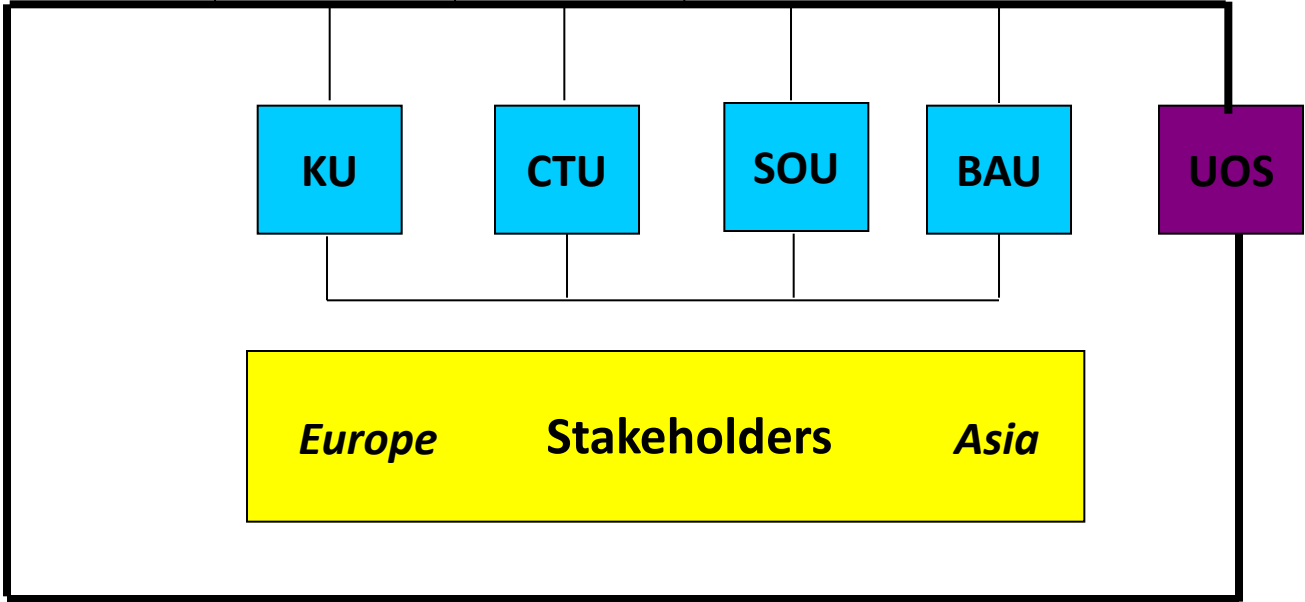


Overall Objectives

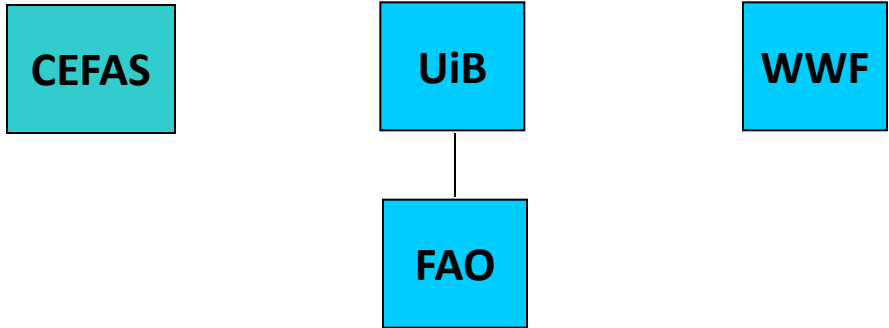
- Interdisciplinary understanding of emergent Asian aquatic food chains
- Develop improved/ transparent measures of sustainability for target production systems (EAFI).
- Enhance sustainability & ethical 'values' of four major aquatic food commodities through action research
- Enhance farmed seafood, scientific, business and policy linkages between Asia and Europe



Research



Action



Work Packages

- Systems analysis
- Life Cycle Analysis (LCA)
- Environmental & contaminants modelling
- Food safety and public health
- Social and economic issues
- Action research with SMEs
- Certification dialogue
- GVCs & access asymmetries
- Ethical matrix assessment



Demand for Aquaculture Products

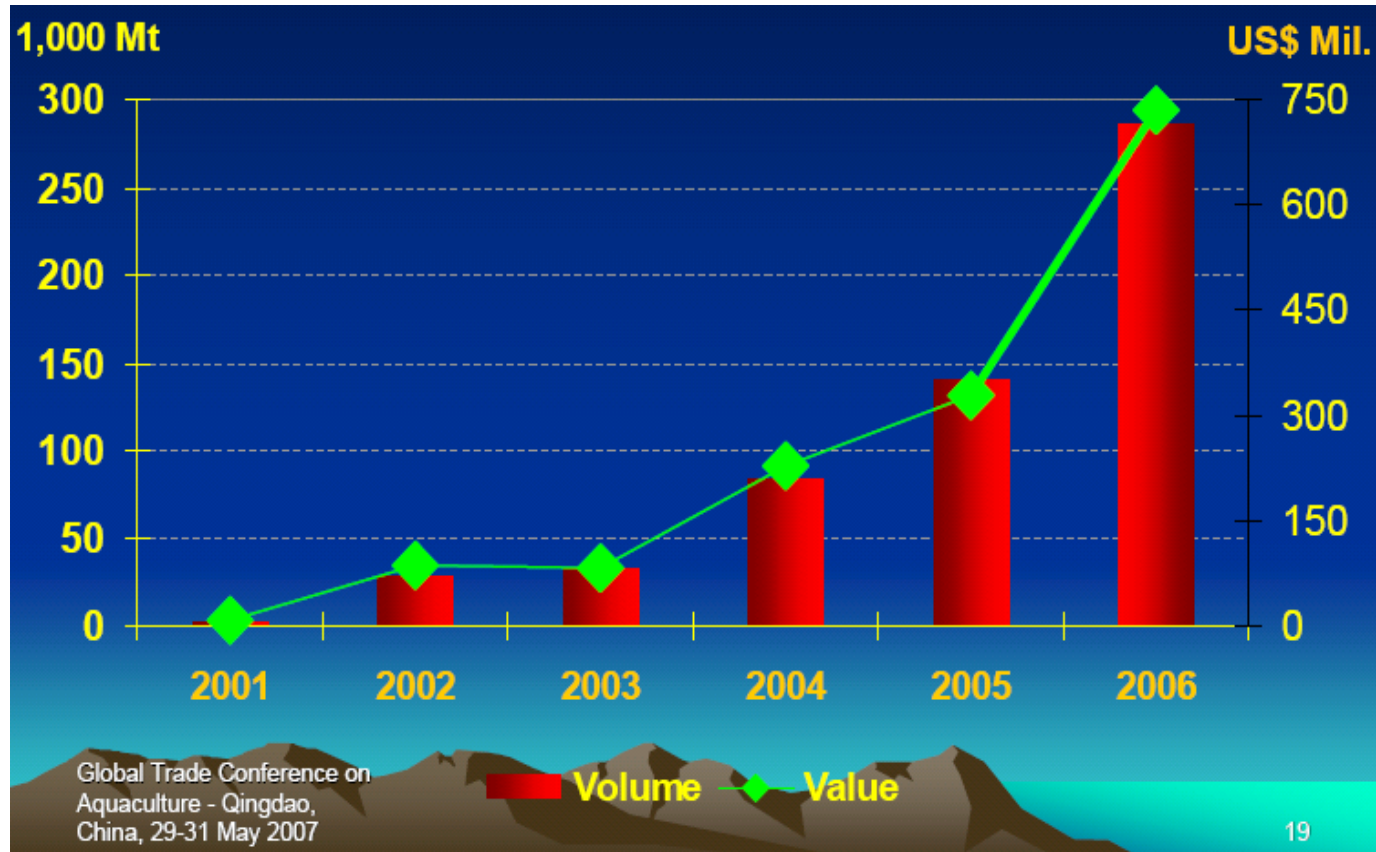
(FAO Food Outlook 2008)

Per caput food consumption: kg/year	2005	2006	2007	07/06 %+
Food fish	16.7	17.2	17.4	1.2
From capture fisheries	9.3	9.5	9.5	0.0
From aquaculture	7.4	7.7	7.9	2.6



Vietnam Pangasius Exports

2001-2006 (42% CAGR)



Comparative advantage



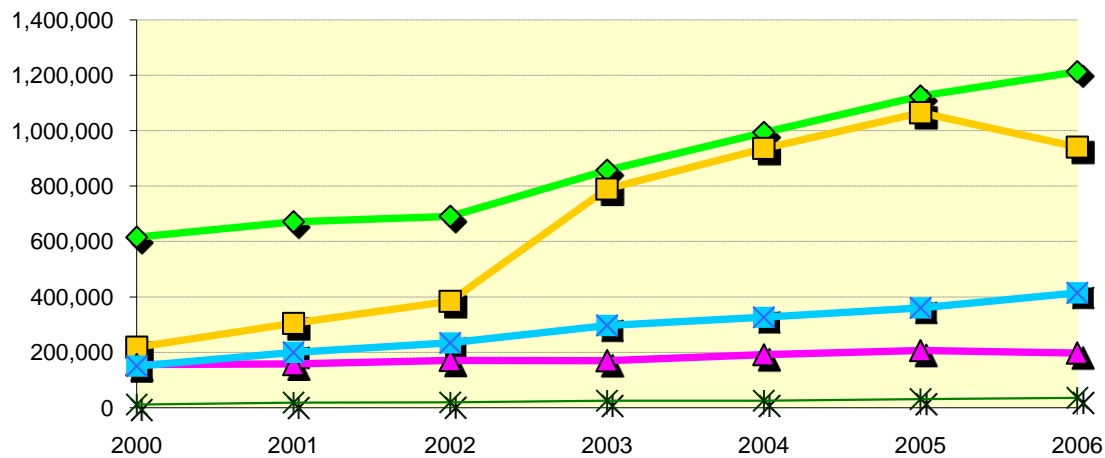
Local subsistence to global value chain



Peneid Shrimp

48% of shrimp from Aquaculture

◆ SE Asia □ China ▲ S Asia ◆ Americas * Af/ME



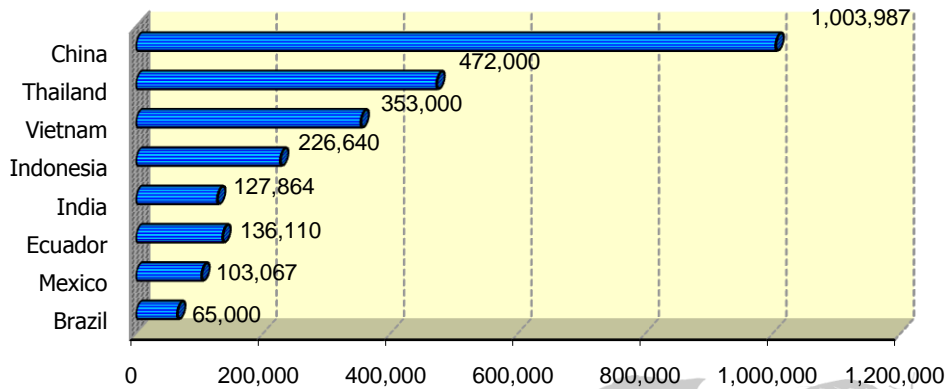
1,213,063 MT
12%

940,671 MT
28%

414,227 MT
18%

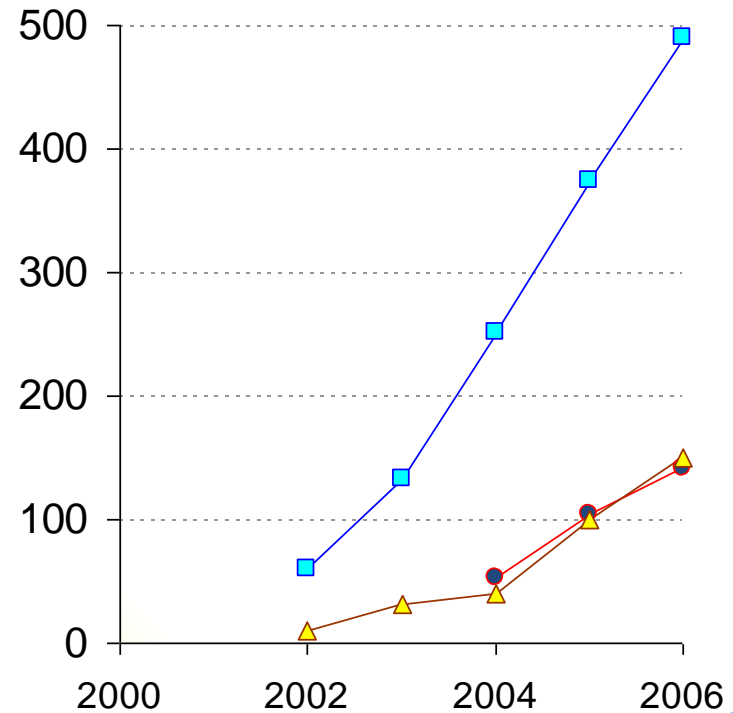
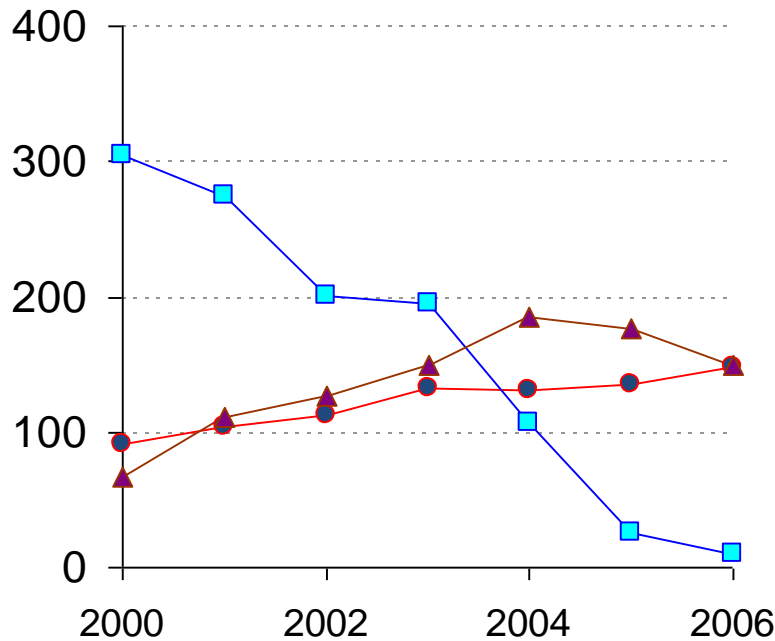
197,135 MT
4%

35,700 MT
21%



Black Tiger & White Shrimp aquaculture in TH, VN and ID

● Indonesia ■ Thailand ▲ Vietnam



Sustainability

- Sustainability
 - weak and strong
 - production to consumption
- Ethical consumption
 - power relations in producer countries and between consumer and producer networks
- Standards setting and certification-major issues



Qualities

- Food safety as given
- A host of ethical and sometimes contradictory qualities
- Deliverable by smaller- scale producers?
- Optimising benefits to poorer actors
- Certification as entry barriers



Reducing risks of global trade

- Trends to consolidation
- Continued importance of family enterprises and MSMES
- Clusters of enterprises-
 - environmental impacts
 - health management issues
 - BUT accessibility to producers



Challenges

- Increasing trust among consumers
- A 'sustainability' and 'QC' culture among producers
- Asymmetries in information flows
- Support a move away from single interest standards
- Two way responsibilities of consumers and producers

