1. Introduction and Purpose

There are many programs, organizations, and efforts underway that work on various aspects of illegal, unreported, and unregulated (IUU) fishing and seafood traceability. To encourage common understanding of the issues and to develop plans that will address IUU fishing and traceability within seafood supply chains, the Gordon and Betty Moore Foundation and FishWise convened a strategy meeting from October 21-22, 2014. Participants included expert representatives from the seafood industry, U.S. government, environmental and social NGOs, and philanthropic foundations. The four main objectives to achieve during the meeting were:

- Create a five-year vision for addressing IUU fishing and traceability challenges resulting in change in seafood supply chains
- Build two-year roadmaps that will move toward specific goals within our visions
- Determine next steps
- Facilitate networking among participants

2. IUU Fishing Vision

Participants were asked to assume that it was 2019, and that they had been wildly successful in addressing IUU fishing. In this brainstorming exercise, participants placed themselves in the future and described what they envisioned. Common themes were that a successful future would include:

- Improved enforcement on the water including prosecution of illegal behavior, mandatory and self-motivated vessel tracking, unique vessel identifiers, real-time vessel monitoring, and digital catch certificates
- Standardized data for vessel, crew, catch, and location information
- Increased accountability throughout the supply chain, including the ability to reward good actors, especially within the middle of the supply chain
- Improvements on the water resulting in more profitable fisheries and aquaculture production
- Technology is leveraged to increase compliance with current laws and improve enforcement
- Implementation of pre-competitive market solutions
- Responsive IUU legislation is harmonized across governments
- A new norm for consumer expectations is cultivated regarding the source information available for seafood products
- The removal of barriers for countries requiring technological or capacity improvements to address IUU fishing
3. Traceability Vision

Next, participants were asked to assume that it was 2019, and that they had been wildly successful in addressing traceability in seafood supply chains. In this brainstorming exercise, participants placed themselves in the future and described what they envisioned. Common themes were that a successful future would include:

- A shared understanding of, and common lexicon for, traceability
- Industry and NGO co-developed data requirements (names of fields) and metadata standards (how to populate those fields) for traceability and sustainability tracking purposes
- A shift from one-up-one-down traceability to whole chain traceability and commercially transparent supply chains
- Implementation of whole chain traceability that enables better utilization of seafood, reduces waste in the supply chain, and drives cost savings for businesses
- A verification and audit system that protects proprietary information
- Key data elements about the vessel, harvest, and product travel through the supply chain to the point of sale
- Explore the development of a traceability standard
- Governments engaged in capacity building, enforcement, and ensuring regulatory certainty
- NGOs and retailers have informed consumers about seafood traceability and used it to build consumer confidence
- Technology sector has engaged in the process of scaling and creating interoperable solutions
- NGOs and funders enabled inclusive participation of stakeholders and mapped current areas of work

4. Action Planning

After discussing the common visions for IUU fishing and traceability, participants identified key actions needed to reach those visions and developed two-year action plans (including goals, challenges, and initiatives) for each main theme (in bold).

- **Audit/Verification**
  - Create best practice guidelines for verification including verification of products from fisheries improvement projects (FIPs)
  - Identify verification model(s) including a risk assessment methodology
  - Bring together existing or likely auditors to map existing processes and skills, and to identify gaps
  - Look at lessons learned from the Thai shrimp audits
  - Articulate the value of verified product

- **Coalition/Backbone**
  - Engage and align coalition of influencers and those who have or collect relevant information
  - Articulate who the players are and what their roles and responsibilities will be
• Come to an agreement on a global forum that will lead effort on the vision
  • Define the needs of each actor
  • Coordinate an NGO campaign to encourage and support ratification of the Port State Measures Agreement by other countries
  • Contribute to other priority initiatives such as the IUU Task Force and the Global Record

• Cost and capacity
  • Reach out to other sectors to identify the return on investment from traceability illustrated by specific examples and innovative ways to apply technology
  • Remove perception that cost is a barrier to traceability
  • Identify capacity needs from vessel/farm to export (e.g. human, financial, technology)
  • Research how other sectors/commodities have addressed illegal product in their supply chains
  • Communicate that traceability allows for greater market access and product differentiation

• Meta-data
  • Conduct a landscape analysis of current efforts underway in the U.S. and identify stakeholders and experts
  • Identify data requirements and assign to tiers (required, optional, etc.)
  • Create corresponding meta-data standard for data requirements
  • Identify a critical mass that can engage in the standard development and then adopt the final standard

• Policy
  • Identify set of harmonized minimum requirements on: vessel information, human rights, catch documentation, traceability and information for consumers
  • Engage with U.S. Task Force
  • Create new enforcement tools on illegal fishing and reporting tools or a portal on fraud and IUU information
  • Encourage the U.S., E.U., and Japan to work together to engage the markets
  • Send a letter to Presidential Task Force that is signed by meeting participants in support of traceability

• Retailer/Supplier/Food Service
  • Define retailer information and data needs and work towards widespread adoption of common data parameters (see meta-data action plan)
  • Send united message to policymakers by sharing these agreed upon parameters
  • Promote pre-competitive collaboration among retailers and food services industry

• Technology Platform
  • Develop a common lexicon for traceability work
  • Enable the capture & sharing of relevant information for governments and businesses
  • Eliminate interoperability as a roadblock to full chain traceability
  • Encourage cooperation among technology providers
5. Next Steps

This meeting was an important step in a series of conversations on how to address IUU fishing and traceability in the seafood industry. The traceability conversation will continue with a pre-conference workshop ‘Minimum Requirements and Best Practices for Traceability Workshop’ at the Seafood Summit in New Orleans on February 8, 2014 from 1:30 to 4:30pm. Please note that this workshop will take place the day before the Summit starts. FishWise encourages interested parties to attend the workshop and further the data requirement and meta-data standard conversation.

**IUU and Traceability meeting participants will receive detailed materials and next steps from FishWise shortly.** Initial results from the strategy meeting include a five-year vision for addressing IUU fishing and traceability challenges in seafood supply chains, two-year roadmaps toward specific goals within our vision, detailed next steps, and substantial networking among participants. FishWise will organize follow-up calls and webinars to encourage continued discussion and collaboration, and will help to track progress against the next steps identified in the meeting.

If interested parties that were not in attendance at the IUU and Traceability Strategy Meeting would like a copy of the forthcoming detailed notes and next steps, please email traceability@fishwise.org.
These are high-resolution images. Please use the magnification tool to view.