

In recent years, demand for sustainable use of renewable resources, including fish stocks, has increased greatly throughout the world. Sustainable and responsible fisheries management in Iceland is of a fundamental importance as fisheries are one of the main pillars of the Icelandic economy.



FOR THE BENEFIT OF FUTURE GENERATIONS

# ICELAND RESPONSIBLE FISHERIES



# SEAFOOD OF ICELANDIC ORIGIN

The waters around Iceland, where warm and cold ocean currents meet and mix, offer exceptional conditions for fish stocks to thrive. The fishing grounds around Iceland are the source of healthy marine products in high demand throughout the world because of its quality and freshness.

The seafood industry in Iceland is meeting demands of seafood buyers for sustainable use of marine resources with Iceland Responsible Fisheries programme, developed on the basis of commitments made through national law and international agreements.

## Logo of origin

The Iceland Responsible Fisheries logo indicates origin of fish catches in Icelandic waters and responsible fisheries management. Fishing vessel operators, processors, marketing companies and buyers of Icelandic marine products can use the logo to identify the origin of their products and to maintain market confidence in Icelandic seafood.

The logo can be used to identify Icelandic marine products produced from catches within the Icelandic Economic Zone, of stocks that are not classified as straddling stocks, whether they are subject to the quota system or not. It can also be used for catches of Icelandic vessels from straddling stocks which are in part within the Icelandic Economic Zone and under integrated management. The buyers of seafood produce are responsible for ensuring that the rules are followed, by using a reliable traceability system.

## Iceland's responsible fisheries

In recent years, demands for sustainable use of marine resources have increased greatly internationally. Iceland has taken an active part in the international dialogue on the world's oceans and in formulating international rules on fisheries. Icelandic legislation accords fully with international agreements on the implementation of fishing and protection of the marine environment.

In 2007, the Statement on Responsible Fisheries in Iceland was released. The statement was a response to market demands for sustainable utilization of marine resources

and was designed to inform buyers on how fisheries management is conducted in Iceland and that controls would be based on the best scientific knowledge. It also stated that the Government undertakes to obey international law and agreements on access to marine resources, which they have signed.

## Certification of fisheries based on international standards

The purpose of obtaining certification of Icelandic fisheries from an independent third party is to demonstrate with complete transparency that fishing and fisheries management in Iceland is carried out in a responsible and recognised manner, which complies with the FAO Code of Conduct for Responsible Fisheries.

The certification programme applies recognised standards and the assessment specifications are based on FAO guidelines for eco-labelling and certification of fisheries from wild stocks. The certification body, Global Trust Certification Ltd. in Ireland ([www.GTcert.com](http://www.GTcert.com)), is an independent certification body which has ISO accreditation to carry out such certification.

## What does certification of fisheries confirm?

The international community, through FAO, has defined what is involved in effective fisheries management. The Code of Conduct and Guidelines on eco-labelling of food products provide the criteria which are applied. The following requirements are set for certification of a fishery:



- Adoption and implementation of a structured fisheries management system. The objective is to limit the total annual catch (TAC) from the fish stocks so that catches confirm to levels permitted by the relevant authorities.
- Fish stock shall not be overfished and this shall be verified through scientific research and assessment by international experts.
- Implementation of an effective legal and administrative framework for the fishery, with compliance ensured through effective mechanisms for monitoring, surveillance, control and enforcement.
- Effects of the fishery on the ecosystem are limited by the application of a specified approach.

In other words, certification confirms responsible fisheries management and proper consideration and treatment of marine resources.

### **Chain of custody certification**

Following certification of a fishery, stakeholders in the value chain can apply for Chain of Custody certification for the fishery concerned from the certification body, Global Trust. By so doing, they acquire the right to use certification by the independent body for marketing purposes under the Iceland Responsible Fisheries programme. Further information can be obtained from Mike Platt at Global Trust, [mikeplatt@GTcert.com](mailto:mikeplatt@GTcert.com).

Every certified seafood handler wishing to supply products bearing an Iceland Responsible Fisheries logo with certification mark will need to apply to IRF Foundation for that use.



### **Marketing tool**

The logo of origin for Icelandic seafood and certification of Iceland's responsible fisheries serves as a marketing tool, providing producers and sellers of Icelandic seafood products with an opportunity to demonstrate their initiative in meeting market demands. It is aimed at creating confidence and respect for Icelandic fisheries and the Icelandic logo. Certification will mean that Icelandic seafood products can gain even better access to important markets.

The Iceland Responsible Fisheries Foundation administers the programme and handles communications with the certification body. Promote Iceland is responsible for promotion and marketing, in collaboration with a marketing advisory board including representatives of vessel operators, processors, fisheries marketing companies and public authorities.

# COMPANIES INVOLVEMENT

Companies in the value chain of Icelandic seafood can apply for authorisation to use the logo of origin in their marketing efforts. Those companies that have chain of custody certificate can apply to use the certification mark.

A registration fee is paid which applies to both logos. Exporters of seafood products pay an annual participation fee equivalent to 0.5 pro mille of the FOB value of exports for the previous year, which is assessed quarterly. The fee is intended to cover marketing and promotion work, in particular toward buyers abroad, certification cost and day-to-day operations. Payment for auditing for chain of custody certification is by agreement with the certification body.

There are great benefits of joining the Iceland Responsible Fisheries programme. It provides access to marketing and promotional material, as well as various types of assistance in promoting Icelandic origin and responsible fisheries. Co-ordinated promotional efforts mean more effective marketing of Icelandic seafood and an improved image internationally.

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