



FRIEND OF THE SEA

Sustainable Seafood

**La certificazione di sostenibilità come strumento
competitivo per le aziende produttrici e trasformatrici**

Paolo Bray, Fondatore e Direttore, Friend of the Sea

Pordenone, 26/01/2017



Trova la differenza..



Trova la differenza.. P. Ittici e Carne

Impatto ambientale a confronto



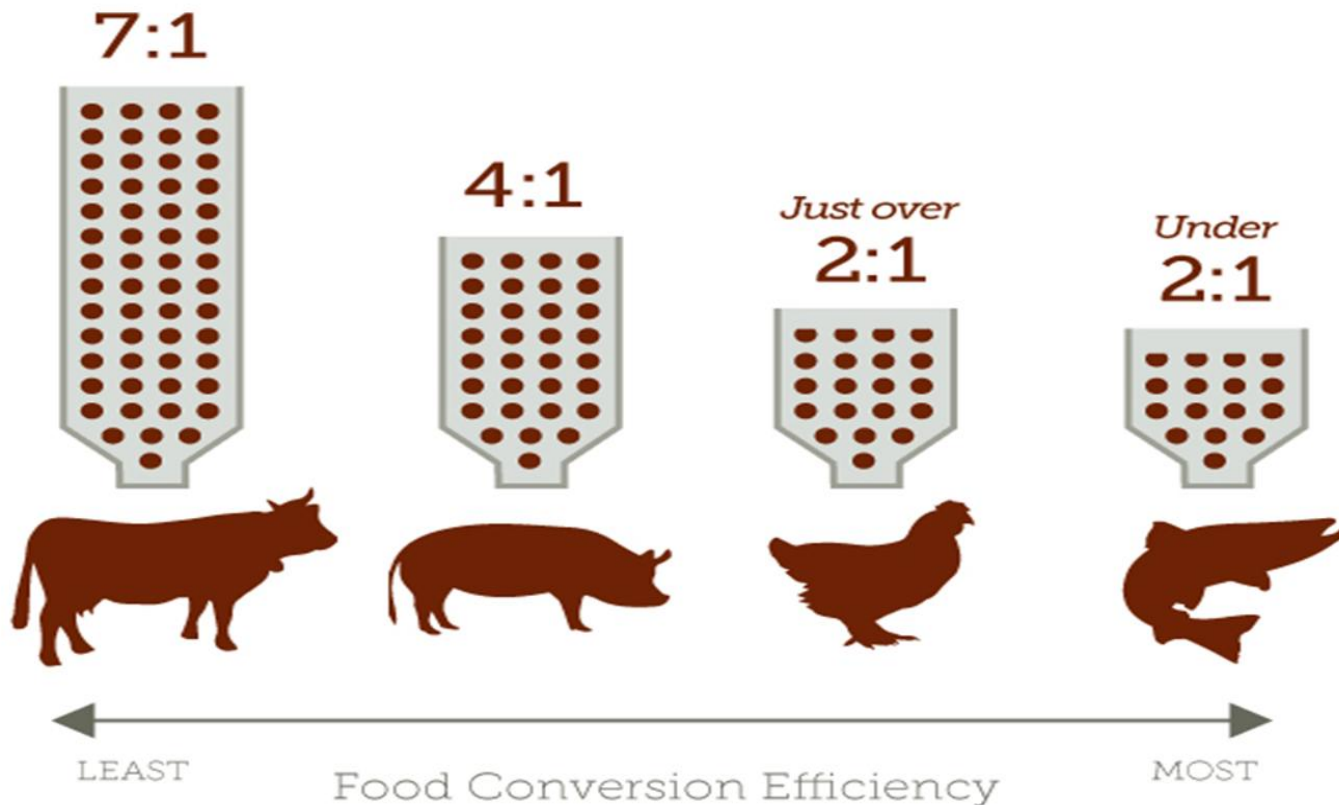
Trova la differenza.. P. Ittici vs Carne

Indice di conversione dell'alimento



Food Conversion Efficiency

Pounds of feed to produce one pound of animal protein



Source: http://www.earth-policy.org/books/pb2/pb2ch9_ss4

Trova la differenza.. P. Ittici vs Carne

Consumo energetico (Carbon footprint)



WWF (Farmed fish)

Trova la differenza.. P. Ittici vs Carne

Consumo idrico (Water footprint)



Protein: 5 ounces*

• Chicken	1,325 c
• Tofu	1,500 c
• Beans	1,800 c
• Eggs*	1,900 c
• Fish	2,500 c
• Pork	3,300 c
• Lamb	6,750 c
• Beef	8,500 c



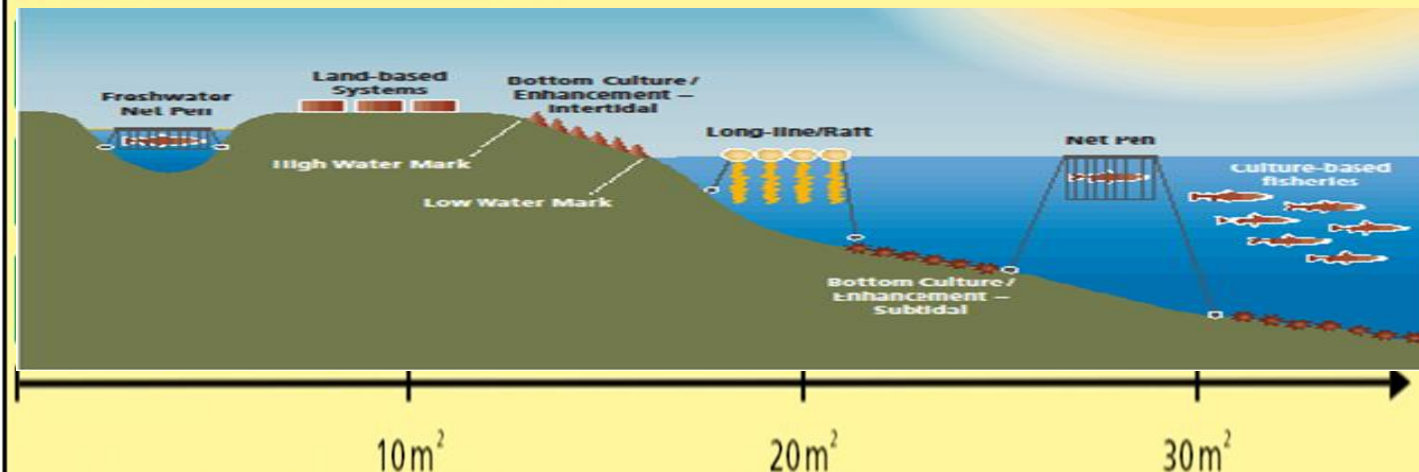
2012, waterfootprint.org
(CI per proteine equivalenti)

Trova la differenza.. P. Ittici vs Carne

Consumo di territorio



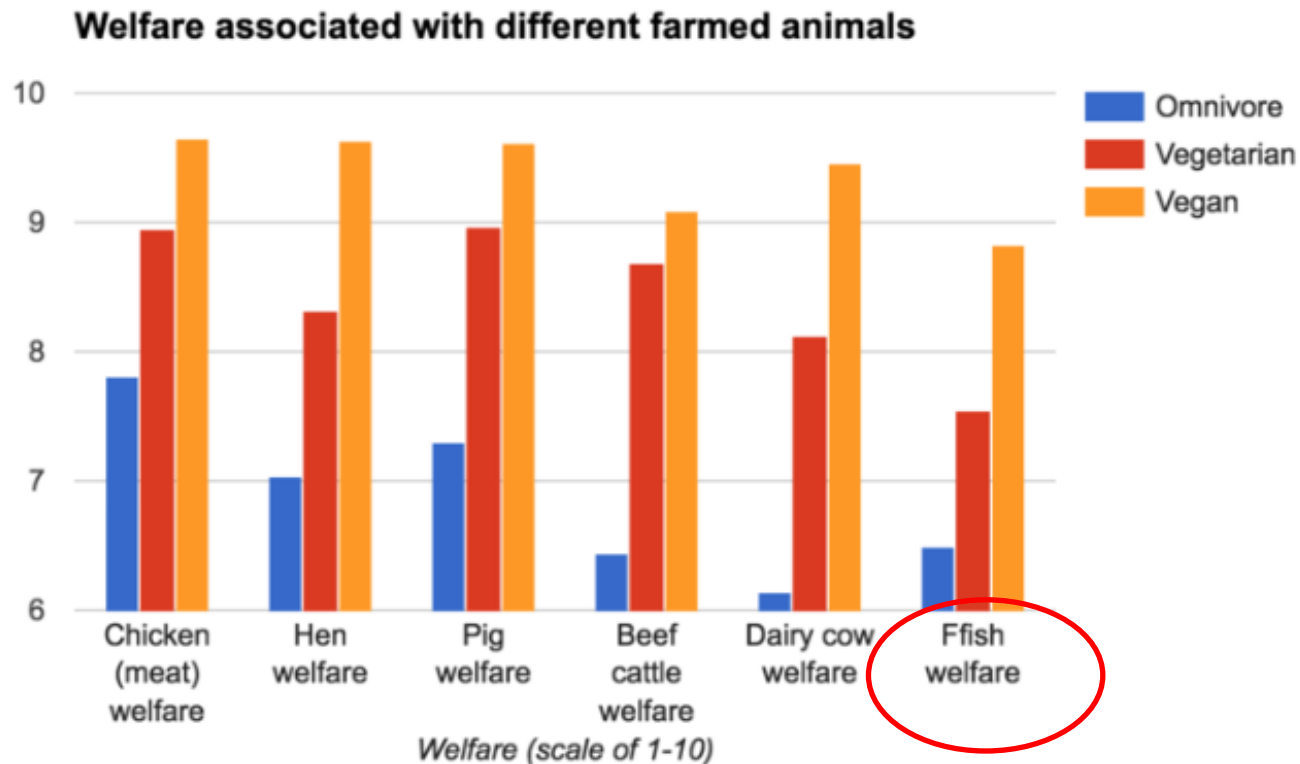
Land needed for the production of 1 kilo food:



Source: Ökologie & Landbau, 159,3/2011, pages 40-42, www.soel.de - Diagram: SVV, www.vegetarismus.ch

Trova la differenza.. P. Ittici vs Carne

Benessere animale (percepito)



10 being "very unpleasant" and 1 being "very pleasant"

Omnivores again assign better welfare scores to farmed animals. All groups assigned better welfare scores for farmed fish.

Trova la differenza..

Prodotti Ittici vs Carne



Minore consumo di alimento

Minore consumo energetico

Minore consumo idrico

Minore consumo di territorio

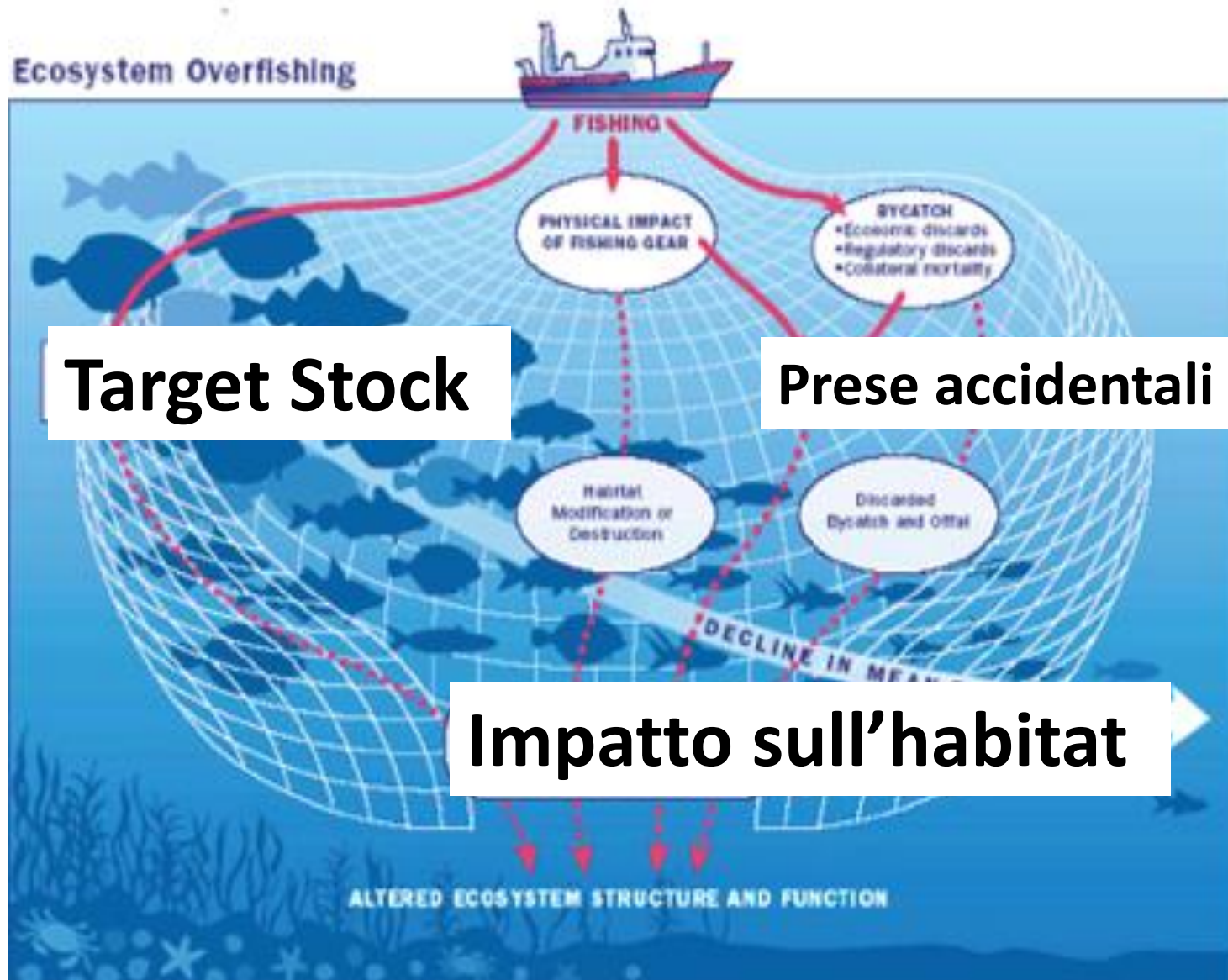
Migliore benessere animale percepito

Trova la differenza.. Pescato e Allevato

Impatto ambientale a confronto



Impatti potenziali della pesca



Impatti potenziali dell'acquacoltura

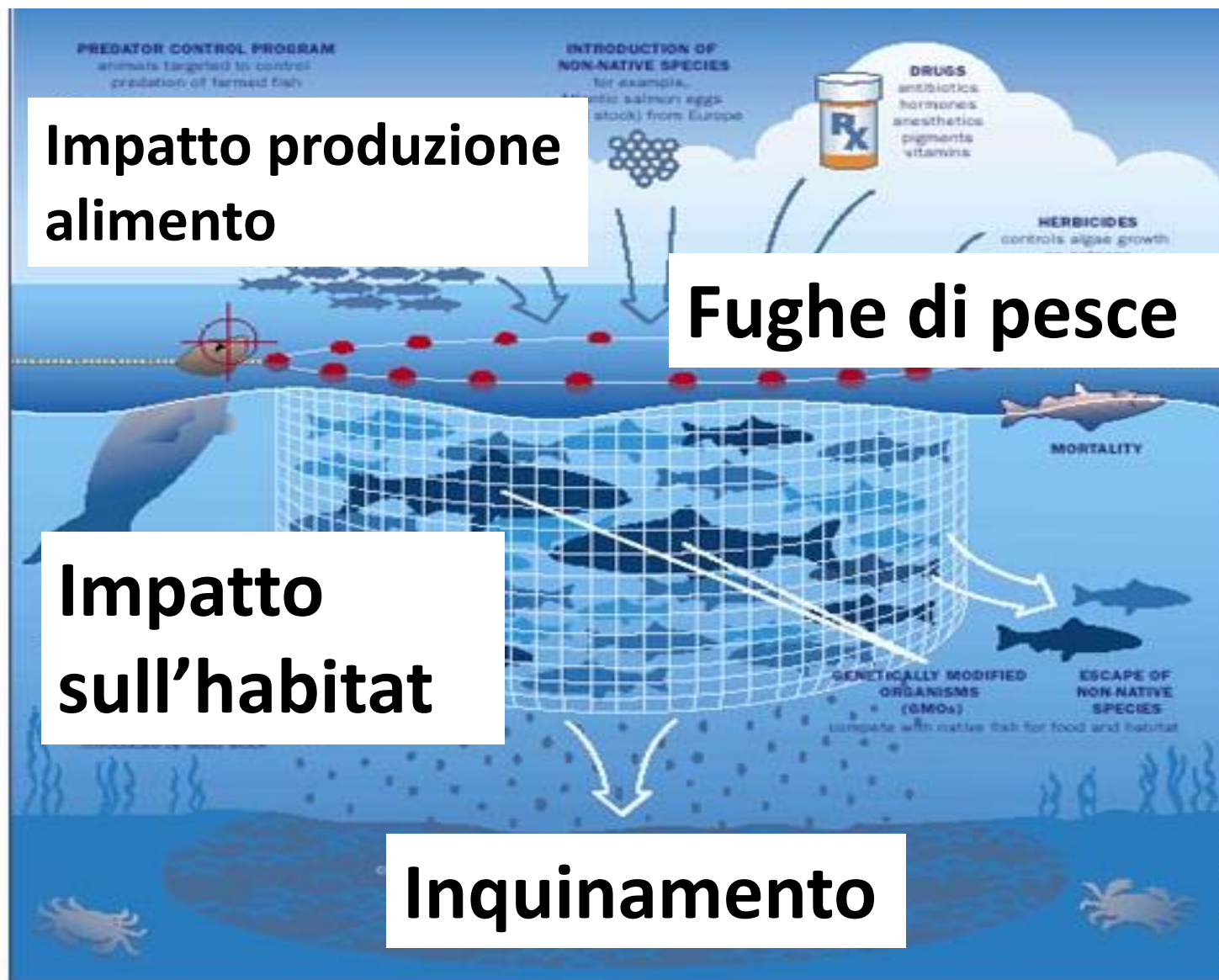


**Impatto produzione
alimento**

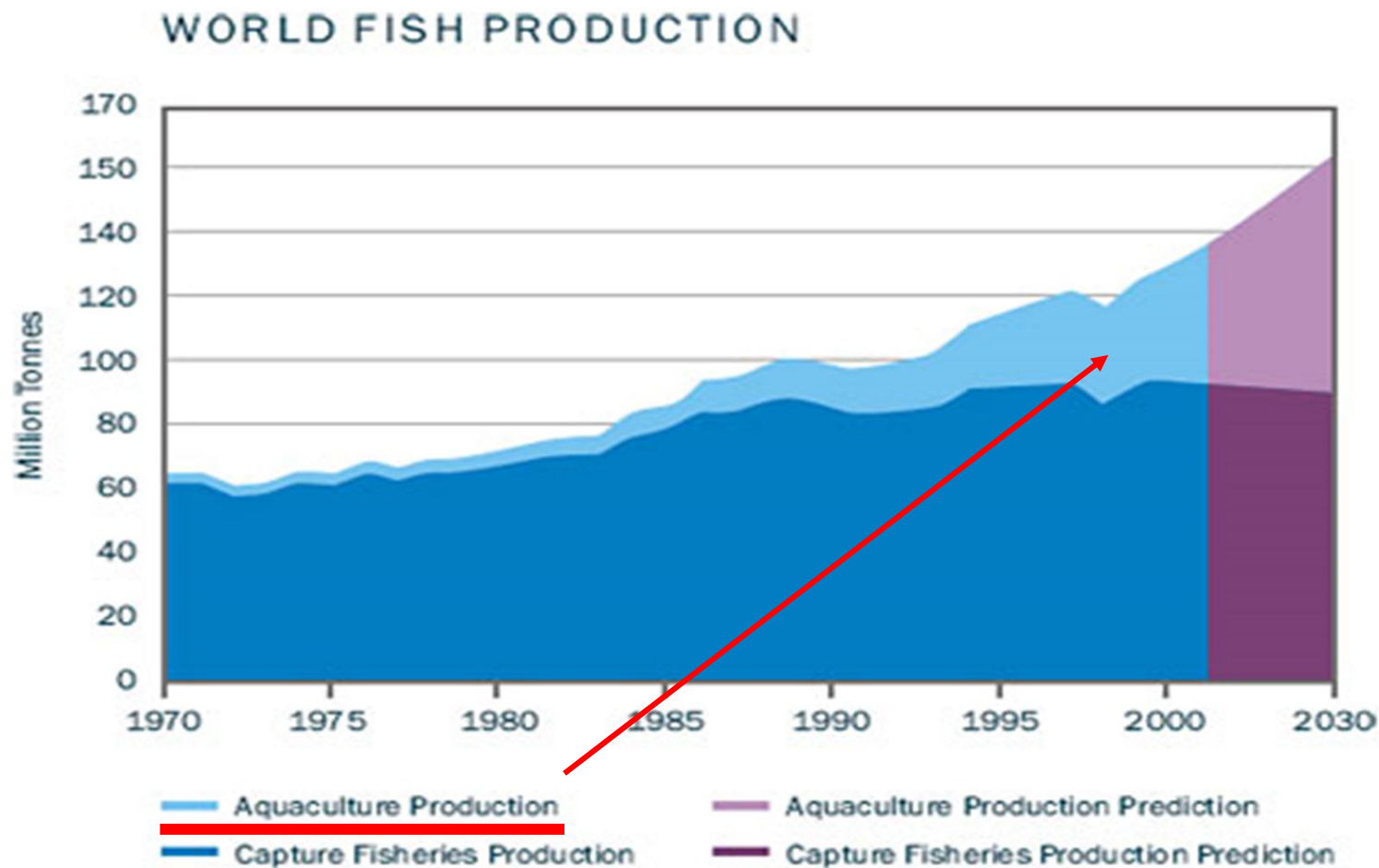
Fughe di pesce

**Impatto
sull'habitat**

Inquinamento



Produzione da Pesca e da Acquacoltura

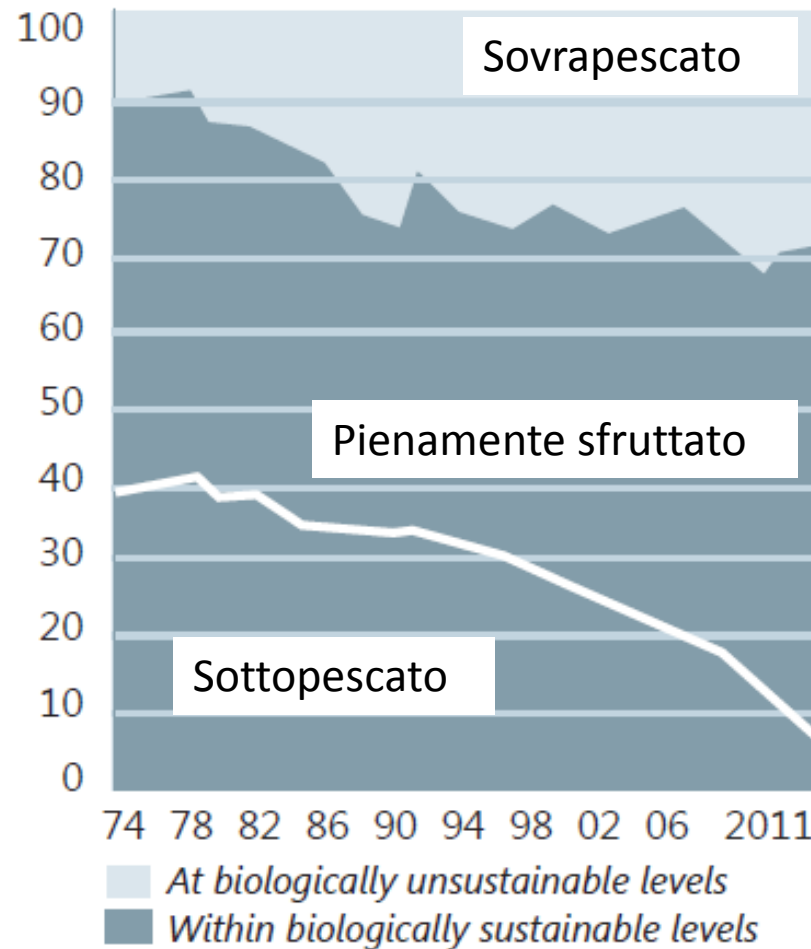


Sovrasfruttamento degli stock



GLOBAL TRENDS IN THE STATE OF WORLD MARINE FISH STOCKS, 1974-2011

Percentage of stocks assessed



Alcune specie Ittiche in pericolo

Il ruolo dell'acquacoltura



[Home](#) > [Huso huso](#) (Beluga, European Sturgeon, Giant Sturgeon, Great Sturgeon)



© International Sturgeon Research

Huso huso

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

 **FIPSAS VENETO**

HOME PROGETTO NOTIZIE UTILI GALLERIA ~ VIDEO PARTNERSHIP RASSEGNA STAMPA CONTATTACI



PROGETTO STORIONE COBICE

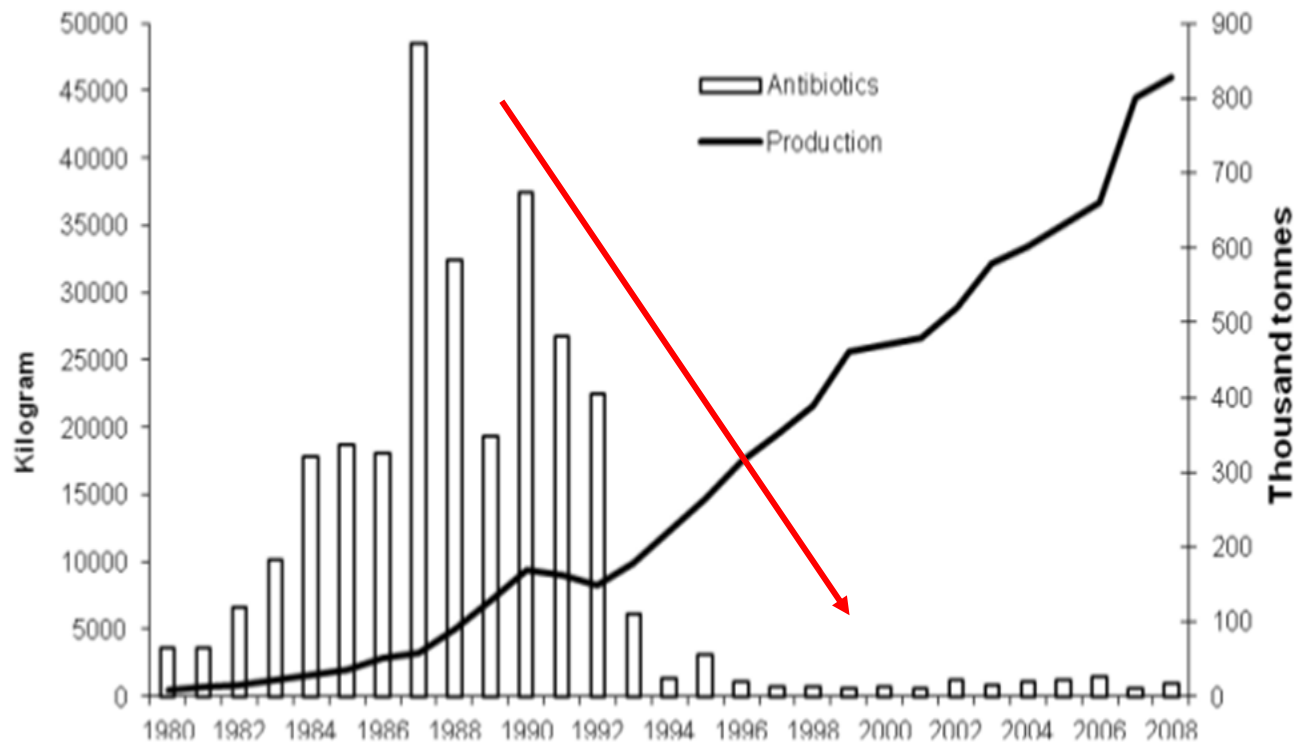
FIPSAS Veneto
Con il contributo della
 **REGIONE DEL VENETO**

Recupero della specie endemica
Acipenser naccarii (Storione Cobice)
nei corsi d'acqua della Regione Veneto

Riduzione utilizzo antibiotici



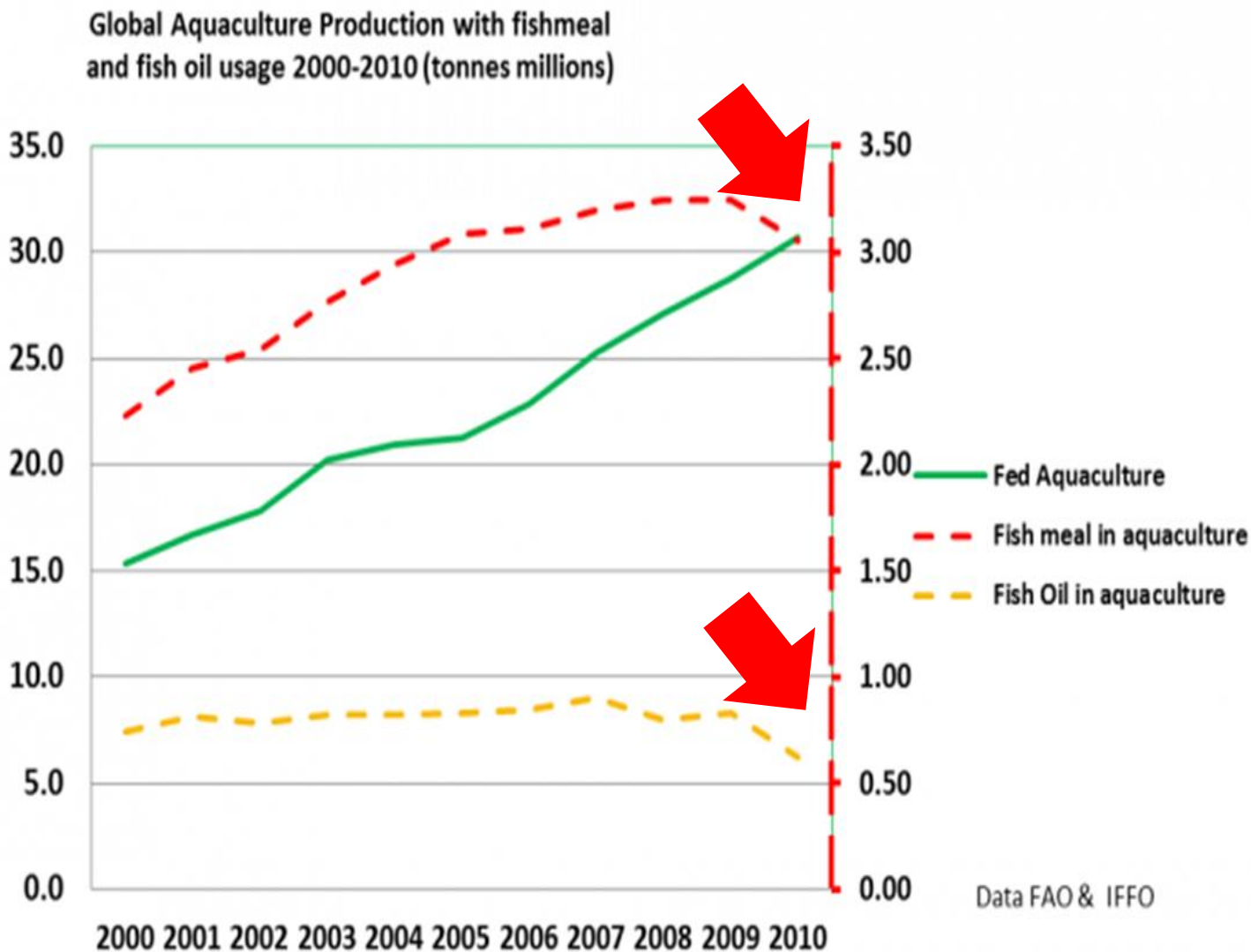
Figure 5. Norwegian salmon production and antibiotics use in aquaculture



Source: Norwegian Directorate of Fisheries via OECD, "Green Growth in Fisheries and Aquaculture Production and Trade"

seen on www.knowtheflow.com

Riduzione utilizzo alimenti



Trova la differenza..



Improvements in environmental impact reduction



Scotland – Atlantic Salmon Trust

Trova la differenza..

Prodotti Ittici Allevati vs Pescati



- Produzione a ciclo chiuso:**
 - Non impatta l'ecosistema marino**
 - Non impatta habitat / fondale**
 - Non genera prese accidentali**
- Rapida capacità riduzione impatto:**
 - Antibiotici**
 - Fughe di pesce**
 - Alimenti**
- Può contribuire al ripopolamento**
- Riduce la pressione sugli stock ittici**

Trova la differenza..

La certificazione di sostenibilità



Den ena är OK att äta. Den andra inte. Kan du se skillnaden?

Om inte, så ska du inte vara ledsen för det. Det kan nämligen ingen. Däremot är det många som har klart för sig att det här med "scampi-räkor" inte är helt okomplicerat. Är det vildfångade som är ok att äta, men inte odlade? Eller var det tvärtom? Det är sannerligen inte lätt för en vanlig konsument att hålla reda på vad som är rätt eller fel.

Mycket kortfattat ligger det till så här:

Odlade räkor bör undvikas eftersom odlingarna utgör ett hot mot mangrove-skogarna och andra känsliga kustmiljöer. **Vildfångade räkor kan man äta med gott samvete men endast under förutsättning att de är fångade med nät.** Vildfångade räkor fiskade med trål är inte ok eftersom trålen förstör bottenar, koraller och andra bottenlevande organismer. Dessutom är bifångsterna av havssköld-

paddor och andra arter höga. Men hur ska en vanlig dödlig människa kunna hålla reda på detta? Och hur ska vi veta att det som står på paketen är sant? Svaret är att vi måste förlita oss till befintliga certifieringsorgan. De som kontrollerar att fisket bedrivs på rätt sätt.

Vi har valt Friend of the Sea för att certifiera våra produkter.

Friend of the Sea är en internationell, ideell organisation (NGO) vars uppdrag är att bevara den marina livsmiljön.

Certifieringar enligt Friend of the Seas standarder utförs av ett oberoende, certifieringsorgan, så kallad tredje part certifiering och följer FAO:s riktlinjer för miljömärkning av fisk och skaldjursprodukter. Dom kan se skillnaden. Det kan du lita på.



Sea Sam
Ullmo, Carlskrona, Skåne

Interesse produttore / consumatore per una produzione ittica sostenibile



«E' nell'interesse
dell'industria
assicurare le
risorse ittiche per
il futuro»

Il valore dei prodotti
ittici certificati nel
mondo cresce circa
0,5% all'anno. (14%;
11,5 miliardi di \$)
(Guardian)



Quale certificazione?



1. **Accreditata** da Ente Accreditamento Nazionale
2. **Audit indipendenti** svolti da enti di certificazione di terza parte
3. Messaggio **facilmente comprensibile** dal consumatore
4. **Stesso logo** per acquacoltura e pesca
5. Costo **accessibile** anche per piccoli produttori

Certificazione di prodotti da pesca ed acquacoltura sostenibile

Pesca



AUDIT



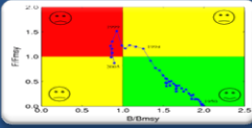
Acquacoltura



FOS Accredитamento / Certificazione



Criteri di certificazione PESCA



Stock Target non Sovrasfruttato



Metodo di Pesca selettivo (Max 8% scarti)



Nessuna presa accidentale di specie nella lista IUCN (Vuln +)



Impatto sul fondale negligibile



Conformità alla normativa (TAC, no IUU, ecc)



Responsabilità sociale



Efficienza energetica

Criteri di certificazione ACQUACOLTURA



No impatto su habitat critici



Riduzione fughe di pesce



No uso ormoni della crescita, No pitture antifouling



Mangimi approvati FOS



Gestione e controllo energia, acqua, rifiuti



Responsabilità Sociale



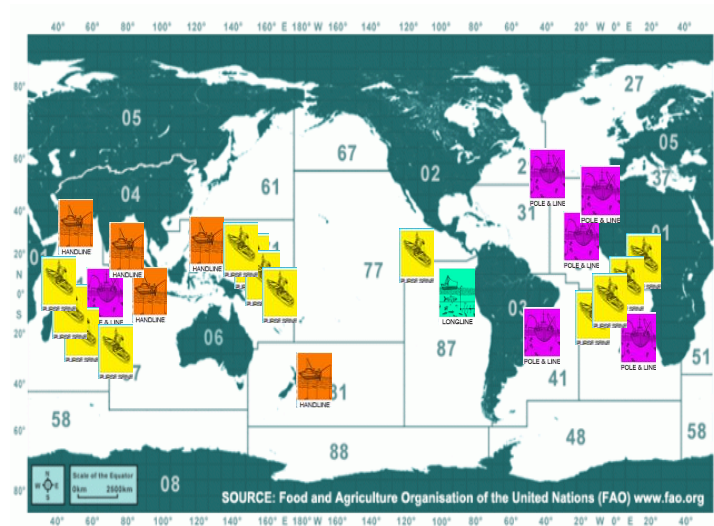
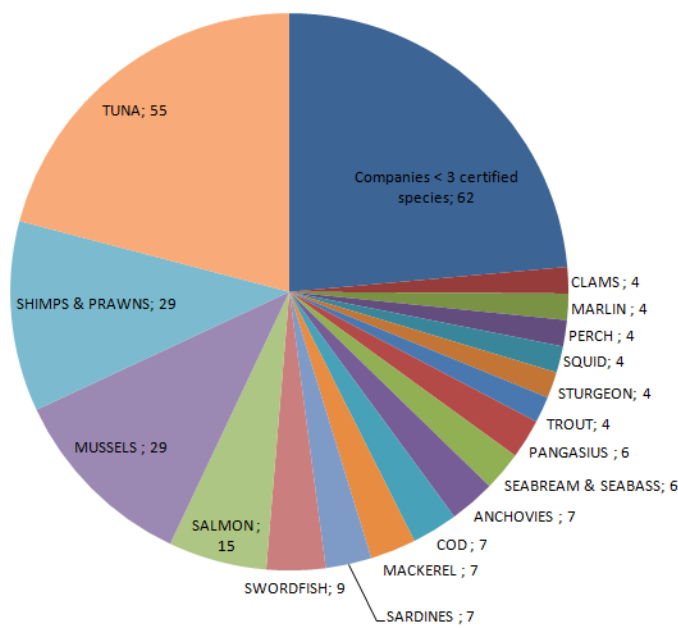
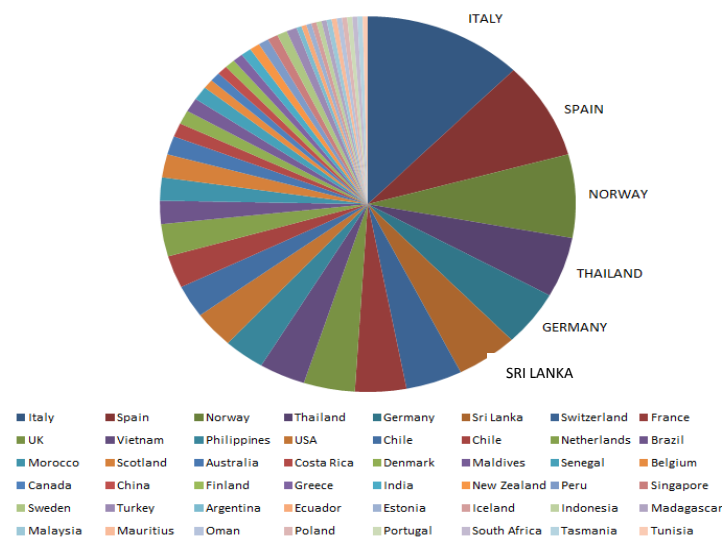
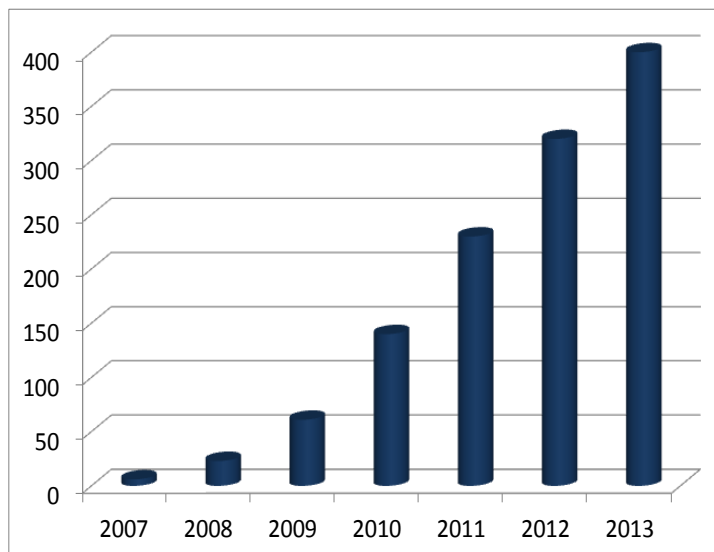
Efficienza energetica

GLOBALG.A.P.



Friend of the Sea

600 Aziende, 60 Nazioni, 70 Specie, 55 Flotte

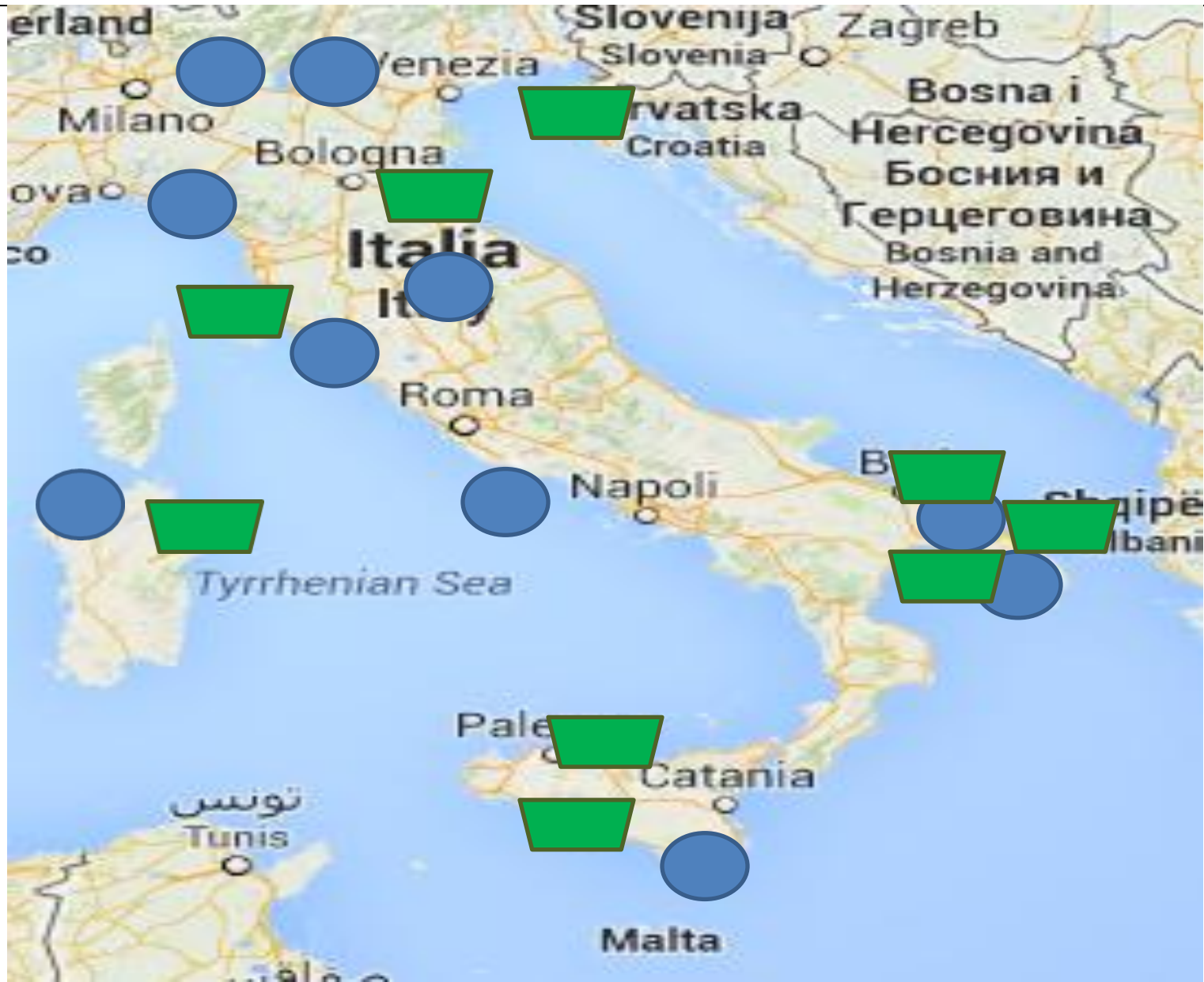


Alcuni dei prodotti certificati in Italia



ITALIA

Flotte ed Acquaculture certificate FOS



FOS Media presence

12 issues in 2012/3



TIME

10 Questions

Actress, activist and writer-director
Angelina Jolie on Bosnian Serbs, sex
scenes and that Oscar pose

The first movie you've written and directed, in the Land of Blood and Honey, is about the Bosnian war. Was this an artistic or advocacy choice?
I hesitate with the word advocacy. I just wanted to understand what happened in the former Yugoslavia. I've always felt the responsibility, since it was my generation. I thought I'd use writing this script as an excuse to do research. It sat on my desk for a little while until Brad picked it up and read it. And he said, "You know, honey, this is really not that bad. It's kind of good."

He couldn't come up with anything kinder?
He actually said something much nicer, but I paraphrase to not flatter myself. He wrote me a very nice note, and then we talked about it at length, and then we went back to the region together, and I just kept meeting people. Could we get Bosnian Serbs and Bosnian Muslims in the same room, working together? Can they agree on a piece of art? Is this the impossible act?



It's a bit of a grim movie. Is that because of the war, or is it your style?
I don't know if I have a style. To be honest, there were quite a few things that were harder to watch that we cut. I think some of them made the DVD that just came out. I put in the film what I had heard firsthand accounts about.

Somebody told you that Serbs threw a baby off a balcony and made old ladies strip so they could laugh at them?
Well, no, but babies were killed. The ladies' having to strip was a firsthand account of a victim of war that I met. And by the way, all the things as described were worse.

Do the unglamorous sex scenes reflect your experiences acting in scenes like that?
The ones I've done in my life—not my style. If you're going to do it, it should feel real. When a woman's in the room with her lover, she's not in a perfect pose or covered by a sheet.

Your movie is critical of the West for not intervening sooner in Bosnia. Are you more in favor of boots on the ground?
I believe that the way the Security Council uses the veto should be questioned. There is something amiss when so many countries want to intervene and the one or two that have a

financial interest want to stop the intervention.

You're a frequent guest at the International Criminal Court. What did you think of the Kony 2012 campaign?
I believe that group's intention is pure. And I think it's very inspiring that so many young people were so moved. If people are more drawn to this than to something that is more shallow, then we have to see that as a positive.

You have sold photos of your kids to raise money for charity. Is this getting tricky as your children get older?
That was only their birth pictures. There are people who assume, because they see one picture, that they know everything about your personal life. I'm very private.

The Internet says your next project is to get married, with your brother as the celebrant. True?
Maybe I should read these things more often. They sound highly entertaining. No, I'm not. My next project is a Disney movie, and I'm playing a villain. I get to tell a great story, but I also get to wear giant horns.

There's a new word: Jolening. It means to strike a pose as you did at the Oscars, with one leg out. Heard of it?
No. It's funny. That was actually the backup dress. I decided to go for the one that was less attention grabbing.
—BENJAMIN SVETKEY

TIME April 9, 2012

Scottish Shellfish Marketing Group
is a Friend Of The Sea.
Are you?



Mussels from Scottish Shellfish Marketing Group grow naturally on ropes suspended in open water, feeding on nature's rich bounty of plankton carried by the strong tidal flows found around the Scottish West coast and Shetland.

Customers are becoming increasingly aware of the provenance of their food. Achieving the Friend of the Sea prestigious certification rewards SSMS commitment to environmentally sustainable production and enables consumers to make informed choices when purchasing seafood.

Stephen Cameron - SSMS Managing Director
www.scottishshellfish.co.uk

www.friendofthesea.org

Promozione dei prodotti certificati - TV



Promozione nei punti vendita e GDO



**Megamark
(2015)**

Puglia

Promozione nei punti vendita e GDO



Hong Kong



Promozione nei punti vendita e GDO



Waitrose

UK

Friend of the Sea mussels a real catch

Enjoy tasty, nutritious shellfish with a side helping of peace of mind as Scottish mussels farms get an eco-friendly stamp of approval.

They have long been admired as nutritious shellfish that are delicious served with garlic, cream and wine. But this season's live in-shell Scottish mussels arriving in Waitrose stores have a new reason to whet diners' appetites – they are the first UK farmed shellfish to be awarded the prestigious Friend of the Sea certificate for their top quality eco-credentials.

It means customers can be certain these protein-packed mussels have been sustainably farmed using methods that have virtually no environmental impact.

From this week, Waitrose shoppers can get a taste of the first Friend of the Sea live Scottish mussels.

Inspectors of the not-for-profit organisation spent eight months carrying out rigorous checks on the Scottish Shellfish Marketing Group's 14 mussel farms in west Scotland and Shetland.

The farms do not dredge mussels from wild stock, but instead allow shellfish to spawn naturally and then grow in the sea on ropes hung from buoys. Farmers allow the growing shellfish to eat plankton and do not feed them artificially.

Until now the Friend of the Sea logo has been used mainly in Italy, Spain, France and Germany, but UK farms are making inroads in response to shopper demand for sustainable seafood.

Waitrose specialist fish buyer Jeremy Ryland Langley said the supermarket stocked fish and shellfish only from sustainable, well-managed fisheries and responsible fish farms.

"The important thing is that all our fish is from a sustainable source and farmed in a sustainable way. But what we look for, if at all possible, is a good, independent third-party certification," he said. "I am really pleased to be able to offer our customers mussels that have achieved this standard." The Scottish Shellfish Marketing Group, which represents around 70 per cent of Scottish mussel production, achieved Friend of the Sea certification for its mussels earlier this year, but the first live packs are only just going into stores following the summer growing period.

Stephen Cameron, Scottish Shellfish Marketing Group managing director, said: "Our mussel farmers are totally dependent on nature and merely provide a helping hand in their production."



Marketing – Fiere ed eventi



Your customers asked for a
Sustainable Seafood Certification?
Would you like consumers to know that
you care for and protect the environment?



FRIEND OF THE SEA®
is the only **International Third Party
Certification Scheme** which,
with the same ecolabel,
audits and can certify products from
both fisheries and aquaculture.

*Over 20 years experience & tangible results
Regular speaker at FAO's and EU conferences
Growing presence in Asia and India
Non profit project and affordable audit cost*

Contact our **India representative**
at the **Indian International Seafood Expo:**

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TUNA NEW DATES
ANNOUNCED
2010 Bangkok **13 - 15
September
2010**
**11th INFOFISH World Tuna Trade
Conference & Exhibition**
Centara Grand & Bangkok Convention Centre At CentralWorld



Marketing – Incontri One to One



Marketing – Incontri One to ONE



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Food Retail Sustainability

International 1 to 1 Meeting

from 23rd to 24th of June, 2016 Milan, Italy

Media Partner

**Largo
Consumo**



Sensibilizzazione nelle scuole



Mobile App

Ristoranti con prodotti Friend of the Sea





FRIEND OF THE SEA

Sustainable Seafood

Grazie!

Paolo Bray – paolobray@friendofthesea.org

