

## GSSI Partner Companies

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1. American Seafoods
2. Anova
3. Aqua Star
4. Bumble Bee Foods
5. Darden
6. Delhaize
7. Espersen
8. Gorton's
9. Grobest
10. High Liner Foods
11. Iglo Foods Group Ltd
12. Kroger
13. Loblaw
14. Lyons Seafood
15. Marine Harvest US
16. Marks & Spencer
17. Metro AG
18. NFI
19. Pacific Seafood
20. Regal Springs
21. Royal Ahold
22. Rubicon Resources
23. Sainsbury's
24. Sea Delight
25. Seafish Authority
26. Slade Gorton
27. Sodexo
28. Trans-Ocean
29. Trident Seafoods
30. WM Morrisons Ltd

## GSSI Public and NGO Partners

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1. Food and Agricultural Organization (FAO)
2. GIZ GmbH
3. Marine Conservation Society
4. New England Aquarium

## GSSI Update August 2013

In February 2013 seventeen leading companies of the seafood industry and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) have entered a Strategic Alliance called Global Sustainable Seafood Initiative (GSSI). Since the official start of GSSI in February 2013 all partners involved had been working hard to make the initiative operational. In the first 4 months the GSSI has formalized its mission and objectives, increased its partnership from 17 till 30 companies, organized stakeholder workshops to collect feedback and recommendations at the Boston and Brussels seafood shows, and installed 3 Expert Working Groups.

This document will provide an update on the GSSI process to date and the planning of next steps.

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## GSSI Mission

The mission of GSSI is to deliver a common, consistent and global benchmarking tool for seafood certification and labelling programs to ensure confidence in the supply and promotion of sustainable seafood to consumers worldwide, as well as promote improvement in the certification and labelling programs.

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## GSSI Objectives

- Creating an internationally agreed set of criteria and indicators to measure and compare the performance of seafood certification and labelling programs, in order to facilitate their implementation and use;
  - Providing an international Multi-Stakeholder Platform for collaboration, and knowledge exchange in seafood sustainability; and
  - Reducing cost by eliminating redundancy and improving operational efficiency of seafood certification and labelling programs, thereby increasing affordability and flexibility within the supply chain.
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## GSSI Steering Board

The current GSSI Steering Board includes 17 persons representing different stakeholder groups in the global seafood value chain and regions. The Steering Board as currently conceived includes representation from companies representing harvester/producers, processor /manufacturer, retail and foodservice, along with non-industry representatives from NGOs, academia and inter-governmental organizations. There is need for additional representatives in these segments to ensure global participation, and that is currently being addressed.

The Steering Board is chaired by an independent Chair, Kevern Cochrane of Rhodes University, South Africa.

## GSSI Steering Board Members

- Kevern Cochrane, *Independent Chair*
- Aldin Hilbrands, *Royal Ahold*
- Alex Ko, *Grobest*
- Anne Laurence, *Regal Springs*
- Bill DiMento, *High Liner Foods*
- Brian Wynn, *Rubicon Resources*
- Christopher Zimmermann, *Thünen Institute*
- David Long, *Kroger*
- Hans Jürgen Matern, *Metro AG*
- Heather Tausig, *New England Aquarium*
- Jim Masters, *Marine Conservation Society*
- John Garner, *Trident Seafoods*
- Lahsen Ababouch, *FAO*
- Lesley Sander, *Sodexo*
- Peter Hajipieris, *Iglo Foods Group*
- Philipp Schukat, *GIZ*
- Roger Bing, *Darden*

## GSSI Benchmarking Tool

The following objectives are defined for the GSSI Benchmarking Tool:

1. Measure conformity with a mutually recognized set of criteria and indicators considered critical for credible seafood certification and labelling programs, based on at a minimum the FAO Guidelines for Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries, and FAO Guidelines for Aquaculture Certification; and
2. Provide transparency and comparability of the relative performance of seafood certification and labelling programs.

In the period from February till May 2013, various stakeholder meetings and expert consultations have been organized in order to collect recommendations to the GSSI Steering Board for setting up the GSSI Expert Working Groups (EWGs).

The GSSI EWGs will be tasked with the development of the three key components of the GSSI Benchmarking Tool:

### 1. GSSI Benchmarking Framework:

The framework consists of a mutually agreed set of criteria considered critical for a credible seafood certification and labelling program.

### 2. GSSI Benchmarking Process:

The process describes concrete steps for the evaluation of seafood certification and labeling programs against the GSSI Benchmark Framework.

### 3. Presentation and communication of the results:

The presentation of Benchmarking results to different user groups according to their individual information needs.

## GSSI Expert Working Groups

Based on recommendations provided by different stakeholder groups the Steering Board installed three EWGs. The EWGs have officially started their work at the end of July. GSSI EWGs:

- **GSSI Aquaculture EWG**  
Scope: develop a benchmark Framework to evaluate aquaculture certification standards
- **GSSI Fishery EWG**  
Scope: develop a benchmark Framework to evaluate fisheries certification standards
- **GSSI Process EWG**  
Scope: Develop a benchmark Framework to evaluate all other aspects (e.g. Governance, Standard Setting Procedures, Certification, Accreditation, Chain of Custody) of a certification program as well as describe the benchmark process.

## GSSI Expert Working Group members

Based on recommendations the Steering Board carefully selected an initial list of experts to formally invite as members of the GSSI EWGs. The Steering Board recognizes that additional experts may need to be included to the EWGs and is open for further suggestions. The current composition of the EWGs can be found below.

Each EWG has one or two GSSI Steering Board members acting as Ambassadors of the group. The Ambassadors act as a liaison to the EWGs to ensure effective communication between the Steering Board, GSSI EWGs, and stakeholders; and support and monitor the GSSI EWGs work and progress. The Ambassadors of the EWGs are:

EWG Aquaculture: **Roger Bing**, *Darden*  
 EWG Fisheries: **John Garner**, *Trident*  
 EWG Process: **Aldin Hilbrands**, *Royal Ahold Philipp Schukat*, *GIZ*

The EWG will appoint a Chair and Vice-Chair from their membership.

### Aquaculture EWG members

- **Ally Dingwall**, *Sainsbury's*
- **Anne Laurence**, *Regal Springs*
- **Anton Immink**, *Sustainable Fisheries Partnership*
- **Gregg Small**, *Rubicon Resources*
- **Iain Shone**, *Lyons*
- **Kevan Main**, *Mote Marine*
- **Linda Rank**, *Marine Harvest*
- **Matthew Thompson**, *New England Aquarium*
- **Peter Bridson**, *Monterey Bay Aquarium*
- **Rohana Subasinghe**, *FAO*

### Fisheries EWG members

- **Eric Barratt**, *Sanford*
- **Greg Jeffers**, *Gorton's*
- **Hannah McIntyre**, *Marks and Spencer*
- **James Scullion**, *Independent Consultant*
- **Phil MacMullen**, *Seafish Authority UK*
- **Randy Ericksen**, *Wild Salmon Center*
- **Ron Rogness**, *American Seafoods*
- **Steven Fisher**, *Sea Delight*
- **Wendy Norden**, *Monterey Bay Aquarium*

### Process EWG members

- **Alex Olsen**, *Espersen*
- **Arlene Joung**, *Rubicon Resources*
- **Huw Thomas**, *Morrisons*
- **Jenn Dianto Kemmerly**, *Monterey Bay Aquarium*
- **Jos Exters**, *ANOVA*
- **Mathieu Lamolle**, *ITC*
- **Michael Tlusty**, *New England Aquarium*
- **Mike Carroll**, *Vertex*
- **Mike Kraft**, *Bumble Bee Foods*
- **Patrick Mallet**, *ISEAL*
- **Sherry Casey**, *Loblaws*
- **Tom Pickerell**, *Seafish Authority UK*

## Get Involved! GSSI Expert Working Group Resource Members

The GSSI Steering Board has started to select a group of Resource Members which can be consulted by the Expert Working Groups. The status of a Resource Member is granted to individuals or organizations with a specific expertise which are not in a position to formally take on the role of a EWG member, but willing to actively contribute to the EWGs work. Resources Members will be actively consulted by the EWGs in the development of GSSI Benchmarking Tool, and have an opportunity to provide input on the EWG work.

Resource Members are drawn from a broad and balanced variety of stakeholders including, but not limited to Certification Programs, Certification Bodies, Accreditation Bodies, Academia, (Inter) Governmental Institutions, NGOs and industry.

If you are interested to join the GSSI process as a Resource Member, please contact the GSSI Secretariat.

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## Upcoming events with GSSI presence

Upcoming international Seafood Events offer the possibility to inform and consult various stakeholder groups on GSSI. The GSSI will be present at the following events:

**AASA Aquaculture Conference**, 9-13 September, Stellenbosch - South Africa

**World Seafood Congress**, 28 September – 4 October, St. Johns (NFL) - Canada

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## Contact the GSSI Secretariat

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### Impressum:

Global Sustainable Seafood Initiative (GSSI)

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