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SEA FRIEND

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Earth Island Institute
Conservation, Preservation, Restoration

Founded in 1982 by veteran environmentalist David Brower Earth Island Institute (www.earthisland.org) is an International not for profit NGO developing and managing both humanitarian and conservation projects. EII provides activists the freedom to develop program ideas, supported by services to help them pursue those ideas, with a minimum of bureaucracy.

Earth Island Institute has more than 15 years experience in environmental labeling of fisheries and sea products. Earth Island has, over the years, developed and supported worldwide recognized projects such as:

- the Dolphin Safe project (labeling tuna fished without setting nets on marine mammals and with methods reducing bycatch; 95% of WW tuna production, processing and retailing industry participating – list attached; 98% dolphin mortality reduction). Among the companies participating the project and upholding the EII standards: Tesco, Safeway, John West, CWS Cooperative Group, Trimarine International, Mitsui, Kraft General Foods, Coop CH, Coop Italia, Migros, Esselunga, ICA Ahold, Princes Foods, John West Foods, Mitsubishi International, Heinz, Starkist, Bolton Group, Saupiquet, Tengelmann, Lidl, Kesko, Interpral, C&C Group Chile, Quaker Pepsico Brazil, Pevaeche, Albacora, Garavilla, Cefrico, Frinsa, Cofaco, Unicord. (www.earthisland.org/immp/)

- the Turtle Safe project (The Turtle-Safe Shrimp program is growing rapidly with 3 million pounds of shrimp shipped annually from Georgia docks caught by 125 fishermen who have joined TSS. The Sea Turtle Restoration Project of Earth Island Institute has expanded the TSS program through restaurants and major retailers.) (www.ridleyturtles.org/tss.html)

the Friend of the Sea project started in 2002 and already certified more than 70 products. Among the others, the main Italian retailer, COOP ITALIA Scarl has undergone the Preliminary Analysis of Friend of the Sea for all its private label products. Carrefour is also undergoing analysis of their own private label products and up to date 2 of their products have been approved.

Products have origin from almost all continents. Fisheries are analysed by a network of independent specialists, following a strict criteria-based analysis. (www.friendofthesea.org)

Earth Island Institute runs preliminary analysis of the companies engaging to the criteria. Monthly documental evidence is required from the companies and spot-checks are run daily at the harbours, on reefers arrivals and in the cold stores and processing factories.

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FRIEND OF THE SEA

FAO (Food and Agricultural Organisation of the United Nations) states, in its Report "The State of the World Fisheries and Aquaculture", that almost 60% of world fish resources need urgent management in order for the resource to be fished sustainably, and 35% of resources are currently overexploited.

For the fishing industry to survive as an important source of food, welfare and employment, an innovative approach becomes necessary.

Acknowledging the implicit potential of market incentives to improve sea resources management, Friend of the Sea project aims at promoting ecologically and socially sustainable fishing practices.

Friend of the Sea products are fished
- in areas where the resource is not overexploited nor depleted
- with methods not considered harmful for the ecosystem
- respecting FAO Code of Conduct for Responsible Fisheries

Companies engage formally, subscribing a declaration, provide evidence of complying with the above criteria and allow necessary spot-checks.

Friend of the Sea initiative is supported by Earth Island Institute.

Earth Island Institute (www.earthisland.org) is a world-wide non-profit organisation, based in San Francisco - CA. It was founded in the '70s by David Brower (also founder of Friends of the Earth) and it currently develops and supports conservation projects and humanitarian projects, all over the world.

Among the several Earth Island Institute sea resources conservation projects, two have acheived a world-wide success, both for the number of companies participating, as well as for the tangible results in terms of species conservation: the 'Dolphin-Safe' and the 'Turtle-Safe' projects.

The 'Dolphin-Safe' project, through the monitoring of the world tuna industry, has allowed a 95% reduction in dolphin and marine mammals mortality caused by the tuna fisheries (Inter American Tropical Tuna Commission data). Approximately 70% of the world tuna industry participates to the project and refuses to buy tuna fished by killing or by setting nets on dolphins. Companies participating to the 'Dolphin-Safe' project are allowed to use the Dolphin-Safe logo on their tuna cans and products.

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The 'Turtle-Safe' project, through an international monitoring network, promotes shrimp fishing using TED (Turtle Exclusion Device) a filter reducing by 90% accidental catches of this kind of fishery (otherwise very destructive and not selective) avoiding this way the killing of marine turtles, an endangered species. Several companies have already joined the project, among them some retail chains.

Friend of the Sea can thus make good use of

- more than 10 years experience in the field of monitoring and certification of the fishing industry
- acknowledgement by the world fishing industry as the institution for environmental monitoring
- tangible results for the conservation of endangered species
- international staff experienced in environmental monitoring
- complete independence.

THE ANALYSIS

The analysis run by Friend of the Sea consists in a detailed evaluation of the information and documentation available related to the considered fishing activity.

It is in the Company interest to provide all necessary and useful information proving ecological sustainability of the fishing activity for the traded species.

The analysis is made of three steps:

1) Information acquisition through the Preliminary Analysis Module (attached) and through a continuous exchange of information.

2) Friend of the Sea monitors' spot-checks.

Spot-checks allow Friend of the Sea to compare the received documentation with the information gathered on site, at the processing area, cold stores, store rooms, harbours, at offloads and during fishing activity.

3) Periodical checks and supply of documentation.

In order to run a continuous check of the approved origin, a supply of the following documentation will be requested on a periodical base: log book; certificate of origin; custom reports; veterinary report; bills of lading and in general load and offload docs. A final list of needed documentation will be determined after approval of the product undergoing the analysis.

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Written reports will be provided by Friend of the Sea to the company candidate for approval, at the end of 1) and 2).

In case the seafood products cannot be considered as fished sustainably, Friend of the Sea will provide evidence and motivate its decision, suggesting corrective measures the company should undertake in order to be considered Friend of the Sea.

Companies will be allowed to use the Friend of the Sea logo on the packaging of the Friend of the Sea approved products. For other promotional use of the Friend of the Sea logo, related statements have to be truthful and refer specifically only to Friend of the Sea approved products. Any public statement or promotion will have to be previously agreed by Friend of the Sea.

Friend of the Sea logo can be used by the company as long as Friend of the Sea is allowed to gather evidence that the fishery from which originates the traded species is run sustainably. If and when this condition fails, the company will not be allowed anymore to use the logo.

In case of relevant changes in the fishing activities or in the providers of the processing company, Friend of the Sea shall have to be informed in due time.

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