

Title: **WWF views on the future of eco-labeled fishery products**

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Abstract: The rapid growth of the aquaculture sector and its role in supplying fishery products in view of declining capture fisheries has raised both expectations and concerns. Aquaculture is seen as the only way to supply the additional 37 million tonnes of fishery products needed by 2030 to satisfy the growing global demand. At the same time, the occurrence of food safety-related incidences and environmental and social impacts which have affected parts of the sector have been raising concerns towards aquaculture sustainability. As a result, the demand for sustainable aquaculture products also increased over the years, leading to a proliferation of certification schemes. Over the past decade, WWF has been addressing aquaculture sustainability through the identification of key impacts and ways to reduce them. Using experiences generated from the development of schemes for the certification of fisheries, forestry and agriculture products, WWF begun coordinating the aquaculture dialogues, multistakeholder processes with the objective of developing certification standards for the aquaculture sector. To effectively address the needs of the sector, standards have to be not only developed through consensus among the stakeholders involved, but also performance and metric-based to allow the effective and measurable reduction of the key impacts while allowing better performing small-scale producers to be also included. Only through this process the sustainability needs and market demands can be addressed in a credible and effective manner. In this presentation WWF views on the future of the aquaculture dialogues and on how the dialogues will affect seafood sustainability will be presented.