

# Transforming the aquaculture industry

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## Aquaculture is here to stay

- Fastest growing food production system in the world
- 9 % annual growth over past 15 years
- 46 % of fish consumed globally is from aquaculture
- But the industry can negatively impact the environment and society

## Aquaculture Dialogues are the solution

- Roundtable meetings held worldwide to create voluntary standards for certifying 10-12 aquaculture products
- Standards will result in an eco-label
- Eco-label will symbolize that the seafood was produced with minimal impact on the environment and society
- Target is 20 % of most innovative producers
- Coordinated by World Wildlife Fund



## The approach



## Dialogue process is credible

- Multi-stakeholder
- Consensus-based
- Transparent
- Based on sound science
- Measurable standards
- ISEAL compliant

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<http://www.worldwildlifefund.org/aquadialogues>

# WWF has the expertise to create standards

- Rainforest Marketing – 1980s
- Forest Stewardship Council – 1990s
- Marine Stewardship Council – 1990s
- Marine Aquarium Council – 1990s
- Protected Harvest – 2000
- Climate Savers - 2000s
- New Program for IT Industry – 2007
- Aquaculture Dialogues – 2000s



# Key impacts/issues related to aquaculture

(H: High; M: Medium; L: Low)

| Issues                                 | Shrimp | Salmon | Trout | Catfish | Tilapia | Oysters | Seaweed | Pangasius |
|--|--------|--------|-------|---------|---------|---------|---------|-----------|
| Antibiotic use                         | H      | H      | H     | M       | M       | NA      | NA      | H         |
| Benthic biodiversity                   | L      | M      | M     | L       | M       | M       | L       | H         |
| Chemical use                           | H      | M      | H     | H       | L       | L       | L       | H         |
| Disease transfer                       | H      | H      | L     | L       | L       | H       | L       | H         |
| Escapes (genetic and invasive effects) | M      | H      | H     | H       | H       | H       | L       | H         |
| Fish meal/oil use or feed fish         | H      | H      | H     | M       | M       | NA      | NA      | M         |
| Predator control                       | M      | M      | H     | H       | H       | M       | L       | L         |
| Habitat impacts                        | H      | L      | H     | H       | H       | M       | L       | M         |
| Mortality removal                      | L      | M      | M     | H       | H       | L       | NA      | M         |
| Source of seed stock                   | M      | L      | L     | L       | L       | M       | L       | L         |
| Water use & pollution                  | H      | M      | H     | M       | H       | L       | NA      | H         |
| User conflicts                         | H      | M      | L     | L       | M       | M       | M       | M         |
| Contaminants in product                | L      | H      | M     | L       | L       | M       | L       | H         |

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# Want to get involved?

- How to get involved?
    - Join Dialogue meetings
    - Join Technical Working Groups
    - Provide comments to the standards as they develop
  
  - What to do?
    - Visit our website:  
<http://www.worldwildlifefund.org/aquadialogues>
    - Get information on individual aquaculture dialogues
    - Contact dialogue coordinator
      - Eg. Pangasius Aquaculture Dialogue (PAD):  
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