

22 April 2009: INFORMATION DAY
Chaired by Alfons SCHMID, Consultant

8:15 – 9:00		REGISTRATION
9:00 – 9:05		WELCOME <i>by the Chair</i>
9:05 – 9:15		OPENING <i>by Gerda VERBURG,</i> <i>Minister of Agriculture, Nature and Food Quality of The Netherlands</i>
9:15 – 09:40		WELCOME REMARKS AND INTRODUCTION <i>by OECD and FAO</i>
9:40 – 11:20		Session 1: SETTING THE SCENE
9:40 – 10:05	Recent developments in the branding and marketing of fish and fish products <i>Peter HAJIPIERIS, Birds Eye</i>	
10:05 – 10:30	The consumer's perspective <i>Jonathan BANKS, AC Nielsen Consumer Research</i>	
10:30 – 10:55	Economics of labelling: Distribution of costs and benefits <i>Sven ANDERS, University of Alberta in Edmonton, Canada</i>	
10:55 – 11:20	Who defines sustainability and the division of roles between public authorities and private actors? How to deal with the issue of legitimacy: A government perspective <i>Lori RIDGEWAY, DFO, Canada</i>	
11:20 – 11:45		Coffee Break
11:45 – 12:40		Session 2: OBJECTIVES AND PRINCIPLES FOR CERTIFICATION
11:45 – 12:10	Public and private safety/quality objectives and principles <i>Lahsen ABABOUC, FAO</i>	
12:10 – 12:40	Objectives and principles of certification in capture fisheries vs. aquaculture <i>Yngve TORGERSEN, Norway</i>	
12:40 – 14:00		Lunch Break
14:00 – 15:00		Session 3: INTEGRATED TRACEABILITY
14:00 – 14:30	Traceability: Definitions, drivers and standards <i>Petter OLSEN, NOFIMA, Norway</i>	
14:30 – 15:00	Practical implications of dealing with a variety of standards along the fisheries value chain <i>Ole Henning FREDRIKSEN, Tracetracker</i>	
15:00 - 15:15		Coffee Break
15:15 – 17:10		Session 4: EXPERIENCES WITH PRIVATE ECO-LABELLING SCHEMES
15:15 – 15:35	MSC, <i>Rupert HOWES</i>	
15:35 – 15:55	Friend of the Sea, <i>Paolo BRAY</i>	
15:55 – 16:15	KRAV, <i>Lars HÄLLBOM</i>	
16:15 – 16:35	Naturland, <i>Stefan BERGLEITER</i>	
16:35 – 17:10	<i>Discussion</i>	
17:10 – 17:30	Summary <i>by the Chair</i>	
17:30 – 19:00		Cocktail

23 April 2009: ROUND TABLE ON ECO-LABELLING

Chaired by John CONNELLY, NFI, USA

9:00 – 9:15		Opening of Round Table and explanations of objectives <i>by the Chair</i>
9:15 – 12:00		Session 5: ECO-LABELS IN FISHERIES: KEY ISSUES
9:15 – 9:20		Do eco-labels have an impact on the operators along the value chain (e.g. changing incentive structure)? <i>Peter HAJIPIERIS, Birds Eye</i>
9:20 – 9:50		<i>Discussion</i>
9:50 – 9:55		Do eco-labels have an impact on public institutions/policy making? <i>Crick CARLETON, Nautilus Consultants</i>
9:55 – 10:25		<i>Discussion</i>
10:25 – 10:40		Coffee Break
10:40 – 10:45		Do labelling requirements create particular marketing difficulties, in particular market access problems for developing country producers? <i>Dick NYEKO, Lake Victoria Fisheries Organization</i>
10:45 – 11:15		<i>Discussion</i>
11:15 – 11:20		Do eco-labelling schemes lead to more sustainable fisheries? <i>Melanie SIGGS, Seafood Choices Alliance</i>
11: 20 – 12:00		<i>Discussion</i>
12:00 – 13:10		Lunch Break
13:10 – 15:40		Session 6: THE ROLE OF PUBLIC AUTHORITIES IN ECO-LABELLING
13:10 – 13:30		EU, <i>Richard BATES, DG Maritime Affairs and Fisheries</i>
13:30 – 13:50		France, <i>Anne-Kristen LUCBERT, FranceAgriMer</i>
13:50 – 14:10		Iceland, <i>Kristján ÞÓRARINSSON</i>
14:10 – 15:40		<i>Discussion led by the Chair with panel participation</i> Potential issues: <ul style="list-style-type: none">• How to ensure that eco-labelling schemes are transparent?• Who monitors whether labels are truthful?• What is a truthful message when we deal with sustainable fisheries?• What role do the voluntary FAO guidelines play?• Who monitors that guidelines or standards (e.g. minimum substantive criteria) are followed by the certification schemes?• Who certifies the certifiers?• Is a public regulatory framework required to regulate private schemes?
15:40 – 16:40		Session 7: WHERE ARE WE HEADING ?
15:40 – 16:40		<i>Discussion led by Lori RIDGEWAY, DFO, Canada</i> <ul style="list-style-type: none">• Future developments, including the implications for the economics of fisheries certification• Practical policy responses and options for policy makers when considering certification and eco-labelling issues in fisheries
16:40 – 17:00		Concluding remarks and closure <i>by the Dutch Fisheries Authorities, OECD, FAO</i>