

California Sustainable Seafood Initiative (CSSI) Advisory Panel

Charter May 5, 2010

I. Charge

- A. The charge of California Sustainable Seafood (CSSI) Advisory Panel (Panel) members is to provide advice to the California Ocean Protection Council (OPC) and its staff as they implement AB 1217 and explore the opportunities for an economically viable sustainable seafood program for California fisheries.

II. Composition

- A. The Panel is comprised of 24 representatives from: fishery management agencies, non-governmental organizations (NGOs), the commercial fishing industry, fish processors, fish retailers or traders, restaurateurs, public health/nutrition officials, fishing port officials, and the scientific community.

III. Roles and Responsibilities

- A. At a minimum, Panel member responsibilities include: participating in and contributing to regularly-scheduled meetings (schedule to be determined by the Panel); performing work in-between meetings, including preparing for upcoming meetings; and staying current with information provided to the Panel. If at some point a member decides he/she and/or the organization he/she represents can no longer participate in the Panel's activities, he/she should notify OPC staff as soon as possible.
- B. All Panel members will be expected to provide regular and prompt advice to the rest of the Panel and OPC staff on pertinent topics, and adhere to all timelines for input as agreed to by the Panel.
- C. Advisory Panel members will provide advice on one or more of the actions identified in AB 1217. These actions include:

1. Develop a protocol (standards) to guide entities on how to be independently certified to internationally accepted standards for sustainable seafood

To meet the requirements of AB 1217 in developing standards for sustainable California fisheries, the OPC's protocol must encompass standards that meet or exceed the Guidelines for the Eco-labeling of Fish and Fishery Products from Marine Capture Fisheries promulgated by the Food and Agriculture Organization of the United Nations (FAO), and conform to the following principles (outlined in Section 35550(c)(2)(A)-(C)):

- (A) A fishery must be conducted in a manner that does not lead to overfishing or depletion of the exploited populations and, for those populations that are depleted; the fishery must be conducted in a

manner that demonstrably leads to their recovery.

(B) Fishing operations should allow for the maintenance of the structure, productivity, function, and diversity of the ecosystem, including habitat and associated dependent and ecologically related species on which the fishery depends.

(C) The fishery is subject to an effective management system that respects local, national, and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.

2. Develop a marketing assistance program

The council shall consult with the Department of Food and Agriculture in implementing this section. The marketing assistance program shall consist of competitive grants and loans for discrete and limited activities to benefit participants in the fishing industry in California.

3. Develop a grant and loan program; and

A competitive grant and loan program, only in years in which funds are appropriated by the Legislature to the California Ocean Protection Trust Fund, for eligible entities, including, but not limited to, fishery groups and associations, for the purpose of assisting California fisheries in qualifying for certification to internationally accepted standards for sustainable seafood.

This program may be implemented in coordination with other state and private programs to maximize its effectiveness

4. Develop a label for California sustainable seafood

The design of a label or labels that may be used exclusively to identify seafood caught in California that is certified to internationally accepted standards as sustainable seafood.

- D.** Input from all Panel members will be given equal time and consideration during Panel discussions and deliberations. Unanimity of opinion is not required; the panel as a whole does not need to reach consensus on positions, or vote on recommendations to make to the OPC. Panel discussions will be supported and facilitated by OPC staff and a consultant team.
- E.** The Panel is not intended to be a permanent body. Once the provisions in this bill are implemented, the Panel will most likely disband. The Advisory Panel is expected to meet approximately three to four times in 2010 and one to two times in 2011.
- F.** The Panel will not consider seafood produced through aquaculture or fish farming until nationally or internationally accepted sustainability standards have been developed and implemented.

- G. Advisory Panel members will work in good faith to accomplish its charge and to adhere to a set of ground rules designed to ensure effective Panel deliberations and engagement (see ground rules in section V. below).

IV. Public Participation

- A. Advisory Panel meetings will be open to the public and noticed at least 10 days in advance of each meeting. Public comment will be heard at all Panel meetings.

V. Ground Rules

Panel members will adhere to the following ground rules:

A. Participation

1. Everyone participates; no one dominates
2. Respect each others' personal integrity, viewpoints, and legitimacy interest; no personal attacks
3. Listen actively; don't just prepare to speak
4. Focus on communicating interests rather than positions
5. Share relevant information

B. Commitment to the Process

1. Make a good faith effort to achieve the Advisory Panel's charge
2. Strive to attend all meetings; please inform staff in advance if you will have to miss a meeting
3. Come to the meetings prepared to discuss the issues at hand
4. Everyone will help keep the meetings on track
5. Keep cell phones on silent