









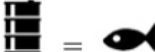

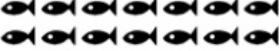



CSSI **Draft** Protocol Overview



FISHERY BENEFITS	LARGE SCALE 	SMALL SCALE 
Subsidies	\$\$\$\$ 25-27 billion	\$ 5-7 billion
Number of fishers employed	 about 1/2 million	 over 12 million
Annual catch for human consumption	 about 30 million t	 same: about 30 million t
Annual catch reduced to fishmeal and oils	 35 million t	 Almost none
Annual fuel oil consumption	 about 37 million t	 about 5 million t
Catch per tonne of fuel consumed	 1-2 t	 4-8 t
Fish and other sealife discarded at sea	 8-20 million tonnes	 Very little

Why Propose MSC?

- Established
- Meets AB 1217
- Avoid consumer confusion
- Includes third party verification
- Is likely to have the greatest impact on improving fishery and marine ecosystem health
- Chain of custody



Why MSC + California Standards:

The California standards are independent

- Transparency and accountability
- Higher standards
- Comprehensive traceability requirements
- Support small boats, coastal communities



Voluntary MSC/California-Wide Fisheries Pre-Assessment

Measured against MSC + CA
standards

If fishery meets both
standards, then:

Fishery proceeds to
Full MSC certification
(OPC funded)

If fishery meets all applicable
criteria and standards, then it is
certified CA sustainable

California Sustainable Seafood Label

If fishery does not meet
criteria, then:

Assessment identifies issues
for fishery to work on to
achieve sustainability

If fishery
meets all
targets

Pre-Assessment

- We are proposing to assess all California (state and federally managed) fisheries
- Want to hear from panel and others if a voluntary approach will work?

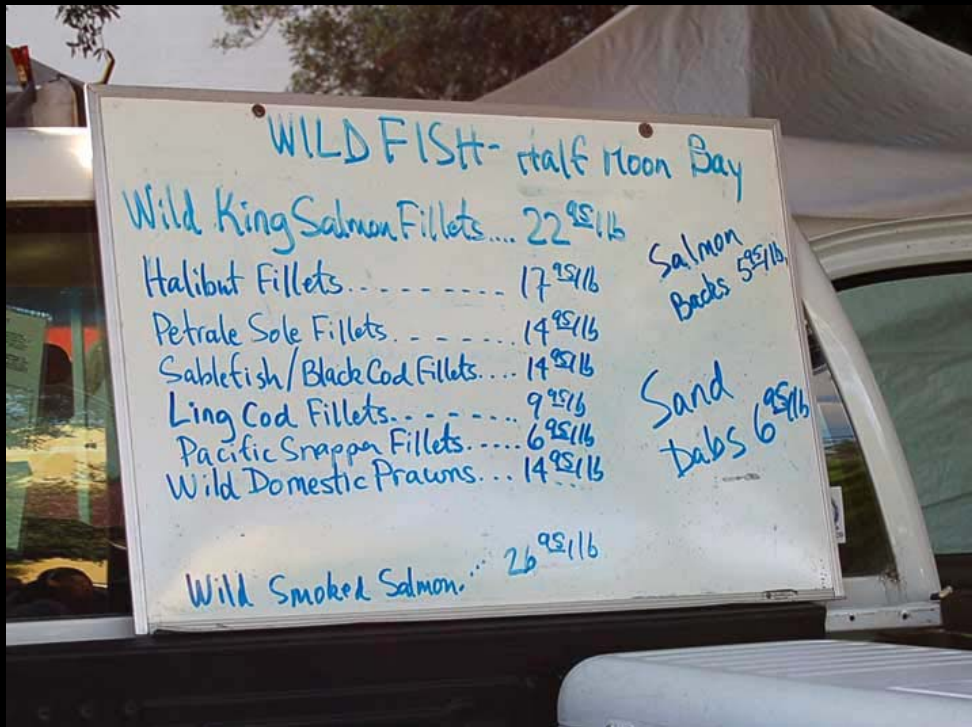


Cost

- MSC is expensive
 - OPC will seek funding to cover all costs
 - OPC will endeavor to work with MSC to develop system for California small boats



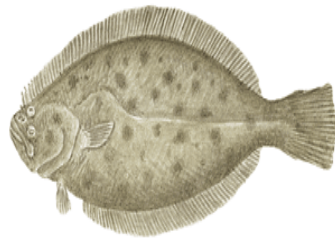
Socioeconomics



CALIFORNIA HALIBUT/ *Paralichthys californicus*

PORT: Half Moon Bay

Fisherman: Pietro



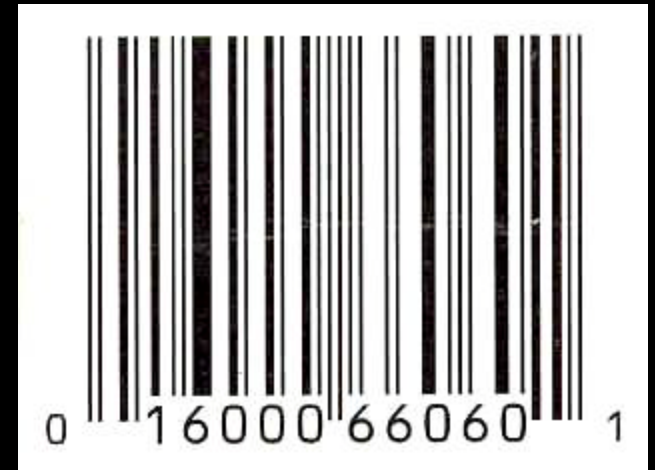
Traceability

Certification program components: a)
certification of fishery/chain of custody, and
b) traceability

- 1) Information that is being provided for consumer – for marketing purposes
- 2) This is info – that through a bar code you can learn more about the product

Traceability components – initial ideas

- Carbon fin-print
 - Port
 - Landed in CA/CA permit holder
- Fishing technique
 - Gear type used
- Caught
 - Name the Captain, vessel name
- Date
 - Date fish was caught
- Species information
 - Scientific name
- Food safety
 - Upgrade OEHHA website
- Other



Next Steps

- Most recent version of protocol (with changes, based on panel input) will be presented to Nov 9-10 OPC meeting as *draft* to the OPC
- Val will go on a fishers road trip – go gather feedback, and spread the word to fishing entities
- Make revisions and come back to OPC for final approval