

California Sustainable Seafood Initiative

Advisory Panel Meeting #3

October 13-14, 2010

Moss Landing, CA



Meeting #3 Objectives

- Discuss and provide feedback on draft protocol for California sustainable seafood certification
- Discuss criteria and design options for a California sustainable seafood label



Agenda – Day 1

- 10:00 Welcome, introductions , and agenda review
- 10:20 Present current draft CA sustainable seafood certification protocol, and review Advisory Panel input to date
- 11:00 Provide feedback on draft certification protocol: **Foundation for certification system**
- 12:00 *Lunch*
- 1:00 Public comment
- 1:30 Provide feedback on draft certification protocol (cont): **Foundation for certification system, Pre-assessment**
- 3:00 *Break*
- 3:15 Provide feedback on draft certification protocol (cont.): **Scope of program**
- 4:15 Provide feedback on draft certification protocol (cont.): **California component**
- 5:30 *Adjourn for day (7:15 PM Dinner at Passionfish, Pacific Grove)*

Agenda – Day 2

- 9:00 Agenda review and questions/comments from Day 1
- 9:15 Provide feedback on draft certification protocol (cont): **Day 1 topics, label, traceability**
- 10:45 *Break*
- 11:00 Provide feedback on draft certification protocol:(cont): **Traceability**
- 12:00 *Lunch*
- 1:00 Public comment
- 1:30 Discuss design options for a California sustainable seafood logo
- 2:30 Recap and next steps
- 3:00 *Adjourn*

INTRODUCTIONS

REORIENTATION

Advisory Panel – Core Tasks

Provide advice on key components of AB 1217

This meeting:

- Develop a protocol (standards) to guide entities on how to be independently certified to internationally accepted standards for sustainable seafood
- Develop a label for California sustainable seafood

Later on:

- Develop a marketing assistance program
- Develop a grant and loan program

Recent Progress

August 2-3 meeting

- Panel received presentations on various certification programs
- OPC staff shared current thinking; Panel members provided initial feedback

OPC staff's draft strawman protocol

- Effort to prepare a comprehensive /coherent draft protocol for Panel review and feedback;
 - Written from OPC staff perspective based on input to date
 - Nothing has been decided

Survey

- Opportunity for Panel members to provide individual feedback; intended to stimulate discussion at Oct. 13-14 Panel meeting

Oct. 13-14 meeting

- Have robust discussion about the protocol

Anticipated Next Steps

- Following the Oct. 13-14 meeting, OPC staff will consider Panel input and revise its proposed certification protocol
 - Present to OPC at Nov. 9-10 meeting in Morro Bay
- Following the Nov. 9-10 OPC meeting
 - OPC staff will reach out to key constituencies to solicit additional input on the draft certification protocol
 - Draft protocol open for public comment (posted on website)
 - Advisory Panel members will have opportunity to weigh in
- OPC staff will revise its draft certification protocol and present to OPC in February 2011 for decision
- In 2011, Advisory Panel will provide input on marketing and competitive grants/loans programs

Clarifying Questions

