

European Protocols for Sustainable Aquaculture

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Protocols and Code of Conduct for the European finfish sector

- Relevant indicators implemented at farm level
- Linked to chapters of the FEAP Code of Conduct
- Incorporated into a 'web' structure
- Linked to background and other information
- For approval by the FEAP General Assembly in May07

4th SEAFOODplus Conference 4-6 June 2007, Bilbao



Consumer information

Insufficient awareness within European consumer organisations!

Target is member organisations of:

- Euroconsumers (5 countries, 50M subscribers)
- European Bureau for Conservation & Development



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Europe has a strategy for sustainable development, a position that now includes the development and promotion of sustainable European aquaculture. To assist the implementation of this strategy, The European Commission has provided support for CONSENSUS - a Platform for Sustainable European Aquaculture, whose strategic objective is to provide consumers with, and demonstrate the benefits of, high quality, safe and nutritious farmed fish and shellfish products, grown under sustainable conditions.

CONSENSUS is building *sustainable aquaculture protocols* based on low environmental impact, high competitiveness and ethical responsibility with regard to biodiversity and animal welfare. The protocols were based on a number of desired trends for the sustainable development of the industry and supporting indicators by which those trends can be measured. These were agreed by 120 stakeholders from 16 countries. The Code of Conduct of the Federation of European Aquaculture Producers has now been updated to include the themes raised by CONSENSUS, and has selected those indicators that are relevant to the finfish sector, and which can be implemented at farm level. 2007 is a consultation period for these draft protocols. It is hoped that Codes of Practice at National or Species level will also incorporate the indicators.

CONSENSUS is also developing *balanced information for consumers*, showing the benefits of sustainable European aquaculture and its products. Consumer information derived from SEAFOODplus has been important in selecting a strategy to inform consumers. An expert consultation confirmed this approach. CONSENSUS partners have now drafted a brochure that is targeted at the 40 member organisations of the European Consumers' Organisation (BEUC) and the Euroconsumers network. Messages from this brochure will be tested on consumers in several European countries, by CONSENSUS (and SEAFOODplus) partners Fiskeriforskning and Gent University.

CONSENSUS is steered by the principal European stakeholders - the European Consumers' Organisation, Euroconsumers, the European Bureau for Conservation Development, the Federation of European Aquaculture Producers, the European Mollusc Producers Association, the European Feed Manufacturers Federation and the European Aquaculture Society (EAS).

CONSENSUS is at www.euraquaculture.info