

CAIA 2009-2010 Update: Aquaculture Standards & Certification Canadian Aquaculture Standards Forum Benchmarking Projects

***Halifax
January 28, 2009***



Aquaculture Standards & Certification



Identified Emerging Issue

What is meant by sustainability, standards and certification?

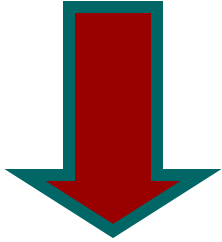
Is this a passing fad or a market-driven reality?

How does industry prepare given uncertainty?

Who do we believe?

May 2008 Standards Workshop

Identified Needs / Issues



Need for Clarity:

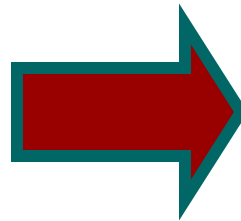
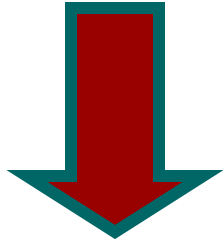
What is meant by sustainability, standards and certification?

Collaboratively Establish:

Collective goals and strategies for certification to be led by industry and supported by government.

May 2008 Standards Workshop

Identified Needs / Issues



Need for Clarity:

What is meant by sustainability, standards and certification?

Collaboratively Establish:

Collective goals and strategies for certification to be led by industry and supported by government.

Define Roles:

Industry and Government, especially vis-a-vis third party certification.

Address Financing Questions:

How will producers bear the costs?

Linked Information Campaign:

Industry and government need to inform and educate retailers and consumers about the quality and sustainability of aquaculture in Canada.

About

Canadian Aquaculture Standards Forum

CASF Created Fall 2008



**Direct Response to
May 2008 Recommendations**



**Direct Response to
Challenging and Uncertain Global Trends**

Canadian Aquaculture Standards Forum

Industry/government partnership to address key certification issues and help build capacity

**Provide industry with appropriately developed approaches and options related to
Standards and Certification**

**Build a “communication hub”
around standards & certification**

Canadian Aquaculture Standards Forum

**Managed and directed by CAIA,
in partnership with government**

Oversight by Project Management Team

**Formation advisory assistance from Global Trust
(International involvements, experience, and market intelligence)**



First Planning Meeting: December 2008

CASF Project Management Team

Ruth Salmon	Executive Director CAIA
Brian Fortune	Atlantic Aqua Farms Partnership
Brian Meaney	ADM Aquaculture, DFA Newfoundland and Labrador
Richard Harry	Executive Director, Aboriginal Aquaculture Association (AAA)
Trevor Swerdfager	Aquaculture Director, DFO
Mary Ellen Walling	Executive Director, BCSFA
John Rose	President, Icy Waters Ltd.
Bev Bacon	Independent QMS Consultant

Three Key Roles of CASF

#1: Education

Promote common and shared understandings of existing and emerging aquaculture standards and certification processes.

Prepare for long-term environment which features numerous interoperable standards and certification options.

Three Key Roles of CASF

#2: Leadership

**Actively participate in - and Lead - Sustainability Agenda
(Instead of Being Controlled by External Agendas)**

Provide Industry with “Clear Understanding and Choices”

**Assist DFO (Governments) with relevant and orderly
programming – a sounding board for government around
standards & certification**

Three Key Roles of CASF

#3: Technical Expertise

Provide specific analysis and recommendations to allow sectors and companies to make informed choices

If required, form sector-specific, technical Working Groups

Review of CASF's 2009-2010 Activities

- 1. BCSFA Benchmarking Program**
- 2. (Toronto) Standards Workshop**
- 3. Global Market Report**
- 4. Mussel Industry Benchmarking Program**
- 5. Char Benchmarking**
- 6. Global Reporting Index**