Fisheries and aquaculture in Europe

Reform:
raising consumer awareness

2012 TACs & quotas: towards maximum sustainable yield

Bluefin tuna: tightening controls

Slow Fish: the sustainable fish fair
Calendar

Conferences and meetings
NEAFC, annual meeting of parties, London (United Kingdom), 7-11 November 2011
> For more information:
Website: www.neafc.org
E-mail: info@neafc.org
Tel.: +44 207 631 00 16

ICCAT, regular meeting of the Commission, Istanbul (Turkey), 11-19 November 2011
> For more information:
Website: www.iccat.int
E-mail: info@iccat.int
Tel.: +34 91 416 56 00

WCPFC, regular session, Koror (Palau), 5-9 December 2011
> For more information:
Website: www.wcpfc.int
E-mail: wcpfc@mail.fm
Tel.: +691 320 1992 or 320 1993

Institutional agenda
Agriculture and Fisheries Council of the European Union
• 14-15 November 2011, Brussels (Belgium)
• 15-16 December 2011, Brussels (Belgium)
> For more information:
Website: www.consilium.europa.eu

Committee on Fisheries, European Parliament
• 22-23 November 2011, Brussels (Belgium)
• 19-20 December 2011, Brussels (Belgium)
> For more information:
Website: www.europarl.europa.eu
E-mail: ip-PECH@europarl.europa.eu
Tel.: +32 2 284 49 09 (Brussels) or +33 3 88 17 67 69 (Strasbourg)

Event
Slow Fish: the sustainable fish fair

In the news
TACs 2012: moving closer to maximum sustainable yield

Out and about
Bluefin tuna: tighter controls produce results

In brief

Note to readers
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E-mail: fisheries-magazine@ec.europa.eu

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What role for citizens in the reform of the Common Fisheries Policy?

The changes the European Commission proposes to make to the Common Fisheries Policy may at first sight seem far removed from the day-to-day preoccupations of ordinary citizens. Yet citizens are concerned at a very fundamental level: the reasons for this reform, namely to protect common resources and guarantee a socio-economic future for many coastal regions in Europe.

The sea belongs not just to those who fish in it. It belongs to all citizens of the European Union. The stocks of fish, shellfish and molluscs that live in the sea therefore also belong to citizens. Fishermen can catch them only because citizens, through their elected officials, grant them a concession to do so.

Citizens therefore have the right, and even the duty, to be concerned about the over-exploitation of resources, the waste represented by discards, the depletion of certain stocks or the impact of fishing on the health of the ecosystem or on biodiversity. What they do not always realise, however, is that they can do more. Citizens have tremendous influence on the fishing economy. Their buying decisions and choices shape the whole sector, from the fishmonger’s orders or the frozen assortment on supermarket shelves to the skipper’s decision to target a particular species.

Unfortunately, consumers often return to the same species when they purchase fish. This varies from one region of Europe to the next, but generally speaking customers mainly tend to choose large white fish that can be easily cut up into fillets or slices, like cod, haddock, hake, Patagonian toothfish and tuna. So it is no accident that these species are (or were in the case of haddock) the main victims of overfishing.

By diversifying their choices, buying overlooked species more often and rediscovering ways to prepare lesser known species, citizens can encourage fishermen to stop focusing on the species that are most in demand and consequently the most targeted and exploited. This is the aim of the campaign launched by the Commission this autumn to promote public awareness of the reasons for and goals of this reform of the Common Fisheries Policy.

The Editor
CFP reform: A campaign to raise consumers’ awareness

Consumers wield considerable power over the market in fish and seafood products, thanks to their buying power. For this reason, the Commission has launched a major public awareness campaign aimed particularly at consumers, as part of its drive to make European fisheries more sustainable through a reform of the Common Fisheries Policy.

The Choose Your Fish campaign is designed to inform consumers, retailers and other stakeholders about changes to how fishing is managed in Europe. Among consumers, it is aimed especially at target groups identified as being largely responsible for buying decisions when it comes to which fish and seafood products find their way into the family shopping basket.

The Commission is thus seeking to communicate directly with the public on this issue. It is clear that large sections of the public share a deep concern about the fate and future of Europe’s fisheries, and so are already on board with the spirit of the CFP reform. In the UK, for example, a major campaign against discarding, spearheaded by celebrity chefs and backed by retailers, fishing organisations, government departments and environmental groups, has attracted a lot of support.

The Choose Your Fish campaign aims to respond to the widespread concern about the future of fish, by showing how the proposed reform of the Common Fisheries Policy will tackle the problems. At the same time, it shows what each of us can do, starting today, to help protect the marine environment and support Europe’s fishing industry.

How do you choose?

At the core of the campaign is a website which highlights the role of consumers and retailers in driving the shift to sustainable fishing in European fisheries. A quiz to test general knowledge about fishing in Europe adds an interactive element of educational fun to the site. Visitors will be drawn to the website through campaign leaflets or by adverts placed in print media and on other websites, selected for their appeal to the target audience. A video package has also been prepared, for distribution free of copyright to broadcasters. It contains footage and sound bites from fishermen, chefs, restaurant-goers, shoppers and the Commissioner, to help news organisations prepare reports on the topic (see below).

The advert (see opposite page) is one of the campaign posters, with its bold image of a fishing ‘claw’ hovering over a fish counter, and the slogan, ‘How do you choose?’ It invites the consumer to think about what they are buying and to find out more about the products on offer, and underlines the impact of their choice. The same message is conveyed in a light-hearted video clip designed for the campaign website. Here, a young boy out shopping with his mother operates the claw over the fish counter like in an arcade game to pick a prize.

The campaign, however, should not put people off buying and eating fish; on the contrary: the message is that people should continue to eat fish as part of a healthy diet. The information is in line with the Commission’s aim to redynamise the fishing industry by stimulating demand for sustainably-fished seafood and for a broader variety of species, many of which are currently discarded.

The Choose Your Fish campaign is about giving the public greater confidence when shopping for seafood and fish, and giving retailers the tools to help clients choose what to buy. It helps prepare consumers to take full advantage of the information that fishermen have to provide, and it highlights the fact that products from sustainable fisheries are already widely available on the market. At the same time, it underlines our individual responsibility when buying and eating seafood.

After all, if we want to solve the problem of overfishing, starting with the end-user, the individual consumer, is key.

For more information: www.choos-yourfish.eu
How do you choose?

Eating more fish is an excellent idea. It’s healthy food and it tastes good too. But our choice could contribute to overfishing. Certain species are caught in too large quantities and might disappear from our seas altogether. The European Union is taking action against overfishing to ensure the sustainable management of fish. What can you do about it? It’s pretty simple: Stay well informed and always choose sustainably-caught fish! www.chooseyourfish.eu
Maria Damanaki:
‘I think we can make this fundamental change because people care about fisheries.’

A consumer, through his or her choices, influences the entire production chain, right back to a fisherman’s decision to target a particular species of fish. By organising a campaign to inform the wider public, the Commission aims to raise awareness among consumers. Maria Damanaki, European Commissioner for Maritime Affairs and Fisheries, explains why.

What is the purpose of this reform?
We have to halt the continued waste of fish resources. If I were a banker, I would say that we have many assets but that they are underperforming. At the moment, we are eating into our capital, the capital we have borrowed from our children and grand-children. We have to stop this. I would like to keep the capital in a healthy state and draw only on the interest from it. We need fish, because fish is an excellent source of healthy food. But we should fish only to a level which is sustainable. This is what we are trying to do through our reform.

Is it possible to improve the current situation?
Today, 3 out of 4 stocks are overfished: 82% of Mediterranean stocks and 63% of Atlantic stocks. For some stocks we now see improvements. We can make a difference. But in order to do so, we can and must do much more. With the fundamental changes to fisheries management and policy that I propose in this reform, we are providing the tools to do more: achieve healthy fish stocks and have a healthy industry. But we will need everyone on board to get there.

Everyone? What can the average citizen do to help?
Well, if someone reads on a food label in a supermarket that the fish has been defrosted, and decides to choose rather the fresh, not pre-frozen fish next to it, this could help Europe’s fishing industry, because very little of our own fish is defrosted. It is mainly fish imported from other countries that has been pre-frozen. The consumer may choose to buy a different product, which has been caught sustainably. So we are trying to promote good labelling and thus give the buyer information on where and how the fish was caught – or farmed, in the case of aquaculture. This will help European fisheries. Changing consumer behaviour will be very important to achieve our goals. That’s why I am very happy to see such a growing awareness about our fisheries policy. I have seen, for example, hundreds of thousands of signatures calling for an end to discards. People want to know what is happening.
How far can citizens be involved in the reform process?

I think we can make this fundamental change because people care about the issue now. This is not only my project, or the project of the Council or the EU Parliament. It is everyone’s project: people want fish at a good price, but they know they also need to protect resources for their families for the future.

How can consumers influence fishing practices?

We have seen it happen. For example, in the UK, there is a major movement, backed by a large number of people, famous chefs, celebrities, retailers and big supermarkets, to promote all types of fish, not just the best-known, like cod or haddock, but other, less known species. This has led to an increase in the demand for different species in the UK, up 30% in a year. This type of movement is present also in other Member States. So you see, consumers can bring about change. This has given fishermen an incentive not to discard – throwing fish back in the sea – but to land and sell all catches. This is the way we need to go. When a consumer goes to the supermarket and chooses a product, he or she is using the ‘power of the fork’.

How can fishermen adapt to meet the changing demand?

We will help them to better know the market, so that they fish in response to consumer demand. They should not catch fish and throw them back in the sea. That is unacceptable. They can fish when they know they will be able to sell their catch for a good price. We are going to introduce an observatory for prices across Europe to help fishermen. We will also provide funding to help with storage and processing, for example. Fishermen can also give additional information on fishing techniques or practices, to inform consumers and add value to their product, while at the same time contributing to sustainability. We need to ensure that our coastal areas can survive.
Slow Fish: the sustainable fish fair

The Slow Fish fair is first and foremost a gourmet event. Production modes are mentioned – this year’s central theme was small-scale coastal fishing – but the stands sponsored by companies and regions emphasize the promotion of products and their marketing channels. Chefs are also spotlighted because the movement is convinced of their educational role. The public seems to have the same opinion considering the hordes that flock to the demonstrations and tasting workshops. The fair is also very successful among young people and children who enjoy the many learning activities organised for them.

**Common approach**

The Slow Fish approach is shared by the European Commission, which was on-hand with an information stand, because it corresponds in large measure to the subjects addressed in the public awareness campaign that accompanies its proposal for reform of the Common Fisheries Policy (1). Maria Damanaki, European Commissioner for Maritime Affairs and Fisheries, visited the different stands at the fair and pointed out that fish is a wholesome food, essential to health.

> ‘Fish is fast and easy to cook. For me, it’s the only healthy fast food imaginable. We should keep eating fish, provided it comes from sustainable sources,’ she stated.

For more information:
- Slow Food: [www.slowfood.it](http://www.slowfood.it)
- Slow Fish: [www.slowfood.it/slowfish](http://www.slowfood.it/slowfish)
- The fair: [http://www.slowfish.it/welcome_eng.lasso](http://www.slowfish.it/welcome_eng.lasso)

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Genoa has hosted Slow Fish every other year since 2003. The fair is organised by the Slow Food association, an international movement founded by the Italian sociologist and food critic Carlo Petrini, and by the Liguria Region. Created in reaction to the rise of standardised fast food, this movement seeks to safeguard quality food traditions based on seasonal farm products grown naturally using environmentally-friendly techniques. Slow Food also aims to promote a regional agricultural tradition that maintains product diversity.

Along the same lines of defending quality and respect for nature, the Slow Fish movement aims to foster sustainably fished products and to encourage consumers to take greater advantage of the range of products the sea has to offer. Slow Fish thus tries to turn the public away from the most widely consumed species, on which fishing pressure is strongest, like bluefin tuna, swordfish and small fish for frying, which are generally young fish of different species. The idea is to steer the public towards ‘overlooked’ but gourmet quality species like mackerel, dolphinfish, picarels, etc. Another aim is to respect fishing periods and to choose seasonal products.

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(1) See article on pp. 4-7.

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Genoa, Italy, has been home to the Slow Fish fair for the past few years. The event, a branch of the Slow Food movement, promotes seafood gastronomy based on regional and seasonal products from sustainable fisheries and aquaculture. The fifth Slow Fish fair was held this year from 27 to 30 May.

 CSI, fish version

Maria Damanaki took advantage of her visit to Slow Fish to present the report by the European Commission’s Joint Research Centre on ways to detect the nature and origin of fishery products. This report explains how molecular techniques can be used to identify a fish species, its origin and even whether it is wild or farmed, based on DNA analyses. By bringing these techniques to the attention of different fisheries control players (laboratories, inspection services, courts, etc.), the Commission wishes to erect another barrier to fraud involving species or geographical origin of fishery products.

For more information:
TACs 2012: moving closer to maximum sustainable yield

The year 2012 will mark the second year of progress towards maximum sustainable yield by European fisheries. Based on scientific advice, the European Commission announces how it plans to draw up the fishing opportunities proposals that it will present in the autumn. A consultation is organised on this method so that operators in the sector – and citizens – can give their opinion on the Commission’s approach.

Every spring, the Commission assesses the health of the resource and announces the method it will use to draw up its proposals for total allowable catches (TACs) for the following year. This year is in line with last year. In 2011, the Commission decided to launch a drive to push European fisheries closer to maximum sustainable yield (MSY(1)). For stocks not yet exploited on that basis, this meant successive cuts in fishing opportunities over a four-year period, so as to achieve exploitation in line with MSY by 2015.

Unfortunately, as a general rule, the data provided by the Member States are too patchy and prevent scientists from assessing stocks accurately. This year, of the 95 stocks fished in the European Union’s North-East Atlantic waters, only 34 are well enough known to enable scientists to estimate fishing mortality that corresponds to MSY. The data collected for the other 61 are insufficient. In the Mediterranean, 55 % of stocks are evaluated in terms of MSY, even though the biomass of only one stock could be assessed.

Too little information

To persuade the Member States to take seriously their obligation to collect, monitor and transmit declarations, the Commission decided to take a radical measure that should act as an incentive. For Atlantic stocks where scientists lack the data needed to give a precise evaluation, the Commission would propose to reduce TACs by 25 % from last year.

For the 34 Atlantic stocks whose state is known, the method remains the same as last year. The Commission would propose to set TACs according to a rule defined in terms of the state of the stock. The principle is unchanging: similar measures must be applied to all stocks plagued by the same problem.

• For stocks already exploited at MSY, the fishing rate will remain at the current proportion.
• For stocks managed under a multi-annual plan, the TAC will be set in accordance with the plan.
• For over-exploited stocks not yet under a multi-annual plan, there will be an additional reduction in the TAC.

For the Mediterranean, high sea stocks are managed by two organisations, namely the ICCAT (2) for tuna and swordfish and the GFCM (3) for other shared stocks (anchovies, sardines, hake, etc.). Strictly coastal resources are managed by the Member State concerned.

(1) MSY is the quantity of fish that can be caught without jeopardising the stock’s regeneration capacity.
(2) International Commission for the Conservation of Atlantic Tunas
(3) General Fisheries Commission for the Mediterranean.

In the news

TACs 2012: moving closer to maximum sustainable yield

The year 2012 will mark the second year of progress towards maximum sustainable yield by European fisheries. Based on scientific advice, the European Commission announces how it plans to draw up the fishing opportunities proposals that it will present in the autumn. A consultation is organised on this method so that operators in the sector – and citizens – can give their opinion on the Commission’s approach.

The Commission wishes to force Member States to take their data collection obligation seriously. It would propose to reduce the 2012 TAC by 25 % where a lack of data prevents scientists from giving a precise evaluation of the stock.
Bluefin tuna: tighter controls produce results

Over the last four years, the number of European seining vessels has dropped from 131 to 29 and the overcapacity of the European fleet fishing for bluefin tuna declined by 75% in 2011, as required by the ICCAT recommendation on the bluefin tuna recovery plan.

As recently as a few years ago, a regular feature of the spring bluefin tuna fishing season was infringement of the restrictions that the International Commission for the Conservation of Atlantic Tunas (ICCAT) had been trying to establish since 1994. In 2006, the situation was disastrous. The ICCAT’s Scientific Committee concluded that the stock had reached a state of collapse and called for energetic management measures. The first multi-annual plan was adopted a few months later (1). Since then the ICCAT contracting parties have modified the plan every year, particularly concerning fishing capacity reduction, a reduction of total allowable catches (TACs), the tightening of control measures and restrictions on fishing periods.

TACs were thus gradually reduced from 29 500 tonnes in 2007 to 12 900 tonnes in 2011. The European Union’s quota dropped from 16 211 tonnes to 5 756 tonnes over the same period.

At the end of the 1980s, Japanese consumption pushed demand – and prices – for bluefin tuna to spectacular highs. In 1994, catches were three times as high as during the previous decade. In 1996, the technique of fattening in cages was introduced in waters off Cartagena, Spain. This technique offers the advantage not only of fattening the tuna but also of postponing their sale until the end of the year, when prices peak. Purse seines, which keep the fish alive and intact, became the gear of choice for this species (80% of catches), thus increasing productivity. A very lucrative industry developed: seining vessels were built and farms were set up all along the Mediterranean rim. Fishermen, fatteners and buyers signed commercial agreements. The industry, which had made huge investments, adapted poorly to the restrictions imposed by public authorities.

Very tight controls

To give the bluefin tuna recovery plan every chance to succeed, the ICCAT tried to match it with strict control measures. These were inspired by the European Commission, which was then in the process of reforming its control and traceability system: mandatory VMS (2), detailed declarations at every link in the chain (see box), flag state control, observers aboard vessels, etc.

(1) For details on this plan, see Fisheries and aquaculture in Europe, No 34, May 2007, p. 9.
(2) Vessel monitoring system.
For every fishing season since 2008, the European Commission has beefed up its means of control to ensure compliance with quotas by making fraud increasingly difficult. The Directorate-General for Maritime Affairs and Fisheries goes to great lengths to monitor compliance by the Member States, particularly by monitoring vessel movements, cross-checking all the data collected and received from Member States (declarations of catches, transfers, landings, sales, etc.) and closely following consumption quotas. On a number of occasions, and again this year, the Commission decided on the basis of such controls to close fishing in advance for seining vessels from certain Member States to avoid any risk of over-shooting the quotas allocated individually to these vessels.

Since 2008, the resources deployed as part of the European Union’s control policy have been supplemented by the European Fisheries Control Agency. The Agency’s key objective is to coordinate the EU’s common deployment plan for the control of bluefin tuna fishing in the Mediterranean. This plan is a joint initiative that relies on the resources of the European Commission, the Agency and the Member States. The seven Member States involved in this fishery (Cyprus, France, Greece, Italy, Malta, Portugal and Spain) thus pool their human and material means for the control, inspection and surveillance of fishing activities, both at sea and ashore. Here too, movements and declarations are monitored remotely by coordinators, who can thus steer the action of inspectors on the ground to suspicious behaviour.

These control means were implemented for the fourth consecutive year in 2011.

**Closing the hatch on fraud**

Fraud is not impossible, however. Seining vessels do not land their catches (see box), and even though catch declarations are mandatory, it is hard to have an accurate idea of the volume of catches. Only at slaughter is it known how many tunas are removed from cages. Natural mortality and the fattening of the fish also have to be taken into account, however. A margin of uncertainty therefore exists and can be exploited by under-estimating the initial catch. When a 200 kg fish sells for EUR 20/kg, even a small under-declaration can yield a handsome profit. This explains why the ICCAT and the Commission fine-tune control measures from one year to the next, to limit this opportunity for fraudsters. This year, for example, one of the aims was to prevent fraud during transfers (see box). In addition to the ICCAT observers aboard all seining vessels and present at all farms, the fishing states must also deploy observers on all tugboats.

This measure has helped to strengthen traceability through under-water images. It was already compulsory to film transfers from the seine net to the towing cage and those from the towing cage to the fattening cage. From now on, a copy of the film of the first transfer, duly referenced, must be handed over to the observer on the tugboat and it must accompany the batch of tunas transferred subsequently to the fattening cage, the two films can be compared with each other or with another source of information.

This new measure was tested in an experimental project for European Union vessels. Transfers were filmed with a stereo camera, which improves the accuracy of images. This technique makes it possible to estimate the size of the fish and consequently the biomass caught. It represents real progress that shuts another hatch to fraud.

All these measures seem to be producing results and certain signs allow measured optimism about the stock’s long-term recovery. It will be hard to quantify the exact influence of control measures in this process. One thing is certain, though: without controls, bluefin tuna stocks could not recover.

**The seining vessel-fatteners chain**

1. **Catch** – The tunas are immobilised, surrounded by the seine net.
2. **Transfer** – A tugboat arrives with a mobile cage. The tunas are transferred from the seine net to the cage, which is then towed at low speed to the farm.
3. **Fattening** – Once at the farm, the tunas are transferred to a fixed cage where they are fattened on frozen small pelagic fish until autumn.
4. **Slaughter** – The tunas are appraised, negotiated, slaughtered and delivered to the buyer, who ships them to Japan aboard freezer vessels.
In brief

**CFP financial instrument: proposal in November**

This autumn, the European Commission will present rules for the use of the future financial instrument of the Common Fisheries Policy. Available funds will amount to EUR 6.7 billion for the financing period 2014-2020. This amount will cover two main types of financial intervention: on the one hand, projects in support of the CFP’s objectives, currently covered by the European Fisheries Fund (EFF), and on the other, fisheries partnerships with third States. The Commission’s aim is for this instrument to support the objectives of the reform presented this summer: to encourage the development of rational fishing, respectful of the resource and the environment and with as few discards as possible. Funds will be focused more on projects that encourage the use of more selective gears, fuel efficiency, production steered to consumers’ needs, the development of aquaculture, the promotion of innovation and new fishing methods and so on. More funding will also be earmarked for support for the economic diversification of regions dependent on fisheries.

**Anchovy stock in Bay of Biscay: TACs on the rise**

The Bay of Biscay anchovy fishery is improving after a difficult period from 2005 to 2009. According to scientific advice, the stock is in a good state and has been brought back within biologically safe limits. As foreseen by the management plan for this short-lived species, total allowable catches are set in terms of the scientific advice issued just before the opening of this fishery (1 July). This year, France and Spain share a TAC of 29,700 tonnes. The stock has returned to a sound level, the fourth highest since measurements were introduced in 1987, yet another example of the success of a long-term management approach.

**EFCA: new director**

The European Fisheries Control Agency (EFCA) has a new Executive Director, French national Pascal Savouret. He succeeds Harm Koster, the first Executive Director appointed at the time of the EFCA’s creation in 2006. Mr Savouret is a navy veteran with a degree from the national school of maritime affairs. He comes to the Agency from the French Directorate for Fisheries and Aquaculture, where, as Deputy Director for Fisheries, he acquired a solid background in fisheries control at European level.