



RESPONSIBLE
SUPPLY

Minutes

MEL Workshop: 15th August 2017

Thistle Euston Hotel, Cardington Street, Kings Cross, London, NW1 2LP

Attendees	Representation	Country
Andrew Jackson (AJ)	IFFO RS	UK
Andrew Mallison (AM)	IFFO Representative	UK
Neil Auchterlonie (NAu)	IFFO Representative	UK
Jonathan Shepherd (JS)	Independent Consultant	UK
Francisco Aldon (FA)	IFFO RS	UK
Nicola Clark (NC)	IFFO RS	UK
Laura Shepherd (LS)	IFFO RS	UK
Blake Lee-Harwood (BLH)	ENGO	UK
Robert Lefebure (RL)	MSC Representative	UK
Estelle Brenan (EB)	Lyons Seafood Representative	UK
Michiel Fransen (MF)	ASC Representative	
Vito Romito (VR)	RS Standards Representative	
Apologies		
Mike Read (MR)	External Consultant	UK

Discussion: Showing improvement

Decision: Improvement programme will be key in showing Improvement of fisheries in particular (as well as factory improvements).

Side note for clarity: Going up the stages will begin with the Improvers Programme with the milestones achieved being one measurement of improvement. Upon completing all milestones, the next stage would be RS certification wherein Non-Conformances will be measured. For example, factory X had 10 Non-conformances (or NC); note the clause which the NC is raised and then how these NC's were closed out to



RESPONSIBLE
SUPPLY

Minutes

highlight that these elements noted were improved within the factory. The following improvement here is the 'work with partners to ensure a path to sustainability is available' which would be one of the possible improvements going from IFFO RS approved to MSC certified raw material.

Action point: To have the necessary programmes and paths in place to allow and show improvement for both the fishery and factory elements of the IFFO RS standard

Discussion: Assurance code changes such as 'Clear Data Governance Policy' is a big new thing coming into the assurance code.

Decision: To ensure that we are up-to-date on the assurance changes that are upcoming

Action point: Once ISEAL application is sent, to ensure that within the 1 year we meet with the new assurance code version.

Discussion: What is considered an acceptable level?

Decision: Acceptable level should be the RS standard itself.

Action point: Add an asterisk in the bottom of the theory of change that reads *acceptable = compliant / meets / aligned to the RS standard requirements

Discussion: Accessibility to the standard box within the Theory of Change. The baseline of the indicator 'No. of mixed trawl fisheries in Improvers Programme or RS approved'.

Mixed Fisheries are not fisheries as defined by FAO guidelines. They are actually loose aggregations of potentially thousands of gear boats. Realistically RS should actually work from volumes of mixed landings & mixed raw material produced.

Decision: To find how many mixed fisheries are out there from the trade association (technical director) and use these figures to define realistic baseline and target figures.

Action point: Find how many mixed fisheries there are from the trade and use these figures to define realistic baseline and target figures.



RESPONSIBLE
SUPPLY

Minutes

Action point: Reword the term 'no. of mixed fisheries' and instead work from volumes of mixed landings and mixed raw material produced.

Discussion: Diversity of people covered within the standard (IP in particular). The broader the RS diversity is, then the more accessible the standard must be.

Decision: Measuring diversity within the stakeholder group could be a good indicator.

Action point: Look at the diversity within the current stakeholder group to judge how diverse the IFFO RS reach is and where possible areas could be for accessibility issues to the standard.

Discussion: Accessibility to the standard, language. ASC has the exact same issue and MSC does offer translation of the standard but it is difficult to track due to constant changes of the standard. MSC's auditors must speak the local language but then it comes back (in reports) in English. Estelle language for accessibility is more for the people on the ground rather than documentation availability.

Decision: Reports should come back in English and ultimately, extending the standard and all documents into another language is a board decision so until then targets should not be made to increase the level of language. Instead, we are to find a good baseline (ie current) and aim to maintain the level for the near future until sufficient research has been conducted on the level of accessibility in terms of language and act accordingly on the data collected. The language for accessibility should be for the people on the ground such as auditors to ensure understanding and provide the information back to the relevant parties in the official language of the standard.

Action point: Maintain the level of language as it is and conduct studies on the accessibility linked to language.

Action point: Find exactly which documents would need to be translated

Action point: Ensure that there is sufficient access to auditors and fishery assessors that speak the language of the country (if that applicant doesn't have a good level of English)

Discussion: How can RS measure awareness in the industry?



RESPONSIBLE
SUPPLY

Minutes

Decision: Target the clients buying the products/raw material within the industry such as the retailers and feed manufacturers. Target the questions carefully and then use follow on questions to find out more such as, do you recognise the logo, yes, do you know what it represents? Do you trust the logo? How did you come to learn about IFFO RS?

Tracking media coverage could also be a good way of checking the awareness within the industry.

Furthermore, it is important to not only measure that they are aware but to also question what they perceive and think of the RS standards itself.

Action point: Track seafood media coverage

Action point: Ask clients buying the raw material and the feed producers using the raw materials whether they are aware of a marine ingredient standard.

Action point: Combine the indicators measuring awareness and perception of the IFFO RS Standard.

Discussion: How to measure the unintended effect of 'disadvantaging small-scale or less-developed producers disadvantaged'

Decision: RS should read very carefully on how RS defines small-scale and lesser-developed producers

Action point: Measure the unintended effect of 'disadvantaging small-scale or less-developed producers'. RS is to narrow down the unintended affects RS wants to measure, such as measuring specific social clauses within the RS standard.

Action point: Carefully define what RS considers a small scale or disadvantaged producer.

Action point: Use average volumes to judge small/large scale in order to not define them as small-scale or lesser-developed.

Action point: To look into producing 'profiles' of certificate holders to categorise the current certification range.



Discussion: How to measure the unintended effects of 'Increased cost associated with certification leads to reduction in employment' and 'Increased efficiency associated with certification leads to reduction in employment'

Decision: To recognise that this could be an issue, however to not put too much focus on it at this stage but to keep the points in the MEL plan so as to not ignore what could be an important issue. The focus should instead be kept on other, important areas of the MEL plan.

Action point: Vito to send Nicola Forestry Stewardship Council (FSC) M&E document for unintended effects on staff to look at how they tackled this issued.

Action point: To change the frequency of when IFFO RS measures the indicator for the unintended effects of 'Increased cost associated with certification leads to reduction in employment' and 'Increased efficiency associated with certification leads to reduction in employment'

Discussion: Collection of data.

Action point: MF to invite IFFO RS to IT meeting as an observer.

Action point: To use as much data as possible that is currently collected via the IFFO RS standard such as audit data etc.

Action point: NC and MF to set up discussion to link some data gathering

Close: Meeting close at 1pm

Action Point	Responsible	Status
Have the necessary programmes and paths in place to allow and show improvement for both the fishery and factory elements of the IFFO RS standard	LS/NC/FA	Complete/Ongoing
Once ISEAL application is sent to ensure that within the 1 year we meet with the new assurance code version.	LS/FA	Ongoing



Add an asterisk in the bottom of the theory of change that reads *acceptable = compliant / meets / aligned to the RS standard requirements	NC	Complete
Find how many mixed fisheries there are from the trade and use these figures to define realistic baseline and target figures.	NC	Ongoing
Reword the term 'no. of mixed fisheries' and instead work from volumes of mixed landings and mixed raw material produced.	NC	Ongoing
Look at the diversity within the current stakeholder group to judge how diverse the IFFO RS reach is and where possible areas could be for accessibility issues to the standard.	NC	Ongoing
Maintain the level of language as it is	RS	Complete
Find exactly which IFFO RS documents would need to be translated	LS/NC	Ongoing
Ensure that there is sufficient access to auditors and fishery assessors that speak the language of the country (if that applicant doesn't have a good level of English).	FA	Complete/ongoing
Track seafood media coverage	LS/NC/FA	Ongoing
Ask clients buying the raw material and the feed producers using the raw material whether they are aware of a marine ingredient standard.	NC/LS	Ongoing
Combine the indicators measuring awareness and perception of the IFFO RS Standard.	NC	Ongoing
Measure the unintended effect of 'disadvantaging small-scale or less-developed producers'. RS is to narrow down the unintended affects RS wants to measure, such as measuring specific social clauses within the RS standard.	NC/LS	Ongoing
Carefully define what RS considers a small scale or disadvantaged producer.	FA/NC	Ongoing
Use average volumes to judge small/large scale in order to not define them in such a way as small-scale or lesser-developed.	NC	Ongoing
Look into producing 'profiles' of certificate holders to categorise the current certification range.	LS	Ongoing
Vito to send Nicola Forestry Stewardship Council (FSC) M&E document for unintended effects on staff to look at how they tackled this issued.	VR	Complete
Change the frequency of RS measure the indicator for the unintended effects of 'Increased cost associated with certification leads to reduction in employment' and 'Increased efficiency associated with certification leads to reduction in employment'	NC	Ongoing



RESPONSIBLE
SUPPLY

Minutes

MF to invite IFFO RS to IT meetings as an observer.	MF/NC/FA	Ongoing
Use as much data that is currently collected via the IFFO RS standard such as audit data etc.	NC/LS/FA	Ongoing
Set up discussion to link some data gathering	NC/MF	Complete