



Aquaculture Dialogues

Creating standards. Transforming aquaculture.

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Goal of the Aquaculture Dialogues

Create standards for environmentally and socially responsible aquaculture





Why create standards?

Minimize aquaculture's impact on:

- environment
- society





Focus on the key impacts

- Loss of habitat
- Transfer of disease
- Water pollution caused by excess chemicals and waste
- Depleted supplies of small pelagic fish
- Unsafe working conditions

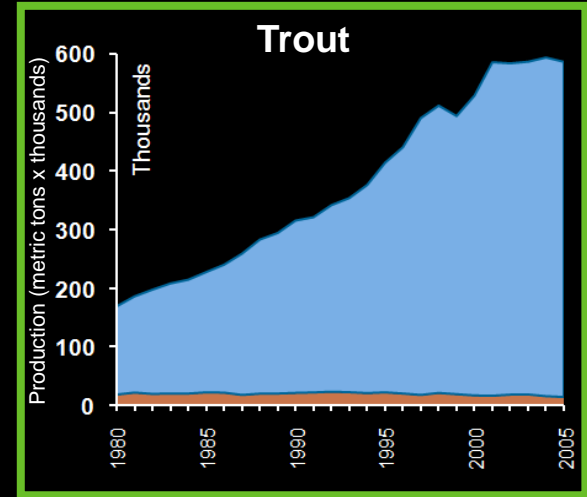
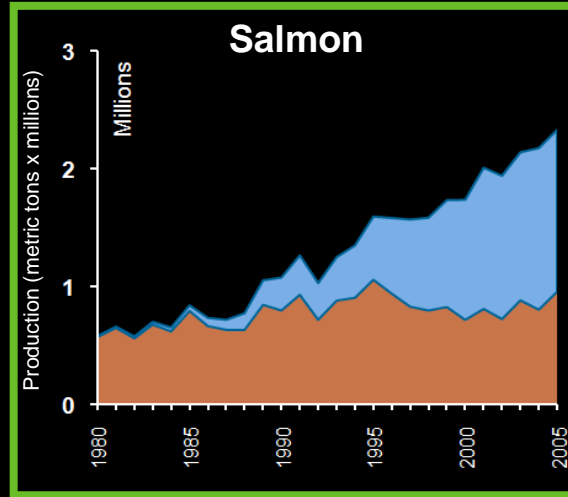
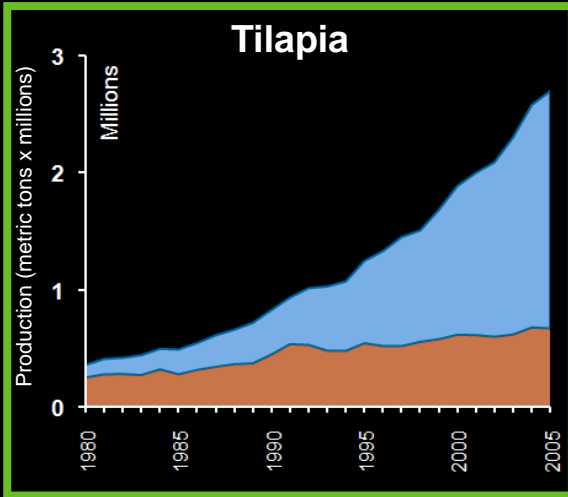


Use standards to transform aquaculture

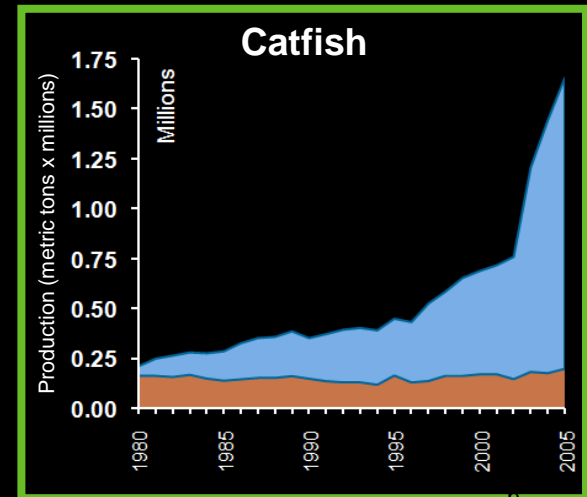
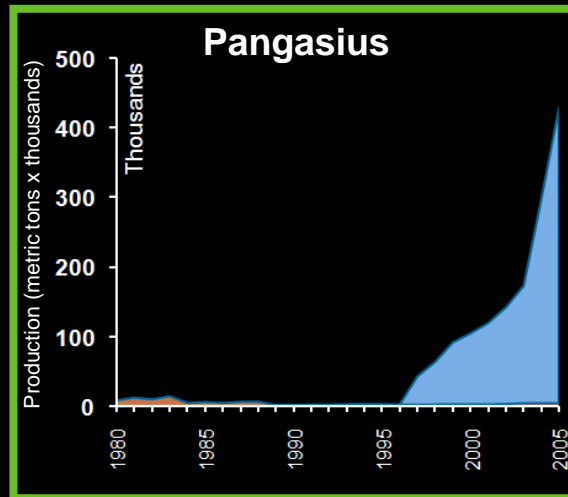
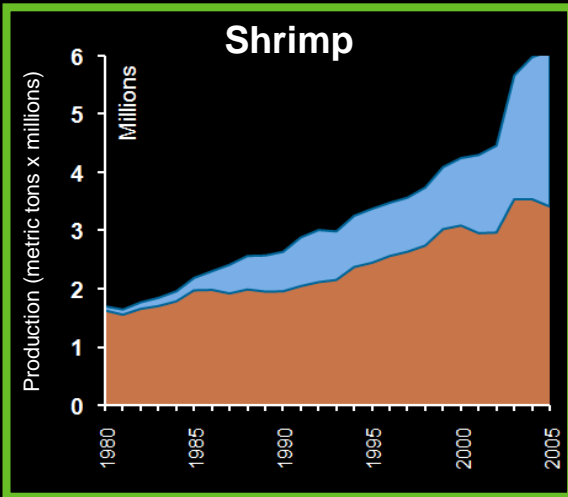
- Certify products
- Benchmark other standards
- Incorporate into government programs
- Create foundation for buyer and investment screens



Standards to be created for 12 species



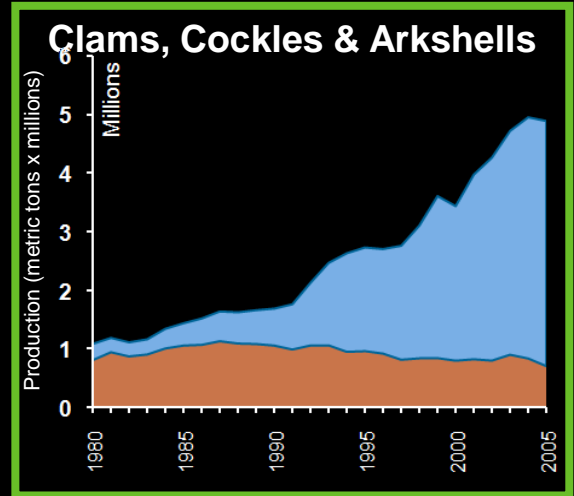
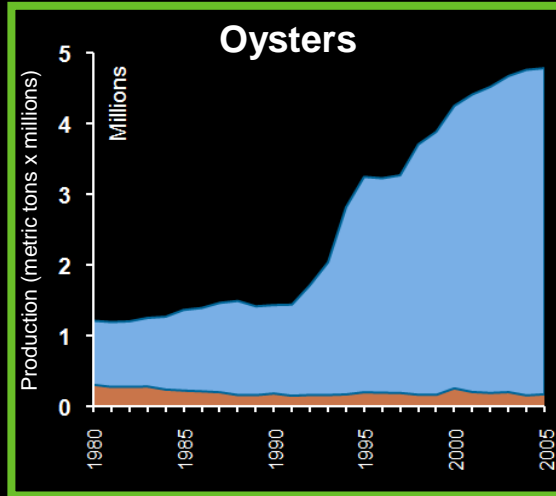
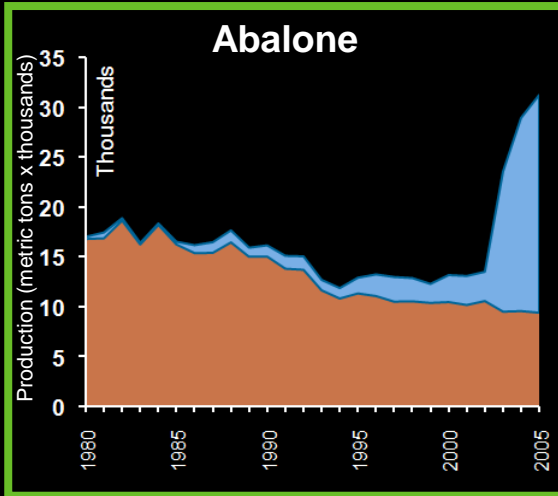
■ Aquaculture ■ Capture



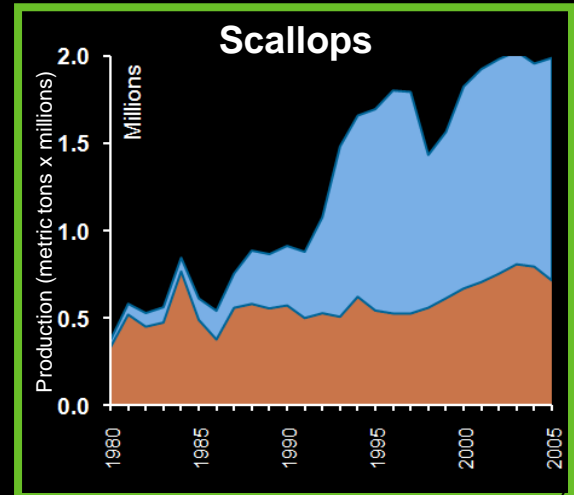
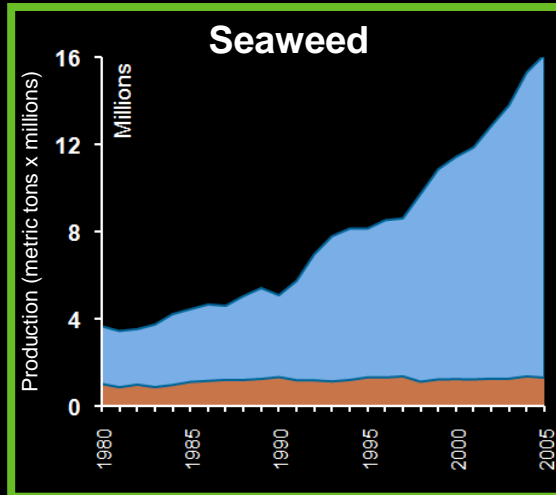
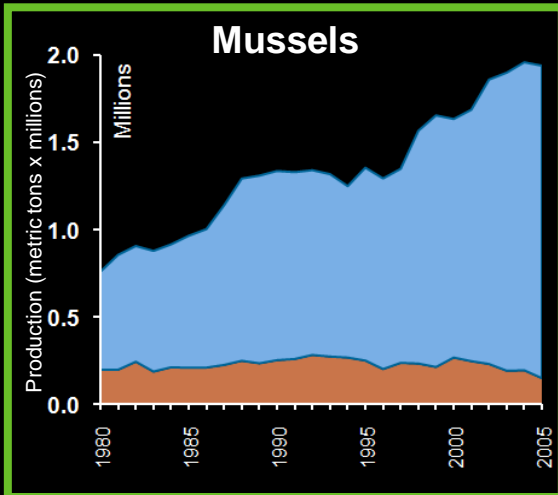
Source: FAO FishStat – Aquaculture Production: Quantities 1950-2005 and Capture Production: 1950-2005



Standards to be created for 12 species



■ Aquaculture ■ Capture



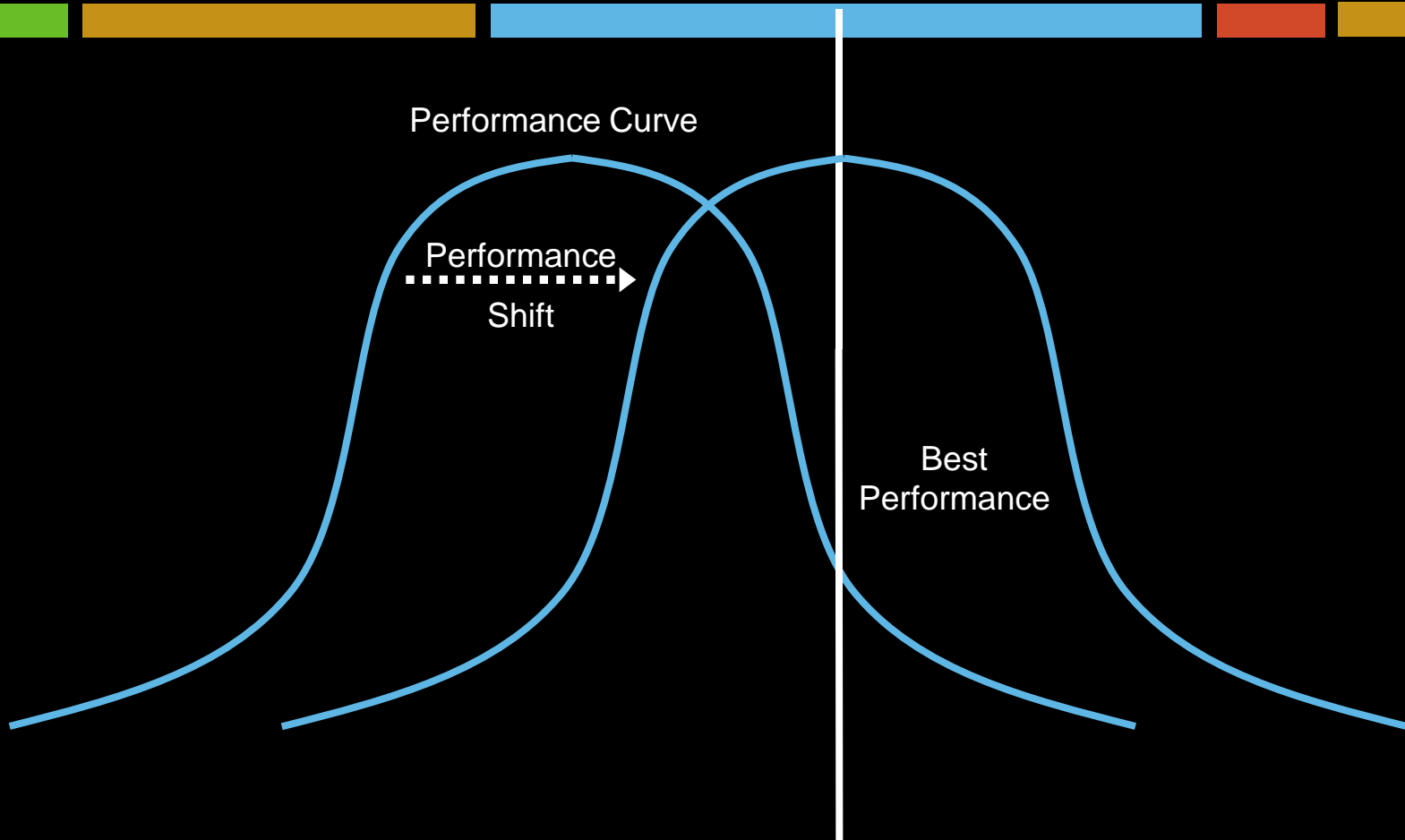


How do we define “standard?”

- **Impact:** The problem we want to minimize
- **Principle:** The guiding principle for addressing the impact
- **Criteria:** The area to focus on to address the impact
- **Indicator:** What to measure in order to determine the extent of the impact
- **Standard:** The number and/or performance level to reach to determine if the impact is being minimized



Standards will encourage innovation





Process is tried and true

- Multi-stakeholder
- Consensus oriented
- Transparent
- Based on sound science
- Performance-based
- Measurable standards
- ISEAL compliant





Dialogues are open to everybody

- 2-6 meetings/year/species
- 30-100 people at each meeting
- Key stakeholders: NGOs, academics, producers, buyers, government



Participation at many levels

- Attend Dialogue meetings
- Do not attend but provide input
- Join a technical working group
- Join an advisory group
- Coordinate the Dialogue
- Serve as a steering committee member



Steering Committee manages process

- Global and regional committees
- Make final decisions, by consensus
- Resolve issues

***WWF coordinates but does not manage
the process***



Dialogues are transparent

- All meeting documents posted on the web
- Invitations sent to key stakeholders
- Meeting notices in trade publications



Dialogues have a roadmap

- 6 – 8 key impacts identified
- Goals/objectives approved





Dialogues have a roadmap

- Stakeholders propose criteria
- Technical working groups or stakeholders propose farm-level indicators and standards
- Two 60-day public comment periods are held
- Steering Committee finalizes full suite





Get involved/open dialogues

- November
 - Salmon in United Kingdom
 - Shrimp in Asia
 - Molluscs in Spain
 - Trout in Denmark

- December
 - Pangasius in Vietnam
 - Molluscs in Canada
 - Tilapia in United States

- February
 - Abalone in South Africa



Get involved

www.worldwildlife.org/aquadialogues

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