



FRIEND OF THE SEA

Sustainable Seafood

*Incontri informativi con gli operatori del pesce e dell'acquacoltura – GAL Gargano
12/10/2019*

Friend of the Sea

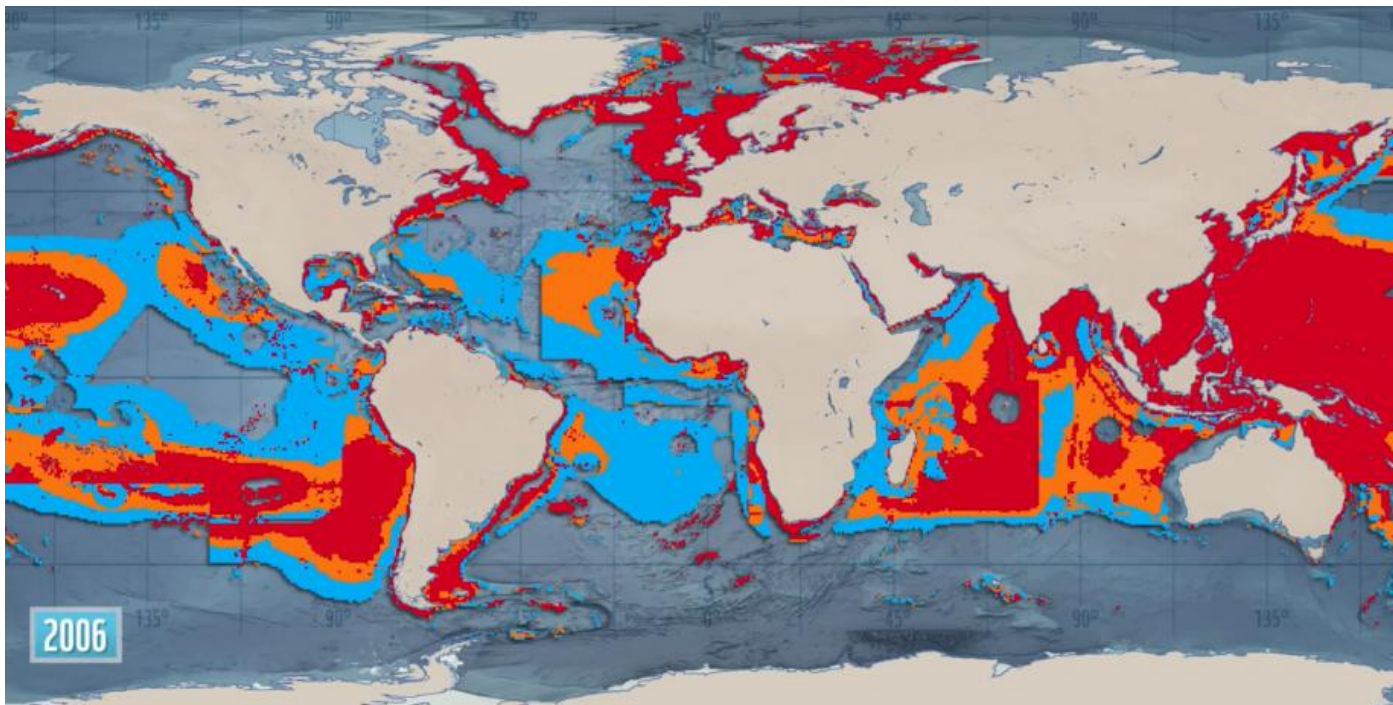
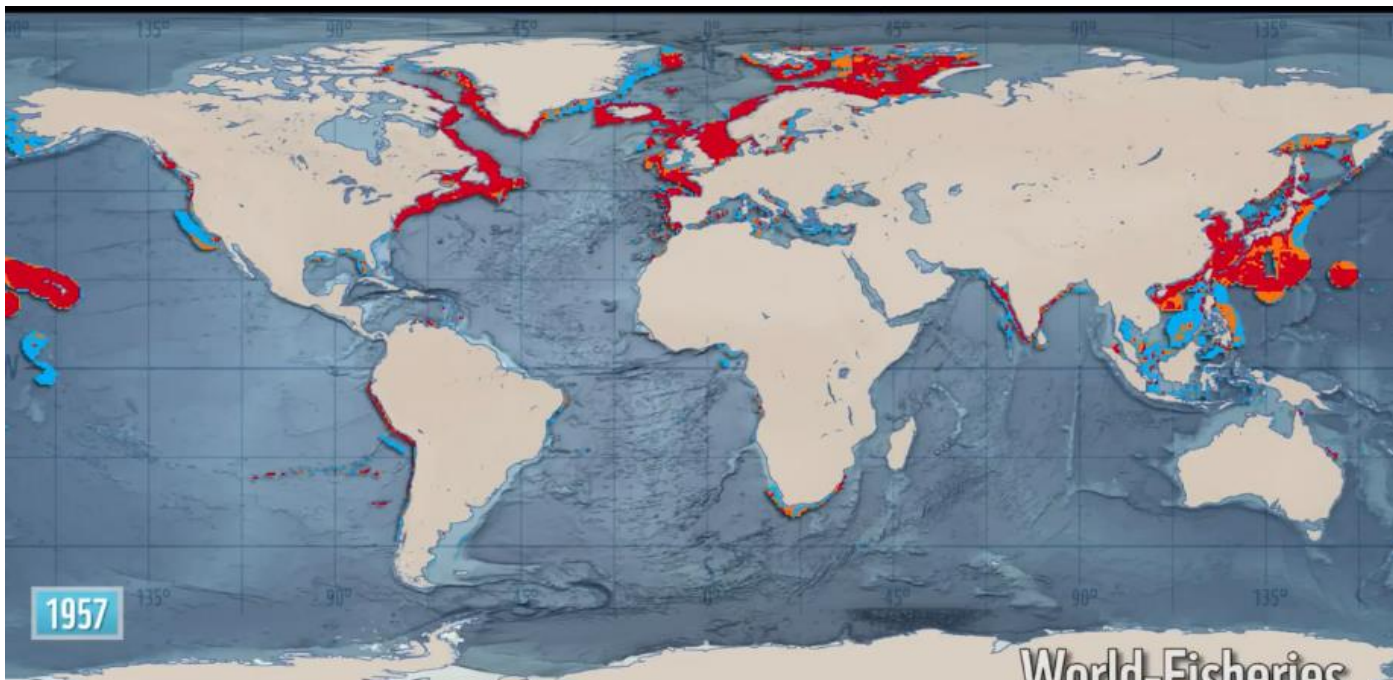
Certificazione di prodotti da pesca ed acquacoltura sostenibile

*Paolo Bray – Fondatore e Direttore – Friend of the Sea
Direttore Internazionale – Progetto Tonno Dolphin-Safe*

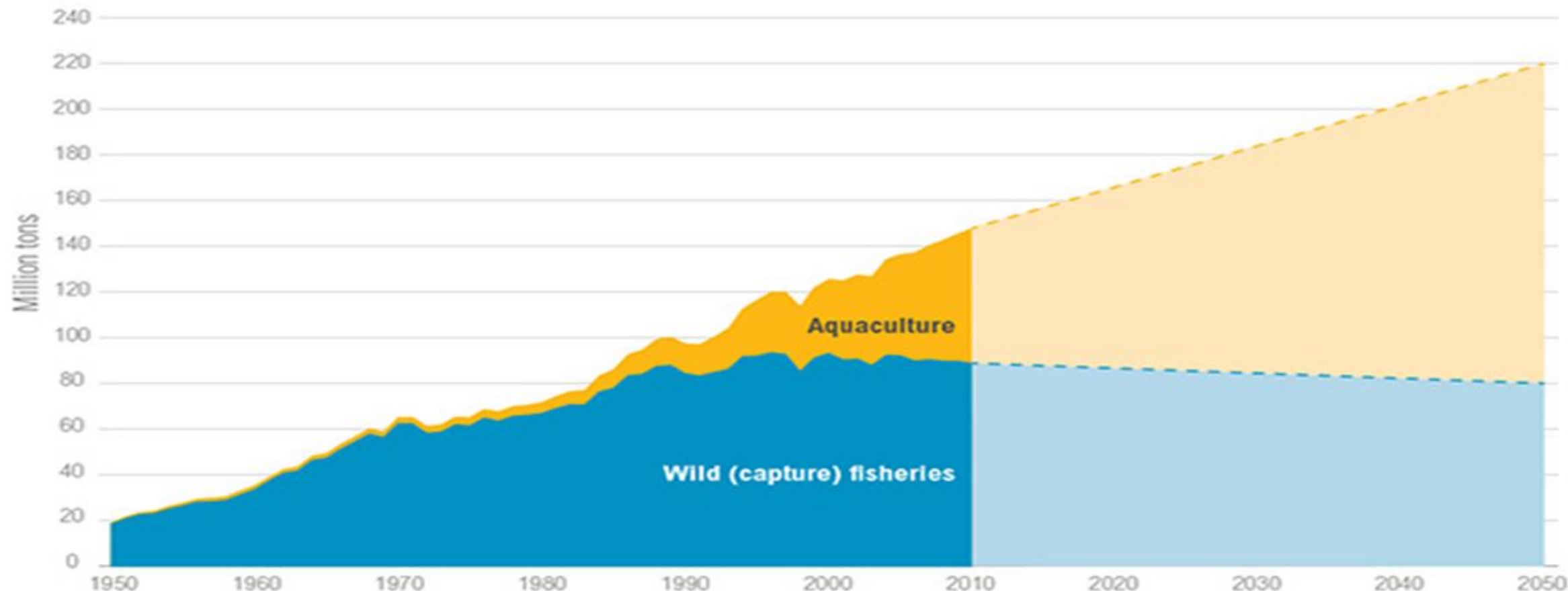


Aumento e diffusione della pesca industriale 1957 – 2006+

- 10 volte l'area di pesca
- Blu: oltre 10% della biomassa pescata
- Arancio: +20%
- Rosso: +30%



Raggiunto il massimo di catture. Cresce l'acquacoltura

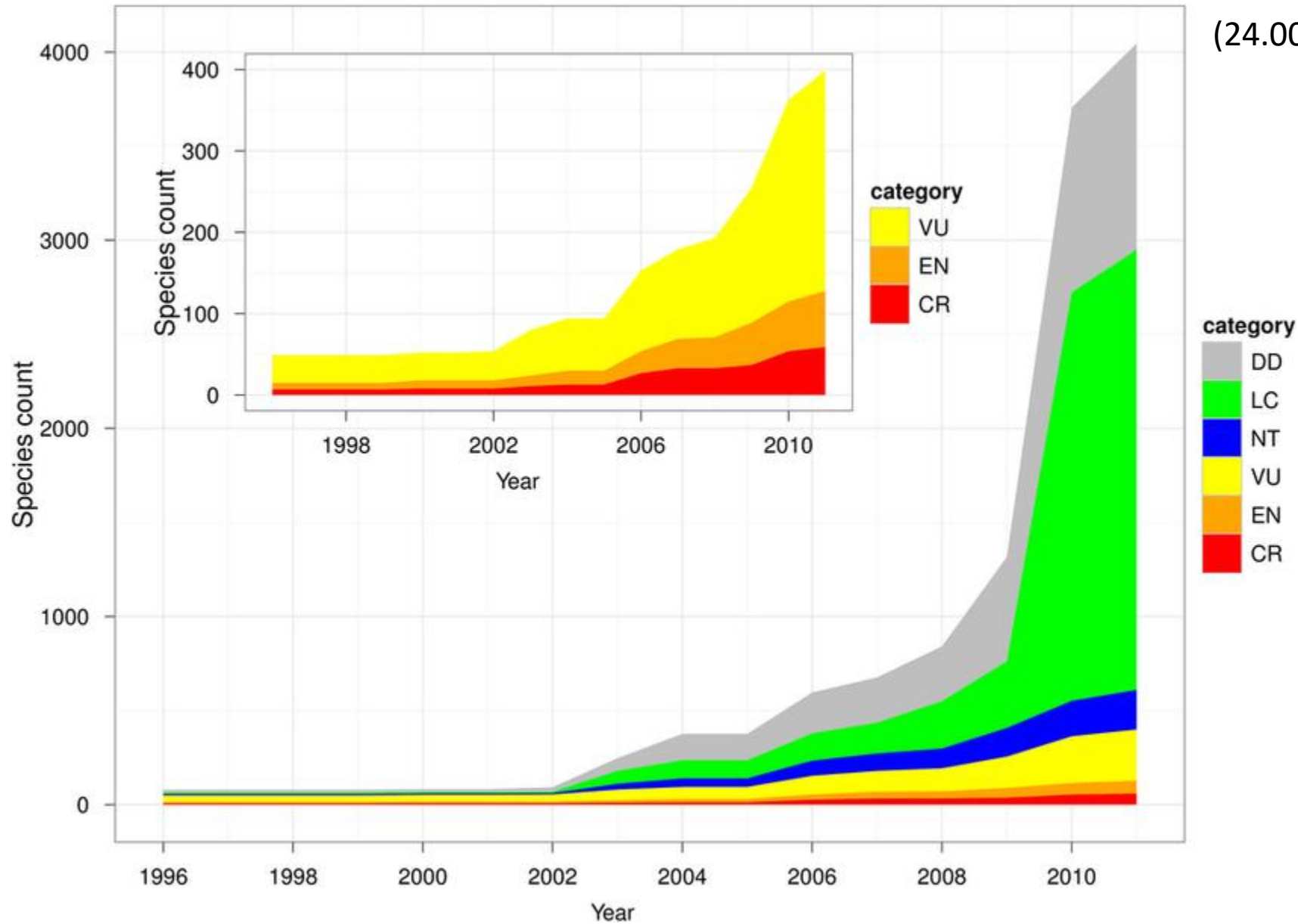


Source: Historical data 1950–2010: FAO. 2014. "FishStatJ." Rome: FAO. Projections 2011–2050: Calculated at WRI, assumes 10 percent reduction in wild fish catch between 2010 and 2050, and linear growth of aquaculture production at an additional 2 million tons per year between 2010 and 2050.

See www.wri.org/publication/improving-aquaculture for full paper.

 WORLD RESOURCES INSTITUTE

Aumento del numero totale di specie acquatiche in pericolo di estinzione



(24.000 spp marine tot)



1991



DOLPHIN SAFE TUNA MONITORING PROGRAM

EARTH ISLAND INSTITUTE



**7.000.000 di delfini
uccisi in 30 anni**

**Popolazioni locali
ridotte dell'80 -90%**

Thousands of dolphins
Miles de delfines



**98% Riduzione
della mortalità
dei delfini
nell'ETP**



2008



Friend of the Sea – fondata nel 2008



Pesca ed acquacoltura sostenibile



Più di 3000 prodotti

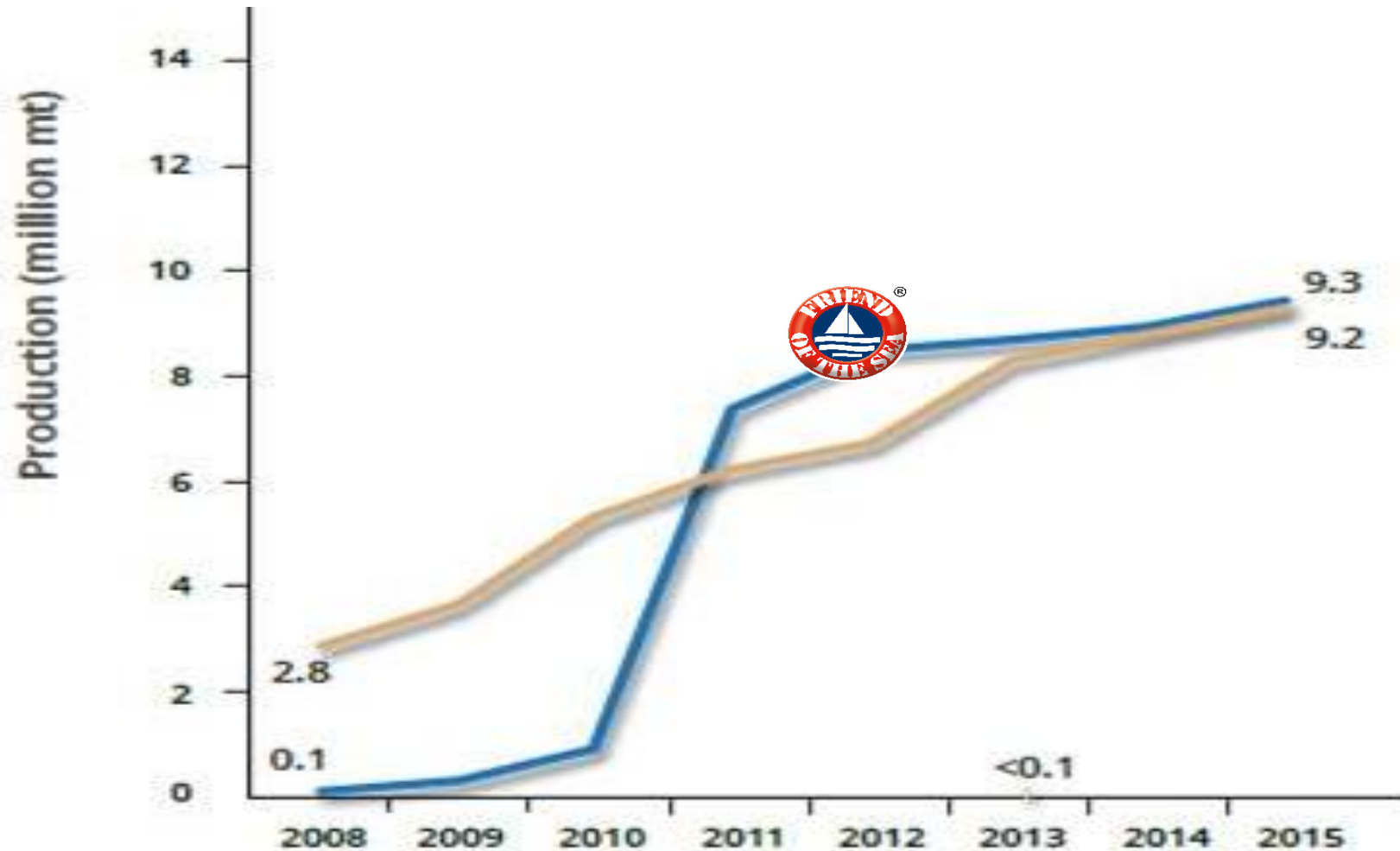
**Oltre 1000 aziende in
+70 Paesi nel mondo**

**85 attività di pesca
oltre 70 specie ittiche**



UNCTD: «Friend of the Sea è cresciuto 5 volte più rapidamente»

(«Friend of the Sea has grown 5 times as fast»)



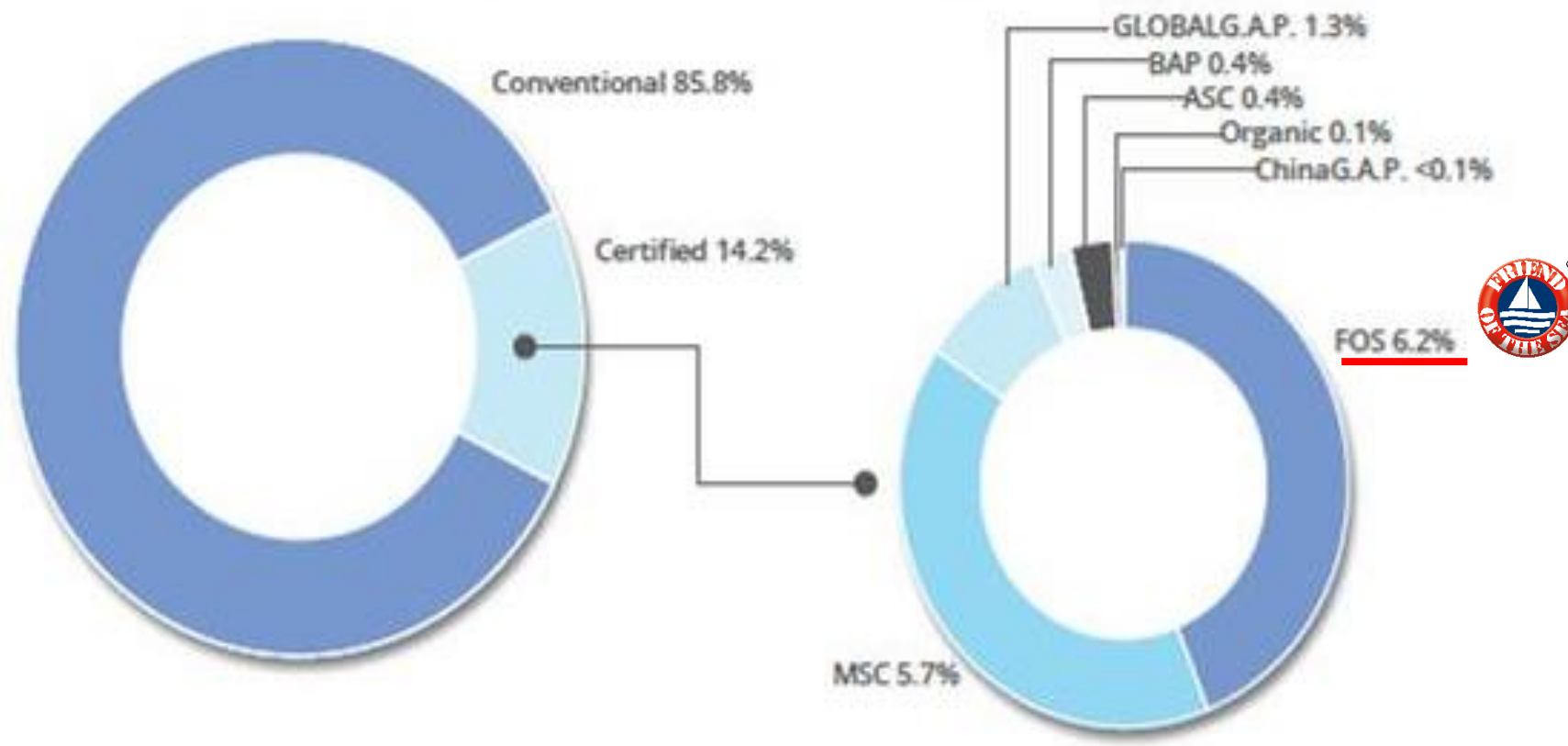
FOS



Schemi di certificazione alternativi

Friend of the Sea è il principale schema di certificazione

UNCTD: “Friend of the Sea è divenuta la principale origine di prodotti ittici certificate sul mercato globale” (*“Friend of the Sea has become the single largest source of certified wild catch on the global market”*)



A close-up photograph of several cooked shrimp, showing their pinkish-orange color and detailed texture. They are piled together, with some heads and tails visible.

INDUSTRIA ITTICA

A wide-angle photograph of a large body of water, likely a bay or fjord, with mountains in the background. Numerous circular metal cages are suspended in the water, used for aquaculture. The sun is low on the horizon, creating a bright reflection on the water's surface.

ACQUACOLTURA

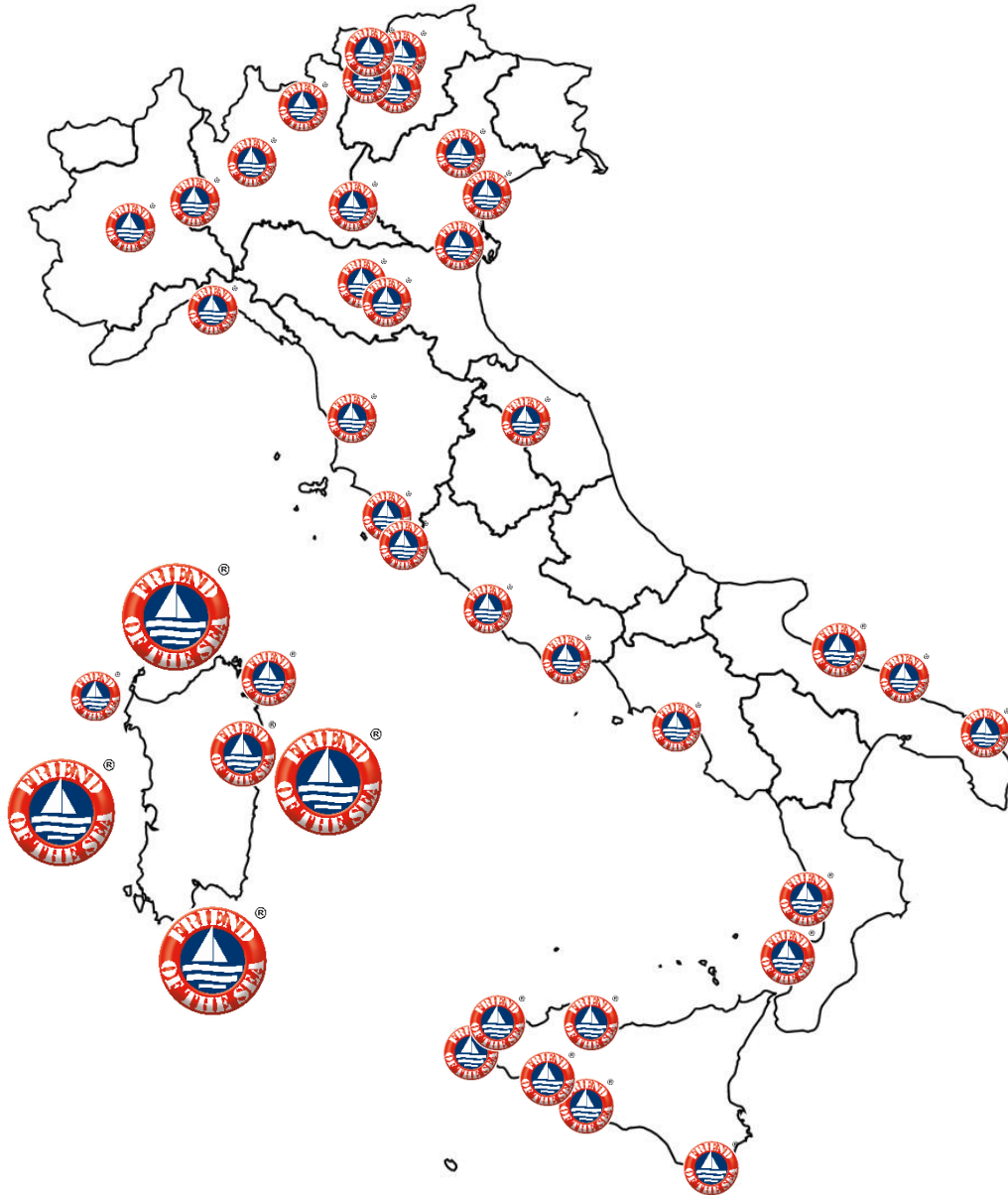
**WORLD
SUSTAINABILITY
ORGANIZATION**

1000+
COMPANIES
AND SOME MAJOR
RETAIL CHAINS



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Friend of the Sea attività di audit pesca ed acquacoltura in Italia



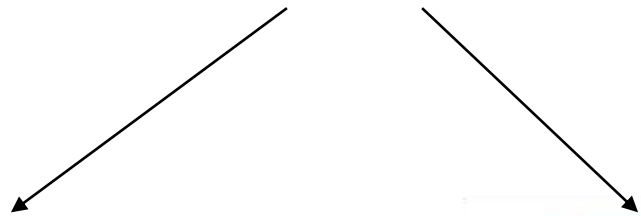
Ca 300 prodotti

104 aziende (4 GAC Sardegna)

Ca 50% pesca / 50% acquacoltura

Ca 300 ristoranti

Friend of the Sea è l'unico riconosciuto da Accredia e dagli altri enti di accreditamento nazionale (EA, IAF)





STANDARD INDUSTRIA ITTICA

STOCK TARGET NON SOVRASFRUTTATI

**PROTEZIONE DI SPECIE IN VIA D'ESTINZIONE E METODI
DI PESCA CON BASSO LIVELLO DI CATTURA ACCESSORIA**

**IN CONFORMITÀ ALLE LEGGI E ALLE NORMATIVE,
GESTIONE DEI RIFIUTI E RESPONSABILITÀ SOCIALE**

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NAVI DA PESCA INDUSTRIALI

OSSERVATORI INDIPENDENTI A BORDO

TVCC

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STANDARD ACQUACOLTURA

NESSUN IMPATTO SU HABITAT CRITICI
(MANGROVIE, PALUDI ECC.)

RIDURRE AL MINIMO L'USO DI ANTIBIOTICI,
FORAGGIO, ACQUA ED ENERGIA

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AUDITOR SUL POSTO

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SORVEGLIANZA E TEST DEL DNA

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Friend of the Sea è l'unica certificazione di sostenibilità che garantisce l'origine Dolphin-Safe



Mexican tuna fishery certified by MSC over WWF objections

By Cliff White

Published on September 8, 2017

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The Marine Stewardship Council (MSC) has certified yellowfin and skipjack tuna caught by a Mexico-based fleet of 36 purse-seining tuna vessels as sustainable over objections from environmental nonprofit WWF.

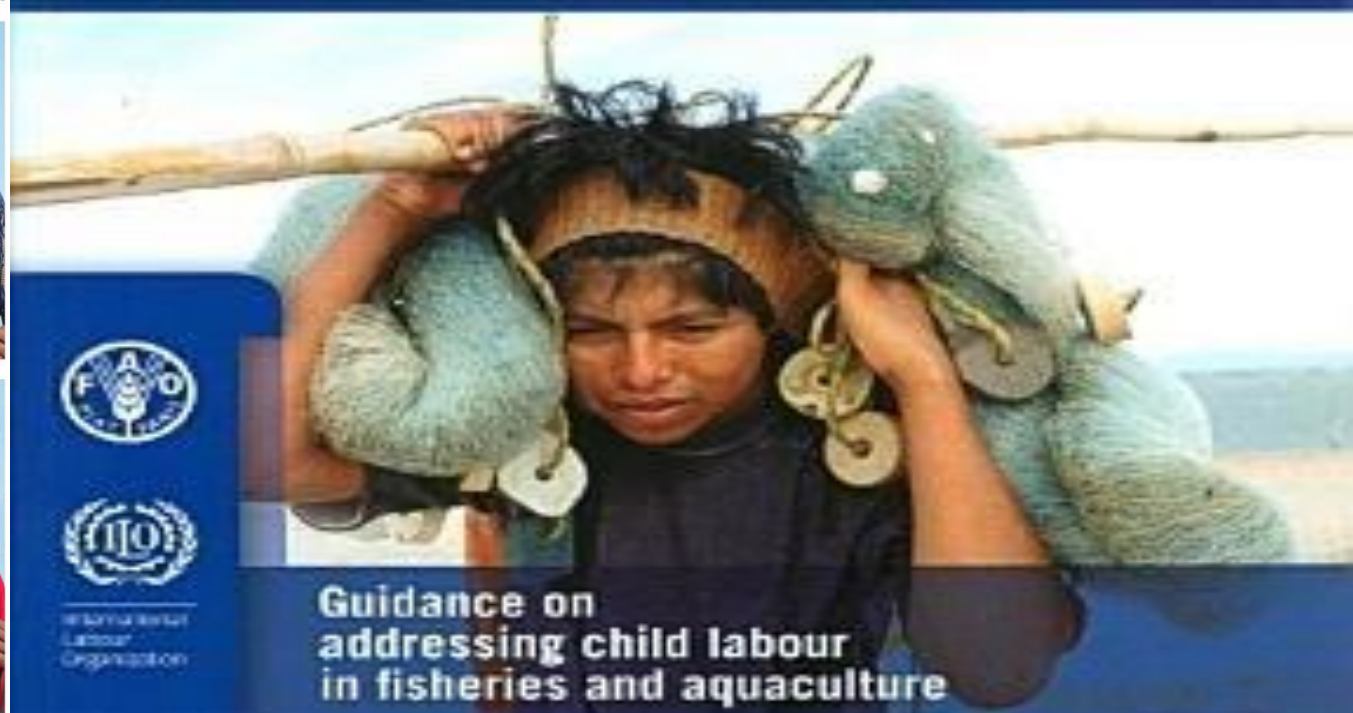
The Pacific Alliance for Sustainable Tuna (PAST), the group achieving certification, is comprised of vessels owned by four leaders in the Mexican tuna industry – Grupomar, Herdez del Fuerte, Pesca Azteca, and Procesa.

L'unica certificazione con requisiti di Responsabilità Sociale



Modern slavery

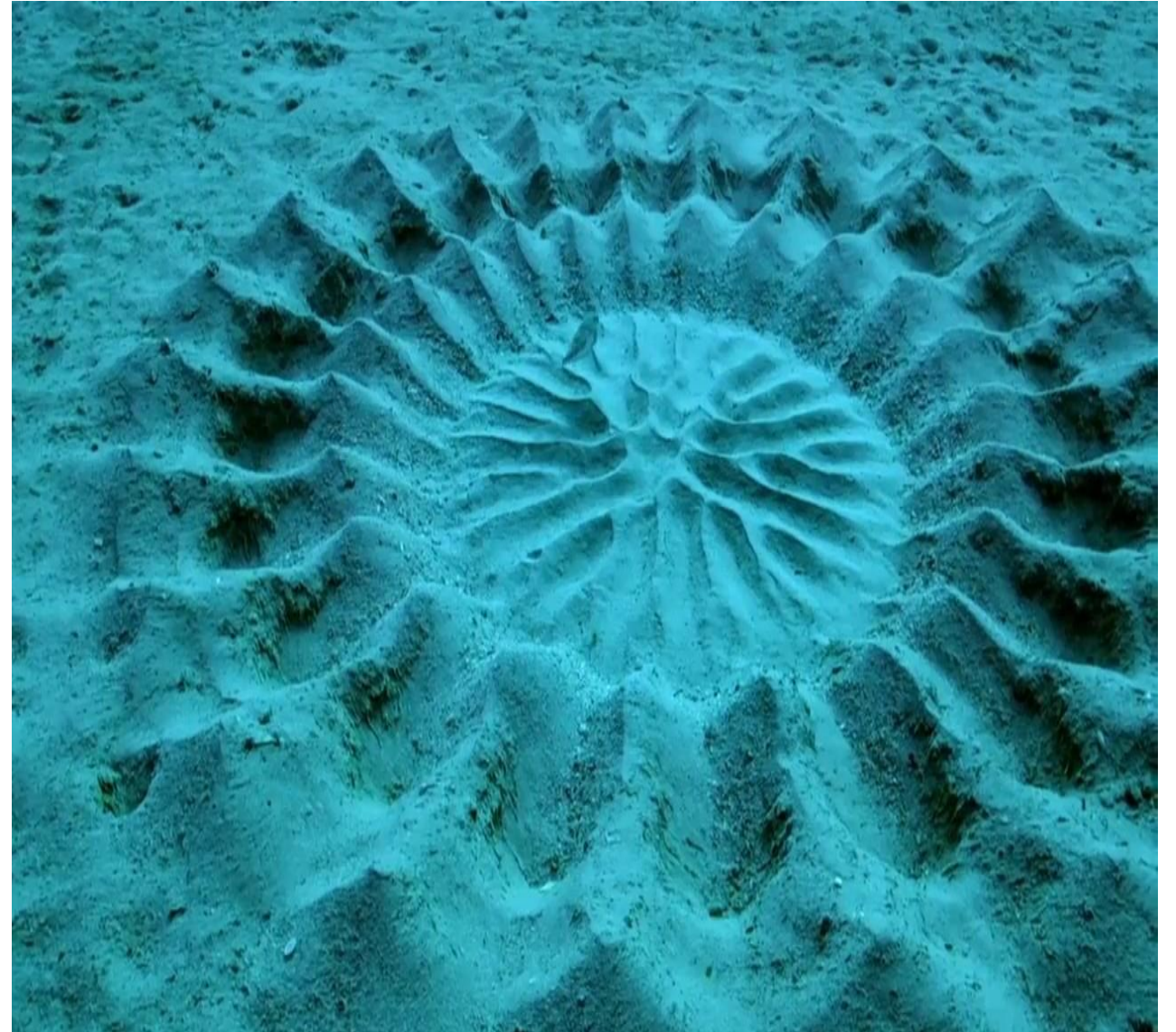
An Associated Press investigation into the Thai fishing industry uncovered conditions of modern-day slavery feeding the supply chains of major U.S. stores and led to the rescue of hundreds of men.



Guidance on addressing child labour in fisheries and aquaculture

Friend of the Sea includerà requisiti di Fish Welfare

Pesci, crostacei e molluschi sono senzienti



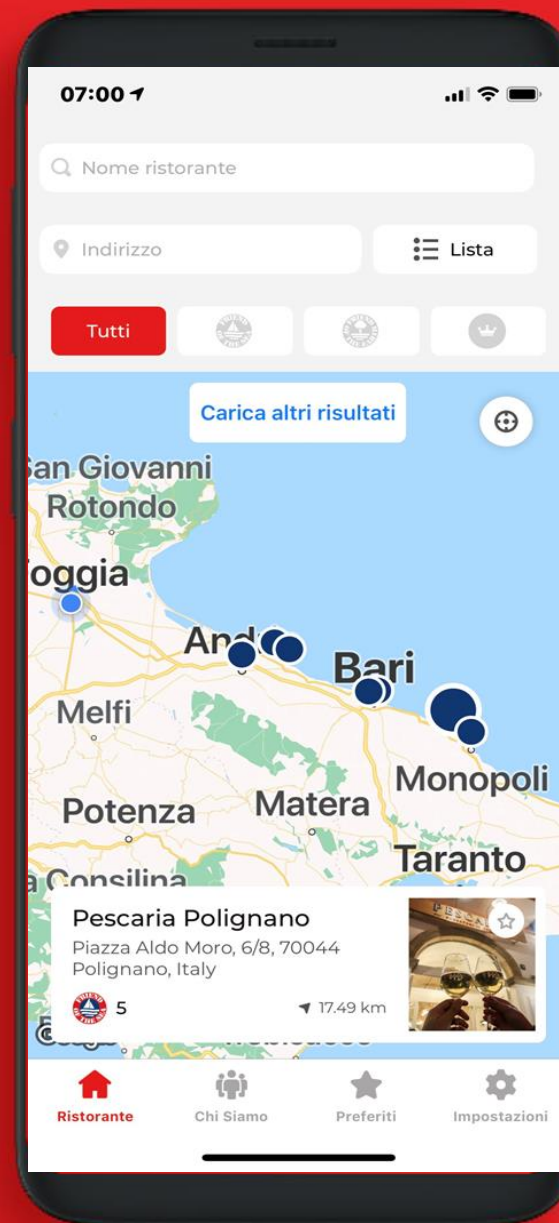
SUSTAINABLE RESTAURANTS PROGRAM



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SUSTAINABLE RESTAURANTS PROGRAM:

DEDICATED APP



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POINT OF SALES AWARENESS ACTIVITIES



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ATTIVITÀ EDUCATIVE



fos_lesson2_web



Sustainable fishing and aquaculture

How You can help save the ocean

2nd
Lesson

Where does seafood come from?

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la Repubblica



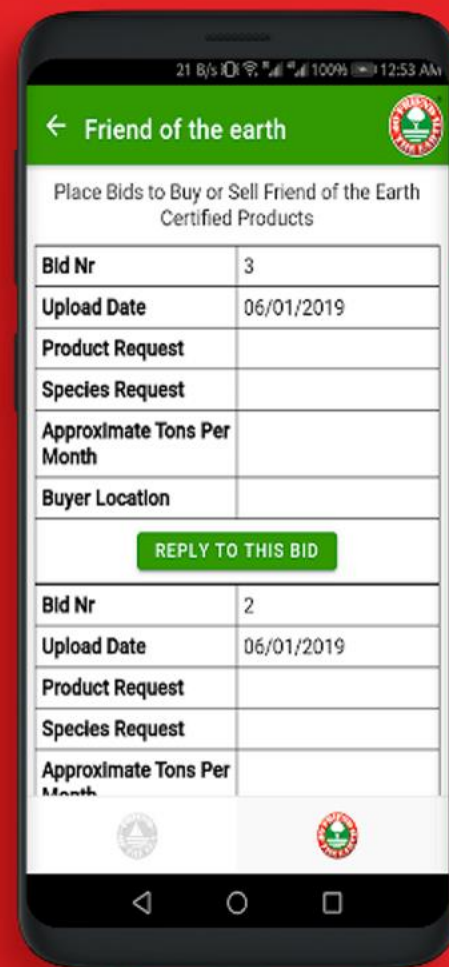
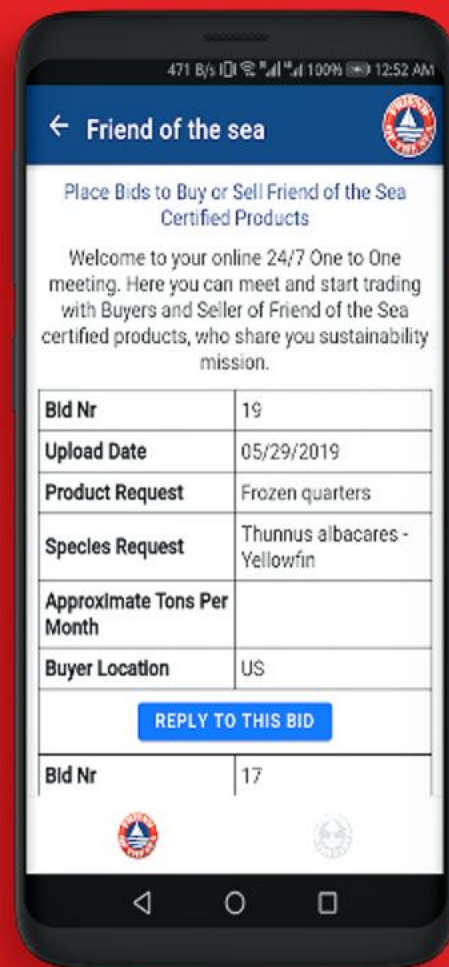
PUBBLICITÀ



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SUSTAINABLE FRIENDS MARKETPLACE:

DEDICATED APP



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CERTIFICAZIONI FRIEND OF THE SEA



**FARINA DI PESCE
E INSETTI**



CREMA SOLARE



OMEGA-3



SALE MARINO



**PESCI ORNAMENTALI
E ACQUARI**



**TRASPORTI
MARITTIMI**



**AVVISTAMENTO BALENE
E DELFINI**



SPIAGGE

**PROGETTI E
CAMPAGNE DI
SALVAGUARDIA**







PROTEGGERE L'OCEANO



PROTEGGERE LA TERRA



AGRICOLTURA



ALLEVAMENTO

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