Report of Practice and Exploration of Chinese Sustainable Fisheries under the Project:

“Improving environmental and social performances of mariculture enterprises in the Yellow Sea”

November
Background
In the process of ecological civilization construction, it has become a common consensus to achieve sustainable development of the industry by conserving resources and environmental protection. As a major nation of fishery and the largest developing country in the world, China plays an assignable role in the sustainable development of aquatic products. Therefore, CAPPMA committed itself to the sustainable development of fisheries for many years. Through mobilizing and organizing multi-country, multi-stakeholder and multi-angle interactions, CAPPMA continues to explore and practice China fisheries improvement and upgrades through various ways and dimensions. Over the years, exploration and practice have not only built a platform for sustainable fisheries exchange in the industry, but also widely disseminated the concept of sustainability to raise public awareness of sustainable fisheries and responsible fisheries, as well as the accumulation of sustainable fisheries improvement projects experiences.

Adhering to the spirit of responsible fisheries development from nature and returning to nature, CAPPMA applied for the UNDP/GEF USLME Phase II Project, in cooperation with the Aquaculture Stewardship Council (ASC) and Qingdao Marine Conservation Society (QMCS). The aim of this report is to share the achievements and experiences of CAPPMA in the exploration and practice of sustainable fisheries in China.

1. Hosting the Sustainable Seafood Forum from 2013-2018
Under the background of the steady growth of global aquatic product production and trade volume and the continuous release of warning signals from fishery resources and environmental carrying capacity, the sustainable development of fisheries has become the focus of attention in the industry. How to learn from advanced development concepts and good management experience has become an inevitable reflection of the innovation and development of the aquatic industry. To this end, in 2013, CAPPMA jointly organized the “Sustainable Seafood Forum” in conjunction with World Wildlife Fund (WWF), ASC and the Marine Stewardship Council (MSC), at Dalian China International Fisheries Expo. Industry representatives from the United States, Germany, Norway, Ireland, Canada, New Zealand, Japan, Peru, Singapore and other countries attended the meeting. The conference comprehensively analyzed the current status and development trends of global fisheries, regional sustainable development experiences, sustainable production practices of enterprises, and the market demand for sustainable aquatic products, and extended the connotation of sustainable development. Paying attention to the common interests of all parties, regardless of economic, social or ecological benefits, its foothold is bound to return to sustainable development.

On November 4th, 2014, the “Sustainable Seafood Forum” was held during the Qingdao China International Fisheries Expo. The conference was based on the theme of “Promoting the development of a sustainable supply chain for global aquatic products”. Representatives from the United Nations, China, the United States, Canada, Russia, the United Kingdom, the Netherlands, Germany, Ireland, Chile, Japan, Thailand, Fiji, etc. participated the meeting. The meeting focused on the construction of sustainable supply chain for aquatic products, and analyzed the production, processing and consumption aspects one by one, and explored the traceability system and development of sustainable aquatic products. Through multi-country, multi-disciplinary and multi-angle expert discussions, the exchanges between supply and demand, government and enterprises, and sustainable development of the aquatic industry have been realized. This conference was a platform for communication effect, exchange and discusses the
convergence of sustainable development and industrial interests, and put forward more specific guiding suggestions for sustainable practice.

On November 3 2015, the “Sustainable Seafood Forum” was held during the Qingdao China International Fisheries Expo. Industry representatives from the United States, Russia, Canada, and Australia, the United Kingdom, Norway, Germany, Japan and other countries attended the meeting. The theme of the conference was “Towards a Green Aquatic Industry – A New Trend in Sustainable Development”, with aims to promote the transformation of the global aquaculture industry into a sustainable direction. The conference focused the key transformation point of China’s aquatic industry and promoted industrial upgrading through the progressive expansion of sustainable aquatic products in the world. The forum started from the status of the aquatic industry, policy, and key problems, combined with the analysis of global consumption patterns and trends, the paradigm fishery's interpretation and implementation of the concept of sustainable development, in-depth discussion in the whole industry, explored the transformation pass way of sustainable suitable for China aquatic products.

On November 1 2016, the “2016 Sustainable Seafood Forum” with the theme of “Focusing the Practice and Exploration of Sustainable Aquaculture and Promoting Sustainable Aquatic Product Consumption”, was held during the Qingdao International Fisheries Expo. The conference set up the “Global Sustainable Aquaculture Outlook” main forum, as well as 6 sub-forums like “Certification for Sustainable Aquaculture Support”, “Sustainable Aquatic Products Practice and Achievement”, “Experience Sharing Seminar on Fisheries and Aquaculture Improvement Projects” and so on. In the forum, we fully considered the current situation of domestic and international aquatic products market and the status and trend of sustainable development, and invited domestic and foreign experts to focus on the status of global fishery resources, practice and exploration of sustainable development in domestic and abroad, industrial upgrading and market transformation, brand building and market development, etc. The issue has been featured. The conference also exchanged and discussed topics on “Certification Support for Sustainable Aquaculture” and “Practice and Achievement of Sustainable Aquatic Products”. 
On October 31, 2017, the “Sustainable Seafood Forum”, with the theme of “ecological priority and green development” and promoted the consumption of sustainable aquatic products, was held during the China International Fisheries Expo in Qingdao. Representatives from major fishery producing countries such as the United States, Canada, Russia, Australia, Norway, Iceland, Indonesia, Malaysia, Vietnam and Thailand attended the meeting. The plenary session of the conference revolves around two important issues of action and practice of responsible fisheries and sustainable aquatic products market and consumption practices. Meanwhile, it sets two sub-forums, one is China’s responsible fisheries and aquaculture case sharing, and another one is construction of China’s sustainable aquatic product database - industry information mining and integration. The meeting shared and explored new trends in responsible fisheries and sustainable aquatic markets and consumption, and exchanged experiences and problems encountered in fisheries management, social practice and business. The conference had been held for five consecutive years and had contributed to the exchange and promotion of sustainable fisheries. The conference had also received strong support and recognition from industry professionals in domestic and abroad.

On November 6, 2018, the 2018 the “Sustainable Seafood Forum”, was held in Qingdao, with the
theme of “Green Production and Green Consumption”. There were representatives from the United States, Iceland Embassy in China, relevant research institutes, international and domestic social organizations, representatives from production and procurement companies from China, the United States, Russia, Canada and Iceland. The conference set up MSC China Sustainable Fisheries Improvement Project Seminar, China Pacific Pleurotus Improvement Project Seminar, NSF Non-anti-feeding Certification Key Points and Market Experience Seminar, ASC Five-year Development Achievement in China Sharing and other sub-forums, representatives from China, Iceland, Russia, Canada and other countries shared their experiences and practices in sustainable fishery production and management. WWF, MSC and ASC representatives also shared the development trend of sustainable fishery consumption. Through years of cultivating the conference platform, the concept of sustainability was deeply rooted in the hearts of the people, enabling the industry to explore more sustainable and effective ways of sustainable and effective.

2. Seminar on the development of sustainable aquatic standards system
In 2019, the Sustainable Seafood Forum was suspended for one year, and the direction of sustainable fisheries turned to the exploration and establishment of local sustainable standards. Sponsored by the Food and Agriculture Organization of the United Nations (FAO), CAPPMA held the “Chinese National Ecolabel for Marine Capture Fisheries” in Zhuhai on May 18th, aiming to bring the insight from all sectors of the industry, government authorities and industry scholars, enterprise managers and production practitioners, to learn from international advanced experiences, combined with the actual situation of China's fishery development, to explore the implementation of China's standard system construction and certification, and to provide support for the sustainable development of fisheries.
3. Promotion of single species responsible farming experience

On September 27-28, 2019, the "2019 Marine Fish Industry Training and Seminar" co-organized by the Turbot Branch was held in Xingcheng City, Liaoning Province. More than 120 people from the China Agriculture Research System for Marine Fish Culture Industry chief experts, relevant post scientists, comprehensive test station webmasters, and member representatives attended the meeting. The content of the meeting consisted of “marine fish green farming technology training”, “Turbot Zero Poison Use demonstration work report”, and on-site observation. After the meeting, experts and representatives attended the site to observe the Xingcheng Longyunjing Aquaculture Co., Ltd., the situation of the turbot culture facilities, seed source, stock status, culture technology, disease situation, development trend and “zero poison use”. The problems encountered during the implementation of the demonstration work were discussed with the person in charge of the company. In the future, the Association's Turbot will combine the turbot ASC sustainability standards to help increase the sustainability of turbot culture for member companies.

4. Yellow Sea Ecosystem Aquaculture Responsible Improvement Exchange Seminar

To build a communication platform of the industry, promote information communication and
sharing, actively promote the sustainable production concepts and technologies of aquaculture, and cooperate with the upstream and downstream industries to promote the transformation of aquaculture in the Giant Yellow Sea region into a responsible and eco-friendly direction. With the support of the Global Environment Facility-UNDP Giant Yellow Sea Ecosystem Project, CAPPMA together with the Qingdao Marine Conservation Society (QMCS) and the Aquaculture Stewardship Council (ASC) with the help of a team of experts, the Yellow Sea Large Ecosystem Aquaculture Responsible Improvement Exchange Seminar was organized from October 29th to 30th. The exchange provides a platform for the production, distribution and consumption of sustainable fisheries, and effectively promotes the guiding principles of sustainable and responsible fisheries. Meanwhile, responsible water production, processing, distribution and retail enterprises are willing to jointly launch an initiative for responsible marine aquaculture in the Yellow Sea Ecological area, and promise to put ecological safety and consumer health at the forefront of corporate development goals.

5. International and Domestic Conference
From October 10th to 11th, 2019, CAPPMA participated in the seminar held by GSSI and sponsored by FAO, aiming to promote the sustainable development of uncertified aquatic products. The participants agreed that promoting the certification of aquatic products through international standards such as ASC is one of the ways to achieve sustainable development of aquatic products. However, for small-scale fisheries, the cost of certification is relatively high. While promoting the sustainable development of fisheries, it is also necessary to ensure the sustainable development of fishermen’s livelihood. Therefore, it is necessary to promote the mode that both eco-friendly and relatively easy to improve fisheries.
From October 29 to 30, 2019, CAPPMA participated in the 2019 Ocean NGO Forum in Sanya. Xiaotong Yu from CAPPMA shared the Sustainable Fisheries Sub-forum in the Yancheng Doulong River, Jiangsu Province Crayfish Fisheries Promotion Project led by CAPPMA. This forum focuses on how civil society organizations can jointly promote responsible seafood consumption and production in China. Industry associations play a vital role in the whole industry chain. The upstream receives the business guidance of the fishery administration, the downstream provides a platform for enterprises and individual operators, and in the future sustainable fisheries development, it will be conducted in a multi-party and win-win manner.

In the process of enhancing sustainable fisheries, CAPPMA has been vocalizing from the International Conference on Sustainable Development of Aquatic Products. “Sustainability” has also been accepted by governments, research and enterprises. In recent years, sustainable fisheries operations and sustainable aquatic products have become the major trend of China's fishery development. In the future, we will mobilize the enthusiasm and initiative of the internal upgrading of the industry, and continue to practice and explore sustainable business concepts and management models with the industry, and work together with all stakeholders to continue the promotion of sustainable and responsible fisheries.