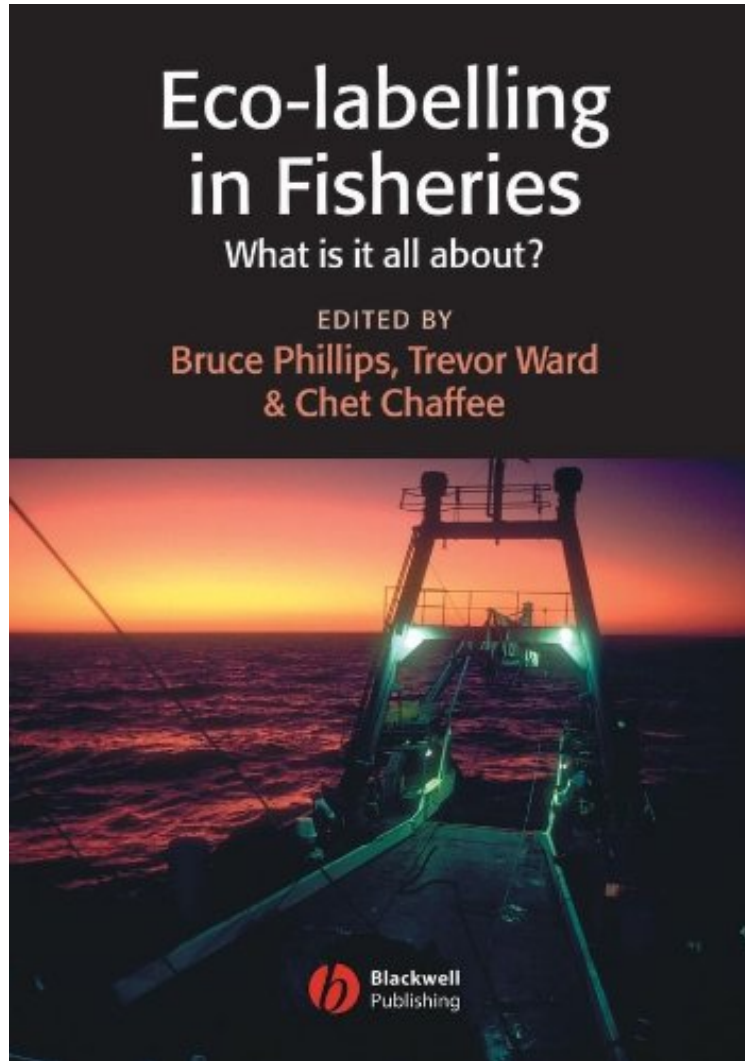


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Eco-labelling in Fisheries: What is it all about?

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If the marine fishing industry is to survive into the future, innovative approaches are necessary. Recognising that market incentives have the potential to improve fisheries management, the Marine Stewardship Council (MSC) has been established to harness these incentives. The work of the MSC translates through from sustainable fishery management certification, to labelling of fish and sea food products, allowing consumers to use their choice and buying power to select eco-labelled products from MSC certified fisheries. This exciting new book covers all aspects

of the new eco-labelling initiative developed under the sponsorship of the MSC. Contents include details of the MSC and its certification framework and implementation, dispute resolution, chain-of-custody assessment and community fisheries certification. Also included are important case studies of the MSC certified fisheries of Australia's western rock lobster, Alaska salmon, Thames herring and New Zealand hoki. Eco-Labelling in Fisheries is an essential purchase for all those involved in marine fisheries management throughout the world. Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable. Libraries in all universities and research establishments where these subjects are studied and taught should have multiple copies of this book on their shelves.

"This excellent book shows how the Marine Stewardship Council came about, how it operates, and where it is going. A very useful book for anyone interested in seafood marketing and sustainable fishery fishing practices." *Professional Fisherman*, Feb 2004 "Eco-labelling in Fisheries" aims to document the experiences to date of those with firsthand knowledge of the eco-labelling programme for fisheries... Early [in] 2005, the FAO's Committee on Fisheries adopted guidelines for 'eco-labelling' of fish caught at sea, indicating how relevant this topic is to fisheries management today. The book will appeal to all those with an interest in the sustainable management of fish resources; It is well presented and covers eloquently the key issues underlying the process of eco-labelling. The authors offer a wide range of expertise in the topics represented... One of the greatest successes of the book is the illustration of how things are working in particular case studies and the lessons learnt from these examples." *Journal of Fish Biology*, February 2006 "Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable." *fishknowledge.com* "This excellent book shows how the Marine Stewardship Council came about, how it operates, and where it is going. A very useful book for anyone interested in seafood marketing and sustainable fishery fishing practices." *Professional Fisherman*, Feb 2004 "Eco-labelling in Fisheries" aims to document the experiences to date of those with firsthand knowledge of the eco-labelling programme for fisheries... Early [in] 2005, the FAO's Committee on Fisheries adopted guidelines for 'eco-labelling' of fish caught at sea, indicating how relevant this topic is to fisheries management today. The book will appeal to all those with an interest in the sustainable management of fish resources; It is well presented and covers eloquently the key issues underlying the process of eco-labelling. The authors offer a wide range of expertise in the topics represented... One of the greatest successes of the book is the illustration of how things are working in particular case studies and the lessons learnt from these examples." *Journal of Fish Biology*, February 2006 "Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable." *fishknowledge.com* From the Back Cover If the marine fishing industry is to survive into the future, innovative approaches are necessary. Recognising that market incentives have the potential to improve fisheries management, the Marine Stewardship Council (MSC) has been established to harness these incentives. The work of the MSC translates through from sustainable fishery management certification to labelling of fish and seafood products, allowing consumers to use their choice and buying power to select eco-labelled products from MSC certified fisheries. This exciting new book covers all aspects of the new eco-labelling initiative developed under the sponsorship of the MSC. Contents include details of the MSC and its certification framework and implementation, dispute resolution, chain-of-custody assessment and community fisheries certification. Also included are important case studies of the MSC certified fisheries of Australia's western rock lobster, Alaska salmon, Thames herring and New Zealand hoki. Eco-Labelling in Fisheries is an essential purchase for all those involved in marine fisheries management throughout the world. Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable. Libraries in all universities and research establishments where these subjects are studied and taught should have multiple copies of this book on their shelves.