

Credit: Karen Murray



# MarinTrust Programme

July 2019 – May 2020

To champion best practice  
in fisheries and production  
for Marine Ingredients



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**LIBBY WOODHATCH**  
MARINTRUST EXECUTIVE CHAIR

# Executive Chair foreword

I write to you at the end of a phenomenal year, which has seen us **transition from IFFO RS to MarinTrust**, a process we started over a year ago to ensure we were fit for purpose as an organisation and had a clear vision of where we want to be and the strategic plan to get there to best meet the needs of the marine ingredient's sector. The new name and logo were the final stage of this development, and something we are very proud of! The key driver for change was the need to protect the credibility of our certificate holders, who have all been independently assessed.

The other major accomplishment this year has been achievement of **full ISEAL Membership** in April 2020. This acknowledges the impressive work that has been delivered to keep improving our Monitoring, Evaluation and Learning (MEL) system, and cements our position as a credible global standard.

Amongst the excitement of a new logo and accolades from ISEAL, the core work of MarinTrust has not abated and I am delighted with the progress that has been made so far, with **over 50% of all marine ingredients produced globally now being certified under the MarinTrust programme**. We want to raise the bar higher and, in 2019, we announced our ambition to reach 75% certified, in assessment or in our Improver Programme in 2025. This year has also seen the **completion of the Chain of Custody v2.0**, which will be launched in August, and the process to revise the factory standard towards v2.1 started.



**LIBBY WOODHATCH**  
MARINTRUST EXECUTIVE CHAIR

However, over time it has become increasingly apparent that the marine ingredients sector is either completely misunderstood or a “blind spot” amongst many stakeholders, so we have been working on our strategy to **map our stakeholders**, resulting in a targeted engagement programme with retailers, NGOs, other standard holders and industry bodies to increase their knowledge base, with our objective to achieve strategic endorsement across the value chain by 2025. The industry has a great story to tell and we need to tell it!

Collaboration is key to us increasing and protecting the reputation of both marine ingredients and the MarinTrust Programme, and in 2019 we signed a **memorandum of understanding with SNP**, the Peruvian trade body representing the fishmeal and fish oil industry, as well as with IFFO – the Marine Ingredients Organisation.

I can’t finish without thanking our Governing Body Committee, and subcommittee members, who generously give their time and energy to ensure MarinTrust remains both credible and accessible. However, my final acknowledgement has to be to the staff at MarinTrust, who make me incredibly proud on a daily basis, as their enthusiasm and commitment to both MarinTrust and the industry has enabled us to deliver over and above what should be possible for such a small team.

# Key facts and figures on certificate holders

Over the course of the last 12 months, MarinTrust was pleased to welcome the following:

**MarinTrust**



certified plants

**Chain of Custody**



certified sites

**The MarinTrust  
programme covers**



countries worldwide





### New MarinTrust plants:

- Bioceval SAS – France
- Protein Oil and Industry – Morocco
- Industrias Barda S.A de C.V – Mexico
- Pacifico Industrial S.A de C.V – Mexico
- Piyo Bhokabhan Co., Ltd. – Thailand
- Minh Thang SA DEC Company Ltd – Vietnam
- Vinh Hoan Corporation – Vietnam

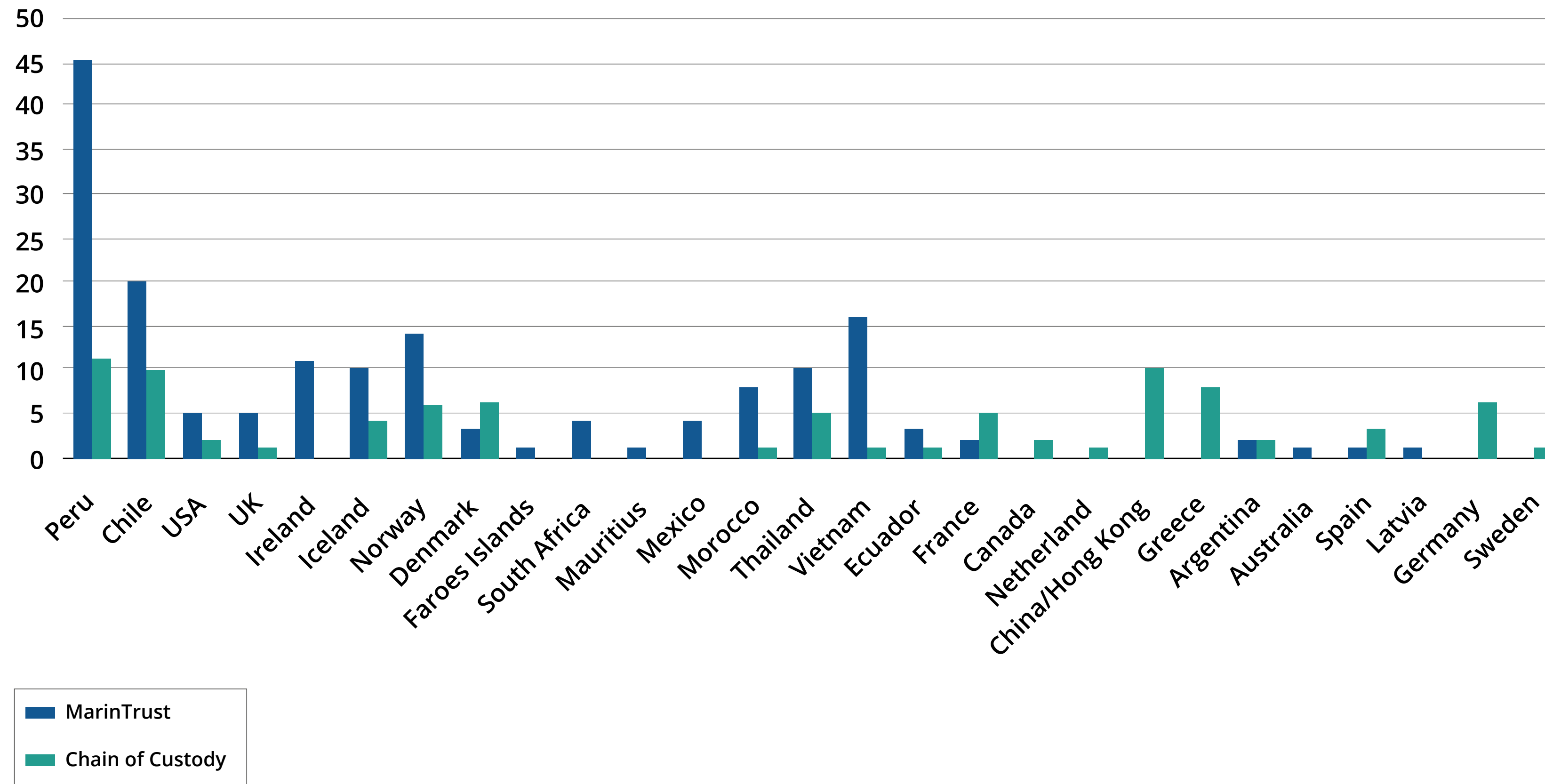




## Chain of Custody:

- NovoSana (Taicang) Bio Feed Co. Ltd – China
- Danish Dairy & Agricultural Suppliers Ltd – Denmark
- INASA Industrial Aceitera S.A. – Ecuador
- Agrupación de Fabricantes de Aceites Marinos S.A. – Spain
- Omicron Dephaa S.L. – Spain
- Fishmeal Marketing Development Co., Ltd. – Thailand

## Global reach:





# 2019 Highlights

## New name and logo

In April 2020 we announced IFFO RS' new name, **MarinTrust**, and unveiled our new logo. The new name conveys the value that MarinTrust brings to its stakeholders: trust in marine ingredients from a production facility. This rebrand contributes to protect the credibility of certificate holders and underpins our ambition to continue growing and tackling the existing challenges such as multi-species fishery management and impacts of the fishmeal industry on local communities.

**Tracy Cambridge**, Responsible Sourcing Director (Europe) for Thai Union Group, and member of MarinTrust's Governing Body Committee, explained:



**TRACY CAMBRIDGE**  
RESPONSIBLE SOURCING DIRECTOR  
(EUROPE) FOR THAI UNION GROUP

“ CERTIFICATION PROGRAMMES PROVIDE A VALUABLE WAY TO ENSURE UNIFORM BEST PRACTICES ACROSS THE MARINE INGREDIENTS SECTOR AND ENSURE THAT STANDARDS ARE NOT ONLY UPHELD, BUT ARE CONTINUOUSLY REVIEWED AND UPHELD BY ALL PARTICIPANTS.

THEY ALSO ASSURE CUSTOMERS AND OTHER STAKEHOLDERS THAT PRODUCTS ARE RESPONSIBLY SOURCED AND PRODUCED. LIKE ALL SUCH PROGRAMME, THE MARINTRUST STANDARDS UNDERGO ONGOING REVIEW AND EVOLUTION AND THIS REBRANDING REFLECTS THIS, AS WELL AS THE TRUST THAT IS PLACED IN THE STANDARDS BY PRODUCERS AND CUSTOMERS ALIKE. ”

## ISEAL full membership

On April 29, 2020 MarinTrust was accepted as a full member of the ISEAL Alliance, the global membership organisation for sustainability standards systems. As an ISEAL Member, MarinTrust is required to demonstrate and maintain compliance to ISEAL Codes of Good Practice over the years.

“ THIS ACCOMPLISHMENT IS TESTAMENT TO MARINTRUST’S DEDICATION TO TRANSFORMING THE PRODUCTION OF MARINE INGREDIENTS. TO ACHIEVE FULL ISEAL MEMBERSHIP CLEARLY ILLUSTRATES THEIR COMMITMENT TO CREDIBLE PRACTICES AND ENSURING CONTINUOUS IMPROVEMENT. ”



**KARIN KREIDER**  
EXECUTIVE DIRECTOR  
AT ISEAL ALLIANCE.



**DAVE ROBB**  
SUSTAINABILITY DIRECTOR  
AT CARGILL AQUA NUTRITION

“ MARINTRUST HAS PROVIDED THE LEADING STANDARDS FOR THE MARINE INGREDIENTS WE USE IN OUR AQUACULTURE FEED BUSINESS. BECOMING ISEAL MEMBERS, MARINTRUST HAS SHOWN THAT THEY ARE OPEN TO THE VIEWS OF A BROAD RANGE OF STAKEHOLDERS, INCREASING AND STRENGTHENING THEIR STANDARDS AND CREDIBILITY. ”



## Covid-19

Work has been undertaken to ascertain the potential risks to the programme from the impact of COVID-19. The immediate impact on MarinTrust is the inability of certifications bodies to send auditors to undertake onsite audits. As a result, **MarinTrust has invoked its “Process on Handling Remote MarinTrust Factory and MarinTrust Chain of Custody Audits during Extraordinary Events of Circumstances” with immediate effect.** The measures introduced include certificate extensions for recertifications, with the planned introduction of remote audits for surveillance if this current situation continues. Only current certificate holders will have access to this, and new applicants will not be able to access a remote audit but will be able to prepare for an onsite audit so they are “audit ready” once travel can resume. This Policy is being reviewed on a monthly basis and amended where applicable. An online training session was held for auditors on how to conduct remote audits in line with our COVID 19 Policy.



**FRANCISCO ALDON**  
CEO AT MARINTRUST

“ COVID-19 HAS ACCELERATED THE NEED FOR INNOVATION WITH RESPECT TO CHAIN OF CUSTODY AND TRACEABILITY CONCERNS, REVEALING THE POTENTIAL, AND LIMITS, OF ONLINE AUDITING. ”

FEED STRATEGY (29 APRIL 2020 ISSUE).

The remote audit checklists were trialled/piloted in June /July 2020 to ensure that they are efficient, robust and effective.

## Memorandum of understanding with Peru's SNP

**MarinTrust signed a memorandum of understanding with the Peruvian Sociedad Nacional de Pesquería (SNP) in November 2019** to allow both organisations to work more closely together. Peru's SNP and MarinTrust objectives are complementary, with SNP working to help develop the country's fishing and aquaculture industries, through fighting illegal fishing and promoting sustainability, innovation, science, and environmental protection. SNP will support MarinTrust with trial audits against relevant standards that will be updated or further developed.





## Collaboration with other standards

Working with other standard holders that share the same objectives for responsibility in the seafood industry is key for the success of the assurance of the industry. All activities within the marine ingredient value chain are covered by many standards: some of them are specific to the activities sitting in the value chain and some others cover various parts of the value chain. However, most of the standards identified share defined objectives on environmental and social aspects as demanded by the market that can complement each other to secure all the different parts of the value chain.

MarinTrust works in collaboration with other standards such as the Responsible Fishing Vessel Standard (RFVS), which is a social standard for fishing vessels owned by Global Seafood Assurances (GSA). It is currently at the last stages of development. An RFVS pilot audit took place in Callao, Peru, where a couple of fishmeal companies participated with the support of SNP (Sociedad Nacional de Pesquería, Peru) and MarinTrust.



**ALLY DINGWALL**  
AQUACULTURE AND FISHERIES  
MANAGER, SUSTAINABLE  
AND ETHICAL SOURCING  
SAINSBURY'S SUPERMARKET LTD  
AND GSA BOARD MEMBER

“ AS A BOARD MEMBER OF GSA, I AM ENCOURAGED THAT MARINTRUST IS SUPPORTIVE OF THE RESPONSIBLE FISHING VESSEL STANDARD. MARINE INGREDIENTS ARE KEY TO THE AQUACULTURE VALUE CHAIN AND TO BE ABLE TO PROVIDE ASSURANCE AROUND CREW WELFARE ON THOSE VESSELS SUPPLYING THE FISH IN TO THE FISHMEAL PLANTS AT THE START OF THIS CHAIN IS CRITICAL. ”

# Standard Developments

Update from MarinTrust's CEO



**FRANCISCO ALDON**  
CEO AT MARINTRUST




“ IT IS NOW TEN YEARS SINCE OUR PROGRAMME WAS CREATED (2009). SINCE THE FIRST FISHMEAL PLANT WAS IFFO RS CERTIFIED IN 2010, THE STANDARD HAS GROWN SIGNIFICANTLY, WITH MORE THAN HALF OF THE FISHMEAL AND FISH OIL PRODUCED WORLDWIDE NOW CERTIFIED AGAINST OUR STANDARDS.

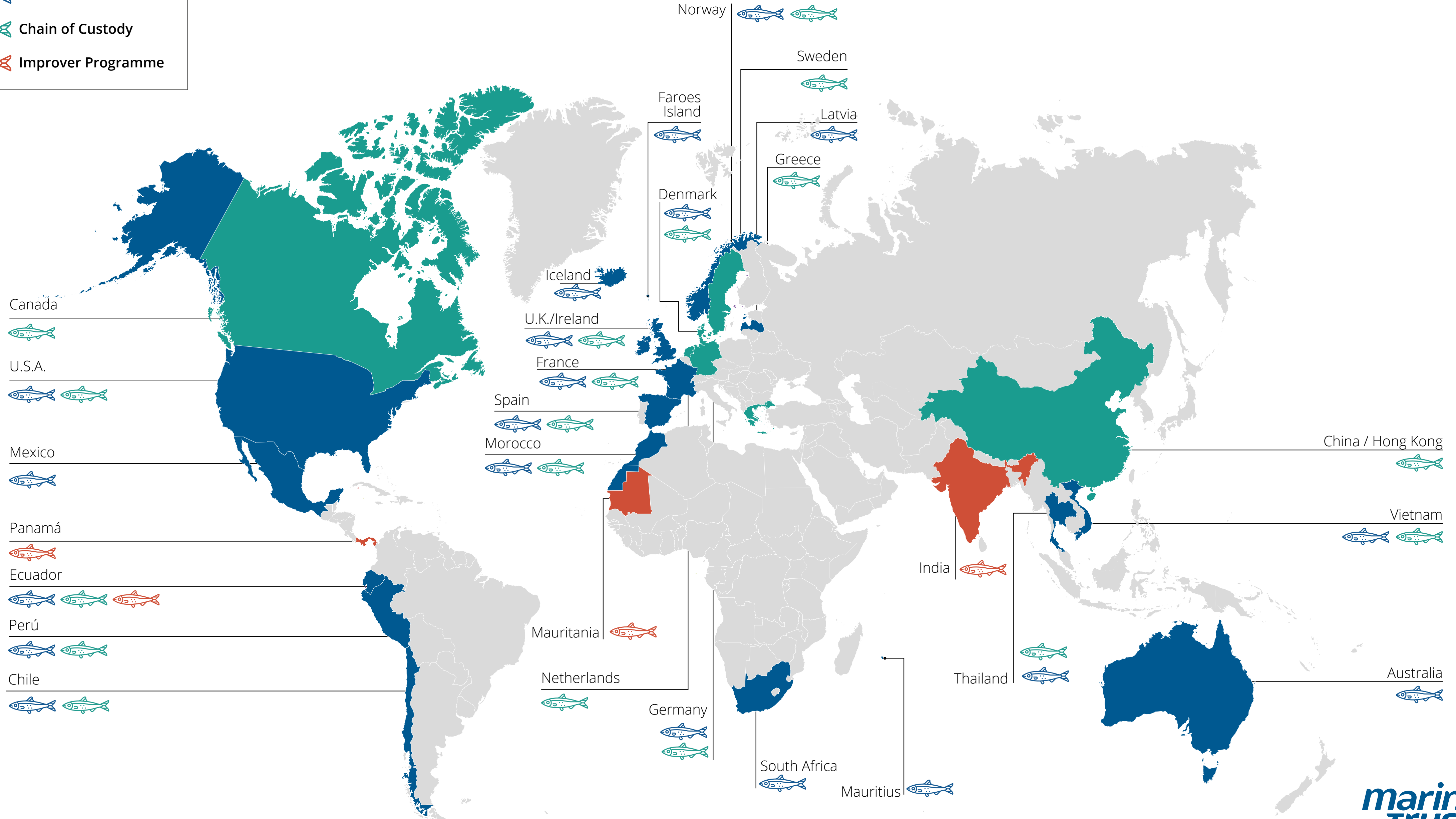
OUR NEWLY RENAMED PROGRAMME, NOW MARINTRUST, HAS CONTINUED TO GROW, OVER 150 CERTIFIED SITES IN 27 COUNTRIES AND OVER 60 CHAIN OF CHAIN OF CUSTODY HOLDERS.

THE STANDARDS ARE BEING ADJUSTED ON A REGULAR BASIS TO BE KEPT UP TO DATE REGARDING ENVIRONMENTAL AND SOCIAL IMPACTS. THE INCLUSION OF SMART TRACEABILITY AND TECHNOLOGY IN THE PROGRAMME WILL HELP US KEEP UP WITH THE RAPID CHANGES WITHIN THE MARKET. WITH THIS IN MIND, WE ARE DEVELOPING MARINTRUST V2.1 WHICH WILL INCLUDE ENHANCED TRACEABILITY AND MANAGEMENT SYSTEMS, IMPROVED GOOD MANUFACTURING PRACTICES, AND THE TESTING OF SOCIAL ASPECTS AT A VESSEL LEVEL BY THE END OF 2021.

OTHER FURTHER DEVELOPMENTS, SUCH AS THE DEVELOPMENT OF THE MULTISPECIES CRITERIA, HAS BEEN PROGRESSING SINCE THE LAUNCH OF ITS PILOT IN 2018. THIS WILL BE A GREAT TOOL TO ASSESS THE MANAGEMENT OF THESE VERY DYNAMIC FISHERIES AND WILL CONTRIBUTE TO DRIVE POSITIVE CHANGE IN SOME REGIONS WHERE CURRENT FISHERY STANDARDS CAN'T BE APPLIED IN FULL. ”



 MarinTrust  
 Chain of Custody  
 Improver Programme







## Certification body and auditor capacity increase

**As a credible certification programme, MarinTrust works with third party accredited (ISO 17065) certification bodies which audit fishmeal and fish oil producing factories and assess fisheries.**

We have been developing a work plan increasing certification body and auditor capacity as well as efficiency via training workshops and calibrations of fishery assessors and auditors. Training courses were delivered to SAI Global staff, one of the certification bodies working for us, in both Ireland and Thailand.

In addition, in January 2020 MarinTrust put out a call for the addition of a new Certification Body to certify against the MarinTrust Programme. MarinTrust received applications from Certification Bodies and an independent team of consultants was commissioned to conduct the review of applications. The results were put forward to the Governing Body Committee in May 2020 and the new certification body is currently under the process of onboarding.





## Further development of the standard

The revision towards MarinTrust V2.1 began in 2019 and it is hoped to be finalised by December 2020 with the aim of launching it by June 2021.

Section	V2.0	V2.1	Differences
1	Sourcing practices	Sourcing practices	Revised wording (considering FAO CCRF) for clear and consistent interpretation. In alignment with MSC for whole fish criteria considering GSSI. Verification of recognition for whole fish certified by third party standards (MSC). Inclusion of by-product sourcing criteria.
2	Traceability	Traceability	Introducing an adapted CoC V2 version that includes batch control (KDEs), mass balance and traceability exercises, subcontractors, labelling and segregation, product integrity, verification and control of logo/claim.
3	GMP	GMP	To enhance full section that will take into consideration Good Manufacturing Practice criteria for production that is intended for human consumption
4	By-products	Staff Training and Key Representatives Responsibilities	Staff Training and Key Representative Responsibilities New section – criteria for the organisation’s management system to address the requirements of the standard
5	Social	Social	To revise considering most relevant and current ILO conventions and to test the possibility of extending this to vessels providing whole fish. To include social performance indicators.
6	Environmental	Environmental	To revise considering relevant international standards and to include environmental performance indicators
7	Community engagement	Community engagement	To revise section for definition of intent and clarity of wording.



## The MarinTrust Chain of Custody (CoC)



### Towards V2.0

It has been 6 years since the last review of the MarinTrust Chain of Custody Standard. We have undertaken the development of the new version in order to incorporate integrated management systems and, subsequently, enhance our robust processes securing product quality and traceability even further. Strong batch control via Key Data Elements will facilitate traceability in order to satisfy market needs for segregation of products linked to raw material origin.

This standard has been developed using a multi stakeholder consultation process with the support of technical experts and consultants. In addition, it has been tested on feed manufacturers, oil refiners, storage facilities and traders in China, Thailand, Peru and Chile to understand what the impact on current certificate holders to the new standard might be. The public consultation period (December 2019 – January 2020) offered the chance for additional stakeholders to input into the further development of the standard.

It is estimated that V2.0 of the MarinTrust Chain of Custody standard will be **released in July 2020 for implementation in October (delay due to Covid-19).**



## The MarinTrust Chain of Custody

Section	V1.1	V2.0	Differences
1	General Principles of Traceability	General Principles of Traceability	New clauses that include <b>supplier approval and monitoring systems including traders and involving agents/brokers with batch control (KDEs), HACCP/VACCP/TACCP with greater emphasis on material origin.</b>
2	Traceability within the Supply Chain	Traceability verification and Labelling	Revised section covering <b>mass balance, labelling and segregation in all different activities such as initial storage, processing, final dispatch, final storage, delivery for client, etc.</b>
3	Traceability and Labelling	Sub-contractors	New section – <b>evaluation and documented control of subcontractors, mass balance exercises and product integrity</b>
4	_____	Use of the Certification Logo or Claim	Reinforced section – <b>label verification and control over the use of the MarinTrust logo or claim.</b>
5	_____	Staff training and Key Representatives Responsibilities	New section – <b>introduction of documented training system for relevant staff members</b>
6	_____	Requirements for IP Marine Ingredients	New section – <b>For CoC holders that ALSO handle IP material. Cover verification of origin, segregation and effective traceability testing</b>

## Trip to Athens

In December 2019 the criteria for V2.0 of the MarinTrust Chain of Custody underwent a 60-day Public Consultation. Valuable feedback was provided by a range of stakeholders and taken into consideration during the finalising of the criteria. At the end of February Francisco Aldon, CEO and Laura Shepherd, Compliance and Integrity Manager, took part in a trial audit in Greece with the support of an external consultant and experienced MarinTrust auditor to conduct a final test of the auditability of the criteria. Upon completing the pilot, the criteria was adjusted and finalised based on the findings. The finalised criteria was presented to the MarinTrust Governing Body Committee in May and V2.0 of the MarinTrust Chain of Custody was approved for launch in August/September 2020. It was released in July but not implemented until October due to Covid-19.



**STELIOS STAMBOLIS**  
CEO AT DISTRAL S.A.

“ AS A PROUD MARINTRUST CHAIN OF CUSTODY CERTIFICATE HOLDER, THE DISTRAL TEAM WAS DELIGHTED TO SUPPORT MARINTRUST’S TRIAL ON THE V2.0 OF THE CHAIN OF CUSTODY AHEAD OF ITS LAUNCH LATER IN 2020. MAINTAINING A TRANSPARENT AND INNOVATIVE TRACEABILITY ASSURANCE SYSTEM REQUIRES CONSTANT EFFORTS AND A COLLABORATIVE MINDSET WITH PEOPLE OPERATING ON THE GROUND, WHO CONTRIBUTE TO KEEP THE STANDARD RELEVANT AND UP TO DATE. ”



## Trip to Lima

End of 2019 we held a meeting with the Sociedad Nacional de Pesquería (Peru) team to present the MarinTrust V2.1 Standard and its application in the Peruvian anchovy fishery. More information is available [here](#)



**MARIO ÁVILA**  
QA/QC MANAGER @ COLPEX

“ FOR COLPEX, IT IS VERY IMPORTANT TO COMPLY WITH THE HIGHEST CHAIN OF CUSTODY AND QUALITY STANDARDS REQUIRED BY THE MARKET, FOR THIS REASON WE HAVE WORKED WITH MARINTRUST FROM THE VERY BEGINNING. THE ONLY WAY TO SHAPE A SUCCESSFUL FUTURE IS TO COMPLY NOW WITH THE DEMANDS OF TRANSPARENCY IN THE PRODUCTION AND SUSTAINABILITY OF THE MARINE RESOURCES. ”





## Fishery Assessment Peer Review Group – Better assurance for fisheries assessment process

**MarinTrust utilises the skills of a Fisheries Assessment Peer Review Group (FAPRG) to review the consistency of the Fishery Assessment decisions of the Certification Bodies.**

Peer review is an important part of the MarinTrust's fishery approval process. It provides a review of the approval report and is carried out by independent fishery scientists with similar qualifications to the assessment team, a good understanding of the MarinTrust Standard, fishery science, fishmeal manufacturing, the food supply chain and environmental conservation. A robust peer review process is also necessary to assist with the assurance of the MarinTrust approved raw materials assessment mechanism to ensure that only credible raw material fisheries are approved for use in the MarinTrust standard for the global marine ingredient manufacturing industry.

## The MarinTrust Improver Programme

**The Improver Programme continues to grow with two new Fishery Improvement Projects (FIPs) being accepted in October 2019.** The Mauritanian small pelagics FIP and the Indian Oil Sardine (for the regions of Goa and Maharashtra) FIP were both accepted by the MarinTrust Governing Body Committee and are currently in the process of organising production site audits to ensure traceability and the good manufacturing processes of the fishmeal produced through compliance with the MarinTrust standard.

Both FIPs have recently passed the 6-month validation checks, having demonstrated the required improvements at this milestone of the process. In addition, the Ecuadorian FIP has passed a key milestone towards improvement having sufficiently passed the annual review by a third part certification body. The Panamanian FIP continues to work towards full approval and are currently undergoing their 4<sup>th</sup> annual review.





## Multispecies criteria

**The Multispecies Criteria Pilot was developed for those fisheries that cannot apply to the MarinTrust programme under the current standard fishery assessment conditions.** The assessment includes baseline requirements to ensure fisheries applying firstly meet a minimum threshold and are then measured against criteria specifically developed based on the nature of multispecies fisheries (i.e. where a multitude of species contribute to the output of the fishery).

The multispecies pilot is led by the Multispecies Pilot Steering Group (MPSG), Chaired by Dan Lee from BAP, whose role is to ensure the Multispecies Pilot Projects runs smoothly and transparently and as part of this they will scrutinise the project process, identify areas of improvement and ultimately guide the criteria towards being fit for purpose.

Following the initial assessment and peer review of the criteria by experts in multispecies fisheries, the pilot criteria were used to carry out an assessment of the Gulf of Thailand mixed-trawl fishery.



**DR VIRIYATUM**

THE INITIAL FIP COORDINATOR FOR  
THE GULF OF THAILAND

“ THE MARINTRUST PROGRAMME IS THE MOST SUITABLE FOR MARINE FISHERIES RESOURCE MANAGEMENT IN THAILAND, AS IT IS DEVELOPING A METHOD TO ADDRESS COMPLEX MULTI-SPECIES FISHERIES. THE GULF OF THAILAND IS HOME TO A MULTITUDE OF DIFFERENT SPECIES OF FISH, SO THE ASSESSMENT IS A GOOD TEST CASE ”

THAI SUSTAINABLE FISHERY ROUNDTABLE

**The Gulf of Thailand fishery aims to enter the MarinTrust Improver Programme using the pilot criteria and by complying with all Improver Programme assurance requirements.** The peer review of the application and the criteria have provided feedback to further develop the assessment methodology and produce more robust guidance for those assessing the fisheries. The guidelines for the criteria have been developed by linking the criteria to the FAO Code of Conduct for Responsible Fisheries (CCRF) and more specifically the Regional Guidelines for Responsible Fisheries in Southeast Asia.

# Recognition

It is in the industry's own interest to increase the profile of the sector by recognising and rewarding best practices and eliminating bad ones, as stressed by Vitapro, the food company based in Peru:

“ AT VITAPRO WE HAVE BEEN DEVELOPING SUSTAINABLE NUTRITIONAL SOLUTIONS FOR THE AQUACULTURE SECTOR FOR MORE THAN 35 YEARS THROUGH OUR NICOVITA AND SALMOFOOD BRANDS. SUPPORTING AND PROMOTING STANDARDS LIKE MARINTRUST IS A REFLECTION OF OUR COMMITMENT TO ADOPTING RESPONSIBLE PRACTICES, AND ALSO OUR VISION OF SUSTAINABILITY. IT IS CRUCIAL TO CONTINUE TO ENCOURAGE BEST PRACTICES THROUGHOUT THE VALUE CHAIN FOR RESPONSIBLE BUSINESS DEVELOPMENTS TO CONTINUE. ”



## ISEAL full membership

Credibility of the MarinTrust Programme is endorsed by ISEAL membership, which gives reassurance to the value chain that the standard has been developed using a globally recognised framework and that it also complies with ISEAL's codes of good practice related to assurance, impacts assessment and monitoring. (See page 10)





## Recognition procedure

Certification standards certainly provide very useful guidelines but there remains a great diversity and complexity. We are exploring where we can better integrate our approaches with other standards and how we can better communicate about our respective programme strengths, so that we can provide clearer, more concise information to producers, consumers, fishermen as well as local governments.

**Recognition of standards is a process that involves benchmarking of clauses and systems and collaboration with other standards. MarinTrust has produced a set of procedures for recognition of standards by MarinTrust, which has now been tested against the MSC, GMP+, FEMAS and PAC from Chile.**

At the Governing Body Committee (GBC) meeting held on 19th May, the GBC agreed with the recommendation of updating the recognition procedures based off the findings of the trials conducted, and to maintain and adjust the recognition of GMP+ and FEMAS by considering the clauses that fall short of equivalence to MarinTrust by verifying compliance during the MarinTrust audits if plants hold either of the certifications.

Furthermore, the GBC approved the recognition of the PAC standard as compliant with Good Manufacturing Practice Criteria (Section 3.2) of the MarinTrust V2.0 factory standard with the condition that all clauses that fall short of equivalence to MarinTrust will be verified for compliance during the MarinTrust audits. The PAC must be revised in accordance to the recognition procedures for MarinTrust V2.1. The notes for the auditors in the checklist are being included and will be ready in Q3 of 2020.





## Standards Recognition

A methodology to verify the raw material claiming to be MSC certified matches that of the MarinTrust applicant has been developed. Material not covered by the MSC certificate will need further assessment to become fully MarinTrust certified. This methodology document and case study verification report is now being peer reviewed.

MarinTrust’s relevancy in the aquaculture value chain is on the increase by being recognised by GAA’s Best Aquaculture Practices (BAP), Global GAP and the Aquaculture Stewardship Council’s standards for feed production. All these standards require that a percentage of the marine ingredients that these feed mills use be MarinTrust compliant. In addition, they recognise the MarinTrust Improver Programme, which provides more relevancy to the programme as a promoter of improvements in the reduction fisheries and marine ingredient production.



Karen Murray



Karen Murray



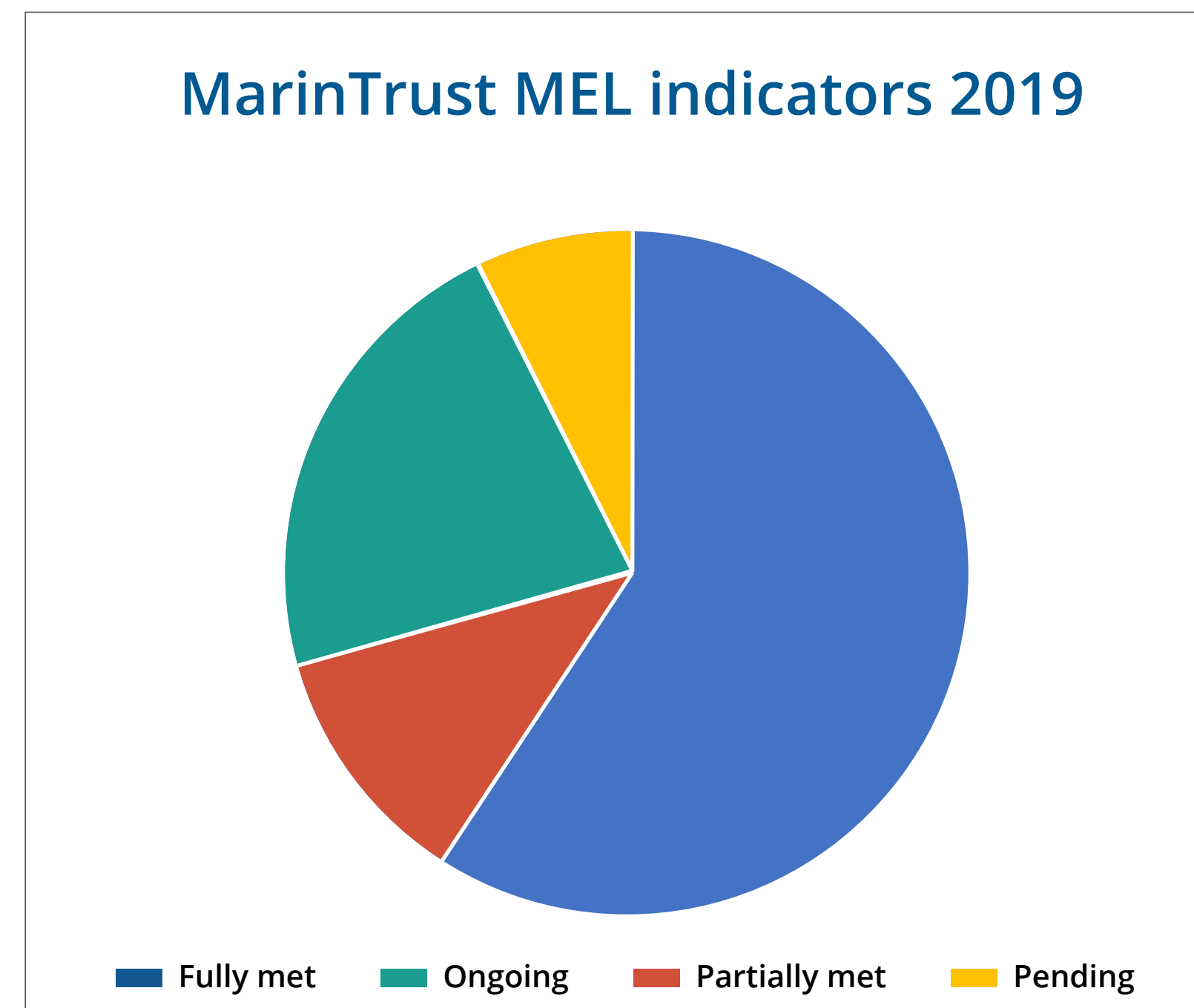
Karen Murray



# Monitoring, Evaluation and Learning

An internal report on the findings of the Monitoring, Evaluation and Learning (MEL) system is produced by MarinTrust each year in order to analyse MEL indicators, discuss specified targets, whether they have been met and if not, why this might be and how we can improve on these in the following year. It also allows the MarinTrust Secretariat to look at the validity of the Theory of Change and assumptions linked to indicators.

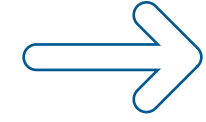
**Out of the 54 indicators which currently make up the MarinTrust MEL system and were measured against the 2019 targets, 59% were fully met, 22% are still ongoing<sup>1</sup>, 11% were partially met<sup>2</sup> and 7% are pending<sup>3</sup>: 32 fully met, 12 ongoing, 6 partially met, 4 pending.**



<sup>1</sup> - Based on ongoing data collection towards a longer-term goal

<sup>2</sup> - Data/ information collected sufficient to determine partial compliance of the indicator

<sup>3</sup> - Due to systems not fully set up to collect appropriate data/ information or a lack of sufficient data to fully review compliance of the indicator

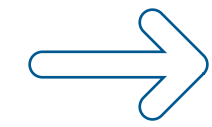


**The main highlights from the 2019 MEL report include:**

- The data collected continues to verify the **MarinTrust** Theory of Change with the main driver for certification being Market Access as well as demonstrating responsibility. However, further work to explore other motivating factors continues.
- Development of the Improver Programme and the Multispecies pilot project criteria has opened the door for the collection of more diverse data in the fisheries sphere.
- The applicant database as well as a number of other excels were reviewed and improved to make the process of data collection more streamlined. This included assisting in the monitoring of applications and recertification, fisheries, invoicing and reducing time for collecting information for reports and presentations etc.





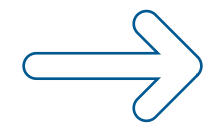


**Some notable improvements during 2019 include:**

- MarinTrust's commitment to collaboration saw the signing of an MOU with Sociedad Nacional de Pesqueria (SNP) and IFFO - The Marine Ingredients Organisation.
- MarinTrust achieved the target of gaining full ISEAL membership with a target to meet all improvement clauses of the Assurance and Impacts codes by 2022.
- The number of FIPs accepted as part of the Improver Programme doubled to 4 to include the Indian Oil Sardine (Goa and Maharashtra) and the Mauritanian small pelagics FIPs.
- MarinTrust staff attended and presented at a large number of conferences, meetings and workshops across the value chain as an effort to increase the visibility of the programme.
- Another increase in the external press articles featuring MarinTrust provides evidence of increased visibility and scrutiny of the programme.







**Some recommendations for MarinTrust to consider moving forward include:**

- The initialisation of a baseline project to start the collection of shortlisted environmental and social metrics as part of the development of impacts projects. This may be country specific to begin with but will be guided by expert and governance input.
- Work on the development of the multispecies pilot criteria will continue and following expert peer reviews, the methodology documentation will evolve to allow for a clearer methodology document to facilitate the measurement of improvement for relevant multispecies fisheries.
- Full ISEAL membership was obtained following full compliance to the baseline and improvement clauses of the Standard setting code. Work will continue to comply with all clauses of the Assurance code during 2020 and continued work towards compliance of the Impacts code.
- A huge improvement on press coverage was observed during 2019 and as MarinTrust continues to provide more information publicly and shed light on the industry and improvement work this will allow for further visibility to stakeholders and the general public.
- Following the 2020 collection year, it is envisioned that further work can be carried out to analyse the change of time (with 3 years' worth of data/ information) for specific indicators as part of the MEL. This will allow the beginnings of progress analysis to be undertaken.
- It will be important to take the current global pandemic of Covid-19 into consideration when reviewing the 2020 collection year. Areas may be identified that were adversely affected by the restrictions placed on stakeholders, or it may be that the certification programme and measures put in place to maintain the integrity of the programme during the pandemic allow those involved to gain some economic resilience. This will be explored in due course.







SNP-Peru)

Following the review of the 2019 MEL indicators, a number of main areas have been identified as being successful as part of the MarinTrust programme development. There are also areas that have been identified that are currently lacking either information or the appropriate systems to sufficiently consider the results.

To ensure MarinTrust moves forwards from here and makes the most of the MEL system, it is important to sufficiently align the systems to applicable strategic and global initiatives to maintain global relevance and ensure the programme provides benefits for those using it to demonstrate their commitment to responsible supply and production of marine ingredients. In addition, clear input from the governance structure and other stakeholders will be further built into the system and review process, with the MEL workshop taking pace in the first half of 2020 being the first step. While improvement can be seen already, following the collection of a third years' worth of data and information, more in depth analysis on change over time can be carried out and allow MarinTrust to pinpoint specific areas to work on moving forward.



SNP-Peru)



# Events

The global situation with COVID 19 has postponed various face-to-face meetings that had been planned throughout 2020, but in many cases, these have gone ahead via video conference or have been diarised for a conference call.

## Training



### AUDITOR TRAINING IN THAILAND

In mid-January 2020, Nicola Clark (Impacts Manager) and Deirdre Hoare (Fisheries Science Manager) provided training to Certification Body (CB) staff and auditors in Bangkok on the **MarinTrust** Improver Programme application procedures and provided an update on the multispecies fishery pilot project being run in the Gulf of Thailand. This session was designed to go through the MarinTrust IP application process step by step and provide any additional clarifications as well being an opportunity for the CB to provide input for future developments and ask questions.

### ONLINE TRAINING ON REMOTE AUDITS

In May 2020, twenty auditors and representatives from Certification Bodies from all over the world including Peru, Chile, UK, Ireland, Iceland, Thailand and Morocco, attended an online training on remote audits following the Covid-19 outbreak.

### SAI TRAINING IN IRELAND

In February 2020, the MarinTrust team visited the SAI Global Ireland office Dundalk, Ireland in order to provide up to date training on the programme as well as training for newly appointed MarinTrust auditors.

### TRAINING ON ISO 17065 AND ISO 17067

In July 2019, **MarinTrust** staff attended training on ISO 17065 Conformity assessment, *'Requirements for bodies certifying products, processes and services'* and the ISO 17067 Conformity assessment *'Fundamentals of product certification and guidelines for product certification schemes'*, as well as the relationship between the aforementioned conformity assessments and the acceptance of product schemes. This provide staff with a deeper understanding and knowledge of the key foundations of third-party certification and standard development.



## MarinTrust side events



### SHANGHAI WORKSHOP ON DRIVING POSITIVE CHANGE THROUGH SEAFOOD CERTIFICATION SCHEMES

MarinTrust hosted a side event in Shanghai in November 2019 to provide a platform to highlight the work of certification standards within the aquaculture supply chain and how they work in collaboration with us. The event included presentations by MarinTrust, Best Aquaculture Practices (BAP), Aquaculture Stewardship Council (ASC) and Global G.A.P.

### UPDATE ON THE MARINTRUST MULTISPECIES PILOT STEERING GROUP

The MarinTrust Multispecies Pilot Steering Group met in Shanghai in November 2019 in order to collectively update on the progress of the project including those in application and the development of the criteria. Decisions regarding the peer review process as well as a technical update were also part of the agenda



### UPDATE ON THE SEAFOOD TASK FORCE IN THAILAND

Nicola Clark and Deirdre Hoare visited Bangkok, Thailand in mid-January to represent MarinTrust in order to strengthen relationships with the Thailand stakeholders and also take part in the Seafood Task Force meeting. This included meeting with the Thai Sustainable Fisheries Round Table (TSFR) and the new Deputy Director General of the Thailand Department of Fisheries (DoF), Dr. Vicharn Ingsrisawang with other DoF staff. The aim of these meetings was to develop the relationship between all stakeholders involved in the Gulf of Thailand trawl fishery as part of the multispecies pilot project as well as to facilitate discussion regarding the current work towards the MarinTrust IP application. This project uses the MarinTrust Improver Programme framework to provide the assurance and credibility to the application and also allow for transparency of the development and findings of the work.

# Outreach

Members of the MarinTrust team presented at:

- Presentation to Peruvian Stakeholders within SNP, Peru
- FAO-Conexmar International Congress on Social Sustainability, Spain
- EU Fishmeal Association Workshop on sustainability and responsible sourcing of marine ingredients, Denmark
- Cargill Value Chain Event, Norway
- Nestlé Purina Petfood Responsibly Sourced – Fish supplier day, United Kingdom
- Tesco Supplier Day, United Kingdom
- Roundtable Human Rights in the Salmon Farming Industry, Norway
- North Atlantic Seafood Forum - panel on sustainability, Norway
- North Atlantic Seafood Forum - side event on North Atlantic stocks
- Meeting with Oman stakeholders - Government about the Improver Programme
- IFFO Annual Conference, China

Members of the MarinTrust team attended:

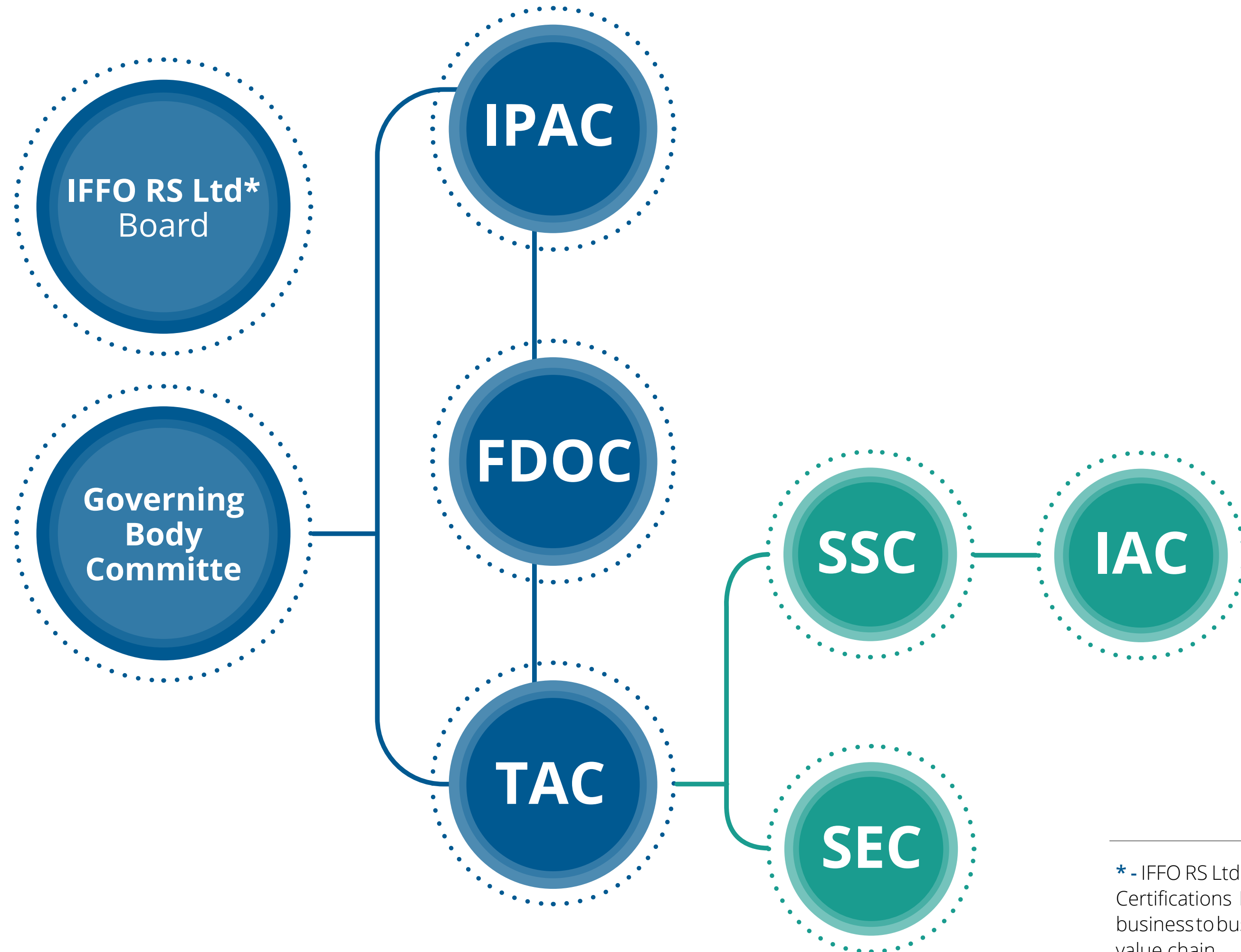
- 2019 GOAL Conference, India





# Governance

## MarinTrust Governance Organisational Structure



- TAC** – Technical Advisory Committee
- FDOC** – Fisheries Development Oversight Committee
- IPAC** – Improver Programme Application Committee
- SEC** – Social and Ethical Committee
- SSC** – Standard Steering Committee
- IAC** – Internal Assurance Committee

\* - IFFO RS Ltd (09357209), formally transitioning to Marine Ingredients Certifications Ltd that operates MarinTrust, the leading independent business to business certification programme for the marine ingredients value chain.



Karen Murray

## Composition of the MarinTrust Governing Body Committee

The **MarinTrust** Governing Body Committee (GBC) has been established by a resolution of the MarinTrust Board for the purposes of developing, revising, and interpreting all Standards and promoting pathways to achieving the Standards under the auspices of and as an integral part of the programme. This committee meets twice a year.

### Leaving the MarinTrust Governing Body Committee in 2020:

- Neil Auchterlonie – IFFO
- Blake Lee-Harwood – NGO

### Joining the MarinTrust Governing Body Committee in 2020:

- Dave Martin – NGO

### Re-elected – May 2020:

- Frank Trearty – Marine Ingredient Producer
- Eduardo Goycoolea – Marine Ingredient Producer
- Humberto Speziani – Marine Ingredient Producer



SNP-Peru)



## Technical Advisory Committee (TAC)

The MarinTrust Technical Advisory Committee (TAC) was established to support the GBC with the developing, revising and interpreting all Standards in the development of the MarinTrust certification programme. The TAC is an objective-based group, representative of the marine ingredient value chain consisting of marine ingredient manufacturers, fish and fish products processing, fishery science, management and environment. This Committee meets remotely, a minimum of once per year and when required. William Davies joined in March 2020.

## Fishery development Oversight Committee (FDOC)

The remit of this committee includes all capture fisheries within the MarinTrust programme including the Pilot for multispecies fisheries development criteria. It is proposed for this committee to meet up remotely at least quarterly.

## Standard Steering Committee (SSC)

The Standard Steering Committee (SSC) was established to support the TAC by utilising its technical expertise to assist with the development and revision of the certification requirements and technical guidance used during the audit for the MarinTrust Certification Standards. It is a technical objective-based committee, representative of Marine Ingredient producers, feed producers, standard holders, traceability and environmental experts. It meets at least quarterly.







## Social and Ethical Committee (SEC)

The MarinTrust Social and Ethical Committee (SEC) was established to support the TAC with the development and implementation of credible, robust and realistic criteria focusing on human rights and social welfare within the MarinTrust Programme. It manages all aspects on social and ethical matters relating to the development of the MarinTrust Certification Programme Criteria, including the social and ethical relevance and appropriateness of the programme for use as a Third Party, Accredited Certification Programme. This committee meets at least twice a year and when required.

Mike Platt, in his capacity as Director of Standards at GSA, and Dave Martin from SFP were appointed to the SEC in March and May respectively.

## Improver Programme Application Committee (IPAC)

The MarinTrust Governing Body Committee (GBC) utilises the skills of an Improver Programme Application Committee (IPAC) to assist with the development and implementation of a MarinTrust Improver Programme (MarinTrust IP) that will create a framework mechanism to ensure that only progressive and committed applicants are accepted onto this MarinTrust IP for the global marine ingredient manufacturing industry. This committee have continued to assist with the development of the programme over the last year and have provided feedback on the most recent accepted FIPs to the programme, Mauritania and India (regions of Goa and Maharashtra).

## Internal Assurance Committee (IAC)

The Quality Management System is currently undergoing a full review and drafts of the procedures will be discussed where applicable with the IAC. The review is to bring the Control Manual fully up to date and make it more streamlined, as well as update and develop procedures ahead of the release of V2.0 of the Chain of Custody standard.



## MarinTrust and IFFO – The Marine Ingredients Organisation: a joint history, common goals and a robust framework to ensure independence

**The industry decided on its own initiative on the creation of a certification standard for responsible supply in 2009.** It was agreed that IFFO RS, the programme at that time, would be managed according to the ISO 65 standard, which requires the appointment of independent Certification Bodies to undertake the task of auditing and awarding IFFO RS Certificates. Today, IFFO, the trade body representing the marine ingredients industry, and MarinTrust are proud of this legacy which enabled the industry to champion best practices and to improve its profile in terms of responsible supply and production standards. Today, over 50% of all marine ingredients produced worldwide are MarinTrust certified. MarinTrust provides the standards' framework but leaves it to independent certification bodies to undertake the task of auditing and awarding MarinTrust Certificates. Neither MarinTrust nor IFFO interfere with any decisions to award MarinTrust certificates, which are the responsibility of the certification body. This has always been the case since the creation of the standard.

**IFFO and MarinTrust are separate entities with a common goal: to make marine ingredients recognised as the best and most important source of animal and human nutrition.** Through an MoU signed in 2019, IFFO and MarinTrust are transparent about their common objectives. These include the ambition to strengthen each organisation's access to the value chain through shared stakeholder mapping as well as to work collectively on the reputation of the industry and increase internal coordination between both organisations.



# The team

In March 2020 we welcomed Juan Guzman as the new Standards Administrator. Juan is a Dominican-American, fluent in Spanish, English, Portuguese, and French. Before joining MarinTrust he was working as an Admissions Officer for the University Boricua College in New York City.



**JUAN GUZMAN**

“ IT IS AN EXCITING TIME TO JOIN MARINTRUST. THERE HAVE ALREADY BEEN A LOT OF IMPORTANT CHANGES AND DEVELOPMENTS WITHIN THE PROGRAMME SINCE I JOINED IN MARCH 2020 SUCH AS ACQUIRING FULL MEMBERSHIP OF ISEAL AND THE TRANSITION FROM THE BRAND NAME IFFO RS TO MARINTRUST. I AM VERY PROUD TO CONTRIBUTE TO THE FURTHER GROWTH OF THE STANDARDS, WITH THE ULTIMATE AIM TO IMPROVE THE RESPONSIBILITY OF THE MARINE INGREDIENTS SUPPLY CHAIN. ”

The team is now composed of (alphabetical order):

- Francisco Aldon, CEO
- Nicola Clark, Impacts Manager
- Juan Guzman, Standards Administrator
- Deirdre Hoare, Fisheries Science Manager
- Laura Shepherd, Compliance and Integrity Manager
- Libby Woodhatch, Executive Chair



# Contact

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