

IFFO RS MONITORING, EVALUATION AND LEARNING SYSTEM

BASELINE REPORT 2017

*Driving responsible behaviour for a
sustainable future*

The Leading Certification Standard for Marine Ingredients



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Credit: Karen Murray

Acronyms and Glossary

IFFO RS CoC: IFFO RS Chain of Custody

In 2011, IFFO RS released a Chain of Custody standard (IFFO RS CoC) to provide the industry with a clear statement of requirements of how IFFO RS CoC certification can be gained. IFFO RS CoC certification enables producers of marine ingredients to demonstrate full traceability of IFFO RS compliant products throughout the production process; from the approved raw material sourced from responsibly managed fisheries to the manufacture and delivery of safe and pure products.

GB: Governance Board

The multi-stakeholder IFFO RS Governance Board was formed in 2013 and comprise of representatives from marine ingredients producers, traders, fish feed producers, fish farmers, fish processors, retailers, marine conservation NGOs, related standards and the IFFO Technical Director. The roles and responsibilities of the IFFO RS Governance Board can be found on the IFFO RS [website](#).

IFFO RS IP: IFFO RS Improver Programme

The IFFO RS Improver Programme is an organised programme developed by the IFFO RS Governance Board. The rationale behind this initiative is to encourage marine ingredient producing factories, which at present would be unable to meet the IFFO RS standard either because of a lack of fisheries management or factory infrastructure and operational issues, to implement improvements that would allow them to eventually comply with the IFFO RS standard.

MEL: Monitoring, Evaluation and Learning

The MEL system is a key part of an organisation's planning process and an adaptive management system that can provide feedback and learning opportunities. A MEL system is based on one or more Statement of Change, which are intended to communicate the change the standard wants to drive.

MOU: Memorandum of Understanding

A memorandum of understanding is an agreement between two or more parties to express in a written way, a mutual overlap in ideas and/or procedures, and specifying an intended action plan aligned with this.

TAC: Technical Advisory Committee

The TAC is an objective-based group represented by members from fishery science, environmental conservation, the marine ingredient manufacturing industry and key stakeholder interests. The IFFO RS Technical Advisory Committee (TAC) assists with the development and implementation of the IFFO RS Certification Programme for the marine ingredient fishing industry.

ToC: Theory of Change

The Theory of Change is an overview of an organisation and the articulation of the different steps that need to be taken in order to achieve the intended change laid out in detail in the MEL system.

Overview and Acknowledgements

Overview

The Monitoring, Evaluation and Learning (MEL) baseline report aims to introduce the IFFO RS MEL system implemented in 2017 and explain how it will assist IFFO RS to realise its statement of change to *'improve the global responsibility of the sourcing and production of marine ingredients'*.

This report is designed to outline the MEL system, the indicators that will be used to measure aspects of the company, initial baseline data and future targets, in order for subsequent reports to effectively examine changes over time. An annual MEL report will be released to this effect. In addition, full evaluation reports by external parties will be commissioned to review IFFO RS' Impacts.

This report begins by introducing IFFO RS and its Monitoring, Evaluation and Learning (MEL) system, and providing a brief overview of relevant statistics regarding the scope of IFFO RS. General methods and data collection processes are also introduced before all MEL indicators, baseline data and targets for the next 2 years are presented in table format. Finally these baseline data and targets are summarised, important assumptions and/or limitations noted and future recommendations made where appropriate. Baseline data are important to allow changes and improvements to be monitored in a useful and effect way. Should targets not be met or not be ambitious enough, these annual reports will identify appropriate areas for improvements.

Acknowledgments

Since early 2017, IFFO RS has been developing a robust and credible Monitoring, Evaluation and Learning (MEL) system to demonstrate to our stakeholders and the general public the programmes (IFFO RS, IFFO RS CoC and IFFO RS IP) impacts on the global marine ingredient supply chain. A number of collaborators and stakeholders have been involved in this process and we would like to thank them all for their valuable input.

IFFO RS is grateful to all those who helped in developing and implementing the MEL system as well as guiding our application to ISEAL. We also thank the IFFO staff for their help with document and survey development.

IFFO RS welcome collaboration and stakeholder input. Should you wish to get involved or have your say, please contact the Monitoring, Evaluation and Learning coordinator at nclark@iffors.com.

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Introduction



Credit: Paul Sloane from Pixabay



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About IFFO RS

About

IFFO RS, the Global Standard for Responsible Supply, is the leading independent business to business certification programme for the production of marine ingredients. The programme consists of; the IFFO RS Global Standard for Responsible Supply (IFFO RS), the IFFO RS Chain of Custody standard for Responsible Supply (IFFO RS CoC), and the IFFO RS Improver Programme (IFFO RS IP). IFFO RS opened for applications in October 2009 and as of 2017 certifies 133 plants in 17 different countries, with over 45% of the worlds production of marine ingredients being IFFO RS certified. To find out more please visit www.iffors.com.

Vision

"All marine ingredients produced globally will be sourced from responsibly sourced fisheries products and produced in a safe manner."



Objectives

IFFO RS' objectives are to:

- Ensure that whole fish used come from fisheries managed according to the FAO Code of Conduct for Responsible Fisheries.
- Ensure no Illegal, Unreported and Unregulated (IUU) fishery raw materials are used.
- Ensure pure and safe products are produced under a recognised Quality Management System, thereby demonstrating freedom from potentially unsafe and illegal materials.
- Ensure full traceability throughout production and the supply chain.

Credibility

The IFFO RS standard is compliant with the ISO/IEC Guide 65:1996, an International Standard that provides 'general requirements for bodies operating product certification systems'. Guide 65 ensures that the resulting product certifications are impartial, consistent with international standards, and based on objective testing. There were a number of steps involved in gaining accreditation including document review, office and witness assessments and the Accreditation Board review and decision making process for the IFFO RS. IFFO RS recently applied to become an ISEAL Associate member with a commitment to achieve full membership, a process that is currently pending.



Marine Ingredients

What are marine ingredients?

Marine ingredients are products with nutritional value that are derived from marine organisms such as fish, shellfish and algae. The majority of these are fishmeal and fish oil mainly produced from harvesting stocks of small, bony fish that reproduce rapidly and for which there is limited demand for human consumption. About a third of the raw material is recycled fisheries by-products from the processing of both wild-caught and farmed fish. World production of fishmeal is about 5 million tonnes per year and about 1 million tonnes for fish oil. Although fishmeal and fish oil are two of the most commonly used marine ingredients, there is a growing market in lesser known marine ingredients such as hydrolysate.

How are marine ingredients processed?

Raw materials enter the factory and are cooked at a temperature of 85°C to 90°C to coagulate protein and allow the release of some oil as well as to kill any microorganisms present. Measures are taken during the process to minimise the presence of microorganisms and other factors that may cause spoilage. A screw press then forces out the liquor and separates it from the solids which are sent to the drier. The liquor is then further processed to separate out any additional solids, before being concentrated by evaporation and returned to the previously removed solids. This mix is then dried in a steam coil system at a temperature of up to 90°C before being moved to storage and ultimately transportation. Further refining processes for fish oil may be used depending on the final destination of the product.



Credit: Monfocus from Pixabay

How are fishmeal and fish oil used?

Fishmeal and fish oil are key components in fish feeds for aquaculture and pig and poultry feeds. They are also suppliers of crude protein and energy in the diet and are increasingly used in pet foods. Important micronutrients in fishmeal and fish oil including omega-3 fatty acids (e.g. EPA and DHA), amino acids and particular vitamins such as the B-group and vitamin D which have been shown to be important for physiology, growth and health and are comparable to the content of wild fish (e.g. salmon, trout, seabass and turbot) diets.

Monitoring, Evaluation and Learning

Outline

The IFFO RS Monitoring, Evaluation and Learning (MEL) system was established in 2017 in order to demonstrate, in an easily digestible and comprehensive way, the impacts IFFO RS is having on the global sourcing and production of marine ingredients in both the short- and long-term.

The IFFO RS MEL system is based on a Theory of Change developed from the overarching objective or 'Statement of Change,' which communicates the desired change that IFFO RS endeavours to bring about through its standards:

'Improve the global responsibility of the sourcing and production of marine ingredients'

Benefits

The MEL system will allow IFFO RS to enhance its certification programme's credibility and increase recognition by other schemes and international markets. The MEL system is also a useful tool that can be used to demonstrate IFFO RS' impacts within the global sourcing and production of marine ingredients through data collection, analysis and evaluation reports, whilst at the same time showing transparency in its findings. Additionally, the MEL system allows IFFO RS to learn, adapt and improve by assisting in the recognition of areas in which there are deficiencies or shortfalls in organisational activities, and effectively adjust in order to achieve its objectives.

Objectives

The principal objectives of the MEL system are outline below;

- **Improvement** – to facilitate development and improvement for particular indicators of concern.
- **Accountability** – to demonstrate credibility and transparency to stakeholders and interested parties including; ensuring ongoing compliance with ISEAL's Impacts Code, enhancing IFFO RS's credibility as the leading responsible marine ingredient standard, increasing transparency of the success of the schemes approach and impacts.
- **Engagement** – to seek engagement from stakeholders and other interested parties.
- **Performance** – to track the performance of MEL activities.
- **Communication** – to communicate the findings of data collection, analysis and evaluation.



Monitoring, Evaluation and Learning

Theory of Change

The IFFO RS [Theory of Change](#) (ToC) is a tool to illustrate the workings and process of change within the company i.e. how it is IFFO RS intends to achieve the change it envisions.

Inputs, Outputs, Outcomes & Impacts

Inputs, Outputs, Outcomes and Impacts are the processes through which IFFO RS will achieve the objectives of the Statement of Change and Theory of Change.

- **Inputs:** These are the activities IFFO RS carries out as part of the day-to-day operations.
- **Outputs:** These are direct short-term consequences of IFFO RS' Inputs
- **Outcomes:** These are medium-term consequences of the Outputs and Inputs as part of the services provided by IFFO RS.
- **Impacts:** These are the longer-term desired changes that IFFO RS aspires to achieve.

IFFO RS's MEL system being based on a robust Theory of Change, will provide performance monitoring, and outcome and impact evaluations.

Assumptions

An assumption in this case, is what IFFO RS as an organisation expects to be true across the ToC. These assumptions are tested within the IFFO RS MEL system. This is an invaluable exercise as it allows the identification of areas in the ToC that remain relevant and work successfully and efficiently, but also aids in the identification of weak, incorrect or ineffective assumptions before an issue arises. As a result, IFFO RS will be able to adapt and rework appropriately to ensure the safeguarding of the long-term Impacts. The most significant assumptions are included directly in the ToC and a complete list of all of the [assumptions](#) has been created in a separate document.



Credit: Karen Murray

Monitoring, Evaluation and Learning

MEL plan

The [MEL plan](#) was developed from the Statement and Theory of Change and is a fundamental tool to explain exactly how IFFO RS intends to achieve the organisation's targeted impacts as well as how it is actively implemented by specifically setting out the following key information;

- The means/ methods and metrics (indicators) of data collection
- The frequency of data collection
- Who collects the data
- Baseline data and targets
- The priority level of each indicator
- The assumptions to be tested using particular indicators

Each member of the IFFO RS staff participating in the MEL system has an individualised MEL plan specific to their role in order to facilitate its implementation.

Indicators

An indicator is quantitative and/ or qualitative information collected and analysed in order to either test assumptions or to evaluate whether certain elements within the ToC are successful. The indicators are specific, measurable, achievable, relevant and time-bound. Indicators clearly relate to at least one element of the ToC and an appropriate balance of effort is invested across the system. Baseline data collected are outlined in [Section 4](#) of this report.

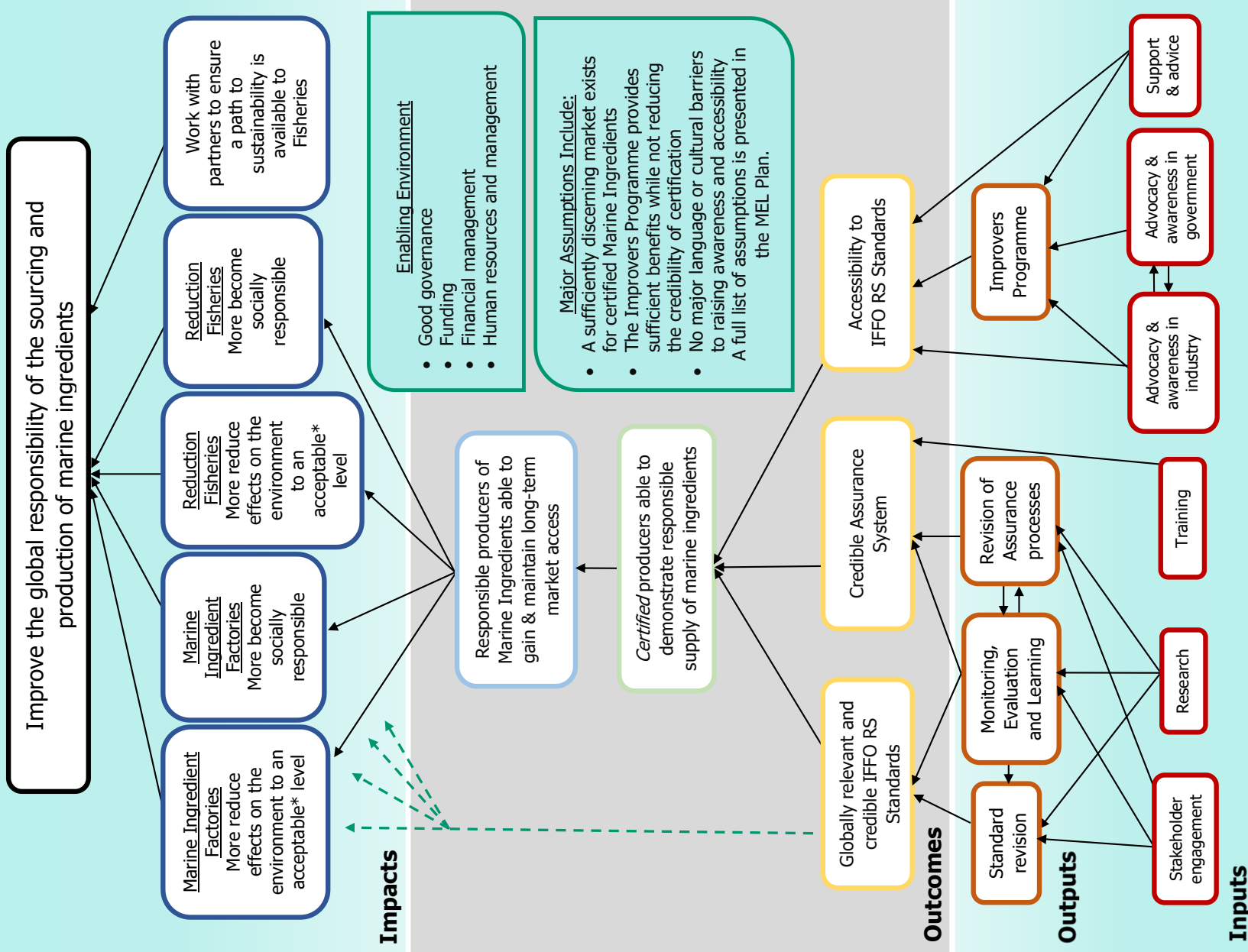
Positive and negative unintended effects included within the MEL plan refer to Outcomes or Impacts not directly defined within IFFO RS's ToC. These are not part of the 'intended path' that IFFO RS wishes to take in order to achieve the desired impacts but are just as important to monitor and analyse to allow corrective measures to be taken if appropriate and/ or practicable.

An overview of the indicators as part of the MEL system can be found in the table on page 11.



Credit: Karen Murray

IFFO RS Theory of Change



* aligned to the IFFO RS Standard requirements



Monitoring, Evaluation and Learning

Impacts					
Improve the global responsibility of the sourcing and production of Marine Ingredients					
2. Impacts evaluation; 3. MEL Report					
Marine Ingredient factories: More reduce effects on the environment to an acceptable* level	Marine Ingredient factories: More become socially responsible	Reduction fisheries: More reduce effects on the environment to an acceptable* level	Reduction fisheries: More become socially responsible	Work with partners to ensure a path to sustainability is available to fisheries	
4. Certified 'units': 1) number of IFFO RS certified units, 2) volume of IFFO RS certified material and 3) % of global trade IFFO RS certified; 5. Current, relevant MOU's and agreements; 6. Movement up the sustainability ladder					
Outcomes					
Responsible producers of marine ingredients able to gain & maintain long-term market access					
7. Re-certification of those due; 8. Satisfaction of certificate holders; 9. Applicants citing market access as an incentive for applying to IFFO RS					
Certified producers able to demonstrate responsible supply of marine ingredients					
10. IFFO RS fishery/ factory certificates and reports are uploaded on the IFFO RS website; 11. Marine ingredient users (stakeholders) are aware of IFFO RS certification; 9. Applicants citing market access as an incentive for applying to IFFO RS					
Globally relevant and credible IFFO RS Standards	Credible Assurance System		Accessibility to IFFO RS standards		
5. Current, relevant MOU's and agreements; 12. Relevant fisheries with an applicable standard under IFFO RS; 13. Compliance with the ISEAL Standard Setting Code	14. Compliance with the ISEAL Assurance Setting Code; 15. CB's ISO 17065 certified; 16. IFFO RS QMS; 17. GSSI comparability		18. Volume of approved/accepted raw material mixed landings, volume of compliant raw material produced; 19. Number of new and current Improver Programme applicants and graduates; 20. % marine ingredient factories with materials available in useable language; 21. Languages used for the IFFO RS Standard/ Guidelines; 22. Reduction fisheries with cost as a barrier; 23. Certificate holders perceive good accessibility to the IFFO RS standards		
Outputs					
Standard revision	Monitoring, Evaluation and Learning	Revision of Assurance processes	Improver Programme		
13. Compliance with the ISEAL Standard Setting Code; 24. TAC and GB meeting attendance and feedback. Stakeholders deem the IFFO RS MEL system valuable	2. Impacts evaluation; 3. MEL Report; 24. TAC and GB meeting attendance and feedback. Stakeholders deem the IFFO RS MEL system valuable; 25. Compliance with the ISEAL Impacts Code	14. Compliance with the ISEAL Assurance Setting Code	26. Potential applicants know of the IFFO RS IP and understand the requirements and benefits; 19. Number of new and current Improver Programme applicants and graduates; 27. Retention of those on the Improver Programme (from 12 months earlier); 28. % delisted in the last 12 months; 29. Milestones reached on or ahead of time in the last 12 months; 30. Satisfaction of those on the IP; 31. Those in target areas applying; number and volume of production; 32. Stakeholders consider the Improver Programme sufficiently rigorous and successful to maintain support		
Inputs					
Stakeholder engagement	Research	Training	Advocacy & awareness in industry	Advocacy & awareness in government	Support & advice
33. Stakeholders attending events/ meetings and providing feedback; 34. Stakeholders represented within the value chain	35. Staff FTE with research expertise/ responsibility; 36. Research studies commissioned; 37. Research contacts	38. Assessors and auditors are up-to-date with training; 39. IFFO RS staff training	33. Stakeholders attending events/ meetings and providing feedback; 40. Enquiries to join the IFFO RS IP as a result of advocacy and awareness in industry in the last 12 months; 41. Mapping of target audiences for advocacy and awareness; 42. Potential applicants aware of the existence and benefits of IFFO RS certification and IP; 43. External press releases concerning IFFO RS; 44. Applications for certification or IP as a result of advocacy and awareness in industry	45. Events/ meetings attended by key governments; 46. Countries where legislative/ policy barriers exist to application to Improver Programme, and/ or clarification; 47. Governments targeted	48. Queries from applicants, number of workshops and number of attendees to workshops



Overview



Credit: Karen Murray



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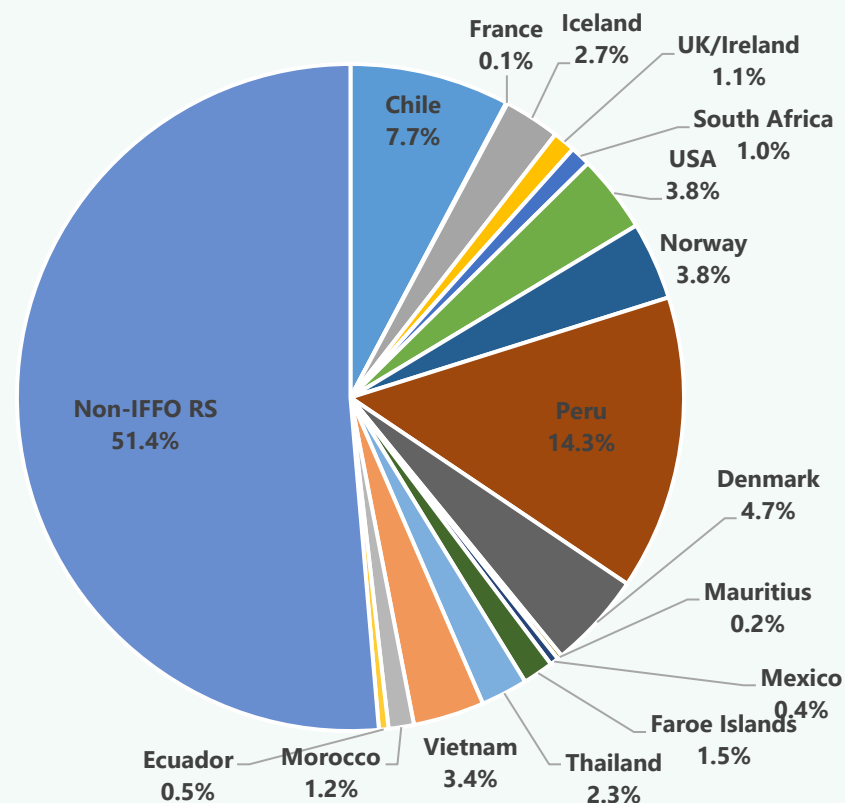
Overview

Global reach

As of the end of 2017, IFFO RS certified 133 factories in 17 countries under the IFFO RS standard for responsible supply and 62 sites in 13 countries under the IFFO RS Chain of Custody standard for responsible supply.

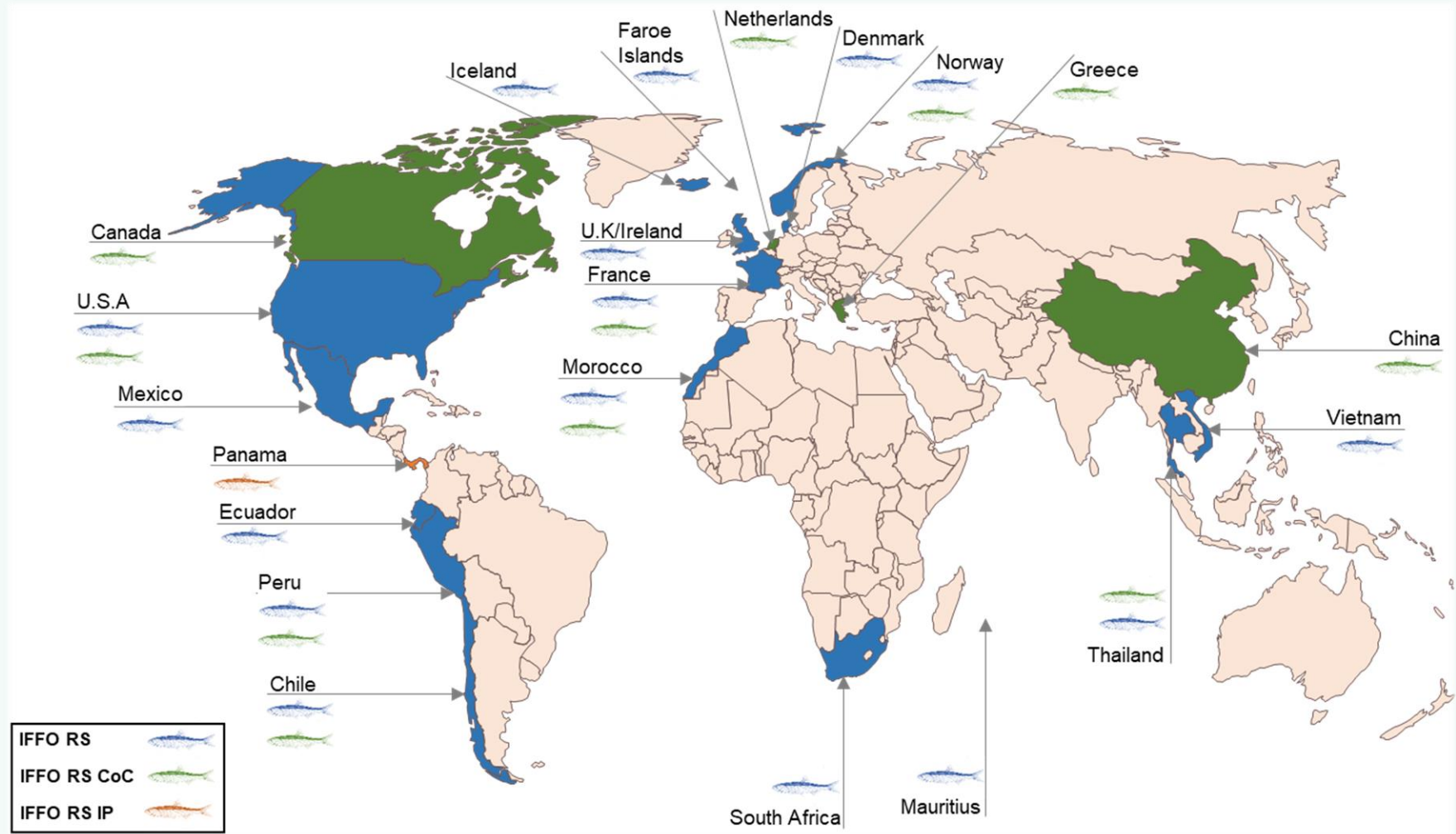
Country	IFFO RS certified factories	IFFO RS CoC certified sites
Peru	48	11
Chile	20	12
USA	5	1
UK/Ireland	5	2
Iceland	11	-
Norway	10	4
Denmark	3	2
Faroe Islands	1	-
South Africa	5	-
Mauritius	1	-
Mexico	2	-
Morocco	3	1
Thailand	6	5
Vietnam	11	-
Ecuador	2	-
France	1	3
Canada	-	2
Netherlands	-	3
China/ Hong Kong	-	10
Greece	-	6
TOTAL	133	62

IFFO RS currently certify almost half of the global marine ingredient production, with Peru being the largest contributor in 2017 with over 14% of global production. The pie chart below illustrates the percentage of global production certified by IFFO RS as of 2017 in each country as well as showing the percentage that is yet to be certified and will be targeted in the future.



Global Distribution

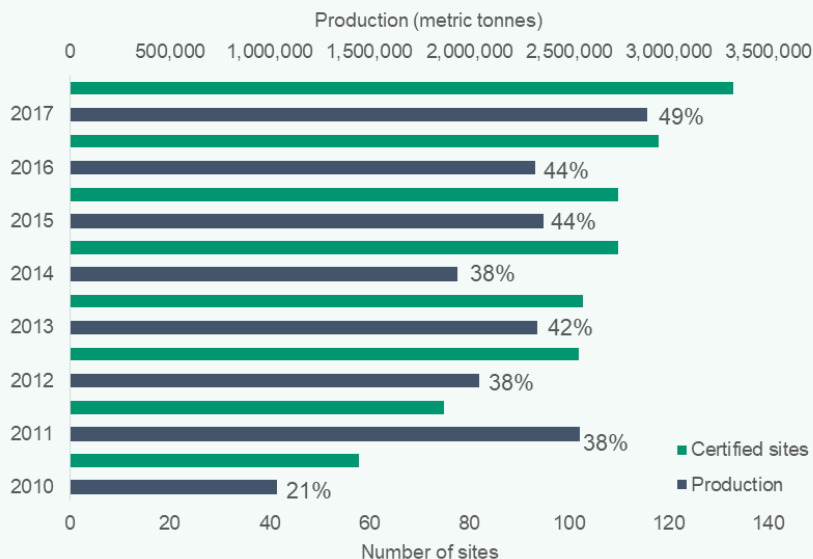
This map shows IFFO RS' global reach and the geographic distribution of the IFFO RS Programme.



Global Production

IFFO RS certified production

Global production volumes from IFFO RS certified factories have been rising since 2010, aligned with the steady increase in certification. Small dips in production are due to the large-scale environmental phenomenon El Niño which largely impacts the raw material supply in South America, where the majority of IFFO RS certified production is currently based. Future innovations will be necessary to maintain a general upward trend in certified production and by using the MEL system discussed in [Section 1](#), IFFO RS aims to identify the best areas to focus on for further developments and improvements.



Percentage values indicate the proportion of marine ingredient production that is IFFO RS certified.

Distribution of IFFO RS certified sites per country



IFFO RS Improver Programme

In addition to IFFO RS certification, we also work to provide an opportunity for factories that do not currently meet the standard criteria, to demonstrate consistent improvements and work towards IFFO RS application through the IFFO RS Improver Programme (IFFO RS IP). This is one way in which IFFO RS can increase the global responsibility of marine ingredients production and improve our accessibility in parts of the world currently not represented within stakeholder groups.

IFFO RS currently has 2 factories on the Improver Programme and launched the new version of the Improver Programme Application Mechanism in March 2018 which focuses on providing guidance for those interested in applying for the programme ([click here](#)).

Methods & Tools

Credit: Karen Murray



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Methods & Tools

Methods

The IFFO RS MEL system relies on the collection of a large amount of data from across the scope of the organisation and other applicable sources. These data are gathered throughout the year from a variety of sources and by specific members of staff as outlined in the IFFO RS MEL plan (a full version of which can be found [here](#)).

IFFO RS began by collating baseline data, as presented in this report, and following further data collection will measure any changes against the targets outlined in [Section 4](#). To ensure targets are being met, annual reviews of data and methods of collection will be carried out. If targets are not being met, or aspects of the process are not robust enough, these will be scrutinised and corrections made to ensure future improvements.

Below are a selection of data collection methods that are, or will be, used as the IFFO RS MEL system is rolled out:

- Feedback surveys
- IFFO RS application forms
- Factory audit reports
- Research projects
- Internal and external reports
- Events/ workshops run or attended by IFFO RS
- Press releases from or about IFFO RS
- Compliance with the ISEAL codes

Data



Using the aforementioned methods, data are collected either during day-to-day activities at IFFO RS (e.g. queries) or as a one-off measurement from the entire year (e.g. production volume). These data are recorded in a central MEL database unless established systems for collating these data are already in place.

IFFO RS endeavours to work in alignment with our stakeholders and collaborators to ensure data collection is efficient and data collected is reliable. The following data are examples of those currently collected as part of the IFFO RS MEL system:

- Production volumes
- Certification information
- Improver Programme information
- Training sessions or workshops attended or run by IFFO RS
- User satisfaction and/or understanding

Please see the MEL table in [Section 4](#) for the full list of indicators and associated data.

Data Management

Forms and reports

All IFFO RS forms will be reviewed and revised to ensure they facilitate the collection of data required for the MEL system. These data will then be stored in a central database and presented in annual reports, including the MEL report and IFFO RS report. Future improvements may involve digitising aspects of the application and reporting system.

Surveys

A number of surveys have been developed in tandem with the MEL system in order to facilitate the collection of data regarding stakeholder opinions and feedback and to quantify how satisfied users and stakeholders are with the IFFO RS programme and related issues. These results are collected via an online survey platform and data transferred to a central database for analysis prior to the MEL report. An integral aspect of these surveys will be to determine what stakeholders feel are the main benefits and barriers of being IFFO RS certified and/or involved in the IFFO RS programme in other capacities.

IFFO RS Improver Programme

A large amount of data in relation to the IFFO RS Improver Programme (IP) will be collected and analysed as part of the MEL system. These will be collected on a constant basis within a central database and analysed annually. Indicators linked to the IP include new applications, retention of those on the programme, percentage of milestones achieved as part of the improvement plan, any sites delisted as well as any enquiries about the programme.

Meetings & workshops

Meetings and workshops throughout the year will include stakeholders and those representing the entire marine ingredients supply chain. This will ensure views and feedback, as well as input from these events, is representative. A record of those who are invited and those who attended will be kept and used to report on specific indicators within the MEL system. Where appropriate, the Summary or Minutes from these events will be shared with the attendees uploaded onto the IFFO RS website for public view.

Press releases

Monitoring press articles that mention IFFO RS is an aspect of the MEL system to provide further insight into the views of our stakeholders as well as the general public and to allow this information to inform on how IFFO RS is viewed. It is also important for IFFO RS to release regular updates via press releases and the website (www.iffors.com) to ensure transparency regarding developments and improvements.



Credit: Karen Murray

Baselines & Targets



Credit: Karen Murray



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MEL Plan

The following table summarises the MEL indicators, current baseline data available and targets for the next 2 years.

	Indicator	Baseline*	Target (2018)	Target (2019)
Evaluation and Learning	1 Review of MEL report with recommended improvements and those implemented	Not relevant for this report – this is an annual review of the IFFO RS MEL report by relevant stakeholders to ensure targets are being met and new targets made are appropriate.	After the release of the 2018 MEL report a panel will be organised to review it and recommend improvements and future targets. This will occur annually to ensure consistent progress is made.	Annual review of MEL report.
Impacts				
Improved global responsibility of the sourcing and production of marine ingredients Monitoring, Evaluation and Learning	2 Impacts evaluation	There is currently no Impacts evaluation. The first external Impacts evaluation will be commissioned in 2019.	Canvass for consultants to carry out the initial Impacts report through the ISEAL website.	Commission/ Initiate first Impacts report.
	3 MEL Report	This Baseline report represents the initial internal MEL report for IFFO RS. Future reports will be released annually to present new MEL data, improvements made and future targets.	Baseline report for 2017 released and data collected for the 2018 report.	The first MEL report released for 2018 comparing the 2017 baseline data to new/ updated data.
More marine ingredient factories reduce effects on the environment to an acceptable** level More marine ingredient factories become socially responsible More reduction fisheries reduce effects on the environment to an acceptable** level More reduction fisheries become socially responsible	4 Certified 'units': 1) number of IFFO RS certified units, 2) volume of IFFO RS certified material and 3) % of global trade certified by IFFO RS	As of the end of 2017: 1) IFFO RS certify 133 sites 2) The total IFFO RS certified production is 2,771,011.37 tonnes 3) IFFO RS certification covers almost 49% of global trade	Increase in 1) number of units, 2) volume of certified material and 3) % of global trade.	Increase in 1) number of units, 2) volume of certified material and 3) % of global trade.

*All data correct as of the end of 2017 when annual data provided

**Acceptable defined as aligned to the IFFO RS standard requirements.



MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)	
Work with partners to ensure a path to sustainability is available to fisheries Globally relevant and credible IFFO RS Standards (5)	5	Current, relevant MOU's and agreements	IFFO RS currently have a MOU with the MSC.	Discuss the possibility of a MOU with the ASC and BAP.	Finalise MOU with ASC and BAP.
	6	Movement up the sustainability ladder	In the last 12 months: 4 fisheries were approved; 4 approved fisheries became MSC certified	At least 1 fishery becomes IFFO RS approved and at least 1 approved fishery becomes MSC certified (in the last 12 months).	At least 1 fishery becomes IFFO RS approved and at least 1 approved fishery becomes MSC certified (in the last 12 months).

Outcomes

Responsible producers of marine ingredients able to gain & maintain long-term market access Certified producers able to demonstrate responsible supply of marine ingredients (9)	7	Re-certification of those due	Data from 2017: IFFO RS: 100% re-certified* IFFO RS CoC: 100% re-certified <i>*Not including those plants no longer in operation</i>	100% IFFO RS and IFFO RS CoC re-certification	100% IFFO RS and IFFO RS CoC re-certification
	8	Satisfaction of certificate holders	Of those certified the average satisfaction was 77% (n=44). <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Increase % satisfaction	Increase % satisfaction
	9	Applicants citing market access as an incentive for applying to IFFO RS	100% of those certified (n=44) say that gaining and/or maintaining market access was important to them applying. Of new applicants to the standard in 2017, 100% (n=7) said that they hoped to gain and maintain market access once certified. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Maintain % citing market access as incentive for application.	Maintain % citing market access as incentive for application.
Certified producers able to demonstrate responsible supply of marine ingredients	10	IFFO RS fishery/ factory certificates and reports are uploaded on the IFFO RS website	100% of new certificates and reports are uploaded onto the IFFO RS website once received from the certification bodies.	Maintain 100% uploaded.	Maintain 100% uploaded.
	11	Marine ingredient users (stakeholders) are aware of IFFO RS certification	97% of potential applicants (n=29) indicated that they were aware of IFFO RS certification and 55% were aware of IFFO RS Chain of Custody certification. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Increase % aware of certification, especially the IFFO RS Chain of Custody standard.	Increase % aware of certification, especially the IFFO RS Chain of Custody standard.



MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)	
Globally relevant and credible IFFO RS Standards Standard revision (13)	12	Relevant fisheries with an applicable standard under IFFO RS	Fisheries, By-products, Aquiculture, Mixed Fisheries	Multispecies component relevant to mixed-trawl fisheries in development..	The first multispecies component relevant to mixed-trawl fisheries to be tested.
	13	Compliance with the ISEAL Standard Setting Code	Baseline clauses for the Standard Setting Code submitted to ISEAL for review.	Become an Associate Member of ISEAL.	All improvement clauses in the Standard Setting Code to be met. Gain full ISEAL membership.
Credible Assurance System Revision of assurance processes (14)	14	Compliance with the ISEAL Assurance Setting Code	Baseline clauses for the Assurance Code submitted to ISEAL for review.	Become an Associate Member of ISEAL.	Work on improvement clauses for the Assurance Code.
	15	CB's ISO 17065 certified	IFFO RS is currently compliant with ISO 17065	Maintain compliance	Maintain compliance
	16	IFFO RS QMS	The IFFO RS QMS can be found here .	Annual review of the QMS	Annual review of the QMS
	17	GSSI comparability	GSSI benchmark study carried out	Consider improvements from the benchmark study.	Follow up on improvements for GSSI benchmark.
Accessibility to IFFO RS standards Improver Programme (19)	18	Volume of approved/accepted raw material mixed landings, volume of compliant raw material produced	Adapt audit reports to collect these data e.g. S. Africa report	Start compiling data	Increase
	19	Number of new and current Improver Programme applicants and graduates	There are currently 2 sites accepted on the IFFO RS Improver Programme.	1 or 2 new plants accepted onto the Improver Programme.	At least 1 or 2 new plants by 2020.
	20	% marine ingredient factories with materials available in useable language	Research is needed to determine this % and other language constraints on marine ingredient factories.	Maintain unless an increase is deemed necessary.	Maintain unless an increase is deemed necessary.
	21	Languages used for the IFFO RS Standard/ Guidelines	IFFO RS currently use 2 languages for the standard and guidelines; English and Spanish.	Maintain	Maintain (unless change is necessary)
Accessibility to IFFO RS standards	22	Reduction fisheries with cost as a barrier	c. 10-15 % (estimated value based on best knowledge of global fisheries data).	Maintain or decrease the % of reduction fisheries with costs as a barrier.	Maintain or decrease the % of reduction fisheries with costs as a barrier.

MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)
Accessibility to IFFO RS standards	23 Certificate holders perceive good accessibility to the IFFO RS standards	Of those certified 7% to 18% of responders (n=44) felt that factors influencing accessibility (e.g. getting support, costs, cultural and/or language barriers) made application difficult or very difficult. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	% decreased	% decreased

Outputs

Standard revision Monitoring, Evaluation and Learning	24 TAC and GB meeting attendance and feedback. Stakeholders deem the IFFO RS MEL system valuable.	% of attendees in last 12 months: TAC: 64% (April 2017), GB: 79% (May 2017), GB: 86% (Oct. 2017). 80% of stakeholders (n=15) felt that the MEL system was very valuable or somewhat valuable. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Maintain or increase % attendance to meetings. Maintain or increase % of stakeholders that deem MEL valuable.	Maintain or increase % attendance to meetings. Maintain or increase % of stakeholders that deem MEL valuable.
Monitoring, Evaluation and Learning	25 Compliance with the ISEAL Impacts Code	Baseline clauses for the Impacts Code submitted to ISEAL for review.	Become an Associate Member of ISEAL.	Work on improvement clauses for the Impacts Code.
Improver Programme	26 Potential applicants know of the IFFO RS IP and understand the requirements and benefits	Of potential applicants (n=29), 55% indicated that they were aware of IFFO RS Improver Programme. Of the potential applicants interested in the IP (n=5), 80% were aware. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Increase % of awareness	Increase % of awareness
	27 Retention of those on the Improver Programme (from 12 months earlier)	The Improver Programme currently has a 100% (n=2) retention rate.	100% retention on the Improver Programme.	100% retention on the Improver Programme.
	28 % delisted in the last 12 months	0% of those accepted onto the Improver Programme were delisted in the last 12 months.	0% delisted from the Improver Programme.	0% delisted from the Improver Programme.
	29 Milestones reached on or ahead of time in the last 12 months	100% of the annual Improver Programme milestones were satisfied.	100% of annual Improver Programme milestones satisfied.	100% of annual Improver Programme milestones satisfied.
	30 Satisfaction of those on the Improver Programme	Survey to be sent later in 2018 (limited sample size)	Send out survey to those on the IP.	% satisfaction maintained or increased

MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)	
Improver Programme	31	Those in target areas applying; number and volume of production where appropriate	Those in the target areas for the Improver Programme currently in the process of setting up a Fishery Improvement Project (FIP) include: Thailand, Vietnam, India, Ecuador and Mauritania.	Aim to receive more applications.	Aim to receive more applications.
	32	Stakeholders consider the Improver Programme sufficiently rigorous and successful to maintain support	Survey to be sent later in 2018 (limited sample size).	Maintain or increase %	Maintain or increase %
Stakeholder engagement Advocacy & awareness in industry (33)	33	Stakeholders attending events/ meetings and providing feedback	IFFO RS carried out 4 workshops with a total of 113 attendees in 2017. Satisfaction of those who filled out the feedback survey is 100%.	To involve each part of the value chain on an annual basis.	To involve each part of the value chain on an annual basis.
	34	Stakeholders represented within the value chain	IFFO RS stakeholders cover 100% of the value chain.	At least 1 or 2 representatives from each part of the chain attend 2 meetings each year.	At least 1 or 2 representatives from each part of the chain attend 2 meetings each year.
Research	35	Staff FTE with research expertise/ responsibility	We currently have 1 member of staff who has the relevant expertise and is in charge of the research carried out in association with IFFO RS.	Ensure we retain sufficient research expertise to commission good research.	Ensure we retain sufficient research expertise to commission good research.
	36	Research studies commissioned	In 2017 there were 2 research studies commissioned: Benchmark study with the MSC; IFFO RS Strategy review.	Sufficient as judged by IFFO RS GB. At least 1 per year.	Sufficient as judged by IFFO RS GB. At least 1 per year.
	37	Research contacts	The IFFO RS research contacts are listed in the MEL database.	Access to ISEAL research contacts database.	Access to ISEAL research contacts database.
Training	38	Assessors and auditors are up-to-date with training	100% up-to-date with training.	Maintain 100% up-to-date	Maintain 100% up-to-date
	39	IFFO RS staff training	IFFO RS staff are provided with the appropriate training when necessary.	Maintain	Maintain
Advocacy & awareness in industry	40	Enquiries to join the IFFO RS IP as a result of advocacy and awareness in industry in the last 12 months	In the last 12 months the following countries have enquired about the IFFO RS IP and/ or applying to the IFFO RS IP: Mauritania, Ecuador, Thailand, Vietnam, India.	2 or 3 new enquiries regarding the Improver Programme.	2 or 3 new enquiries regarding the Improver Programme.

MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)	
Advocacy & awareness in industry	41	Mapping of target audiences for advocacy and awareness	The following countries are currently being targeted for the Improver Programme: Vietnam, Thailand, India, Ecuador, Mauritania.	Maintain or increase coverage of the Improver Programme. Carry out mapping exercise.	Maintain or increase coverage of the Improver Programme. Carry out mapping exercise.
	42	Potential applicants aware of the existence and benefits of IFFO RS certification and IP	Of potential applicants ($n=29$), 97% indicated that they were aware of IFFO RS certification, 55% were aware of the IFFO RS Chain of Custody certification and 55% indicated that they were aware of IFFO RS Improver Programme. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Increase % awareness for the IFFO RS CoC standard and the IFFO RS Improver Programme. Maintain awareness of the IFFO RS standard.	Increase % awareness for the IFFO RS CoC standard and the IFFO RS Improver Programme. Maintain awareness of the IFFO RS standard.
	43	External press releases concerning IFFO RS	In 2017 IFFO RS recorded 25 external press releases related to one of the IFFO RS programmes. These included: 12 positive press articles, 0 negative press articles, 13 general articles. IFFO RS released 6 press releases and 2 opinion editorials in 2017.	Maintain or increase positive coverage compared to negative.	Maintain or increase positive coverage compared to negative.
	44	Applications for certification or IP as a result of advocacy and awareness in industry	Of new applicants in 2017 ($n=7$), 71% said that 'help and advice from local industry' influenced was helpful or very helpful to their application. Of existing certified sites ($n=44$), 52% said that 'getting support from industry' was straightforward. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Maintain or improve the number of applicants citing advocacy and awareness in industry as helpful during application.	Maintain or improve the number of applicants citing advocacy and awareness in industry as helpful during application.
Advocacy & awareness in government	45	Events/ meetings attended by key governments	Meeting with the department of Fisheries in Thailand	Maintain or increase events/ meetings (as relevant)	Maintain or increase events/ meetings (as relevant)
	46	Countries with legislative/ policy barriers to application to Improver Programme and/or certification	There are substantial policy barriers in Ecuador which pose as a barrier for potential applicants to the Improver Programme there.	Monitor countries where this is an issue and develop a strategy to assist where appropriate.	Monitor countries where this is an issue and develop a strategy to assist where appropriate.
	47	Governments targeted	The Ecuadorian government has been targeted to work to resolve the above mentioned policy barrier.	Target governments for outreach where appropriate.	Target governments for outreach where appropriate.
Support & advice	48	Queries from applicants, number of workshops and number of attendees to workshops	A new query database has been set-up to begin recording new queries to IFFO RS. IFFO RS carried out 4 workshops with a total of 113 attendees in 2017.	Start collecting query data. Maintain or increase number of workshops and attendance to these.	Continue collecting query data. Maintain or increase number of workshops and attendance to these.

MEL Plan

	Indicator	Baseline	Target (2018)	Target (2019)
Negative and Unintended				
Small-scale or less-developed producers disadvantaged	49 Approved factories/ producers below a specified size	IFFO RS proposes a baseline research project to determine how many factories/ producers are below a specified size. This specified size is yet to be defined.	Define size for factories. Canvass for collaborators to develop research project.	Initiate research project if a suitable project has been developed and appropriate funding secured.
Innovation suppressed for CB's and/or certificate holders	50 Research suppression of innovation	No baseline information.	At least 1 application to ISEAL innovations fund.	At least 1 application to ISEAL innovations fund.
Increased cost associated with certification leads to reduction in employment Increased efficiency associated with certification leads to reduction in employment	51 Factories and fisheries: employment per tonne at different stages of the process	IFFO RS proposes carrying out a baseline research project to determine employment per tonne at different stages of the marine ingredient production process at a variety of sites.	Canvass for collaborators to develop research project.	Initiate research project if a suitable project has been developed and appropriate funding secured.
Oversupply of certified marine ingredients leads to loss of business by certified producers	52 Certified marine ingredients sold as such compared to the demand	Look into current demand of certified marine ingredients.	Look into current demand of certified marine ingredients.	Supply closer to demand
	53 Certified producers satisfied with market access/ opportunity to sell products as IFFO RS certified	Of those currently certified (n=44), 52% said that certification improves market access a lot, and 43% said that it improves market access somewhat. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	% of certified producers that say it improves market access maintained or increased.	% of certified producers that say it improves market access maintained or increased.
Increasing the accessibility for some leads to a decrease in accessibility or credibility for others	54 % of certified producers feel IFFO RS is less credible as a result of Improver Programme	Of those currently certified (n=44), 39% said that IFFO RS is more credible as a result of the Improver Programme, and 32% said that they do not view the credibility of IFFO RS differently. 0% said that IFFO RS is less credible as a result of the Improver Programme. <i>Data from those who responded to surveys sent out in Feb 2018.</i>	Maintain the % of those currently certified that feel that IFFO RS is less credible as a result of the IP (0%).	Maintain the % of those currently certified that feel that IFFO RS is less credible as a result of the IP. Increase the % that feel that IFFO RS is more credible as a result of the IP.

Conclusions



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1 Introduction

2 Overview

3 Methods & Tools

4 Baselines & Targets

5 Conclusions

Summary

Summary

From the MEL baseline and target table in [Section 4](#), some general observations can be made:

- The IFFO RS Improver Programme is an integral aspect of the MEL system with a large number of associated indicators.
- Information from application forms and surveys (direct from applicants and stakeholders) cover a large number of indicators.
- A number of indicators are aligned with ISEAL compliance code requirements.

There are currently some indicators for which IFFO RS do not have procedures in place to measure and therefore there are no baseline data. One of the main targets in 2018 is to set up and start implementing procedures for measuring these indicators and begin building up the IFFO RS database. In future MEL reports these procedures can then be analysed and a determination of how useful and/or effective they are can be made. The current gaps in the MEL system are mainly linked to surveys, which are being developed, and research projects that will need to be designed to effectively answer the appropriate questions.

Assumptions & limitations

As discussed in [Section 2](#), many assumptions are incorporated within the MEL system and one of the goals when measuring indicators is to test the validity of these. It is important to note that at present, IFFO RS has modest data processing facilities which may be reflected in the analysis.

Developing a sophisticated system to facilitate more data analysis and refine efficient data processing is one of the future aims of IFFO RS. Survey data are an important component of the MEL system and it is important to note that these are only representative of those who completed the online surveys.

Recommendations

The MEL baseline data demonstrate that some of the systems currently in place within IFFO RS need to be reviewed and adapted to ensure the appropriate data can be collected in an efficient way. An example of this is the monitoring of press releases related to IFFO RS or the marine supply chain in general.

General recommendations have been made in this report, and a summary of these as well as others for IFFO RS moving forward can be found below:

- Data management systems developed/ improved to streamline collection, storage and analysis.
- Continue to develop surveys taking on board comments and directing future questions according to findings. Consider additional ways of collecting satisfaction data as well as other survey-based data.
- Digitise application forms to improve efficiency of data extraction and allow more time to be spent on analysis and evaluation of data and methods and ultimately improvements.
- Continue development on a central database to standardise procedures and ensure efficiency.

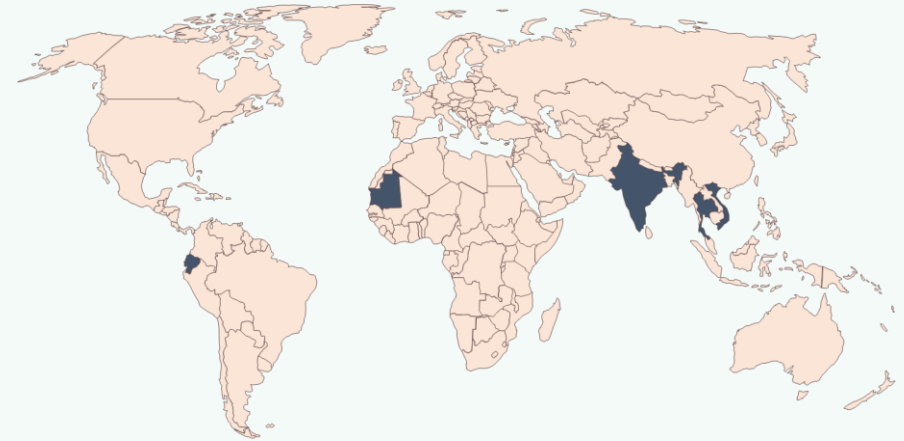
The Future

Targets

IFFO RS has laid out its targets specific to each indicator for the next 2 years in the table in [Section 4](#) of this report. Some general targets and future goals include:

- Improving the accessibility to all aspects of the IFFO RS programme.
- Streamlining the process for new applicants to the IFFO RS Improver Programme whilst maintaining the credibility of the IFFO RS standards.
- Roll out further surveys to help in our understanding of how we are viewed and what our stakeholders feel we need to improve.
- Design and implement research projects to explore the underlying factors of specific indicators as well as to test the potential unintentional (positive and negative) impacts IFFO RS might be having.
- Comply with the ISEAL codes including organising external impact evaluations in alignment with the ISEAL Impacts Code.
- Improve data management systems within IFFO RS to improve efficiency and allow for effective analysis.

Target countries



The above highlighted countries are important to IFFO RS' future expansion and are a large focus of the Improver Programme. This list of countries may be revised in the future should the MEL system provide data to suggest this is appropriate or should other information come to light that would make it pertinent to do so.

The Future

IFFO RS will proceed to full ISEAL membership by complying with the ISEAL improvement requirements following the agreed/ appropriate timelines. In addition to the results gleaned from the MEL Plan Outcome and Impact evaluations will be commissioned to cover IFFO RS' 4 major intended Outcomes in rotation, the first of which IFFO RS plans to commission in early 2019:

- **environmental impacts of factories;**
- **social responsibility of factories;**
- **environmental performance of fisheries;**
- **and social responsibility of fisheries.**

Additionally, an annual MEL Report including, where appropriate, reference to progress on refinements from previous MEL system reviews, will be produced. The MEL plan and report will also undergo annual review by IFFO RS stakeholders. The aim of each annual report is to not only consider refinements or changes to IFFO RS' work but also modifications to the IFFO RS Theory of Change and the MEL plan itself. Each report shall inform on progress regarding previous year's changes and refinements in a process of continuous improvement.

Concluding Remarks

Using an MEL system, IFFO RS aims to demonstrate impacts within the global sourcing and production of marine ingredients and where necessary, implement improvements. This will help to boost the standards' credibility and in turn the credibility of those certified or accepted under the IFFO RS programme.

The IFFO RS MEL system is at a relatively early stage of development, but IFFO RS recognises the importance and value of a good MEL system, and welcomes collaboration and stakeholder input. Further information about the IFFO RS MEL system can be found on our [website](#) where you will also find the MEL outline document with an easily digestible and comprehensive explanation of what the IFFO RS MEL system entails in full.



Credit: Karen Murray

IFFO RS

*“Driving responsible behaviour
for a sustainable future”*



Credit: Karen Murray