



# The role of certification and eco- labelling in the Small-Scale fisheries trade

" FIA Papua New Guinea"

**Marcelo Hidalgo**  
Chief Operating Officer - COO

SPF-2026; Small Pelagic Fish International Symposium  
Climate, Ecosystems, and Sustainable Fisheries  
4 – 8 May 2026  
La Paz, Mexico



# Table of contents

1. FIA PNG at a Glance
2. Log Frame to 2030
3. Our Due Diligence Model and Certifications, the **Responsible Sourcing Policy – RSP**
4. Our Journey
5. Assurance Model – **RSP** *(Seafoodmatter)*
6. Impact – Our growth, Biodiversity, Science, People/labour, and Collaborations
7. Small Scale Fisheries – **RSP** Scalable





# Our FIA PNG members

Its membership composition consists of:

- Funded in 1991, Registered under the PNG Associations Incorporations Act 1966
- Companies and operators in the tuna industry (both the fishing and shore-based processors)
- Prawn operators
- Beche-de-mer buyers and exporters
- Mud crab buyers and exporters
- Torres Strait Protected Treaty Zone - tropical rock lobster buyers and exporters
- Associated industries: placement agencies, fisheries consultancies, services
- Provincial umbrella artisanal fishing cooperatives

## Tuna fishing companies



## Tuna processors



## Lobster processors & catching companies





## FIA PNG Responsible Sourcing Policy RSP Log (2018) – frame v2.0 (Reviewed and Revised in June 2022)

Management System	CSR and Sustainability	Stakeholder engagement and Market awareness	Technology enhancement
<ul style="list-style-type: none"> <li>• Maintain and enhance the robustness and holistic approach of our FIA PNG management system to support our members</li> <li>• Invest in capability building for FIA PNG office and members</li> <li>• Monitoring and Evaluation of our RSP (KDE or KPI)</li> <li>• FIA PNG RSP communication tool e.i: clipboards</li> <li>• Annual report improvement (content and design) for stakeholders</li> <li>• Education &amp; Awareness of Responsible Sourcing Policy RSP (Staff, members, and Stakeholders)</li> </ul>	<ul style="list-style-type: none"> <li>• MSC tuna certification &amp; surveillance</li> <li>• MSC tuna client action plan (CAP) implementation</li> <li>• MSC Lobster certification</li> <li>• SeafoodMAP – Tilapia farming*</li> <li>• SeafoodMAP – Mud Crab</li> <li>• SeafoodMAP – Seaweed</li> <li>• CO2 neutral commitment</li> <li>• Human Rights at Land &amp; onboard</li> <li>• ML&amp;FG improvement (FADs &amp; recycling)</li> <li>• CSR and Sustainability image improvement and implementation</li> <li>• Update of FIA PNG office personal role and description</li> </ul>	<ul style="list-style-type: none"> <li>• RSP Stakeholder's communication</li> <li>• Improve engagement with EJJ, WWF, ISSF, HRAS, SPC (countries), GGGI, WWF countries.</li> <li>• Global markets and new markets engagement with the FIA RSP – event's participation</li> <li>• Promote it and engage: new markets and outreach/ commercial network - RSP</li> <li>• Attend and promote FIA PNG RSP in Seafood global conferences</li> <li>• Education &amp; Awareness of Responsible Sourcing Policy RSP (Staff, members, and Stakeholders)</li> </ul>	<ul style="list-style-type: none"> <li>• Digitalization of RSP pillar's audit checklists</li> <li>• Labor onboard and Social Accountability KDE's inclusion in the iFIMS</li> <li>• Global Fishing Watch &amp; NFA collaboration with assessment reports</li> <li>• GDST capability test to iFIMS</li> <li>• Use of Data collected for data analysis and recommendation for decision makers</li> <li>• Website content improvement and design</li> <li>• Intelligent communication &amp; harmonization across tuna fleet (clipboards and infographic)</li> </ul>

**Each frame intends to be fully up and running by 2030**





# RSP (2018)

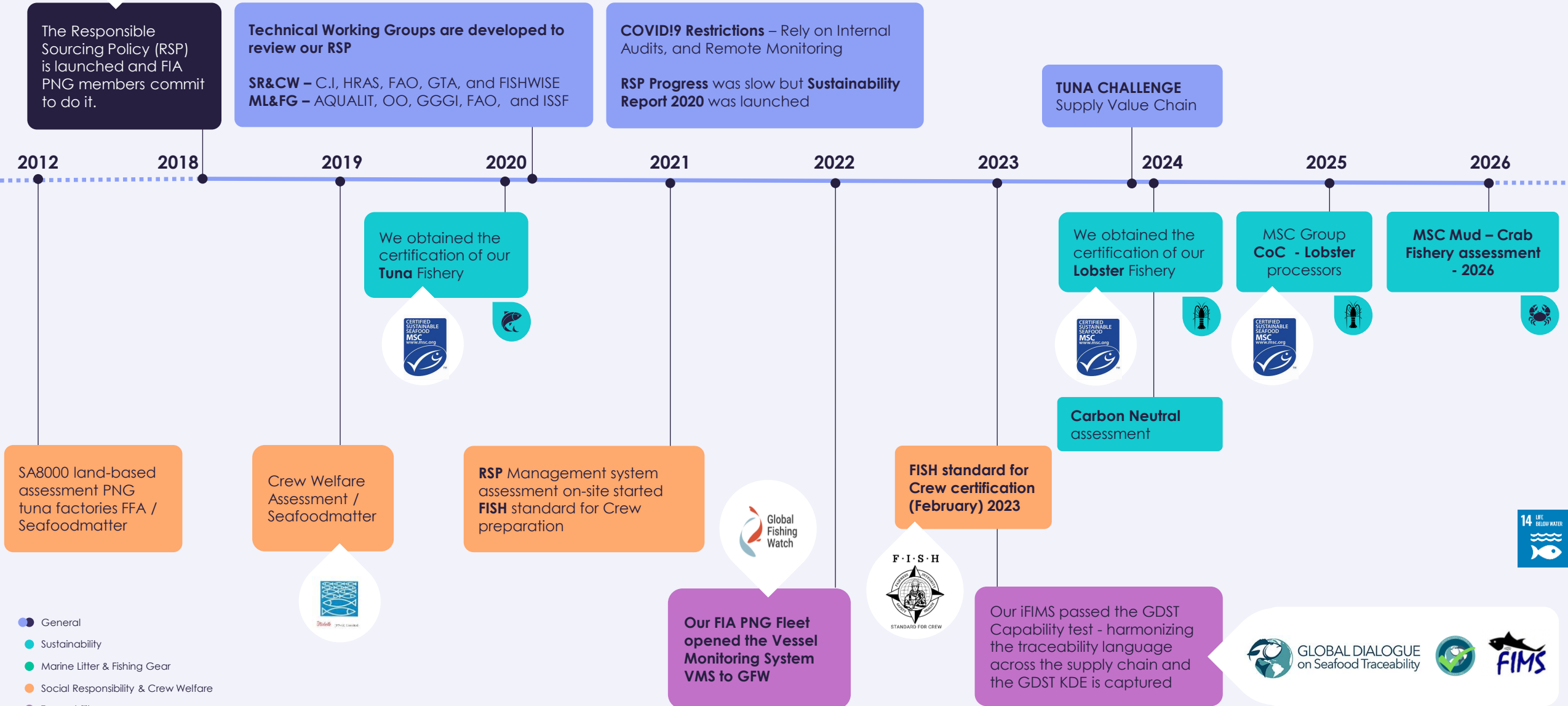
## FIA PNG Responsible Sourcing Policy

Due diligence	Certification, third party assessment, & public access tools:			
 Sustainability	  Industrial & Artisanal			
 Marine Litter & Fishing Gear			MARPOL	
 Social Responsibility & Crew Welfare				
 Traceability			 GLOBAL DIALOGUE on Seafood Traceability 	

RSP developed and based on Market requirements - benchmark



# Our journey to make a robust, and comprehensive management System - RSP



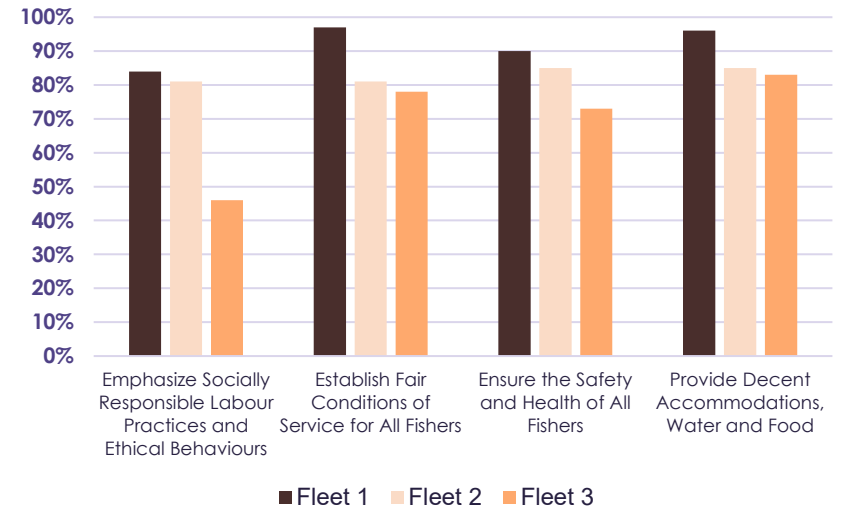


# FIA PNG Assurance Model – Fishery

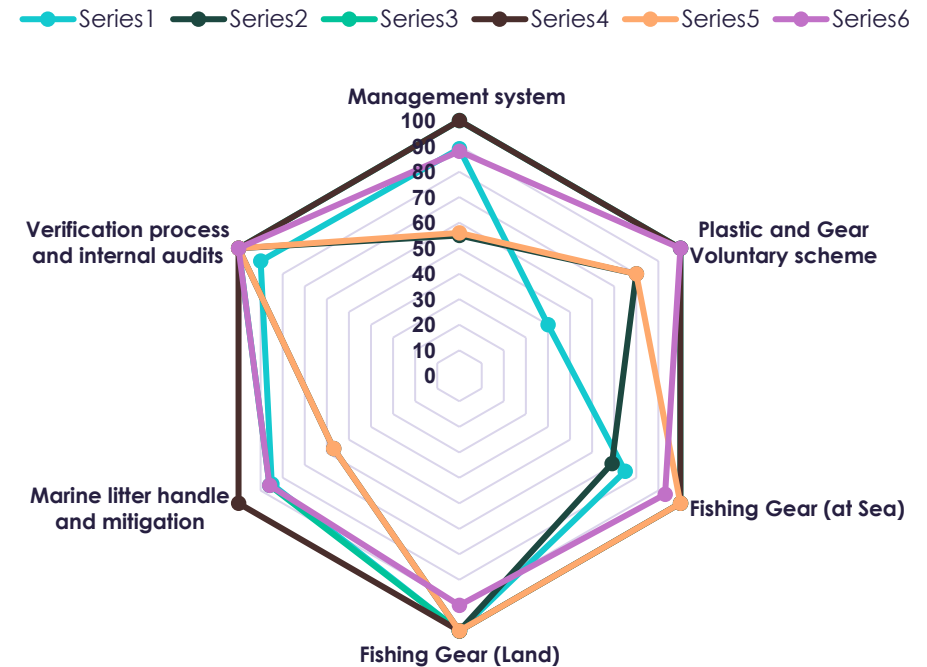
## (log-frame & Strategic plan)

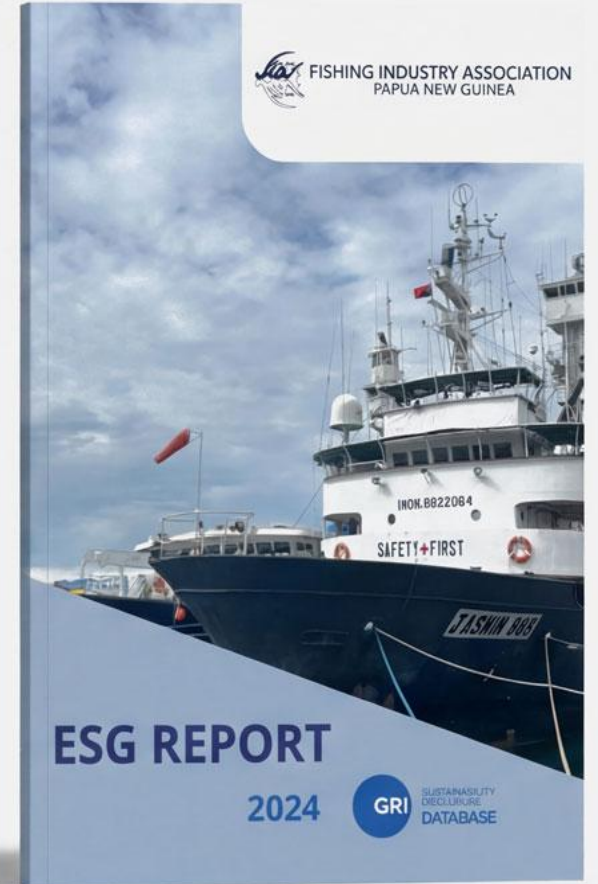
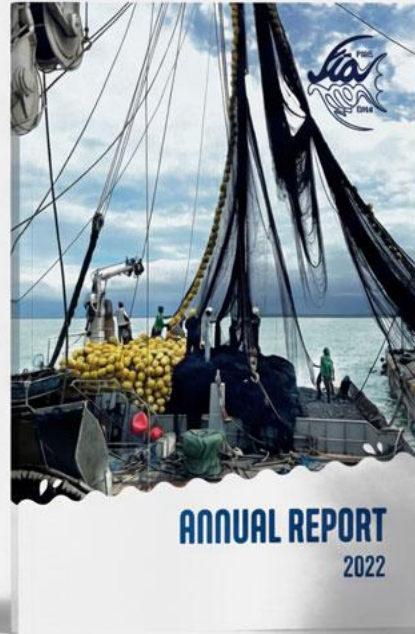


FIA PNG Tuna Fleet: FISH for Crew standard



Marine Litter and Fishing Gear Internal Audit Q3 2024





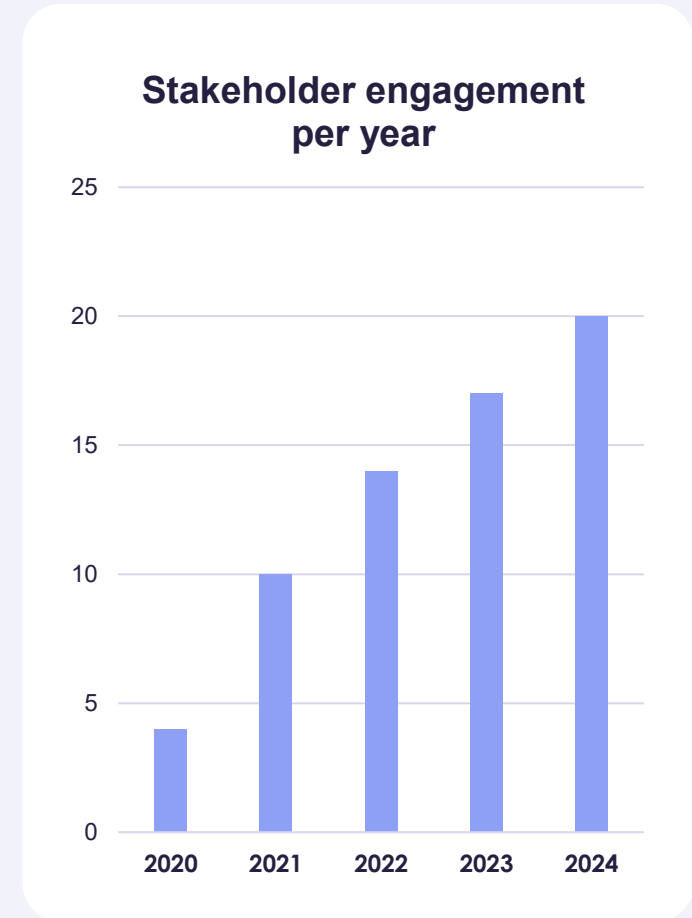
Enhancing our Transparency, Accountability, and Reporting:

[fia-png.com/reporting](https://fia-png.com/reporting)



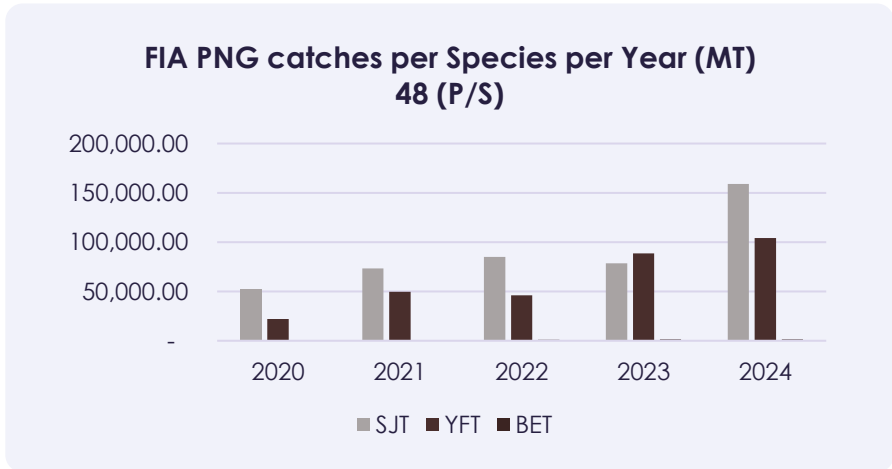
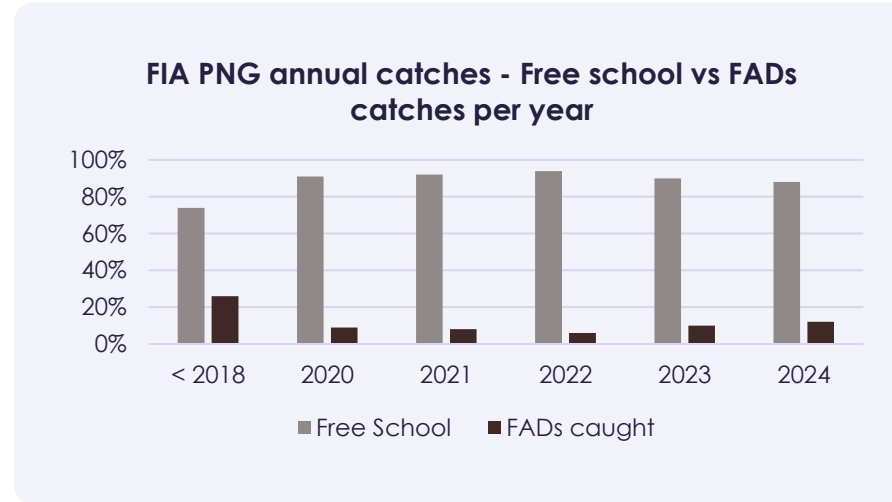
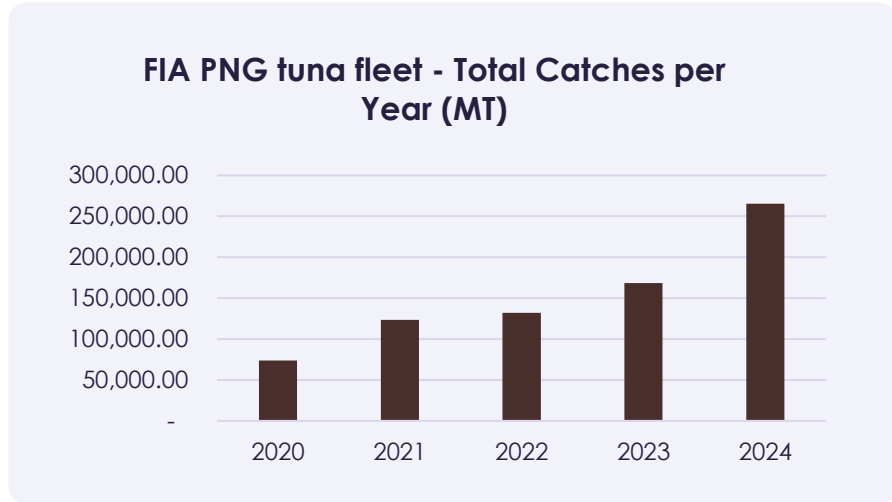
# IMPACT: Global Partnerships and Stakeholders

 <p>NATIONAL FISHERIES AUTHORITY Papua New Guinea</p>	 <p>FFA PACIFIC ISLANDS FORUM FISHERIES AGENCY</p>	 <p>SPC Secretariat of the Pacific Community</p>	 <p>BUREAU OF FISHERIES AND AQUATIC RESOURCES ARM •</p>	 <p>F · I · S · H STANDARD FOR CREW</p>
 <p>GSSI GLOBAL SUSTAINABLE SEAFOOD INITIATIVE</p>	 <p>SEAFOOD MAP</p>	 <p>GLOBAL DIALOGUE on Seafood Traceability</p>	 <p>The Safina Center</p>	 <p>Global Fishing Watch</p>
 <p>Marine Stewardship Council</p>	 <p>GLOBAL TUNA ALLIANCE</p>	 <p>FISHCHOICE PARTNER WWW.FISHCHOICE.COM</p>	 <p>ISSF INTERNATIONAL SEAFOOD SUSTAINABILITY FOUNDATION</p>	 <p>Coalition for Fisheries Transparency</p>
 <p>WWF</p>	 <p>CONSERVATION ALLIANCE FOR SEAFOOD SOLUTIONS</p>	 <p>THE UNIVERSITY OF QUEENSLAND AUSTRALIA</p>	 <p>UNIVERSITY OF WOLLONGONG AUSTRALIA</p>	 <p>International Labour Organization</p>





# IMPACT: The Growth - Tuna



**1.372**  
crew

direct job  
**AT SEA**

**11.000**  
workers

direct job  
**AT LAND**





# IMPACT: Investment – Local Labour

**In 2024** • **A fleet with seven (7) Tuna purse seiners has joined us (FWF)**

- With a hatch or gross hold capacity of 6500 MT
- Creating almost 200 direct jobs onboard tuna purse seiners

**In 2025** • **A new Cold Store has been installed (Frabelle PNG)**

- Increase landing in PNG
- Increase local labour > 200 direct jobs

• **Frabelle PNG Ltd has increased tuna processing capacity 30%**

- Increase landing in PNG
- Increase local labour > 300 direct jobs

• **Majestic Seafood is reopening the tuna processing operation 200 MT**

- Increase landing in PNG
- Increase local labour > 2000 direct jobs

**By 2026** • **A new processing facility 300 MT/day (RD group & NFA)**

- Increase landing in PNG
- Increase local labour > 2500 direct jobs

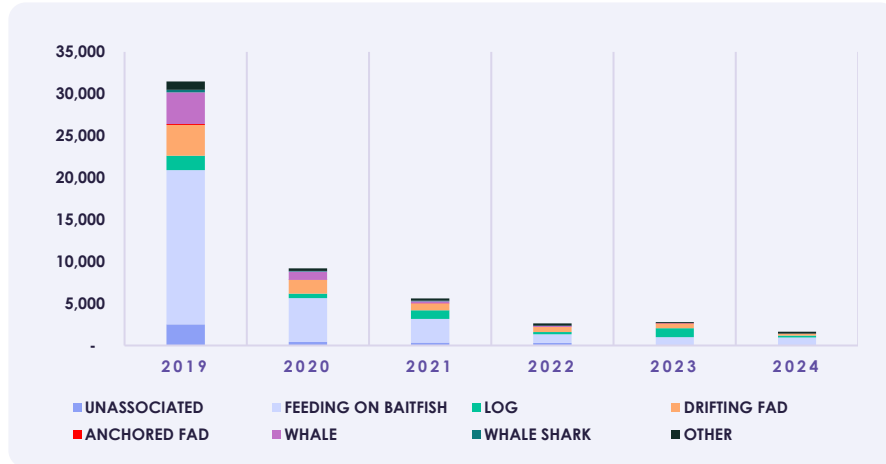
**Responsibly  
sourced seafood  
PNG**



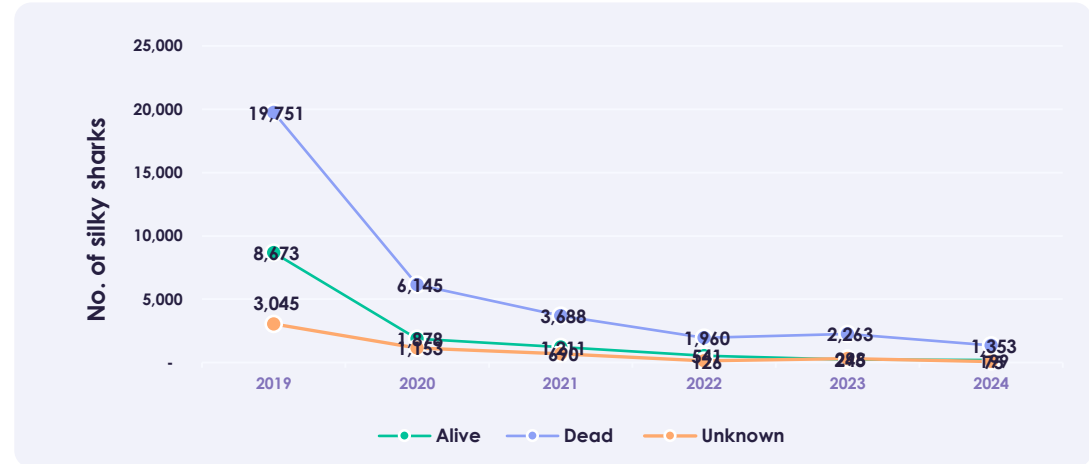
**Tuna fleet crew**



# IMPACT: Biodiversity

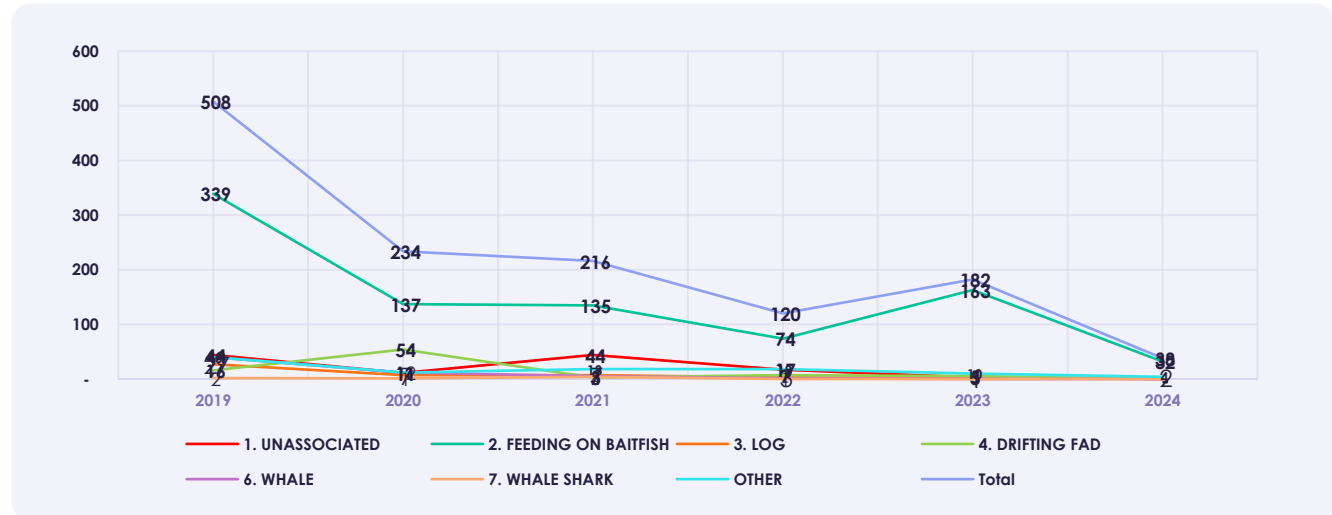


Observed number of silky sharks caught by set type and by year by the FIA MSC vessels per year from 2019 to 2024.



Life status of non-retained silky sharks caught by PNG FIA MSC vessels when landed on the deck by year, from 2019 to 2024.

1. ETP Strategic Mgmt Plan aligned MSC
2. 100% observer coverage onboard
3. Internal Monitoring – Audit ML&FG
4. Incentive model
5. Third-party certification – MSC
6. Feedback on the PNG Tuna Fishery Management Plan



Observed number of Mobula rays caught by set type and by year by the FIA MSC vessels per year from 2019 to 2024.



# IMPACT: Doing Science

**We are not anymore just an "association", we are creating science fueled by the MSC certification.**

- |   |  |
|---|--|
| 1. Silky Shark - Impact of our Fleet - Safina centre - from 2022 and published  | by Ocean Stewardship                     |
| 2. Shark Tagging project - ISSF – <i>currently</i>  | by Ocean Stewardship, FIA, TMI, and ISSF |
| 3. Jelly FADs bio and non-entangling FADs – SPC – <i>currently</i>  | by SPC & WCPFC                           |
| 4. Bycatch study on Secondary Species - University of Queensland – <i>currently</i>   | by the University                        |
| <b>5. Lost FADs tracking, behaviour and retrieval – SPC monitoring buoys – <i>currently</i></b>                                       | by SPC & WCPFC - FIA                     |
| <b>6. GHG emissions – MSC – <i>currently</i></b>  | by MSC                                   |
| <b>7. Climate change Project - SPC and NFA using our tuna fleet, installing devices – <i>starting</i></b>                             | by SPC                                   |
|   |  |
| 8. Crew welfare - case study FIA PNG tuna fleet - ANCORS Australia – Wollongong University - <i>published</i>                         |  |
| <b>9. Social Accountability KDE onboard tuna fleet – NFA, Fishing companies, and FIA PNG</b>  |  |
| 10. Social KDE for Small-Scale, Industrial and <b>Seafood Processing – Global Dialogue on Seafood Traceability</b> - <i>currently</i> |  |
| <b>11. Human Rights risk at the PNG fishery – Global Fishing Watch</b> - <i>currently</i>   |  |



# RSP

## A Proven Scalable Model People and Planet

- Lobster
- Mud Crab
- Prawn
- Seaweed
- Sea Cucumber



Diver & Lobster

Webinar on Sustainable Aquatic Food Value Chains: Ecolabelling and Small-Scale Fisheries





# Scaling our RSP to Artisanal Small Scale Fisheries (SSF)



Rock lobster

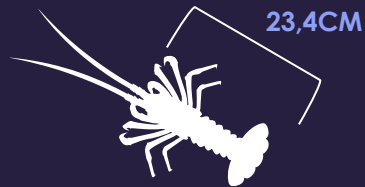


# Small-Scale Fishery one-by-one - 2023

Total rock lobster catches in 2023 (MT)



Average size of a harvested rock lobster



Dories anchored in the reef



Platforms

Dinghies associated with dories



Dinghies /dory



Dinghies in total

Lobster processors



Maru United Ltd & Aquila Enterprise Ltd.



Direct workers

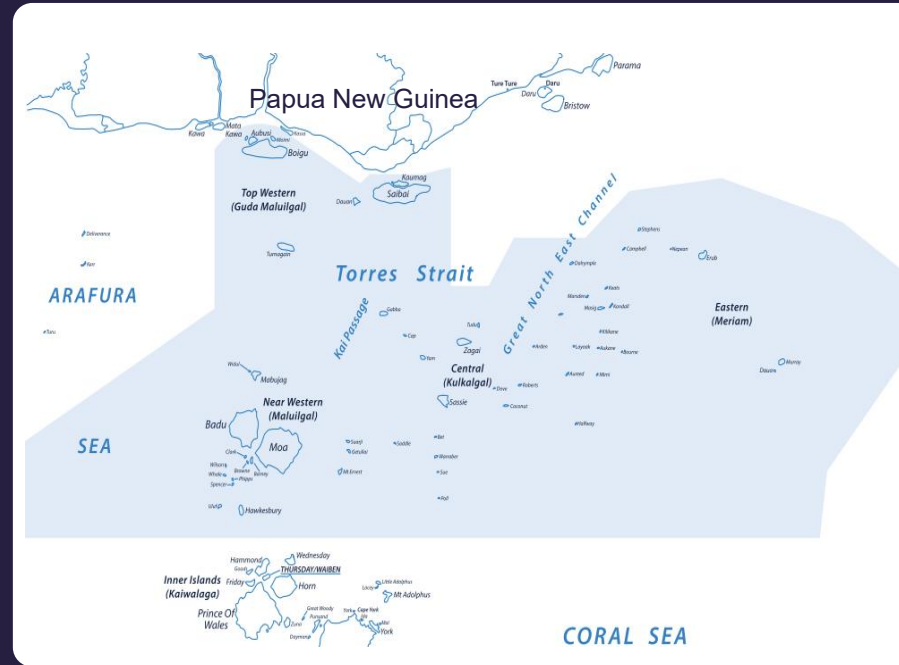
Apnea and hooka divers per dinghy



Divers



Skippers



# Small-Scale Fishery

Full traceability from fishing – tracking (2024) – landings - exports



Solar VMS transmitter



Mobile Apps



Big data platform

## Key Features

The NEMO System includes a hybrid mobile-satellite solar-powered VMS transceiver, a big-data fisheries monitoring platform, mobile apps for fishermen and installers, and a whole range of related services. It is the only SSF system designed by fisheries experts.

### Mobile/satellite vms

- Easy to use
- Plug-and-fish
- Solar-powered VMS
- Low-cost global coverage
- Continuous onboard data storage

### Mobile Apps

- Electronic catch reports
- Navigation charts

### Fisheries Monitoring Platform

- Big data-analytics
- Vessel detection and identification
- Scalable to your needs

### Services

- Consulting & expertise
- Customized analytics & alerts
- Tailored fisheries monitoring center (FMC)



\* NEMO: An NFA initiative to improve SSF supply chain management decisions



# Lobster – Small Scale Fishery Challenges for the Certification

- Awareness about MSC fishery requirements
- Set up a multi-stakeholder (local) technical working group
- Set up a management system with workshops, awareness, fishery traceability audits, and CoC awareness, clipboards for better communication – FIA PNG head office took the responsibility
- Availability of data - Improvement of monitoring and data collection
- Need to review and revise the fishery management plan (PNG) – updated and aligned with MSC & FAO
- Traceability in the fishery was very poor – NFA set up a state-of-the-art digital traceability solution, NEMO



Diver & Lobster





# Lobster – Small-Scale Fishery

## Where are we - RSP

- MSC fishery certification – October 2023 (from 4 to 2 conditions)
- Traceability – NEMO at the fishery, January 2024
- Global Fishing Watch conversations to release SSF for the first time ever
- NEMO to integrate the lobster supply chain to export
- Diver welfare program developed by NFA Lobster director - 2025
- Ghost Gear assessment – planned by 2026

**WE HAVE PROGRESS!**



Lobster fishery



# Lobster – Small-Scale Fishery

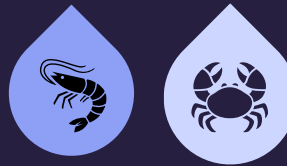
## Challenges after the certification – the biggest one

- Current markets: China, Singapore, Hong Kong
- Need for recognition for current buyers
- Diversify SSF buyers – Cruise ship, hotels, and premium areas in retailers
- Small volumes can not be considered a commodity
- Building an added value proposal to reach better markets – RSP
- Assign a dedicated budget for market promotion –MSC global network is helping us



Lobster Processing





# PRAWN & MUDCRAB

9  
commercial  
trawlers



21.000  
Local  
collectors



- MSC fishery assessment by OCT 2026
- SeafoodMAP tool - reporting
- Join task force NFA/FIA PNG
- Chose a CAB
- Organizing in-house MSC pre-assessment
- **Embarking on the full assessment**
- CAP implementation
- In – Transition to MSC (ITMs)
- TWG extended
- RSP implementation
- Singapore and Hong Kong





# SMALL PELAGIC FISH Case study

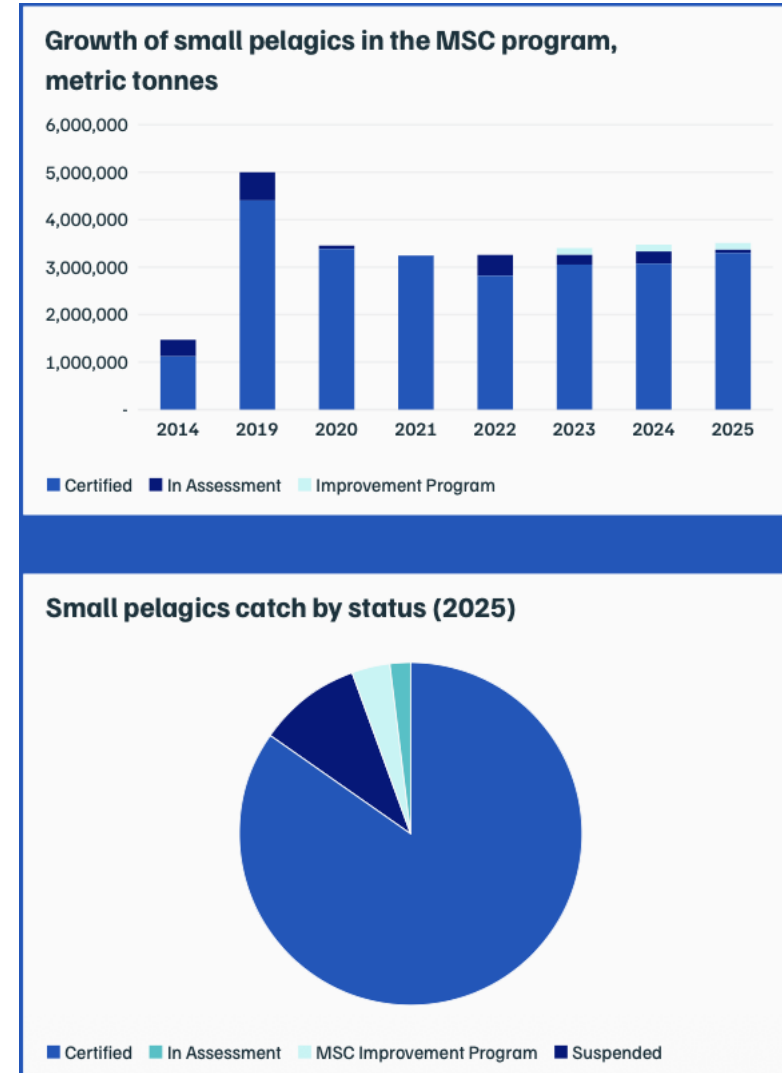




# Sourcing - Fisheries

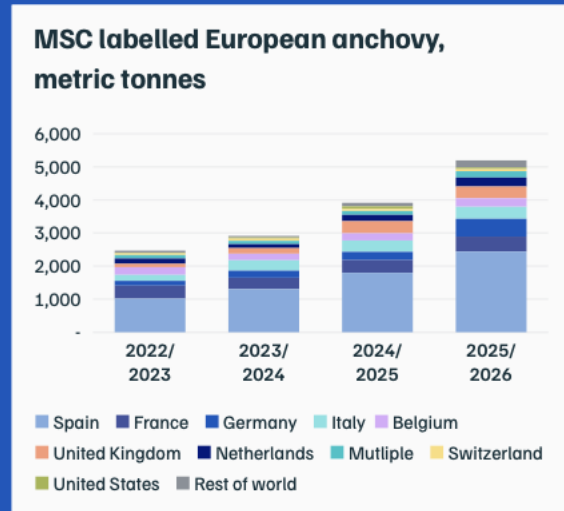
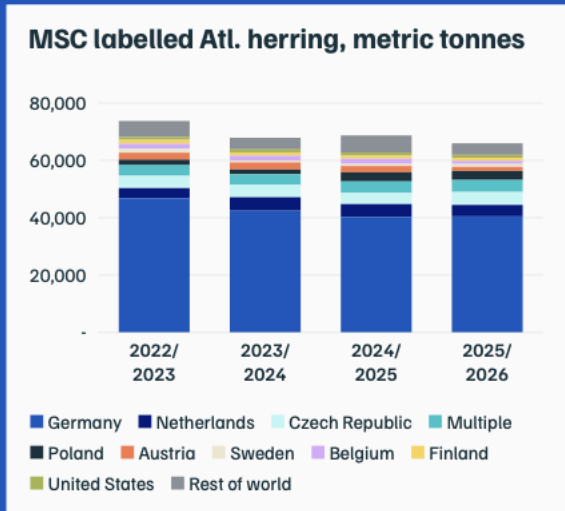
- Small pelagic fisheries account for more than 24 million metric tonnes (mT) of the global marine catch.
- This species group is crucial for human consumption and non-food uses, such as marine ingredients in aquaculture, fishmeal, and fish oil production.
- Several small pelagic fisheries are lagging behind on sustainability. Most whitefish and tuna catches are considered sustainable, with 80% and 63% of global catches, respectively involved in the MSC program
- Only 14% of small pelagic fisheries are engaged with the MSC, showing a significant gap.

***Atlantic herring, Chilean jack mackerel, Antarctic krill, Pacific sardine, Lesser sand-eel, Blue whiting(=Poutassou)***





# MARKET AND SPECIES ANALYSIS



- Netherlands,
- Germany
- Poland,
- United Kingdom
- Spain
- Austria
- Japan
- Czech Republic

# Lessons learned



- ***Choosing a credible certification scheme is key for the success of the fishery and the market access (acceptance)***
- ***Pre-assessment and collaboration with improvement projects are vital (ITM, FIPs, SeafoodMAP)***
- ***Build a business model to support the finance of the project***
- ***Ensure market need and acceptance of the SSF product***
- ***Assess the SSF market direction as a commodity or as a premium seafood***

FIA PNG • Navigating Changes in Small Pelagic Fish and Forage Communities 2026



**FIA PNG**

**Thank You**

**[fia-png.com](http://fia-png.com)**

Marcelo Hidalgo | FIA PNG COO | [contact@seafoodmatter.eu](mailto:contact@seafoodmatter.eu)