



ASC - 責任ある養殖と サプライチェーンの変革

The ASC – Responsible Aquaculture
and Supply Chain Change

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養殖と世界の食糧生産

Aquaculture and World Food Production

1970年以降、養殖生産高の年成長率は平均8.4%となっている

Aquaculture output has grown at an average annual rate of 8.4% since 1970.

2010年の総生産量は7900万トン Total production 79 million tonnes in 2010.

魚の生産量に占める養殖の割合は2003年の34%から2010年の47%に増加

Aquaculture's share in total fish production rose from 34 to 47% (2003-10).

養殖はサケ類とコイ類の生産高が大半を占め、また他の種についても大きな割合を占めている。

Aquaculture supplies the dominant share of output of salmonids, carps and a large share of other species.



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チャレンジ

The Challenge



養殖システムは環境の条件によって多様

Aquaculture systems vary markedly in their environmental performance.

養殖業の効率は改善可能である

The efficiency of the aquaculture industry can be improved.

養殖業は養殖場管理とバリューチェーンに、生態学的に効率のよい手法を反映させなければならない

The industry must reflect ecologically efficient approaches to farm management and value chains.



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水産養殖管理協議会ASC

The Response: the Aquaculture Stewardship Council (ASC)

WWFは責任ある養殖のスタンダードを策定する国際的な話し合いの場を設けた

WWF organized a programme of international dialogues to create standards for responsible aquaculture.

スタンダードは、環境問題と社会問題に対する最善の取り組みを、科学的根拠に基づき客観的に測定するものである

Standards are a science based objective measure of best environmental and socially sensitive practice.

WWFとIDHIによりASCが設立、2010年にオランダに事務所を設置した

WWF and the Dutch Sustainable Trade Initiative set up the ASC. Registered in The Netherlands 2010.



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責任ある養殖を目指して

Achieving Responsible Aquaculture



ASCが目指すものは、「環境への負の影響を与ることなく、人類の食糧供給と社会的便益に関して、養殖が主要な役割を演じる世界である」

What ASC wants to achieve is
“a world where aquaculture plays a major role in supplying food and social benefits for mankind without negatively impacting the environment”.

ASCはこの目標の達成のために「相補的なバリューチェーンを生み出すマーケットメカニズムを利用して、養殖を環境的、社会的に持続可能なものに変革する」

ASC will do this by working
“to transform aquaculture towards environmental and social sustainability using efficient market mechanisms which create value across the chain”.



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ASCとサプライチェーン

ASC and the Supply Chain



ASCは、マーケットを介して人々の暮らしを向上させるようなより良いマーケットとのつながりを生み出すため、様々な関係者と協働します：

- ・養殖業者、小規模生産者
- ・加工業者
- ・卸売業者、フードサービス企業
- ・政府
- ・NGO、市民社会

The ASC works with:

Fish farmers, Smallholders,
Seafood Processors

Retail and Foodservice Companies, Governments,
NGOs, Scientists and Civil Society,

to create better market access opportunities that can help raise livelihoods.

ASCの指命

How the ASC Mission is Delivered



ASCは養殖業を持続可能な方向に転換させるため、市場を利用する戦略を立てています

ASC strategy is to use *market forces* to transform aquaculture towards sustainability.

ASCは責任ある水産養殖における最善の取り組みを見分け、応援するための認証とエコラベルを提供する

ASC offers a certification and labelling system to recognise and reward best practice in responsible fish farming.

ASCは水産物のトレーサビリティの確保を通じてマーケットへの保証をする

The ASC provides assurance to the market through seafood traceability requirements.



ASC審査と認証方法

ASC Assessment and Certification Scheme

養殖場の審査は独立した第三者認証機関によって行われる

Assessments of fish farms done by independent third party certifiers.

認証機関は独立した認定代理店 (ASI: Accreditation Service International) によって認定を受ける

Certifiers accredited by independent accreditation agency (Accreditation Services International)

審査は設けられた基準に従い、短期間かつ妥当な費用で行われる。グループ認証も可

Assessments are metric driven and can be short (lowers cost) and affordable. Group certification being developed.



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サプライヤーにASC認証を 取得してもらうために

How to Encourage Suppliers to become ASC certified

ASC認証を受けた養殖水産物や製品を
購入するという公約を取り付ける

Make public commitment to buy ASC certified farmed fish and products.

養殖業の協会や団体と協働し、ASC認
証に参加を促す

Work with aquaculture associations and groups to encourage entry to ASC certification.

ASC認証製品をハイライトするマーケッ
トの取り組みを作る

Develop marketing initiatives highlighting ASC certified products.



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進捗状況 Progress



正式に公表されたASCスタンダード
ASC Standards promulgated:

ティラピア、パンガシウス、二枚貝（ムール貝、カキ、アサリ、ホタテ）、アワビ、サケ
Tilapia, Pangasius, bivalves (mussels, oysters, clams, scallops), abalone and salmon.

作業中のASCスタンダード
Other Standards being worked up:

ブリ・スギ、エビ、マス
Cobia and Seriola, shrimp, trout.

ティラピアとパンガシウスは先行ケースとして、認証機関の認定開始

2012年9月に、認証養殖場第1号が誕生
Tilapia and Pangasius leading the way. Accreditation open for certifiers. First Farms certified. September 2012



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潮流を生み出すASC

ASC Builds Momentum



サケ、アワビ、二枚貝については、ASCは現在監査マニュアルの実証実験中

For Salmon, abalone and bivalves ASC currently field testing the Audit Manual.

認証機関の認定は2013年第1四半期

Accreditation of certifiers in Q1- 2013.

認定は2013年第1～2四半期に開始予定

Certification could begin Q1/2- 2013.

ASC認証製品の今後

Forecast ASC certified products available :

- ・二枚貝とアワビ : 2013年第2四半期
bivalves and abalone Q2 2013,
- ・サケマス : 2013年第3四半期
salmon and trout Q3 2013,
- ・エビ : 2013年第3～4四半期
shrimp Q3/4 2013.



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ASCロゴマークの使用

Use of the ASC Logo

2012年消費者向けASCロゴマークを発表
ASC launched consumer facing logo 17 April 2012.

ASCロゴマークはASC使用権に従った製
品に使用される

The ASC logo is used on product accompanied by the
'ASC claim'.

これはASCロゴマークを説明し、具体化
する

This explains and substantiates the ASC logo.

ロゴマークは消費者が責任ある養殖水産
物を選択する手助けとなる

Logo helps consumers choose responsibly farmed
seafood.



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商品棚にASC認証製品を並べるために

How to Have ASC Products on the Shelf



ASCロゴマークの使用ライセンス許諾の申請を行う

Apply for an ASC logo use licensing agreement.

ASCのCoC認証を得ると同時に、関連するサプライチェーンに同様の働きかけを行う

Obtain ASC chain of custody certification and encourage supply chain partners to do so too.

製品、ウェブサイト、広告媒体にASCロゴマークを貼る

Put ASC logo on your products, website and promotional material.

ASCロゴマークの使用が承認されたら、製品を販売可能

Once use of ASC logo approved promote product.



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CoC認証(流通認証)

Chain of Custody (COC)



COC認証はASC認証製品とそのサプライチェーンの効率的な監査のためのトレーサビリティシステムを提供する

COC provides a traceability system for ASC certified products and an efficient audit in the supply chain.

ASCはMSCとの提携によりCoC認証スキームを運営している

ASC operates its COC certification scheme in partnership with MSC.

認定された認証機関は15件

15 accredited certifiers.

CoC認定企業・団体は59、審査中は32
(2012年9月現在)

59 COC certificates awarded (as of September 2012), 32 companies in application phase.

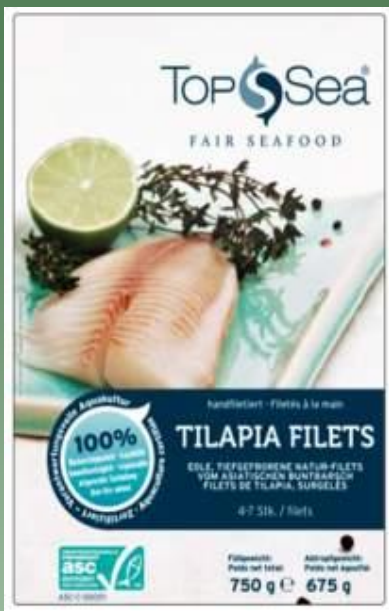


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ASC ロゴマークとパッケージ

ASC Logo on Packaging



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ASCのパートナーとサポーター

Partners & Supporters of the ASC



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Thank You



Questions ?

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