

**INTERNATIONAL DOLPHIN CONSERVATION PROGRAM
WORKING GROUP TO PROMOTE AND PUBLICIZE THE
AIDCP DOLPHIN SAFE TUNA CERTIFICATION SYSTEM**

21ST MEETING

**La Jolla, California (USA)
26 October 2014; 9:00**

REPORT OF THE MEETING

AGENDA

<ol style="list-style-type: none">1. Opening of the meeting2. Adoption of the agenda3. Approval of the minutes of the 20th meeting4. Actions to promote AIDCP dolphin safe tuna5. Recommendations to the Meeting of the Parties6. Other business7. Date and place of next meeting8. Adjournment	DSP-21-04
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APPENDIX

1. List of attendees

The 21st Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System was held in La Jolla, California (USA) on 26 October 2014. The attendees are listed in Appendix 1.

1. Opening of the meeting

The meeting was opened by the Chair of the Working Group, Lic. Bernal Chavarría, of Belize.

2. Adoption of the agenda

The agenda was approved without changes.

3. Approval of the minutes of the 20th meeting

The minutes of the 20th meeting of the Working Group were approved without changes.

4. Actions to promote AIDCP dolphin safe tuna

The progress made in the production of the three promotional and publicity materials described in Document [DSP-21-04](#) were reviewed. The promotional video was presented, and comments were made on the changes made to the leaflet and the educational module.

Mexico suggested that the materials could now be made public, but the United States requested changes to the leaflet, and the European Union to the three materials, as follows:

a. Promotional video:

- Delete the comparative allusions to other fishing gears, techniques and practices.
- Specify the amount of reduction in dolphin mortality resulting from the implementation of the La

Jolla Agreement and of the AIDCP, taking into account the preexisting downward trend in that mortality, which accelerated under these instruments.

b. Informational leaflet:

- Replace the word “*guarantee*” with “*representation*” when talking of the merits of the AIDCP. Mexico questioned this point, noting that the AIDCP guarantees to consumers that there was no mortality or serious injury of dolphins in fishing for the tuna, unlike other accepted ecolabels that are not based on a system of monitoring by on-board observers.
- Indicate in the graphs of the trend of the incidental mortality of dolphins the points at which the La Jolla Agreement and the AIDCP entered into force.
- Delete the comparative allusions to other fishing gears , techniques and practices..
- Delete in the third column the mention of the IATTC, since this material relates only to the AIDCP.
- Delete the statement in the third column that “*in other regions, it is a rare event when such violations come to light*”.

c. Educational module:

- Make the same adjustments as in the leaflet and video regarding the reduction of dolphin mortality under the La Jolla Agreement and the AIDCP, and avoid comparisons with other fishing gears, techniques, and practices.

5. Recommendations to the Meeting of the Parties

The approval of the three materials was recommended, subject to the above changes being made.

6. Other business

No other business was discussed.

7. Date and place of next meeting

The next meeting of the Working Group will be held on the dates agreed for the meetings of the AIDCP in 2015.

8. Adjournment

The meeting was adjourned at 11:15 a.m. on 26 October 2014.

Appendix 1.

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