

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

19TH MEETING

Del Mar, California (USA)
17 October 2013

MINUTES 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 18th 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-19-04
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APPENDICES

1. List of attendees
2. Revised text of the pamphlet on the AIDCP

All the changes marked in this document were proposed by the European Union

The 19th Meeting of the Working Group to promote and publicize the AIDCP dolphin-safe Tuna Certification System was held in Del Mar, California (USA) on 17 October 2013. The attendees are listed in Appendix 1.

1. Opening of the meeting

The meeting was opened by Dr. Bernal Chavarría, of Costa Rica, Chair of the working group.

2. Adoption of the agenda

The provisional agenda was adopted without changes.

3. Approval of the minutes of the 18th meeting

The minutes of the 18th meeting, circulated previously by the Secretariat, were approved without changes.

4. Actions to promote AIDCP dolphin safe tuna

Dr. Guillermo Compeán, Director of the Inter-American Tropical Tuna Commission, which provides the Secretariat for the AIDCP, presented Document DSP-19-04, “*Actions to promote AIDCP dolphin-safe*”

tuna". He noted that the material that the Secretariat had prepared at the Working Group's instructions needed to be reviewed: the promotional video on the AIDCP and its label, as well as a pamphlet and an educational module about the AIDCP.

The Group noted that some of the observations by the United States and the European Union had not been incorporated into the materials. Those observations relate to potentially controversial issues that affect both the video and the two documents, and could be treated in a horizontal manner, so that any solution would be applicable to all three. Also, the Group agreed to work on resolving the controversial items intersessionally, in the hope that some, or all, of these issues could be resolved and be approved at the meeting in July 2014. The Working Group would need at least a full day's meeting to work on resolving any pending issues. Some delegations reserved the right to submit comments in writing, and the date of 30 November 2013 was established as the deadline for receiving comments about the pamphlet, the video and the educational module, in order to ensure that they could be considered during the next round of revisions.

a. Video

Dr. Compeán reported that the video was directed at the general public interested in the subject of tuna, and that the script was preliminary. Regarding the comments considered potentially controversial, the Secretariat needs instructions from the group on how to deal with this type of comment.

The main comments received regarding the video are as follows:

- The introduction about what the AIDCP is should go at the beginning, and be more forceful.
- The duration of the video should be appropriate, and language with impact should be used.
- Cans of tuna with the AIDCP label should be shown, and more images of the AIDCP logo.
- Incorporate interviews with representatives of the environmental groups that participate in the AIDCP and other delegates, as well as scientists specializing in the assessment of dolphin populations, producers, fishermen, on-board observers, traders, *etc.*
- Since it is directed at the general public, make it more accessible, without highly technical content in more simple language, but that the same time provide more introductory information on tuna and dolphins and the nature of the AIDCP, since it is unlikely that the general public will be aware of these matters.
- That identical or similar comments made by two or more interviewees not be repeated, in order to avoid an excessive increase in the length of the video.
- Avoid comparisons with other labels and fishing techniques, in order to avoid confrontational issues.
- Reduce the amount of text shown on screen, because people do not generally read it.
- Form a group of countries interested in participating in the production of the video, and post it and its script on a secure web site where Parties can follow the progress.
- Show how purse-seine fishing is conducted, along with visual aids and descriptions of the equipment used and procedures followed to reduce dolphin mortality (dolphin safety panel, backdown maneuver, rescue equipment, interdiction of night sets, *etc.*).
- Agree the text of the pamphlet and later export it to video.
- Include a mention of how the status of dolphin populations is assessed, how the DML system works, as a limit and not as a quota. On the other hand, some delegations advised that having highly technical matters in the video should be avoided.

Since the video is a responsibility shared among the interested Parties to the AIDCP and other participants in the IRP, the working group called on other entities, such as governments, non-governmental organizations (NGOs), and the industry, to contribute financial resources for promoting the AIDCP. It was recommended that collaborations be established with tuna companies with experience in promotion, who could be asked for material on film. Venezuela stated that its national observer program intends to film some fishing operations and could contribute material for the video.

b. Pamphlet

The promotional pamphlet for the AIDCP was reviewed; the main proposed changes are highlighted in the text in Appendix 2. It was noted that, unlike the video and the educational module, the pamphlet is intended not for the general public but for buyers, traders, and retailers of tuna, and would be distributed at fairs and trade events.

c. Educational module

There was not enough time to review this document, but it was noted that the European Union and the United States submitted comments on it in writing, which were circulated to the AIDCP Parties.

5. Other business

No other business was discussed.

6. Date and place of next meeting

Although this item was not addressed, the next meeting of the working group should be held on the dates agreed for the meetings of the AIDCP in July 2014.

7. Adjournment

The meeting was not adjourned because there was not enough time to conclude the discussions of the items on the agenda.

Appendix 1.

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Appendix 2.

AIDCP protects



Established in 1950, the Inter-American Tropical Tuna Commission (IATTC) is one of the most successful regional fisheries management organizations. The IATTC carries out research on the tuna stocks targeted by the fishery in the eastern Pacific Ocean, and the Members are collectively responsible for establishing management rules to ensure the conservation and sustainable use of those stocks. Since August 2010, the IATTC has implemented a new legal regulatory framework under the Antigua Convention, which formalizes the role of the IATTC as the Secretariat of the AIDCP.



For further information
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AIDCP
Dolphin
safe
Label

The AIDCP dolphin safe label represents:

- 1. Tuna caught in fishing operations monitored by an observer who certifies that no dolphins were killed or seriously injured.
- 2. Compliance with a multinational Agreement awarded the Margarita Lizarraga medal by the UN FAO in 2005 for its contribution to responsible fisheries.
- 3. A guarantee for the consumer that the tuna was caught in conformity with the standards for conservation and management established by the IATTC and the AIDCP.
- 4. A conservation and management program supported by the best scientific information available.
- 5. A labeling standard supported by an international program that incorporates strict operational fishing measures, close supervision, and sanctions for violations – all under a transparent, participative, and verifiable scheme.
- 6. An independent observer on board each vessel verifies that no dolphins were harmed in the capture of tuna and that the vessel performed in accordance with the dolphin protection measures established under the AIDCP.
- 7. A system for tracking and verification, from the sea to the consumer, for tuna caught under the program.

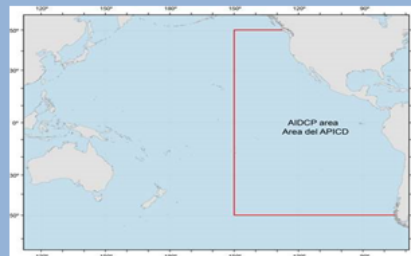
The AIDCP dolphin safe label



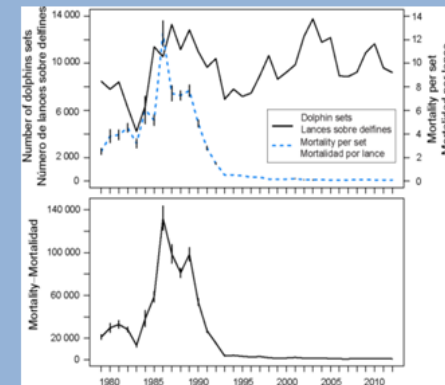
was created under the multilateral Agreement for the International Dolphin Conservation Program (AIDCP) and is administered by the IATTC.

The AIDCP is an International, legally binding Agreement among Bolivia, Belize, Colombia, Costa Rica, Ecuador, El Salvador, European Union, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, United States, Vanuatu, and Venezuela. The AIDCP builds on the success of the voluntary 1992 La Jolla Agreement.

Among its achievements are reducing the incidental mortality of dolphins in the tuna fishery in the eastern Pacific Ocean (AIDCP area), and ensuring that fishing for yellowfin tuna associated with dolphins in accordance with the AIDCP is sustainable and poses no threats to other living marine resources in the ecosystem.



This program has achieved great success in reducing the incidental mortality of dolphins by 99%.



Due to its selectivity fishing for yellowfin tuna associated with dolphins, when carried out in accordance with AIDCP, not only conserves dolphins but also other marine species, such as turtles, seabirds and sharks-, some of which are threatened, as well as the tunas.

The AIDCP includes unique aspects such as training and qualification of fishing captains, strict operating requirements for vessels, 100% coverage by independent on-board observers, full transparency, and enforcement.

Other critically important fact is that, uniquely to the ETP/AIDCP area, when there are issues of non-compliance, it actually has a system to report, apply sanctions and deal with those issues. In other regions, it is a rare event when such violations come to light.