

The background of the slide is a close-up photograph of several fish, likely salmon, packed together in a white fishing net. The fish are oriented vertically, with their heads pointing downwards. The net's diamond-shaped mesh is prominent, creating a grid-like pattern over the fish. The fish have silvery scales with a hint of blue and green, and their fins are visible. The overall scene is brightly lit, highlighting the textures of the fish and the net.

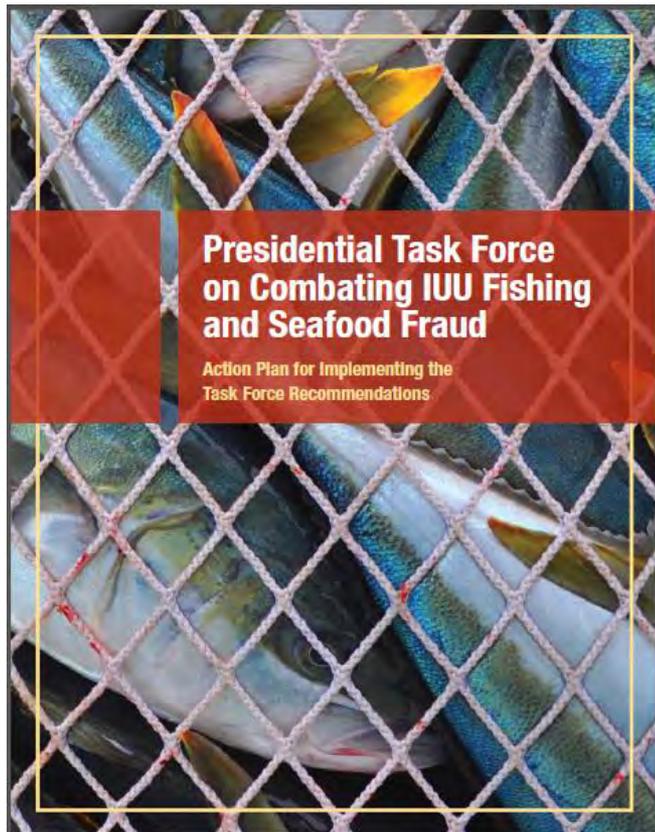
Proposed Rule for a U.S. Seafood Traceability Program

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Director,
Office of International Affairs
& Seafood Inspection
NOAA Fisheries

February 24, 2016

- Background & Context
- General description of proposed system
- Proposed data elements
- Next steps

Presidential Task Force on Combating IUU Fishing and Seafood Fraud



- Established under Presidential Memo in June 2014 after the *Our Ocean Conference*
- Co-chaired by NOAA and State Department
- Involves senior-level representatives from 10 federal agencies and 5 executive offices of the President
- Public engagement through Federal Register Notice, public meetings and demarches
- Developed recommendations in December 2014, solicited public input on implementation
- Released Action Plan for implementation in March 2015
- Transitioned into a standing committee of the National Ocean Council for implementation and oversight



Traceability Components and Timeline

Traceability Program (Recommendations 14 & 15):

- Direct the Task Force, with input from U.S. industry and other stakeholders, to identify and develop within six months a list of the types of information and operational standards needed for an effective seafood traceability program to combat seafood fraud and IUU seafood in U.S. commerce.
- Direct the Task Force to establish, within 18 months, the first phase of a **risk-based traceability program to track seafood from point of harvest to entry into U.S. commerce.**
- Principles for identifying at-risk species
- **Draft and final list of at-risk species**
- Minimum standards and necessary data
- International Trade Data System (ITDS)
- Species name and codes (Rec. 10)
- **Traceability rulemaking**
- Information sharing
- Trusted Trader program
- Evaluation and expansion

International Fisheries Trade Permit

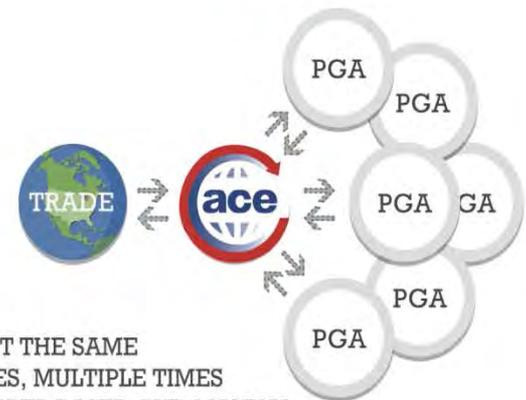
- The International Trade Data System is in implementation process
- NOAA Fisheries published a proposed rule implementing its existing permit documentation programs for tuna, swordfish, and toothfish (Chilean seabass).
- The ITDS proposed rule would establish the International Fisheries Trade Permit to consolidate these existing permit programs.
- This traceability proposed rule would extend the IFTP to include “Importers of record” of species covered by the rule.



CURRENT FLOW OF INFORMATION



SINGLE WINDOW VISION



TODAY, TRADERS MUST SUBMIT THE SAME INFORMATION TO MULTIPLE AGENCIES, MULTIPLE TIMES THROUGH PROCESSES THAT ARE LARGELY PAPER BASED AND MANUAL. **THE SINGLE WINDOW WILL STREAMLINE THIS PROCESS.**

List of Principles

- Enforcement capability
- Catch documentation scheme
- Complexity of the chain of custody and processing
- Species misrepresentation
- Mislabeling or other misrepresentation
- History of fishing violations
- Human health risks [as a result of mislabeling, species substitution, etc.]





List of At-Risk Species

- Abalone
- Atlantic cod
- Blue crab
- Dolphinfish (Mahi Mahi)
- Grouper
- King crab (red)
- Pacific cod
- Red snapper
- Sea cucumber
- Sharks
- Shrimp
- Swordfish
- Albacore, bigeye, skipjack, and yellowfin tuna



Reporting Data Elements – Harvesting or producing entity

- Name and flag state of harvesting vessel(s)
- Evidence of authorization to fish
- Unique vessel identifier (when available)
- Type(s) of fishing gear used
- Name(s) of farm or aquaculture facility

Reporting Data Elements – Information on the fish harvested or produced

- Species of fish
 - Scientific name
 - Acceptable market name
 - ASFIS number
- Product description(s)
- Name(s) of product
- Quantity and/or weight of product



Reporting Data Elements – Information on where and when the fish was harvested, produced, and landed

- Harvest date(s)
- Area(s) of wild capture or aquaculture harvest
- Point of first landing
- Name of entity(ies) to which fish was landed



Recordkeeping Data Elements – Chain of custody

“Additional information on each point in the chain of custody regarding the shipment of the fish or fish product to point of entry into U.S. commerce would be established as a recordkeeping requirement on the part of the importer of record to ensure that information is readily available to NMFS to allow it to trace the fish or fish product from the point of entry into U.S. commerce back to the point of harvest to verify the information that is reported upon entry.”



Notable issues and next steps

- No new data reporting requirements for U.S domestic wild-capture fisheries
- U.S. domestic aquaculture data gaps for shrimp and abalone
- Seeking comments on the timing of import data implementation
- Comment period closes on April 5, 2016
- Final rule to be published this fall
- Request for comments on Trusted Trader concepts in March or April



Opportunities for Public Input

- ✓ Species at-risk principles webinars and written comments
- ✓ Data and standards comments
- ✓ Draft principles and species at-risk comments
- Proposed rule on traceability implementation comments
- Trusted Trader comments



How to comment...

- Seeking detailed comments from all interested stakeholders — WWW.Regulations.Gov Enter ID: NOAA-NMFS-2015-0122-0001
- Holding three public listening sessions
- All information is posted on the NOC Committee web portal at www.iuufishing.noaa.gov

Public Webinar-Conference Calls

February 18, 3:00-5:00 PM Eastern Time

February 24, 3:00-5:00 PM Eastern Time

In-Person Public Meeting

March 7, 11:00AM-1:00PM Eastern Time, Room 104A
Seafood Expo N. America, Boston Convention and Exhibition Center
415 Summer Street, Boston, MA 02210

Comments?

www.iuufishing.noaa.gov



National Ocean Council Committee on IUU Fishing and Seafood Fraud

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WELCOME TO THE IUU FISHING AND SEAFOOD FRAUD WEB PORTAL

This website serves as a portal to the U.S. activities and the federal agencies involved with implementing the recommendations of the Presidential Task Force to comprehensively combat illegal, unreported, and unregulated (IUU) fishing and seafood fraud from entering the U.S. market place.



HOT TOPICS

- NOAA Fisheries: Proposed rule for electronic reporting of trade data
- State: Our Ocean 2015 Conference Results
- DOJ: North Carolina Seafood Processor and Distributor Sentenced for Mislabeling Shrimp

ANNOUNCEMENTS

- **February 2016: Proposed Rule for First Phase of a U.S. Seafood Traceability Program**
- November 2015: Statement by the Press Secretary on H.R. 774, Illegal, Unreported, and Unregulated Fishing Enforcement Act

ENGAGEMENT DATES

- **February 24:** Proposed Rule for Seafood Traceability Program - Webinar
- **March 7:** Proposed Rule for Seafood Traceability Program - In-Person Public Meeting
- Save the Date - Boston: Seafood Expo North

