Public Webinar: Seafood Import Monitoring Program
Date: **August 23, 2017, 9:00 am CT**
Presenter: **David Pearl, Foreign Affairs Specialist**
                   Office of International Affairs and Seafood Inspection (NOAA Fisheries)
Facilitator: **NWX-DOC CONFERENCING**

(unintelligible)

Coordinator: Welcome and thank you for standing by. At this time, all participants are in a listen-only mode. During the question-answer session, please press star 1 on your touchtone phone if you'd like to ask a question. Today's conference is being recorded. If you have any objections, you may disconnect at this time.

                 I'd like to turn the meeting over to Ms. Kerry Turner. Ma'am, you may begin.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   Hello. My name is Kerry Turner, and just a reminder, for everyone to be both on the webinar so you can see the presentations and also on the call.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   Today, we are going to be discussing the seafood import monitoring program.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   I have with me who will be presenting, David Pearl, from our office of Pinella Fisheries Office of International Affairs and Seafood Inspection.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   David will speak about the seafood import monitoring program, and after his presentation, we will open it up for questions and answers.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   David, would you begin?

(David Pearl):   Thanks, Kerry. As you mentioned, before we get into the question-and-answer portion, we're going to go over these Slides very quickly. It's going to give you some background on the evolution of the import monitoring program, some key points about the program.

We'll be covering the priority species, the information that's needed to import the priority species into the US, as well as the roles and responsibilities of the importer of record.

Man 1:   ((Foreign language spoken)).

(David Pearl):   The impetus of the program first actually started back in 2014 from a very high level concern from the State Department and the White House about the overall status of ocean governance particularly with concern about legal, unimported and unregulated fishing or what we call IUU fishing, as well as seafood fraud.

Man 1:   ((Foreign language spoken)).

(David Pearl):   It was directed that all government agencies need to take a hard look at how we are managing our fisheries both - internationally, and we came together, did that and came up with 15 recommendations to improve how we're working on ocean governance.

Man 1:   ((Foreign language spoken)).

(David Pearl):   Two of those recommendations related to - identified how we needed to do a better job of looking at what we are importing in regards to seafood particular considering approximately 90% of - consumed in the US, and fisheries seafood that we consume in the US is actually imported from overseas.

Man 1:   ((Foreign language spoken)).

(David Pearl):   Based on these recommendations, we initiated the rule-making process. We went through great lengths to try and get as much feedback from the public as we can through the public comments section, and we incorporated that feedback.

We now have the rule that went into effect in January of 2017 with a mandatory compliance date of 1 January, 2018 which is only about four months away.

Man 1:   ((Foreign language spoken)).

(David Pearl):   Our next Slide brings us to some of the key points we want you to take away from this presentation and put in context what the seafood import monitoring program really is.

Man 1:   ((Foreign language spoken)).

(David Pearl):	The first key point is to understand that this only applies to seafood entering the US from a foreign country.
Man 1:	((Foreign language spoken)).
(David Pearl):	It's the import of record that we'll be required to keep records regarding the chain of custody of the fish or fish product from harvest to point of entry into the US.
Man 1:	((Foreign language spoken)).
(David Pearl):	The data that's going to be collected, the point of that is so that the seafood can be traced actually from the point of entry into the US back to that point of harvest or production to verify it was lawfully harvested or produced.
Man 1:	((Foreign language spoken)).
(David Pearl):	The information is going to be collected, first going to be tabulated in the International Trade Data System. This is a system that the import of record is going to be familiar with, and what is new is going to be these data elements that we'll go over in the next slide. It will be the responsibility of the import of record to have that information to be inputted into ITDS.
Man 1:	((Foreign language spoken)).
(David Pearl):	As with all information collected in the International Trade Data System, it is considered confidential.
Man 1:	((Foreign language spoken)).
(David Pearl):	A question we often get is if we are importing actually a product that was harvested in the US domestic fisheries, will that fall under this requirement, and it does.
Man 1:	((Foreign language spoken)).
(David Pearl):	I'll, I guess, do the next Slide. Here, I'll start out with the who, what, when and where. This is basic fisheries management information that is often obtained through log books, through past certificates and records. A lot of this information is already being collected in the course of everyday fisheries management and seafood supply chain management.
Man 1:	((Foreign language spoken)).
(David Pearl):	Let's start with the harvesting or the producing entity. Note the name and flag state of the harvesting vessel is needed.

Man 1:	((Foreign language spoken)).
(David Pearl):	As well as the authorization, the fish either a permit or license.
Man 1:	((Foreign language spoken)).
(David Pearl):	Typically would like to have some sort of unique vessel identifier since vessel names can often match others.
Man 1:	((Foreign language spoken)).
(David Pearl):	The types of fishing gear used, as well as the name of either the farm or the agriculture facility.
Man 1:	((Foreign language spoken)).
(David Pearl):	Then when we get down to the actual fisheries information, the what, the when and the where, we're actually going to be looking for the species of the fish.
Man 1:	((Foreign language spoken)).
(David Pearl):	As well as landing dates and points of first landing.
Man 1:	((Foreign language spoken)).
(David Pearl):	The names of the entities to which the fish was landed or delivered.
Man 1:	((Foreign language spoken)).
(David Pearl):	The product forms at the time of landing to include the quantity and the weight of product.
Man 1:	((Foreign language spoken)).
(David Pearl):	As well as the area of wild capture or aqua culture harvest.
Man 1:	((Foreign language spoken)).
(David Pearl):	That takes us to the priority species that this program will first apply to.
Man 1:	((Foreign language spoken)).
(David Pearl):	It's important to keep in mind the intent of the program is to eventually apply to all seafood, or that is a goal, but we first started with we had a look at all of

our seafood imports and took a hard look at which species we wanted to look at first from a risk-based perspective from IUU or seafood fraud.

Man 1:   ((Foreign language spoken)).

(David Pearl):   From that interagency investigation, we came up with the 13 priority species you see here in the top right.

Man 1:   ((Foreign language spoken)).

(David Pearl):   That takes us to the importer of record where the vessel hinge on the importer of record will first need to obtain an international fisheries trade permit.

Man 1:   ((Foreign language spoken)).

(David Pearl):   This is a permit that you can apply for and receive with a $30 fee that will need to be renewed annually.

Man 1:   ((Foreign language spoken)).

(David Pearl):   The importer of record has the responsibility for keeping the records regarding the chain of custody.

Man 1:   ((Foreign language spoken)).

(David Pearl):   So that would include information on any trans-shipments of the products, such as declarations by harvesting or carrier vessels, bills of lading, records on processing and reprocessing and co-mingling of product.

Man 1:   ((Foreign language spoken)).

(David Pearl):   With that, we will end on the - this is the basic information we can leave you with that you can take home with you. Important point is obviously January 1, 2018 is when the mandatory compliance date begins.

Man 1:   ((Foreign language spoken)).

(David Pearl):   All this information we just covered, as well as a lot more on the rule, you can get to by this iuufishing.noaa.gov website.

Man 1:   ((Foreign language spoken)).

(David Pearl):   We've got the implementation, compliance and (unintelligible) guides, some fact sheets and some very helpful model catch certificates.

Man 1:   ((Foreign language spoken)).

(David Pearl):	We have some contact information for some of our experts. Both are in the room with us as (unintelligible) during the Q&A session which we can begin now.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Thank you so much, David. Now we (unintelligible) if you want an opportunity to ask their questions about the presentation about the seafood import monitoring program.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	So operator, if you could open the lines, and if you have a question, please identify yourself and ask your question.
Man 1:	((Foreign language spoken)).
Coordinator:	Lines are open at this time, speakers.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	While we wait for anyone to jump in to ask a question, just a reminder that - all of the resource materials about the seafood import monitoring program can be found at that website, www.iuu.fishing.noaa.gov.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Again, a reminder, your lines are open, so please feel free to ask your questions, and additionally…
Man 1:	((Foreign language spoken)).
(Kerry Turner):	…additionally, aside from David Pearl, we have many experts in the room with us. We have Chris Rogers who's the assistant director for our office of international affairs and seafood inspection.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	We also have Dale Jones who's with our office of science and technology, a fisheries program specialist here.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	We also have Celeste Leroux who is the lead for the seafood import monitoring program.

Man 1:	((Foreign language spoken)).
(Kerry Turner):	So again, please feel free to ask any questions that you have about the seafood import monitoring program. This is your opportunity to ask your questions and get some answers from the experts--
Man 1:	((Foreign language spoken)).
(Kerry Turner):	You can ask your questions via the phone or via the portion of the chat feature of the webinar.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Chris, Celeste or Dale, do you have any comments that you'd like to share with this audience about the program?
Man 1:	((Foreign language spoken)).
(Chris Rogers):	Okay. This is Chris Rogers. Just to emphasize what David presented that our program is very flexible.
Man 1:	((Foreign language spoken)).
(Chris Rogers):	The requirements for the information or the data elements and not necessarily any specific format.
Man 1:	((Foreign language spoken)).
(Chris Rogers):	So if catch documents and supply chain documents are already in use…
Man 1:	((Foreign language spoken)).
(Chris Rogers):	…they can be used to transfer the information to the US import.
Man 1:	((Foreign language spoken)).
(Chris Rogers):	So we have provided what we call model certificates, but it's not required that they be used.
Man 1:	((Foreign language spoken)).
(Chris Rogers):	So again, if there are existing documents that provide the necessary information, they can be used in the supply chain.
Man 1:	((Foreign language spoken)).

(Kerry Turner):   Again, your lines are open. Do we have any questions?

Man 1:   ((Foreign language spoken)).

(Thomas):   Yes, I have a question. This is Thomas from Tuna Solutions. We have a technology platform that collects all this information sort of through a block chain type system. Can you see in the future where we can sort of integrate with a NOAA system and allow that transfer of data to happen automatically or electronically?

Man 1:   ((Foreign language spoken)).

(David Pearl):   Yes, that's a good question. We've had similar conversations with regard to these types of solutions with several companies.

Man 1:   ((Foreign language spoken)).

(David Pearl):   It's important to keep in mind that there are two separate requirements that pertain to this program and how the information is collected.

Man 1:   ((Foreign language spoken)).

(David Pearl):   Collecting and submitting specific data to our custom agency requires that the data be translated into what we call a message set.

Man 1:   ((Foreign language spoken)).

(David Pearl):   To do so and to use a system as such as you described would involve a company like yours working with the import brokers who put this information into the message set.

Man 1:   ((Foreign language spoken)).

(David Pearl):   So the most direct or immediate use of such data would be to coordinate with various customers who may be import brokers.

Man 1:   ((Foreign language spoken)).

(David Pearl):   The other group of information is the recordkeeping and record retention that Chris Rogers described earlier.

Man 1:   ((Foreign language spoken)).

(David Pearl):   Other companies may wish to coordinate with you or other import companies to use a service such as you described to collect that information.

Man 1:	((Foreign language spoken)).
(Kerry Turner):	Thomas, does that answer your question?
Man 1:	((Foreign language spoken)).
(Thomas):	Yes, sort of. Is there potentially a way that we could work together with NOAA for the future to get the data transfer seamless?
(Dale Jones):	You'd be welcome to contact me. My information is on the screen, dale.jones@noaa.gov.
Man 1:	((Foreign language spoken)).
(Thomas):	Okay. Great. Thanks, Dale.
(Dale Jones):	You're welcome.
(Kerry Turner):	Do we have any other questions?
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Okay. Just a reminder, we have all these - I'm sorry. Go ahead.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Was there another question or a comment?
Man 1:	((Foreign language spoken)).
(Kerry Turner):	Okay. Just as a reminder, all the resource materials are on the website, www.iuufishing.noaa.gov.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	We have these - translated in several languages, including French.
Man 1:	((Foreign language spoken)).
(Kerry Turner):	On the screen, we also have the e-mail address for several contacts, both Celeste and Dale. Feel free to contact them with any additional questions.
Man 1:	((Foreign language spoken)).

(Kerry Turner):   Additionally, a recording and transcript of this webinar will also be posted at that website.

Man 1:   ((Foreign language spoken)).

(Kerry Turner):   We thank you for joining us today. Have a wonderful day or evening, depending on your time zone.

Man 1:   ((Foreign language spoken)).

Coordinator: Thank you for your participation. You may disconnect at this time. Speakers, please stand by for the post-conference.

Man 1:   ((Foreign language spoken)).

<div align="center">END</div>