



## **GSSI Global Benchmark Tool for seafood certification schemes goes live**

*8 OCTOBER 2015, Vigo, Spain*

Today the Global Sustainable Seafood Initiative (GSSI) launched its Global Benchmark Tool for seafood certification schemes at the 20th anniversary celebrations of the FAO Code of Conduct for Responsible Fisheries in Vigo, Spain.

GSSI's Global Benchmark Tool is the first collective and non-competitive approach, which provides clarity on seafood certification worldwide. This milestone has now been achieved thanks to the strong support and commitment of partner companies, NGOs, experts, governmental organizations and FAO.

GSSI will publicly recognize seafood certification schemes that meet GSSI Components grounded in the Code of Conduct for Responsible Fisheries and the FAO Guidelines for seafood certification and ecolabelling. GSSI's Tool also outlines the status of existing practices in seafood certification. This will help to make purchasing decisions more efficient by offering greater choice and driving down costs, while promoting environmental sustainability.

GSSI Partners have contributed expertise and resources to develop a robust and rigorous Tool, which is about ensuring that consumers can be confident in the certified seafood on offer. They are committed to including the outcomes of the GSSI Benchmark Tool in daily operations, and look forward to the first seafood certification schemes signing up to be benchmarked.

Lahsen Ababouch, Director Fisheries and Aquaculture Policy and Economics Division, Food and Agriculture Organization (FAO) comments: *"We are pleased to be present at the launch of the GSSI Global Benchmark Tool today. It is fitting that this launch occurs at this event in Vigo marking the 20th anniversary of the Code of Conduct for Responsible Fisheries. We hope this GSSI Global Benchmark Tool will improve transparency to seafood certification and increase consumer confidence in the seafood market, objectives FAO fully supports. As a Member of the GSSI Steering Board, FAO has strived to align the GSSI Global Benchmark Tool components with the provisions of the Code of Conduct and other related FAO instruments."*

Jürgen Matern, Vice President Corporate Sustainability and Regulatory Affairs, Metro Group comments: *"As one of the founding partners of GSSI I am very pleased to see the GSSI Global Benchmark Tool being launched, this is an important step towards simplifying buying decisions and providing clarity to the seafood certification landscape. Metro Group is committed to source certified seafood from GSSI recognised certification schemes in the future, and encourages all certification schemes to apply for benchmarking."*

Aldin Hilbrands, IDH Program Director Aquaculture, comments: *"I am extremely proud that we have accomplished this milestone with such a wide variety of partners. Global market demand is crucial for creating a sustainable seafood sector. I am confident that the GSSI benchmark will accelerate sustainable seafood demand worldwide in the coming years."*



**GSSI PARTNER STATEMENT 8 OCTOBER 2015**  
**COMMITMENT TO SUPPORT ALL GSSI RECOGNIZED SEAFOOD CERTIFICATION SCHEMES**

As strong supporters of GSSI we, the below retailers, brand manufacturers, traders and food service companies, commit to include the outcomes of the GSSI Benchmark Tool in our daily operations by recognizing all GSSI recognized certification schemes as acceptable when sourcing certified seafood. We encourage companies across the seafood sector worldwide to join our commitment.



**Notes to Editors:**

GSSI is a global platform and partnership of seafood companies, NGOs, experts, governmental and intergovernmental organizations. The mission of GSSI is to ensure confidence in the supply and promotion of certified seafood as well as to promote improvement in seafood certification schemes. All GSSI Partners have signed the GSSI Code of Conduct in support of GSSI's mission.

GSSI is co-financed by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) through its develoPPP.de program. GSSI has grown from 17 Funding Partner companies in 2013 to 32 in 2015 and welcomes new partners.

For more information, contact: [secretariat@ourgssi.org](mailto:secretariat@ourgssi.org) or visit: [www.ourgssi.org](http://www.ourgssi.org)