
The Ultimate Success:
Sustainable, Self-Financing
Marine Area Management

Marine Area Management Success

... The world's largest network of managed marine areas

... In the world's most biologically diverse marine ecosystems, i.e. the coral reefs of Asia and the Pacific

... In some of the world's poorest countries, e.g. Indonesia and the Philippines

... Through the support of US consumers and markets

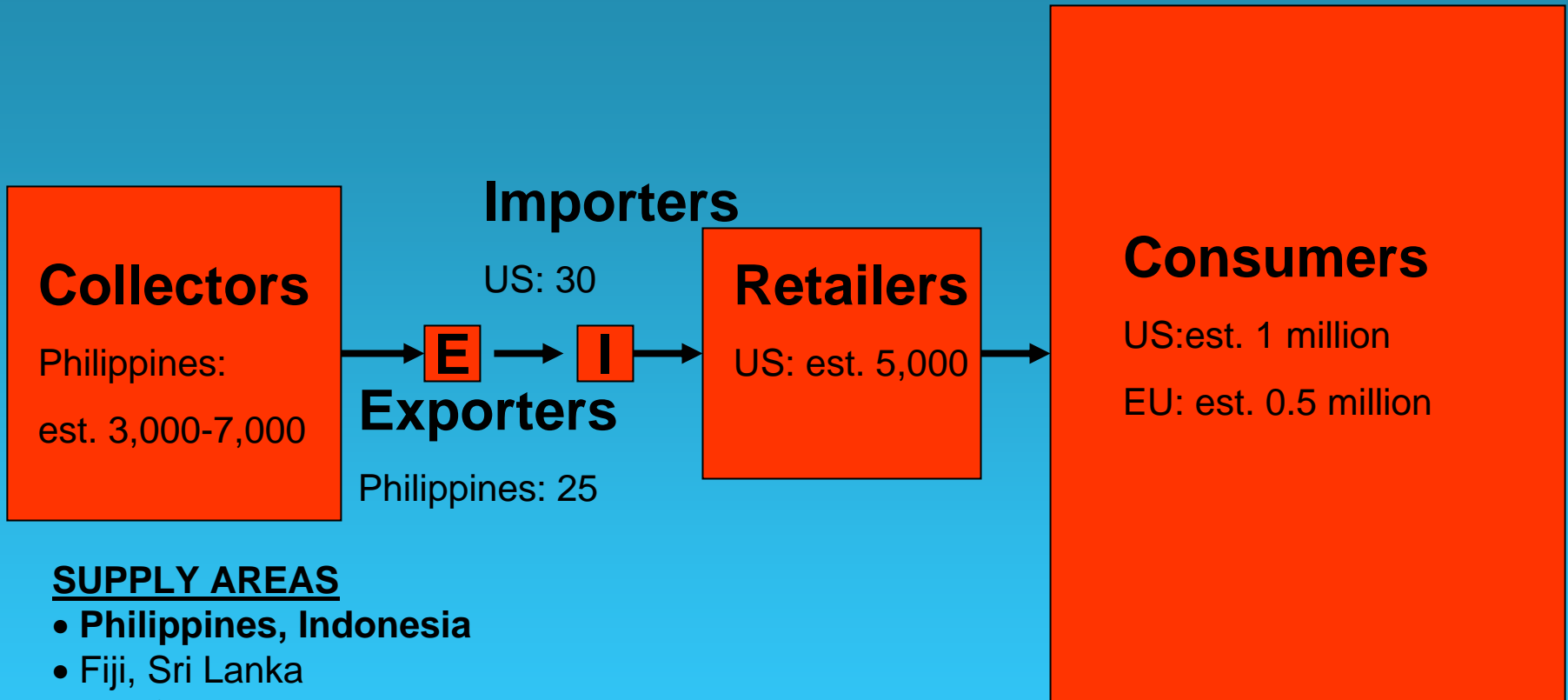


**CERTIFICATION FOR THE
QUALITY AND SUSTAINABILITY
OF MARINE ORNAMENTS...
...From Reef to Retail**

Marine Aquarium Trade Characteristics

- US\$ 200 million: estimated US retail value for marine aquarium organisms
- Wild caught >95 % of marine aquarium trade: fish (approx. 1000 species), live coral, “live rock”, invertebrates (clams, shrimp, soft coral)
- Income generation in rural low-income coastal areas of developing countries = incentives for reef stewardship by collectors and communities
- Highest value-added sustainable reef product:
 - food fish US\$ 6,000/tonne; aquarium fish US\$ 496,000
 - coral for lime US\$ 60/tonne; aquarium coral US\$ 7,000

Supply / Demand and Chain of Custody



SUPPLY AREAS

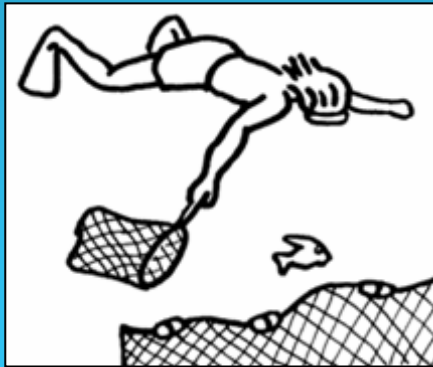
- Philippines, Indonesia
- Fiji, Sri Lanka
- Pacific Islands, Brazil, Australia, Caribbean, Indian Ocean, East Africa, Red Sea, Hawaii, Florida

Support Industry (e.g. tanks, pumps, food, salt)

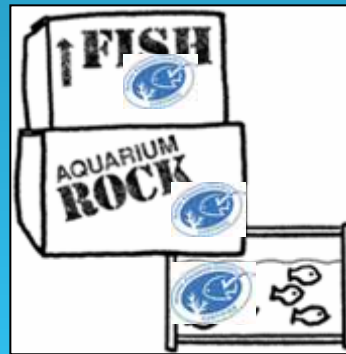
Three Things You Should Know about the Marine Aquarium Council

1. MAC is making sustainable marine management happen now by harnessing market forces through international certification for the global marine aquarium trade.

Collectors

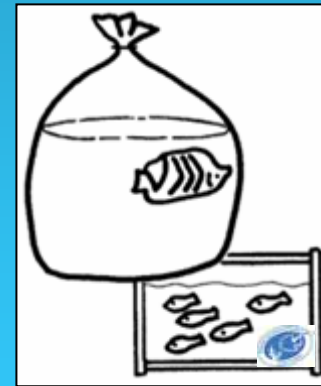


Collection Areas

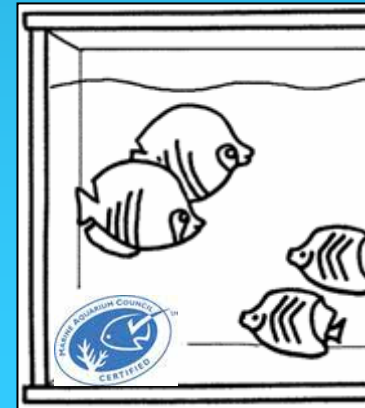


Exporters

Importers



Retailers



Three Things You Should Know about the Marine Aquarium Council

2. MAC Certification transforms a fishery that has been responsible for environmental destruction into a positive force for conservation, management and sustainable use.



Three Things You Should Know about the Marine Aquarium Council

3. MAC Certification delivers what the US government and US consumers want:

- sustainable trade in coral reef species
- reef management and conservation
- healthy reef aquarium organisms



Marine Aquarium Council Certification

International System of Environmental Standards, Certification and Labeling

- Created through international multi-stakeholder consultations
- Launched in late 2001
- Standards for:
 - Ecosystem/Fishery Management
 - Fishing Practices
 - Husbandry and Transport

Ecosystem and Fishery Management (EFM) Standard



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- ✓ Define the collection area
- ✓ Develop and implement a management plan
- ✓ Record harvests, harvest methods, other uses of the area
- ✓ Monitor reef health and fish stocks

MAC Certification Results

Measurable Marine Area Management and Conservation

- Reef management areas and reserves created
- Certified aquarium fishers that do not use destructive fishing practices

Reef and Fishery Assessment and Monitoring

- Reef and aquarium fishery assessment/monitoring methods by Reef Check
- Data on the status and trends in the condition of reefs and fish stocks

Collection, Fishing and Holding (CFH) Standard



- ✓ Use only non-destructive collection methods, trained staff and equipment in good condition
- ✓ Collect only what is ordered
- ✓ Keep logbooks
- ✓ Employ best practices in post-harvest handling

MAC Certification Results

Empowering Reef Managers and Management

- Certified collectors ensure only qualified collection practices take place on their reefs
- Communities ensure outside “poachers” and illegal users stay out of the managed areas

Sustainable Livelihoods and Poverty Alleviation

- Ensuring healthy reefs supports a sustainable fishery and other community needs
- Empowering fishers to interact with buyers on a level field, get more for their resources by ensuring product quality

Handling, Husbandry and Transport (HHT) Standard



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- ✓ Use appropriate acclimation, screening, packing and shipping methods
- ✓ Monitor and record mortality and water quality
- ✓ Use chemicals responsibly (e.g., for disease control)
- ✓ Maintain documentation (e.g., orders, invoices, mortality rates, dispatch records)

MAC Certification Results

Private Sector Commitment to Sustainable Use

- Over 70 companies from 13 countries signed on to be certified as soon as possible when certification started
- Most major marine aquarium trade associations endorse MAC, e.g. Philippines and Indonesia
- Industry is helping to support training and supply needs to collectors to ensure they use non-destructive methods

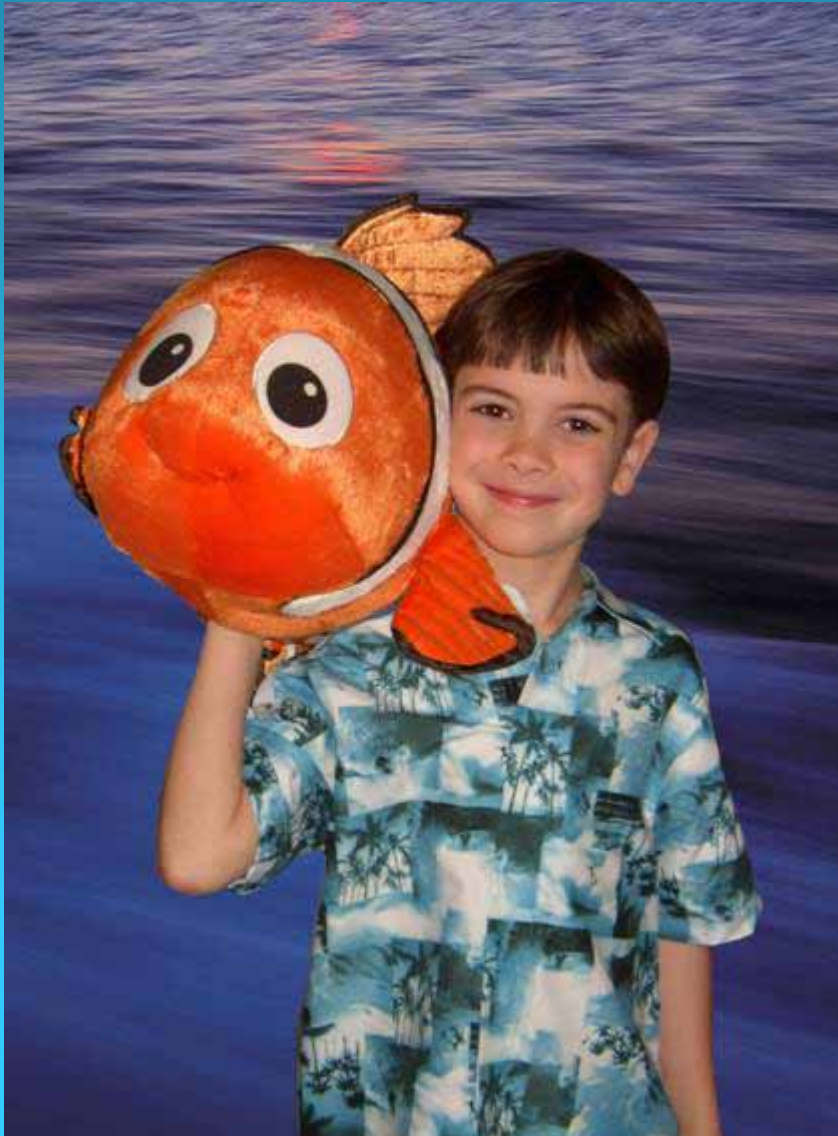
Financially Sustainable Marine Area Management

- MAC Business Plan outlines a 5 year track to self financing
- Industry confirms willingness and ability to pay for MAC Certification value and services

MAC Certification Progress

- **Jan '02:** 70 industry operators in 13 countries publicly stated their commitment to be certified as soon as possible after certification launch
- **June '02: Philippines:** 1 collection area, 1 collector's association and 3 exporters are certified
- **Sept '02: US:** 1 importer and 4 retailers in are certified
- **Oct '02: Philippines:** 2nd collection area and collector's association are certified
- **late '02:** MAC Certified organisms available at retail shops
- **mid '03: US/Europe:** Several more importers and retailers will be ready for certification
- **mid '03: Fiji/Philippines:** Several collectors groups and exporters will be ready for certification

Nemo Says ...



“MAC makes sure aquarium fish are captured in a kind manner ... to protect the coral reef, because the whole world depends on coral and fish, and they depend on each other.”

Alexander Gould –
the voice of Nemo

International Certification for Quality and Sustainability of Marine Ornamentals

