



**NOAA  
FISHERIES**

International Affairs &  
Seafood Inspection

# Implementing Presidential Task Force Recommendations on IUU Fishing and Seafood Fraud

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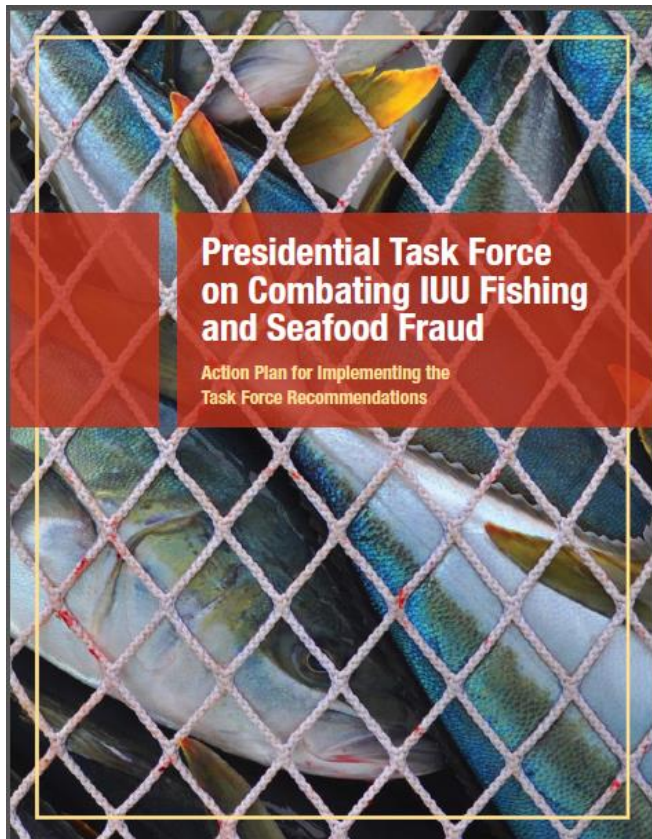
June 24, 2015

# Background

- U.S. success in ending overfishing and managing fisheries sustainably
- Increasing global capacity for sustainable fisheries management
- More international trade concern around food defense and security
- Global demand for seafood makes IUU fishing profitable and a significant percentage of annual fisheries harvests world-wide
- Increasing international efforts to end IUU fishing, including IUU Fishing Report to Congress



# 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 15 agencies and executive offices of the President
- Public engagement through Federal Register Notice, public meetings and demarches
- Developed recommendations in December 2015, 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

# Action Plan

The Presidential Task Force's action plan outlines 15 recommendations that are broad in scope and calls on agencies to take concrete and specific actions to combat IUU fishing and seafood fraud throughout the seafood supply chain through:

- International governance: combating IUU fishing and seafood fraud at the international level
- Enforcement: strengthening enforcement and enhancing enforcement tools
- Partnerships: creating and expanding partnerships with non-federal entities to identify and eliminate seafood fraud and the sale of IUU seafood products in U.S. commerce
- Traceability: increasing information available on seafood products through additional traceability requirements

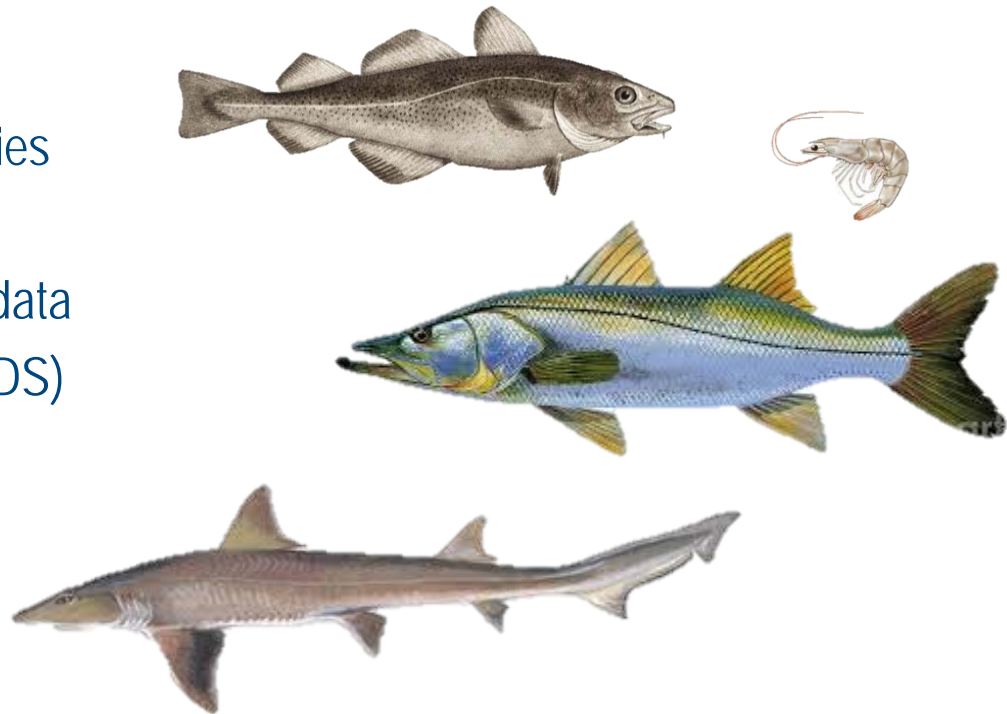
More details at: <http://www.fisheries.noaa.gov/ia/iuu/taskforce.html>

# Traceability Components & Timeline

## Traceability Program (Recommendations 14 & 15):

Identify and develop a list of the types of information and operational standards, with input from U.S. industry and other stakeholders as part of the first phase of a risk-based traceability program to track seafood from point of harvest to entry into the 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)
- Traceability rulemaking
- Evaluation and expansion



# Role of ITDS in Traceability Enforcement

- Streamline exporting and importing requirements through electronic reporting
- Improve data sharing and coordination between enforcement agencies
- Identify and stop shipments of illegally harvested seafood faster and more effectively
- Critical data portal for traceability of U.S. seafood imports



# Public Fora & Information Portals

## Forums (Recommendation 13)

Establish a regular forum with stakeholders to enhance collaboration in combating IUU fishing and seafood fraud and to improve understanding of the levels and nature of IUU fishing and seafood fraud and related criminal activities.

- Interagency collaboration
- Web portal
- Annual forums

The screenshot displays the NOAA Fisheries website. At the top, there is a navigation bar with links for NOAA HOME, WEATHER, OCEANS, FISHERIES, CHARTING, SATELLITES, CLIMATE, RESEARCH, COASTS, and CAREERS. A search bar on the right is labeled "Search NMFS Site...". Below this is the NOAA Fisheries logo and the text "NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION".

The main navigation menu includes "Fisheries Home", "International Home", "Our Work", "Agreements", "IUU Fishing", "Bycatch", "International Development", and "Species". A dropdown menu for "IUU Fishing" is open, showing "Overview", "FAQs", "MSRA", and "Feature Stories".

The left sidebar contains several categories: "About Us", "Programs", "Regions", "Science Centers", "Partners", "News & Multimedia", "Fisheries Resources", "Congress", "Educators and Students", "Get Involved", and "Forms".

The main content area features a large image of a marlin leaping from the water. Below the image is the headline "Changes Ahead for High Seas Permit Program" with a sub-headline: "April 13: NOAA publishes a proposed rule to improve the administration of the High Seas Fishing Compliance Act and the monitoring of U.S. fishing vessels operating on the high seas. Read More...".

On the right side, there is a "More Stories" section with several news items, including "02/17/15: New Tool to Help in Fight against Lionfish", "02/09/15: NOAA Releases Report on IUU Fishing", "01/08/15: Sustainable Shark Trade in Spotlight", "12/16/14: IUU Task Force Releases Recommendations", "11/06/14: 2014 ICCAT Meeting Concludes", "11/05/14: In Search of a Living Fossil", and "09/02/14: Marine Mammal Conservation in Arctic".

At the bottom, there is a "FOLLOW US:" section with social media icons for Facebook, Twitter, LinkedIn, YouTube, and Pinterest. Below the icons is a short paragraph: "Fish swim beyond national boundaries. We work to promote international cooperation to achieve effective and responsible marine stewardship and ensure sustainable fisheries management. Read more..."

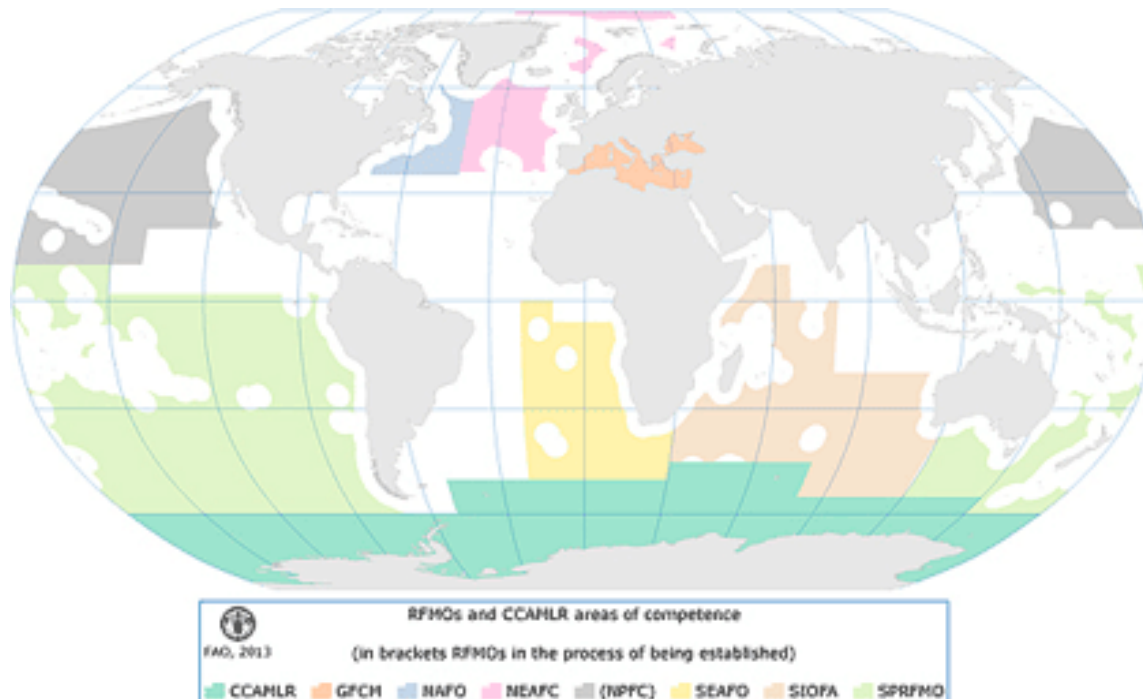
# Opportunities for Public Input

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



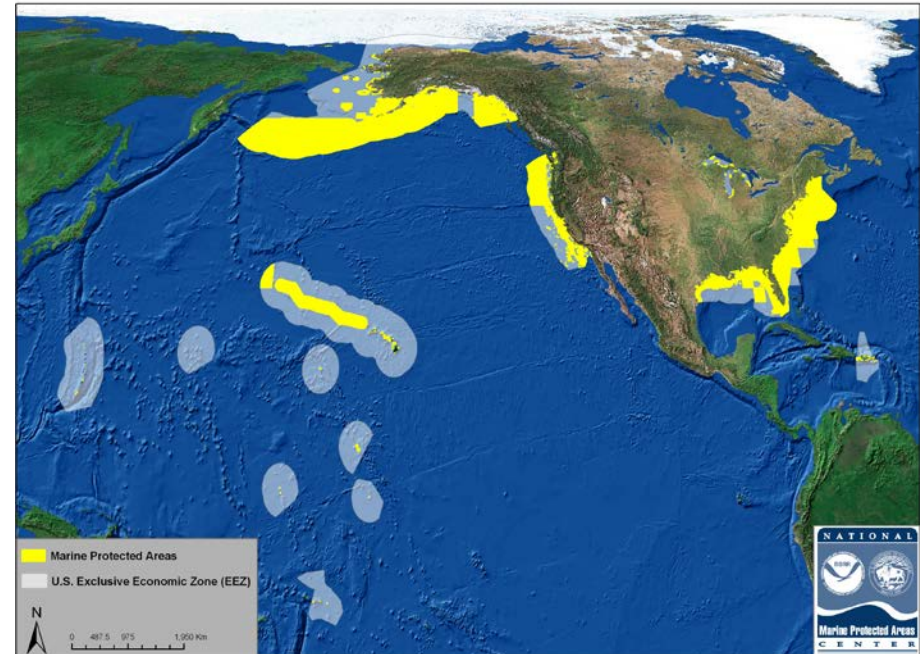
# Impact on RFMOs

- Public interest in IUU fishing and seafood fraud
- Engagement at RFMOs to utilize best practices
- Traceability evaluation and expansion



# Role of RFMCs

- Public comment process
- Response to public interest in IUU fishing and seafood fraud
- Stakeholder engagement by NOAA Fisheries
- Engagement at RFMOs



# Steps forward

- NOAA will continue to be a key player in implementing the recommendations in the Presidential Task Force's Action Plan:
  - Cultivate recognition of the sustainable U.S. fisheries and seafood
  - Continue collaboration with federal agencies to implement recommendations
  - Lead discussions and strategy on relevant recommendations
  - Utilize all available authorities to combat IUU fishing and seafood fraud (Magnuson-Stevens Act, Lacey Act, MMPA, ESA, bilateral agreements)



# Questions?