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Nota di contenuto	Eco-labelling in Fisheries : What is it all about?; Contents; Contributors; 1 Introduction; 2 Seafood Evaluation, Certification and Consumer Information; 2.1 Introduction; 2.2 Certification for seafood; 2.3 Environmental information for seafood; 2.4 Other certification programmes; 2.5 Sustainable seafood programmes - an overview; 3 The Marine Stewardship Council (MSC); 3.1 Introduction; 3.2 The problem; 3.3 The theory of eco-labelling; 3.4 Brief history of the MSC; 3.5 The MSC standard; 3.6 The expectations; 3.7 The result - a broad- based standard; 3.8 Overview of how the process works 3.9 Fishery assessment systems3.10 The MSC fishery assessment system; 3.11 Experience to date; 3.12 Current directions; 3.13 Some issues of concern for the MSC board, staff and committees; 3.14

Promoting the brand; 3.15 Overcoming the challenges; 3.16 Paying for the change; 3.17 Conclusions; 4 Introduction to the MSC Certification 4; A: The Process of Certification; 4.1 Introduction; 4.2 Fishery certification; 4.3 Chain-of-custody certification; B: Principle 1 - Stocks; 4.4 The guiding principles and criteria; 4.5 Approach to assessment; 4.6 Potential problems, future directions  
C: Principle 2 - Effects of Fishing on the Ecosystem 4.7 The guiding principles and criteria; 4.8 Approach to assessment; 4.9 Resolving issues; 4.10 Fishery impacts; 4.11 Assessment and evaluation; 4.12 Monitoring systems; 4.13 Stakeholder engagement; D: Principle 3 - Management Systems; 4.14 The guiding principles and criteria; 4.15 Approach to the assessment; 4.16 Specific criteria; 4.17 The situation at 2002; 5 Implementing the MSC Programme Process; 5.1 Introduction; 5.2 MSC pre-assessment; 5.3 MSC full assessment and certification; 6 Dispute Resolution and the MSC; 6.1 Introduction 6.2 Historical background 6.3 The dispute procedure; 6.4 The New Zealand hoki dispute; 6.5 Conclusions; 7 MSC Chain-of-custody-Certification; 7.1 Introduction; 7.2 Who is the typical MSC chain-of-custody certification client?; 7.3 Where does chain-of-custody certification take place?; 7.4 The MSC chain-of-custody certification process; 7.5 The MSC chain-of-custody standard-requirements; 7.6 How long does chain-of-custody certification last?; 7.7 How much does chain-of-custody certification cost?; 8 Case Study 1: The Western Rock Lobster; A: The Fishery and its Assessment; 8.1 Introduction 8.2 The Western Australian management system 8.3 Stock assessment; 8.4 The MSC assessment; 8.5 Environmental issues; 8.6 Learning outcomes from the assessment process; B: What Certification has Meant to the Department of Fisheries and the Industry; 8.7 The initial assessment process; 8.8 Maintaining certification; 8.9 Costs of certification; 8.10 Benefits from certification; 8.11 Conclusions; C: The WWF Perspective; 8.12 Introduction; 8.13 The role of WWF and the MSC; 8.14 Supporter and promoter of the MSC; 8.15 Facilitator of stakeholder involvement 8.16 Commentator and monitor of fishery assessments and implementation of certification requirements

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## Sommario/riassunto

If the marine fishing industry is to survive into the future, innovative approaches are necessary. Recognising that market incentives have the potential to improve fisheries management, the Marine Stewardship Council (MSC) has been established to harness these incentives. The work of the MSC translates through from sustainable fishery management certification, to labelling of fish and sea food products, allowing consumers to use their choice and buying power to select eco-labelled products from MSC certified fisheries. This exciting new book covers all aspects of the new eco-label

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