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Nota di contenuto	Contents; Colour Plates; Foreword; Notes on Contributors; Chapter 1 Ecolabelling of Seafood: The Basic Concepts; 1.1 Introduction; 1.2 Ecolabelling programmes; 1.3 How ecolabelling works; 1.4 Types of ecolabels; 1.5 Ecolabelling governance; 1.6 Sustainability standards; 1.7 Ecolabelling in the marketplace; 1.7.1 The Blue Angel; 1.7.2 Uptake by business; 1.7.3 Seafood ecolabelling in Asia; 1.7.4 A chef's story; References; Chapter 2 The Economics of Ecolabelling; 2.1 Introduction; 2.2 The economics of consumer demand for ecolabelled products 2.2.1 The theoretical foundation: economics of information2.2.2 Demand for attributes; 2.2.3 Empirical analysis of consumer demand for ecolabelled seafood; 2.2.4 Consumer demand for dolphin-safe tuna; 2.3 The economics of the market; 2.4 The economics of certification of fisheries; 2.5 Conclusions and need for future research; References; Chapter 3 FAO Guidelines for Ecolabelling in Wild-Capture Fisheries; 3.1 The Food and Agriculture Organization of the United Nations (FAO) and capture fisheries; 3.2 The origins of the ecolabelling

## debate in FAO

3.3 The development of the FAO ecolabelling guidelines  
3.3.1 Scope; 3.3.2 Principles; 3.3.3 General considerations; 3.3.4 Terms and definitions; 3.3.5 Minimum substantive requirements and criteria for ecolabels; 3.3.6 Procedural and institutional aspects; 3.4 Conclusions; References; Chapter 4 Marine Stewardship Council Programme; 4.1 Introduction; 4.2 The MSC background and history; 4.3 How the MSC programme works; 4.3.1 The concepts; 4.3.2 Implementing the programme; 4.4 The MSC vision and mission; 4.5 Progress to date; 4.5.1 Europe; 4.5.2 North America; 4.5.3 Central and South America 4.5.4 Asia-Pacific region 4.5.5 Africa; 4.6 The ecological case; 4.7 Proof of concept; 4.7.1 Retailers; 4.7.2 Restaurants and foodservice; 4.7.3 Consumer awareness; 4.8 Strengthening the fishery assessment process; 4.9 Traceability and assurance in the supply chain; 4.10 Developing world programme; 4.10.1 The GASSDD project; 4.11 System of governance; 4.12 The MSC's future; References; Chapter 5 Aquaculture Certification; 5.1 Introduction; 5.2 Sustainable aquaculture; 5.3 Environmental pressure; 5.4 Economic pressure; 5.5 Aquaculture certification schemes; 5.6 Unintended consequences 5.7 The alliance 5.8 The GAA principles; 5.9 The GAA vision; 5.10 Codes of practice; 5.11 Standards; 5.12 The Aquaculture Certification Council, Inc.; 5.13 GAA perspectives; 5.13.1 Mangroves; 5.13.2 Fishmeal; 5.13.3 Antibiotic residues; 5.13.4 Trade issues; 5.14 Conclusions; References; Chapter 6 GLOBALGAP - Building Consumer Confidence in Aquaculture Sustainability; 6.1 Background; 6.2 About GLOBALGAP; 6.2.1 Governance; 6.2.2 Process of standard development; 6.2.3 Training and implementation; 6.2.4 Auditing and certification; 6.2.5 Accreditation of certification bodies  
6.2.6 Benchmarking and approval of equivalent certification standards

## Sommario/riassunto

SEAFOOD Ecolabelling Principles and Practice Edited by Trevor Ward and Bruce Phillips In recent years there have been some major developments and a greatly increased recognition of the importance of more sustainable and environmentally-friendly fishing and fish-farming methods. Various types of seafood eco-endorsements have been introduced, and these initiatives have now blossomed into an extensive range of types of product endorsement labels and systems. This volume comprehensively reviews the current eco-endorsement systems for seafood products, described in four main sec

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