



First Nations River-Wise Certification & River Branding Strategy: An Interior BC Commercial Salmon Fishery Case Study

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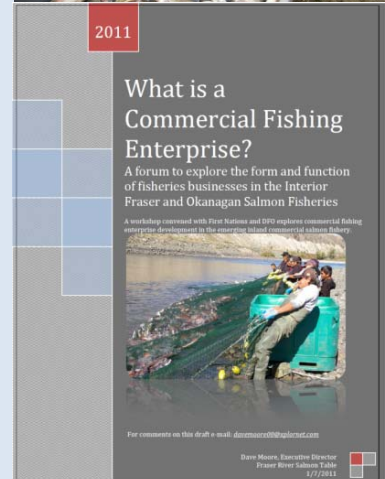
2 November, 2011

AFN National Fisheries Strategy



Evolution of BC Interior First Nations Economic Fisheries 'Best Practices'

- May 2005 – Looking beyond the mixed-stock fishery (Fishery Reform)
- February 2007 Siska – A *Best Practices* approach to new river fisheries
- July 2009 – In-river EO salmon fisheries legitimized in the IFMP
- October 2009 - Coast-wide monitoring and compliance standards in River EO fisheries
- February 2010 Sts'ailes- *Traceability* and producer custody controls
- June 2010 – Siska – *Quality Management Program*
- January 2011 – Fraser River-Okanagan CFE's business plans
- April 2011 – Okanagan – Interim Marketing & Distribution (*Responsible Trade*) Agreement



First Nation Vision: QVS River-branding Inland Salmon Fisheries



Vision Statement:

To promote inland salmon fisheries, the river fishing cultures, and the high quality natural and wholesome food that is produced, as certifiably sustainable, healthy, and good value.

Wine metaphor compares with *Riverwise* salmon ...



COUNTRY	FRANCE	CANADA	CANADA
Q AUTHENTICATION	D.O.C	VQA	QVS
REGION	BORDEAUX	OKANAGAN	HARRISON
PRODUCER	WINERY X	ROAD 13	STS'AILES
WINE	MARGAUX	FIFTH ELEMENT	FILLET
VARIETAL	GRAPE	BLEND	SOCKEYE



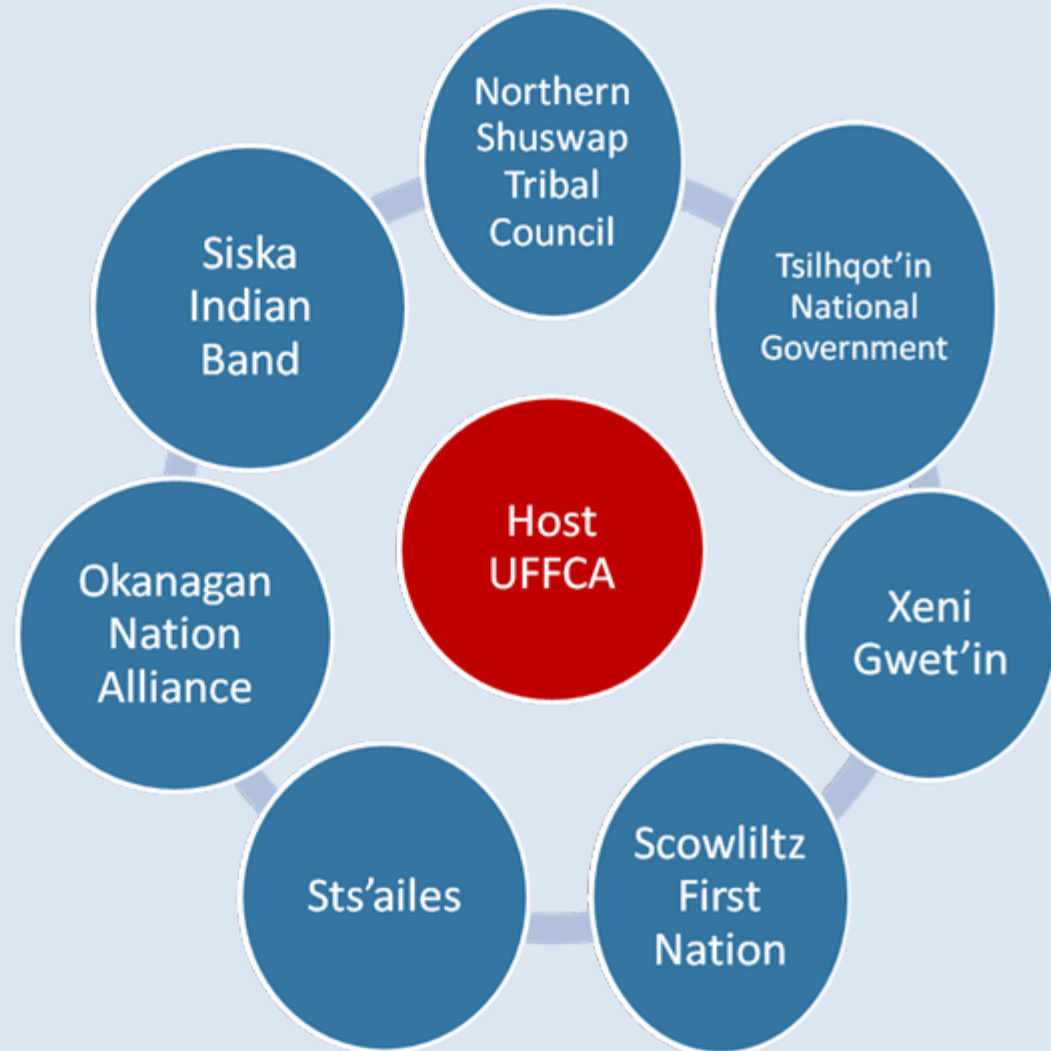
Pilot Network



RIVER TO PLATE



Building an Inland First Nations
Vision for Sustainable Economic
Opportunities in the Salmon Fishery



Quality

for best products and qualities from river salmon Fisheries



Standard Operating Procedures (SOP's) and traceability protects valuable and unique fish qualities

Harvesting



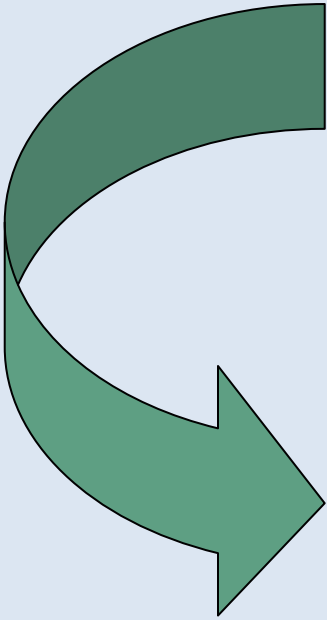
Cooling & transp.



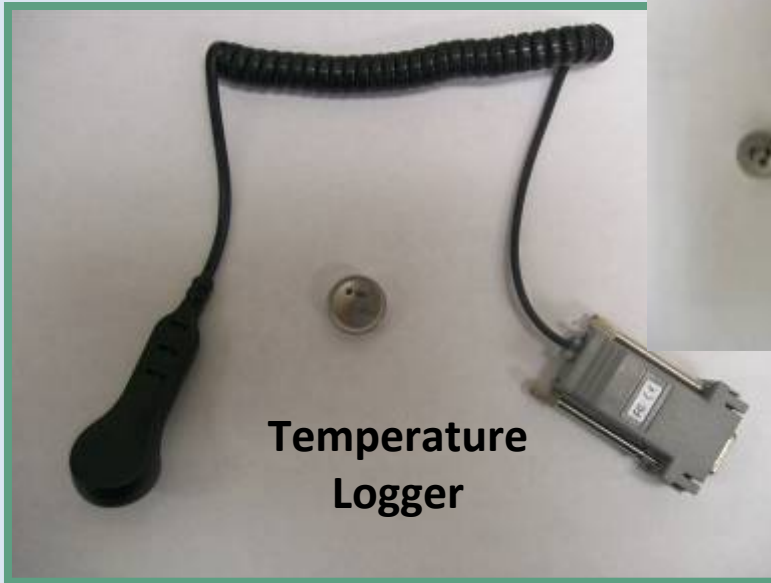
Processing



Distribution



QMP - Monitoring and validation tools



Temperature
Logger



Tote
labels
and
locks



pH test Strips



Traceable
thermometer

Traceability Platform - authenticates origins, all *QVS*, values*

Allocation
(traced to license)



Tote Volume
(traced to landing slip)



Lot numbers
(traced to fish slips)



Packages
(traced back to lots #'s)



* Examples

- Local stewardship
- FSC protection
- Fair trade



Landing site handbook for common standards (*in progress*)



- Common methods and standards for logistics control (River to Plate)
- Focus on fishers and landing site workers when fish are registered out of fishery
- Guidelines for effective traceability, quality management, and certification
- Validates fish meet all regulatory requirements

Broa

markets



This package contains guaranteed wild Sockeye salmon (*Oncorhynchus nerka*), caught on 2011 August 30 at Harrison Mills, British Columbia, Canada by members of the Chehalis and Scowlitz First Nations.

2010RTP1234567



Anatomy of a Tail Tag – industry and consumer validation

Field contains traceability logo (top) and logos of the First Nations bands using this particular tail tag (bottom).

Field contains the same message that is encoded in the QR Code on the front of the tag, less the catch date. Also reminds the consumer that they may verify the message and catch date by scanning the QR Code.



Scanning this QR Code generates a text message that reads:

*“This code denotes wild Sockeye salmon (*Oncorhynchus nerka*) caught on 2010 August 30 at Harrison Mills, British Columbia, Canada by members of the Chehalis and Scowltz First Nations.”*

A unique bar code is generated for each fishing day, for each species, location and fishing community.

Scanning this QR Code connects the user to a 34-second branded, traceability video at:

www.youtube.com/watch?v=mmctzgnqddg

The video can only be accessed through the bar code, or by navigating directly to this URL.

Immediate objectives 2011/12:



- ➔ **Pilot a “River Wise” branding collaboration** (retail partners, packaging w/QR codes, producer-processor relations)
- ➔ **Organise a small product line** organising volunteer producers that may have river-branded production available: Okanagan, Harrison, Chilko, etc.
- ➔ **Complete QMP’s in participating fisheries,** traceability field testing and certification plans

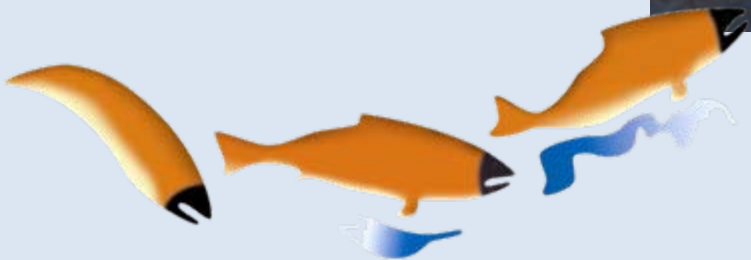
Next steps...



- **Organize the in-river “cooperative” *river-select* production to accommodate future market pull**
- **Complete business plans and license/quota allocations among in-river producers**
- **Formalize in-river producers organization**
 - **Build on in-river Best Practices Forum**
- **Design and pilot test a Responsible ‘Fair’ Trade Region (e.g. Okanagan-Columbia)**

Thank you!
(Lim Limpt)

Questions?





Values

for best products and qualities from river salmon Fisheries



FAIRTRADE



RESPONSIBLE TRADE RESPECT | RELEVANCE | RELATIONS

- Four Food Chiefs who gave/traded their lives so that we, as humans, can exist: **Bitterroot, Salmon, Saskatoon berry and Black Bear.**

Responsible Trade is Current Today

Principles and criteria are practised and met through:

- Natural ingredients for sustainable use.
- Equitable benefit-sharing for local community.
- Preservation and conservation of natural ecosystems and biodiversity – minimizing catch of endangered species (Okanagan Chinook salmon), monitoring of invasive species, and genetic conservation plans for salmon reintroduction.
- Respect for the rights of Indigenous Peoples
- Value of relationships between people and environment in achieving global peace through respect. (UNESCO)

Why Support Responsible Trade?

- Fair price, fair labour standards.
- Direct and equitable trade.
- Unite community and region.
- Promote natural beauty and conserve biodiversity.
- Create awareness for ethical and sustainable choices.
- Improve the quality of life for all people.

100, 200, & 300-mile Local Diet – Winter, Spring, Summer, & Fall

Retail Direct Marketing:



Food Service Direct Marketing:

- 20 key accounts and growing in the Okanagan
- Recipes & product development with four Executive Chefs
- River Branded: Okanagan River, Chilko River Sockeye (2011)





Sustainability

for best products and qualities from river salmon Fisheries



- Weak and endangered fish are managed to minimal interception
- Licenses are voluntarily retired from marine mixed-stock fisheries for inland transfer (PICFI)
- Authorized selective fishing plans developed with co-managers in-river



Eco-Label Factoids –the green fish consumer in the Okanagan Region

- FAO Code of Conduct for Responsible Fishing (CCRF)
- Consumer acceptance and demand: 1 in 3 respondents willingness to purchase with eco-label
- Consumer willingness: 1 in 15 respondents pay 10-20% higher margin for eco-label;
- Domestic Food service #1 Ocean Wise
- Domestic Food Retail #1 MSC

