

10<sup>TH</sup> ANNIVERSARY SEAFOOD SYMPOSIUM: FROM FISHERIES TO FOODIES



# Seafood Supply Chain

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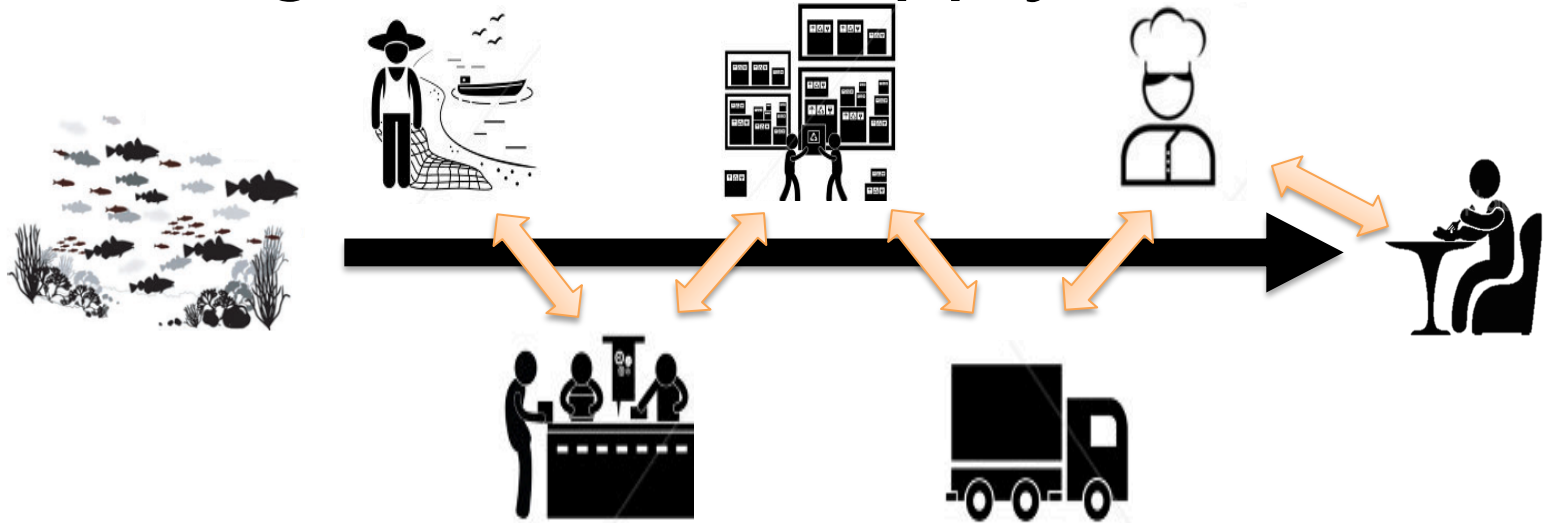
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*27 April, 2015*

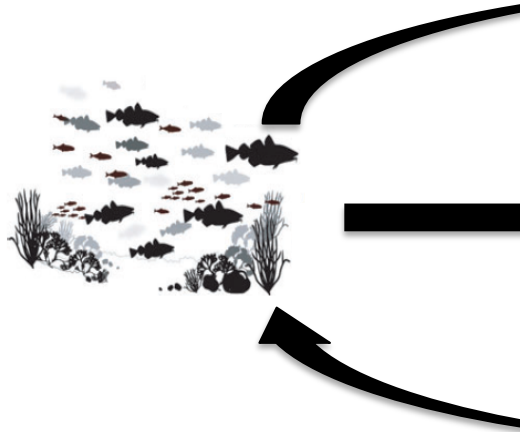


# *Modeling a seafood supply chain...*



What makes a **good** supply chain? Communication & coordination

# *Is price the right signal of sustainability?*



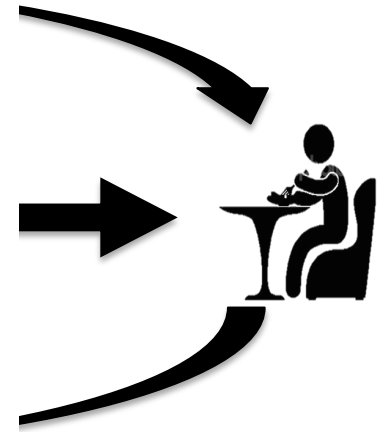
## **MASKING**

- Technology,
- Climate change



## **DILUTION**

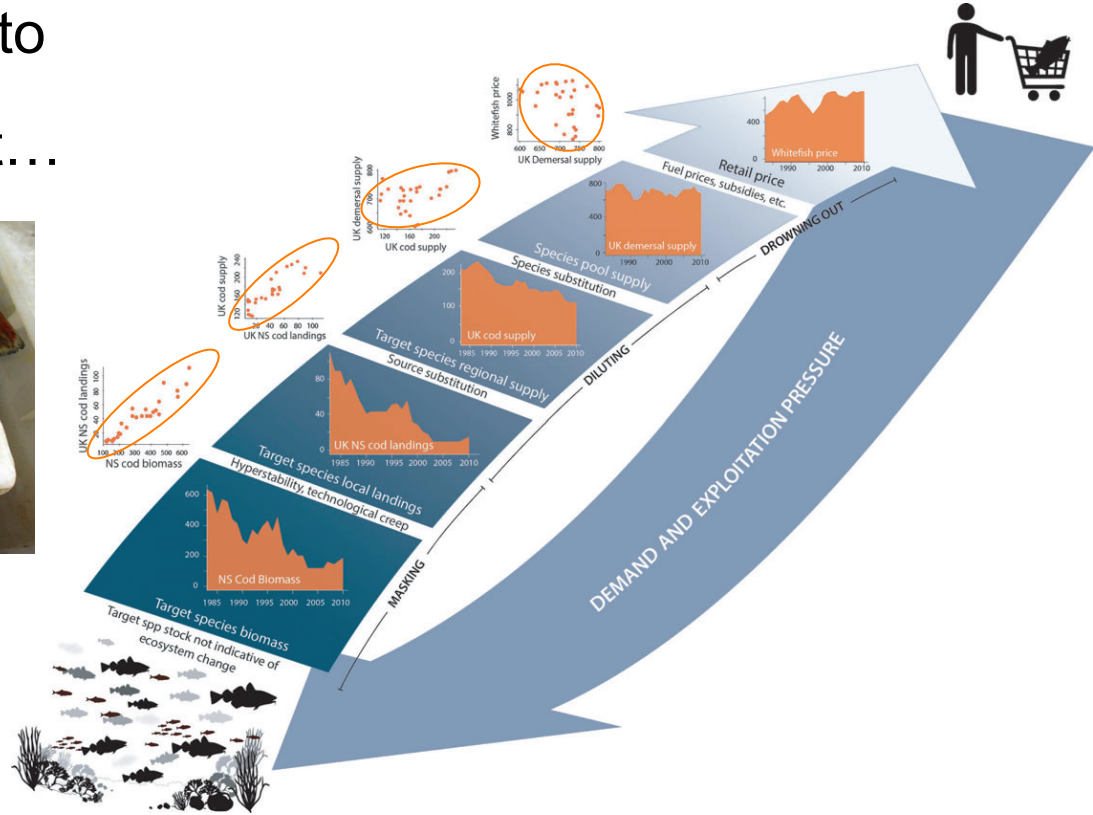
- Fisheries expansion,
- Integrated markets

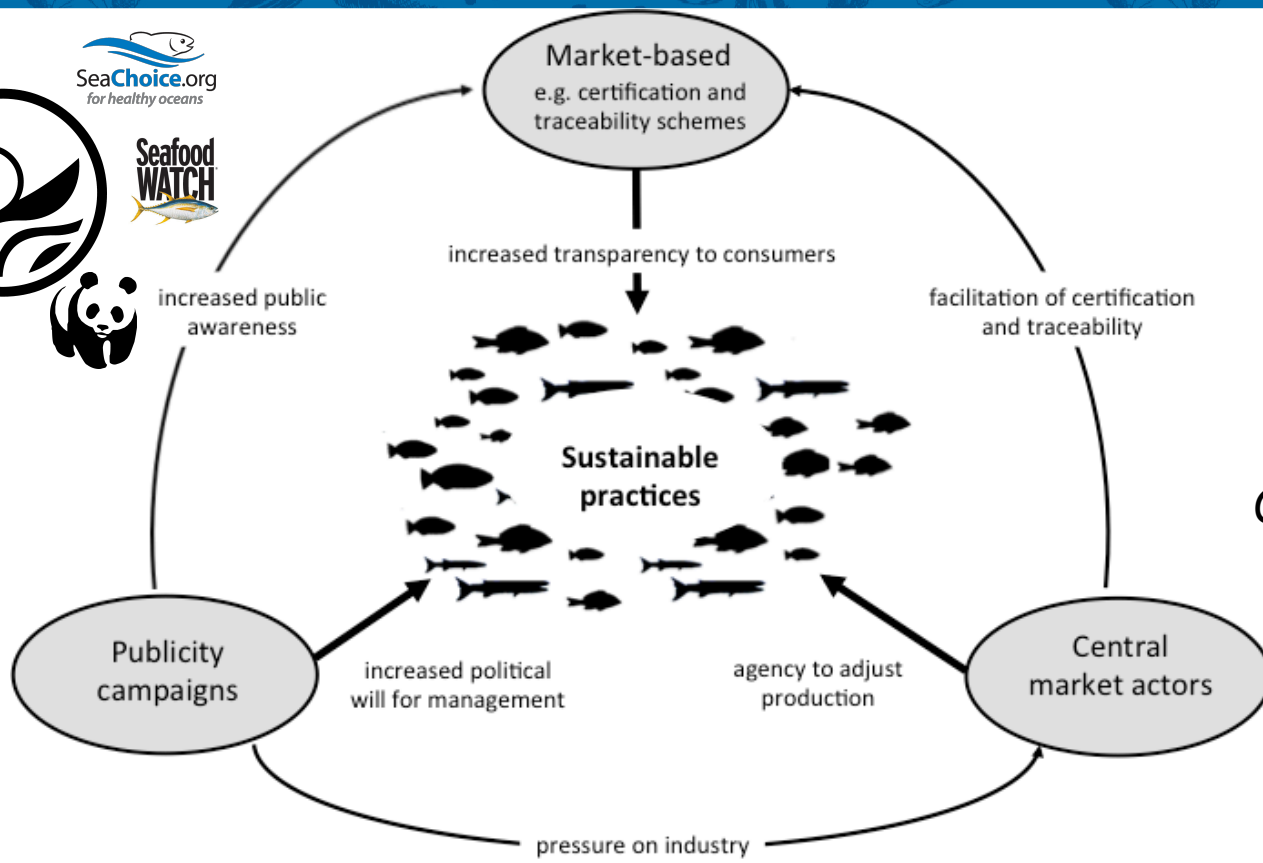


## **DROWNING OUT**

- Subsidies,
- Fuel price

# Applying the model to North Sea cod and UK whitefish market...





*Corporate Social  
Responsibility*



# What is Corporate Social Responsibility?

- Corporate self-regulation beyond standards required by law;
- Attain ***Social License*** to conduct business;
- Mixed empirical evidence of their performance.



# CSR in the seafood industry

- Top 150 seafood companies worldwide;
- Company profiles & CSR policies;
- Environment, community, employment, transparency and ethical dimensions;
- Policies and practices; reporting and auditing; leaders and laggards.



# CSR in the seafood industry

- Seafood industry still lagging behind other natural resource industries.
- Issues of accreditation, credibility and legitimacy;
- Global policy implications.





# Thank you!

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