# TSSS2024

# 「日本発の、世界が認める水産エコラベル」

## A Globally Recognized Marine Eco-Label From Japan

## MELは日本の自然、生物、産業、社会、食文化の多様性を守る認証制度をつくりたい

MEL aims to create a certification system that protects the diversity of nature, biology, industry, society, and food culture in Japan.

2024年10月9日

(一社) MEL協議会　会長　垣添 直也

Marine Eco-Label Japan (MEL) Council, Chairman, Naoya Kakizoe

# 「日本発の、世界が認める水産エコラベル」をつくる

Creating “A Globally Recognized Marine Eco-Label From Japan”

**MEL協議会は2016年12月に、従前の大日本水産会傘下のMELと区別するため「新MEL」として、国際標準化実現をミッションに掲げ、一般社団法人で発足した。会員は大日本水産会と全漁連の2団体、従前のMELから引き継いだ認証取得者59社・団体の誠に寂しい船出であった。**

The MEL Council was founded in December 2016 as a general incorporated association with the mission of achieving international standardization as the “New MEL” to distinguish it from the previous MEL under the Japan Fisheries Association.
It was a lonely start with only 2 member organizations, the Japan Fisheries Association and Japan Fisheries Cooperative, and 59 certified companies and organizations that had taken over from the previous MEL.

**人はいない、お金もない、社会の認知がない中で、MEL協議会は日本には日本の食文化と産業を守る認証制度が必要と考え、「日本発の、世界が認める水産エコラベル」実現を目指す活動を開始した。**

With no people, no money, and no social recognition, the MEL Council believed that Japan needed a certification system to protect its food culture and industry, and launched activities to create a “A Globally Recognized Marine Eco-Label From Japan”.

# 「水産エコラベルの推進」が水産基本計画に盛込まれ、MELが初めてTSSSに登壇した

MEL first spoke at TSSS after “Promotion of Marine Eco-labeling” was included in the Basic Plan for Fisheries.

**MELが前に動き出したのは、2017年4月に閣議決定された水産基本計画（第4次）に「水産エコラベルの推進」が盛込まれ、水産行政の柱の一つとなったことが契機となった。**

MEL began to move forward when the Japanese Cabinet approved the Basic Plan for Fisheries (the 4th round) in April 2017, which included “Promotion of Marine Products Eco-labeling” and made it one of the pillars of fisheries policy.

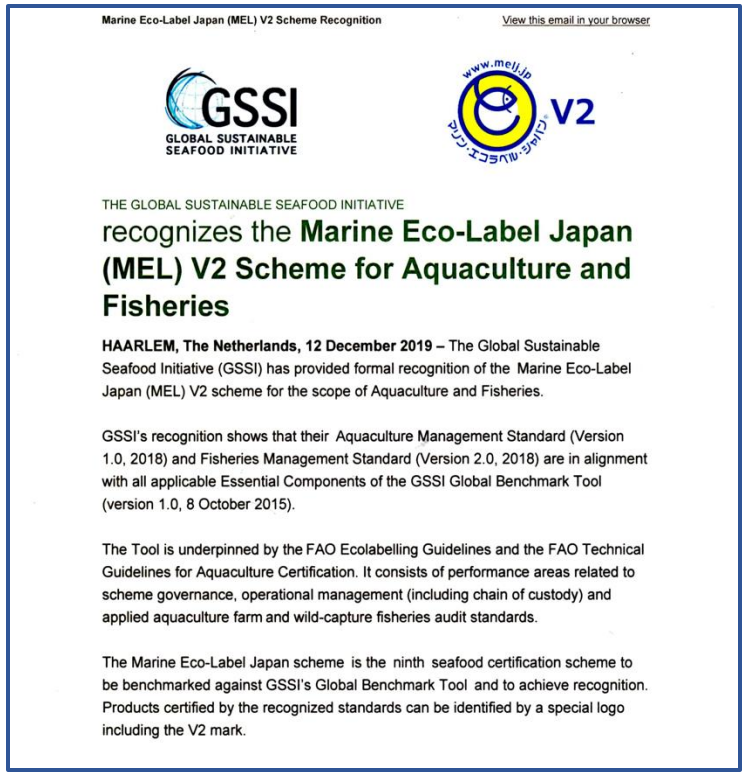
**2017年10月に開催されたTSSS「魚から考える日本の挑戦2017」にMEL協議会が初めて登壇しました。**
**「東京オリンピック・レガシーをつくる」というセッションであり、社会に向けアピールする機会であったが、まだ訴える実績がなく残念ながら存在感は出せなかった。**

The MEL Council spoke for the first time at the TSSS “Japan's Challenges from a Fish Perspective 2017” in October 2017.The session was called “Creating a Tokyo Olympic Legacy,” and it was an opportunity to appeal to society, but unfortunately we could not make our presence felt because we had no track record of appealing yet.

# 2019年12月、MELはGSSI(Global Sustainable Seafood Initiative)より、FAOのガイドラインに適合したスキームであると承認された。それでも世間の見る目は厳しかった。

In December 2019, MEL was approved by the Global Sustainable Seafood Initiative (GSSI) as a scheme in compliance with FAO guidelines. Still, the public view was harsh.

***MEL-Japan gained a recognition from GSSI on Dec 12, 2019.***



Marine Eco-Label Japan (MEL) V2 Scheme Recognition

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GSSI GLOBAL SUSTAINABLE SEAFOOD INITIATIVE

www.mel.jp V2

THE GLOBAL SUSTAINABLE SEAFOOD INITIATIVE

recognizes the **Marine Eco-Label Japan (MEL) V2 Scheme for Aquaculture and Fisheries**

**HAARLEM, The Netherlands, 12 December 2019 –** The Global Sustainable Seafood Initiative (GSSI) has provided formal recognition of the Marine Eco-Label Japan (MEL) V2 scheme for the scope of Aquaculture and Fisheries.

GSSI's recognition shows that their Aquaculture Management Standard (Version 1.0, 2018) and Fisheries Management Standard (Version 2.0, 2018) are in alignment with all applicable Essential Components of the GSSI Global Benchmark Tool (version 1.0, 8 October 2015).

The Tool is underpinned by the FAO Ecolabelling Guidelines and the FAO Technical Guidelines for Aquaculture Certification. It consists of performance areas related to scheme governance, operational management (including chain of custody) and applied aquaculture farm and wild-capture fisheries audit standards.

The Marine Eco-Label Japan scheme is the ninth seafood certification scheme to be benchmarked against GSSI's Global Benchmark Tool and to achieve recognition. Products certified by the recognized standards can be identified by a special logo including the V2 mark.

***MEL-Japan was introduced as the ninth certification in GSSI Annual Report 2019.***

**Nine GSSI recognized certifications**

In 2019, two new Scheme Owners were benchmarked against the GSSI Global Benchmark Tool and have achieved recognition by GSSI: Bord Iascaigh Mhara (BIM), in February, and Marine Eco-Label Japan (MEL) V2, in December.

In total, there are 9 GSSI recognized certification schemes.

FARMED RESPONSIBLY asc CERTIFIED

BIM

GLOBALGAP

G.L.F.

Best Aquaculture Practices

Certified Sustainable ALASKA RFM

CERTIFIED

www.mel.jp V2

**2018年2月、新MEL漁業認証規格、CoC認証規格が発効。3月、養殖認証規格が発効**

In February 2018, the new MEL Fishery Certification Standard and CoC Certification Standard enter into force. In March, the aquaculture certification standard comes into effect.

**2018年8月、GSSIに対し新MEL認証の承認を申請**

In August 2018, application is sent to GSSI for approval of the new MEL certification

**2019年2月、新MELとして初の承認発効(漁業1、養殖2、CoC3件、5事業者)**

February 2019, first approval comes into effect as a new MEL (1 fishery, 2 aquaculture, 3 CoC, 5 companies)

**2021年3月、新MEL認証累計が100件を突破。(2021年1月、旧MEL認証が失効した)**

In March 2021, the total number of new MEL certifications exceeded 100.(In January 2021, the former MEL certification expired.)

# MELに陽が当たり出した。「大丸有SDGsACT5」に登壇

Light upon MEL begins: Speaker at “Dai-Maru-Yu SDGsACT5”

**主催者からのメッセージ:**

大手町・丸の内・有楽町地区（以下、大丸有（だいまるゆう）エリア）を起点にSDGs達成に向けた活動を推進する「大丸有SDGs ACT5」。
取組2年目となる今年は、5月10日（月）から11月30日（火）の約7ヶ月間をコア期間として、 **「サステナブルフード」**「気候変動と資源循環」「WELL-BEING」「ダイバーシティ＆インクルージョン」「コミュニケーション」の５つのテーマで多様なアクションを展開します。
2030年のSDGs目標達成に向けて、企業や団体の枠を超え、街ぐるみでのSDGsにチャレンジします。

**Message from the Organizers:** The “Dai-Maru-Yu SDGs ACT5” promotes activities to achieve the SDGs in the Otemachi, Marunouchi and Yurakucho district in Japan (hereinafter referred to as “Dai-Maru-Yu” area). This year, the 2nd year of the project, the core period is from Monday, May 10 to Tuesday, November 30, and various actions will be taken under the 5 themes of “Sustainable Food,” “Climate Change and Resource Recycling,” “Well-Being,” “Diversity and Inclusion,” and “Communication. We will challenge the SDGs citywide, transcending the boundaries of companies and organizations, toward achieving the SDGs targets for 2030.

## 第2回のテーマはMEL認証。

**2021年10月4日（月）18:30－20:00**

**2nd Theme: MEL Certification** October 4th, 2021 (Mon) 18:30 – 20:00

**「日本発、世界が認める水産エコラベル」として、日本の水産業を輝かせ社会に貢献することを目指すこの認証制度について、一般社団法人マリン・エコラベル・ジャパン協議会 会長の垣添直也氏に紹介いただきます。また、日本で初めて「MEL認証」を取得し、日本一のブリの養殖事業者として世界にアプローチしている東町漁業協同組合 代表理事組合長の長元信男氏にもご登壇いただき、海と水産物の持続的利用、そしてこれからの水産業についてトークセッションを展開します。同時に、全国各地の生産者の元を旅しながら「顔の見える食卓づくり」や子どもたちへの食教育を行なう料理人・三上奈緒氏が腕を振るい、東町漁協の「鰤王」を使ったおいしい一皿を参加者の皆様にご提供します。**

## 調理と配膳の都合で、出席者数は絞らざるを得なかったが、とても熱心に参加いただいた。

Although the number of attendees had to be limited due to the cooking and serving schedule, they participated with great enthusiasm.

# 「水産エコラベル新時代」への対応

Response to the “New Era of Marine Eco-labeling”

2019年末から世界を大混乱に陥れたコロナ禍は、一方で社会や人類の考え方を大きく変え、持続可能な社会が拡がるキッカケとなった。
MELももちろん活動の制約を受けたが、社会の水産エコラベルに対する考え方は前向きに変わり、水産エコラベル新時代を迎えた。
水産エコラベルの原点は、海洋生態系の保全と水産資源の保護であったが、コロナ禍を経て社会的貢献を求める動きが急速に拡がった。
GHG排出削減、循環型社会推進、食品安全確立、サプライチェーンの透明性確保、海洋プラスティック削減、不当労働廃絶等々への貢献が厳しく求められている。
MELもこの流れを、本年度の取り組み課題である「管理運営規則に定める5年に1回以上の認証規格のレビュー」に反映させる。

The origin of marine eco-labeling was the preservation of marine ecosystems and protection of marine resources, but after the COVID-19 pandemic, the movement to seek social contribution has rapidly expanded. Contributions to GHG emission reduction, promotion of a resource-circulating society, establishment of food safety, transparency in the supply chain, reduction of marine plastics, elimination of unjust labor, etc., are strictly demanded. MEL will also reflect this trend in the “Review of certification standards at least once every 5 years as stipulated in its management and operating guidelines,” which is the subject of this year's initiatives.

# 2023年9月、GSSIはMELが新規準であるGlobal Benchmark Tool Ver.2.0に承認されたことを公表した。アメリカCSCのRFMに続き世界で2番目に承認を受けた。

In September 2023, GSSI announced that MEL has been recognized for the Global Benchmark Tool Ver. 2.0, a new standard. It is the 2nd in the world to receive this approval, following the RFM of the US CSC.

## Public Statement of GSSI Recognition

### Marine Eco-Label (MEL) Japan

21 September 2023

**HAARLEM, The Netherlands, 21 September 2023** – GSSI is pleased to announce the Recognition of the Marine Eco-Label (MEL) Japan program under version 2.0 of the Global Benchmark Tool.

### GSSI's Recognition of MEL Japan

The MEL Japan program received its first recognition from GSSI in 2019. This recognition follows their rebenchmarking for their Aquaculture Management Standard (version 2.0, 2022) and Fisheries Management Standard (version 2.0, 2018) under version 2.0 of the Global Benchmark Tool. Download the GSSI Benchmark Report here.

**2019年12月に、「MEL V2」として承認された時点から4年間の取り組みで、MELの国際標準化と存在感は大きく向上した。MELのスキーム運営と日本の多様性の価値が世界に浸透し始めたと受け止めている。**

In December 2019, MEL's global standard and presence have greatly improved over the course of the 4-year effort from the time it was approved as MEL V2.
We take it as a sign that the value of MEL's scheme operation and Japanese diversity has begun to spread around the world.

# 認証件数は250件を超えた

The number of certifications exceeded 250

**認証魚種は37種。**
**生産数量は45.5万t。**
**日本の総生産の12％を超えた（2023年）。**

37 certified fish species.
Production volume is 455,000tons.
This exceeds 12% of Japan's total production (in 2023).

**それでも、認証取得がゼロの県が未だ「9つ」あるのも現状。**

Nevertheless, there are still 9 prefectures with 0 certifications.

**業種別には、漁業では底引き網がゼロ。流通では外食が実質ゼロ。まだまだ伸び代は大きい。**

By industry, bottom trawling in fisheries was 0. In the distribution sector, there is practically zero in food service. There is still much room for growth.

# MELの考え方と行動に賛同くださる会員は50社・団体を超え、MELの輪が広がりつつある

MEL's circle is expanding with more than 50 member companies and organizations supporting MEL's ideas and actions.

**会員の属性は**

- **水産団体　11**
- **水産流通団体・会社　6**
- **水産会社　16**
- **商社　6**
- **食品団体・会社　6**
- **その他（消費者団体、金融、他）　6**

**水産だけでなく、食品を含め広く「食」をカバーしている。**

Member Categories:

- Fishing organizations:11
- Marine products distribution organizations/companies: 6
- Marine products companies: 16
- Trading companies: 6
- Food product organizations/companies: 6
- Other (consumer groups, financial, etc.) 6

Members are not only fisheries but also of a wide range of “food” including other food products.

# 「日本の水産業はどこに向かうのか？」

"Where is Japan's Fishing Industry Headed?"

**サステナブルな水産業は、日本の社会と「食」の明日にとって必須不可欠な存在であるとMEL協議会は考えます。**

**その実現のためには、「5つの力」がポイントになる**

**①政治・行政の水産業への拘り**
**②事業者の水産業への情熱と倫理観**
**③認証制度の関係者（スキームオーナー、認証機関、認定機関）の使命感**
**④水産、海洋に関する研究者、研究機関の真摯さと世界的存在感**
**⑤国民、消費者の共感**

The MEL Council believes that sustainable fishing industry is an essential part of Japanese society and "food" for tomorrow.
To achieve this, " 5 strengths" will be the key points
① Political and administrative commitment to the fishing industry
② Passion and ethics of business operators for the fishing industry
③ Sense of mission of those involved in the certification system (scheme owners, certification bodies, accreditation bodies)
④ Sincerity and global presence of researchers and research institutions related to fisheries and oceans
⑤Empathy of citizens and consumers

**MELは関係者と共に、海洋生態系の保全と持続可能な水産業つくりへの貢献を通し、日本の食文化とサステナブルシーフードを世界に広める。**

MEL, together with other related parties, will promote Japanese food culture and sustainable seafood to the world by contributing to the preservation of marine ecosystems and the creation of a sustainable fishing industry.

# どうかよろしくお願いします。

**We appreciate your cooperation**

# 有難うございました。

Thank you