

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM
WORKING GROUP TO PROMOTE AND PUBLICIZE THE AIDCP
DOLPHIN SAFE TUNA CERTIFICATION SYSTEM

MINUTES OF THE 11TH MEETING

Panama
16 June 2008

AGENDA

1. Opening of the meeting
2. Adoption of the agenda
3. Approval of the minutes of the 10th meeting
4. Actions to promote AIDCP dolphin safe tuna
5. Other business
6. Date and place of next meeting
7. Adjournment

APPENDICES

1. List of attendees
2. Report of the Chair

1. Opening of the meeting

The meeting was opened by the Chair, Dr. Bernal Chavarría, of Costa Rica. The attendees are listed in Appendix 1.

2. Adoption of the agenda

The agenda was approved as presented. Mexico noted that the results of the questionnaire circulated by the Chair should be discussed.

3. Approval of the minutes of the 10th meeting

The minutes of the 10th meeting of the group were approved, with the addition, as Appendix 2 of those minutes, of the text agreed at that meeting on the recommendation to the Meeting of the Parties about agreeing to a plan for promoting and publicizing the IDCP.

4. Actions to promote AIDCP dolphin safe tuna

The Chair presented a report to the group (Appendix 2), noting that only one response to the questionnaire had been received, from Mexico.

The United States noted that press releases had been issued and wide publicity given regarding recent information on improvements in the abundance of dolphin stocks in the eastern Pacific, noting that it would discuss the results of this recent study in the Scientific Advisory Board and the Meeting of the Parties. The United States also remarked that it was developing an educational module regarding the AIDCP and its success in conserving dolphins, and asked for assistance in obtaining high-resolution audiovisual materials for this project.

Several delegations indicated they were pleased to see the U.S. study regarding improvements in the status of dolphin stocks, while noting that it is unfortunate that this information did not surface before the recent US court ruling blocking the importation of AIDCP dolphin safe tuna. Regarding the video requested by the United States, Mexico indicated its willingness to assist in providing the United States with appropriate material that could be used in its educational module.

Various delegations stressed the importance of promoting the AIDCP and its label in the United States, especially among tuna vendors.

Some delegations noted that they had not received the questionnaire, and the Secretariat was asked to send it out again. The Chair stressed the importance of receiving replies as soon as possible.

Mexico elaborated on its response to the questionnaire, explaining the history of the difficulties in gaining access to the US market for tuna, and expressed doubts about the will of the US government to resolve these. He noted that various NGOs were now questioning the basis and effects of the current import restrictions. The factors should be taken into account to ensure the continued success of the AIDCP are that the Agreement cannot be viable if trade barriers are not removed, that promotion was most needed in the United States, and that no progress can be made if the AIDCP cannot be explained to the pertinent authorities, and the AIDCP label should be compared to other labels.

5. Other business

México stated that it was considering presenting a draft resolution to the Meeting of the Parties on the requirements for ecolabelling and certification recently adopted by FAO. The United States expressed interest in participating in the drafting of the proposal.

6. Date and place of next meeting

The next meeting of the working group will be held in conjunction with the AIDCP meetings in La Jolla in October or November 2008.

7. Adjournment

The meeting was adjourned at 5 p.m. on 16 June.

Appendix 1.

ATTENDEES - ASISTENTES

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Appendix 2.

Messrs. Delegates:

In compliance with the recommendations of the Working Group for the Promotion and Publicizing of the Dolphin Safe Certification System, during its TENTH meeting held on 25 October 2007 in The Jolla, California, and that recommendation having been duly approved by the EIGHTEENTH Meeting of the parties, held on 26 October 2007, on obtaining sufficient information that will allow the development of a plan to achieve greater depth and coverage to the Promotion and Publicizing of the International Dolphin Conservation Program, on 25 February 2008 I asked the Parties, through the Secretariat, the information in the terms agreed at the last Meeting of the Working Group. The Secretariat on its side, on 8 April 2008 according to letter Ref. 0237-420, asked the Parties for the corresponding information.

Last 9 May, I asked the Secretariat, for information on the process followed at the Request of this Working Group in the matter that concerns us, to which the Secretariat informed us through Note Ref. 0315-533 dated 21 May 2008, that no response had been received from the Parties to our request, at the same time that the Secretariat sent a report related to the actions undertaken by the Organization, pointing out that both the Parties and the Secretariat have assumed commitments for the due promotion of the Dolphin Safe Certification System. In that document, the Secretariat informed that the publicizing actions carried out until then are summarized in:

- a. Diffusion Workshops.
- b. Promotion Events such as that carried out at the 25th Session of the FAO Fisheries Committee in 2003.
- c. Promotion during the Aquamar industrial fair in Mexico in 2005.
- d. Diffusion event organized by the Spanish Government during the Euroseafood fair in May 2006.
- e. Periodic reports on the development of the AIDCP
- f. Posters and Pamphlets.
- g. Web Page
- h. Prizes awarded to the AIDCP, like the Margarita Lizárraga Medal awarded to the AIDCP in 2005.

- i. Public Statements and Press Releases, such as those that recently the Departments of State and Commerce of The United States of America through NOAA have shown to commemorate the tenth anniversary of the AIDCP and the success of the Agreement in achieving its objectives, which notes Dr. David Hogan commissioner of The United States, sent opportunely to this Chair.
- j. Communications to the Government of The United States of America so that in its legislation the AIDCP Dolphin Safe labeling be accepted, such as the Communication sent to the Department of State in September 2006 and OLDEPESCA Resolution 249-CM-2006 on the diffusion of the AIDCP Dolphin Safe label.

In its report, the Secretariat mentions two actions pending implementation, based on the minutes of past meetings, *i.e.*:

- Promotion event for the certification system in The United States of America, under the advice and leadership of that country; and
- Promotion event on the occasion of the signing of the FTA between the United States and Central America

As will be remembered, the information requested from the parties, is aimed at establishing the degree of depth of the publicizing of the AIDCP in each member country, its limitations and capacities to consider those elements in a uniform promotional action.

To date, this Chair has not received any response from the parties to the request made, which gives rise to the need to reconsider at this time whether the parties wish that a wider and deeper work of promoting our Program be developed or whether the course of action that corresponds to the competence of this Working Group, should go in a different direction.

We have read carefully the document that will be the subject of evaluation at the Meeting of the Parties, called MOP-19-05, prepared by the Secretariat, in which is detailed in a concise and precise manner, the state of the Program, evaluating the benefits, advantages, achievements and success of the AIDCP. Given that that document is an important departure point for estimating the information that eventually a Publicizing Program would have to contain, the need remains to know the state of things particularly in each country, in order to establish the viability of a common strategy for promotion and publicizing.

Both the scientific and commercial value of the International Dolphin Conservation Program, justifies our continuing in this Working Group a healthy, open and consistent deliberation of the positive opportunities to be generated, starting from the strategy of communication, a better publicizing of the program, however, this Chair finds it impossible due to lack of information, to structure or as may be discard the opportunity of a new Publicizing Plan with the associative vision of the Parties in view of the solidity demonstrated by the IDCP.

One element already pointed out by one of the Parties, which deserves to be considered, is the fact that in this year it will have been ten years since the AIDCP was signed, whose commemoration constitutes a great opportunity as a promotion mechanism in view of the fundamental fact that as a result of the execution of the Program, the reduction of the mortality of the Dolphins has been constant, but it could likewise be considered that in the month of February of next year 10 years from the effective entry into force will be celebrated, so the commemoration would not be untimely.

Therefore, I would like to open a concrete discussion space that will allow a consensus to be made on the ideal formula for continuing to facilitate the promotion and publicizing of the AIDCP.