



# Fishmongers Hall

## SEG 31st May

Reinventing of a very traditional industry

# For those who don't know me

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∞ Yes there is eel blood running in my veins



# Where has the eel industry come from ?

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- ↪ A long journey over 1000's years of human culture
- ↪ 2001 Alarmbells rang on the perilous state of the eel stock
- ↪ 2007 after great deliberation EU Regulation 1100/2007 for protection and sustainable use of the stock
- ↪ 2008 IUCN lists Eel as Critically Endangered
- ↪ 2009 CITES Listing at Appendix II + EU export ban
- ↪ 2007 -2012 Member States develop their Management Plans



# CITES and IUCN

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## A Couple of Key Sentences

- ❧ CITES Appendix II says: “Appendix II lists species that are not necessarily now threatened with extinction but that may become so **unless trade is closely controlled**”
- ❧ IUCN says: “**Well-regulated trade** can contribute positively to the conservation of some threatened species, and may be essential for human livelihoods.”



# 2009 and Forewards



- ❧ May 2009 SEG emerges from the Bridgewater Eel Conference
- ❧ Meanwhile: in the Netherlands DUPAN emerged, IFEA in Germany other members of the eel industry connect to SEG
- ❧ 2010 first meeting in Hamburg, SEG focusing on the EU
- ❧ 2010 Supermarkets Ban the sale of all eel products in in major eel markets of DK, S, D and NL
- ❧ 2015 Eel Stewardship Association starts with the Eel Stewardship Funds introduced into NL and D

# Sustainability is a must

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Fish is the main animal protein for more than 1B people. Sustainability is a must



# Sustainable vs. Stewardship

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Sustainable the the **Brundtlandt** definition:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

- ∞ Translations of the words “Sustainable and sustainability” do not fit easily with some other languages
- ∞ Renewable or everlasting is also difficult
- ∞ These concepts also need **Stewardship**



- ❧ Why ? Polarisation of people and organisations when there are so many similar goals
- ❧ Cooperation will enable the protection and recovery of the eel
- ❧ To miss quote from a famous line: A small step for mankind but a giant leap for the eel

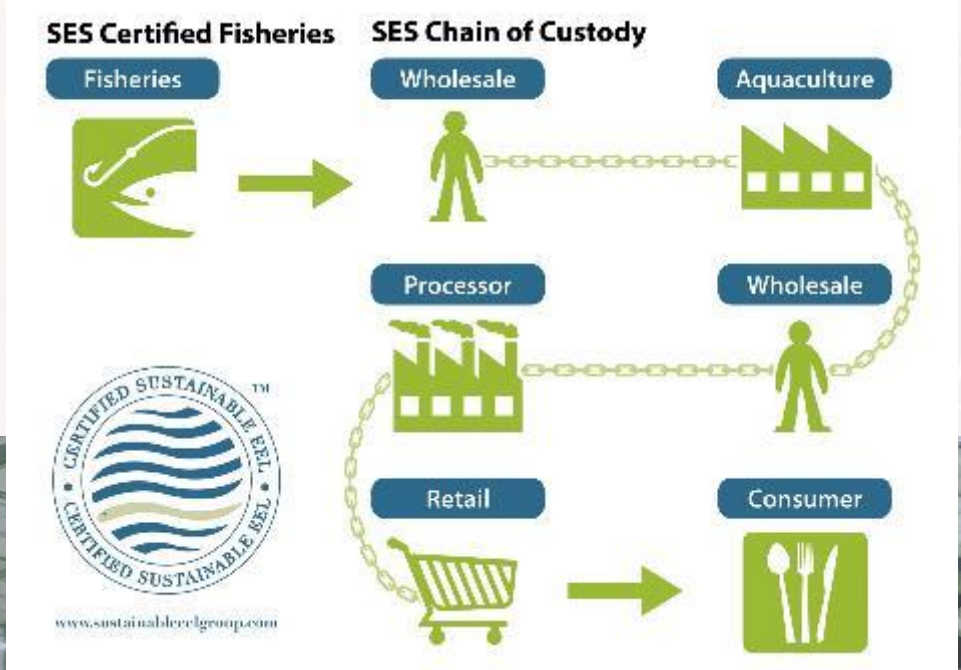


# Entrepreneurs, Yea Yea

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- ❧ Public opinion is inclined to think that entrepreneurs can only think about profit.
- ❧ But let me give you some news: entrepreneurs like myself can be conservationists, we believe money is just an instrument
- ❧ Entrepreneurs from the eel industry are working within the Sustainable Eel Group and are the most active champions demanding the protection of the species

# Reinvention of the Fishery & Industry



*Aquicultural industry has a strong potential of increasing his share of the world market, together, we will be able to continue building a sustainable industry that will be flourishing for the futur generations*

# 21st Century Solution

- ☞ Welcome to the 21st century where lasting or sustainable solutions have to be found ones that strike the balance between environmental, social and economic needs



# Traceability

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- ❧ SEG does not challenge the right of a country to set a science based quota
- ❧ SEG has to highlight the problem of an uncontrolled system that allows (glass) eels to be fished, landed and traded without full traceability.
- ❧ A Reinvented eel industry demands full traceability in order to protect the species.

# Eels play an essential role in Natures own food chain

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# A few examples





# Thank You

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- ⌘ Als ondernemer sta je in de publieke opinie al meteen op achterstand, want ondernemers zouden alleen denken aan geld verdienen.
  - ⌘ Geld is gereedschap voor de lange termijn
  - ⌘ Schep met geld iets voor de toekomst
  - ⌘ Draag Maatschappelijk verantwoordelijkheid
  - ⌘ Welkom in de 21<sup>e</sup> eeuw