

The Aquaculture Stewardship Council reaction to the NDR programme Das Erste: “The Pangasius Lie”

The documentary programme, “The Pangasius Lie”, aired on the German television channel NDR on the 9th March, 2011 focused on the negative impacts of Vietnam’s pangasius production industry. The Aquaculture Stewardship Council (ASC) believes the programme lacked information on the positive steps being taken in Vietnam to address such impacts. The ASC is dedicated to minimising the negative environmental and social impacts associated with commercial aquaculture. Many farms, processors, government agencies, representatives from academia, NGOs, and other supply chain stakeholders support the work of the ASC and have been working behind the scenes to reduce and minimize the negative environmental and social impacts of the Vietnamese pangasius industry while simultaneously promoting food safety and animal health and welfare.

In 2007, an independent and autonomous series of multi-stakeholder meetings, the Pangasius Aquaculture Dialogue (PAD), was initiated by the WWF. The PAD focused on developing voluntary environmental and social metrics-based performance standards for the pangasius aquaculture industry. Major impacts of the pangasius industry identified by the PAD included: legal compliance; land and water use; water pollution and waste management; genetics and biodiversity; feed management; health management, antibiotics, and chemicals; and social responsibility and user conflicts. In August of 2010 the PAD finalised standards addressing these impacts. These standards will be implemented under the ASC’s voluntary certification scheme (www.ascworldwide.org). This certification scheme will recognise those farms meeting the PAD standards with a consumer facing label so consumers can support responsible farming practices. The ASC is currently in the final stages of its development phase and will be fully operational by mid-2011.

The ASC appreciates the work of all the stakeholders involved in working to create a positive change in the pangasius aquaculture industry by minimizing negative impacts. In Germany, the ASC acknowledges the contribution made by Binca, Bofrost, Bundes Verbandfisch, Costa, DKSH, Edeka, Femeg, Frosta, GIZ, GlobalG.A.P., Lenk and Metro Group, as well as international brands such as Birds Eye Iglo and many more. We look forward to the introduction of ASC certified product in the German market place later this year and invite consumers to support our efforts to transform commercial aquaculture towards a more sustainable future.

The Aquaculture Stewardship Council (ASC) is an independent, not for profit organisation based in the Netherlands. The role of the ASC is to act as the administrative holding body for the Aquaculture Dialogue standards, to implement them through a robust third party certification system and to recognize and support producers certified under the ASC labeling scheme.

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credible environmental robust multi-stakeholder
responsible transparent worldwide education
impactful change independent social effective open
solutions efficient partnership