
Provision of a New Zealand seafood information programme

Principles and Criteria 1:2016

18th April, 2017

Foreword

The Provision of a New Zealand seafood information programme – Principles and Criteria 1:2016 was prepared at the request of Seafood New Zealand Limited. The text is published under the control and trademark of Seafood New Zealand Limited.

This is an independent service specification document for a programme with repeatable and reproducible methodology resulting in consistent and credible outcomes. It is not a certification standard.

This document was drafted by a Lead Technical Author under the supervision and agreement of the OpenSeas Development Panel.

Versions Issued

Version No.	Date	Details	Lead Technical Author
1.0	November 2016	First publication	Jodie Campbell (JansenCampbell Limited)
1.1	April 2017	Reformatting to programme design and removal of Development Panel personal details	Jodie Campbell (JansenCampbell Limited)

Introduction

The New Zealand seafood industry recognises there is an ever-increasing amount of material and communications being generated relevant to their industry, reflecting an increasingly diverse range of societal and supply chain expectations, as well as global stakeholder activities. However, most digital references to New Zealand seafood are either disparate, difficult to find, out of date, inaccurate and/or misleading. There are also high levels of duplication, contradiction and ambiguity between sources.

Access to valid and valuable information about specific attributes of New Zealand seafood has become unreliable, inefficient and unengaging for businesses and consumers alike.

In response, the New Zealand seafood industry sought to find a collaborative solution to improve the efficiency and credibility of information being shared about their industry. Their overall ambition is to create a programme that delivers businesses and consumers the single most timely, relevant, comprehensive and credible information source about the environmental, social and production credentials of New Zealand seafood at their fingertips.

In achieving that ambition, this document states the general principles by which the programme operates and under which information about the New Zealand seafood industry is collated and communicated. It stipulates criteria that must be followed in order to ensure that this information is accessible, clear and accurate and that the programme is conducted in a competent, consistent and impartial manner. These criteria are also important for ensuring that information provided contributes effectively to consistent and credible dialogue about the New Zealand seafood industry by all stakeholders.

Scope and applicability

The key aim of the document is to create a common expectation about the type, quality, quantity and credibility of information being sought on behalf of the New Zealand seafood industry and the specific characteristics of the delivery of that service (“the programme”). It is also intended to inform and guide the service provider in designing and implementing the programme’s management system policies, processes and structure.

It sets out the;

1. Principles underpinning the programme;
2. Minimum criteria by which information must be generated and communicated; and
3. Minimum criteria that the service provider must meet in order to demonstrate the programme is conducted in a competent, consistent and impartial manner.

This document does not discuss procedural detail and, reflecting the flexible nature of the necessary product, is generally indicative rather than definitive in nature. Whenever possible, criteria are expressed in terms of performance rather than design or descriptive characteristics. This allows maximum freedom for technical development and reduces the risk of undesirable market impacts (e.g. restriction of innovative solutions).

This document is a compulsory directive for the service provider responsible for delivering the programme. The service provider is required to respect and implement all the requirements of this document and the principles that underpin it. The criteria are neither all-inclusive nor limiting. The provisions of this document constitute minimum and not maximum standards and should not prevent the service provider from exceeding the requirements.

In this document, the following verbal forms are used:

- “must” indicates a requirement;
- “should” indicates a recommendation;
- “may” indicates a permission;
- “can” indicates a possibility or a capability.
- “NOTE” is to guide understanding or interpretation.

Terms and definitions

The following terms and definitions apply in order to provide clarity for the purposes of this document.

Information: Knowledge (either communicated or received) concerning a particular fact or circumstance based on data, scientific reasoning or official advice.

New Zealand seafood: Seafood based products that can legitimately claim “made in New Zealand”, according to Section 13(j) of the Fair Trading Act.

Programme systems: The governance, operations and methodology that deliver the programme outputs.

Service provider: The entity contractually responsible for delivering the programme against the service specifications of this document.

Stakeholders: Individual, company or other collective body having a direct interest in the outcome of the programme.

NOTE: Stakeholders in this instance does not apply to parties invested in or impacted by fishing in New Zealand.

Programme objectives

The ultimate objective of the programme is to deliver the single most timely, relevant, comprehensive and credible information source about the environmental, social and production credentials of New Zealand seafood. There are also a number of complementary objectives, which are to;

- Generate value for New Zealand seafood companies through reduced costs, increased revenue and/or increased efficiency from information transfer;

- Generate value (real and/or perceived) for customers and consumers of New Zealand seafood through building consistency and trust in a common understanding of our industry credentials;
- Augment individual brand and product attributes by providing a collective information base upon which each company can build as they see fit;
- Enhance the reputation of New Zealand as a responsible supplier of premium seafood products to the world through transparency of industry performance.

Programme scope

The programme may provide information about environmental, social and production aspects of New Zealand seafood.

The programme scope is limited to;

New Zealand seafood;

1. Natural resources and environments affected by the harvest and production of New Zealand seafood;
2. Activities related to the harvest and production of New Zealand seafood; and
3. Individuals directly involved in the harvest and production of New Zealand seafood. (Note: For shared resource components, this includes both recreational and indigenous users.)

The programme must not include;

1. Aspects of any fisheries, resources, environments, activities and/or individuals that are fully outside New Zealand jurisdiction. (Note: Jurisdiction in this instance means the right, power, or authority to manage or administer justice.)

Note: This document does not, nor does it intend to, specify what information within this scope should be provided by the programme. It is up to the service provider to assess, determine, prioritise and justify what information is included in the programme.

Programme principles - At a glance

The programme will be guided by the following Principles.

Transparency	Operate in a visible, predictable and understandable way so that it is easy for others to see what actions are performed and how results are generated.
Credibility	Demonstrate performance and outcomes deserving of trust.
Adaptability	Adjust readily to a diversity of applications (uses, markets and products), as well as growth and improvements over time.
Efficiency	Deliver programme outcomes and operations economically, competently and effectively.
Relevance	Connect information to the programme objectives, scope and application.
Accuracy	Ensure inputs and outputs are sufficiently true and precise.
Objectivity	Avoid bias and conflict of interest that reduce the accuracy or credibility of the programme.
Responsibility	Govern, control and be answerable for the activities and outcomes of the programme.

Applying the principles

A number of criteria apply to each principle. These criteria specify requirements the service provider must demonstrate in meeting the principle. Note: The criteria refer to what should happen, but do not intend to prescribe how, when or by whom the principles should be implemented.

1. Transparency – Operate in a visible, predictable and understandable way so that it is easy for others to see what actions are performed and how results are generated.
 - a. The programme objectives, systems and outcomes must be clear, fully disclosed and readily available to end-users and stakeholders.
 - b. Information inputs and outputs must be obtainable by any person, without unreasonable barriers of access.
 - c. Note: Simply making information available is not sufficient to achieve transparency.
2. Credibility – Demonstrate performance and outcomes deserving of trust.
 - a. The programme must include clearly defined, independently verifiable conformance criteria.
 - b. The program must include periodic review of the systems and information by an independent third-party demonstrably competent and impartial.
 - i. The party reviewing the programme systems should be ISO17065 accredited.
 - ii. The party reviewing the programme information should be demonstrably independent and competent.
 - c. Objective data collected to confirm conformance must be made available in order to demonstrate performance integrity.
 - d. The external review structure must add the appropriate level of integrity and rigour necessary to comply with market expectations.
3. Adaptability – Adjust readily to a diversity of applications (uses, markets and products), as well as growth and improvements over time.
 - a. The programme must be dynamic and responsive to change.
 - i. Note: The programme should be designed to evolve in response to emerging information, market expectations and industry innovations in product and performance.
 - b. The programme must not create unnecessary barriers to application, use or implementation (within the scope and objectives of the programme).
 - i. Note: Barriers include overly burdensome requirements, extensive costs or overly narrowed scope.
 - c. The programme must be adaptable to necessary conditions, including business, end-user and products requirements.
 - d. The programme may be used as a tool to demonstrate commitments or improvements in industry performance (e.g. communicating industry KPIs), provided they are independently assessed.
4. Efficiency – Deliver programme outcomes and operations economically, competently and effectively.
 - a. All components of the system must be structured to deliver quality outcomes.
 - b. The methodology for the program must be systematic, repeatable and outcome oriented.
 - c. The programme must maximise use of already existing knowledge and resources.
 - i. It should refer to or collaborate with other credible systems to improve consistency and efficiency in content and operational practices.

- d. Consistency must be maintained within and across associated documentation and content.
 - e. The programme should avoid duplication in all practicable instances.
 - f. The programme must use appropriate content and language for its intended audience.
 - g. The programme must use technology suitable for its intended aims and purposes.
 - h. The program must seek to understand its performance and must measure and demonstrate progress towards defined objectives.
 - i. A continual improvement plan should cover both the operational and informational aspects of the programme.
5. Relevance – Connect information to the programme objectives, scope and application.
- a. The programme must be fit for purpose and within intended scope and application.
 - b. Information must be limited to key environmental, social or production issues relevant to New Zealand seafood.
 - c. The programme must be generic enough in nature in order to accommodate the breadth and diversity of New Zealand seafood as a single entity.
 - i. The programme must not make product related claims.
 - d. All information of the programme must be pertinent to the issue being addressed and contribute directly to answering that issue.
 - e. Note: The programme is not intended to be “all things to all people”. It should at all times remain focused on the objectives set in this document.
6. Accuracy – Ensure inputs and outputs are sufficiently true and precise.
- a. The programme must adequately weight information, including prioritising best scientific understanding and relevant international norms.
 - b. Research and scientific information must reflect the true value of the results being reported within an acceptable level of imprecision or uncertainty appropriate to the data and analytical methods used.
 - c. Source data must be open, re-usable, well managed, trusted and authoritative, unless there are necessary reasons for its use otherwise.
 - d. Methods used to produce information must be verified and validated to the extent necessary to demonstrate that an independent expert using the same inputs and analytical methods may reliably reproduce results.
 - e. Information must be clear and unambiguous
 - i. The programme should avoid human interpretation whenever possible.
 - ii. The programme should address uncertainty but also provide accommodations for conflicting information.
 - f. Information should not suffer from such a high level of imprecision that the results and conclusions are rendered meaningless.
7. Objectivity – Avoid bias and conflict of interest that reduce the accuracy or credibility of the programme.
- a. Information presented must be impartial and unbiased.
 - i. Objective interpretations or conclusions should not depend upon the personal assumptions,

prejudices, viewpoints or values of the person presenting or reviewing the information.

- ii. Communications must not be misleading.
 - b. Science processes must be free of undue non-scientific influences and considerations.
 - i. Scientific methods must be used in the collection and analysis of research.
 - ii. Data must be obtained from credible and reliable sources.
 - c. Data and analyses must reflect consistency of programme methodology over time.
 - d. The programme must identify and mitigate conflicts of interest throughout operations, particularly in the review process and in governance.
 - e. Competence of individuals involved in governance, management and reviews involved must be demonstrated.
8. Responsibility – Govern, control and be answerable for the activities and outcomes of the programme.
- a. The program must have a governing body, which must
 - i. Be accountable for programme performance;
 - ii. Make decisions that best advance the objectives and principles of the programme;
 - iii. Be made up of diverse stakeholders; and
 - iv. Operate in a transparent and consensus-oriented manner.
 - v. Note: Consensus does not imply unanimity and, in order to arrive at a solution that best serves the wider purpose under consideration, it might not be possible to accommodate all positions that emerge.
 - b. The program must include meaningful opportunities for inviting and responding to stakeholder comment and, if appropriate, making improvements.
 - i. It should be clear the various ways in which stakeholders can engage.
 - ii. Stakeholders should be empowered with fair mechanisms to resolve complaints.
 - iii. Efforts to engage representatives from civil society, government, industry, and academia should be demonstrated.
 - c. The programme must control use of any relevant trademarks, logos or identifiers.
 - d. The programme must ensure legality of operations and outputs.

End.

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