

全球水產品生態標章回顧及臺灣發展潛力評估

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水產品生態標章是鼓勵負責任漁業的新興機制，但全球標章眾多造成市場混淆並帶來許多爭議。本研究利用立意抽樣進行國內十位專家深度訪談及國外十位專家網路問卷，探討生態標章發展趨勢及臺灣實施潛力。研究結果證明現有五個水產品生態標章—Marine Stewardship Council (MSC)、Friend of the Sea (FOS)、KRAV、Naturland 和 MEL Japan 當中，以 MSC 整體表現最佳，其次為 Naturland。生態標章對環境具有正面影響、可創造產品差異及提升產品價值，而不當綠色行銷、準則嚴謹度和可信度不足是主要問題。國內專家建議臺灣提升人民食魚素質及產銷透明度，國外專家認為臺灣應實施國家認可的標章。本研究建議以權益相關人合作為基礎並遵循 FAO 指南和 Global Sustainable Seafood Initiative (GSSI) 基準以加強可信度，而臺灣參考日本實施方式比效仿歐美國家為佳。

關鍵字：水產品、生態標章、永續管理、準則

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A Review on Global Seafood Eco-Labels and Assessment of Development Potential in Taiwan

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Seafood eco-label is an emergent mechanism to encourage responsible fishing practices, while too many eco-labels resulted in market confusion and controversy. This study used purposive sampling, in-depth interviews with ten Taiwan's experts and online questionnaire with ten foreign experts to determine global trend of seafood eco-labels and potential of Taiwan in implementing certification programs. The results show that among the recent eco-labels, Marine Stewardship Council (MSC)、Friend of the Sea (FOS)、KRAV、Naturland and MEL Japan, MSC performs the best followed by Naturland. Results also show that eco-labels bring positive effects to the environment, create product differentiation and increase product values, while “greenwashing”, lack of standard robustness and credibility are the main issues of development. Taiwanese experts recommended in increasing people's seafood consumption quality and transparency of seafood supply chain. Foreign experts suggested Taiwan to apply for national accredited eco-labels. As a solution, cooperation among stakeholders plays key role for development. FAO's Guidelines and Global Sustainable Seafood Initiative (GSSI) benchmark are essential to foster credibility of seafood eco-labels and Taiwan can take reference from Japan's implementation rather than the western countries.

Key words: seafood, eco-labels, sustainable management, standards

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