

The Marine Stewardship Council

Fish is an important natural resource for many communities around the world. It is a vital source of food and protein, and provides jobs and livelihoods for millions of people.



Illustrations © Paul Gardiner

Overfishing and poor fishing practices are already having a serious effect on the supply of fish. Taking out more fish than can be replaced results in depleted fish stocks. Poor fishing practices destroy habitats, and catching and throwing away large quantities of other living creatures that are not consumed by humans affects the natural balance of living creatures in sea, lake and river systems.

It is important that fish stocks are protected and harvested in a sustainable way so that fish is available for future generations.



Fishery certification

Fishery certification and eco-labelling can be used to help encourage the sustainable harvest of fish. Fishery certification and eco-labelling is a way of showing that a fishery is properly maintained. It shows that the fishery is well managed and that the methods used to catch fish do not lead to overfishing. Consumers are interested in buying fish from fisheries that are not in danger of being overfished and fishery certification and eco-labelling can help consumers support such fisheries by choosing to buy fish from well managed fisheries.

The MSC eco-label

To use the MSC eco-label, a fishery needs to be measured against the MSC's global Standard and become certified. The MSC Standard looks at three aspects of a fishery. To get the MSC certificate a fishery will need to be assessed against these three aspects. The three aspects include:

- a. **Whether the fishery is overfished or not.**
- b. **The effect of fishing on the habitat and on other creatures and**
- c. **The rules and regulations in place to manage the fishery and whether these management rules are observed in the fishery.**

An independent certifier carries out the assessment of the fishery. The certifier will collect information from various groups of people who are involved in the fishery. They will also collect available scientific information and use the information collected to determine if the fishery meets the MSC Standard.

If the fishery can be shown to meet the MSC Standard, then the fishery becomes certified and fish from it can be sold with the MSC's blue label.

What are the benefits?

There are many benefits from selling fish with the MSC's label. Such fisheries can attract new buyers for their products. The fish can sometimes be sold at better prices than fish that is sold without the label.

Fisheries certification encourages proper management of fisheries. It helps to make sure that there continues to be fish for the future and to make sure that there are market rewards for fisheries that are well managed.

Further information

Marine Stewardship Council

3rd floor Mountbarrow House
6-20 Elizabeth Street
London SW1W 9RB
United Kingdom
Email: info@msc.org
Tel: + 44 (0)20 7811 3300
Fax: + 44 (0)20 7811 3301
www.msc.org
Registered charity: 1066806

MSC (Americas)

2110 N Pacific Street
Suite 102
Seattle, WA 98103
USA
E: jim.humphreys@msc.org
Tel: +1 206 691 0188/9
Fax: +1 206 691 0190
Non-profit status 501(c)(3)

MSC (Asia Pacific)

10/46-48 Urunga Parade
Miranda
NSW 2228
Australia
E: duncan.leadbitter@msc.org
Tel: +612 9524 8400
Fax: +612 9524 8900
ABN: 69 517 984 605

MSC 連絡事務所 (日本)

MSC Liaison Office (Japan)
E: japan@msc.org
www.msc.org/jp