

English

MSC

Marine Stewardship
Council

Annual report 2005/06



Foreword



Rupert Howes

Cover photo:

For the first time this year two Norwegian fisheries announced they will seek MSC certification - see page 4.

This has been another year of tremendous and exciting progress. It has, I believe, laid the foundations that will help the MSC to deliver real and measurable improvements in the marine environment.

The year has brought a number of 'firsts' including the first Norwegian and Japanese fisheries moving forward into the assessment process, the first tuna fishery entering full assessment and the first certification of a cod fishery – the freezer long-line Pacific cod fishery. Purchasing MSC-labelled cod from my local supermarket was a great moment!

With over 50 fisheries now engaged in the MSC process – representing over three million tonnes of seafood – the organisation really does appear to be reaching a tipping point.

Key markets, particularly in Europe and North America, are also increasingly demanding independent assurance of the environmental credentials of seafood. This demand is undoubtedly bringing more fisheries into our programme. Perhaps the most significant market development of the year came when Wal-Mart, the world's largest retailer, announced its commitment to source all of its fresh and frozen fish from MSC-certified sources. Other retailers and food processors have also been sending clear signals down their supply chains that consumers want sustainable seafood choices.

We are extremely grateful for the continued support and commitment of our funders and other stakeholders who share our vision of productive and healthy marine ecosystems. This support has been essential together with the commitment and dedication of the MSC team to deliver the achievements you will read about in this report.

Rupert Howes

Chief Executive



MSC - the best environmental choice in seafood

The Marine Stewardship Council (MSC) exists to create change in the way the seas are fished. We seek to reverse the decline of fish stocks, safeguard livelihoods and deliver improvements in marine conservation worldwide.



We have developed the world's only international fishery certification and eco-labelling programme that is independent and fully consistent with UN Food and Agriculture Organisation guidelines. More than ever, people are asking for seafood marked with the MSC's bold blue eco-label.

2005/06 in numbers

Together, more than **50 fisheries** are certified to our environmental standard or are currently in assessment.

More than **three million tonnes** of seafood comes from fisheries engaged in our programme, including:

- 42 per cent of the global wild salmon catch
- 32 per cent of the global prime whitefish catch
- 18 per cent of the global spiny lobster catch.

There has been more than **50% growth** in the number of seafood products displaying the MSC label, bringing the total to 332 products available in 25 countries in March 2006.

Retail sales of MSC-labelled fish grew **76 per cent** in 2005/06, with more than **200** businesses trading sustainable MSC-certified seafood.

Overfishing: A global threat

Urgent solutions are
needed as concern grows



Oceans under pressure

The pressure on global fish stocks has never been greater. World production of wild capture fisheries has increased from just 19 million tonnes in 1950 to around 90 million tonnes today. Catch rates have now plateaued but demand continues to grow. A quarter of global stocks are now classified as overexploited or depleted and a further 50 per cent are classified as 'fully exploited'. This year *Science* magazine reported that some of the most charismatic creatures in our oceans – big predators such as tuna, marlin and swordfish – are fast declining because of overfishing. As the world tries to feed a growing population there has never been a greater and more desperate need to promote sustainable fishing practices.





“Overfishing is having devastating ecological, economic and social consequences.

But increasing demand for sustainable seafood shows there is hope for our oceans.”

James P Leape

Director General, WWF International.



Bluefin tuna is one of the species most at risk from overfishing and illegal fishing.

Halting illegal fishing

Environmental impacts, including the bycatch of sea mammals, birds and juvenile fish, are made worse by overfishing. As fish stocks become depleted, the integrity of the wider marine ecosystem may be damaged and fishers' livelihoods are also threatened. Everyone loses. These problems are compounded by illegal, unregulated and unreported (IUU) fishing. The short term financial gains of this plunder can be huge, and in the absence of sound regulation and enforcement, it can lead to irreversible damage to fragile marine ecosystems. The MSC programme has a part to play in the eradication of IUU fishing. With its guarantee of traceability, it offers one of the few ways for seafood processors to be confident that a fishery has been independently audited to ensure it obeys all local, national and international laws – a core requirement of certification.

Incentives for change

The MSC's certification programme rewards sustainable approaches to fisheries management. It offers an effective tool for fisheries around the world – whatever their size, type or location – to embrace sustainable practices through an open, transparent and independent process. Qualifying fisheries must prove to the independent assessment teams that their fishery is well managed and that fish stocks are healthy. They must also demonstrate that the ecosystem will be maintained and any fishing impacts on sensitive species or habitats are minimised. Stakeholder consultation throughout the process ensures that all voices are heard and certified fisheries are subject to annual surveillance audits to ensure that conditions are met.



Is it sustainable? Most fish sellers cannot provide their customers with reliable and independent information.



The snow crab fishery in Kyoto has started the process of full assessment.

New recruits

For fisheries, certification is a way to differentiate sustainable products in competitive global markets and to win new markets as more retailers around the world demand certified and labelled seafood. This growth in demand has attracted more fisheries into the assessment process throughout the year including the first Japanese fishery, the first Norwegian fisheries and the first tuna fishery. Other fisheries entering full assessment in 2005/06 include Maryland striped bass (USA), Oregon pink shrimp (USA), California Dungeness crab (USA), and North Eastern Sea Fisheries Committee seabass and lobster (UK). By the end of 2005/06 the total number of fisheries in full assessment was 19, and up to 20 others were known to be in confidential pre-assessment.

Fisheries at the forefront

More fisheries discover the benefits of sustainability

Fisheries re-invest

Certified fisheries, subject to annual surveillance audits, keep their initial MSC certificate for five years. For the second year in a row we are delighted to report that all fisheries reaching the end of their initial five year periods of certification have decided to apply for reassessment. 2005/06 also saw the first fishery in the world – the UK's Thames herring fishery – renew its MSC certificate. We are looking forward to the Burry Inlet cockle fishery, South West mackerel handline fishery, Western Australian rock lobster fishery, New Zealand hoki fishery and Alaska salmon fisheries completing their reassessments in the near future.



The Thames herring fishery became the first fishery to successfully renew its MSC certification.





**“Eco-
labelling is
becoming
more
important to
the market.
The MSC**

**label will increase our
credibility and we can
compete better with other
fisheries.”**

*Audun Maråk
Managing Director, Fiskebåt, Norway.*



Fishery outreach visits included a winter visit to Norway.

Certification progress

Breaking previous records, five fisheries celebrated MSC certification this year, bringing the total number of certified fisheries to 16 at the end of 2005/06. In April 2005 the Gulf of Alaska pollock fishery was certified, and in October two UK fisheries – Hastings pelagic (mackerel and herring) and Hastings Dover sole – jointly celebrated certification. In February 2006 the Bering Sea/Aleutian Islands Pacific cod freezer longline fishery (USA) was certified, soon followed in March by the Australian mackerel icefish fishery. What unites these fisheries is their willingness to embrace sustainable fishing practices. All have passed the most robust independent fishery assessment in the world and are now promoting their fisheries to new markets following certification.

The certification of the traditional Hastings fisheries has contributed to the town's economic regeneration.



Wal-Mart steps forward

The business case for retailers and processors is now well established. For some, the focus is on meeting their customers' expectations and demands for sustainable seafood. For others, it is about demonstrating their commitment to responsible procurement. In February 2006 the world's biggest retailer, Wal-Mart, announced it would source all of its fresh and frozen fish from MSC-certified fisheries within three to five years. This will help bring new fisheries into our programme and will introduce the MSC label to millions of American shoppers. Wal-Mart will initially apply the MSC eco-label to all certified fish products already on sale in its 3,800 stores in North America. Meanwhile WWF and Conservation International will assist non-certified fisheries that supply Wal-Mart to identify improvements and move towards MSC assessment. Asda, Wal-Mart's UK subsidiary, has matched the commitment, and globally seafood retailers have reviewed fish sourcing policies and announced new sustainability targets.



Trading routes

Retailers show leadership and offer more choice to consumers

Sharp rise in use of MSC label

The number of MSC-labelled seafood products available to consumers grew to 332 in 25 countries by the end of the year, representing 50 per cent growth in 12 months. Switzerland continues to be the country where the greatest choice of MSC-labelled seafood is available, thanks to the impressive lead set by retailers Migros and Co-Op. At the end of 2005/06, Swiss consumers could choose from 72 MSC-labelled seafood product lines. Globally, growth in retail sales increased logo-licence revenue for MSC, the MSC's trading arm, with Unilever, Simplot Australia Pty Ltd and Sanford (New Zealand) making the greatest contributions.



For the first time MSC-labelled fish was available in Portugal this year.

Independents' day

With chain retailers making a big noise on sustainable sourcing, a quiet revolution is happening in a small coastal town on the south coast of England. Since two local fisheries achieved MSC certification in 2005, the independent businesses of Hastings have backed their local fishers by offering MSC-labelled fish to customers. Two local restaurants, a bakery and a fishmonger now feature the MSC-label on their menus and chalkboards, and local residents are starting to take pride in their town's sustainable fishing practices. The initiative is led by Hastings Borough Council, which appointed a Fishing Sector Development Officer to promote and market local fish as part of an economic regeneration programme for this historic fishing community.

Rock-a-Nore Fisheries has been operating since the 1820s and is now displaying the MSC's eco-label on locally caught fish.



"It is essential to continue promoting products carrying the MSC label,

not only for the sake of my livelihood, but for the future of the entire fishing industry."

David Bond

Fisher, South West mackerel handline fishery, UK.

Shelf life

European seafood brand Iglo brought the MSC to the attention of millions of consumers this year by applying the MSC label to the packaging of its highly popular frozen fish sticks. The fish sticks are made with Alaska pollock and are a family favourite throughout Europe. In Germany, all of Iglo's frozen fish sticks now carry the MSC eco-label, and during 2005/06 these MSC-labelled products were rolled out to Austria, Belgium, France, the Netherlands and Greece.



Sustainable seafood

More than 200 businesses are now trading MSC-labelled fish

In 2005/06 the following companies, supported by our Chain of Custody traceability programme, were trading MSC-labelled seafood with a global retail value of **\$235,661,285 (US)**. This marks a 76 per cent increase on last year's figure.

MSC-labelled products

Retailers

- Asda (UK)
- Coop (Switzerland)
- Delhaize (Belgium)
- ED (France)
- Frank's Smoke House (the Netherlands)
- Globus (Switzerland)
- ICA (Sweden)
- Intermarché (France)
- Iceland (UK)
- Marks & Spencer (Ireland, UK)
- Metro (Germany)
- Migros (Switzerland)
- Monoprix (France)
- Pelican (Migros) (Switzerland)
- Rock-a-Nore Fisheries (UK)
- Safeway (US)
- Sainsbury's (UK)
- Somerfield (UK)
- Tesco (UK)
- United Co-op (UK)
- Waitrose (UK)
- Wal-Mart (USA)
- Whole Foods Market (USA, Canada)
- Woolworths (South Africa)

Processors

- Almare (Austria)
- Birdseye (Ireland, UK)
- Bristol Bay (USA)
- CT Océane (Switzerland)
- Duchy Selections (Japan, UK)
- Ducktrap River Fish Farm (USA)
- Dyhrberg (Switzerland)
- Findus (Sweden)
- Friedrichs (Germany, Switzerland)
- Frosta (Germany)
- Gold Seal (USA)
- Heiploeg Shellfish (UK)
- Iglo (Austria, Belgium, France, Germany, Greece, the Netherlands, Portugal)
- I&J (South Africa, Italy, France, Portugal, Spain)
- Independent Fisheries (New Zealand)
- John West (Australia, New Zealand)
- L'Assiette Bleue (France)
- Mare Seafood (Germany)
- Macfisheries (UK)
- McCain (Belgium)
- Mövenpick (Switzerland)
- Norm Thompson (USA)
- Sanford (New Zealand)
- SeaBear (UAE, USA)
- Sealord (New Zealand)
- Sea Choice (USA)
- Seaways (Australia, Singapore)
- Talley's (Australia)
- Taku Smokeries (USA)
- Trident (USA)
- Vital Choice Seafood (USA)
- Wildcatch (USA)
- Young's Bluecrest Seafood (Malta, UK)
- Youkon Wilder Lachs (Austria, Germany)

Foodservice

- Brakes (UK)
- M&J Seafoods (UK)
- Quick (Belgium, Luxembourg)
- Xanterra (USA)
- Findus (Scandinavia)
- The Place Camber Sands (UK)



Business-to-business suppliers

Asia-Pacific

- Asia Legend (HK) Ltd
- Amaltal Corporation Ltd
- Dalian New Haiyang Foods Co Ltd
- Golden Fresh
- Independent Fisheries Ltd
- James Bowes Pty Ltd
- Kailis Bros Pty Ltd
- Lobster Australia Pty Ltd
- Port Lincoln Tuna Processors Pty Ltd
- Qingdao Fucheng Foodstuffs Co Ltd
- Qingdao Kangbao Foodstuffs Co Ltd
- Sanford Ltd
- Sanford South Island Ltd
- Sealord Group Ltd
- Simplot (Australia) Pty Ltd
- Simunovich Fisheries Ltd
- Talley's Fisheries Ltd
- Vela Fishing Ltd
- Vinci Seafood Exporters

Europe

- AgriFrance SA
- Arctic Traders
- Ben's Fish
- Bigham's Ltd
- Bluesail Fish Company
- Brakes Ltd
- Cardium Shellfish
- Cité Marine
- Colchester Fish Supplies
- Coldwater Seafoods (UK) Ltd
- The Company Shed
- The Cromer Crab Company
- Croeso Ltd
- Crustimex Seafood GmbH
- CT Océane SA
- Deutsche See GmbH Co LG
- Dockside Ltd
- Domstein Enghav Sverige AB
- Dyhrberg AG
- Falmouth Fishselling Co Ltd
- Farnes Salmon and Trout Ltd
- Findus France SA
- Findus Sverige AB
- Frosta AG
- Frozen Fish International GmbH
- Gadus NV

- Gottfried Friedrichs KG
- Hastings Fishery Management Group
- Holland Shellfish BV
- Interfish
- Jac. Den Dulk & Zonen BV
- Jan Van As
- JP Klausen
- JP Salmon
- Ken Green Fish Merchants
- L'Assiette Bleue
- Mardon plc
- Marine Harvest Belgium NV
- McCain Foods Belgium NV
- MCM Select Foods
- Mrs Cod
- National 1
- New England Seafoods International
- Nowaco A/S
- Ocean Fish (Vistgate) Ltd
- Patchwork Traditional Food Company Ltd
- Penclawdd Shellfish Processing Ltd
- PH Fish
- Pizoler AG
- Planet Caviar
- Princes
- Rahbekfisk
- Royal Greenland Seafood GmbH
- Seachill Ltd
- Sealord Europe
- SIF
- Simo's Fischverarbeitung
- Sovintex SA
- Stolt Sea Farm NV
- Strathaird Salmon Ltd
- Thames Estuary Herring Management Group
- Thistle Seafoods Ltd
- Thorfisk A/S
- Top Toque Bell AG
- Unilever Ice Cream and Frozen Food Ltd
- Uniq Prepared Foods - Pinney's of Scotland
- Welmar Europe
- Young's Seafood Ltd
- Youngs Seafood Ltd (incorporating Macrae Foods Ltd, B Midgleys Seafood Ltd, Polarfrost)

Americas

- 10th & M Seafoods Inc
- Alaska Salmon Purchasers
- Albion Fisheries Ltd
- Alyeska Seafoods, Inc
- American Seafoods Company LLC
- Arctic Fjord Inc
- Arctic Storm
- Beachm Fishery
- Bear and Wolf Salmon Co
- Bering Select Seafoods
- Blue North Trading Company Ltd
- Canadian Fishing Company / Alaska General Seafoods Canada
- Coastal Villages Seafoods LLC
- Copper River Seafoods
- Dalian New Haiyang Foods Co Ltd
- Downstream Seafood Market Development
- Ducktrap River Fish Farm LLC
- E & E Foods
- FEDECOOP
- FPlafida Holding
- Glacier Fish Company
- Grand Hale Marine Products Co Ltd
- Great Northern Packing
- Great Pacific Seafoods Inc
- Highland Light Seafoods LLC
- Hi-To Fisheries
- Hoonah Cold Store
- Icicle Seafoods Inc
- Icy Strait Seafoods Inc
- Intercean Seafood
- Intersea Fisheries West
- JS McMillan Fisheries Ltd
- Kake Seafood AK
- Klawock Oceanside Inc
- Kotzebue Sound Fisheries Association
- Leader Creek Fisheries LLC
- Lone Tree Point Seafood Company
- NorQuest Seafoods Inc
- Norm Thompson
- North Pacific Seafoods
- Northern Keta Caviar
- Northern Products
- Ocean Beauty Seafoods Inc
- Ocean Fisheries (BC) Canada
- Ocean Fresh International Co Ltd
- Odyssey Corporation
- Orca Bay Seafoods
- Orca Specialty Foods Ltd
- Pacific Seafood Group (Island Seafood and Sea Level Seafood)

- Pacific Star Seafoods Inc
- Paramount Seafood International Ltd
- Pelican Seafoods
- Peter Pan Seafoods Inc
- Premier Pacific Seafoods
- Salamatof Seafoods
- SeaBear
- Seafood Producers Cooperative
- Seafresh Marketing LLC
- Sea Supreme Inc
- Signature Seafoods Inc
- Snowpac Products Inc
- Snug Harbor Seafoods
- Southern Southeast Regional Aquaculture Association
- Starbound LLC
- Stavis Seafoods Inc
- Taku Fisheries
- The Plitt Company
- Tradex Foods Inc
- Trapper's Creek Smoking Company
- Triad Fisheries Ltd
- Trident Seafoods Corporation
- Unisea Inc
- Vital Choice Seafoods
- Wards Cove Packing Co
- Welmar Pacific Inc
- Westward Seafoods Inc
- Wildcatch
- Wrangell Seafoods Inc
- Xanterra Parks & Resorts
- Yardarm Knot Fisheries LLC
- Yakutat Seafood LLC
- WFM Select Fish

Africa

- Irvin & Johnson Ltd
- Sea Harvest Corporation Ltd
- Marpro Trawling

Winning hearts and minds

Millions more consumers are discovering the MSC eco-label and are eager to switch to sustainable seafood purchasing. In Australia, the MSC's first Sustainable Seafood Day generated media coverage across the country and triggered a popular TV advert – provided free as a community service announcement. At promotional events in Europe the MSC stands were busy with shoppers learning where they could buy MSC-labelled fish. International consumer interest in the MSC rose as newspapers, radio, TV and online blogs presented the MSC eco-label as a simple and convenient solution for concerned shoppers. Feedback from consumers is consistently enthusiastic, as these typical emails show: “The MSC gives us, consumers, a way to change things” and “I think the MSC scheme is great, thanks for all your hard work.” We extend our thanks, too, to the individuals who support the MSC's work through their daily shopping decisions and concerned questions about seafood sourcing.



MSC staff talked to thousands of consumers over the year at events and shows.



Hungry for change

European consumers favour eco-labelling as the preferred way to receive environmental information about seafood, and 86 per cent say they would be more likely to buy seafood if it carried an eco-label. The independent endorsement of the eco-label approach came from the Seafood Choices Alliance market research in the UK, Spain and Germany. The findings support previous research which has shown that where there is a sufficient range of choice, shoppers will preferentially choose sustainable products. This shows, once more, that retailers and restaurants who communicate sustainability messages are meeting their customers' expectations.

Demand from consumers

Shoppers and school children discover sustainable seafood



“Our market research shows the issue of sustainability is on the lips of our

customers every day. In Germany the MSC label is becoming the synonym for sustainable fishing.”

Norbert Krümpelmann

Chief Executive, Gottfried Friedrichs KG, Germany.



The next generation

In a pilot project that we hope will be replicated internationally, English school children are being taught to look for fish carrying the MSC's eco-label. 'Fish & Kids' is part of the MSC's Foodservice Outreach Project, funded by Defra, that aims to teach children about sustainable fishing and increase use of the MSC eco-label in schools and family restaurants. In 2005/06 the Fish & Kids education pack and website (www.fishandkids.org) were developed to teach children about sustainable fishing in a fun, child-friendly way. The pack is available free to schools, and the website's interactive games support classroom learning. A partnership was secured with Brakes, the largest supplier of food to schools in the UK, who developed a new range of MSC-labelled products for school menus. This is the MSC's first project aimed specifically at children to inspire them to become part of the solution to overfishing.



The MSC's 'Under the Sea' marine-theme playing cards make a unique gift and raise essential funds for the MSC.

Creative cards

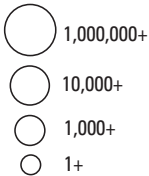
The MSC launched a special pack of playing cards this year combining stunning and thought-provoking art with a marine conservation message. The 'Under The Sea Transformation Playing Cards' feature unique designs generously donated by 54 leading contemporary artists such as Anish Kapoor, Dame Elizabeth Blackadder and Damien Hirst. Each artist has transformed their allotted card, placing the traditional suit symbols within a beautiful marine illustration. The cards can be bought online from the MSC's website, with all funds supporting our work to conserve global fish stocks.

Global reach 2005/06

This year the MSC team made outreach visits to fisheries in Argentina, Australia, Belgium, Canada, China, Costa Rica, Ecuador, France, the Gambia, Germany, Hong Kong, Iceland, India, Japan, Korea, Malaysia, Mexico, Micronesia, the Netherlands, New Zealand, Norway, Papua New Guinea, Spain, Sweden, Tanzania, Thailand, UK, USA, Venezuela and Vietnam.

Map Key

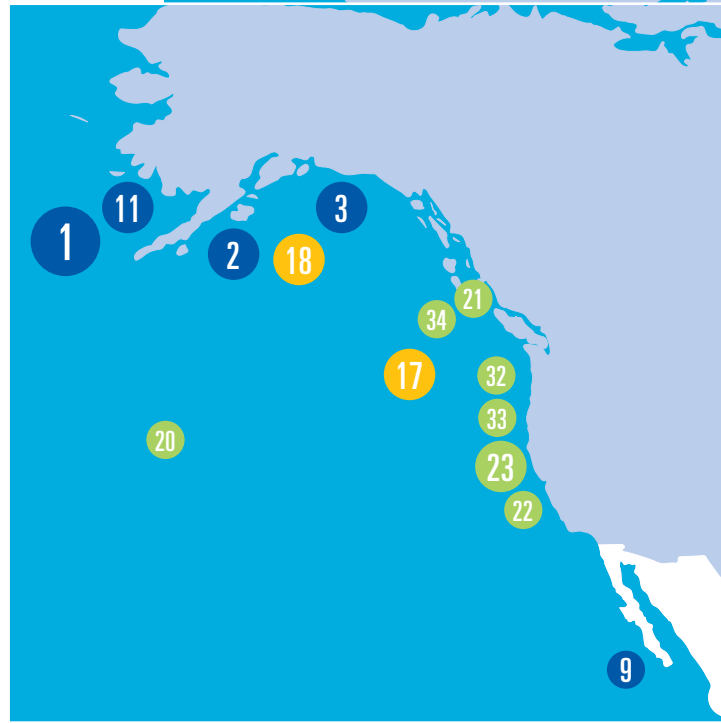
Metric tonnes of fish



MSC status



Countries where
MSC products
are available



Certified fisheries

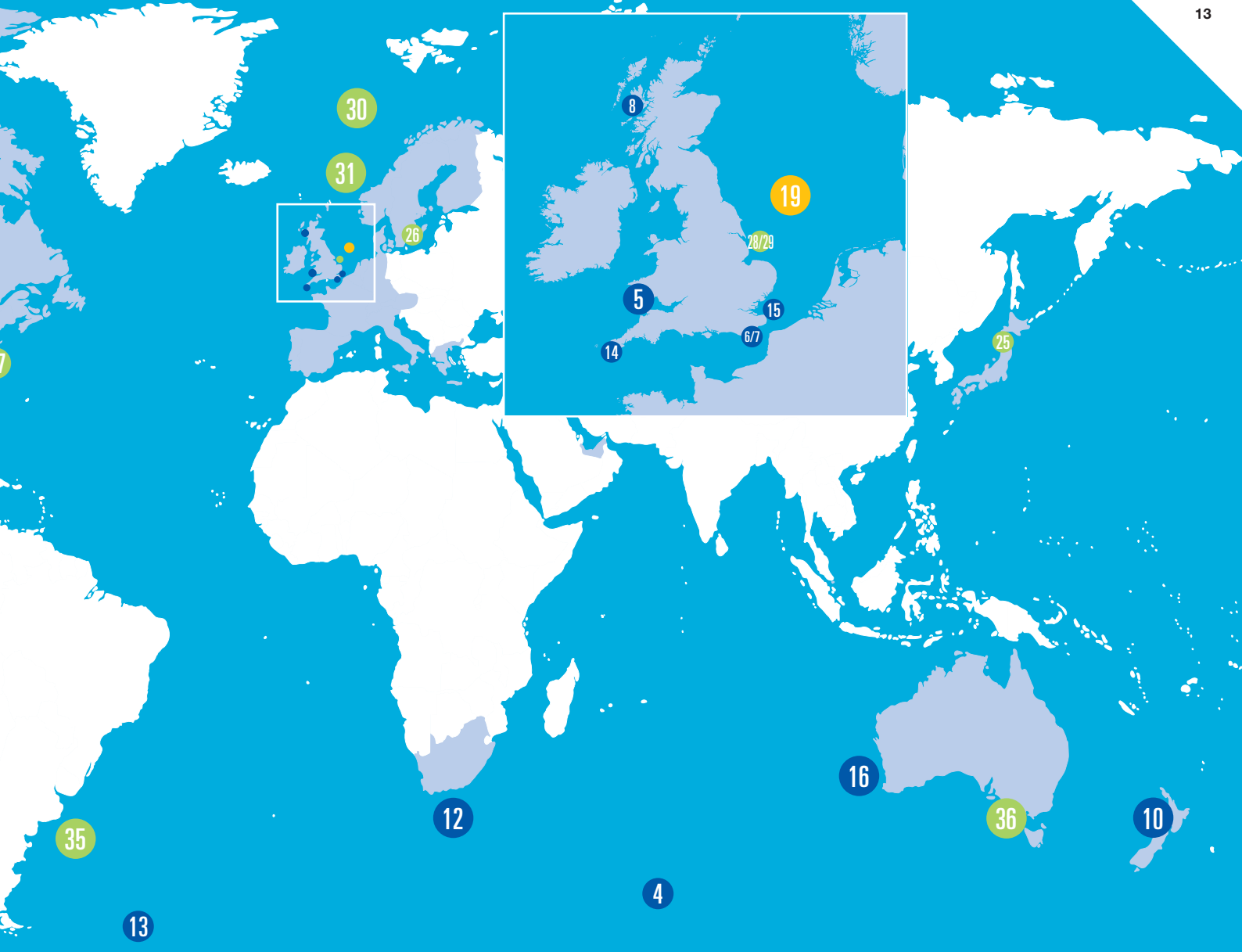
1	Alaska pollock (BSAI)	USA	At-sea Processors Association
2	Alaska pollock (GOA)	USA	At-sea Processors Association
3	Alaska salmon	USA	Alaska Department of Fish and Game
4	Australian mackerel icefish	Australia	Austral Fisheries Pty Ltd
5	Burry Inlet cockles	UK	South Wales Sea Fisheries Committee
6	Hastings Dover sole	UK	Hastings Fishery Management Group
7	Hastings pelagic (mackerel, herring)	UK	Hastings Fishery Management Group
8	Loch Torridon nephrops	UK	Shieldaig Export Company
9	Mexican Baja California spiny lobster	Mexico	Federacion Regional de Sociedades Cooperativas de la Industria Pesquera
10	New Zealand hoki	New Zealand	The Deepwater Stakeholder Group
11	Pacific cod freezer longline (BSAI)	USA	Bering Select Seafoods Company
12	South African hake	S Africa	South African Deep-Sea Trawling Industry Association

13	South Georgia toothfish	S Georgia	Government of South Georgia and the South Sandwich Islands
14	South West mackerel handline	UK	South West Handline Fishermen's Association
15	Thames herring	UK	Colchester Borough Council
16	Western Australia rock lobster	Australia	Western Australia Fishing Industry Council

Fisheries certified April - July 06

17	North Pacific halibut (Alaska, Washington, Oregon)	USA	Fishing Vessel Owners' Association
18	North Pacific sablefish	USA	Fishing Vessel Owners' Association
19	North Sea herring	Netherlands	Pelagic Freezer-Trawler Association





Fisheries in full assessment

20	AAFA Pacific albacore tuna	USA	American Albacore Fishing Association and WWF California Office	28	NESFC lobster	UK	North Eastern Sea Fisheries Committee
21	British Columbia salmon	Canada	BC Salmon Marketing Council	29	NESFC sea bass	UK	North Eastern Sea Fisheries Committee
22	California Chinook salmon	USA	California Salmon Council	30	North East Arctic saithe	Norway	The Norwegian Fishing Vessel Owners Association
23	California Dungeness crab	USA	Pacific Coast Federation of Fisherman's Associations and WWF California Office	31	North Sea saithe	Norway	The Norwegian Fishing Vessel Owners Association
24	Chilean hake	Chile	Congelados Pacifico S.A. and "El Golfo"	32	Oregon Dungeness crab	USA	Oregon Dungeness Crab Commission and ShoreBank Enterprise Pacific
25	KDSFF snow crab and flathead flounder	Japan	Kyoto Danish Seine Fishery Federation	33	Oregon pink shrimp	USA	Oregon Trawl Commission
26	Lake Hjälmaren pike perch	Sweden	WWF Sweden Marine Programme	34	Pacific halibut (British Columbia)	Canada	Pacific Halibut Management Association
27	Maryland striped bass	USA	EcoLogix Group and Maryland Department of Natural Resources	35	Patagonian scallop	Argentina	Glaciar Pesquera S.A.
				36	South Australia Lakes and Coorong	Australia	Southern Fisherman's Association

A gold standard for fisheries

Transparency, science and consultation are the hallmarks of the MSC programme



Driving the MSC forward

The Quality and Consistency Project is one of two projects initiated in 2005/06 that mark milestones in our organisational development. Known as 'Q and C', this project will ensure the MSC's Principles and Criteria for Sustainable Fishing are applied consistently to all fisheries under assessment. As a first step new staff were recruited to the MSC in 2005/06 to assist the growing number of fishery assessments currently in progress. Further steps include international stakeholder consultation workshops to clarify and tighten understanding of the MSC's three core principles. These are the building blocks of our certification programme, and this project marks a fundamental effort to equip the MSC for future growth.



Environmental benefits

A second project of major significance was initiated this year. The Environmental Benefits Project seeks to monitor and evaluate the effect of MSC certification on improving fishery practices. It identifies tools to track environmental gains in fisheries and gathers evidence of whether MSC certification has triggered significant change. In 2005/06 the project team gathered data and prepared their analysis for publication in May 2006, showing that a strong ecological case is emerging.



A commitment from Vietnam's government will lead to several fisheries from the country entering assessment.

International recognition

The MSC has received further backing from governments and international policy makers. In June 2005 a Memorandum of Understanding was signed with Vietnam to promote sustainable fishing and identify fisheries suitable for assessment. In Australia, the government announced that if a fishery meets the MSC standard, it can use MSC certification to help meet export requirements, thus saving the fishery time and money. The MSC participated in EU consultations over the European Commission's debate on fishery eco-labelling and Germany's Ministry for the Environment hosted a national seminar to promote sustainable fishing in which the MSC took centre stage. In the UK, two new government reports *Securing the Benefits* and *Double Dividends* restated the UK's support for independent certification of sustainable fisheries and the use of eco-labels in school meals.

“With concern over the status of wild marine stocks growing, eco-labelling offers a way to promote responsible fish trade – crucial for many developing countries – while preserving natural resources for future generations.”

FAO press release.

Workshops improve access

Accessibility is vitally important to the MSC programme. Two workshops were held this year to improve accessibility for small-scale and data-deficient fisheries. These fisheries have sometimes found it hard to participate, for example due to gaps in scientific data, community capacity or partnership support. The workshops explored alternative ways to assess fisheries against the MSC standard and an approach based on risk assessment will be developed into guidelines – to be piloted in 2007 – for use by accredited certification bodies.

Practical help on traceability

A new jargon-free guide to the MSC's traceability process will help shops and restaurants to use the MSC label on seafood and menus. Titled 'myMSC' and developed with support from



The 'myMSC' guide is downloadable free from the MSC web site www.msc.org/mymsc.htm

and Defra, the guide provides step-by-step advice to outlets seeking MSC Chain of Custody certification, which ensures only fish from certified fisheries carries the MSC eco-label. Traceability is increasingly important for food suppliers, and in 2005/06 we also issued Version Two of the MSC's Chain of Custody standard, following consultation with industry and other stakeholders. Together, 'myMSC' and the updated standard will help more seafood businesses to benefit from the MSC programme, and will increase the availability of eco-labelled seafood to consumers.

Outreach to the developing world

New materials and a series of workshops have introduced the MSC to a growing audience in the developing world. Currently, around 77 per cent of fish consumed worldwide as food is supplied by developing countries, yet so far few fisheries in these regions have sought MSC certification. The MSC is working to increase participation and has developed new materials to explain the programme to government agencies, non-governmental organisations and fishers.



Among the new materials is an illustrated leaflet that can be translated and easily reproduced in local languages at minimal cost and a full-colour brochure explaining the MSC's Developing World Programme.



A leaflet aimed at community fisheries explains the MSC programme in clear text and pictures.

Providing the right tools

New MSC resources help the seafood industry meet the sustainability challenge





Ready to go

Consumers need simple, attractive information that tells them what the MSC label means and who it is for. This is why we created 'Love Fish'. Creative agencies developed the first Love Fish leaflets three years ago, and the range of materials was extended this year to include posters, wallet cards, postcards and recipes in English and German. Retailers and restaurants are encouraged to use these popular materials to explain the MSC label to their customers. Information aimed at fisheries and industry professionals has also been updated and translated into 11 languages. We also increased our presence at exhibitions and conferences around the world including the Sixth World Seafood Congress, the SCA Seafood Summit, the European Seafood Exposition, the International Boston Seafood Show, the Japan International Seafood Exposition, Bremen International Fair and Biofach International.



“It would be a huge advantage to the whole industry if we could

unite behind the MSC and drive it forward.”

Wynne Griffiths

Chief Executive, Young's Seafood, UK.

Moving forward

MSC wins new supporters and greater commitment from established funders

The successes highlighted in this annual report were achieved through the generosity of the MSC's funders. Their interest, support and practical help enabled us to run an increasingly influential and effective programme.

The MSC would like to thank the following organisations for their support in 2005/06:

UK Trusts and Foundations

- Dulverton Trust
- Edith Mary Sage Charitable Trust
- Esmée Fairbairn Foundation
- John Ellerman Foundation
- Mackintosh Foundation
- Marsh Christian Trust
- Mercers' Company
- Project AWARE Foundation
- Rowan Charitable Trust
- Swire Charitable Trust

Other European Foundations

- Hivos-Novib Biodiversity Fund (the Netherlands)
- SSNC (Swedish Society for Nature Conservation)
- Stichting DOEN (the Netherlands)

US Foundations

- Commonweal
- David and Lucile Packard Foundation
- Marisla Foundation
- Resources Legacy Fund
- Tinker Foundation
- Walton Family Foundation

Statutory

- Defra (UK Dept for Environment, Food and Rural Affairs)
- Sida (Swedish International Development Agency)

Corporate

- Associated British Ports
- Marks & Spencer plc
- Oceanaire Seafood Room, Seattle
- Royal Caribbean Cruises Ltd (Ocean Fund)
- Unilever plc
- Whole Foods Market Inc

Other NGOs

- WWF-US
- WWF-UK





The MSC's Developing World Programme received funding this year to increase outreach to African fisheries.

The MSC's vision is of a global fishing industry embracing sustainable practices and of healthy, productive marine ecosystems. Significant and lasting transformation is required if this is to become a reality.

This year we reviewed our goals and charted a route map for the years to come. The new strategic plan sets out how we will scale up our activities and accelerate the delivery of our mission. It was developed following an intensive planning process generously funded by the David and Lucile Packard Foundation and the Walton Family Foundation. We have set ourselves some clearly defined targets for increasing the volume and range of MSC-labelled seafood in key markets, and for building the ecological case for certification. We will need the continued support of our diverse funders, and help from many new sources to implement our ambitious plan.



Spain is the biggest fishing nation in Europe, employing 52,000 people. A new project seeks to attract Spanish and Portuguese fisheries into the MSC programme.

Welcoming new funders

We are delighted that 2005/06 has seen several significant grants from new funders help start some important projects, as well as others scaling up their commitment to offer extensive core support. The Tinker Foundation awarded a major grant to kick-start MSC outreach in Spain and Portugal, both hugely important participants in European fishing. This project will encourage new fisheries in the region into pre-assessment next year. Other new funders awarding significant grants for project work included the Swedish Society for Nature Conservation for capacity building with fishery stakeholders in Africa, and the UK's Dulverton Trust for a programme of fishery outreach in Scotland. We also welcome the news that Stichting DOEN, an arm of the Dutch postcode lottery, has committed to a major three-year core grant, based on the impressive results of a project they funded in previous years.

“When it comes to wild fish eco-labels, the Marine Stewardship Council is sitting on the top of the heap, with no competitors even remotely on the radar.”

www.intrafish.com

Financial Report 2005/2006

Independent Auditor's statement to the Trustees of Marine Stewardship Council Charity.

We have examined the summarised financial statements of Marine Stewardship Council.

Respective Responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the summarised financial statements in accordance with the recommendation of the charities SORP.

Our responsibility is to report to the Trustees our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the summarised annual report and consider the implication for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion

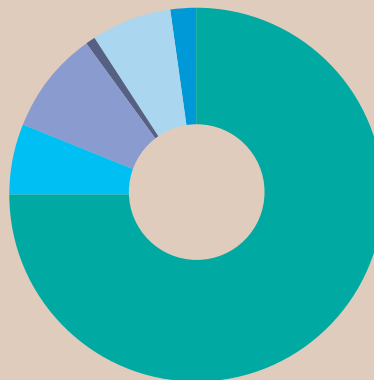
We conducted our work in accordance with Bulletin 1999/6. The auditors' statement on the summary financial statement issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees' Annual Report of Marine Stewardship Council for the year ended 31 March 2006.

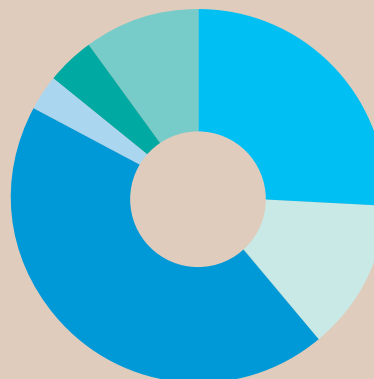
Sobell Rhodes,
Registered Auditors & Chartered Accountants
Monument House
215 Marsh Road
Pinner
Middlesex HA5 5NE

6 September 2006



Where the money comes from

- Charitable grants 75%
- Government agencies 6%
- Companies 9%
- Individual donations 1%
- Charitable activities (logo licensing) 7%
- Investment 2%



Where the money goes

- Policy and maintenance of standards 26%
- Education and awareness 13%
- Commercial and fisheries outreach 44%
- Logo licensing 3%
- Governance costs 4%
- Fundraising 10%



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2006

	Unrestricted Funds 2006 £	Restricted Funds 2006 £	Total Funds 2006 £	Total Funds 2005 £
Incoming resources				
Donations and voluntary incoming resources	1,543,746	740,148	2,283,894	1,993,557
Incoming sources from Charitable activities	173,768	0	173,768	131,129
Investment income	44,540	0	44,540	12,984
Total incoming resources	1,762,054	740,148	2,502,202	2,137,670
Resources expended				
Cost of generating funds	162,078	24,616	186,694	149,129
Cost of charitable activities	0	0	0	11,473
Subtotal	162,078	24,616	186,694	160,602
Charitable expenditure				
Costs in furtherance of the charity's objectives	655,043	878,862	1,533,905	1,524,353
Governance costs	40,589	38,478	79,067	87,459
Total charitable expenditure	695,632	917,340	1,612,972	1,611,812
Total resources expended	857,710	941,956	1,799,666	1,772,414
Net incoming/(outgoing) resources before transfers	904,344	(201,808)	702,536	365,256
Transfers	(56,310)	56,310	0	0
Net incoming/(outgoing) resources after transfers	848,034	(145,498)	702,536	365,256
Funds at 1 April 2005	420,929	367,445	788,374	438,476
Surplus (loss) on disposal of fixed assets	4,454	0	4,454	(3,743)
Exchange gains (losses) on translation of foreign assets	15,127	9,102	24,229	(11,615)
Funds at 31 March 2006	1,288,544	231,049	1,519,593	788,374

There were no recognised gains or losses other than those included in the Statement of Financial Activities. All incoming resources and resources expended derive from continuing activities.

CONSOLIDATED AND CHARITY BALANCE SHEET AS AT 31 MARCH 2006

	Group 2006 £	Group 2005 £	Charity 2006 £	Charity 2005 £
Fixed assets				
Tangible assets	22,461	19,187	13,214	9,551
Investments	1	1	2	2
Total fixed assets	22,462	19,188	13,216	9,553
Current assets				
Trading stock	13,177	2	0	0
Debtors	217,962	112,433	293,193	89,661
Cash at bank and in hand	1,527,671	1,012,894	1,057,442	624,229
Total current assets	1,758,810	1,125,329	1,350,635	713,890
Creditors: Amounts falling due within one year	(261,679)	(356,143)	(186,044)	(266,282)
Net current assets	1,497,131	769,186	1,164,591	447,608
Total assets less total liabilities	1,519,593	788,374	1,177,807	457,161
Funds				
Unrestricted funds - general	1,288,544	420,929	1,020,229	211,295
Restricted funds	231,049	367,445	157,578	245,866
Total funds	1,519,593	788,374	1,177,807	457,161

The information within this Annual Report reflects the Trustees report in the full financial statements for the year ended 31 March 2006, which are available from Companies House.

The MSC Board and governance



Chairman's comment

Fiscal year 2006 was a watershed for the MSC, thanks to great teamwork among our extended family of employees, certification bodies, fishery clients, stakeholders, funders, technical advisors and board members. During this period, we witnessed the greatest number of actual certifications, as well as applications for assessment, in our history. We added depth to our executive team. We were blessed with significant new funding sources and a continuation of historic funding. We received a commitment to 100% certified fish from the largest retailer in the world, motivating many of its supply fisheries to improve fishing practices in order to achieve certification. Other major buyers are indicating their commitments to certified product as well. These commitments and their motivational impact on supply fisheries form a dramatic portrait of how our programme improves fisheries through positive market incentives. Please allow me to speak for our organisation in thanking the many people and organisations who have brought us to this point. We appreciate their generous dedication of time, talents, funds, support and commitments. Many challenges remain on the road ahead, but it is a pleasure to take a moment to reflect upon the road we travelled in the past year.

Will Martin
Chairman

Expert guidance

New members of the MSC's Stakeholder Council and Technical Advisory Board (TAB) have brought fresh viewpoints and expertise to our governing bodies. Running an ambitious and pioneering certification programme such as the MSC's can be challenging, and we draw on an active group of stakeholders and constituents to ensure policies and procedures are credible and well founded.

Who's who on the Board

Will Martin (USA) – Chairman

Will Martin is an American businessman, lawyer and Senior Fellow for WWF-US. Previously he was the head of international policy for the US National Oceanic and Atmospheric Administration (NOAA) in the Clinton administration, and he served a term as the Chairman of the UN FAO Committee on Fisheries.

Scott Burns (USA) – Stakeholder Council Co-Chair until June 2006*

Scott Burns is Director of WWF's Marine Conservation Program. Previously he taught environmental law at the University of Maryland Law School. He formerly worked as a fisherman, currently serves as a Commissioner to the InterAmerican Tropical Tuna Commission and is a member of the national advisory committee to NOAA Fisheries. *Appointed full member of the Board in June 2006.*

Murray France (Australia)

Murray France is a Partner and Executive Director of the Australian based Kailis & France Group. With commercial interests in fishing and seafood processing in inshore and offshore Australian waters, he has been active in promoting sustainable fishing practices.

Sir Martin Laing (UK) – Nominations Committee Chair until January 2006

Sir Martin Laing is Honorary President of John Laing plc and non-executive director of Eskmuir Properties. A former Chairman of WWF-UK, now Trustee Emeritus, Sir Martin has a strong interest in environmental issues.

Resigned from the Board in January 2006

Kees Lankester (the Netherlands) – Nominations Committee and Aquaculture Committee Chair from June 2006

Kees Lankester is founding director of Scomber Consultancy, advising on fisheries management and ocean wildlife.

Mercédès Lee (USA) – Nominations Committee Chair until May 2006

Mercédès Lee is co-founder and Vice-President of the USA based Blue Ocean Institute. Previously she was Assistant Director for Audubon's Living Oceans Program. Ms Lee is author of the book *Seafood Lover's Almanac*. *Resigned from the Board in May 2006.*

Chris Nissen (South Africa)

Chris Nissen is Chairman of Sea Harvest, Safco and Umoya Group of Companies. He also serves on the Boards of Woolworths, Tigerbrands and Standard Bank.

Mike Parker (UK) – Finance Committee Chair

Mike Parker is the Deputy Chief Executive of Young's Seafood Ltd, the UK's largest seafood company with an approximate 40% share of the UK consumer market.

Dr Keith Sainsbury (Australia) – Vice Chair

Dr Keith Sainsbury has conducted research on the assessment, ecology, exploitation and conservation of marine resources and ecosystems for over 25 years. He was awarded with the highest global ecology award, the Japan Prize, in 2004.



Technical Advisory Board

Dr Keith Sainsbury (Chair)
– Sainsolutions, Australia.

Dr Lee Alverson – Natural Resources Consultants Inc, USA.

Howard M Johnson – HM Johnson & Associates, USA.

Volker Kuntzsch – Hangana Seafood, Namibia.

Alastair G MacFarlane
– New Zealand Seafood Industry Council, New Zealand.

Cliff Morrison – Young's Seafoods Ltd, UK.

Members until September 2005

Dr Stephen Hall – WorldFish Center, Malaysia.

Dr Gerd Hubold – Federal Research Centre for Fisheries, Germany.

Mike Weber – independent consultant, USA.

Members from October 2005

Jim Cannon – Sustainable Fisheries Partnership, Belgium.

Henrik Gislason – Danish Institute for Fisheries Research, Denmark.

Matthew Wenban-Smith – OneWorldStandards Ltd, UK.

Dr Chang Ik Zhang – Pukyong National University, Korea.

Members until January 2006

Dr Lobo Orensanz – National Patagonia Centre, Argentina.

Members from February 2006

Dr Shelley Clarke – independent consultant, Hong Kong and Japan.

Dr Martin Hall – Inter-American Tropical Tuna Commission, USA.

Dr Magnus Ngoile – National Environment Management Council, Tanzania.

Permanent observer: Stakeholder Council Co-Chair

Stakeholder Council

Margaret Wittenberg (Co-Chair until June 2006, resigned June 2006)

– Whole Foods Market Inc, USA.

Scott Burns (Co-Chair until June 2006, resigned June 2006)
– WWF USA.

Daniel Bailey – Batostar, South Africa.

Dr Luis Bourillon – Comunidad y Biodiversidad (COBI), Mexico.

Isabel de la Torre – Industrial Shrimp Action Network, USA.

Prof. Eyiwunmi Falaye – Dept of Wildlife & Fisheries Management, Nigeria.

Jim Gilmore – At-sea Processors Association, USA.

Carol Haest – Haest Consultancy, Belgium.

Annie Jarrett (Co-Chair from June 2006)
– Pro-Fish Pty Ltd, Australia.

Otto Langer – David Suzuki Foundation, Canada.

Gerry Leape – National Environment Trust, USA.

Cliff Morrison – Youngs Bluecrest Seafoods Ltd, UK.

Dr Dierk Peters – Unilever Langnese-Iglo GmbH, Germany.

Francois Poulin
– World Forum of Fish Harvesters and Fish Workers, Canada.

Dr Enir Reis
– University of Rio Grande, Brazil.

Prof. Cathy Roheim (Co-Chair from June 2006)
– University of Rhode Island, USA.

Per Swensson – Binor Products AS, Norway.

Brid Torrades – Eurotoque International, Ireland.

Knut Vartdal – Vartdal Fiskeriselsskap, Norway.

Members until June 2006

Thomas Boyd – Boyd Line International, UK.

Juan Carlos Cardenas – Centro Ecoceanos, Chile.

Dr Shelley Clarke – independent consultant, Hong Kong and Japan.

Chad Dobson – Oxfam, USA.

Dr Martin Hall – Inter-American Tropical Tuna Commission, USA.

Yasuhide Ishikawa, Nippon Suisan, the Netherlands.

Khushi Kabir – Nijeri Kori, Bangladesh.

Geoff Spriegel – Spriegel Associates, UK.

Members from October 2005

Guy Leyland – WAFIC, Australia.

Dr Esther Luiten – North Sea Foundation, the Netherlands.

Alfred Schumm – WWF Germany.

Members from January 2006

Jens Klausen – JP Klausen & Co, Denmark.

Dr Rashid Sumaila – University of British Columbia, Canada.

Members from April 2006

Mike Boots – Seafood Choices Alliance, USA.

Barbara Gallani
– Bureau Européen des Unions de Consommateurs, Belgium.

Dr Patrice Guillotreau – University of Nantes, France.

Eddie Hegerl – Marine Ecosystem Policy Advisors, Australia.

Burr Heneman – Commonweal, USA.

Hans Matern – METRO Group, Germany.

Peter Redmond – Wal-Mart, USA.

Members from July 2006

Dr Uwe Scholtz – GTZ Germany.

Wicharn Sirichai Ekawat (Thailand)

Wicharn Sirichai-Ekawatt is the Managing Director of various fishery and industrial organisations in Thailand, Singapore, Indonesia, Yemen and Mozambique.

Steffen Smidt (Denmark)

Steffen Smidt is the former Director General for Fisheries and previously Director General for Development at the European Commission. Recently an advisor on EU matters, Steffen became Denmark's ambassador to the OECD in January 2006.

Resigned from the Board in January 2006.

Michael Sutton (USA)

Michael Sutton serves as Vice President of the Monterey Bay Aquarium and directs a new programme known as the Center for the Future of the Oceans.

Margaret Wittenberg (USA) – Stakeholder Council Co-Chair until June 2006*

Margaret Wittenberg is Vice-President of Global Communications and Public Affairs for Whole Foods Market, Inc.

Appointed full member of the Board in June 2006.



The Board of the MSC

** In June 2006 Professor Cathy Roheim and Annie Jarrett were elected as Stakeholder Council Co-Chairs and will join the Board in this capacity.*

“It is hard to think of another forum where participants from such different sectors come together to support a practical solution to overfishing.”



Dr Rashid Sumaila,
University of British Columbia, Canada.

Recent News



Rupert Howes

Written and edited by J Wenban-Smith, MSC.

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Page 22/23: A Aitchison.

Page 24: B Mazzer.

Inside back: C Forsdike, D Leadbitter.

In the short time since March 2006, which marks the end of the period covered by this report, enough has already happened to fill these pages over again.

A flurry of certifications marked the first months of 2006/07. North Sea herring, Alaskan sablefish (black cod) and Alaskan halibut joined the list of certified sustainable fisheries and, for the first time, MSC-labelled fish was placed on supermarket shelves in Japan.

The completion of our first detailed investigation into the environmental benefits of MSC certification was another significant achievement. It is vital that our certification programme delivers improvements in the marine environment and the results of this evaluation are very encouraging.

A recent high point for me was the welcome we received from major retailers, suppliers and processors at the Tokyo seafood show in July. The health and productivity of the marine environment, and concern over the future sustainability of seafood supplies, are clearly on the agenda and we anticipate greater demand for MSC-labelled seafood in this strategically important market.

Two further initiatives stand out. Firstly, the public launch of Fish & Kids – our exciting foodservice project which aims to get sustainable seafood into schools and family restaurants – and secondly the implementation of our new integrated and strategic business plan, which marks out our path to success for the coming years.

Together, these initiatives, and the many others in progress, suggest the current year will be demanding, stimulating and rewarding. With the continued support of our funders, partners and other key stakeholders we are very confident that the MSC will be able to create significant change in the world, and we look forward to reporting our progress along the way.

Rupert Howes
Chief Executive





Please help the MSC to succeed by giving a donation.

Your name Mr / Mrs / Miss / Ms (delete as appropriate) Other (please state) _____

Name _____

Company _____

Address _____

Country _____

Post code / Zip code _____

Telephone _____

E-mail _____

I want the MSC to succeed, I enclose a cheque / money order / CAF voucher (made payable to Marine Stewardship Council) for:

Amount: _____

Currency: _____

Please send your donation with this form to the address below

Please contact me to discuss corporate donation opportunities

OR I enclose my credit card details and amount below

Amount: _____

Currency: _____

Card number

Valid from Valid to Issue No. (Switch)

Mastercard / Visa / Switch / CAF Charity card (please specify)

Your signature _____

Date _____

giftaid it

If you are a UK tax payer, your gift could be worth more to Marine Stewardship Council under the Gift Aid scheme. **Please complete the Gift Aid declaration below.**

- I am a UK tax payer and pay an amount of Income Tax and/or Capital Gains Tax at least equal to the tax that can be reclaimed on my donation.
 I do not pay tax and/or this statement does not apply to me.

Marine Stewardship Council, 3rd Floor Mountbarrow House, 6-20 Elizabeth Street, London SW1W 9RB

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Registered charity: 1066806

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