

ADDITIONAL TOOLS & RESOURCES



MSC Education -Saltwater Schools



Recycle me

Image credit: David Clode

SUSTAINABLE FISHERY STORIES

Lakes and Coorong Pipi Fishery, South Australia.

Digging the shore with their bare feet, using the waves to wash them into their net, the cockle fishermen from South Australia's Lakes and Coorong pipi fishery are now harvesting seafood sustainably.

Read [More Real Life Stories](#)



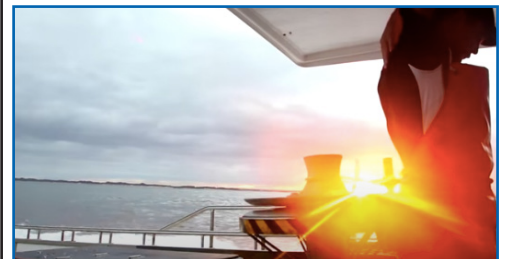
Western Australia Abalone Fishery.

Southern Ocean. Esperance, Western Australia is the purest, the cleanest ocean, and this is where the MSC certified sustainable abalone fishery is situated.



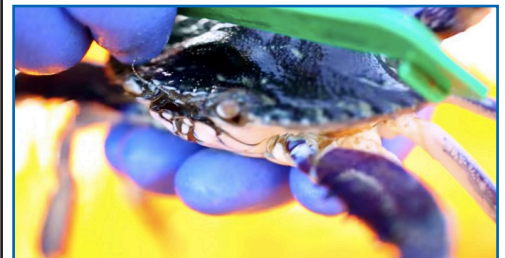
Western Australia Rock Lobster.

In March 2000, Western Australia rock lobster became the first MSC certified fishery in the world. 15 years later, the fishery is thriving and continues to manage its stocks sustainably.



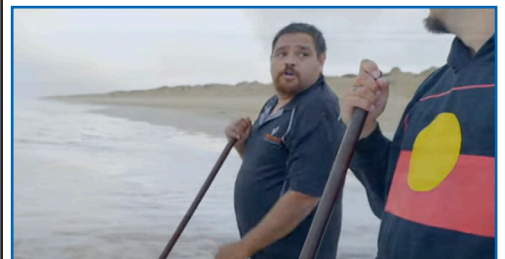
Peel Harvey Fishery, Western Australia.

This fishery is the world's first MSC certified combined recreational and commercial fishery.



Back on Country: A Kuti Co Story

In South Australia's Coorong region, Ngarrindjeri people have been sustainably harvesting kuti (aka pipis, clams or cockles) for many hundreds of generations. Kuti Co is a Ngarrindjeri-owned enterprise working in partnership with Goolwa PipiCo, the largest quota holder within the MSC certified Lakes and Coorong pipi fishery, to harvest kuti.

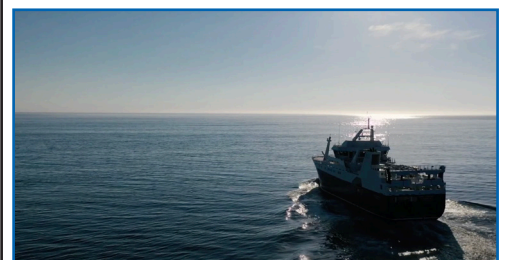


Witness to Climate Change

Hear from two fisheries in Western Australia about how climate change is affecting their business and sustainable fishing practice.

[Video 1 - Austral Fisheries](#)

[Video 2 - The Abrolhos Island & Mid-West Scallop Trawl Fishery](#)



SUSTAINABLE SEAFOOD STORIES

[Riding the Crest of the Wave.](#)

The story of the world's first MSC-Certified Fishery, catching Rock Lobster in Western Australia

Read [More Real Life Stories](#)



[Looking After Bluey.](#)

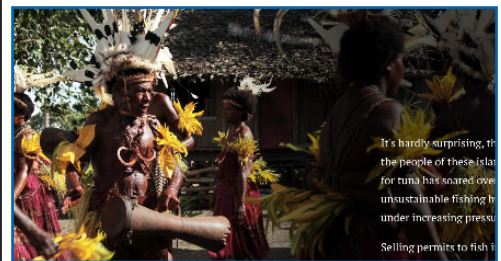
The Australian crab that became an icon.



[Small Islands. Big Opportunities.](#)

The island nations of the central Pacific don't have much land. But they have an awful lot of ocean - and a precious resource within it.

Read [More Real Life Stories](#)



[No to Fish Fraud: How DNA Tracing ensures the traceability of MSC labelled seafood](#)

Seafood with the MSC ecolabel is traceable back to the ocean. The MSC uses cutting-edge DNA testing to ensure that seafood sold with the MSC ecolabel is correctly labelled. By choosing products with the blue MSC label you can make sure that what you eat is what you think it is.



[Mission: Save the Ocean E3 \(Short\)](#)

The MSC's Bill Holden talks about Sustainable Fishing and Tuna in the Marshall Islands, Central Pacific Ocean



[Mission: Save the Ocean E3 \(Long\)](#)

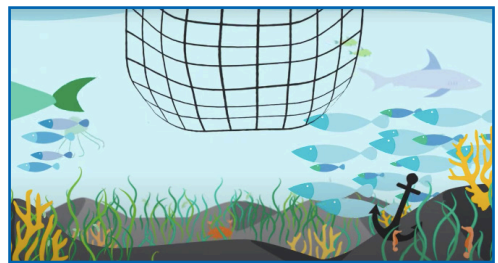
Mission: Save the Ocean as featured on Nat Geo Wild and narrated by Sir Richard Branson explores the various solutions to overfishing. This episode follows the work of the MSC exploring best practice fisheries management and state of the art DNA testing.



ABOUT THE MSC

What is the MSC and Why is certified sustainable seafood important?

People have relied on the oceans as a source of food and for the livelihoods of thousands of years. We make sure that this stays this way!



What does the MSC label mean? 1. Sustainable fish stocks

In this video we talk about how buying MSC certified seafood helps to protect fish stocks for the future.



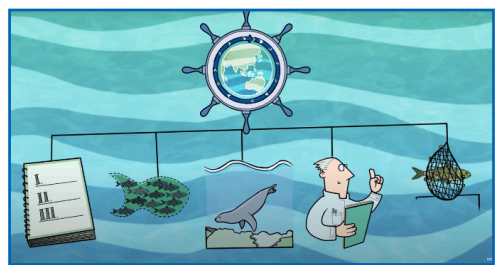
What does the MSC label mean? 2. Marine habitats and species protected

In this video we talk about how buying MSC certified seafood helps to protect habitats and species for the future.



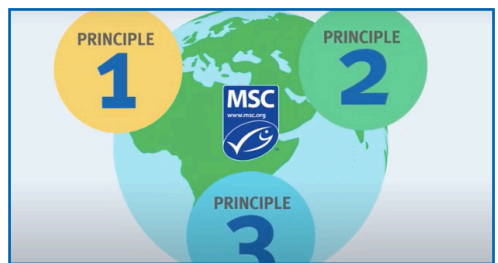
What does the MSC label mean? 3. The fishery is well managed

In this video we talk about how MSC certified fisheries are well managed.



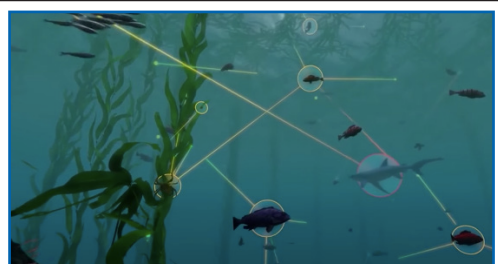
Sustainable seafood for the future: The three principles of the MSC Fisheries Standard

Learn more about the three principles of the MSC Fisheries Standard (i) sustainable fish stocks (ii) minimising environmental impacts (iii) effective management.



Exploring Ecosystems: Coastal Food Webs | California Academy of Sciences

How do changes in the ecosystem effect the community? Enter an underwater forest of kelp and explore the various threads that connect species together that help maintain diversity and balance in food webs.



TOOLS AND DATA

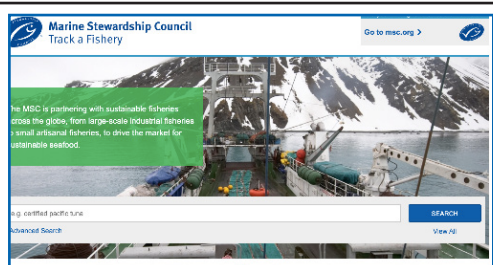
Google Earth - Oceans

Journey under the ocean to discover the wonders of marine life all over the world through Street View imagery collected by Underwater Earth and The Ocean Agency.



Track a Fishery

Search fishery profiles from all over the world, including all of Australia's MSC-Certified fisheries. See the fishery locations, target species, gear type, tonnage and assessment data.



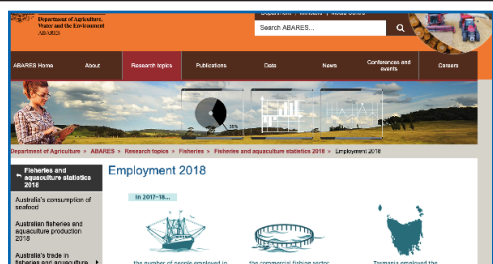
Global Fishing Watch

Global Fishing Watch is promoting ocean sustainability through greater transparency. Global Fishing Watch use cutting-edge technology to visualise, track and share data about global fishing activity in near real-time.



Australian Employment - Seafood Sector, ABARES

Fisheries employment statistics from the Australian Government Department of Agriculture, Water and the Environment



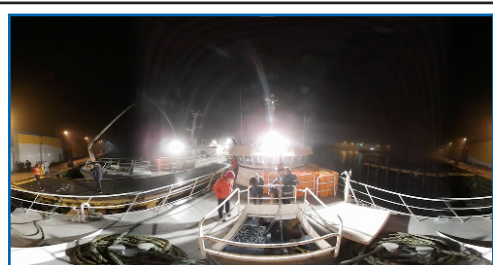
Australian Seafood Consumption, ABARES

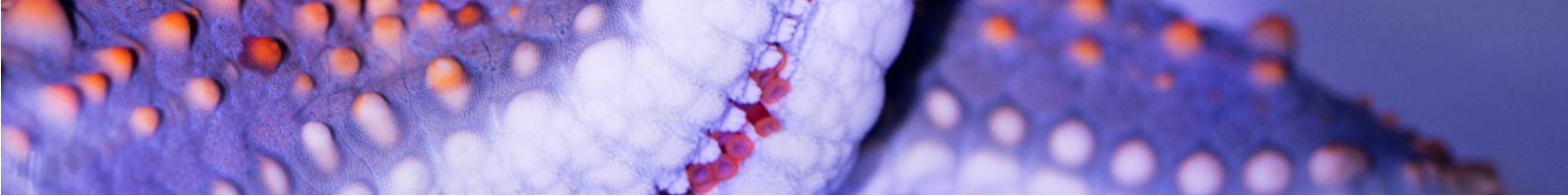
Seafood consumption statistics from the Australian Government Department of Agriculture, Water and the Environment



Catch of the Day (360).

Take a 360 tour around a fishing boat as the fishers unload their catch.





ALL ABOUT PRAWNS

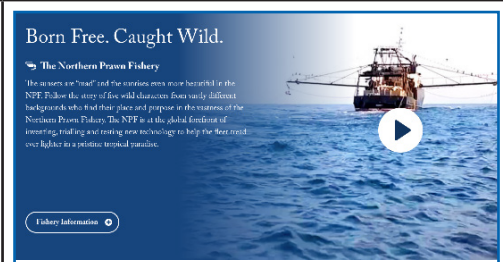
Map - Australia's Prawn Fisheries

Explore an interactive map of Australia's prawn fisheries from the Australian Wild Prawns Association.



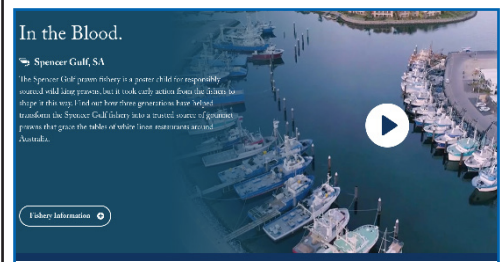
Born Free. Caught Wild.

The sunsets are “mad” and the sunrises even more beautiful in the NPF. Follow the story of five wild characters from vastly different backgrounds who find their place and purpose in the vastness of the Northern Prawn Fishery.



In the Blood

The Spencer Gulf prawn fishery in South Australia is a poster child for responsibly sourced wild king prawns, but it took early action from the fishers to shape it this way. Find out how three generations have helped transform the Spencer Gulf fishery into a trusted source of gourmet prawns that grace the tables of white linen restaurants around Australia.



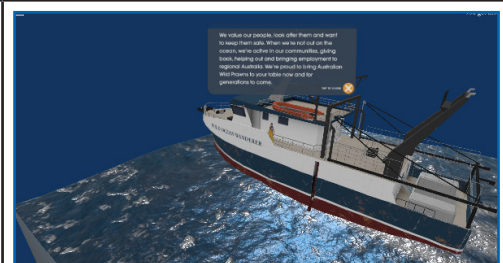
World Heritage. Wilderness. Wonderland

From the north west of WA all the way to the fine tables of Fremantle, discover a wilderness where fishers, tour operators and everyone else who wants to wet a line all work together. Respecting the science is crucial to careful management of an ecosystem that's not just special to those who live here, but the entire world.



Interactive 3D Prawn Vessel

Hop on board this 3D experience of a prawn trawling vessel with Australian Wild Prawns.



Prawn Species Guide

Learn about Australia's wild prawn species, and see which part of the country they are caught in.

