



DANISH COMMERCIAL MEETING

Erin Priddle – Regional Director, North Europe

MSC Program Status 2022

15 MT

Marine catch engaged in
MSC program*

19%

Total MSC engaged of FAO
reported catches**

2,087

Improvements implemented by
MSC certified fisheries (as of 2022)

* 12.7 Mio T. MSC certified, 1.6 Mio T. in assessment, 1.1 Mio T. suspended

**16% MSC certified, 2 % in assessment, 1.3% suspended



Over **20,000**

MSC labelled products worldwide;
2,726 in Germany

1.28 MT

MSC certified sales volume

62

Countries in which MSC labelled products are sold

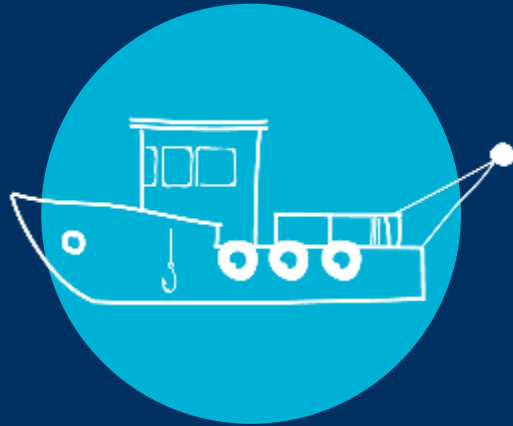
5,804

CoC certified companies worldwide;
337 in Germany

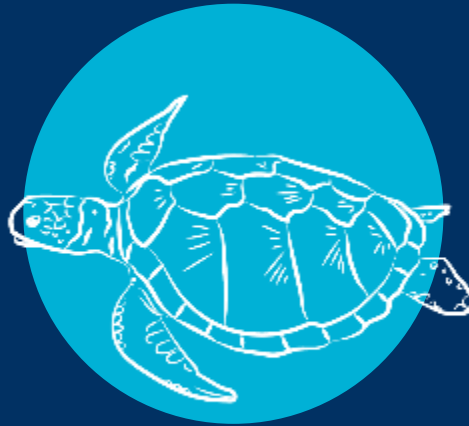
MORE THEN 25 YEARS OF PARTNERSHIP



19%
of wild marine
catch engaged



659
fisheries
engaged



2,087
fishery
improvements made



\$12.6 billion
retail sales
value

*engaged = certified, suspended, and in assessment; certified includes suspended fisheries; Data: fishery data March 2023 and FAO 2022, improvement data as of March 2022, retail sales forecast for 2022/23.

OUR NEW STRATEGIC PLAN



OUR VISION

For the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations

2030 GOAL

Over one-third of global marine catch comes from MSC certified or engaged fisheries, supporting productivity and resilience in the world's oceans

Recognising and rewarding sustainable fisheries and incentivising improvement globally

Ensuring MSC Standards and certifications are highly credible and reflect global best practice

Cultivating and expanding sustainable seafood markets

Building public awareness and support and demonstrating science and impact

Amplifying policy advocacy activity and deepening engagement with broader range of stakeholders

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT



Fisheries meeting the MSC Fisheries Standard are helping to deliver on at least 34 different SDG targets.



IMPROVING MSC'S TOOLS

- **Traceability Enhancement Project (TEP)**
- **Labour**
- **Revised Fisheries Standard (V3)**
- **Ocean Stewardship Fund (OSF)**
- **In Transition to MSC (ITM)**
- **Chain of Custody Review**

NEW MSC FISHERY STANDARD V 3.0



Better prevention of shark finning (FNA policy)



Preventing gear loss and ghost fishing (incl. FADs)



Harmonised assessments of fishery impacts on habitats and ecosystems



Better protection of endangered, threatened and protected species



Stronger evidence requirements to determine a fishery's sustainability



New requirements for harvest strategies in RFMO managed fisheries

A full [summary of changes](#) is available on the MSC website

OCEAN STEWARDSHIP FUND



Ocean Stewardship Fund (OSF): aims to increase the number of sustainable fisheries globally by accelerating funding for innovation and research to advance fisheries committed to sustainability

Aim to reach \$100 million by 2032, \$10 million to date, allocated to over 100 fisheries and projects across 30 countries.

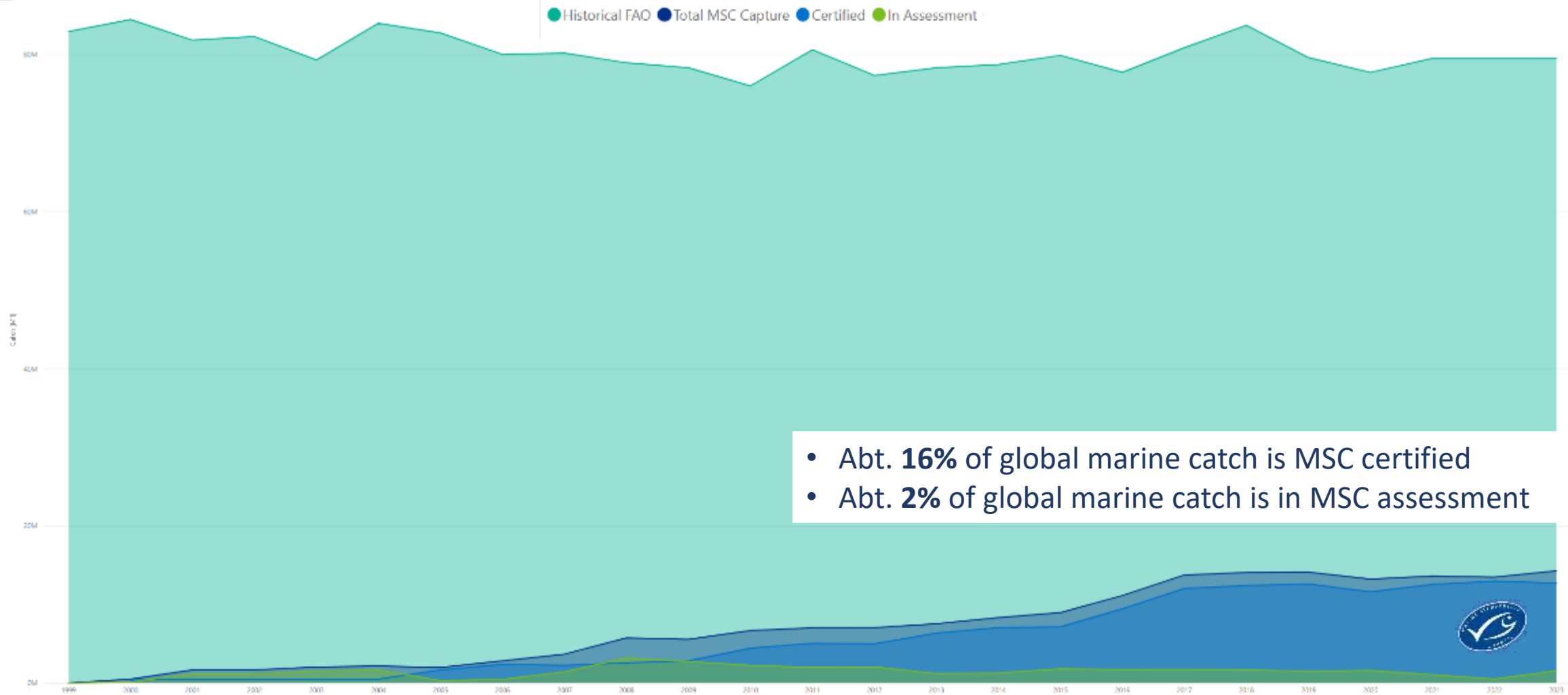
Key funds:

1. [Transition Assistance Fund](#),
2. [Recertification Assistance Fund](#)
3. [Student Research Grants](#)

IN-TRANSITION TO MSC (ITM) PROGRAM



Historical MSC marine capture compared to FAO marine capture



HOW DOES ITM FIT IN TO OUR PROGRAM?

Pre-certification

Pathway to sustainability

- Pathway tools
 - Pathway projects
- ➔ In-transition to MSC ➔

Certification

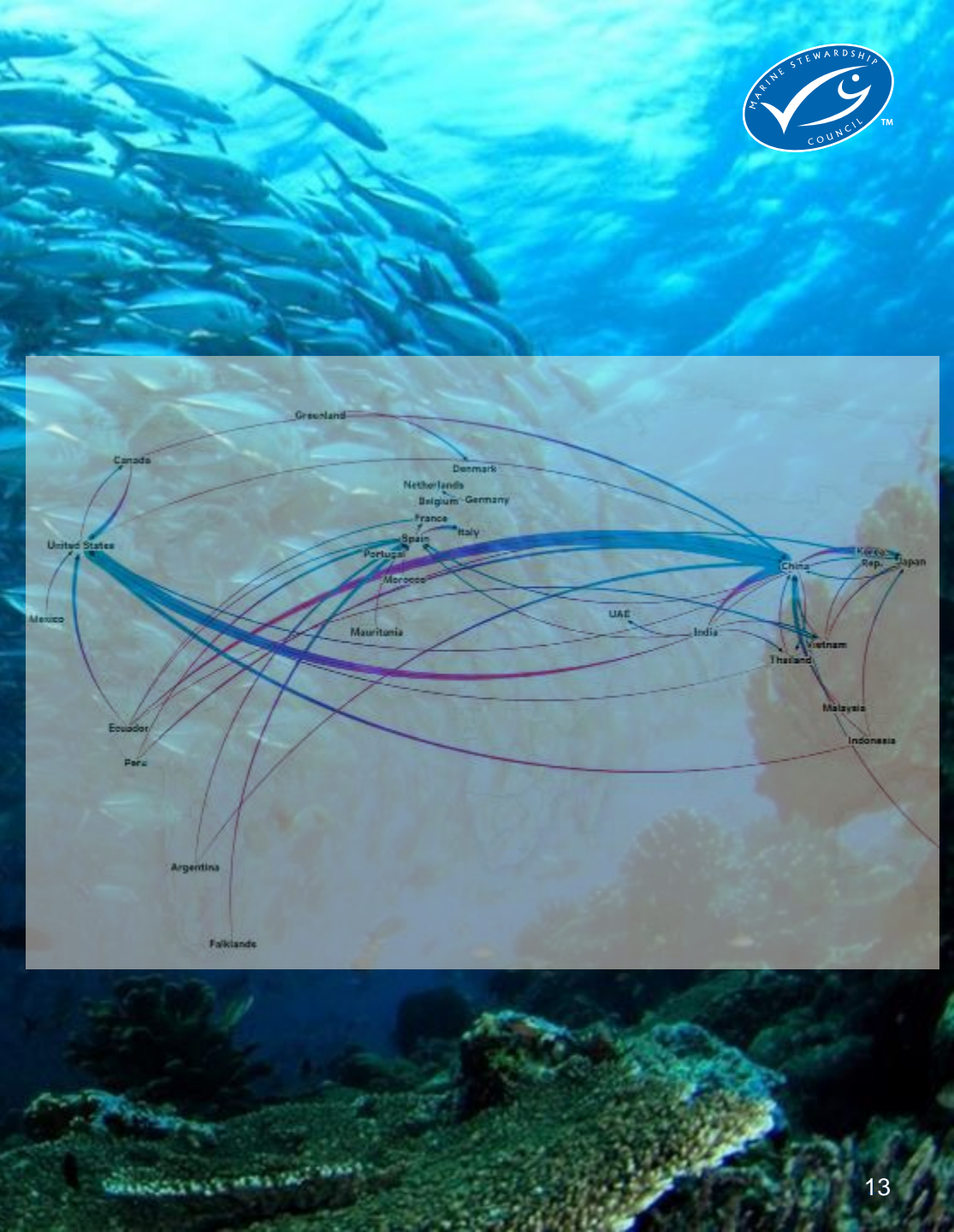
Closure of conditions of certification



Ecological performance

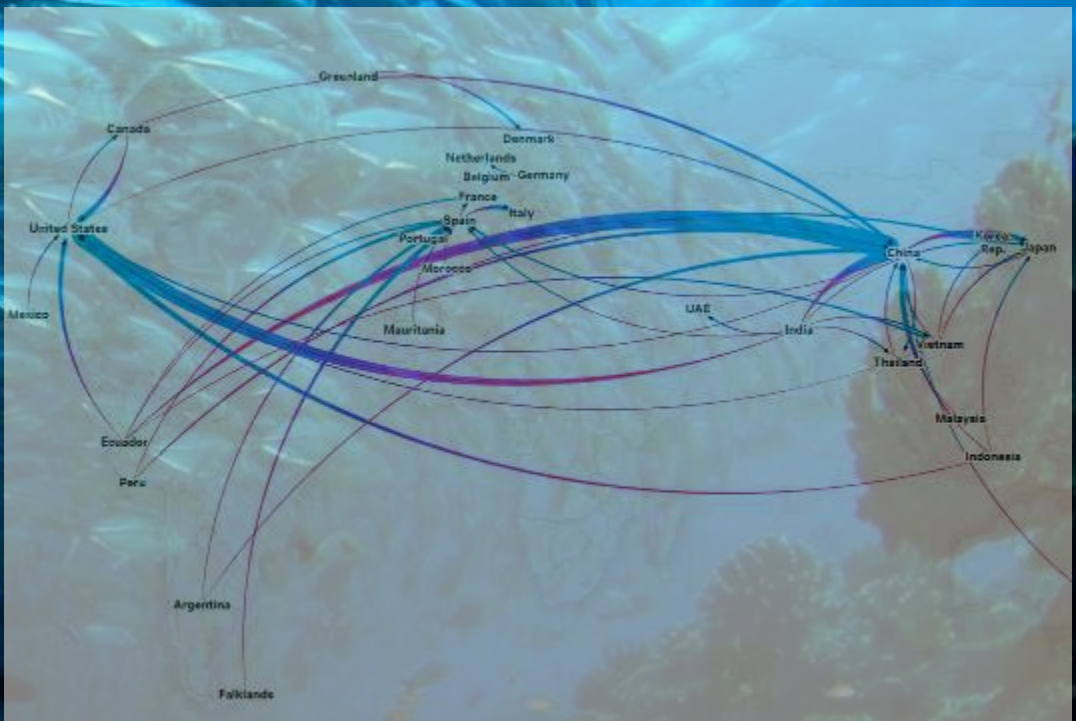
A large, thick blue arrow pointing from left to right, spanning the width of the slide. The text "Ecological performance" is centered within the arrow.

SUPPLY CHAIN PROGRAM DEVELOPMENT



1. Chain of Custody Standard Review

- Launch: 13th September 2023
- Purpose: Ensure relevant & credible; align to program changes, reduce complexity, improve clarity, strengthen label & supply chain integrity.
- Engagement: Workshop, survey, webinar, consultations, pilots.
- Information: MSC Outreach and the MSC Website



2. Embracing Digital Opportunities

- i. Supply Chain Audit Platform: Goes live October 2023
- i. Digitise MSC traceability: to further strengthen logo assurance
 - Proof of Concept phase 2
 - Interoperable software* & Global industry agreed key data elements**.

Information and Engagement : Early 2024

*GS1 EPCSIG v2** GDST – global dialogue on seafood traceability



THANK YOU...



NEA PELAGICS UPDATE

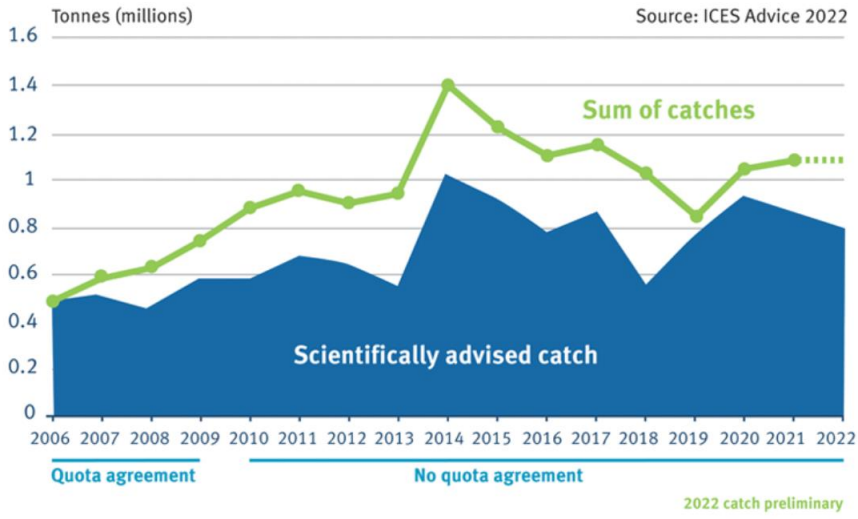
ERIN PRIDDLE

Regional Director - North Europe

Management Matters

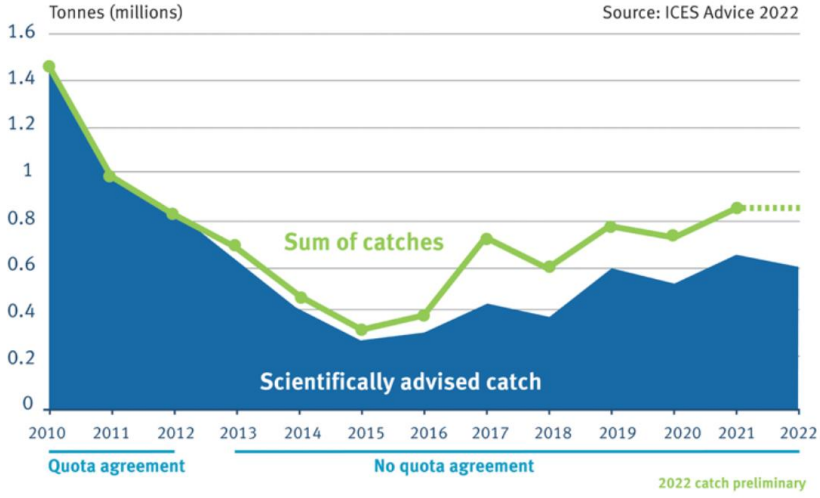


MACKEREL



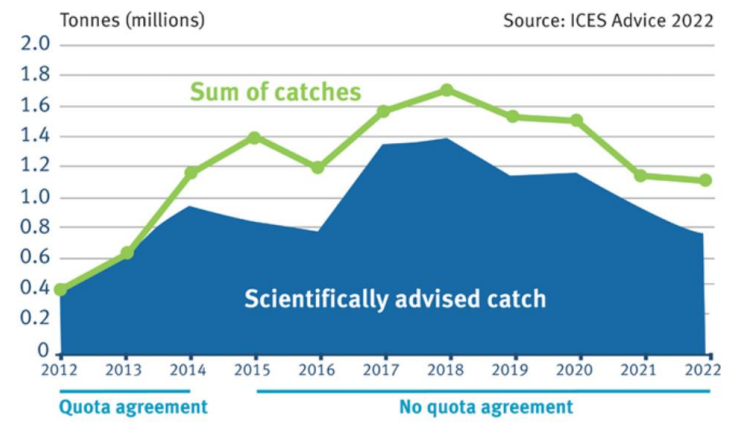
Sum of total catch = **+32%** over scientific advice

ATLANTO-SCANDIAN HERRING



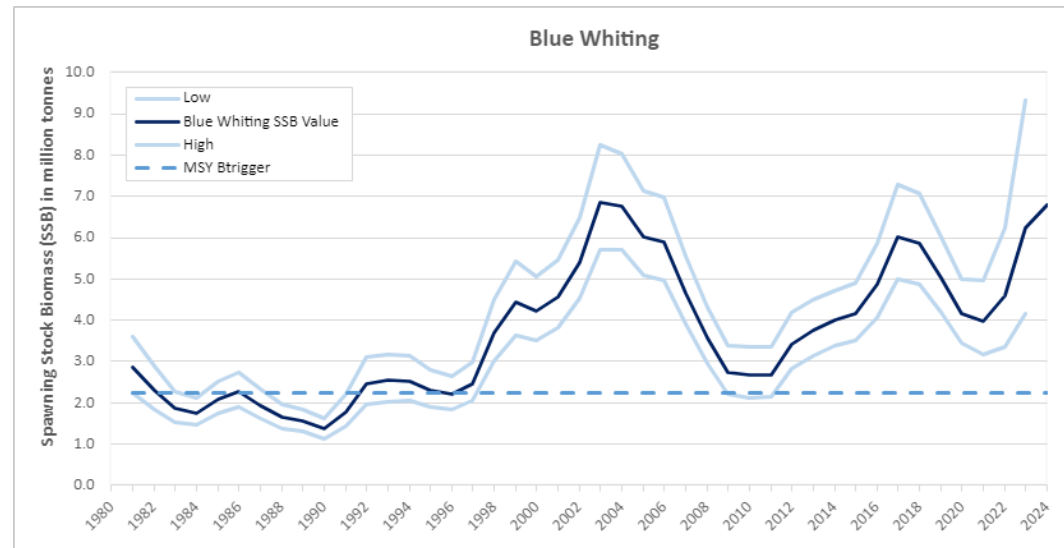
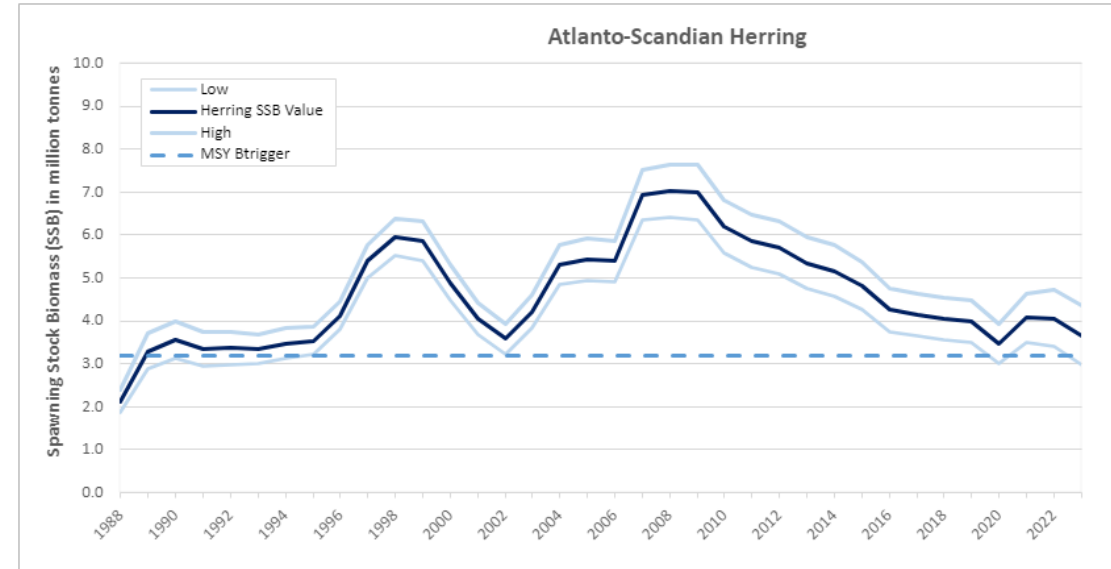
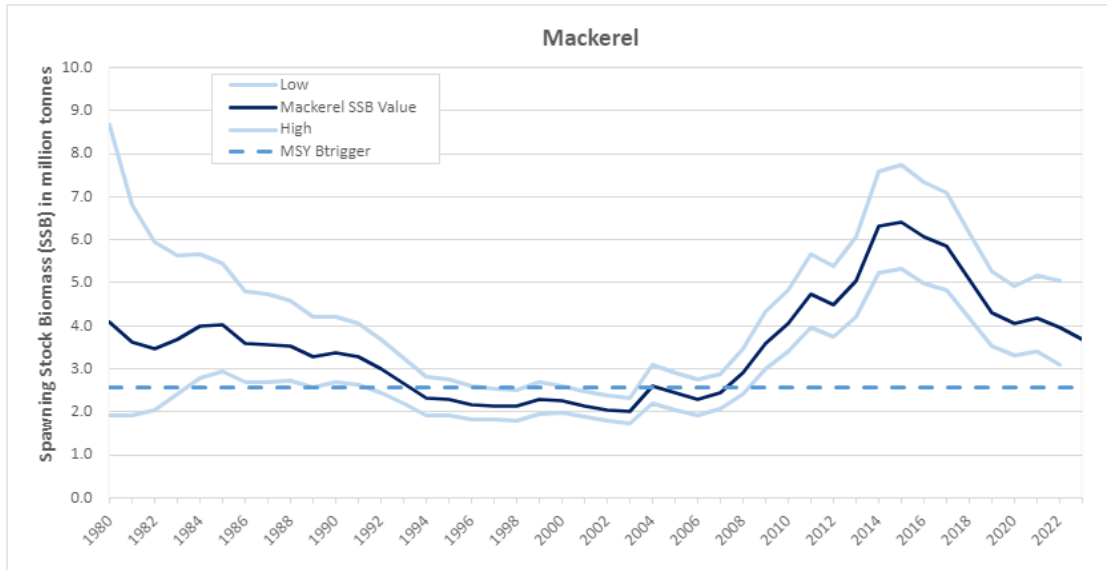
Sum of total catch = **+36%** over scientific advice

BLUE WHITING



Sum of total catch = **+38%** over scientific advice

SPAWNING STOCK BIOMASS



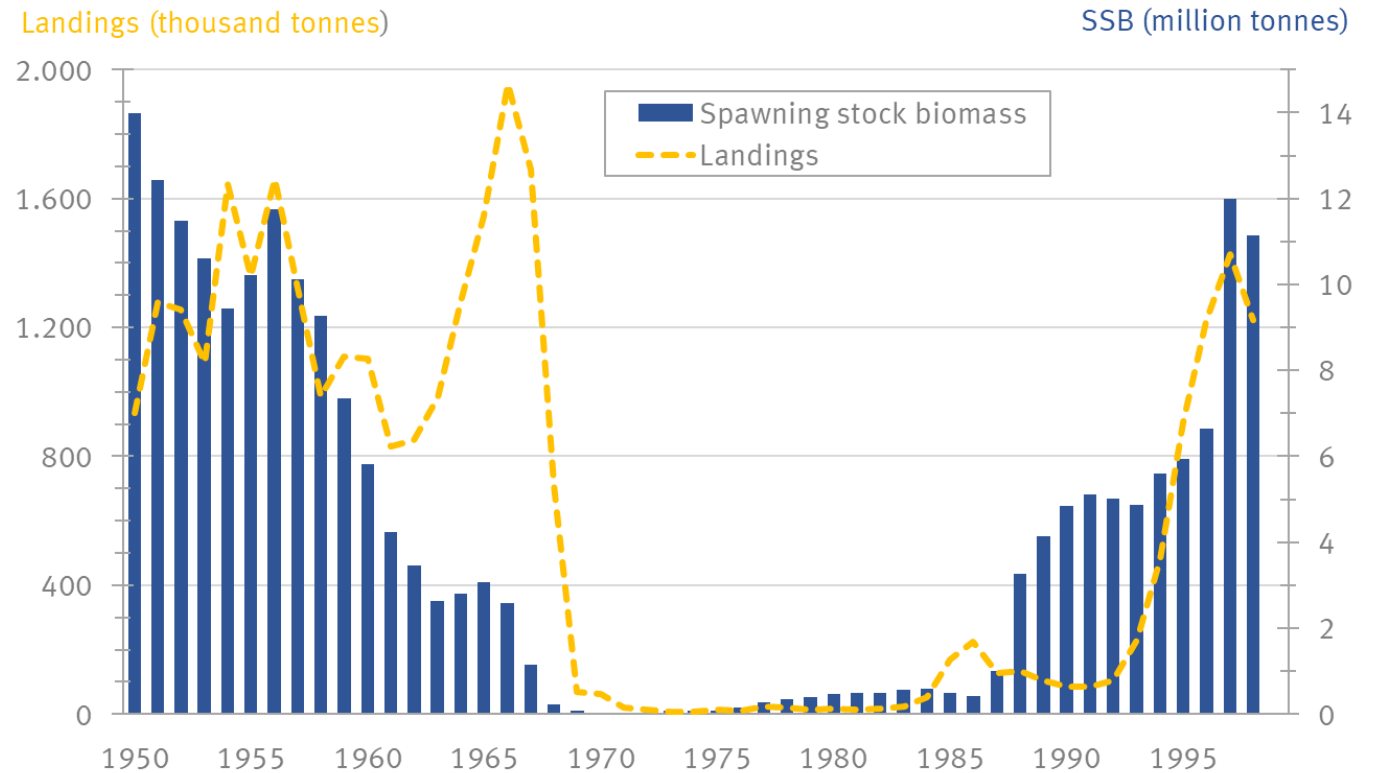
ATLANTO-SCANDIAN HERRING



Stock collapse in 1970s

- Stock reduced from over 10 million tonnes in 1950 to less than 10,000 tonnes around 1970
- Fishery reduced from over 2 million tonnes to zero
- Fishing ban 1972-1976
- Stock recovery took **24 years**

Atlanto-Scandian Herring



(Source: ICES 1999_her-noss)

MSC ACTIVITIES

- ✓ Press Releases & social media
- ✓ Partner updates
- ✓ Political Engagement
- ✓ Stakeholder wide symposium
- ✓ [Small Pelagics MSC Website](#)
- ✓ [Consultant Report – Management Challenges of Straddling Stocks](#)
- ✓ [NEA Symposium Report](#)



North East Atlantic pelagic fisheries: In search of a quota sharing solution

The long term future of North East Atlantic pelagic fish stocks can be secured if mechanisms for agreeing quotas are reformed, says a new report from the Marine Stewardship Council.

Home · Small pelagic fish · North-East Atlantic Pelagic Fisheries · Management Challenges for Straddling Fish Stocks

Coastal State governments need to adopt a radical new approach to reach an agreement on quota sharing for North East Atlantic (NEA) pelagic fish stocks, a new report commissioned by the Marine Stewardship Council (MSC) has found.

The report, *North East Atlantic Pelagic Fisheries – Management Challenges for Straddling Fish Stocks*, by marine consultancy, ABPmer – says that years of broken agreements on quota sharing for blue whiting, herring and mackerel has resulted in quotas being set above sustainable limits, threatening the long-term health of these vital fish stocks.

Symposium summary:



Overview feature:



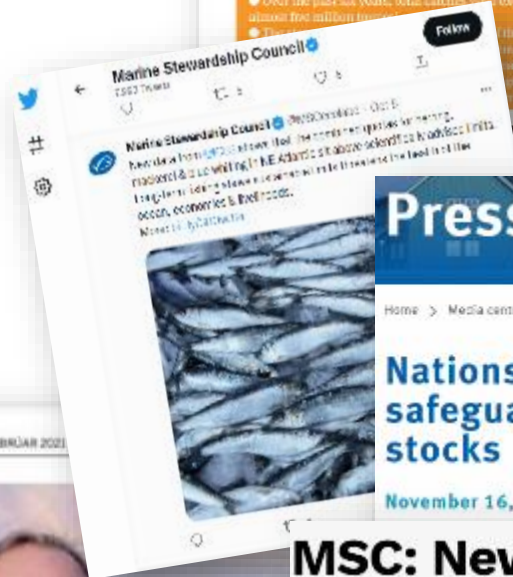
Consultant report:



COMMUNICATIONS IMPORTANT

Media Engagement:

- ✓ Reach - Over 450 million globally
- ✓ Engagement - Higher than average on social media
- ✓ Website - Up to three times the traffic usually seen for similar content



COMMUNICATION BENEFITS...

- ✓ Drives awareness on importance of issues and management challenges
- ✓ MSC better able to service supply chain partners with intel
- ✓ Opportunity to 'scale' in other fisheries with management challenges on shared stocks
- ✓ Supports partners in their sustainability aspirations and delivery against SDGs/ESG reporting



'They will choose MSC': EU buyers turn to Chilean mackerel following North East Atlantic's loss of key eco-label

The volume of Marine Stewardship Council-labeled pelagic sales fell by 37,000 metric tons last year as a direct result of the suspension.

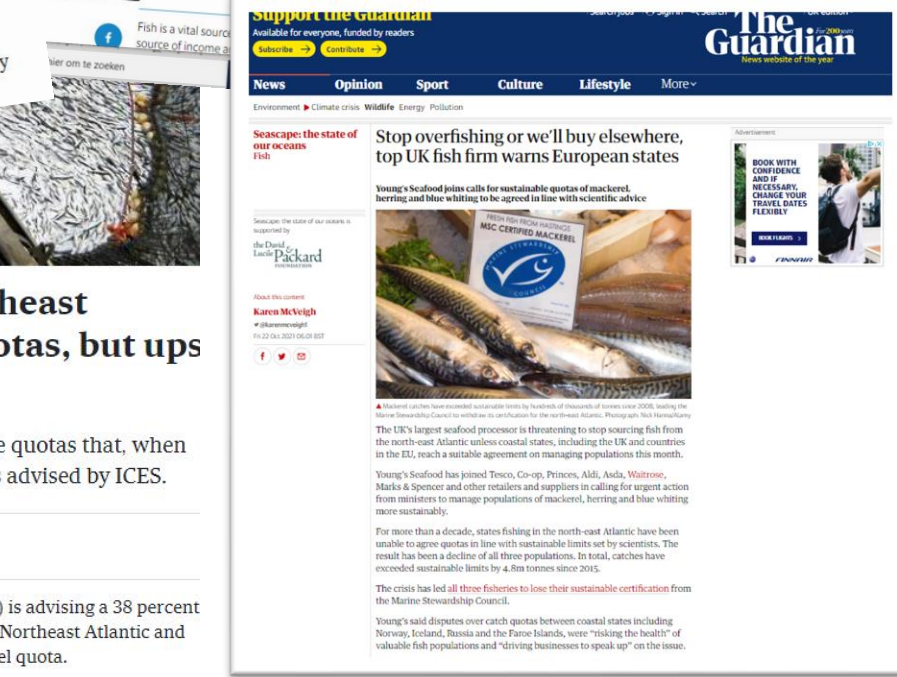


ICES advises hefty cuts to Northeast Atlantic herring, mackerel quotas, but ups blue whiting

For years individual states have been setting separate quotas that, when combined, significantly exceed the sustainable limits advised by ICES.

30 September 2022 13:56 GMT UPDATED: 30 September 2022 14:04 GMT
By [Dominic Welting](#)

The International Council for the Exploration of the Seas (ICES) is advising a 38 percent cut in the quota for Norwegian spring-spawning herring in the Northeast Atlantic and Arctic Ocean for 2023, as well as a 31 percent cut to the mackerel quota.





THANK YOU...