

PUBLIC SUMMARY OF A MEETING OF THE MSC STAKEHOLDER ADVISORY COUNCIL

Tuesday 12 May 2026, London

The Stakeholder Advisory Council (STAC) meeting was attended by [members of the STAC](#).

Apologies were received from STAC Members: Ms Susan Jackson, Mr Gabriel Quijandría

Mr Giles Bolton (MSC Board Chair) attended the meeting on behalf of the MSC Board of Trustees

The following MSC staff attended – Mr Jay Lugar (Head of Fisheries, Outreach), Mr Nicolas Guichoux (Chief Program Officer), Mr Rupert Howes (Chief Executive Officer), Ms Ishbel Matheson (Chief Communications Officer), Ms Amanda Stern-Pirlot (Chief Standards Officer), Ms Tanya van Niekerk (Governance Secretary), Dr Alene Wilton (Chief Operating Officer)

The STAC was also joined by a number of relevant MSC staff on a project-by-project basis.

This summary contributes to the transparency of MSC's governance. Readers should note that recommendations made by the STAC are reviewed by the MSC Executive and only those recommendations that are formally endorsed by the MSC Board of Trustees and Executive will result in changes to the Program or MSC's work. The Executive may not always immediately consider the STAC's recommendations, especially in instances where more research or consultation is required. Project pages on [msc.org](https://www.msc.org) will be updated to reflect final decisions, including rationales.

MSC Fisheries Standard

The STAC was updated on the progress of the work to develop a package of revisions **of MSC's Fisheries Standard v3** – now known as the Fisheries Program Revisions – in order to resolve key concerns identified following the publication of the Standard in October 2022.

The STAC welcomed the **update on the work of the four expert groups** comprising the Product Development Panel, whose function it is to draft policy solutions; the Impact Assessment Panel, whose function it is to consider the impacts of proposed solutions on the MSC Program and MSC's stakeholders; the Testing Panel, whose function it is to undertake testing of proposed solutions; and the (internal) Engagement Working Group, whose function it is to plan proactively internal and external engagement in relation to the Fisheries Standard Revisions.

The STAC also considered an **update on the first round of policy development** which had been completed in February 2026, reflecting on the multi-stakeholder approach to developing the proposals and extensive consultation being undertaken. The second round of policy development had begun in March 2026.

The STAC noted the **six-month extension to the timeline for publishing the updated Fisheries Standard**, which had been agreed by the MSC Board in March 2026. MSC now anticipated the updated version of the Fisheries Standard, Fisheries Standard Toolbox, and Fisheries Certification Process would be published in mid-2027. All revised documents would come into effect six months after publication (likely early 2028).

The STAC welcomed the fact that the extension would ensure MSC could incorporate all revisions and test the revised Standard and related documents and noted that stakeholders were notified of this change on 16 April 2026.

MSC Chain of Custody Standard Review

The STAC was updated on the progress of the **MSC Chain of Custody Standard Review**.

Public consultation on the revised Chain of Custody Standard was open, running from 31 March to 30 May 2026 to gather feedback on proposed changes to the Chain of Custody Standard and the Certification Requirements. The STAC noted that in parallel with the consultation, MSC was undertaking mock audits which were designed to test all proposed changes within a traditional audit setting and assess cumulative impacts on certificate holders and Conformity Assessment Bodies.

The STAC also noted **the inclusive approach to engaging a wide range of stakeholders in the consultation** via an online survey available in English, French, German, Japanese, Mandarin, Polish and Spanish, which was further supported through updated Chain of Custody Standard Review webpages, regional communications and an external webinar, held on 16 April 2026, to introduce the proposed changes, answer audience questions and encourage participation in the survey.

MSC Strategic Marketing and Communications Review

The STAC contributed insights and ideas about MSC's approach to marketing and communications, in order to inform development of the organisation's Marketing and Communications Strategy.

Globescan Survey

The STAC welcomed the opportunity to consider the results of the latest (2026) Globescan Survey focused on MSC Consumer Insights.

ENDS