



Working together for sustainable seafood

**The Marine Stewardship Council
Annual Report 2024-25**



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Sustainable fisheries have a critical role to play in securing a thriving ocean and providing a source of low-carbon food for hundreds of millions of people.

Rupert Howes, Chief Executive, Marine Stewardship Council

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Cover image: South Africa Albacore Tuna Pole and Line fishery © MSC

Contents image: Shellfish experts at the University of the Highlands and Islands © David Loftus

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Towards a sustainable future for fisheries

Despite ongoing global economic and geopolitical challenges, this has been a year of significant progress and innovation for our oceans. The MSC has seen continued and growing engagement from fisheries and from our market partners and there has been increased political commitment to the ocean – as evidenced by the UN Ocean Conference in Nice this June, where the 15,000 delegates included more than 60 heads of state and heads of government.

Within the MSC program, there has been encouraging progress in under-represented areas, including in Latin America with the certification of Argentina's inshore red shrimp fishery and in West Africa, where Senegal's Atlantic tuna fishery became the first in the region to achieve MSC certification. Both fisheries have made significant improvements to reach the MSC Standard, underscoring how our market-based system delivers positive impacts on the water worldwide.

Engaging more fisheries, especially in emerging economies, is a key part of our mission, highlighted this year with the launch of our Improvement Program. Building on our successful In Transition to MSC pilot, it seeks to provide a pathway for fisheries committed to entering into full assessment within five years. Last year, two South African tuna fisheries became the first to progress from the In Transition to MSC pilot program to full certification.

We are also driving impact through our Ocean Stewardship Fund. This year, we donated US\$2.2m to support fisheries improvements and crucial marine research, bringing the cumulative total since 2020 to nearly US\$9m.

Along with supporting fisheries at the early stages of their sustainability journey, it's important to celebrate sustainability leaders – like the Alaska pollock fishery, certified for a fifth time in 2025 with an exceptionally high score. Alaska pollock represents one of the world's largest fisheries by volume, demonstrating how sustainable management supports consistently high landings – a point underlined by the UN FAO's *Review of the State of World Marine Fishery Resources 2025*.

At the MSC, we have continued to address implementation challenges with the latest version of our Fisheries Standard. A holistic review is under way, and we expect to release a revised Standard at the beginning of 2027.

The MSC's partners should be proud of all they have achieved this year – but, collectively, we still need to do more. We have just five years left to deliver the UN Sustainable Development Goals – including SDG14, to conserve and sustainably use our ocean, seas and marine resources – and we need to draw on every solution available to us.

Sustainable fisheries have a critical role to play in securing a thriving ocean and providing a source of low-carbon food for hundreds of millions of people. Thank you to everyone who has supported us over the past year, and I look forward to continuing to work together as we count down to 2030.

A handwritten signature in dark ink, reading 'Rupert Howes'. The signature is fluid and cursive, with the first name 'Rupert' being more prominent.

**Rupert Howes, Chief Executive
Marine Stewardship Council**



NZ Albacore Tuna © MSC/Jason Thomas

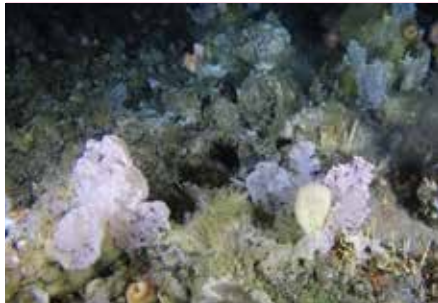
20.6%
of wild marine catch engaged
with the MSC¹

2,625
improvements made by
MSC certified fisheries
up to 31 March 2025²

35.5%
of stocks monitored by FAO
were fished at biologically
unsustainable levels³

1. Engaged is defined as catch from fisheries that are MSC certified, in assessment, suspended and in the MSC Improvement Program. Marine catch and fishery data as of 31 March 2025, compared with figures taken from © FAO. 2025. Global Production. In: Fisheries and Aquaculture. [Cited June 9th 2025].
2. MSC certified fisheries made 2,625 improvements between 1997 and 31 March 2025.
3. Review of the State of World Marine Fishery Resources 2025 (UN FAO).

A year of achievements



Doggerbank Seefischerei GmbH's Greenland Halibut fishery
© Zoological Society of London

Greenland

Doggerbank Seefischerei GmbH's Greenland halibut fishery was successfully recertified in November 2024. It uses bottom trawls fitted with rollers and innovative otter boards to reduce contact with the seabed and has demonstrated that it causes no serious or irreversible seabed damage. In a research project co-funded by the Zoological Society of London, underwater cameras were used to create detailed habitat maps, supporting improved understanding and management of the deep-sea environment.

Senegal

In November 2024, the Capsen and Grand Bleu fishery harvesting Atlantic tuna off Senegal became the first MSC certified fishery in West Africa, following a four-year improvement program. Certification means the fishery now supplies the

international market with sustainably caught tuna, including Asia, Europe, North and South America.

Europe



Sheba petfood © MSC

Globally, there was an impressive 29% growth in MSC labelled pet food sales this year, representing over 120,000 tonnes of certified seafood. Pet food may include oil and fishmeal as well as trimmings and offcuts, adding extra value to certified fisheries – particularly saithe, wild salmon and tuna.

Mars Petcare is our largest pet food partner, with several new Sheba products launched last autumn. Momentum for growth also came from German retailers' private labels including Netto and Aldi.

MSC Japan Awards 2024 © MSC



Ecuador

The amount of MSC certified tuna from Ecuador jumped from 2,300 tonnes in 2022 to 11,700 tonnes in 2023 and increased again to 38,800 tonnes last year. Certification has contributed to a 230% increase in exports to the European market, potentially boosting jobs and economic development.



Eastern Pacific Ecuador purse seine tropical tuna fishery © MSC

Japan

The first MSC Japan Awards were held in August 2024. The awards were divided into categories, retail, processor and food service, and based on the volume of MSC labelled products sold in 2023/24. AEON, Nissui, and McDonald's Japan received awards for their contributions to growth in the Japanese market.



Metlakatla Indian Community, Annette Islands Reserve salmon © MSC

In focus: 25 years in the USA

2025 has been a year of milestones for MSC certified fisheries in the USA. Not only does it mark 25 years of MSC activity in the country, but with its fifth certification, the Alaska salmon fishery marked 25 years in the program – only the third fishery globally and the first USA fishery to do this. MSC also celebrated the Alaska pollock fishery, one of the world's largest, that first achieved certification 20 years ago. These landmarks reaffirm Alaska's leadership in sustainable fisheries management.

“

Achieving our fifth MSC certification is more than just an accomplishment—it's a testament to the Alaska salmon fishery's legacy of sustainability and stewardship.

Kristy Clement, CEO of the Alaska Fisheries Development Foundation

”

Argentina

The onshore component of the Argentine red shrimp fishery became the country's first coastal shrimp fishery to achieve MSC certification in March 2025. This marks a major milestone for sustainability in the region after a decade of dedicated work by the fishing industry and multiple partners to strengthen management and monitoring, and minimise environmental impacts in a region rich with biodiversity. And the fishery's offshore component could soon follow suit after entering full assessment.

“

We take great pride in contributing to the region's economic development while maintaining the highest environmental standards. This certification opens new doors in the market, allowing us to offer a certified, high-quality shrimp product.

Federico Angeleri, partner group representative



Argentine Red Shrimp fishery © MSC

”

Progress on the water

MSC continues to enjoy strong market momentum, driven by the growing number of fisheries engaged in the program.

Number of fisheries engaged in the MSC program

2024-25
738

2023-24
716

20.6%

of all wild marine catch was engaged with the MSC*

MSC certified
18.9%

In assessment
0.7%

MSC certified but suspended
0.6%

MSC engaged catch by weight:

2024-25

16,100,767
tonnes

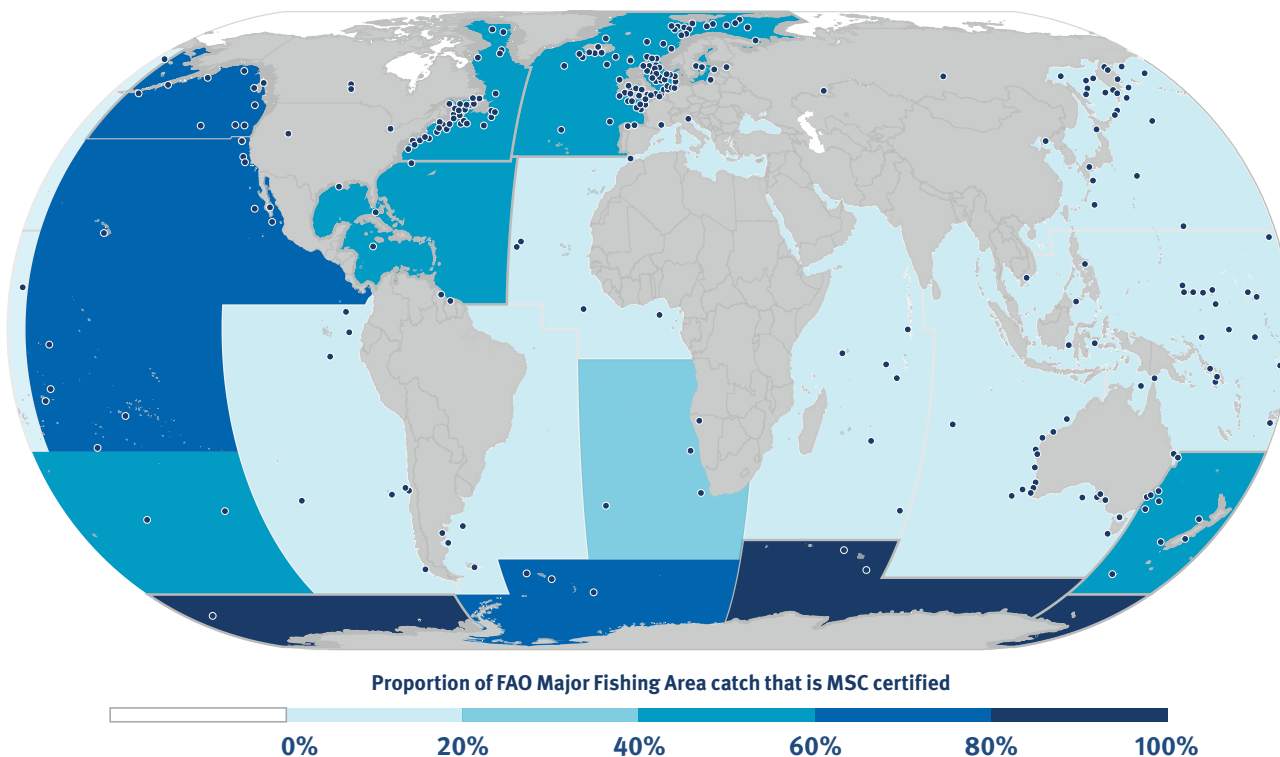
2023-24

15,480,000
tonnes



*Engaged is defined as catch from fisheries that are MSC certified, in assessment, suspended and in the MSC Improvement Program. Marine catch and fishery data as of 31 March 2025, compared with figures taken from © FAO. 2025. Global Production. In: Fisheries and Aquaculture. [Cited June 9th 2025]. 0.4% of wild marine catch is in the MSC Improvement Program.

Where MSC certified fisheries operate



• Approximate location of MSC certified fishing activity



63
countries
engaged

592
fisheries are certified

42
fisheries are suspended

69
are in assessment

35
are in the MSC
Improvement Program

Progress in the market

Sales of MSC labelled products by volume increased 8% this year. Saithe sales almost doubled, while squid, sardine and salmon also saw strong growth.

Tuna remained the biggest driver of growth with over 300,000 tonnes of MSC labelled tuna sold – thanks partly to the introduction of more MSC labelled tuna products in Germany, Scandinavia, Poland, the UK, and the USA.

Much of the growth of labelled products in the food-to-go (sandwiches, salads, sushi etc) category is also being propelled by tuna, for more detail on the products and brands behind this, read on to our tuna section.



4.4%

growth in retail value in 2024/25

8%

growth in the volume of
MSC labelled products sold

51,260

sites with Chain of Custody
certification

Growth in Central Europe

International retailers are expanding their sustainability commitments in the region. In Poland, leading seafood brand Abramczyk strengthened its strategic collaboration with MSC, joining campaigns and significantly expanding its MSC whitefish range. Rio Mare also introduced its MSC labelled tuna.

Herring, one of Central Europe's most consumed species, saw 35% growth in MSC labelled products in one year, as brands actively sourced from certified fisheries. In the Czech Republic, local brand Varmuza now promotes MSC certified herring, alongside major retailers like Lidl and Penny.



Rio Mare

MSC labelled products available to consumers

2014/15

2024/25

9,359

MSC labelled products

21,859

MSC labelled products

US\$14 Billion

retail sales value

MSC labelled product sales by product type 2024/25

Frozen⁴
507.3K tonnes

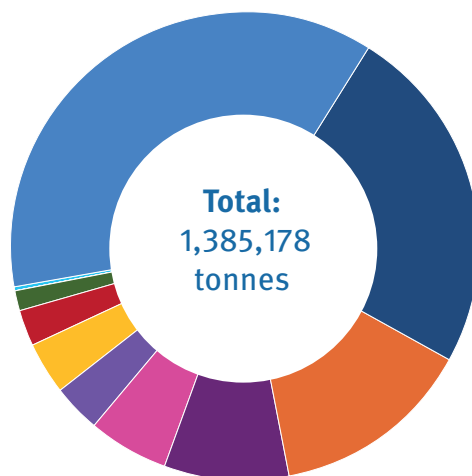
Baby food
0.8K tonnes

Fish oils
1.7K tonnes

Fish counter
18.5K tonnes

Food to go
36.5K tonnes

Food service
46.3K tonnes



Canned
334.7K tonnes

Chilled⁵
191.0K tonnes

Pet food
120.1K tonnes

Surimi
75.8K tonnes

Ready meal
48.3K tonnes

Largest increases %

 **+36.3%**
Fish Oils

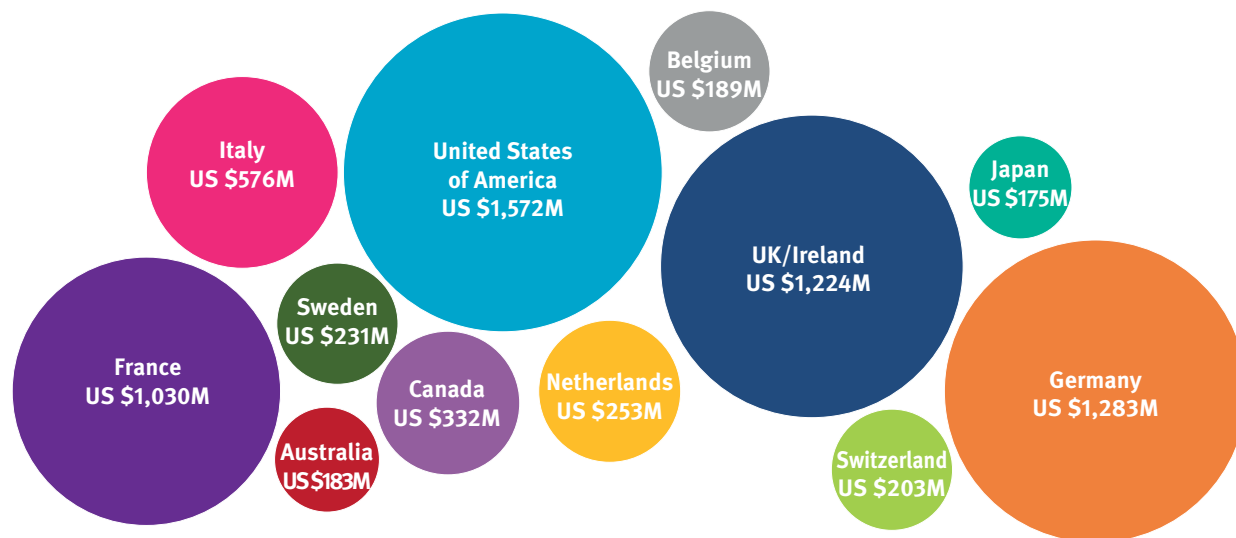
 **+29.3%**
Pet food

 **+24.2%**
Canned

4. Frozen combines the categories of frozen plain and frozen prep.

5. Chilled combines the categories of chilled plain and chilled prep.

MSC labelled wholesale by country 2024/25



There is a further USD \$2,818,306 from other countries around the globe.

Delivering impact

Many fisheries will make significant improvements⁶ in their fishing practices before they enter full assessment against the MSC Fisheries Standard. But some fisheries need to make specific improvements in order to retain their MSC certification. Examples include modifying gear or improving knowledge of possible impacts on marine habitats.

558 improvements over the last three years



213 improvements

benefitting stock status and harvest strategies



175 improvements

benefitting endangered, threatened and protected species, and reducing bycatch



94 improvements

benefitting fishery management, governance and policy



76 improvements

benefitting ecosystems and habitats

Ocean Stewardship Fund

Our Ocean Stewardship Fund (OSF) was established to help fisheries on their pathway to sustainability. Each year, we commit 5% of the royalties from sales of MSC labelled products to the Fund, complemented by donations from mission-aligned partners. Since 2019, the OSF has helped fisheries make improvements, and supported crucial research on bycatch reduction, protecting marine habitats and climate impacts.

At the UN Ocean Conference in June 2025 MSC announced that we will channel US\$6.5m in funding to the OSF by 2030.

- **US\$2.2 million awarded** in 2024-25 supporting 85 fisheries and projects
- **US\$8.8 million awarded** since inception
- **45% of grants awarded** to fisheries and projects in developing economies

Pelican population research

An accurate estimate of the pelican population is critical to understand and mitigate the potential impacts of the Pacific sardine fishery, which is working towards MSC certification through our Improvement Program. Brown pelicans often follow fishing vessels and risk getting caught in fishing gear when they dive. The research was supported through a donation to the OSF by Carrefour Italy and seafood brand Delicieux as part of MSC Italy's Sustainable Seafood Week, 2023.



Brown pelicans in water @ Ernie Enkelaar

Pathways to Sustainability

Our 14 Pathway projects bring together multiple partners – including fisheries, governments, scientists, NGOs and the supply chain – to make progress collectively in specific regions. Through assessment tools, capacity-building, research and market incentives, the projects help fisheries address common challenges and create momentum for change. Pathway projects are active in the UK, Australia, France, Spain, Italy, Greece, Portugal, Mauritania, Senegal, The Gambia, Tonga, Palau, Samoa, Indonesia, Kenya, China and Canada.



Pacific Island delegates from the UN FAO's Common Oceans Project © FAO

Common Ocean Project

MSC supports tuna fisheries in the Pacific region through our partnership with the Common Oceans Tuna Project. Funded by the Global Environment Facility and led by the UN FAO, the Common Oceans Tuna Project aims to advance responsible tuna fisheries management and biodiversity conservation in areas beyond national jurisdiction (ABNJ)⁷.

MSC is helping strengthen tuna fisheries management with a focus on the Pacific. Five fisheries in three Pacific small island

developing states have committed to improving sustainable fishing practices.

In 2024–25, domestic tuna longline fisheries in Tonga and Palau completed pre-assessments for the MSC Fisheries Standard and developed action plans for improvement. These will move into implementation in 2025. The domestic tuna longline and artisanal fisheries in Samoa have started pre-assessment in 2025.

Over half of the global tuna catch comes from the Western Central Pacific Ocean and tuna fisheries are important for livelihoods and economic growth. Tuna is also one of the main sources of protein for people in the region, making it critical for the health and food security of many local communities.

6. Fisheries entering MSC certification are assessed against performance indicators. If a fishery scores below 80 on any indicator, it receives a 'condition of certification' and must implement an action plan to improve. These improvements are verified by independent experts and will ensure the fishery is operating at the level of global best practice. 7. Areas beyond national jurisdiction (ABNJ), commonly called the high seas, this means areas of ocean for which no one nation has sole responsibility.

“

This new initiative aims to incentivise fisheries to improve their practices, supporting not only the health of the oceans and future seafood supplies but also the livelihoods of the communities that rely on fishing.

Amanda Lejbowicz, Head of Fishery Standard Accessibility, MSC

”



MSC Improvement Program

Improvement Program launched

The MSC Improvement Program launched in October 2024. Building on our five-year “In Transition to MSC” pilot, the new Program offers support and incentives to fisheries committed to entering into full assessment within five years. Fisheries in the Program must have a viable action plan to improve their practices and have their progress regularly reviewed by independent assessors. While they cannot use the blue MSC label, those that meet minimum conditions can include an MSC-approved statement on the back of their product packaging, indicating their participation in the Program.



35

fisheries had entered the
MSC Improvement Program
by March 31 2025



South Africa Albacore Tuna pole and line fishery © MSC



South Africa Albacore Tuna pole and line fishery © MSC

World first for South African tuna fishers

In August, a group of independent pole-and-line tuna fishers from Cape Town became the first to achieve MSC certification after participating in our In Transition to MSC pilot program. Represented by tuna trading company ICV Africa, the fishery had to make a number of improvements, including introducing an on-board observer program to collect data on tuna catch, bait and bycatch. A second client group from the South Africa albacore tuna fishery, represented by the South African Sustainable Tuna Association (SASTUNA), that also took part in the Improvement Program achieved certification to the MSC Standard in December 2024.

“

The program provided us with a clear framework and tools, and the necessary scrutiny, to improve our practices to achieve the required level for MSC certification.

Michelle Bellinger, Managing Director, ICV Africa

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Raising awareness, building demand

With our partners, we're telling the world why sustainable fishing matters and inspiring millions of consumers to choose MSC labelled seafood.

Tokyo Sustainable Seafood Summit

Chief Executive, Rupert Howes, gave the keynote speech at the 10th Tokyo Sustainable Seafood Summit. Japan is an important seafood producer and consumer, and the Summit is an excellent opportunity to meet stakeholders from government and industry. Rupert used the opportunity to highlight the benefits, challenges and opportunities around accelerating sustainable seafood production and consumption in Asia Pacific, and to share insights into the MSC's work in the region.



Tokyo Sustainable Seafood Summit 2024 © Seafood Legacy

World Ocean Day 2024

On June 8, our annual World Ocean Day campaign celebrated the role of MSC certified fisheries in protecting the ocean. More partners than ever before took part helping to raise awareness of how sustainable fishing supports ocean health.

Major companies such as Aldi, IKEA, Nomad Foods and Coles helped amplify the message by sharing campaign assets and running staff engagement events. Influential voices including Chef Naledi Toona (South Africa) and Laura Wells (Australia) inspired audiences with sustainable seafood recipes and educational content.

Fishers from Australia, New Zealand, China, DACH (Germany, Austria, and Switzerland), France, India, Japan, the Netherlands, South Africa, Sweden, and the USA also joined the campaign, sharing their stories and commitment to ocean health.



More Colour, World Ocean Day campaign 2024 © MSC

28
countries

850+
media stories
worldwide

300+
partners

80+
ambassadors

56 million
views of our campaign videos



Species yearbooks

Our yearbooks provide in-depth analysis on the state of sustainable seafood for key species. This year, we published yearbooks on small pelagics, tuna and whitefish. Packed full of data, infographics, insights and compelling stories of fisheries leading the way on sustainability, they show the progress and impact of MSC certification on the water, in markets and for communities across the world. The response from retailers, brands, processors and fishers has been very positive, with many saying the yearbooks have deepened their understanding of the opportunities and challenges facing specific species.

Tuna Yearbook 2024 © MSC

Marketing and consumer awareness

People care about sustainability and credible labels: in a global survey across 23 countries, over half of seafood consumers say that seeing the MSC label makes them more likely to buy a seafood product. Our campaigns have helped drive this preference, with more than 50 marketing campaigns in 26 countries last year reaching hundreds of millions of people.

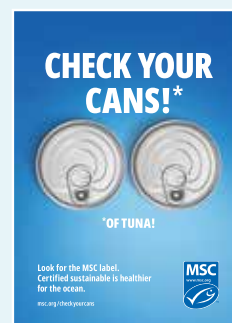
1 "Check your Cans"

This eye-catching campaign in Canada focused on encouraging younger consumers to look for the MSC ecolabel and choose sustainable canned tuna. It ran on social media and across Toronto transit and metro media.

2 Our annual **"Check your Fish"** campaign, ran for the fifth year in Germany, Austria and Switzerland. This multi-channel campaign runs in stores, on our website, on social media, through influencer collaborations, on the radio and is covered by the news and broadcast media, boosting consumer awareness and understanding of sustainable and responsibly sourced seafood. In 2024, 32 brand and retail partners took part, including McDonalds which broadcast the campaign film in its restaurants throughout Germany twice an hour for 25 days.

3 Our **"Seas Forever"** campaign in Portugal was featured on one of the most-watched daily national TV shows in Portugal alongside new MSC chef ambassador Ricardo Luz. During the campaign, our Portuguese team also held its first ever MSC Sea Forever Awards, to celebrate the achievements of partners and stakeholders who have played a fundamental role in promoting sustainability and transforming the seafood sector.

1



2



3



694,000+

followers on MSC social media channels

Species focus

More than 200 species are targeted by fisheries engaged in the MSC program. Some operate on a large scale, providing a reliable source of healthy, sustainable, low carbon protein for millions and supporting thousands of jobs and livelihoods. Others may involve just a few fishers, working and living along the same stretch of coastline. Regardless of a fishery's size or the species targeted, operating sustainably is essential. MSC has identified 11 commercially fished species groups that play a key role in efforts to accelerate global progress in sustainable fisheries management. For some groups, such as whitefish and salmon, a high proportion of the commercial catch already comes from MSC certified fisheries. In others, there remains significant potential for growth.



204
certified species

80%
of the commercial
whitefish catch is
MSC engaged†

59%
of the commercial tuna
catch is MSC engaged

62%
of the commercial
salmon catch is MSC
engaged*

†Engaged is defined as catch from fisheries that are MSC certified, in assessment, suspended and in the MSC Improvement Program. Marine catch and fishery data as of 31 March 2025, compared with figures taken from © FAO. 2025. Global Production. In: Fisheries and Aquaculture. [Cited June 9th 2025]

*AR: Annual salmon catches can fluctuate significantly so this figure may vary from year to year.

Whitefish

More than three-quarters of the world's commercial whitefish catch is engaged in the MSC program, accounting for more than 6 million tonnes of global landings. The huge volume of certified whitefish has driven the growth of MSC labelled seafood products across Europe, Asia and North America, and we continue to see strong market momentum.



80%

of commercial wild-caught whitefish is engaged in the MSC program

Alaska pollock: 20 years of leadership

The Alaska pollock fishery, which makes up approximately 9.5% of total landings from all certified fisheries by volume, first achieved MSC certification back in 2005. As well as being one of the world's largest fisheries, it is also one of the highest-scoring large fisheries in the MSC program. At its last assessment, it scored 100% for principle 1 of the Fisheries Standard, reflecting its state-of-the-art stock management by the National Oceanic and Atmospheric Administration, the National Marine Fisheries Service and the North Pacific Management Council. With an annual catch worth over US\$1.4 billion in wholesale value, the fishery supports nearly 30,000 jobs across the USA.

Saithe sales

Sales of MSC labelled saithe almost doubled this year – 155 brands now sell MSC labelled saithe products. The increase was largely driven by demand from the pet food sector.



Tuna

Tuna now makes up nearly a fifth of the total volume of seafood engaged in the MSC program, after rapid growth over the last few years. Some 3 million tonnes of MSC certified tuna is now being landed annually, accounting for more than half of the global wild tuna catch, and sales of MSC labelled tuna products jumped 30% last year.

Tuna to go in the UK, Benelux and Japan

From sandwiches to salads to sushi, the MSC label is increasingly appearing on “to go” products from leading retailers and food outlets. Tuna is at the centre of much of this trend – including Tesco’s tuna and prawn sandwiches and a newly-launched tuna melt from Costa in the UK, Aldi’s continuously expanding range of MSC tuna convenience products, and AEON’s popular rice balls and sushi rolls in Japan.

In Benelux, Albert Heijn has now achieved 100% MSC labelled tuna products, with much of the range falling in the “food to go” category, including its tuna pasta salad, sushi edo set, tuna sandwiches, and tuna salad.



Costa tuna melt © Costa Coffee

Harvest strategy breakthroughs

Robust science-based harvest strategies are essential for the long-term management of fish stocks and MSC has long advocated for their adoption. The latest version of the MSC Fisheries Standard introduced modified requirements for tuna fisheries operating across multiple Regional Fisheries Management Organisations (RFMOs) to develop and implement harvest strategies and harvest control rules, ensuring the long-term sustainability of shared tuna stocks.

These strategies are particularly important for stocks which migrate across vast distances and are shared by multiple nations like tuna. This year marked two major milestones. Significant tuna fisheries, Western Central Pacific Ocean (WCPO) skipjack – the world’s largest tuna stock – and North Pacific albacore, successfully implemented rigorous harvest strategies. These world-leading achievements are expected to secure the long-term health of both tuna stocks.

Salmon

Alaska Salmon

Since 2000, the Alaska salmon fishery has maintained its MSC certification for environmentally responsible and sustainable fishing. The MSC certified Alaska salmon fishery includes all five species of native Pacific salmon: chum, chinook (king), coho (silver), pink, and sockeye (red) which are harvested by a variety of gear types including nets (drift and set gillnets, purse seine), trolling and fishwheels. With its fifth certification in 2025, it became the first USA fishery and only the third worldwide to mark 25 years in the MSC program.



Fresh salmon catch on ice © Fish Tales



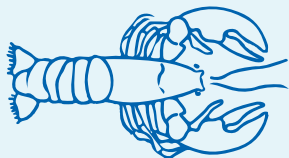
Bahamas spiny lobster fishery @MSC

Lobster

Survey support: The Nicaragua Caribbean spiny lobster fishery has launched an official census of artisanal fishers, with support from the Ocean Stewardship Fund. This fishery entered assessment against the MSC Fisheries Standard, but its full assessment highlighted the need for better data from the nearby small-scale fishery to inform stock assessments and to understand the impact of lobster removals on spiny lobster stocks. In order to close this performance gap, the fishery joined the MSC Improvement Program. The Nicaraguan Institute of Fisheries and Aquaculture will use the results of the census to develop a reporting tool for all lobster landings.

The **Magdalen Islands lobster fishery** in Canada's Gulf of St Lawrence, which directly or indirectly employs around 10% of the islands' population, was recertified for a second time.

First certified in 2018 following a long-term improvement project, the **Bahamas spiny lobster fishery** passed its first reassessment.



9,000

fishers are employed in the
US\$90 million Bahamian
lobster industry

Small Pelagics

Iberian sardines

Ten years ago, the Iberian sardine purse seine fishery was suspended from the MSC program because of challenges in stock management. Spanish and Portuguese fleets worked together in the first collaboration of its kind to rebuild stocks and the fishery entered assessment against the MSC Fisheries Standard in September 2024.

In 2021, both countries agreed on a multi-annual plan to restore biomass and ensure long-term sustainable management: an example of bilateral cooperation to ensure the sustainability of a vital fishing resource, adapting to scientific recommendations and seeking a balance between species conservation and the economic viability of the sector.

The fishery was certified in July 2025 (outside the period this report covers). This achievement has been possible thanks to the coordinated efforts of the entire sector's value chain, including fishers, the processing industry and distributors. Included in the certificate are 317 vessels, 132 of them Portuguese and 185 Spanish, as well as 15 fisheries producer organisations from Spain and Portugal, and three key associations of the Portuguese food industry.



Iberian Sardine Fishery © MSC

Herring market

Herring now makes up 8% of the MSC-engaged catch. Brands and retailers, particularly in European markets, are increasingly choosing certified herring from well-managed North Sea and Icelandic fisheries over non-certified alternatives. Nixe, Varmuza, Lidl and Penny are just some of those selling MSC certified herring products. This trend is expected to accelerate, intensifying market pressure for improved management of herring stocks that are currently not managed sustainably.

“

Prestige Oysters Texas and Louisiana private oyster fishery © MSC

Bivalves



It's been a bumper year for bivalve recertifications. Ireland rope grown mussels, Scanfjord Swedish rope grown mussels, bottom grown mussels from Ireland and Northern Ireland, dredged and cultured mussels from Lower Saxony, and USA Atlantic sea scallops and FBSA Canada Full Bay sea scallops were all recertified this year. Meanwhile, the Dutch North Sea spisula (surf clam) and Baie de Seine scallop dredge fisheries entered assessment for the first time.

Seaweed



As commercial seaweed production intensifies in South Korea, local governments are recognising ASC-MSC certification as a valuable tool to support the industry. Last year, we launched a collaboration with Jeollanam-do province, in the southernmost part of mainland South Korea. This led to 11 new laver farms, including those operated by Victory International Co., Ltd., Jindo Gobchang-Gim, and The 2nd Jindo Sarang - joining the ASC-MSC program. More farms are in the assessment pipeline

Seaweed © Makoto Suzuki / MSC

Prawn, shrimp and crab

The Mexican North Pacific brown shrimp bottom trawl fishery received its second grant from the MSC's Transition Assistance Fund, which supports fisheries that are working towards MSC certification. The fishery targets brown or yellowleg shrimp in the Pacific waters off Baja California. The fishing vessels are equipped with turtle and fish exclusion devices to reduce their impacts on non-target and endangered species.

The Norwegian snow crab fishery achieved MSC certification in April 2024. Catching around 10,000 tonnes per year, the fishery will help meet growing demand for MSC certified snow crab, particularly in Japan.



Snow crab @iStock

Octopus and squid

Food for all

As well as being a popular seafood choice, squid are also an important food source for other species. The MSC certified squid fisheries off the east and west coasts of the USA use an escapement method of management. This ensures that enough squid escape the fishing vessels each season to keep the population healthy for the fishery and also, importantly, to serve as prey within the marine ecosystem.



Growth of squid

Squid is a relatively recent entry into the top 10 species for MSC labelled sales. Its rapid growth continued last year with a 40% increase in sales, driven mainly by demand from North America and Germany.








Spanish octopus fishery © Manuel Díaz de RGB Photosocial



Octopus assessments


While only around 1% of the global octopus catch is currently MSC certified, we're working to increase engagement through projects like BluFish in Italy and Hellas Fish in Greece. Progress this year included new stock assessments for octopus fisheries in Sardinia and the North Aegean, and the Gulf of Cadiz, as well as collecting data on their impact on other species and the wider ecosystem. Through our umbrella project MedPath, we've also organised workshops where fishers and other stakeholders can discuss common sustainability challenges and identify solutions for octopus fisheries across the Mediterranean.

Species focus in numbers

	Tonnes MSC engaged catch*	MSC engaged fisheries^	% of global wild catch from MSC engaged fisheries	Improvements over the last three years...					Volume of MSC labelled sales (tonnes)
				...by certified fisheries	...to ecosystems and habitats	...to endangered, threatened and protected species and bycatch	...to stock status and harvest strategy	...to fishery management, governance and policy	
 Whitefish	6,674,855	213	79.8	127	33	71	12	11	709,970
 Tuna	3,052,340	203	59.2	155	23	48	59	25	317,766
 Salmon	678,255	47	62.4	87	2	6	61	18	90,467
 Small pelagics	3,981,423	39	16.4	50	8	11	24	7	80,185
 Lobster	109,138	18	37.0	17	0	8	5	4	2,857

*Engaged is defined as catch from fisheries that are MSC certified, in assessment, suspended and in the MSC Improvement Program. Marine catch and fishery data as of 31 March 2025, compared with figures taken from © FAO. 2025. Global Production. In: Fisheries and Aquaculture. [Cited June 9th 2025].

^ There are a further 70 MSC engaged fisheries that target species that fall outside of these species groups landing 140,173 tonnes.

	Tonnes MSC engaged catch*	MSC engaged fisheries^	% of global wild catch from MSC engaged fisheries	Improvements over the last three years...					Volume of MSC labelled sales (tonnes)
				...by certified fisheries	...to ecosystems and habitats	...to endangered, threatened and protected species and bycatch	...to stock status and harvest strategy	...to fishery management, governance and policy	
 Prawn & shrimp	519,522	50	16.8	34	8	7	10	9	41,559
 Crab	141,662	40	7.9	12	1	2	9	0	2,695
 Bivalves	759,914	50	40.4	26	0	9	9	8	44,486
 Seaweed	N/A	42	N/A	N/A	N/A	N/A	N/A	N/A	18,537
 Octopus	4,248	4	1.1	1	0	0	0	1	152
 Squid	49,338	4	1.4	3	0	0	0	3	3,105

Our finances 2024-25

Report by the Trustees on the summarised financial statements

The summarised financial information is extracted from the full statutory Trustees' annual report and financial statements which were approved by the Trustees on 29 July 2025.

An unqualified audit report was issued in relation to the full statutory Trustees' annual report and financial statements by our auditors Crowe U.K. LLP on 9 September 2025.

The auditors have confirmed to the Trustees that, in their opinion, the summarised financial information is consistent with the full financial statements for the year ended 31 March 2025.



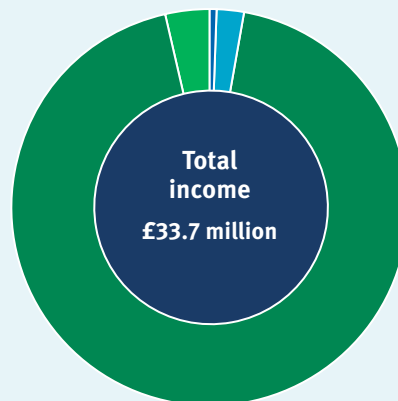
Giles Bolton
Chair, MSC Board of Trustees
9 September 2025

£44.56 million

Total funds at 31 March 2025

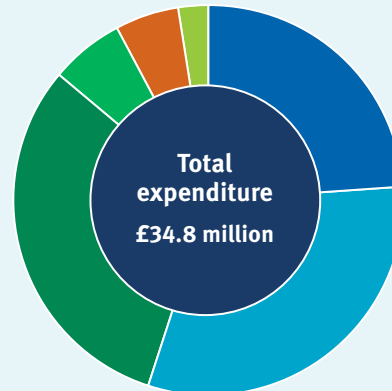
Compared with total funds of £45.26 million on 31 March 2024

Other gains and losses in the year not shown under income or expenditure amounted to a gain of £0.4 million



Where the money comes from

- 0.8% Donations and legacies
- 2.1% Other trading activities
- 93.6% Income from charitable activities (logo licensing)
- 3.5% Income from investments



Where the money goes to

- 24.1% Policy and maintenance of the Standard
- 31.0% Education and awareness
- 31.1% Commercial and fisheries servicing and outreach
- 6.1% Logo licensing
- 5.4% Ocean Stewardship Fund*
- 2.3% Expenditure on raising funds

*This represents 5% of our royalty income

Our funding and donors

The MSC is very grateful for our many charitable donors across the globe for the support they have given us this past year and since our founding. This year we continue to implement projects that have received generous support in previous years from the Walton Family Foundation for work in Mexico and on social policy; the A.G. Leventis Foundation for work in Greece; the Remmer Foundation for a grant to work with small-scale fisheries in Kenya; Triad Foundation to support Canadian Pathways, and Holzer Family Foundation. Several programmes receive generous support from multiple funders through the ISEAL Innovations Fund, and Certifications and Ratings collaboration.

We are grateful for financial support received through the Global Environment Facility (GEF) that enables work on strengthening the management of tuna fisheries in the Pacific region under the Common Oceans Tuna Project led by UN Food and Agriculture Organization (UN FAO). Finally, we are grateful for support

from DEFRA (Fisheries and Seafood Scheme) and Fishmongers' Company's Charitable Trust's support to MSC UK & Ireland activities and Project UK, as well as support from the UK retail sector and members of the supply chain and wider seafood industry.

The MSC Ocean Stewardship Fund, launched in 2019, continues to monitor and advance the progress of projects funded in previous years through generous grants from the MAVA Foundation, aimed at helping small-scale fisheries in the Mediterranean and West Africa; from the Walton Family Foundation to establish a loan guarantee facility, and from the Hans Wilsdorf Foundation to accelerate fisheries progress and support science and research across the world. We would also like to thank Carrefour Italy and Delicieux for their generous support towards research projects that will continue to be implemented throughout 2025/26.

We would like to thank the following organisations for their support:

Trusts and Foundations

Walton Family Foundation
 Remmer Family Foundation
 Triad Foundation
 Holzer Family Foundation
 David and Lucile Packard Foundation
 A.G. Leventis Foundation
 The Fishmongers' Company's Charitable Trust
 Adessium Foundation (Netherlands)
 Dutch Postcode Lottery
 MAVA Fondation Pour la Nature (Switzerland)
 Hans Wilsdorf Foundation (Switzerland)

Statutory Bodies

Defra
 Global Environment Facility via the FAO

Corporate Partners

Project UK (various)
 Project BluFish Italy (various)



Wild seafood provides a vital source of protein and sustains the livelihoods of many millions of people, and it can do so forever – if, and only if, it is harvested sustainably. The latest FAO figures show that 35.5% of global wild fish stocks are overfished, and this proportion continues to rise. Yet the data also shows that where fisheries are well managed, stocks are thriving.

Responsible fisheries management works – and the MSC is a hugely important part of the solution. It enables consumers to have confidence about the sustainability of what they are buying, and enables responsible fishers and fisheries to be rewarded for their efforts to ensure sustainability.

Today, 18.9% of wild-caught seafood globally is MSC certified, with 20.6% of wild marine catch engaged in the MSC program as a whole. For some key species, certification is becoming the norm. Take tuna, for example. Nearly 60% of the global tuna catch is now engaged with the MSC program. Several years of growth have been driven by fisheries working to meet the MSC Standard or participating in improvement programs.

To maintain this success, and to incentivise progress in even more fisheries, we need to ensure our Fisheries Standard remains both grounded in science and practicable on the water. Over the last year the MSC team has worked relentlessly and passionately to ensure our revised Fisheries Standard 3.0 will meet this challenge. Thanks to close collaboration with our stakeholders to fix outstanding issues, and to listen and test proposed improvements, we are on track to ensure that the MSC Standard will continue to be one in which fisheries, seafood businesses, consumers and conservationists all have confidence.

On behalf of the Board, I'd like to thank all the MSC teams around the world for their hard work on this and for everything they do to achieve our vision of oceans teeming with life and seafood supplies safeguarded for this and future generations. And I'd also like to thank our Technical Advisory Board and Stakeholder Advisory Council. Their expertise, insight and guidance are invaluable to improving our Standard and to the MSC's ongoing success.

Giles Bolton
MSC Board of Trustees Chair

Governance 2024-25

The MSC Board of Trustees

The MSC Board of Trustees is the MSC's governing body. With advice from the Executive Committee, Technical Advisory Board and Stakeholder Advisory Council, it sets the strategic direction of the MSC, monitors progress and ensures the MSC meets its objectives.

Mr Giles Bolton, Chair

Mr Kristjan Th. Davidsson

Ms Maria Damanaki

Ms Mikel Durham

Dr Darian McBain

Mr Eddy Njoroge

Dr Kevin Stokes

Dr Sergio Espejo Yaksic

Welcome to new member:

Ms Birgit Cameron

Marine Stewardship Council International Board



The Marine Stewardship Council International (MSCI) Board provides oversight of the MSC's ecolabel licensing and fee structure.

Ms Mikel Durham
MSCI Board Chair

Mr Giles Bolton
MSC Board of Trustees Chair

Ms Birgit Cameron

Mr Rupert Howes
MSC Chief Executive

Mr Fernando Lago

Ms Valentina Tripp

The Technical Advisory Board



The Technical Advisory Board works in close collaboration with the MSC Executive to provide advice to the MSC Board of Trustees on technical and scientific matters relating to the MSC Standards and associated policies, including developing methodologies for certification and accreditation, as well as related scientific and technical research.

Dr Rebecca Lent (USA),
Technical Advisory Board Chair

Dr Florian Baumann (Germany)

Ms Adriana Fabra (Spain)

Dr Héctor Martín Fernández Álvarez (Spain)

Ms Celeste Leroux (USA)

Mr José Augusto Pinto de Abreu (Brazil)

Dr Victor Restrepo (USA)

Dr Keith Sainsbury (Australia)

Ms Michèle Stark (Switzerland)

Mr Adam Swan (UK)

Dr Chris Zimmermann (Germany)

Thank you to departing member:
Dr Tim Essington (USA)

The MSC Stakeholder Advisory Council



The MSC Stakeholder Advisory Council works in close collaboration with the MSC Executive to provide advice to the

MSC Board of Trustees on strategic, policy or operational issues, including input into the MSC's formal Standard review processes. It includes representatives from the seafood industry, conservation community, market sector and academia. Its membership reflects diverse expertise, experiences, regions and interests in relation to the work of the MSC. The Stakeholder Advisory Council is also a formal channel through which all stakeholders, whether members of the Stakeholder Advisory Council or not, can provide their views to the MSC.

Ms Heather Brayford

Stakeholder Advisory Council Chair
Government of Western Australia,
Department of Primary Industries and
Regional Development, Australia

Mr Damien Bell

Owner, BellBuoy Seafoods, Australia

Ms Bernadette Butfield

Senior Policy Officer, UK Marine team,
RSPB and Birdlife International, UK

Mr Christian Haller

CR-Manager, ALDI Nord, Germany

Mr Marcelo Hidalgo

Chief Operating Officer, FIA,
Papua New Guinea

Ms Susan Jackson

President, International Seafood
Sustainability Foundation (ISSF) and
International Seafood Sustainability
Trade Association (ISSA), USA

Mr Madoda Khumalo

Strategic Services Director, Sea Harvest
Corporation (Pty) Ltd, South Africa

Ms Sofie Smedegaard Mathiesen

Biologist, Danish Fishermen's Producer
Organization (DFPO), Denmark

Dr Tom Pickerell

Director, Ocean Program – World
Resources Institute, UK

Dr María José Espinosa Romero

General Coordinator of Operations and
Institutional Strategy. National
Commission for Aquaculture and
Fisheries, Mexico

Dr Bryce Stewart

Senior Research Fellow, Marine
Biological Association and Associate
Professor, University of Plymouth (UK),
National Commission for Aquaculture
and Fisheries, UK

Ms Mod Talawat

Consultant, Fishery Improvement
Projects, Thailand

Thank you to departing members:

Mr Tor Larsen

Norwegian Fishermen's
Association, Norway

Dr Ghislaine Llewellyn

WWF International, Australia



**MSC Global Headquarters
and Regional Office
Europe, Middle East and Africa**

Marine House
1 Snow Hill
London EC1A 2DH
United Kingdom

info@msc.org
Tel + 44 (0) 20 7246 8900
Fax + 44 (0) 20 8106 0516

Registered Charity number: 1066806
Registered Company number: 3322023

**MSC Regional Office
Americas**

2445 M Street NW
Suite 550
Washington, DC 20037
USA

americasinfo@msc.org

Non profit status: 501 (C) (3)
Employer Identification number:
91-2018427

**MSC Regional Office
Asia Pacific**

6/202 Nicholson Parade
Cronulla
New South Wales 2230
Australia

apinfo@msc.org
Tel +61 (0)2 9527 6883

Non profit status: Registered with ACNC
Registered Company number:
ABN 69 517 984 605,
ACN: 102 397 839

Our MSC offices

Brussels Belgium and Luxembourg

Beijing, Qingdao and Shenzhen
Mainland China and Hong Kong

Berlin Germany, Switzerland and Austria

Jakarta Indonesia

Busan South Korea

Cape Town Southern Africa

Copenhagen Denmark

Helsinki Finland and Baltic states

The Hague Netherlands

Lima Peru

Lisbon Portugal

Madrid Spain

Milan Italy

Oslo Norway

Paris France

Reykjavik Iceland, Faroe Islands and Greenland

Santiago Chile

Seattle USA

Singapore

Stockholm Sweden

Tokyo Japan

Toronto Canada

Warsaw Poland and Central Europe

The MSC also has a presence in

Kerala India

Mexico City Mexico

Moscow Russia



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All data in this report is correct as of
31 March 2025, unless otherwise stated.
The reporting year is 1 April 2024 to
31 March 2025.



Scan the QR code to read the full digital
version of the MSC Annual Report 2024-25,
including supplementary information.

Find out more

msc.org/annualreport
info@msc.org



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/marine-stewardship-council

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