



PROGRESS AND PARTNERSHIP IN SUSTAINABLE SEAFOOD

Annual Report 2025-26



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789

fisheries are engaged with the MSC Program, more than ever before, and representing nearly a fifth of the world's wild marine catch.

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Front cover image: Iberian sardine purse seine fishery in Matosinhos, Portugal © DavidVVisuals.

Inside cover image: North Atlantic albacore artisanal fishery in Aquitaine, France © ATM Communication.

A MESSAGE FROM OUR CEO

We live in an era of rapidly warming oceans, geopolitical upheaval and a retreat from globalisation and international cooperation. Our ocean is under unprecedented strain as these pressures and impacts intensify. The need to accelerate the delivery of the MSC’s vision has therefore never been greater. We ultimately need 100% of the ocean to be managed to secure the health of marine ecosystems and the sustainability of the seafood supplies that provide a precious renewable source of nutrition and livelihoods for hundreds of millions of people. We need to accelerate our collective work to end overfishing.

COLLECTIVE COMMITMENT



Rupert Howes,
Chief Executive
Marine Stewardship Council

For almost three decades, the MSC has been part of a remarkable collective effort, working with leaders throughout the seafood sector to transform seafood markets, raise standards and drive positive change on the water. This year, we were honoured to be recognised by the Food and Agriculture Organization of United Nations (FAO) for our contribution to sustainable fisheries management. This recognition does not belong to the MSC alone, but to all our partners who – despite ongoing economic pressures and geopolitical tensions – remain steadfast in their commitments to sustainability.

More fisheries than ever have chosen to engage with the MSC Program – a total of 789 fisheries, representing almost a fifth of global wild marine catch. This year, we saw a record 115 recertifications, demonstrating the ongoing commitment of these fisheries, many of which have had to make significant improvements in the way they fish the ocean to maintain certification. Some have been recertified multiple times – like the New Zealand hoki fishery,

which this year marked 25 years of MSC certification. Celebrating this achievement at the New Zealand parliament was a personal highlight of the year.

The engagement across some species groups has been remarkable. Today, over 71 % of whitefish catch and more than half of global tuna stocks are now certified. But we recognise the challenge of overfishing remains and, through our MSC Improvement Program, we are offering structured support to fisheries at an earlier stage of their sustainability journey. We’re also enabling more innovation and delivering more impact than ever through our Ocean Stewardship Fund. Since the fund was launched in 2019, it has distributed over £9m to support over 200 fisheries.

This progress would not be possible without the vision and leadership of our market and supply chain partners. Thanks to their efforts, both the volume and the market value of MSC labelled seafood reached record levels this year. Several of our partners, such as Iceland Foods, have committed to achieving the milestone of sourcing 100% MSC certified wild-caught seafood. Ultimately, all of this gives consumers more opportunity than ever to support healthy oceans through the purchase of ecolabelled seafood.

I am grateful to everyone who has supported us this year. I look forward to continuing to work together to scale our collective efforts for a healthy, productive ocean that provides for this and future generations.

“Our ocean is under unprecedented strain as these pressures and impacts intensify. The need to accelerate the delivery of the MSC’s vision has therefore never been greater.”

Rupert Howes at the Sustainable Seafood Awards
Australia 2026 © Raul O. Lejarazu Machin.

A YEAR OF ACHIEVEMENTS

GROUNDFISH MILESTONE

The British Columbia groundfish trawl fishery in Canada achieved MSC certification in December 2025, recognising a significant transformation in how this complex, multispecies fishery is managed. Through extensive efforts in collaboration with environmental NGO partners, the fishery has significantly reduced its impact on sensitive sea-floor habitats and decreased bycatch of coral and sponge by almost 90%.

“The transformation the BC Groundfish Trawl fishery has undergone is nothing short of remarkable. They have established a compelling blueprint for environmentally sustainable trawling that we hope will inspire many more to follow.”

Kurtis Hayne,
Program Director,
MSC Canada

MSC ON THE MENU

Restaurants around the world are bringing MSC certified and labelled products to their menus. In Japan, more than 220 Royal Host restaurants have introduced MSC certified seafood. In France, Pokawa, a leading poke bowl brand, has added MSC labelled yellowfin tuna to its range. In the UK, McDonald's is offering even more sustainable seafood at more than 1,400 of its restaurants with the launch of an ecolabelled Double Filet-o-Fish in July 2025.

ALASKA POLLOCK RECERTIFICATION

The Alaska pollock fishery celebrated 20 years of MSC certification in 2025 and reaffirmed its status as a sustainability leader by recently completing its fourth reassessment. It's the largest MSC certified fishery in the world, harvesting nearly 1.5 million tonnes in 2024.



MSC Italy 10 year anniversary © MSC.

EUROPEAN ANNIVERSARIES

MSC Sweden and MSC France celebrated their 15-year anniversaries in 2025, while MSC Italy celebrated 10 years. The celebrations provided an opportunity to showcase the progress made by fisheries and partners in promoting sustainable seafood in each country.



FAO recognition for Sustainable Aquatic Food System © FAO / Giulio Napolitano

FAO RECOGNITION

The MSC was proud to be recognised by the FAO for our contribution to responsible and sustainable fisheries management. We received the award at a ceremony in Rome during the World Food Forum in October 2025.

NEW ZEALAND HOKI

In February 2026, the New Zealand hoki, hake, ling and Southern blue whiting fishery was recertified to the MSC Fisheries Standard. This marks 25 years since New Zealand hoki became the first whitefish fishery in the world to achieve MSC certification.



Fishing for New Zealand hoki on the Sealord Otakou trawler © MSC

COMMITTING TO 100%

Consumers have more choice than ever when it comes to ecolabelled seafood thanks to a wave of commitments from brands and retailers to be 100% certified. Orkla, the producer of Sweden's favourite herring brand Abba, has committed to sourcing 100% MSC certified herring in Sweden and Finland. In the Netherlands, Princes is transitioning its entire product range to MSC.



© Farelight Productions / MSC.

100%

of Tesco's own-brand tuna is now MSC labelled — the UK's largest retailer hit that target by the end of 2025.



© Gareth Morgans / Tesco.

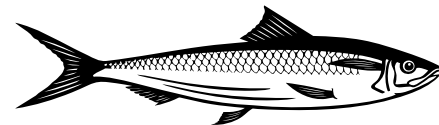
PROGRESS ON THE WATER

The MSC continues to enjoy strong momentum, with an almost 7% increase in the number of fisheries engaged in the Program.

738 **789**
2024 -25 2025 -26

MSC engaged catch by weight (tonnes)

16,100,767
15,463,000
2024 -25 2025-26



*MSC certified, in assessment, suspended, and MSC Improvement Program fishery catch data as of 31 March 2026 (which primarily uses government catch data from 2023 and 2024), compared with total marine catch for UN FAO Major Fishing Areas in 2024. 0.6% of wild marine catch is in the MSC Improvement Program

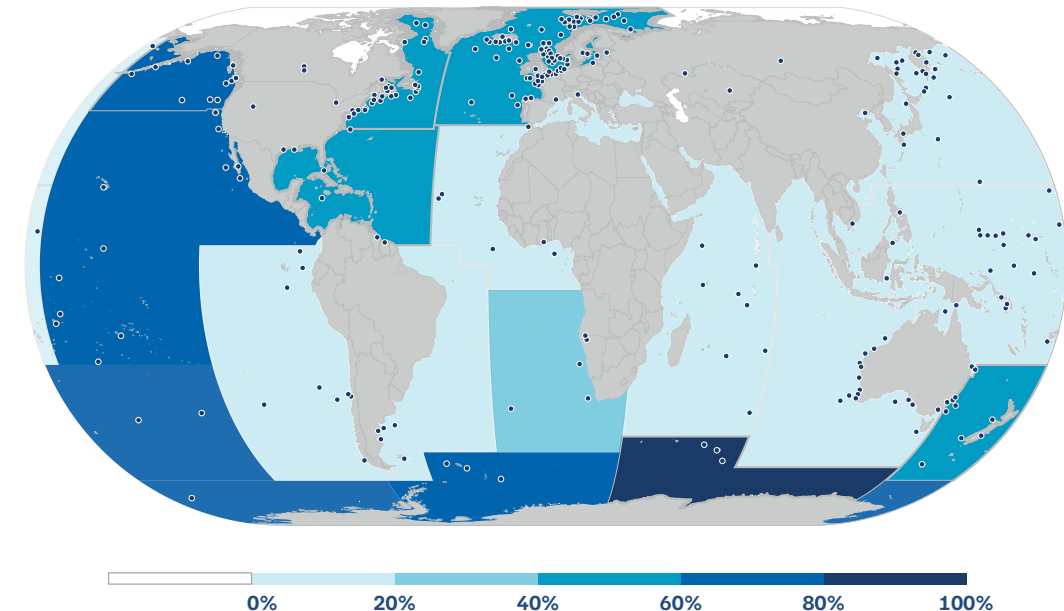
19.5%
of all wild marine catch was engaged with the MSC*



18.4% MSC certified
0.3% in assessment
0.1% MSC certified but suspended

Where MSC certified fisheries operate

63 countries engaged
624 fisheries are certified
86 fisheries are in assessment
40 are in the MSC Improvement Program
39 fisheries are suspended



• Approximate location of MSC certified fishing activity

MSC fishery catch data is updated continuously as assessment bodies submit annual reports. As a result, catch data becomes more complete and accurate over time.

Proportion of FAO Major Fishing Area catch that is MSC certified



DELIVERING IMPACT

The MSC's purpose is to end overfishing. To support this goal, fisheries engaging with the MSC Program must meet the requirements of the MSC Fisheries Standard to ensure healthy fish stocks and a thriving marine environment. Many fisheries make targeted improvements to achieve certification and may be required to continue making improvements.

These actions can have wide-ranging impacts – from introducing measures to reduce risks to marine habitats, to strengthening research and data collection, and influencing wider fisheries management and regulation.

Certified handline yellowfin tuna fishery in Maluku, Indonesia, under the Asosiasi Tuna Pole and Line & Handline Indonesia © MSC.

675 improvements over the last three years

262 improvements benefitting endangered, threatened and protected species, and reducing bycatch

83 improvements benefitting ecosystems and habitats

205 improvements benefitting stock status and harvest strategies

125 improvements benefitting fishery management, governance and policy

OCEAN STEWARDSHIP FUND

Our Ocean Stewardship Fund supports fisheries on their journey to sustainability. Since its creation in 2019, it has provided grants to almost 200 fisheries and projects to help fund improvements and critical research. We direct 5% of our royalty revenue from licensing the MSC ecolabel into the Ocean Stewardship Fund every year, combined with contributions from donors who share our vision.

£1.1 million awarded in 2025-26 across 26 grants

£9 million awarded since 2019

40% to fisheries in developing economies

NAMIBIA: PROTECTING SEALS WITH ACOUSTIC TECHNOLOGY

A Namibian fishery is using a grant from the Ocean Stewardship Fund to test new acoustic technology to prevent Cape fur seals from becoming hooked or entangled in fishing gear. Although acoustic deterrent devices are already used to keep seals away, these are bulky and risk disturbing other species, and they lose effectiveness as animals become habituated to them over time. The Namibian hake trawl and longline fishery is partnering with the University of St Andrews and technology developers GenusWave to trial targeted acoustic startle technology – a precisely tuned low-frequency sound that activates a startle response hardwired in the seals' brains. This causes seals to leave the area rapidly without damaging their hearing or disturbing other marine life. If successful, the new technology has the potential to be replicated in other fisheries that interact with seals and sea lions.

Namibia hake x Cape fur seals OSF-SRG project © Joshua Ihlenfeldt.



SEE MORE



PATHWAYS TO SUSTAINABILITY

As part of its journey to sustainability, a fishery needs a clear understanding of what should improve and a roadmap to guide progress. The Ocean Stewardship Fund is supporting 23 fisheries across 10 countries to take that first step by funding gap analyses using the MSC Fisheries Standard as the benchmark – providing a wealth of data and insights on their performance and opportunities for improvement. For 12 fisheries in Canada, Peru, Kenya, Seychelles, India, Italy and Portugal, this has led to action plans with concrete steps and timelines for improvement. These processes also helped bring together multiple partners, including fisheries, governments, scientists, NGOs and supply chain companies, to discuss solutions, agree common goals and unlock opportunities for collaboration.

CHINESE BIVALVE

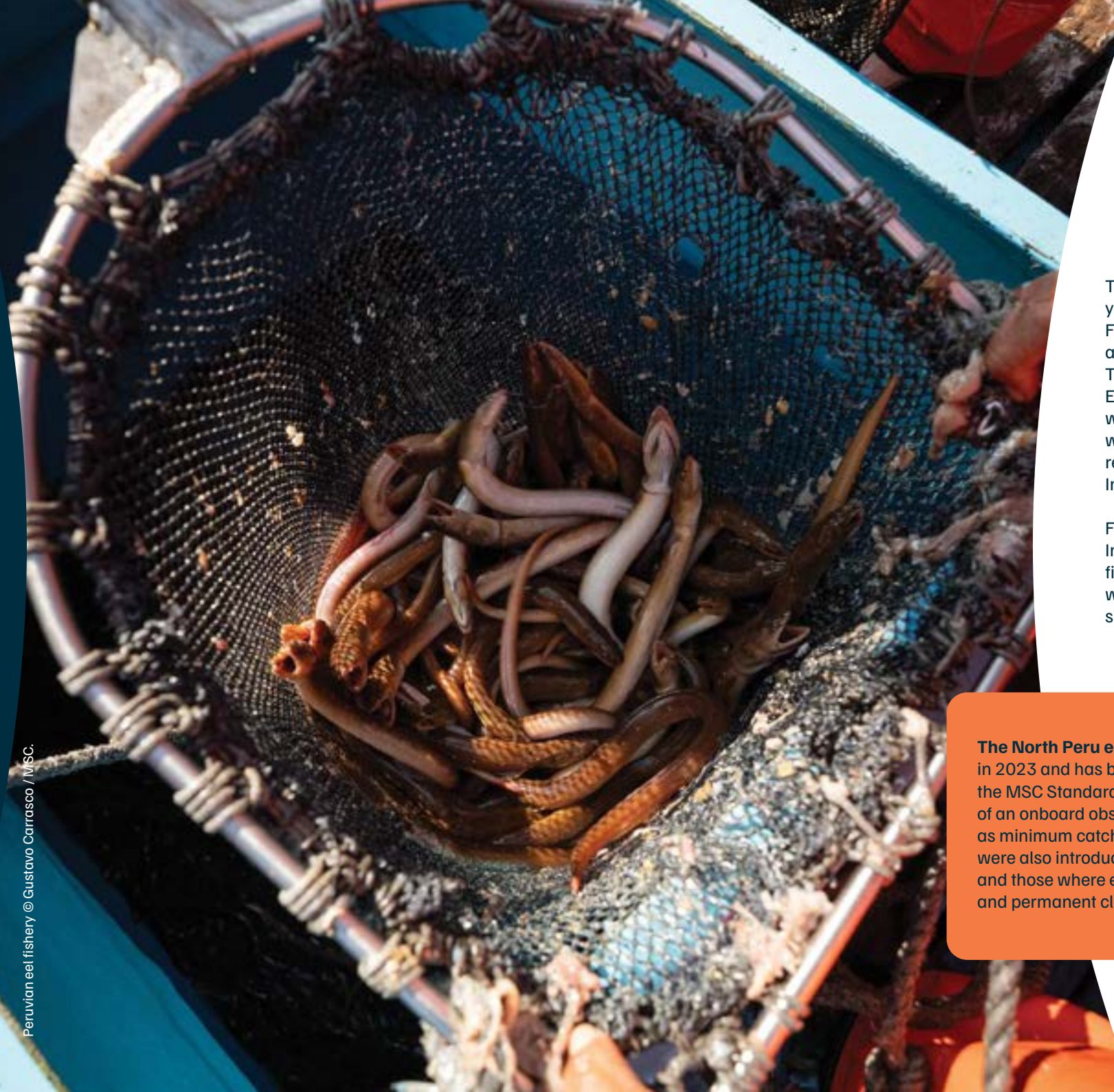
Chinese bivalve fisheries have received funds from the Ocean Stewardship Fund to make improvements. China is the world's largest producer of bivalves, including clams, scallops, oysters and mussels. As well as their economic importance, these species play an important role in marine food webs and ecosystems – for example, clams in the Yellow Sea are a critical food source for millions of migratory birds.

There is already one certified bivalve fishery in China. In 2025, the Ocean Stewardship Fund supported a sustainability baseline and gap analysis for seven others. Following the completion of the project, three of these fisheries have entered assessment, while two others have launched formally structured improvement projects. Several more Chinese bivalve fisheries have since expressed an interest in improving their sustainability. The project also helped establish partnerships with research institutes and universities, including Shanghai Ocean University and Zhejiang Marine Fisheries Research Institute, giving fisheries a stronger scientific and technical foundation for future sustainability work.

THE MSC IMPROVEMENT PROGRAM

The MSC Improvement Program, launched in October 2024, supports fisheries that are working towards certification and are committed to entering full assessment within five years. Fisheries in the Improvement Program follow an agreed action plan, and independent assessors regularly review their progress.

Peruvian eel fishery © Gustavo Carrasco / MSC.



There have been some significant developments this year. Three fisheries entered full assessment against the Fisheries Standard – haddock in Scotland, eel in Peru, and red and common octopus in Yucatan, Mexico. The UK nephrops fishery became the second northern European fishery to join the MSC Improvement Program, while the red shrimp trawl fishery in Palamós, Spain was the first from the Mediterranean. Indonesia is a key region, with seven fisheries participating in the MSC Improvement Program.

Fisheries in several new countries joined the MSC Improvement Program this year: the mahi mahi longline fishery in Ecuador, the Lake Winnipeg North Basin walleye and lake whitefish fisheries in Canada, and skipjack tuna purse seine in Vietnam.

The North Peru eel trap fishery entered the MSC Improvement Program in 2023 and has been making measurable progress towards meeting the MSC Standard. Key developments have included the implementation of an onboard observer program and stricter fisheries regulations such as minimum catch sizes and gear restrictions. Management measures were also introduced to protect areas with high levels of young eels and those where eels reproduce. This includes rotating 'resting' zones, and permanent closures of critical habitats such as mangroves.

PROGRESS IN THE MARKET

As our retail and supply chain partners grow their market share, consumers have more opportunities to choose sustainable seafood that supports a healthy ocean. We saw strong growth this year: the volume of MSC labelled seafood sold increased by more than 10%, reaching a new milestone of 1.5 million tonnes, while total sales value passed \$16 billion for the first time.

SPECIES GROWTH

While whitefish continues to represent the greatest volume in the Program, tuna remains the biggest driver of growth, with 100,000 tonnes more MSC labelled tuna sold compared to last year – a 30% increase. Crab and lobster, though they account for a much smaller volume, also grew dramatically: MSC labelled crab sales doubled in the US and increased by 50% worldwide, while lobster saw a 40% increase thanks to strong demand in Europe, the US and Japan. Sales of MSC labelled European sardines nearly doubled, while Chilean jack mackerel also grew significantly.



PET FOOD PARTNERSHIPS

There continued to be strong growth in the pet food category. We announced a major new partnership with Nestlé Purina PetCare, which launched over 100 MSC labelled products across Europe in its Gourmet Perle range. More than 130,000 tonnes of pet food is now sold with the MSC label. The use of offcuts and trimmings reduces waste and adds value for certified fisheries.

UK MILESTONES

Sustainable seafood sales in the UK and Ireland, already a leading market globally, have grown by an impressive 12% this year, with shoppers spending £1.9 billion on 213,000 tonnes of MSC labelled seafood. Over 1,750 wild-caught seafood products now carry the MSC label in stores across the UK and Ireland, up from nearly 1,620 the previous year. Supermarket chain Iceland Foods became the first frozen food retailer in the world to source 100% of its own-brand wild seafood from MSC certified fisheries.

EXPORTS SPUR DOMESTIC GROWTH

The MSC label is starting to appear in countries that have traditionally exported certified seafood. In Ecuador, tuna exporter Nirsa has launched MSC labelled canned tuna for the domestic market. In Chile, jack mackerel supplier Camanchaca now sells MSC labelled products locally and is raising consumer awareness in the country.



Wash Brown shrimp fishery, UK © Hannah Maule-finen / MSC

12%

growth in shoppers buying MSC labelled seafood this year in the UK and Ireland

100%

increase in MSC labelled crab sold in the USA

30%

increase in MSC labelled tuna sold worldwide compared to last year

RAISING AWARENESS

We are working with partners around the world to demonstrate why sustainable fishing matters and to inspire millions of consumers to choose MSC labelled seafood.



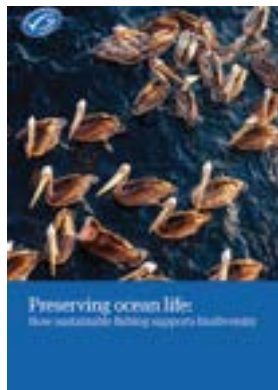
Simon Cripps. Head of NGO engagement at the MSC © MSC.

UN OCEAN CONFERENCE

To highlight the role of sustainable fisheries in global ocean management, the MSC participated in the UN Ocean Conference in Nice in June – a pivotal event bringing together over 15,000 participants including more than 60 heads of state and government. We convened several side events, including a well-attended panel discussion, *Towards a Blue Food Future*, on the importance of sustainable seafood for food security. These helped ensure that sustainable fisheries were represented in the conversation and recognised as part of the solution.

PRESERVING OCEAN LIFE

To coincide with the UN Ocean Conference, we launched our first biodiversity impact report showing how sustainable fisheries are helping to preserve marine life and protect ecosystems. *Preserving Ocean Life* highlighted nine case studies of fisheries engaged with the MSC that are finding innovative ways to protect biodiversity – from avoiding bycatch of turtles, albatrosses, porpoises and sharks to securing food sources for migratory birds.



Biodiversity report - Preserving Ocean Life © MSC.



UK Sustainable Seafood campaign

MARKETING AND CONSUMER AWARENESS

Everyone can make a difference to the ocean through the purchasing choices they make. Building consumer awareness and understanding of sustainable seafood is a critical part of our work. We've run marketing and awareness campaigns in multiple countries and online, reaching millions of consumers around the world.

50+

marketing campaigns in 26 countries

NEARLY

700,000

followers on MSC social media channels

333

million + impressions – the number of times MSC content was displayed to users

“These inspiring stories show that biodiversity protection and sustainable seafood production are two sides of the same coin.”

Ambassador Peter Thomson, United Nations Secretary-General's Special Envoy for the Ocean

On the MSC's biodiversity report, *Preserving Ocean Life*

WORLD OCEAN DAY 2025

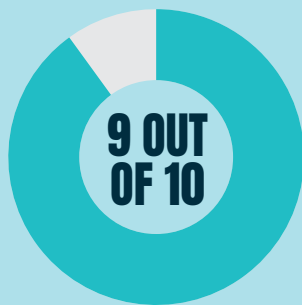
On June 8th, the MSC marks World Ocean Day to celebrate our ocean and highlight the importance of sustainable fishing. This year's campaign ran simultaneously in 25 countries, supported by over 300 partners, including retailers, seafood brands, schools and aquariums, as well as over 80 ambassadors and online influencers. Our social media videos, produced in 15 languages, were seen by more than 56 million people, and the campaign received more than 300 pieces of mainstream media coverage.

SEAFOOD CONSUMER INSIGHTS

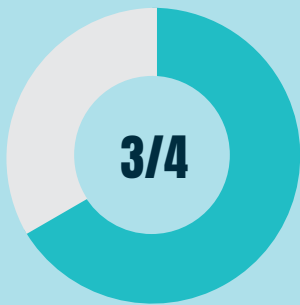
Every two years, we commission the largest seafood consumer survey in the world with research partner GlobeScan. The 2026 edition polled over 30,000 consumers (of whom 20,000 are seafood consumers) in 23 markets worldwide. The survey provides valuable insights into how consumers view ocean issues and sustainable seafood.

SETTING THE SCENE

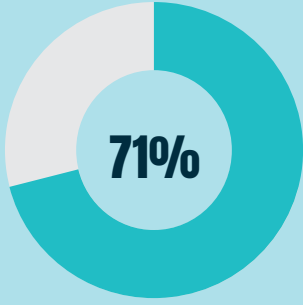
Despite a turbulent environment over the past few years, consumer interest in how food is produced and awareness of sustainability have continued to increase.



feel worried about the state of the world's oceans. (89% in 2022)



believe sustainability labelling needs to be from an independent organisation.



want to know that the fish they buy can be traced back to a known and trusted source. (69% in 2022)

HOW SEAFOOD CONSUMERS ARE EVOLVING



Concern about the ocean remains high, but people feel increasingly uncertain that the problems can be solved.



Consumers are increasingly sceptical of sustainability claims and want clear, independent proof at the point of choice.



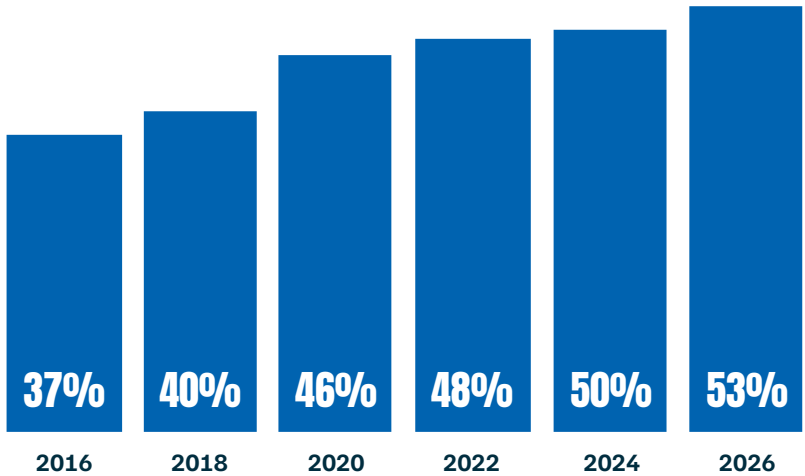
Consumers are settling into flexitarian diets, with seafood well placed as a flexible, healthier source of protein when it is affordable and easy to choose.



Ecolabels matter more than ever, with awareness, trust and purchases of labelled products all increasing. The MSC continues to perform strongly on credibility, standards and reassurance.



AWARENESS OF MSC LABEL



MSC UNDERSTANDING

↑ 42%

MSC TRUST

↑ 81%

“Amidst a challenging consumer landscape, the MSC ecolabel is more trusted than ever and continues to be an important consideration at point of purchase. Consumers rely on the blue fish label to make sustainable seafood choices that help protect the ocean.”

Richard Stobart,
Head of Marketing, MSC

SPECIES FOCUS

Fisheries engaged in the MSC Program target almost 200 species of fish and marine invertebrates. Some species, like pollock and skipjack tuna, support huge fisheries with over a million tonnes harvested every year, providing employment for thousands of people and sustainable healthy protein for millions of others. Other species might be caught by only a handful of fishers in a single location but are just as critical to people's livelihoods.

The following pages focus on our priority species groups, where MSC certification has a critical role in supporting livelihoods, food security and the marine environment.

187

certified species engaged in MSC Programs

72%

of commercial whitefish catch is MSC engaged*

62%

of commercial tuna 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 2026, compared with figures taken from FAO, 2024.



Namibia hake trawl and longline fishery
© MSC / Joshua Ihlenfeldt

“Since the first certification, we have gained access to several new, high-value markets and are known in Europe, and elsewhere, for our quality hake, and good environmental and ethical practices.”

Tristan Przybylski,
Seawork Fish Processors

WHITEFISH

Nearly three-quarters of the global whitefish catch is now MSC certified, with species such as cod, haddock, pollock, saithe, and hake carrying the MSC label. Whitefish accounts for almost 40% of the total volume of seafood engaged in the MSC Program.

NAMIBIAN HAKE

Namibia's hake trawl and longline fishery – the second fishery in Africa to achieve MSC certification – was recertified in January 2026. The fishery has taken significant steps to improve stock assessments, evaluate risks to sensitive habitats, and reduce impacts on seals and seabirds.

7%

of Namibia's GDP comes from the fishing industry, with the hake fishery standing as one of the country's most important fisheries.

SABLEFISH

Sablefish is another new certified sustainable species on the menu in Canada, after the Pacific Halibut Management Association in British Columbia achieved MSC certification for the sablefish caught by its licensed vessels. The fishery, which uses longlines and causes minimal damage to the seabed, is part of an integrated groundfish management programme that holistically manages more than 50 species to reduce bycatch and discards.

PATAGONIAN TOOTHFISH

Réunion Pêche Australe, a company based on the island of Réunion, has achieved MSC certification for its Patagonian toothfish sustainably caught around the sub-Antarctic Crozet and Kerguelen Islands. As well as ensuring sustainable stock management, the fishery has a closed season to protect threatened white-chinned petrels and protocols for avoiding orcas and other marine mammals.

TUNA

AUSTRALIAN SOUTHERN BLUEFIN TUNA

All commercial fishing of southern bluefin tuna in Australia is now certified as sustainable. Following the historic certification of the Australian Southern Bluefin Tuna Industry Association's purse seine fishery, Tuna Australia's longline and minor line fisheries achieved MSC certification last year – a significant milestone for a sought-after species once severely overfished.

GHANA

The Ghana Tuna Association's purse seine and pole-and-line tuna fleets received MSC certification in January 2026. The fleets target skipjack and yellowfin tuna in the Atlantic high seas and the waters of Ghana, Côte d'Ivoire, Benin and Liberia. It's an important development for West Africa, following on from the 2024 certification of the CAPSEN and Grand Bleu fishery harvesting Atlantic tuna off Senegal.

CANNED TUNA

Canned tuna sales are booming in several markets. Nearly two-thirds of all tuna sold this year in UK supermarkets, by volume, carried the blue MSC ecolabel – almost all of this is canned.

In Australia, around 70% of canned tuna now carries the MSC label – meaning Australians buy around 100 million cans of MSC labelled tuna every year.

John West led the way, achieving certification across its range in 2012, and major retailers like Coles, Woolworths and Aldi have committed to labelling all their canned tuna. An impressive 15 brands now display the MSC label.

SMALL PELAGICS

AQUAFEED

As aquaculture grows, so does demand for fish for feed. To ensure the ocean's health, it's vital that this comes from sustainable sources. The Aquaculture Stewardship Council (ASC) recognises MSC certification as the highest standard for environmentally sustainable wild fish ingredients in its certified feed. Since 2026, fisheries engaged in the MSC Improvement Program are also recognised in the ASC Feed Standard.

MAURITANIA

We've joined forces with government, industry and research partners in Mauritania to move the country's small pelagics fishery toward sustainability. Fishing is vital to the West African country's economy, accounting for up to 10% of GDP and supporting 55,000 jobs. The joint action plan aims to improve management practices, strengthen understanding of the target species and their role in the ecosystem, and minimise impacts on other species.

CHINA

The Huasheng Japanese anchovy fishery in the East China Sea was certified to the MSC Standard June 2026 (outside the period this report covers). It's a journey that began in 2017, when the fishery received a grant from the Ocean Stewardship Fund to support a pre-assessment. The drive for certification comes from demand for sustainably sourced seafood from Japanese consumers as well as the domestic Chinese market.

84%

of Mauritania's total catch across all species in 2025 came from its small pelagics fishery, now the focus of a new sustainability action plan.

SALMON AND LOBSTER

SALMON IN BRITISH COLUMBIA

The First Nations-led fishery, Walcan Quinsam River pink salmon fishery in British Columbia, Canada, achieved certification in March 2026. It is the only salmon fishery in British Columbia currently certified to the MSC Standard, providing a new source of certified environmentally sustainable Canadian seafood for local and global markets.

CANADIAN LOBSTER

Historic Canadian lobster fisheries in New Brunswick, Nova Scotia and Prince Edward Island have joined together to form one of the world’s largest certified fisheries by landings. Previously certified as separate units, the combined fishery completed a successful reassessment in February 2026. This followed new measures by Canada Department of Fisheries and Oceans to significantly reduce whale encounters.



Alaska salmon, USA © Kendall Rock



Argentine red shrimp fishery © Argentine red shrimp fishery

PRAWN, SHRIMP AND CRAB

ARGENTINE RED SHRIMP

A year after the certification of Argentina’s inshore red shrimp fishery, the offshore component has also become MSC certified. The red shrimp fishery is an important part of Argentina’s economy. It’s the biggest fishery in the country by export value, generating over US\$1 billion per year. The offshore fleet is the largest in the sector, and the certification represents a long-term collaborative effort involving 34 companies.

140,000 tonnes of red shrimp harvested by Argentina’s fishery in 2024.

MEDITERRANEAN SHRIMP

Palamós blue and red shrimp trawl fishery in Spain became the first Mediterranean fishery to join the MSC Improvement Program. The fishery has been working with the MSC for a decade to improve its performance and is making strong progress towards the MSC Standard. This has included modifying gear to minimise impacts on sea-floor habitats, carrying out scientific research to strengthen its harvest strategy, and collaborating in a project to rebuild seabed corals affected by bottom trawling.

CRAB DEMAND GROWING

There has been growing momentum for ecolabelled crab in the US market, with sales doubling over the past year. This has been driven primarily by the introduction and expansion of two key brands: Aldi’s Frozen Snow Crab Clusters and the new ITC branded Olivia range. This growth is largely supported by two certified crab fisheries: snow crab and Louisiana blue crab.

BIVALVES AND SEAWEED

MOZUKU SEAWEED IN JAPAN

Seaweed is a nutrient-rich, dietary staple in Japan. Given its popularity, it's important it's sustainably managed. Mozuku seaweed producers in Okinawa entered the assessment process for certification to the ASC-MSC Seaweed Standard in 2025. The move reflects growing momentum for responsible seaweed farming in Japan and the role it plays in sustainable food systems.

“Joining the ASC-MSC Seaweed Program is an important step for the future of Okinawa mozuku. We have worked closely with producers to protect the unique marine environment of our island while continuing to cultivate high-quality seaweed through responsible aquaculture. We hope this effort will help preserve Okinawa mozuku for future generations and introduce more people around the world to sustainably farmed seaweed.”

Atsushi Kuroshima,
Executive Officer of Churayuna Co., Ltd.



NORMANDY SCALLOPS

The Baie de Seine scallop fishery in Normandy, France, achieved MSC certification in November 2025. Celebrated in French as coquilles Saint-Jacques, scallops are a popular delicacy and important to the local coastal economy. The certification is the culmination of a 30-year collective effort to secure a sustainable future for the artisanal fishery, with annual scientific stock surveys supporting rigorous management.

“This [MSC] label is a symbol of pride and a turning point. It rewards 30 years of collective work and exemplary management. The hardest part was getting everyone on board, but today we are proving that quality and sustainability go hand in hand. Scallops are our lifeblood, we can't afford to make mistakes.”

Dimitri Rogoff,
President of the Normandy Regional Fisheries Committee

OCTOPUS AND SQUID

MEXICO OCTOPUS

Mexico's Yucatan red and common octopus fishery entered full assessment in December 2025. Following a period in the MSC Improvement Program, the fishery received a grant from the Ocean Stewardship Fund in 2022 to enable it to prepare for assessment against the MSC Standard. One of the most important fisheries in Mexico, and one of the largest worldwide, the fishery supports more than 15,000 jobs.

PERU JUMBO FLYING SQUID

The Peruvian giant squid fishery, the country's second largest fishery, joined the MSC Improvement Program in 2025. Located off South America's west coast, it's the world's largest squid fishery, accounting for around 30% of global squid harvest.

Significant improvements have already been made in management, addressing illegal, unreported and unregulated (IUU) fishing, and setting science-based harvest limits. The fishery is working towards achieving certification within five years.

4,500+

artisanal fishing vessels harvest jumbo flying squid in Peru's fishery, making an important contribution to the national economy.



Red and common octopus fishery, Yucatan Peninsula, Mexico © Carlos Aguilera

SPECIES IN NUMBERS

Shoal of fish © iStock

	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	5,888,000	225	72.3	148	20	92	16	20	706,750
TUNA	3,675,000	229	62.3	248	39	93	72	44	426,339
SALMON	567,000	49	N/A ^{***}	71	2	15	42	13	95,495
SMALL PELAGICS	3,531,000	40	13.7	37	4	11	18	4	87,374
LOBSTER	141,000	24	46.2	27	2	8	7	10	5,001
PRAWN & SHRIMP	484,000	44	15.9	36	4	8	12	12	46,649
CRAB	137,000	34	8	21	1	8	11	1	3,396
BIVALVES	624,000	55	31.4	39	7	10	9	13	50,706
SEAWEED [†]	44,353	78	N/A	N/A	N/A	N/A	N/A	N/A	N/A
OCTOPUS	4,000	4	1	3	0	2	1	0	144
SQUID	264,000	5	9.4	4	1	0	3	0	3,067

^{*}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 2026, 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.

^{***}Percentage of wild caught salmon from MSC fisheries unavailable due to variations in scope and methodologies used between FAO and MSC

[†]Seaweed is measured in Production Volume instead of catch, and Production Units instead of fisheries.

OUR FINANCES 25/26

The summarised financial information presented here has been extracted from the full statutory Trustees' Annual Report and Financial Statements, which were approved by the Trustees on 28th July 2026.

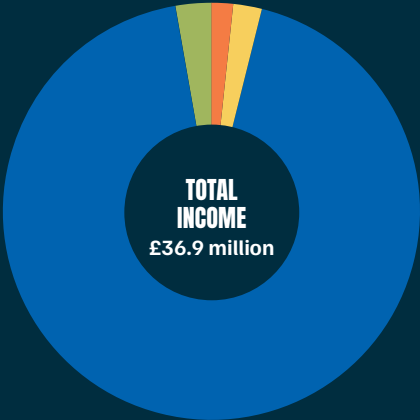
An unqualified audit opinion on the full statutory Trustees' Annual Report and Financial Statements was issued by our auditors, Crowe U.K. LLP, on 12th August 2026.

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 31st March 2026.

Giles Bolton
Chair, MSC Board of Trustees
12th August 2026

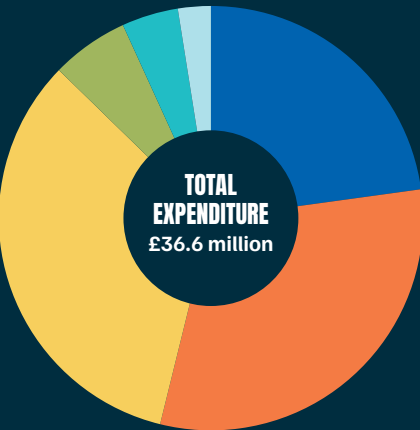
£46.62 MILLION
TOTAL FUNDS AT 31ST MARCH 2026
COMPARED WITH TOTAL FUNDS OF £44.56 MILLION ON 31ST MARCH 2025

Other gains and losses in the year not shown under income or expenditure amounted to a gain of £1.9 million



WHERE THE MONEY COMES FROM

- 1.9% Donations and legacies
- 2.2% Other trading activities
- 93.2% Income from charitable activities (logo licensing)
- 2.7% Income from investments



WHERE THE MONEY GOES TO

- 22.8% Policy and maintenance of the Standard
- 31.1% Education and awareness
- 33.4% Commercial and fisheries servicing and outreach
- 5.9% Logo licensing
- 4.3% Ocean Stewardship Fund
- 2.5% Expenditure on raising funds

SUPPORT FROM FUNDERS

The MSC is very grateful to all our charitable funders 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; the A.G. Leventis Foundation; the Remmer Family Foundation; Triad Foundation, and Holzer Family Foundation. Our capital markets programme receives generous support from the ISEAL Innovations Fund and the Walton Family Foundation, and our work with The Seafood Certification and Ratings Collaboration is supported through the Aquaculture Stewardship Council.

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 the Food and Agriculture Organization of United Nations (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.

The MSC Ocean Stewardship Fund continues to support and monitor the progress of projects supported by generous grants in previous years made with support of the Hans Wilsdorf Foundation, the MAVA Foundation to help small-scale fisheries in the Mediterranean and West Africa; from the Walton Family Foundation to establish a loan guarantee facility. We would also like to thank Carrefour Italy and Delicieux for their generous support towards research projects that completed in 2025/2026.

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
- A.G. Leventis Foundation
- The Fishmongers' Company's Charitable Trust
- MAVA Fondation Pour la Nature (Switzerland)
- Hans Wilsdorf Foundation (Switzerland)

Statutory Bodies

- Defra
- Global Environment Facility via the FAO
- European Commission (Horizon Europe)

Corporate Partners

- Project UK (multiple partners and supporters)
- Project BluFish Italy (multiple partners)



Giles Bolton
MSC Board of Trustees Chair
Marine Stewardship Council

A NOTE FROM OUR CHAIR

Giles Bolton, MSC board chair © Hugo Philpott

The MSC plays a remarkably influential role in global ocean governance. Our Standard sets a benchmark for what sustainable fisheries management looks like, which is why getting it right is so important. Given the ongoing hard work that our teams and stakeholders continue to put in to revise our Fisheries Standard 3.0, I'm confident that the final result will reflect both robust science and the practical realities on the water.

Beyond the MSC, the BBNJ Agreement, commonly known as the High Seas Treaty, that was ratified in September 2025 is a huge opportunity for global progress. Scientific rigour, collaboration and the experiences of fisheries will be crucial to its success. We welcome this milestone towards the conservation and sustainable use of marine biodiversity, and are keen to work with our partners to support its successful implementation.

The High Seas Treaty represents a welcome example of international cooperation in an increasingly volatile world. Sustainable fisheries management depends on committed, ongoing collaboration. Geopolitical instability, wars and trade tariffs can have a direct impact on fisheries, supply chains and consumers, and we are committed to doing all we can to provide our partners with the support and stability they need. Stability is also increasingly important in the face of global warming, with many of MSC's fishing partners already seeing first-hand the impacts on fish stocks. As these changes continue, multilateral cooperation to adapt and update fishing agreements will be vital. The MSC's research in this field will help build understanding and support effective responses to these emerging challenges.

Like so many others, this year we have also been advancing our understanding of the opportunities and risks of artificial intelligence, which offers significant potential for innovation in data collection, traceability, assurance and other areas.

In addressing all these issues, we are fortunate to have a truly global Board of Trustees. The Board's January meeting in Japan was a particular highlight for me, providing important insights into the Asian market, which accounts for around 70% of global seafood consumption. We are also fortunate to be able to draw on the expertise and experience of our Technical Advisory Board and Stakeholder Advisory Council. Their input, along with the commitment of our partners and the hard work of all our staff worldwide, is critical to the MSC's ongoing influence and impact.

GOVERNANCE

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 | Dr Darian McBain |
| Ms Birgit Cameron | Mr Eddy Njoroge |
| Mr Kristjan Th. Davidsson | Dr Kevin Stokes |
| Ms Maria Damanaki | Dr Sergio Espejo Yaksic |
| Ms Mikel Durham | |

MSC 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
Thank you to departing member: 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 Johann Augustyn (South Africa)
Dr Florian Baumann (Germany)
Ms Adriana Fabra (Spain)
Dr Héctor Martín Fernández Álvarez (Spain)
Ms Alison Friel (UK)
Dr Nicolas Gutierrez (Italy)
Ms Celeste Leroux (USA)
Mr José Augusto Pinto de Abreu (Brazil)
Dr Victor Restrepo (USA)
Dr Keith Sainsbury (Australia)
Dr Dale Squires (USA)
Ms Michèle Stark (Switzerland)
Dr Chris Zimmermann (Germany)

Thank you to departing member: Mr Adam Swan (UK)

Membership is correct as of 31st March 2026

Images: MSC board member, Mikel Durham © Hugo Philpott
Dr Rebecca Lent (USA), Technical Advisory Board Chair © Hugo Philpott

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.

Image:
Ms Heather Brayford
© Director General WA Department of Fisheries

Ms Heather Brayford – Stakeholder Advisory Council Chair
Government of Western Australia, Department of Primary Industries and Regional Development, Australia

Ms Bernadette Butfield
Senior Policy Officer, UK Marine team, RSPB and BirdLife International, United Kingdom

Dr Eric Gilman
Director of Environmental Sustainability, Liancheng Overseas Fisheries Group, China/USA

Ms Kristina Guldbaek
Project Manager, Sustainable Fisheries Greenland, Greenland

Mr Marcelo Hidalgo
Chief Operating Officer, FIA, Papua New Guinea, The Netherlands/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 Alexia Morgan
Ocean Wildlife Manager, Sustainable Fisheries Partnership, USA

Dr Tom Pickerell
Director, Ocean Program – World Resources Institute, United Kingdom

Mr Gabriel Quijandria
Regional Director, South America, International Union for Conservation of Nature, Ecuador

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

Ms Mod Talawat
Managing Director, Sea Purpose Co., Ltd., Thailand

Mr Miguel Angel Tordesillas
Non-Executive Chairman of NovaNam (Pty) Ltd Namibia and Nueva Pescanova South Africa (Pty) Ltd South Africa, as well as a Non-Executive Director of both companies, Namibia

Thank you to departing members:

Mr Damien Bell
BellBuoy Seafoods, Australia

Mr Christian Haller
CR-Manager, ALDI Nord, Germany

Dr María José Espinosa Romero
National Commission for Aquaculture and Fisheries, Mexico

Membership is correct as of 31st March 2026



Bến Tre hand gathered clam fishery © MSC / Saigon Loca



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All data in this report is correct as of 31st March 2026, unless otherwise stated. The reporting year is 1st April 2025 to 31st March 2026



Scan the QR code to read the full digital version of the MSC Annual Report 2025-26, including supplementary information.

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Registered Company number: 3322023

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Non profit status: Registered with ACNC
Registered Company number:
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ACN: 102 397 839

OUR MSC OFFICES

Brussels Belgium and Luxembourg

Beijing and Qingdao

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

Stockholm Sweden

Tokyo Japan

Toronto Canada

Warsaw Poland and Central Europe

The MSC also has a presence in

Kerala India

Nouakchott Mauritania

Mexico City Mexico

Moscow Russia

Singapore