



**8 YEARS TO
SAVE OUR
OCEAN?**



**THE POWER OF
BUSINESS AS A
LEVER FOR CHANGE**

SEAFOOD FUTURES FORUM 2022

AGENDA:

8 YEARS TO SAVE OUR OCEAN? THE POWER OF BUSINESS AS A LEVER FOR CHANGE



09:00 - Video address by Peter Thomson, UN Secretary-General's Special Envoy for the Ocean

09:05 - Opening remarks, Rupert Howes, Chief Executive, MSC

09:10 - Growth in sustainable seafood, Nicolas Guichoux, Chief Program Officer, MSC

09:25 - Keynote presentation, Justin King, leader in consumer-facing business and former CEO of Sainsbury's

09:40 - Moderated panel discussion

10:15 - Q&A

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WELCOME



Rupert Howes, CEO
Marine Stewardship Council

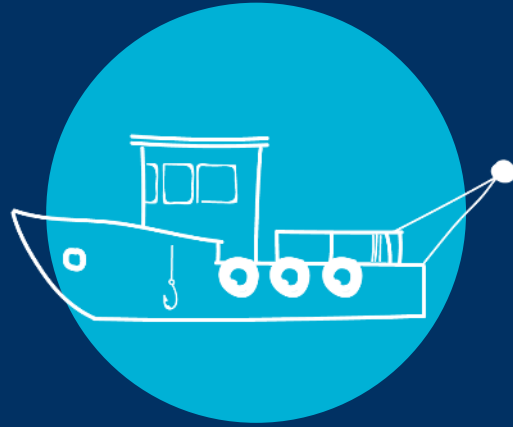


25 YEARS OF PARTNERSHIPS



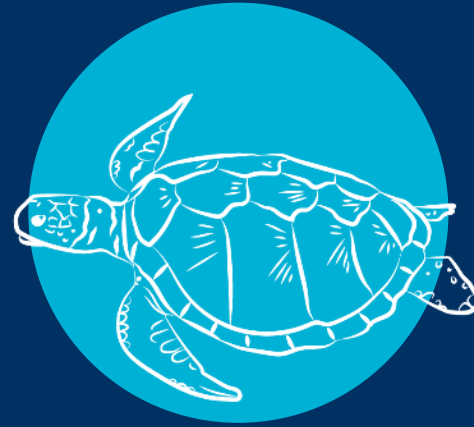
19%

of wild marine
catch engaged



539

fisheries certified



2,000

fishery
improvements made



\$12.9 billion

retail sales value

*engaged = certified suspended and in assessment; certified includes suspended fisheries; Data: fishery data March 2022 and FAO 2019, improvement and market data as of March 2021.

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A MILESTONE YEAR IN WESTERN AUSTRALIA



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OCEAN STEWARDSHIP FUND



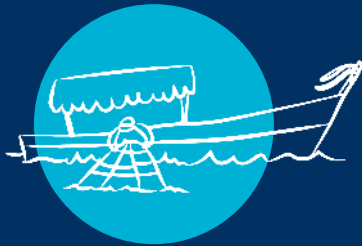
**\$2.8
million**
awarded



**18
countries**
covered



**24 research
projects**



\$1.1 million
developing economy
grants



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DRIVING INNOVATION



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MSC'S STRATEGIC PRIORITIES FOR 2030



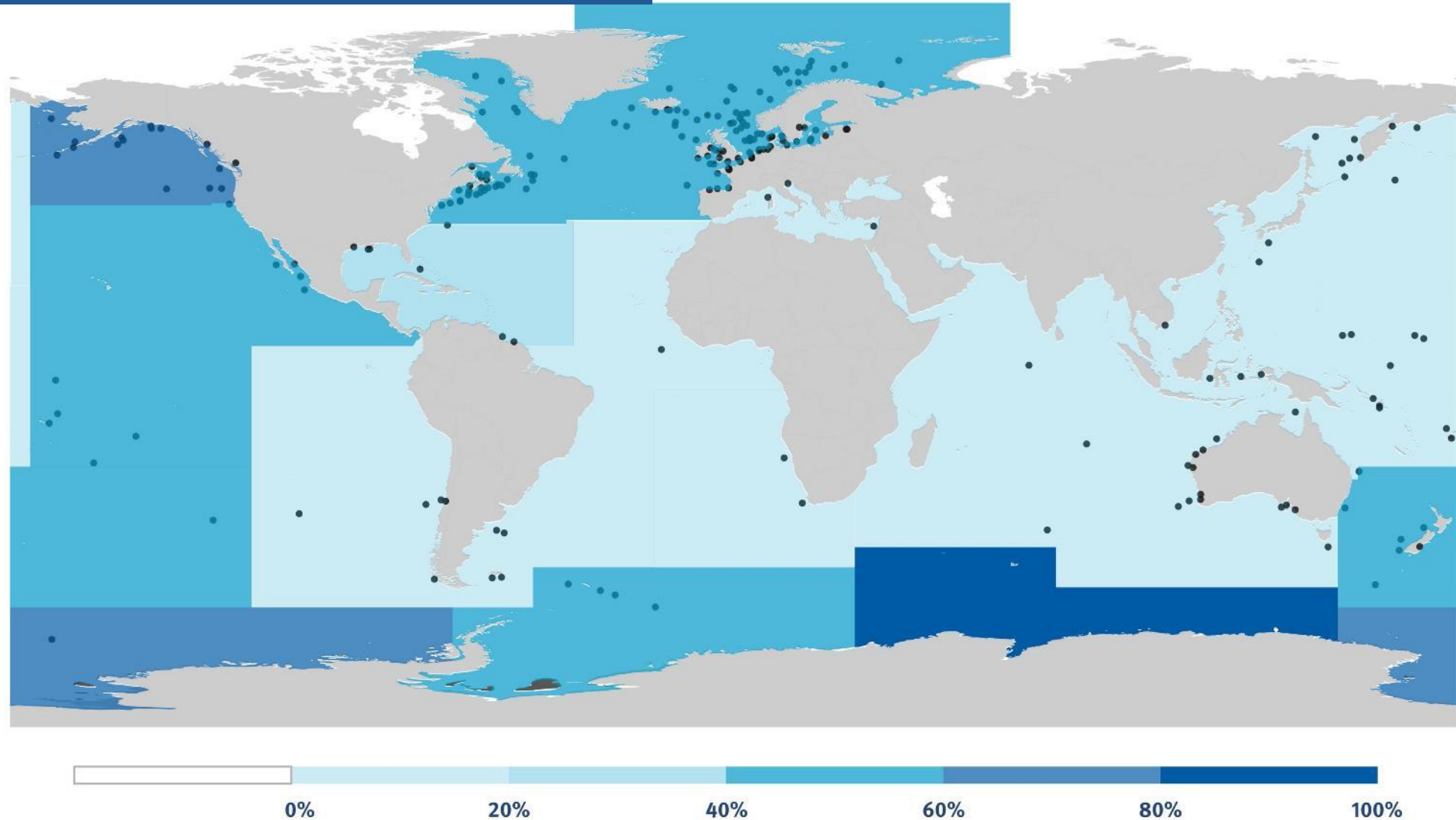


FISHERY AND MARKET INSIGHTS FROM THE MSC



Nicolas Guichoux
Chief Program Officer,
Marine Stewardship Council

MSC'S GLOBAL PROGRAM

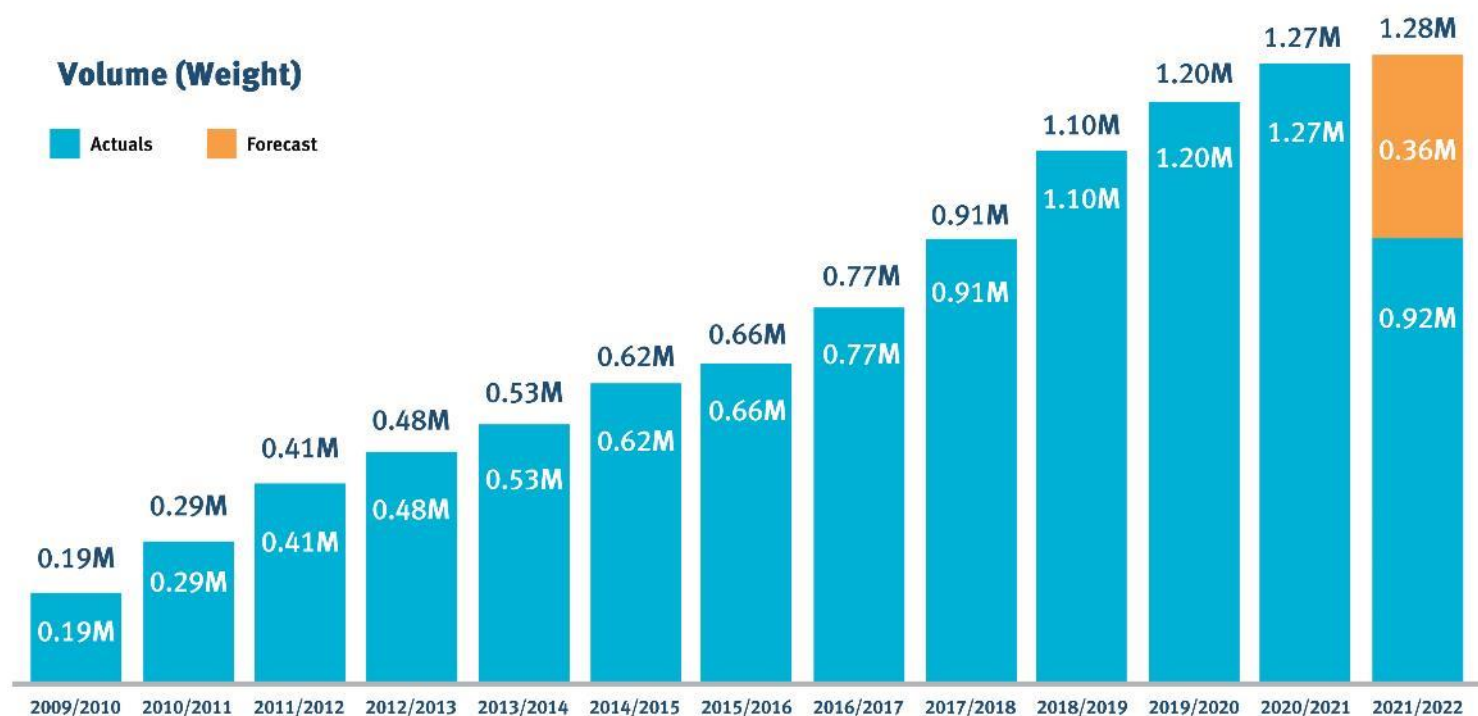


*Proportion of global catch certified including suspended as of March 2021, compared to global marine catch in each major fishing area as of FAO 2018 data.



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NUMBER OF PRODUCTS WITH THE MSC LABEL

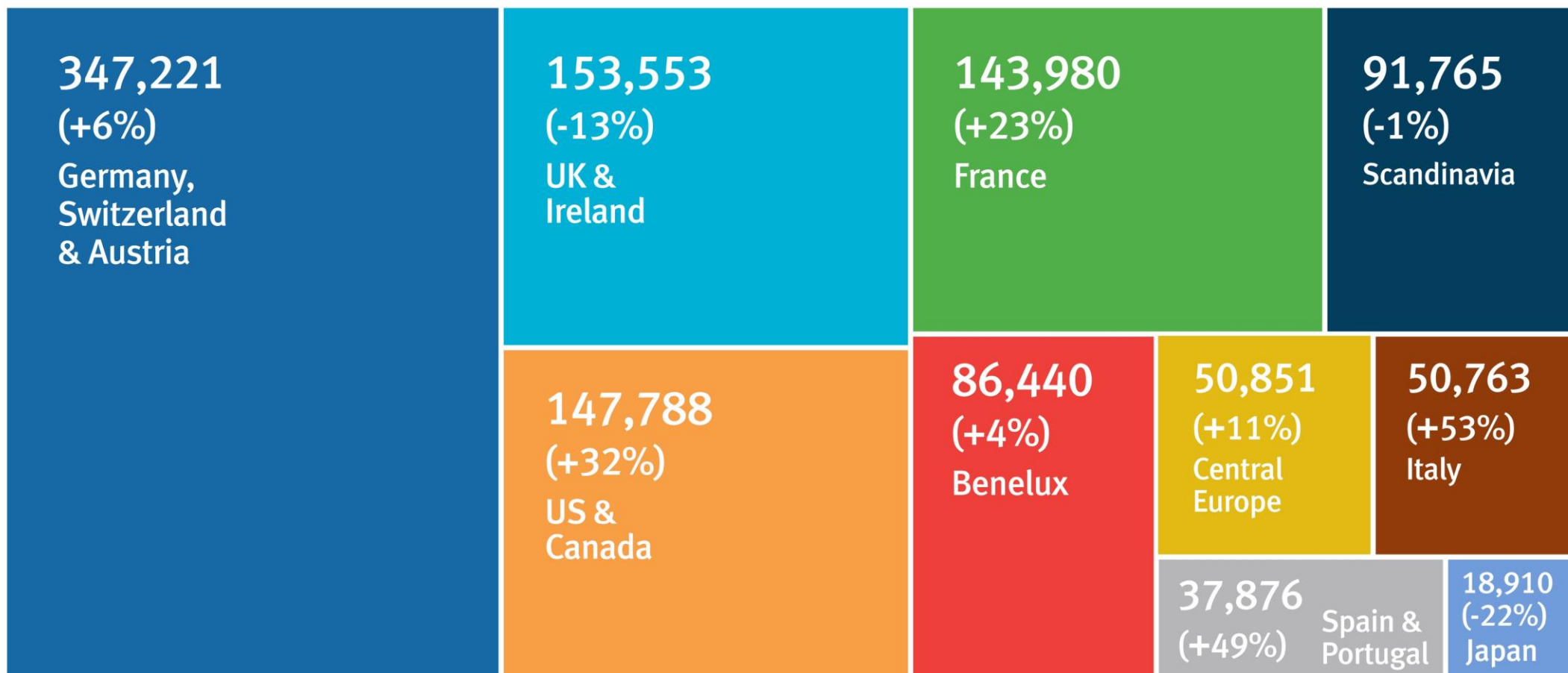


20,000+ products
with the blue MSC label

60+ nations
where consumers can buy MSC
labelled products

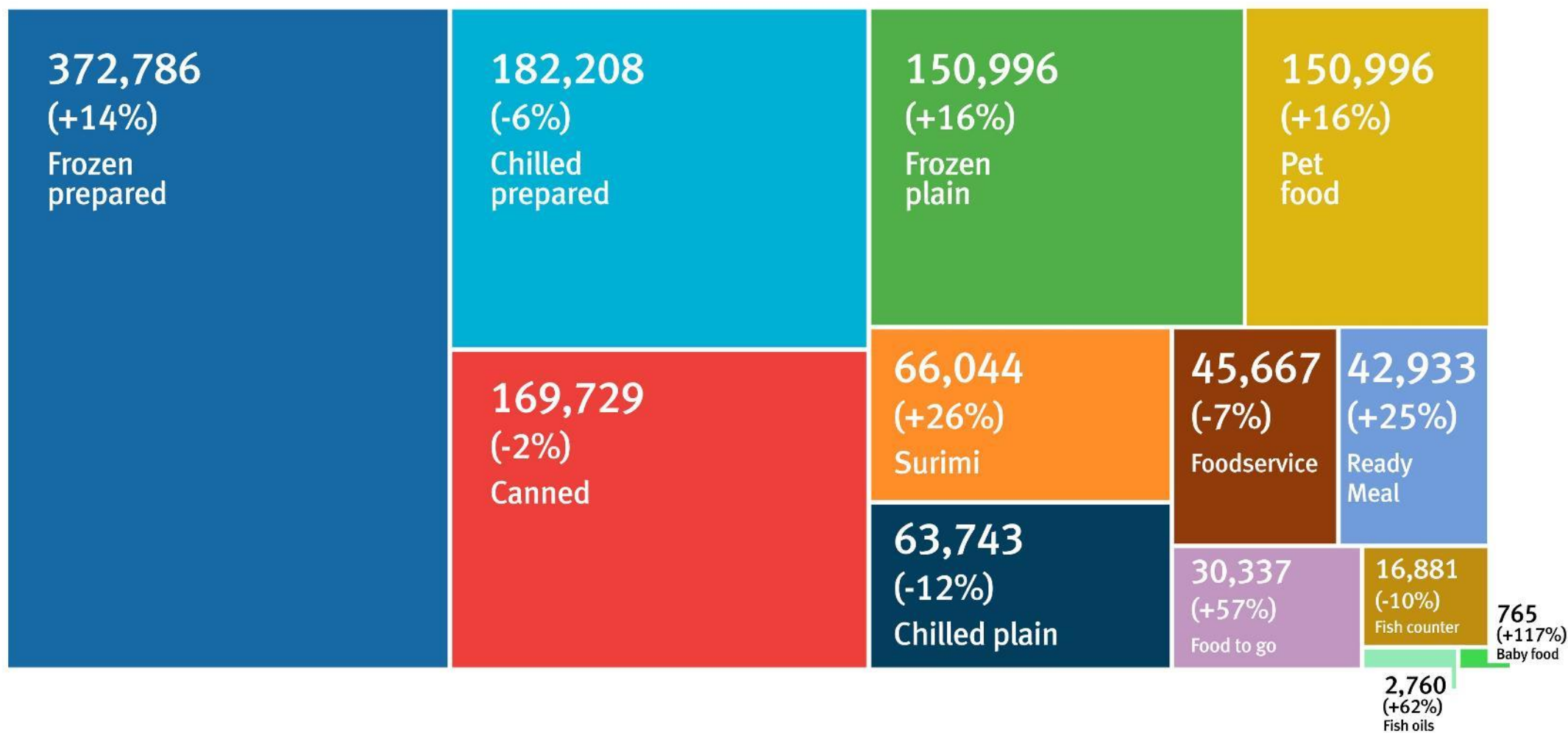
1.28M tonnes
2021-2022 volume of sales forecast

VOLUME OF SALES BY SUBREGION



Volumes in metric tonnes. Data forecasts for 2021/2022, brackets indicate percentage change between 2019/20 and 2021/22.

VOLUME SOLD IN BY PRODUCT TYPE



Actual data reported to 31 March 2021, with forecasts for 2021/2022, brackets indicate percentage change between 2019/20 and 2021/22.



MARKET TRENDS, NEW COMMITMENTS AND CHALLENGES

TUNA

2,810,000

tonnes MSC engaged catch*

124

MSC engaged fisheries

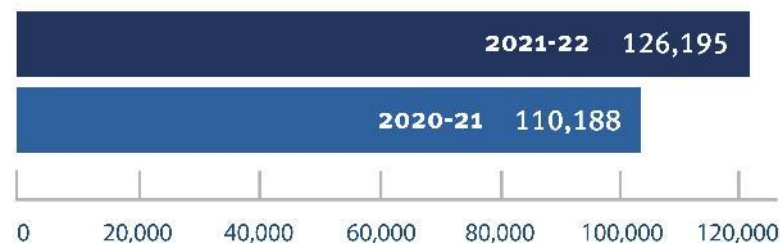
49%

of global wild tuna catch
from MSC engaged fisheries**



Volume of MSC
labelled sales (tonnes)

+ 15%



*engaged means certified, suspended or in assessment to MSC

**as of UN FAO data, 2018

Data correct as of 31 March 2022

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MAJOR TUNA COMMITMENTS



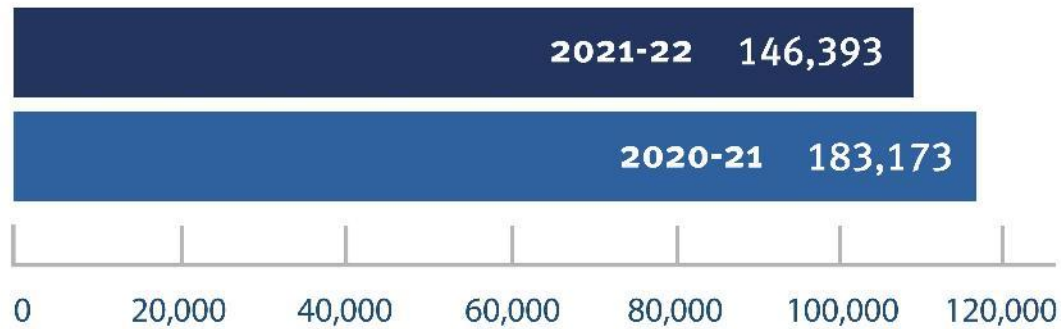
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DROP IN SMALL PELAGICS' SALES



Volume of MSC
labelled sales (tonnes)^

-20%



*engaged means certified, suspended or in assessment to MSC

**as of UN FAO data, 2018

^eco-labelled products largely destined for human consumption, engaged catch more representative of volumes destined for fishmeal/oil and human consumption.



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NORTH EAST ATLANTIC PELAGICS

2021 quotas set above ICES scientific advice by:

+41%

Mackerel

+35%

Atlanto-Scandian herring

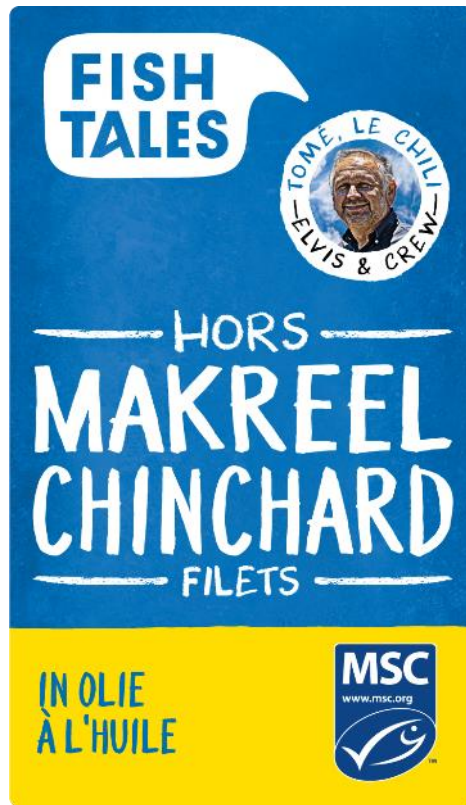
+25%

Blue whiting



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BRANDS TURNING TO CHILEAN JACK MACKEREL



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MORE MSC LABELLED FROZEN WHITE FISH PRODUCTS



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SUPPORT FOR WHITEFISH



"We have supported the Namibian hake trawl and longline fishery on its certification journey for a number of years."

**Stefan Descheemaeker,
CEO of Nomad Foods**

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CONSUMER PERCEPTIONS



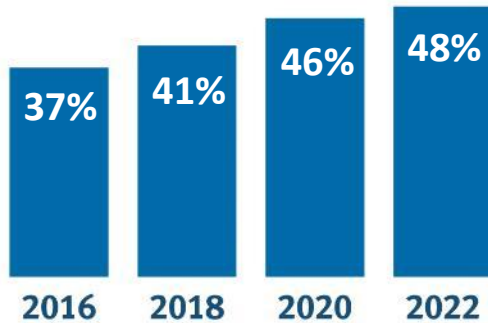
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POSITIVE TRENDS CONTINUE



Awareness

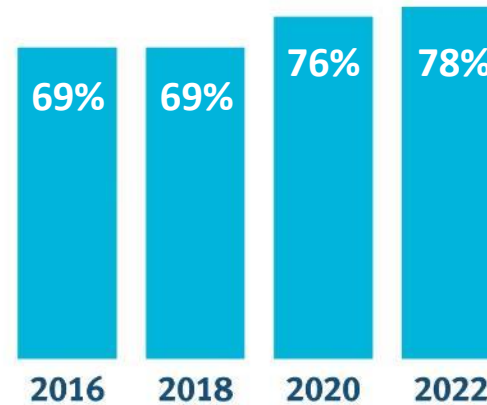
"Seen Often" + "Seen Occasionally"



General population
n = 25,869

Trust

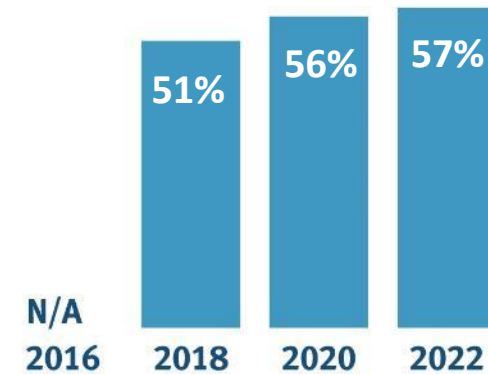
5+6+7 on 7-pt scale



MSC aware seafood consumers
n = 9,826

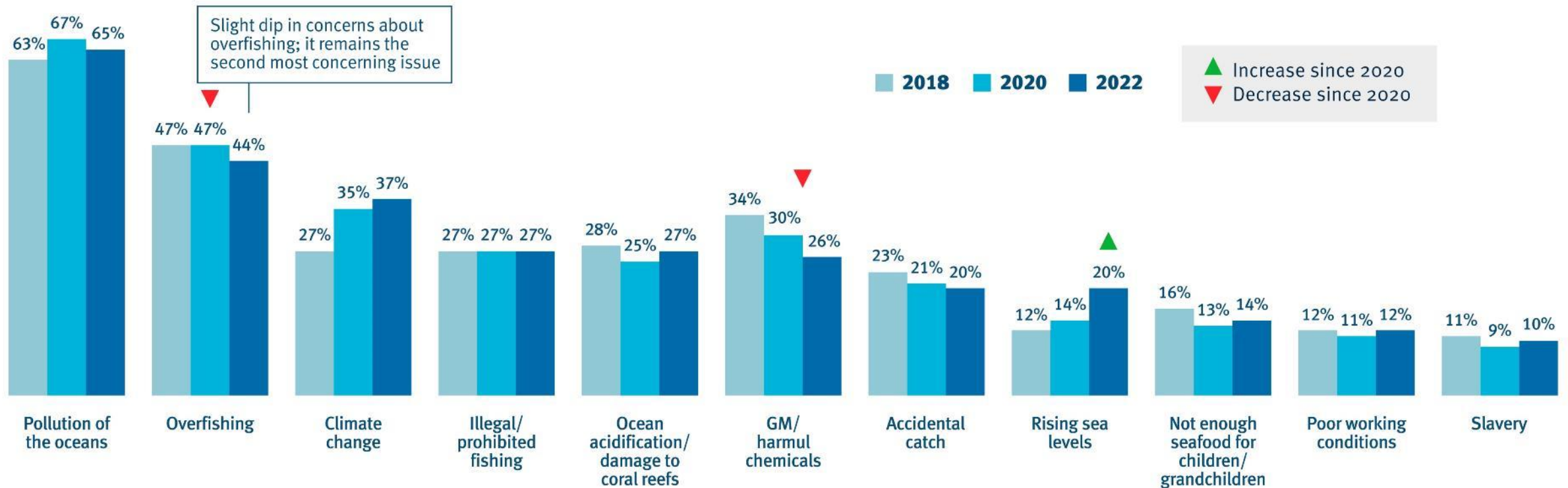
Likelihood to Recommend

"Very likely" + "Likely"



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CONSUMERS' CONCERNS



Base: Seafood consumers, global, $n=20,127$

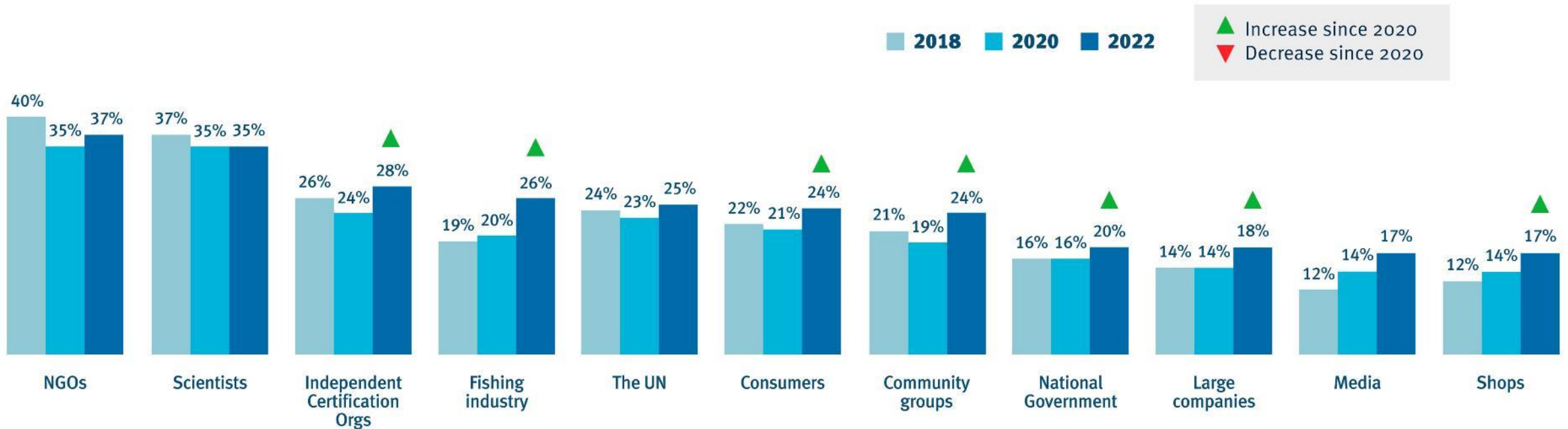
Q11.2: There are many different potential threats to the world's oceans, the wildlife living there, and the people who work there. Which of these potential issues worries you the most?

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PERCEIVED IMPACTS OF DIFFERENT GROUPS



Actors perceived to be contributing “very well” to protecting the ocean environment, top 2 (6+7 on a 7-pt scale)



Base: Seafood consumers, global, $n=20,127$

Q3.1: How well do you think the following groups or institutions are contributing to protecting the world's ocean environment?

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KEYNOTE



Justin King CBE



THE POWER OF BUSINESS IN DRIVING CHANGE

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PANEL DISCUSSION:

8 YEARS TO SAVE OUR OCEAN?
THE POWER OF BUSINESS AS A LEVER FOR CHANGE



Natasja van den Berg,
Moderator

PANEL DISCUSSION

Moderator
Natasja van
den Berg



Justin King
CBE



José Luis Jauregui,
Echebaster
Pesqueras



Michaela Reischl,
Lidl Spain



Minna Epps,
IUCN



Rupert Howes,
MSC

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THANK YOU FOR JOINING
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CONTINUE THE DISCUSSION

Visit ASC and MSC in
Hall 4 at stand 4A401.



17.00 today: "ASC Happy Hour"
offering drinks & refreshments to partners



Talk more to MSC staff



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