

SEAFOOD FUTURES FORUM



**PLANET,
PRICE
& DIET**

**HOW IS
SEAFOOD
STACKING
UP?**

24 APRIL 2024

#SFF2024



WELCOME TO SEAFOOD FUTURES FORUM 2024

Please take your seats

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AGENDA

PLANET, PRICE & DIET HOW IS SEAFOOD STACKING UP?



08:55 – Short film address from Virginijus Sinkevičius, European Commissioner, Environment, Oceans and Fisheries

09:00 – Welcome and introduction, Rupert Howes, Chief Executive, MSC

09:10 – A year of MSC progress– Nicolas Guichoux, MSC Chief Program Officer

09:25 – Planet, Price and diet. How is seafood stacking up? Caroline Holme, GlobeScan.

09:40 – Panel discussion and Q&A

10:00 – Finish

How to get involved



Wi-Fi:

Free_WIFI_Seafood

Share and follow on social

media:
#SFF2024

@MSCecolabel

For those online
and in the room:

**Please ask
questions via
Mentimeter**

Ask a question



Scan the QR code
or join at

menti.com

Use code

7323 2142



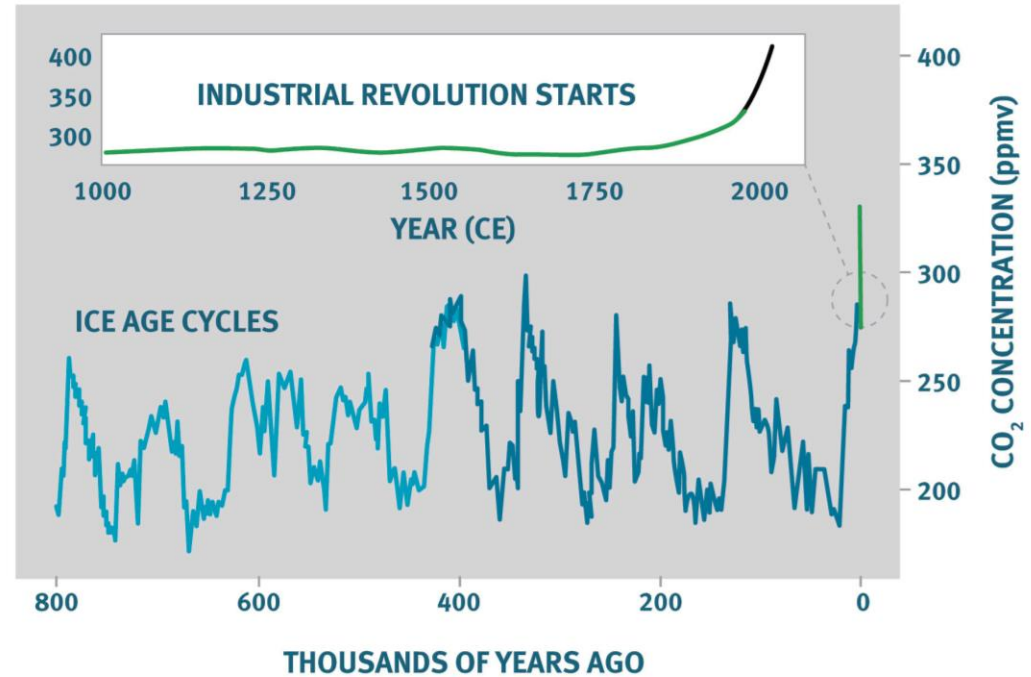
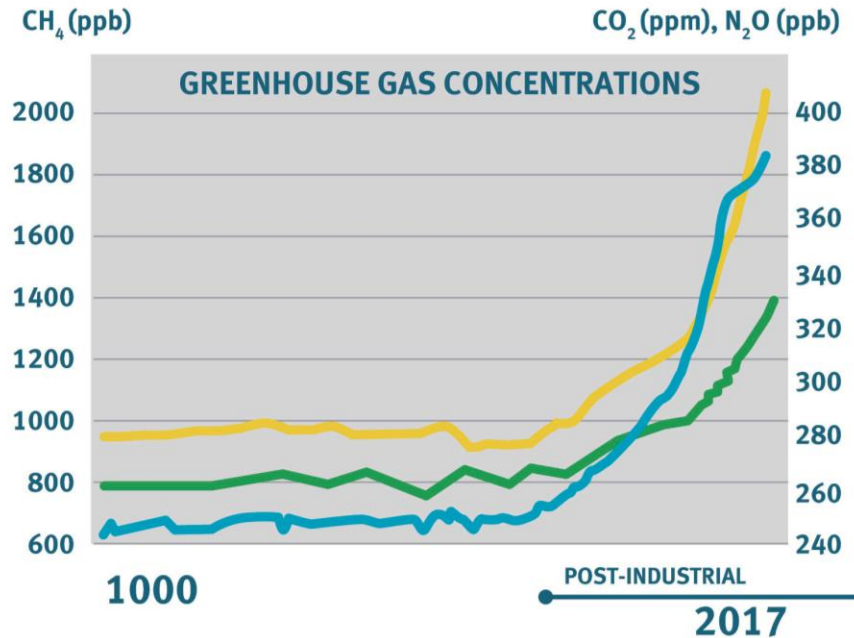
WELCOME



Rupert Howes, CEO
Marine Stewardship Council

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A climate crisis



Before the recent rise, CO₂ fluctuated by about 80ppm in connection with the ice ages

Inflation and the economy



In dollar terms, inflation reduced wealth growth by 6 percentage points last year © Getty Images

A million dollars ain't what it used to be. With inflation biting into the pockets — and trust funds — of even the very rich, few people can ignore the effects of rising prices.

Of course, the pain is very unevenly shared, with poorer people

EUROPE

Europeans Are Becoming Poorer. 'Yes, We're All Worse Off.'

An aging population that values its free time set the stage for economic stagnation. Then came Covid-19 and Russia's war in Ukraine.



Food Prices Outpace General Inflation: Here's What You Need To Know



Changing diets



Younger UK generations are ditching seafood at a fast pace

The financial crunch has been especially hard on the youngest consumers, which has resulted in falling seafood purchases for the group.



Norway seafood consumption slumps to lowest level in 20 years

The significant increase in prices over the years has a lot to do with it.

Spaniards eat less fish than ever before and choose the one that rises the least

WE ARE THE SEA
NEWSROOM / THE VOICE



Stock image of a fishmonger in the market of the Plaza de Vigo in A Coruña - MARPE

Rising ocean temperatures



PLANÈTE - CLIMAT

Dans les océans, des records de températures impressionnants et inquiétants

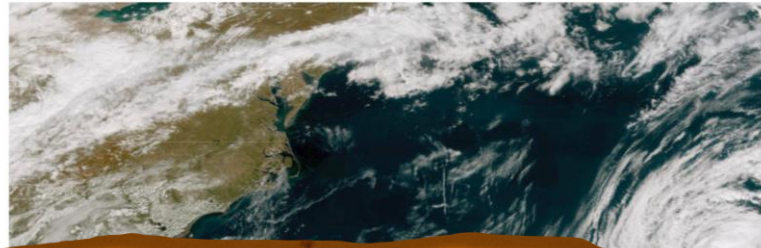
Le niveau inédit de 21,1 °C en moyenne dans les eaux de surface a été atteint en août 2023, et de nouveau en janvier 2024. Un symptôme du réchauffement aux conséquences majeures sur la biodiversité et la capacité du milieu marin à stocker le CO₂.

Par Matthieu Goar

Publié le 01 février 2024 à 05h32, modifié le 08 février 2024 à 12h36 - Lecture 5 min. - [Read in English](#)

Ajouter à vos sélections

Article réservé aux abonnés



News | Climate Crisis

Oceans break high-temperature record in warmest February marked globally

Marine high occurs during what was also the hottest February on record, marking ninth straight month with such a milestone for respective month.



WEATHER

Potential world record: South Florida ocean temperature surges beyond 100 degrees

Buoy in Manatee Bay records temperature more than 100 degrees for two straight days

Jonathan Kegges, Meteorologist

Published: July 25, 2023 at 2:32 PM

Tags: Florida, Sea Surface Temperature, Weather, Forecasting Change



Mass bleaching



Climate crisis

Global heating pushes coral reefs towards worst planet-wide mass bleaching on record

The percentage of reef areas experiencing bleaching-level heat stress is increasing by about 1% a week, scientists say



Great Barrier Reef: New mass bleaching event hits World Heritage site

8 March



Great Barrier Reef

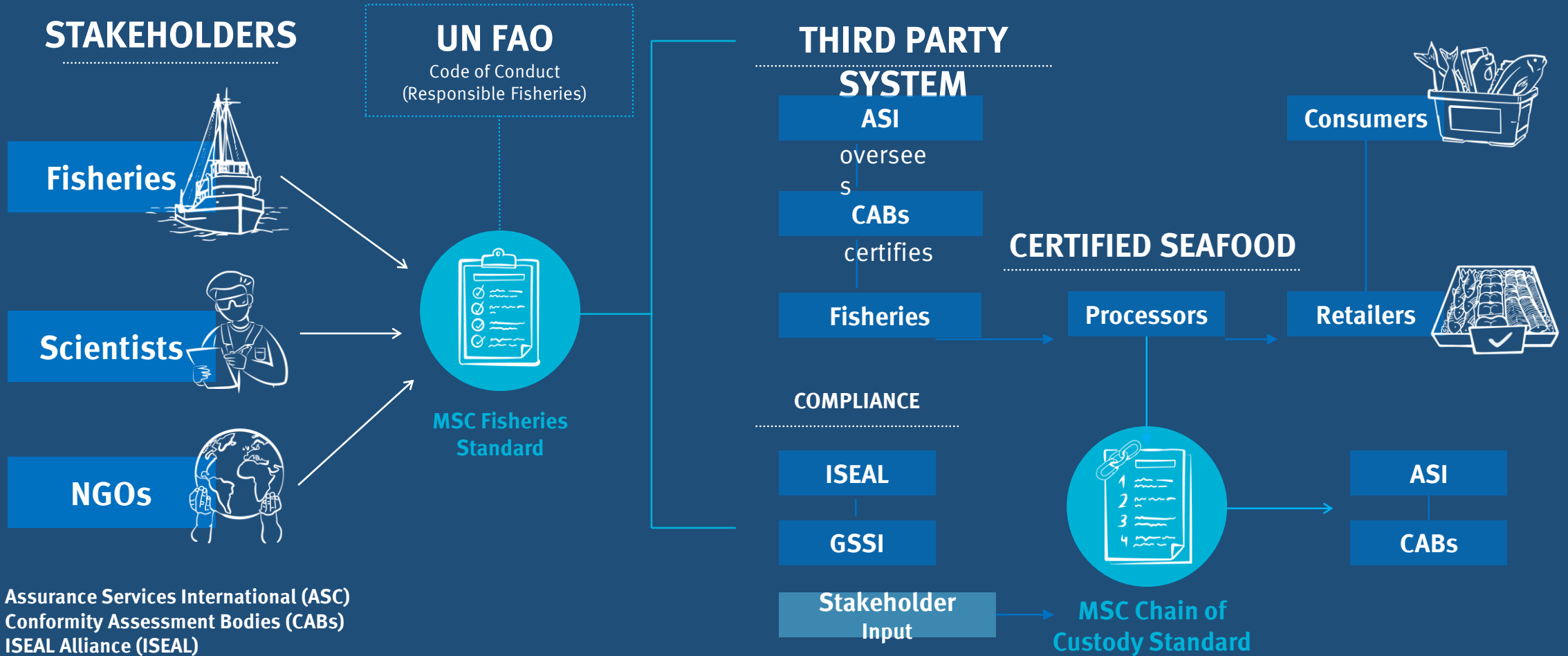
Erst werden die Korallen bleich, dann droht der Tod

Als Geisterwald unter Wasser beschreiben Experten Teile des australischen Great Barrier Reefs. Betroffen ist ein 1100 Kilometer langes Gebiet des Naturwunders. Laut Meeresschützern könnte nur ein Wetterumschwung helfen.

08.03.2024, 13.01 Uhr



MSC's Standard Setting Universe



Assurance Services International (ASI)
 Conformity Assessment Bodies (CABs)
 ISEAL Alliance (ISEAL)
 Global Sustainable Seafood Initiative (GSSI)

MSC's strategic plan 2023 - 2030



OUR VISION

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

2030 GOAL

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

Recognising and rewarding sustainable fisheries and incentivising improvement globally

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

Cultivating and expanding sustainable seafood markets

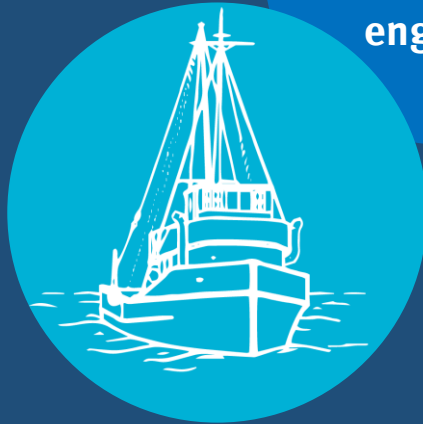
Building public awareness and support and demonstrating science and impact

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

MSC's progress



19%
of wild marine
catch engaged



713
fisheries
engaged

+54
new fisheries
engaged



2225
improvements made



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South Africa Albacore Pole and line



“South Africa operates in ecologically important marine ecosystems considered to have high levels of marine biodiversity at risk. This project charts an important step in safeguarding these important marine ecosystems while securing livelihoods for South African fishers.”

Craig Smith
WWF South Africa



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Ocean Stewardship Fund

40 awards



£1,364,000

19 countries



45% grants to emerging economies

*Data from 2023/24



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An update from the MSC



Nicolas Guichoux
Chief Program Officer,
Marine Stewardship Council



Fishery and market update



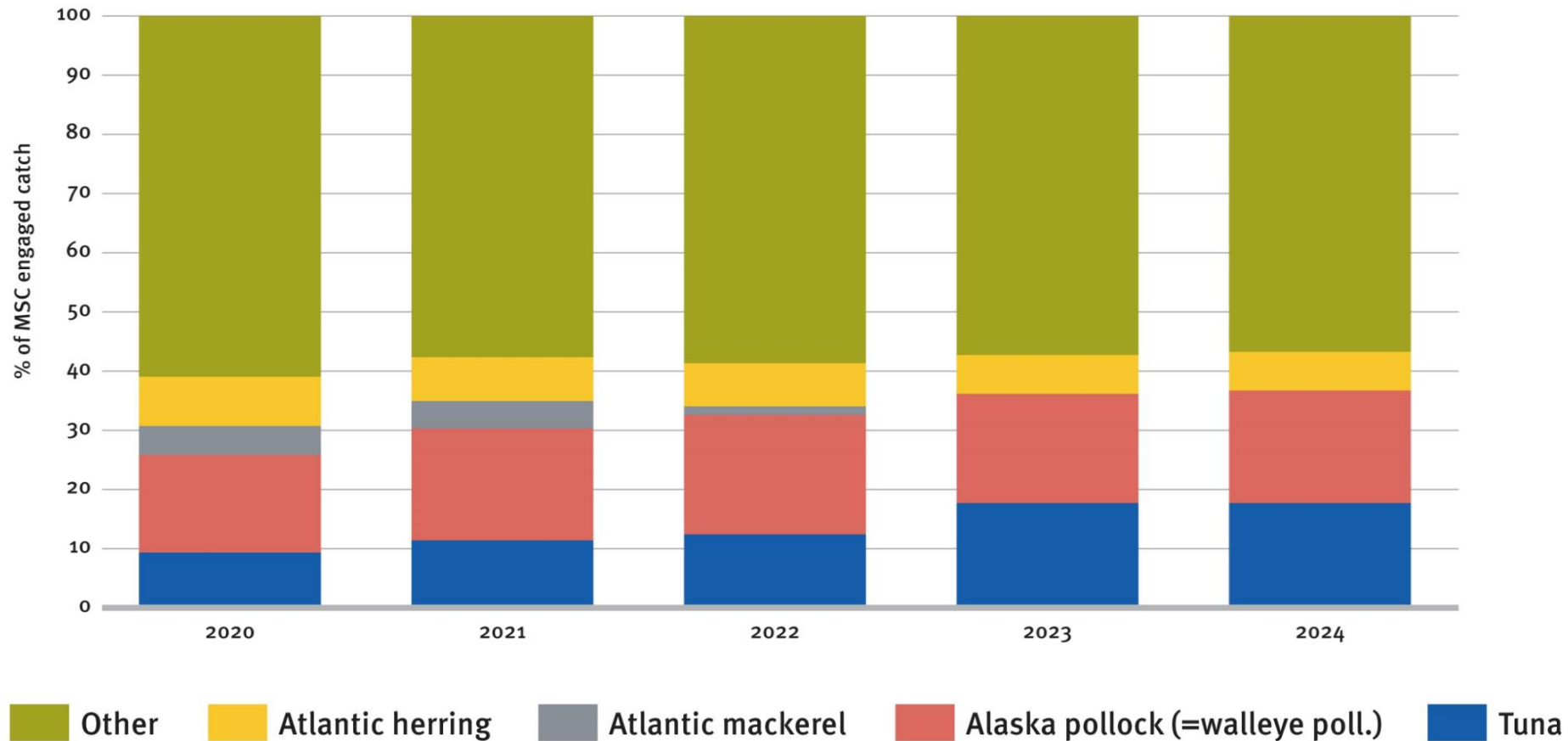
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Fisheries engaged in the MSC program



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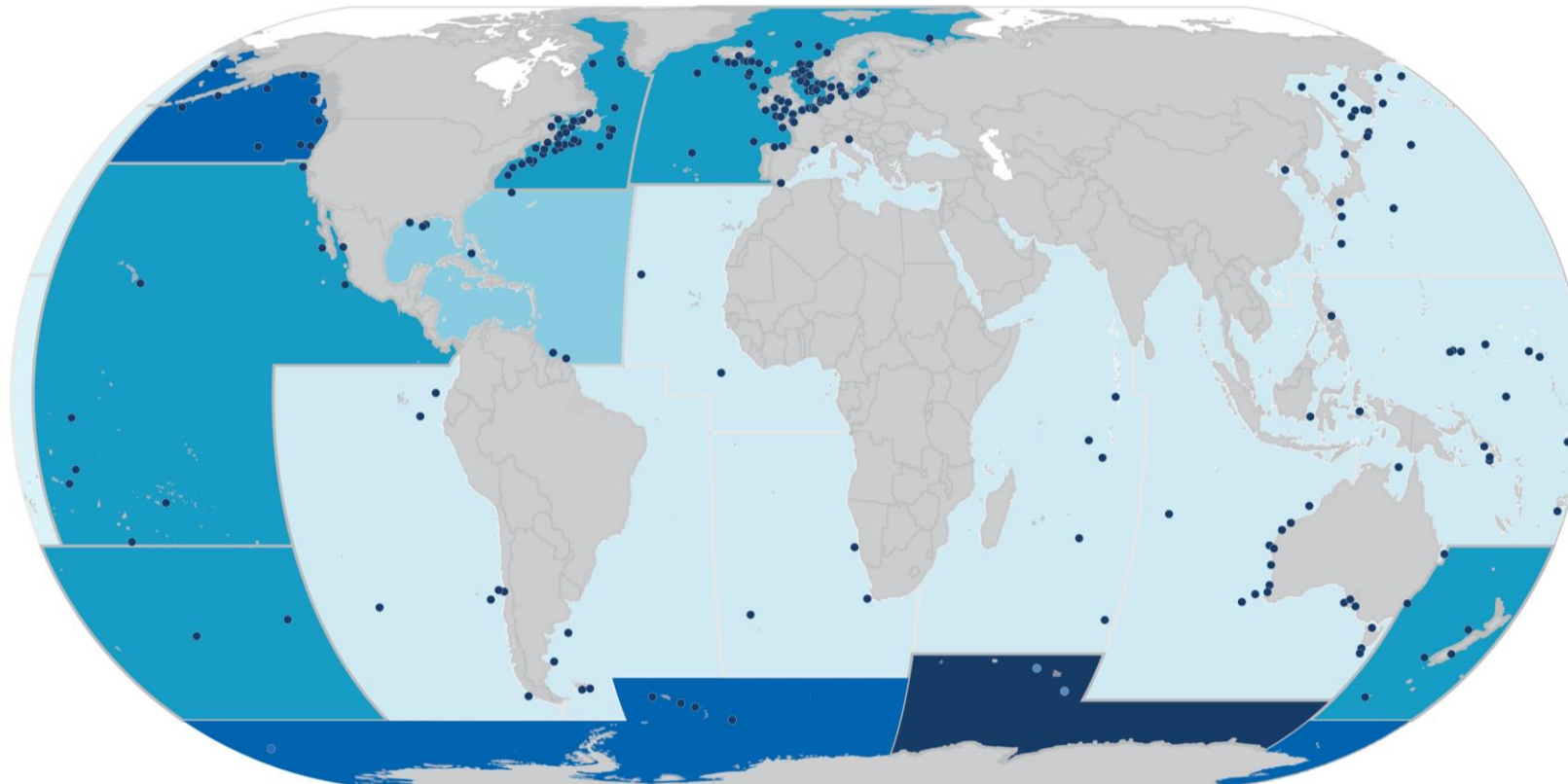
MSC engaged catch per species



*2023 and 2024 data is indicative. Engaged = certified, suspended, in assessment, and in transition to MSC; certified includes suspended fisheries

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Growing global coverage of wild capture fisheries



*The above map shows the percentage of catch from MSC certified fisheries per UN FAO Major Fishing Area.

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More fisheries engaged with MSC in 2024



23

new certified fisheries



37

Successful reassessment



14

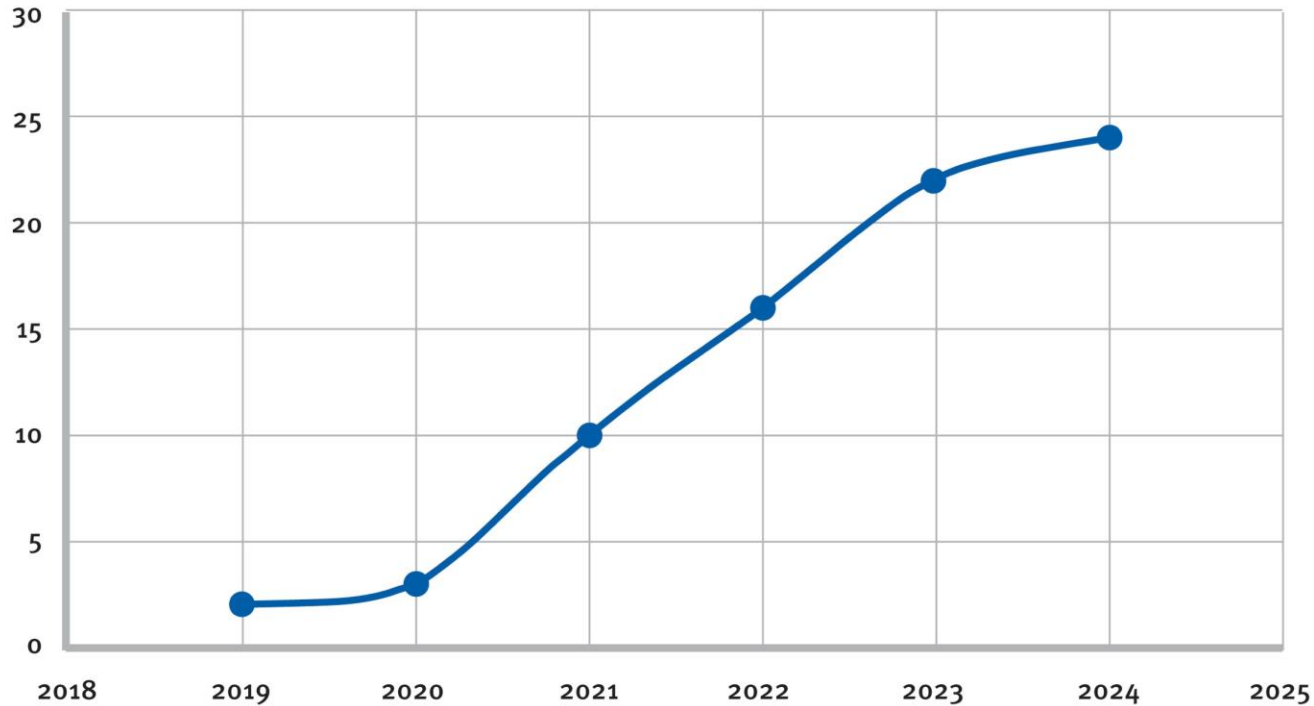
New fisheries entered full assessment

* Figures for 1 April 2023 to 31 March 2024. Fisheries in the MSC programme include those certified, suspended, or in assessment to the MSC Standard or in transition. Different species and stock units are identified and counted as different 'fisheries'

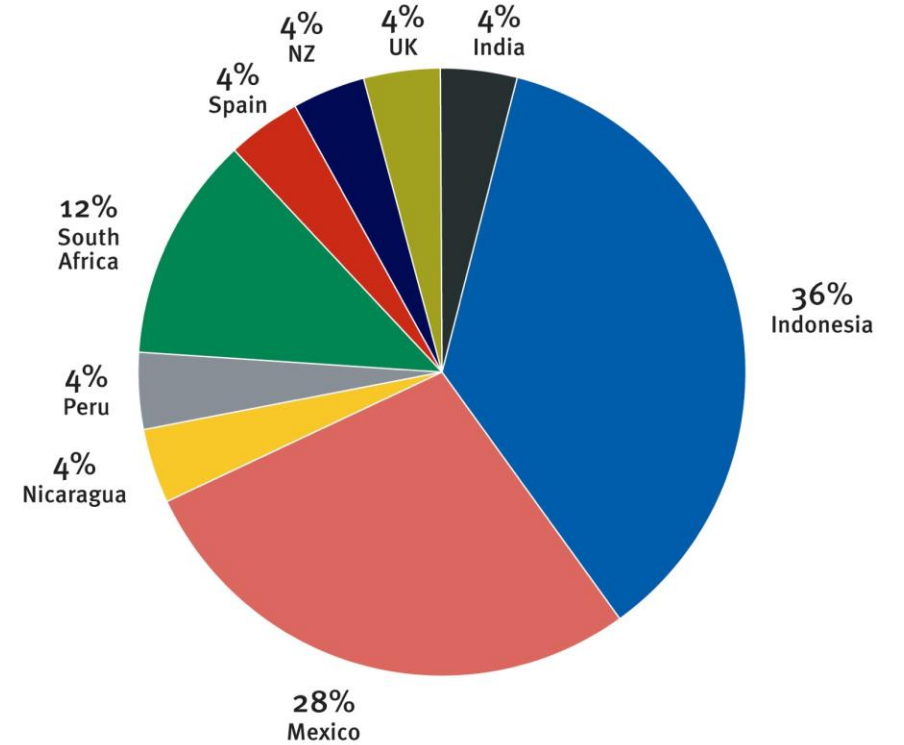
In Transition to MSC: accelerating progress



ITM fisheries



ITM fisheries – locations



Geographic distribution of ITM fisheries per number of fisheries (April 2024)

Pathways: working with improving fisheries

PROJECT MEDPATH

58%
of commercial
stocks are
overfished in the
Mediterranean



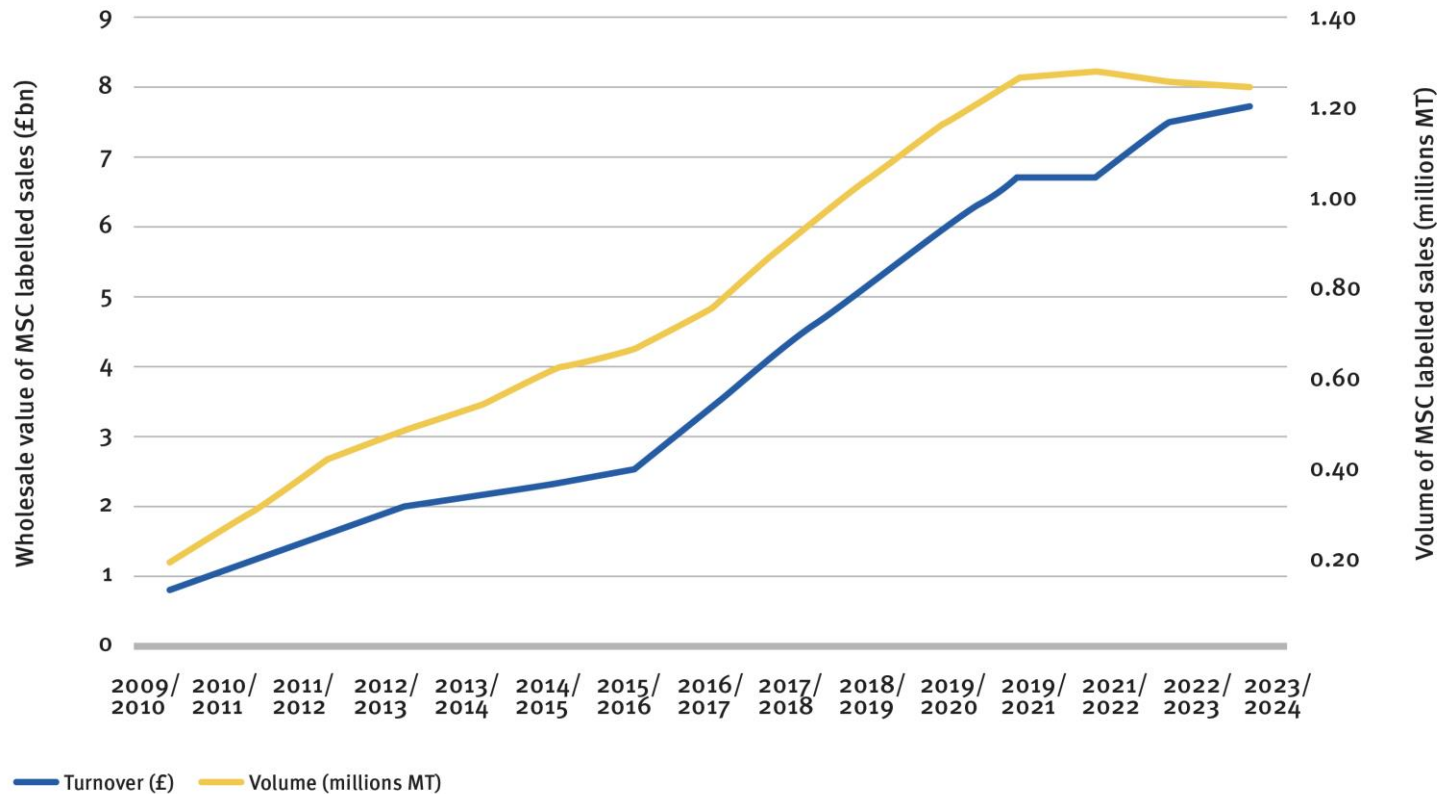
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Fisheries
pre-assessed
against MSC
standard

Spain, France, Italy & Greece

MSC labelled seafood



Value of MSC labelled products continues to grow



20,000 products
with the blue MSC label

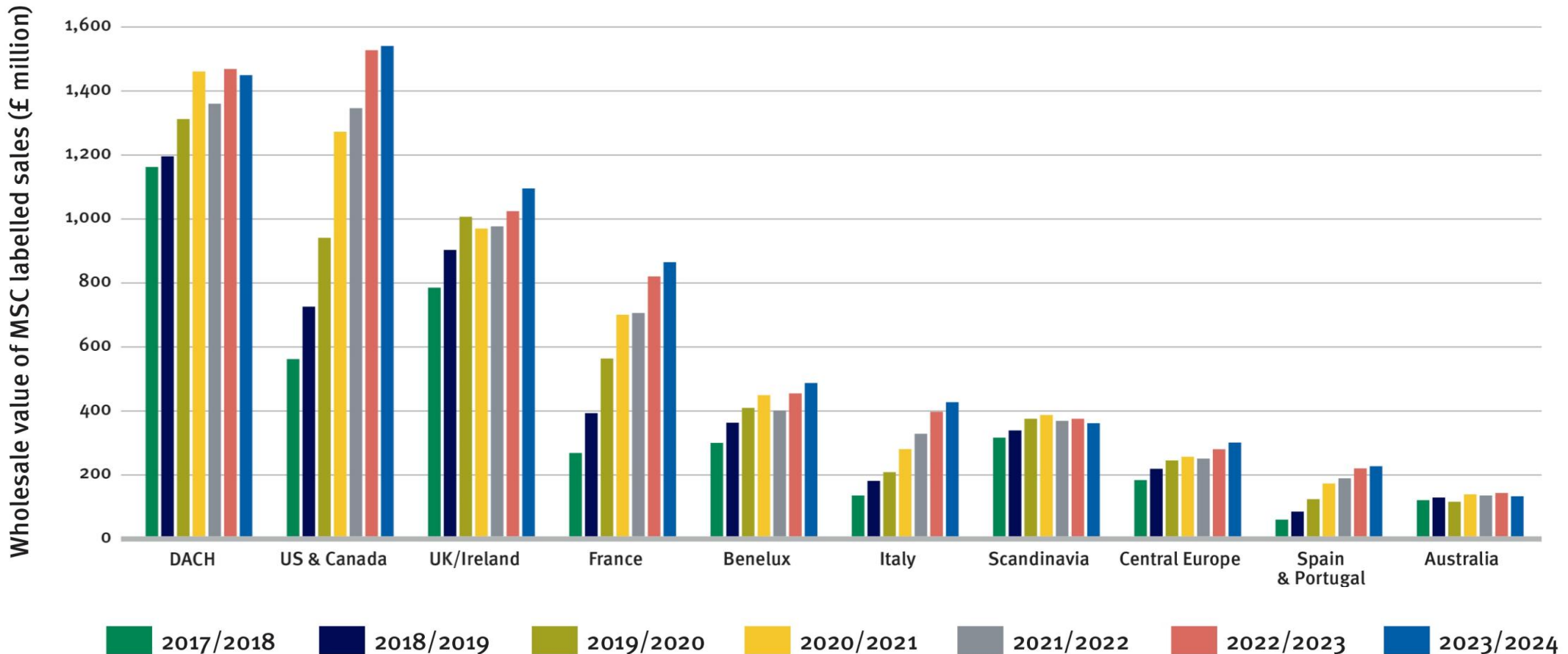
~70 nations
where consumers can buy
MSC labelled products

1,242,000 tonnes+
2023-2024 volume of sales

£ 7.7 billion
2023-2024 wholesale value

*Actual data correct to 31 March 2023, with forecasts for 2023/2024

Top 10 regions for MSC labelled sales

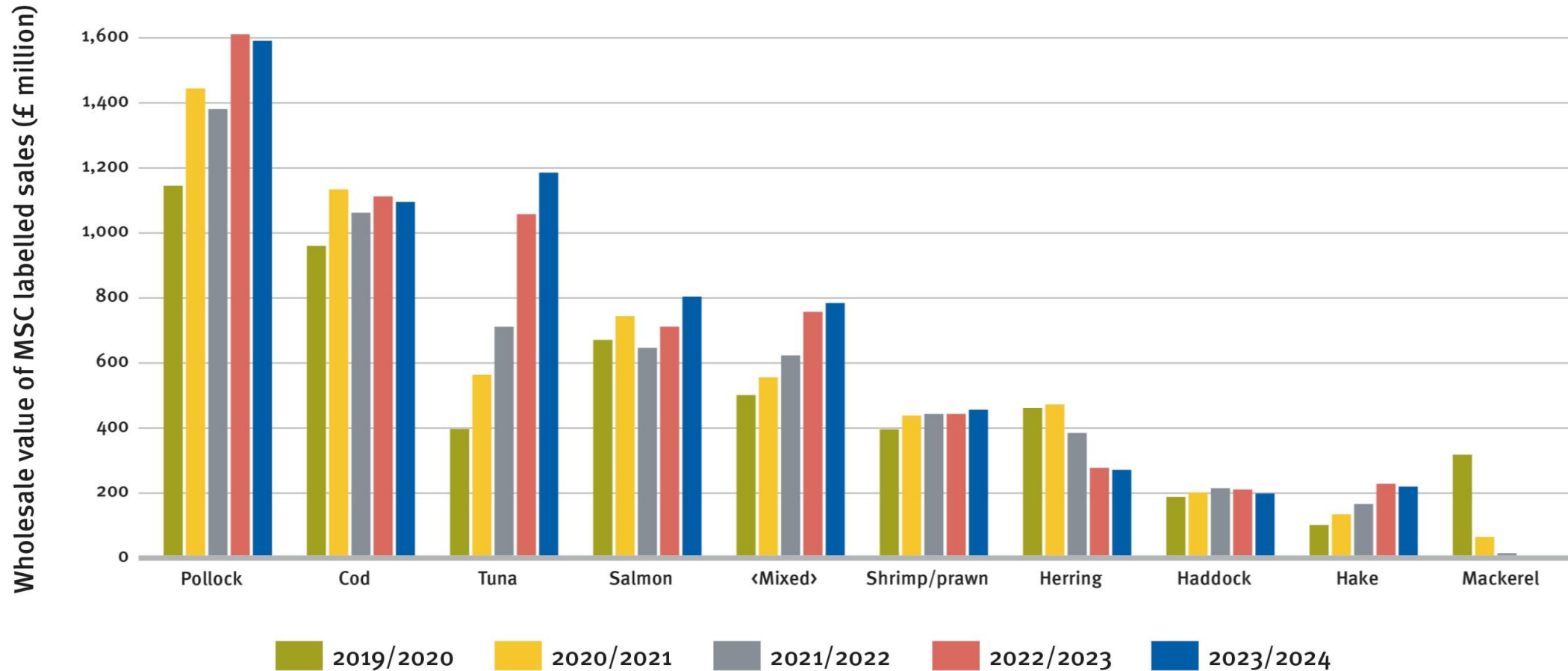


*Actual data correct to 31 March 2023, with forecasts for 2023/2024

Spotlight on species



Top 10 MSC labelled species



*Actual data correct to 31 March 2023, with forecasts for 2023/2024

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Partners are labelling more tuna products



There are more than
212,000 tons of tuna sold with the MSC label worldwide

Retail grows demand for certified lumpfish



Lumpfish roe in France and Sweden

Lumpfish fisheries in Iceland reduce bycatch



The fishery worked with NGOs, the Icelandic government and a scientific research institute to reduce bycatch

Benelux grows demand for sustainable mussels



Growth of
+25%



EEN UNIEKE BLIK ACHTER DE SCHERMEN BIJ ONZE MOSSIEKWEKER AQUAMOSEL

WIST JE DAT ...

- ...mosselen nog leven als je in de winkel liggen?
- ...mosselen uitstakende waterfilters zijn? Ze filteren tot wel 3 liter water per uur! Buiten zee water heeft een mossel geen ander voedsel meer nodig.
- ...je een mossel die net uit de zee komt tauw kan openen?
- ...het verschil tussen oranje en witte mosselen niet het geslacht is? Dit is gewoon een genetisch verschil in pigment.

-37%
3.99
2.49

MSC Zeeuwse mosselen super



Netherlands blue mussels fishery helping protect birdlife



Certified since 2011

US leads growth in labelled wild salmon products



Growth of
+30%



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Alaska Salmon in its fourth recertification



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MSC certified, wild-caught banana prawn boom



Key players all ran promotions including earned and paid media:

- Coles - Wet fish counters and frozen range
- Austral – premium Karumba branded
- Raptis Seafoods Ocean Pearl frozen branded range
- John West chilled range
- IKEA

Growth of
+48%



Taste the Wild

The flavour of every Australian Wild Prawn comes from a unique combination of sea, season and local ecosystem. Only nature can provide such variety. And nature was kind this year, with bumper rains producing bumper harvests of Australian Wild Prawns all around our land girt by sea. Our Australian Wild Prawns are plentiful, sustainable and now great value to match their great flavour.

Look for the MSC symbol where you buy Coles Wild Banana and King Prawns



australianwildprawns.com.au

Taste the wild Australian Wild Prawns

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Certification supports long term viability of banana prawn fishing



Implementing turtle exclusion devices led to 99% reduction in turtle interactions

McDonald's - China



5000 restaurants

3 products

- Filet-o-Fish
- Double Fish burger
- Kids Fish Fillet burger



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Dual certification for Holland America Cruise Line



First MSC and ASC certified global cruise line

MSC marketing across the world



**Over
60 marketing
campaigns in 24
markets across
the world**

**Marketing campaigns that
MSC ran with partners in
2023**

**Over
695k followers**

**The number of users
following an MSC profile**

**Over
232 million
impressions**

**The number of times MSC
content was displayed to users.**

Communicating fishery success stories



“The Decision” film has already been nominated for two film awards

Maruha Nichiro TV campaign



MSC certified whitefish fries

Key findings from GlobeScan seafood consumer survey



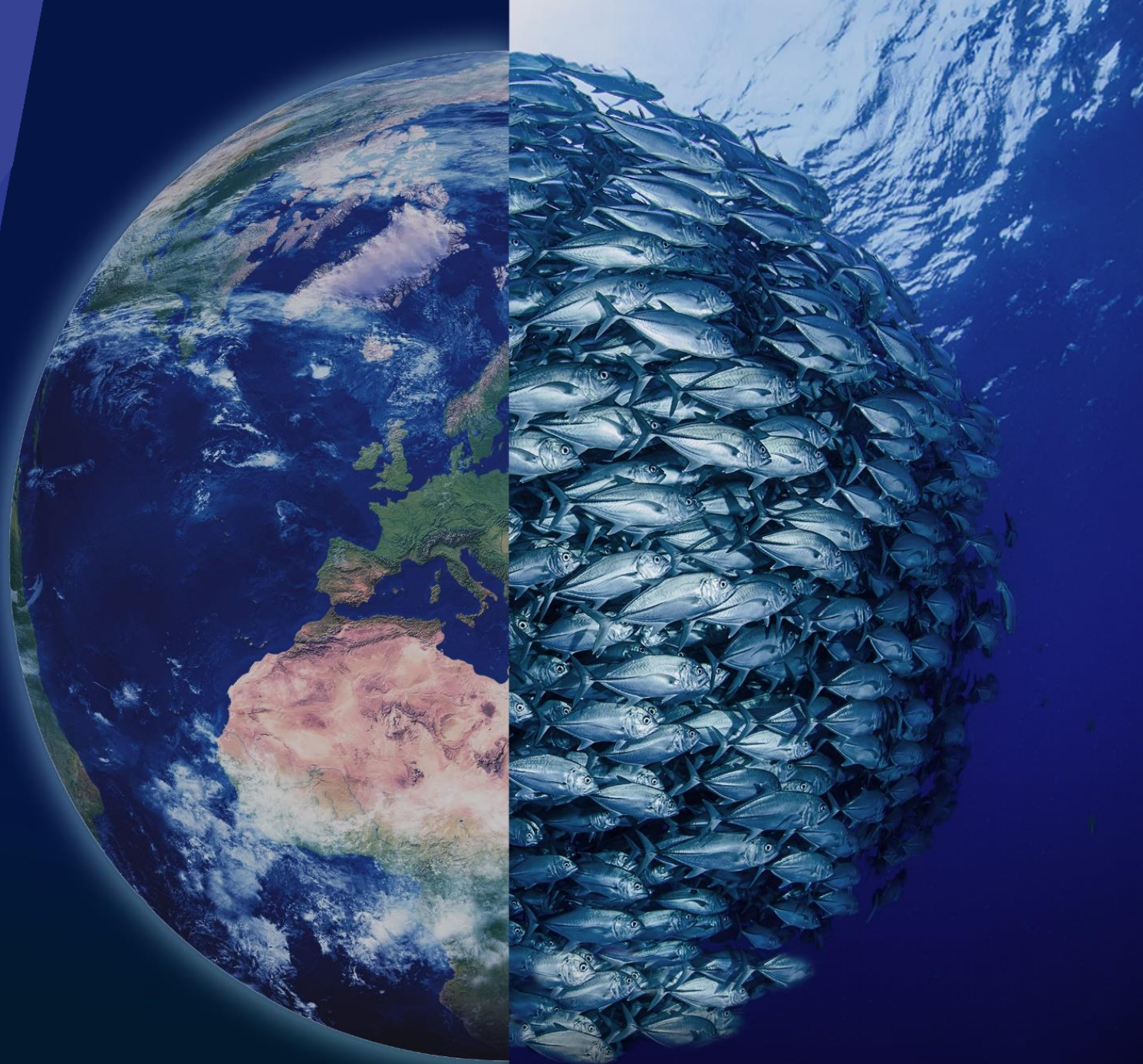
**Caroline Holme,
Senior Director, GlobeScan**



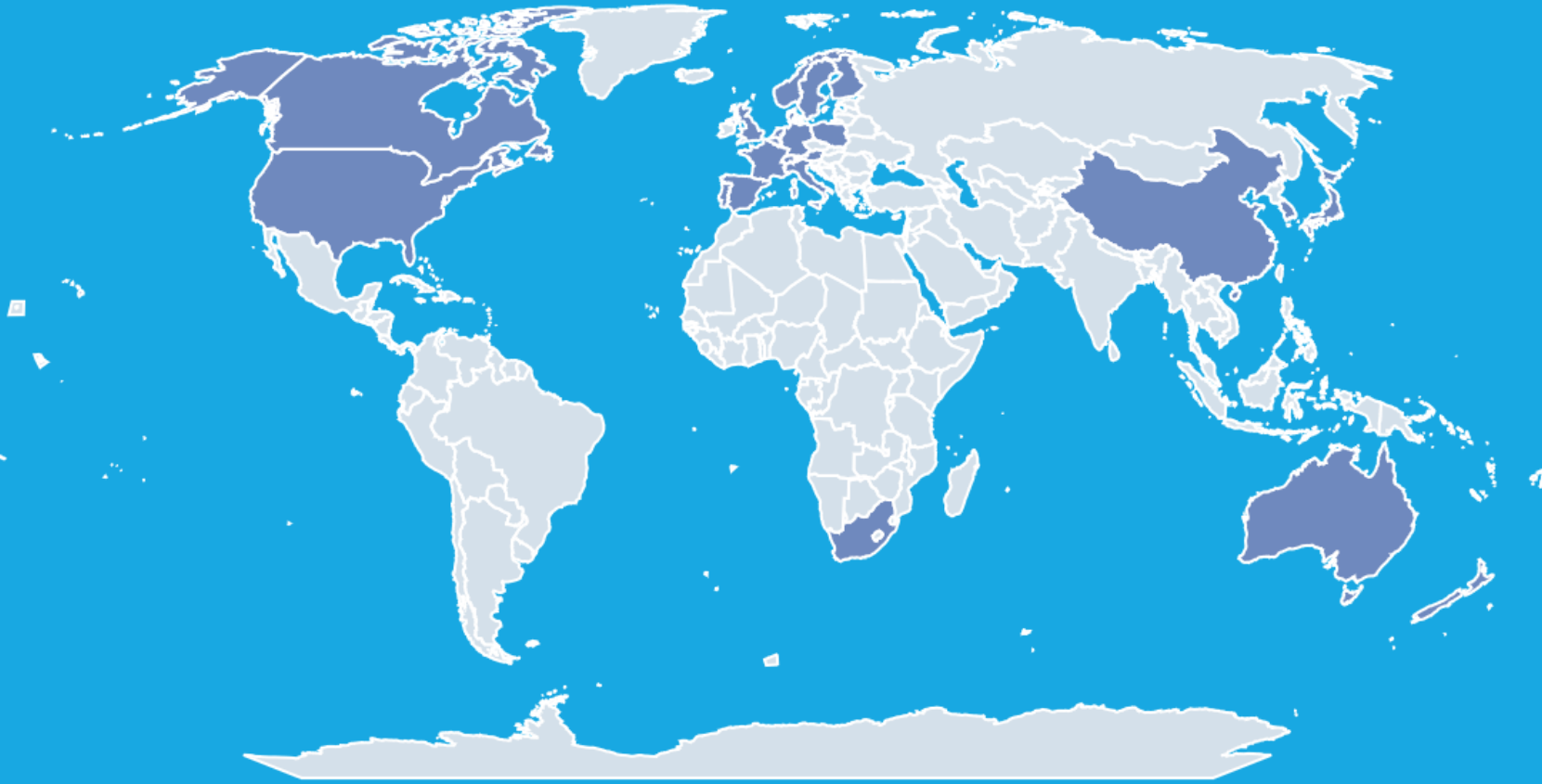
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Seafood Futures Forum 2024

Planet, Price & Diet:
How is Seafood
Stacking up?



New consumer insights from GlobeScan and MSC



The Marine Stewardship Council partnered with GlobeScan to conduct the fifth wave of a **global research study** into **consumer perceptions**.



*n=20,308 seafood consumers
in 23 countries
January – March 2024*

**Healthy &
Sustainable
Living**

*n=29,565 consumers
in 31 countries
July – August 2023*

Agenda

1

Context-setting

What is the context and trends?

2

Choice challenges

What are the trade-offs between price, planet and diet?

3.

Customers

How to engage seafood customers?





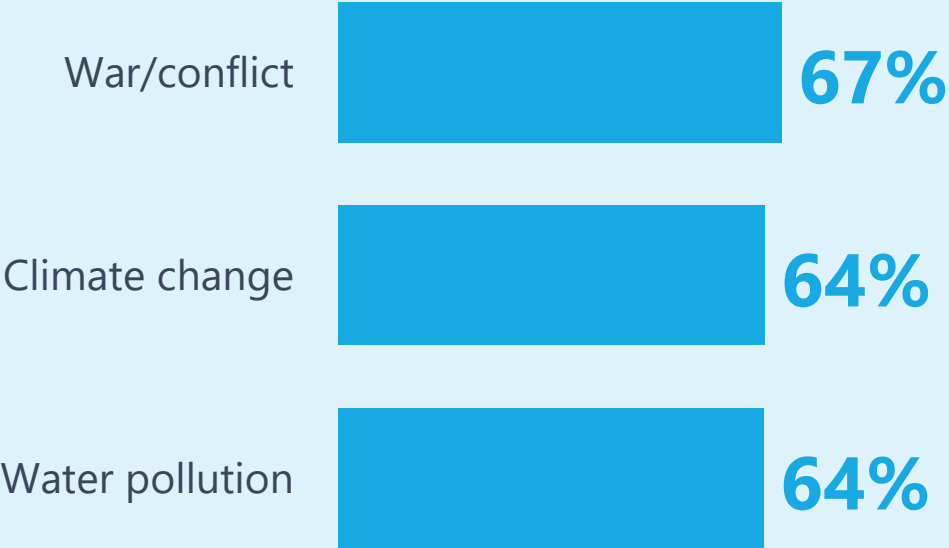
Context-setting

What is the context and trends?

Global context – worries about conflict, cost of living, climate change

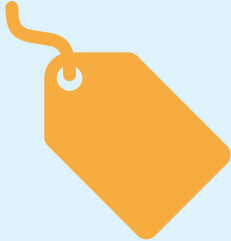


Top-of-mind **global concerns** are...



Perceived seriousness of global problems, "very serious"

People feel more **personally affected** by...



Increased cost of living 87%



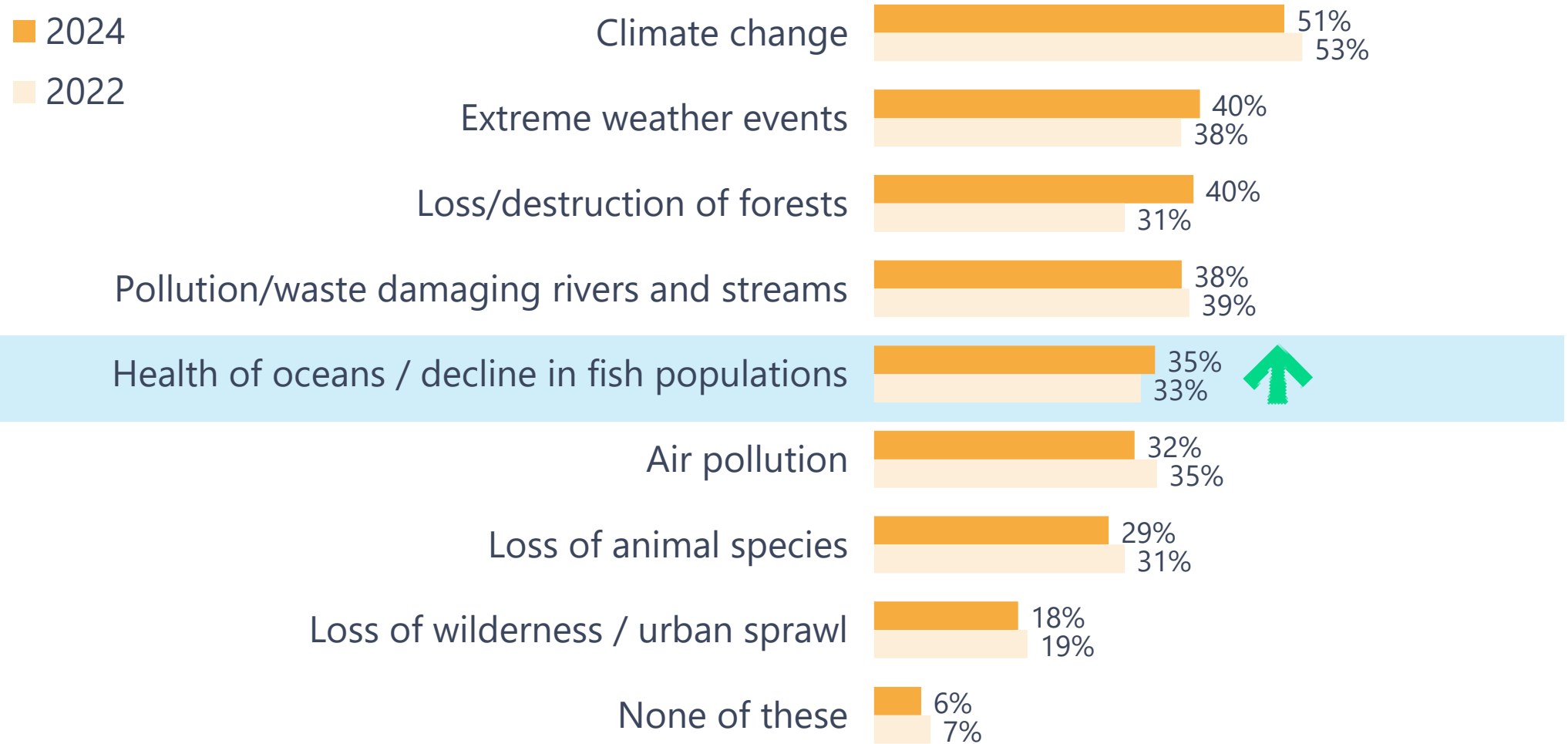
Climate change 76%

Extent personally affected by issues, "greatly"/"moderately" affected

Source: GlobeScan's Healthy and Sustainable Living Survey 2023 31-country total n=29,293

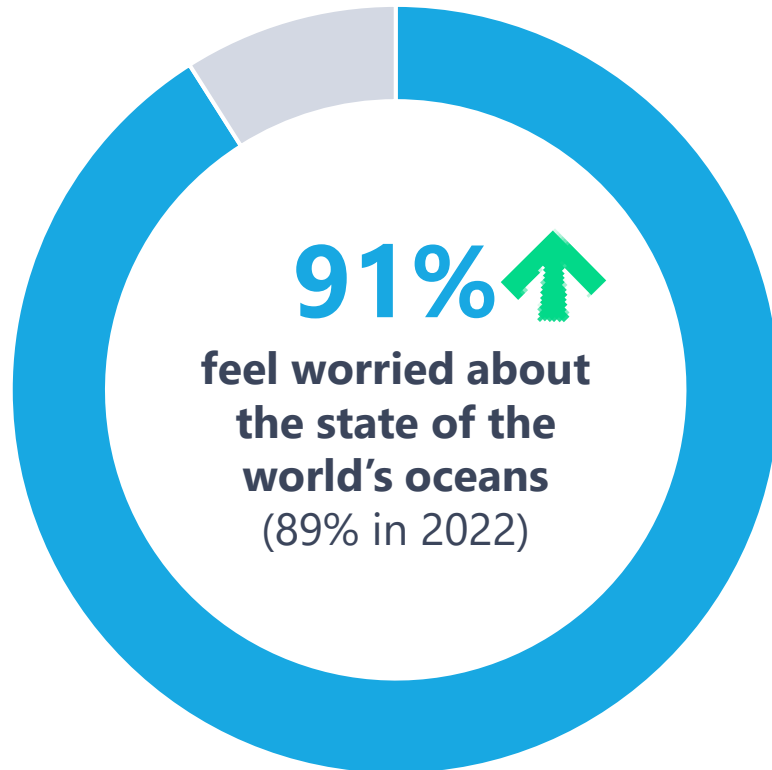
Increased concern about ocean health

Most concerning environmental issues, percentage choosing issue in top three

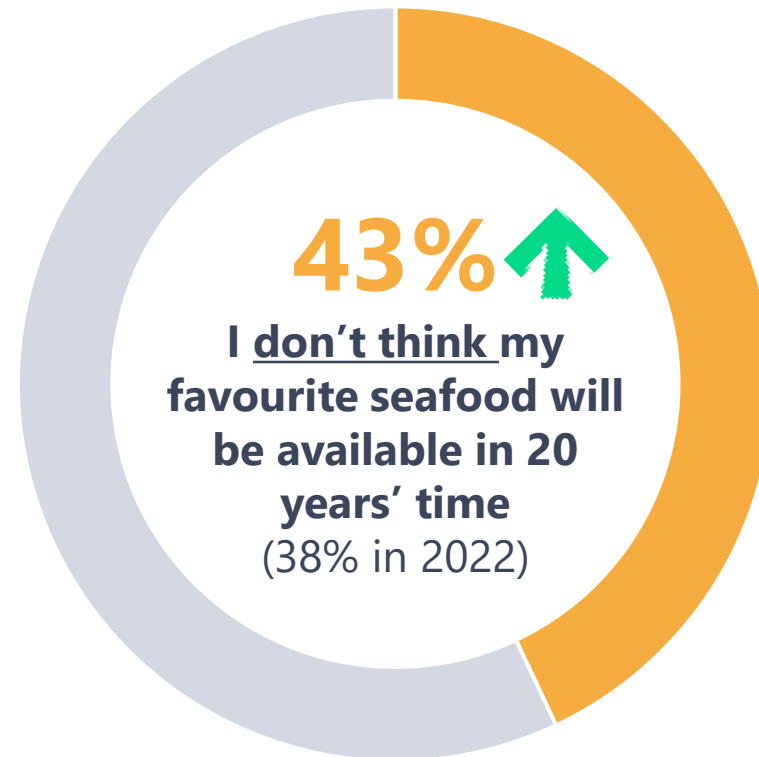


Base: General population, global, n=27,134

More worry about the oceans and pessimism about future availability of seafood



Perceptions of ocean health, "agree"

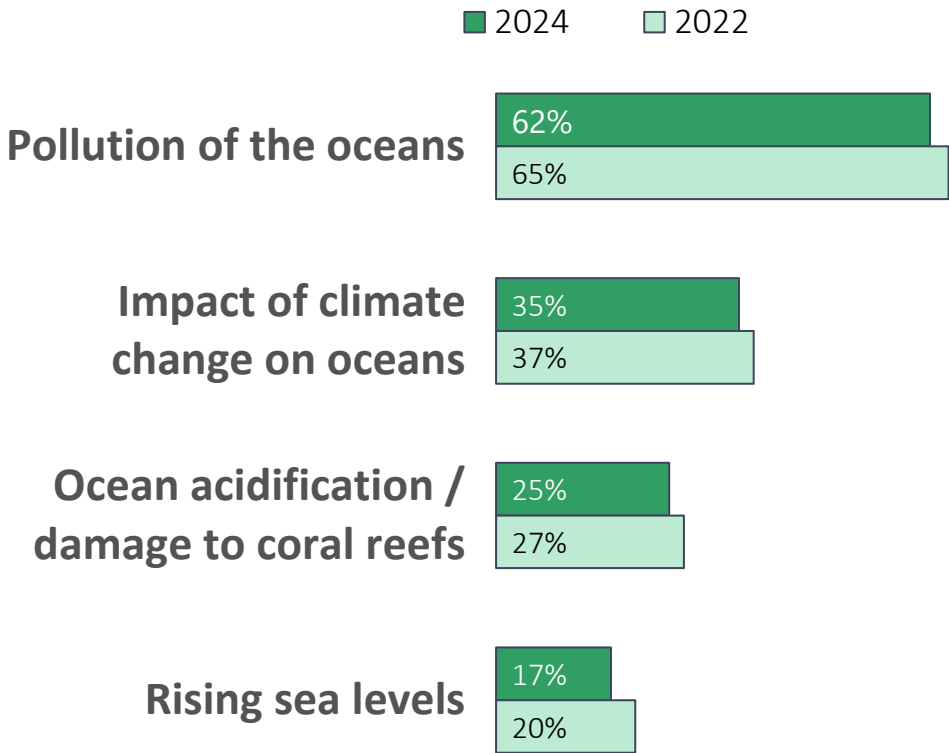


Perceptions of fish availability,
"describes opinion well"

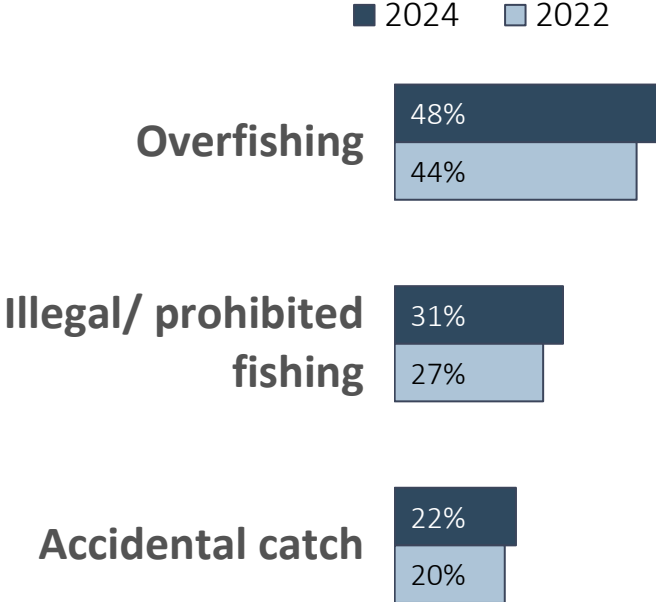
Concern about fishing practices has intensified since 2022

Most concerning ocean issues; percentage choosing each issue in top three

Environmental issues



Fishing practices



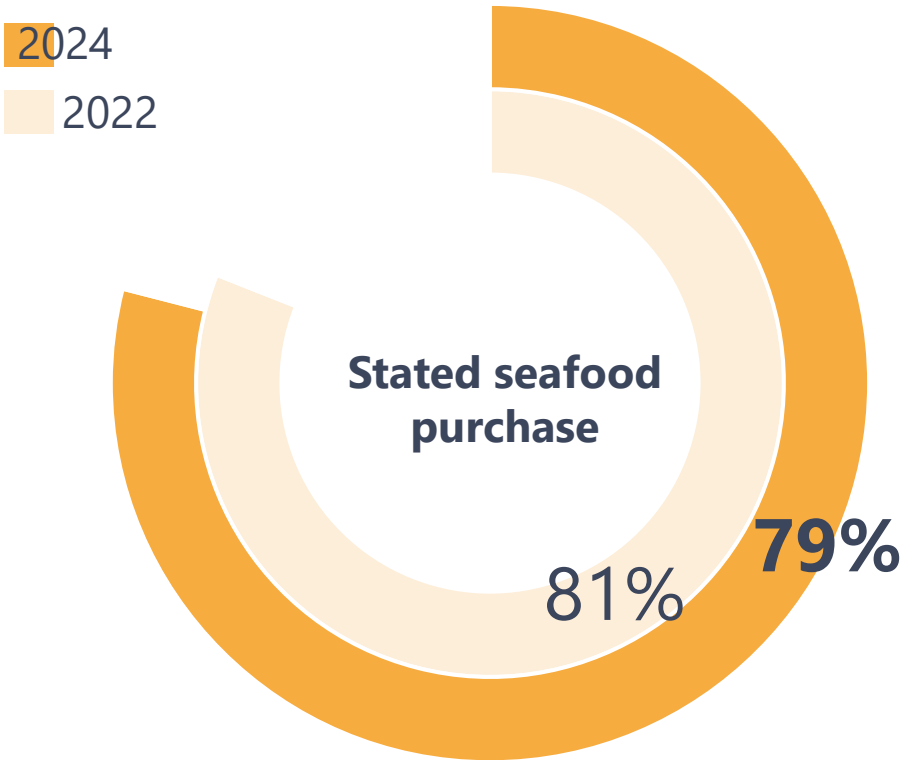
Base: Seafood consumers, global, n=20,308



Choice Challenges

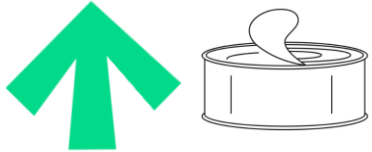
What are the trade-offs between price, planet and diet?

Seafood purchase declined slightly since 2022 – preference for cheaper options



Households that claim have purchased fish/seafood in past two months, general population
n=27,134

WHAT...



Canned/
tinned fish

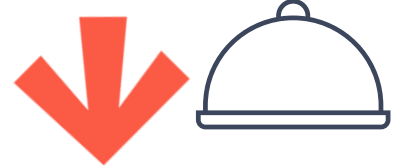


Health supplements/
fish oils

WHERE...



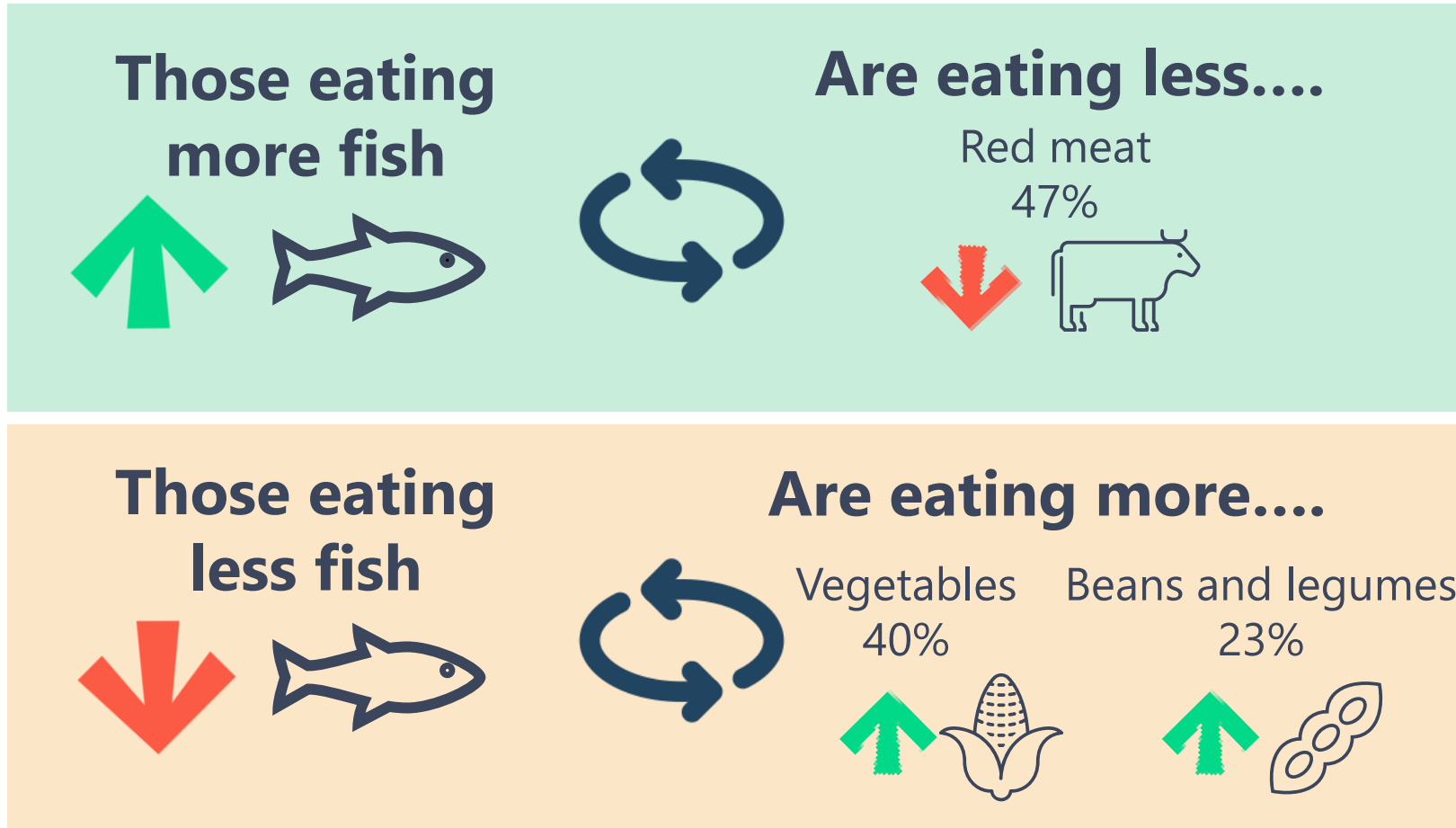
Eating at home



Eating out

Diet swaps from red meat to fish and fish to vegetarian / vegan

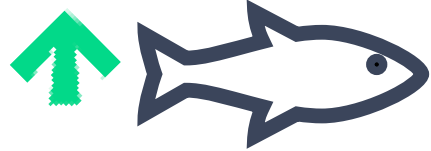
Changes in seafood consumption compared to two years ago, general population, 2024



Base: General population, global, $n=27,134$

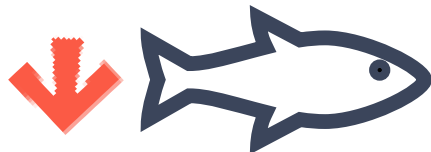
Reasons for swaps are health, cost and environment

Top five reasons for changing diet compared to two years ago



Eat more fish (n=3,008)

- 73% Health
- 42% Quality
- 30% Change in cooking habits
- 29% Save money
- 23% Food from a more sustainable source



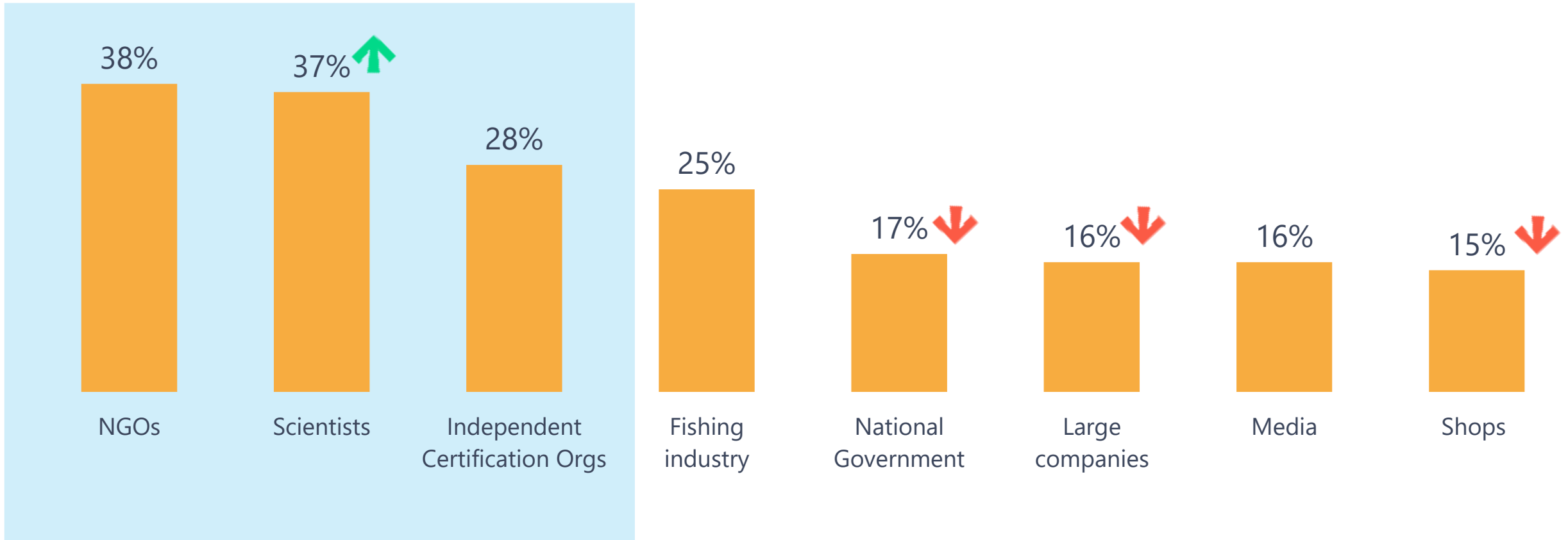
Eat less fish (n=9,483)

- 59% Health
- 43% Save money
- 31% Quality
- 25% Protect the environment
- 24% Food from a more sustainable source

Base: Those who eat more or less of any of the listed foods

NGOs, scientists and independent certifications seen as leaders in ocean protection

Who is perceived to be contributing “very well” to protecting the ocean environment



Base: Seafood consumers, global, $n=20,308$



Customers

What can the industry do to engage customers?

People say lower prices would encourage them to buy more seafood

Ways to encourage people to eat more fish/seafood per week



Lower price



Fish produced without harming the ocean



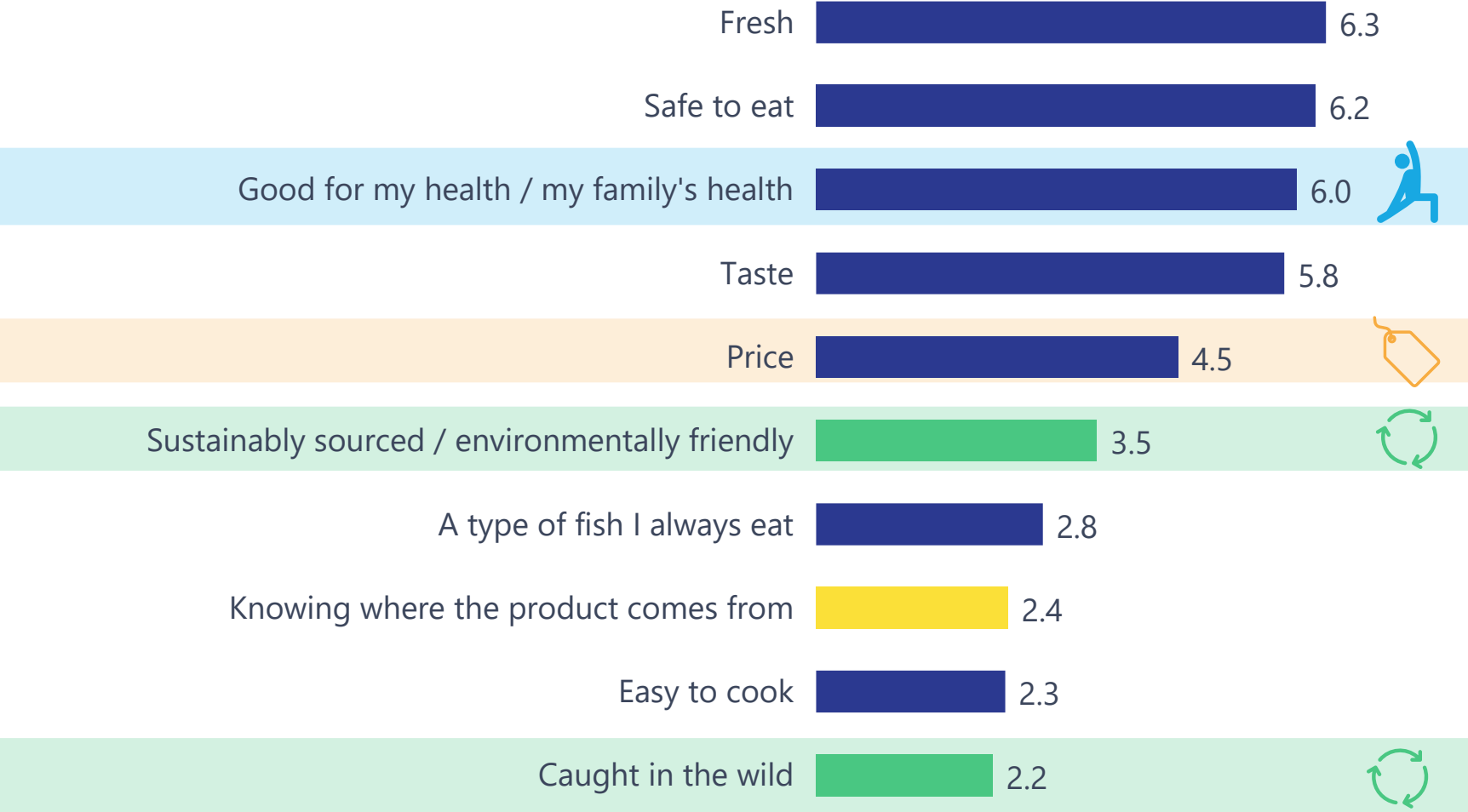
More availability when I shop



Knowing it could lead to a longer more active life

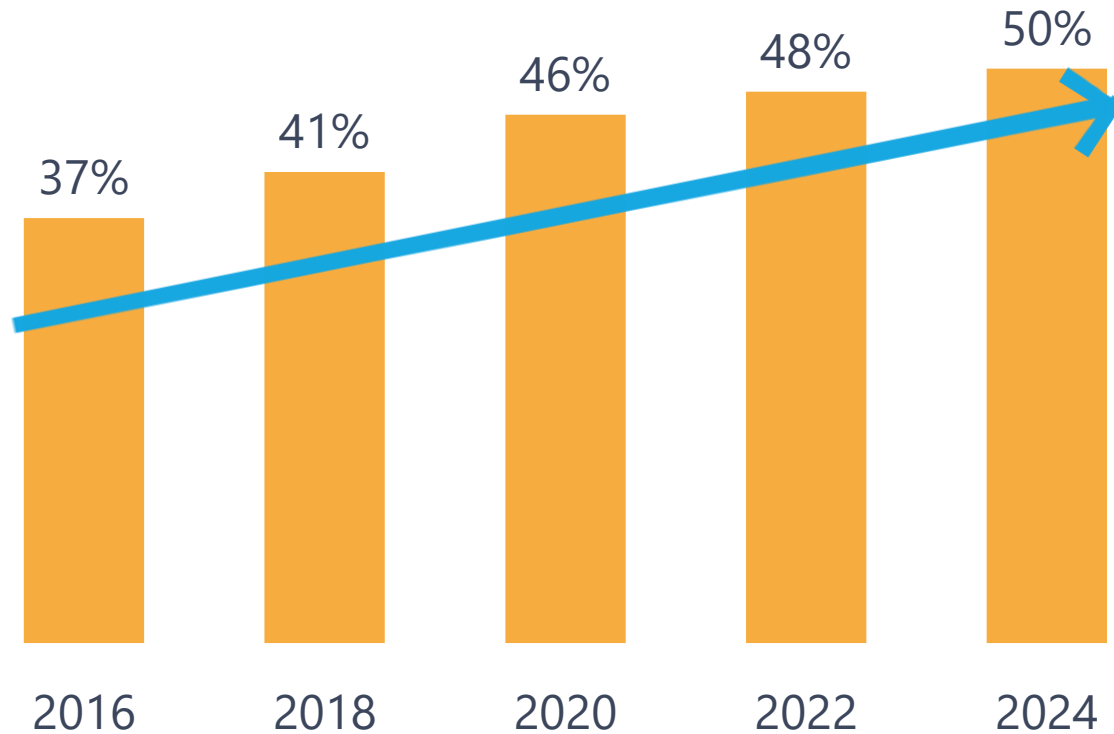
Top purchase motivators are quality, health, price – sustainability holding steady

Motivators: max diff analysis, importance score, top 12, seafood consumers, 2024

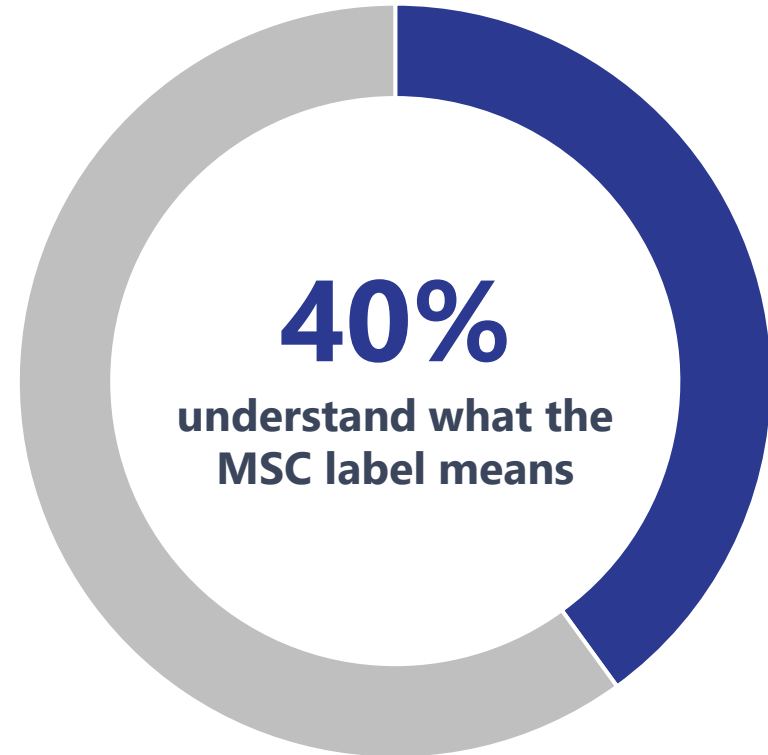


Base: Seafood consumers, global n=20,306

50% of consumers globally now recognise the MSC label



Awareness of the MSC label, general population, "seen often / occasionally", Base: General population, global, $n=27,134$



Unprompted understanding of the MSC label, "ocean/fish sustainability" or "certifications/standards", Base: Seafood consumers, global, $n=20,308$

How to engage consumers

Price

- Concerns about price have risen
- Promote seafood for a range of budgets
- Mitigate through other messages



Health benefits

- Health is an increasingly strong motivator for seafood purchase
- There is an intrinsic association with 'my health' and 'health of oceans' that can be leveraged



Sustainability Credentials

- There is more concern than ever about environment, oceans and fishing practices
- Brands should address sustainability issues



Thank you

Caroline Holme

Executive Director

Caroline.Holme@globescan.com



**Know your world.
Lead the future.**

Questions and answers



Moderator
Ishbel Matheson
MSC



Rupert Howes
Chief Executive
MSC



Nicolas Guichoux
Chief Program Officer
MSC



Caroline Holme
Senior Director
GlobeScan



Luciano Pirovano
Chief Sustainability
Officer Bolton Food and
Tri Marine

Ask a question



Scan the QR code
or join at

menti.com

Use code

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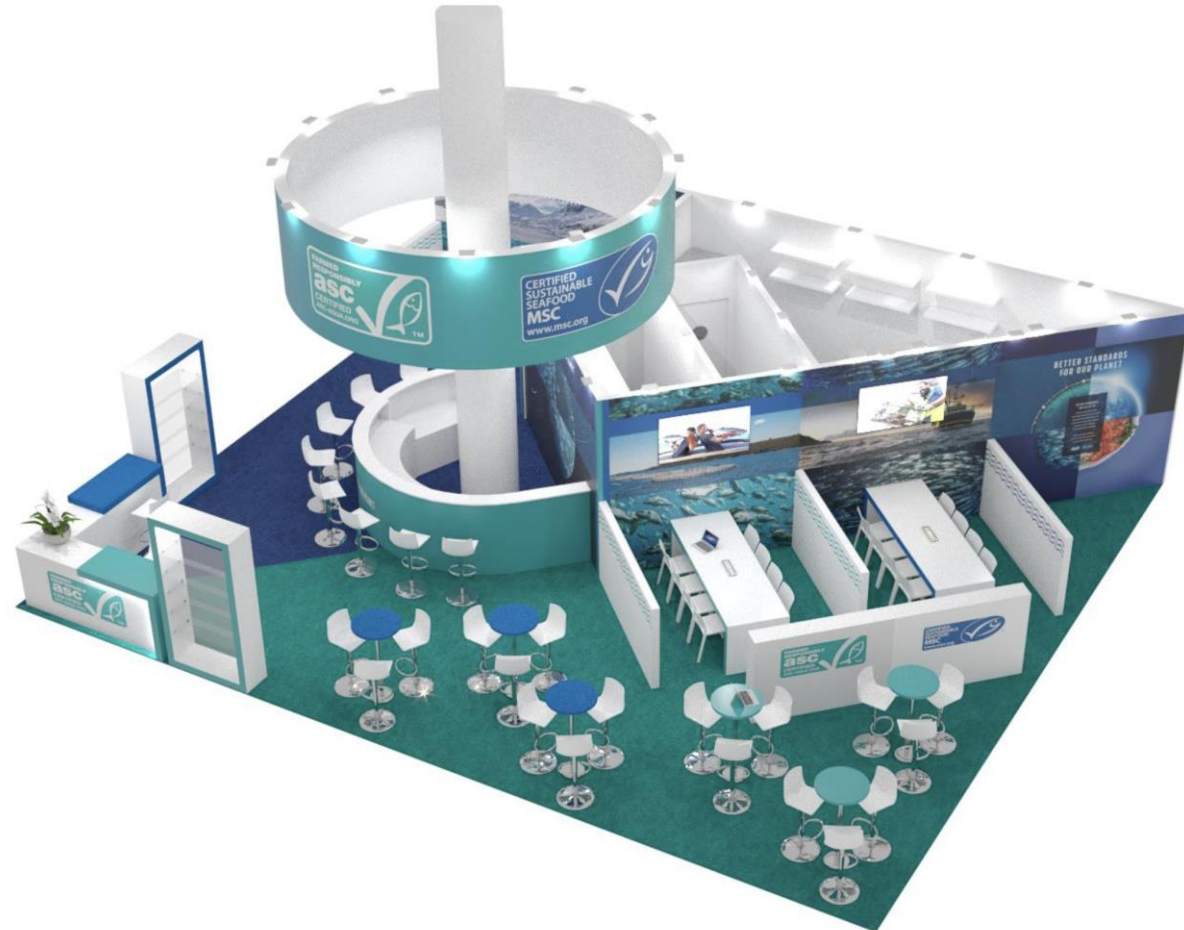
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Continue the discussion



Visit MSC and ASC in Hall 4 at stand 4A401



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THANK YOU FOR COMING



Sign up to:

- Species Sourcing Events
- MSC's newsletters

Download:

- MSC Annual Report
- Guides to MSC certification

msc.org/keepintouch

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