



THE NEW WAVE

Inspiring Young
Consumers to Choose
Sustainable Seafood

SEAFOOD FUTURES FORUM 2025





WELCOME TO SEAFOOD FUTURES FORUM 2025

Please take your seats

#SFF2025

WELCOME



Alberto Martin
Program Director, Spain & Portugal
Marine Stewardship Council



#SFF2025

AGENDA

THE NEW WAVE Inspiring Young Consumers to choose Sustainable Seafood



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

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

09:25 Panel discussion
The New Wave: Inspiring Young Consumers to Choose Sustainable Seafood
Chef Charlotte Langley
Julius Palm, followfood
Lisa Cowell, New England Seafood International (NESI)
Moderated by Ishbel Matheson, Chief Communications Officer, MSC

09:45 Q&A

10:00 Close

Get involved

Wi-Fi:

Free_WIFI_Seafood

Share and follow on
LinkedIn:

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 **Marine Stewardship Council**

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

6253 7380



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WELCOME



**Rupert Howes, CEO
Marine Stewardship Council**



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Sustainable Fishing & The UNFAO Code of Conduct: Looking Back

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Plenty more fish in the ocean



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World's appetite threatens survival of giant bluefin tuna

Stock collapses, lost livelihoods and decimated communities

Atlantic bluefin endangered: Report

Cod-fishing ban turns crowd violent

Critics complain relief dismal

ST. JOHN'S, Nfld. — Enraged Newfoundlanders turned violent Thursday in a vain attempt to confront Fisheries Minister John Crosbie after he closed the vital northern cod industry.

The protesters tried to break down the doors of the Fisheries Department building, but were repelled by police. The protesters then moved to the nearby St. John's Hotel, where they tried to break down the doors. The police used tear gas to clear the area.

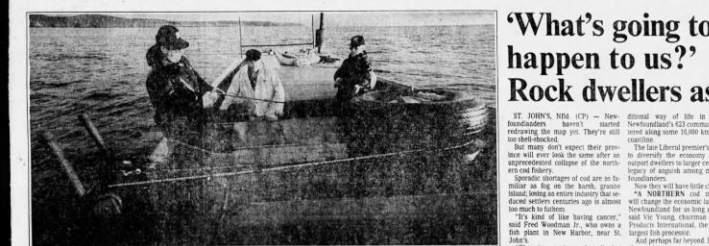
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No jobs, and nowhere else to go

The Canadian Press

ST. JOHN'S, Nfld. — The closure of the northern cod fishery has left thousands of Newfoundlanders with no jobs and nowhere to go. The protesters are demanding that the government provide them with jobs and training.



THE RITUAL of hauling in the nets will vanish for thousands of cod fishermen in what's being called the worst layoff in Canadian history.

Cod fishery mothballed

Fish facts

The Canadian Press

There are some facts about the northern cod fishery that date back to 1911.

1. The fishery was established in 1911.

2. It was the main source of income for many Newfoundlanders.

3. The fishery was closed in 1992.

4. The closure has caused economic hardship for many people.

5. The government has promised to provide compensation and training.

6. The fishery is still a major issue in Newfoundland.

7. The government has promised to provide compensation and training.

8. The fishery is still a major issue in Newfoundland.

9. The government has promised to provide compensation and training.

10. The fishery is still a major issue in Newfoundland.

THE AGE

UPDATE

VOLUME 2, NUMBER 33

Edited by Roslyn Guy

30 OCTOBER 1995

THE MORATORIUM announced on off a wave of anger, much of it spilled over the water. The protesters are demanding that the government provide them with jobs and training.

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What's going to happen to us? Rock dwellers as

ST. JOHN'S, Nfld. (CP) — Newfoundlanders are angry about the closure of the northern cod fishery. They are demanding that the government provide them with jobs and training.

EEC advised to extend herring ban

From John Palmer, European Editor, n Brussels

The British ban on all herring fishing in the North Sea may have to be extended beyond this year to 1978 and even 1979. This is the advice to the Common Market Commission by scientists who are alarmed at the rate at which herring stocks in the North Sea are falling.

SCIENCE

'Greed' alone led to cod disaster

Forget the seals, the foreign ships or colder water — it was overfishing.

Continued: STUNTED UPDATE 2

INSIDE

History exam advice; Blackboard.

The art of writing well; Social Science Survey

Student writing.

When the stock rebounds, overfishing will be a major problem.

When the stock rebounds, overfishing will be a major problem.

WILDLIFE: Ottawa will hear recommendation to protect fish in August

Atlantic bluefin endangered: Report

SHEENA GOODYEAR
QMI Agency

A staple of Atlantic Canada's commercial fishery could soon be off limits.

The Committee on the Status of Endangered Wildlife in Canada, a group of environmental experts that advises the government on species classification, has recommended the Atlantic bluefin tuna be listed as an endangered species.

Fishing is the main threat to the viability of the species, and despite management efforts for the past 30 years to rebuild the population, there is little sign of population increase."

Alan Sinclair, endangered wildlife committee

The feds will consider the recommendation in August, at which point they have nine months to make a decision.

If they decide to classify the fish as endangered, it would mark the first time a commercially fished saltwater species



Sustainable Fishing: 30 years on – progress to date

Sustainable management delivers results



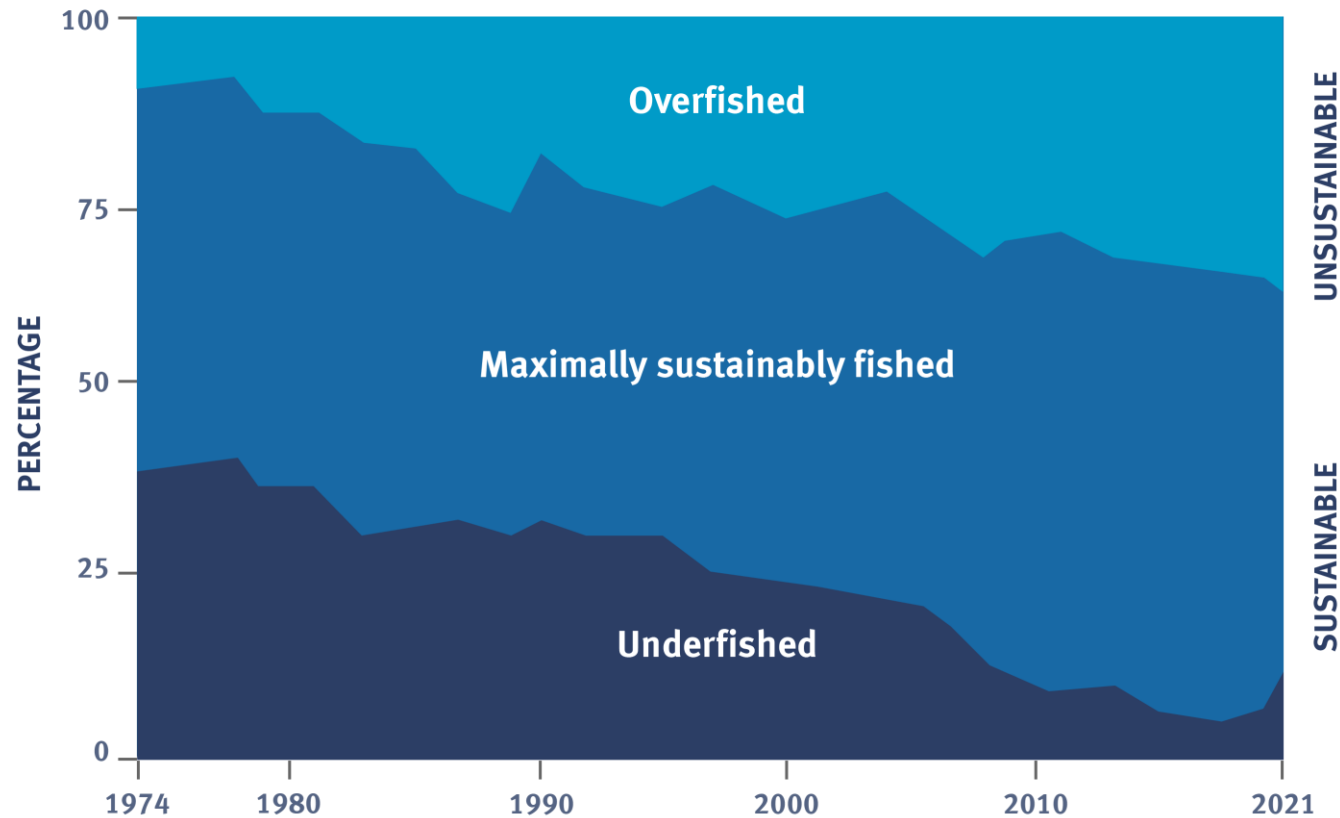
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The emergence and growth of a sustainable seafood market



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Trends still moving in the wrong direction



37.7%

of stocks estimated to be
fished to biologically
unsustainable levels*

62.3%

of stocks estimated to be
either underfished or fished
to biologically sustainable
levels*

76.9%

of global landings from stocks
fished sustainably*



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Sustainable Fishing: The Challenge Ahead

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Global adoption of sustainable fisheries management



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Tackling the climate crisis



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Greater international cooperation - not less

The Guardian

Tariff turmoil wipes trillions of dollars off global stock markets

World leaders condemn Trump trade policy and plan counter-measures

Richard Partington
Senior economic correspondent

Global financial markets were plunged into turmoil yesterday, when Donald Trump's escalating trade war knocked trillions of dollars off the value of the world's biggest companies and heightened fears of a US recession.

As world leaders reacted to the president's "liberation day" tariff policies demolishing the international trading order, about \$2tn (£1.5tn) was wiped off Wall Street and share prices in other major financial centres around the globe.

Experts said that Trump's sweeping border taxes of between 10% and 50% on the US's traditional allies and enemies alike had dramatically added to the risk of a steep global downturn and a recession in the world's biggest economy.

Senior politicians from Brussels to Beijing rounded on Trump, with China condemning "unilateral bullying" practices and the EU saying it was drawing up counter-measures.

While Trump had timed his Wednesday evening rose garden address to avoid live tickers of crashing stock markets, that fate arrived when Asian exchanges opened hours later.



BBC

NEWS

Globalisation era has ended, says Treasury minister



01:26

Chief Secretary to the Treasury Darren Jones said the era of globalisation has "ended" following Donald Trump's new tariffs.

It comes after Prime Minister Sir Keir Starmer suggested in a **Sunday Telegraph** article he was about to announce state intervention to protect UK firms from the US president's move.

The UK was among nations hit with a 10% "baseline" import duty, and negotiations on a trade deal to reduce tariffs are continuing.

The Economist

Bolstering Ukraine's defence industry
The assault on America's universities
How AI can be good for the climate
Oh, grow up! The rise of "adulting" courses

APRIL 12TH-18TH 2025

THE AGE OF CHAOS





“

From ancient times, fishing has been a major source of food for humanity and a provider of employment and economic benefits to those engaged in this activity. The wealth of aquatic resources was assumed to be an unlimited gift of nature. [...] this myth has faded in face of the realization that aquatic resources, although renewable, are not infinite and need to be properly managed, if their contribution to the nutritional, economic and social well-being of the growing world's population is to be sustained.

”

FAO Code of Conduct for Responsible Fisheries, 1995



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An update from the MSC



Nicolas Guichoux
Chief Program Officer,
Marine Stewardship Council



**Rope Grown
Scottish Mussels**
(*Mytilus spp*)

£3.99
per kg

farmed in the UK
contains mussels
(87%) (440g per 100g)

Fisheries engaged in the MSC program



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Argentinian Red Shrimp achieves MSC Certification



A decade of dedicated improvements
New onboard observer program has led to stronger management measures
New national and provincial shared objectives for sustainable fishing

Progress in 2024-2025



744

**Fisheries engaged
in the MSC
program**



51

**Newly certified
fisheries**



77

**Successful
reassessments**



42

**New fisheries
entered
full assessment**



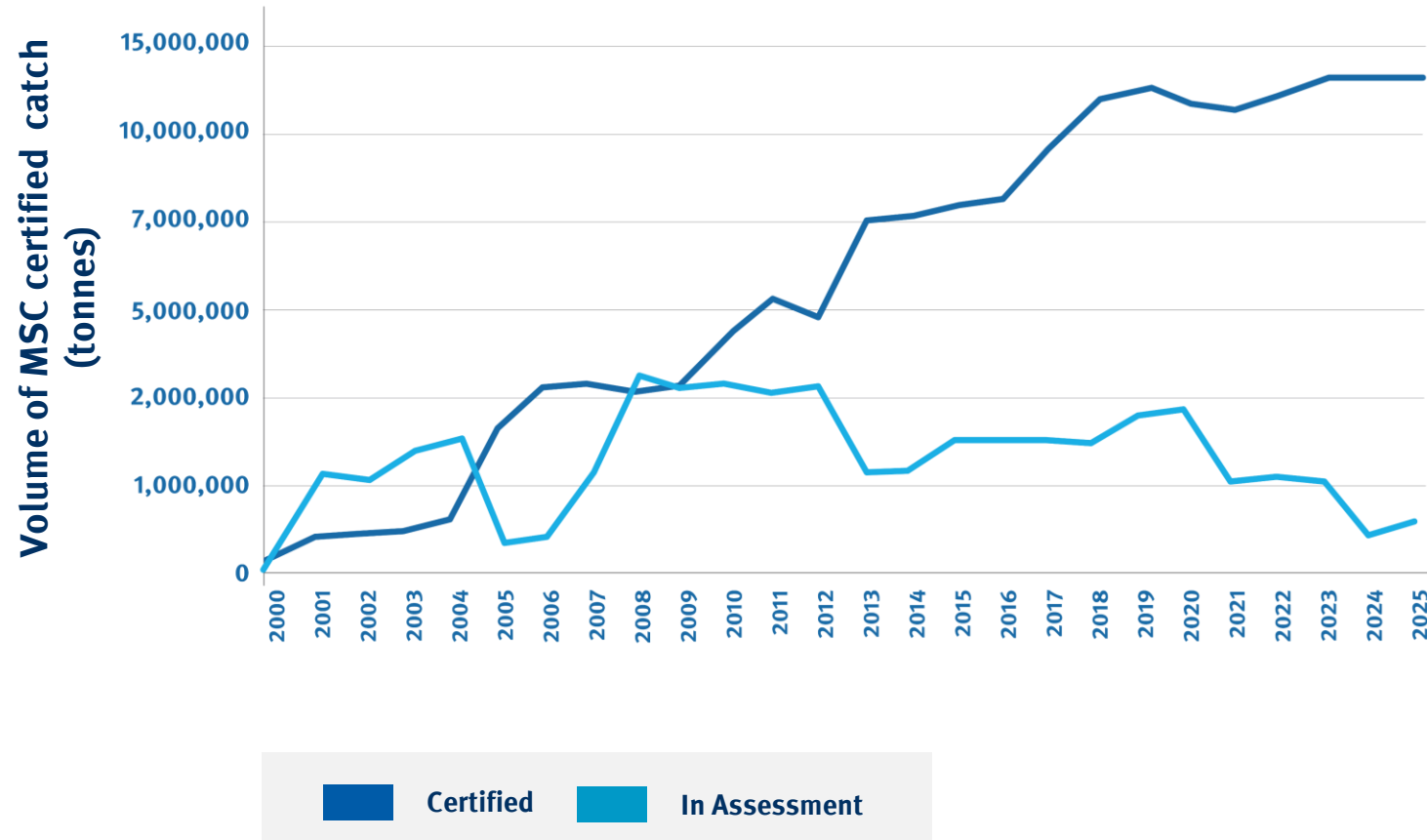
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**New fisheries
entered
Improvement
Program**

* Figures for 1 April 2024 to 31 March 2025. Fisheries in the MSC programme include those certified, suspended, or in assessment to the MSC Standard or in transition to MSC. Different species and stock units are identified and counted as different 'fisheries'

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MSC global marine catch



19-21%
of global marine catch in recent years

14.7 million
tonnes certified

600,000 tonnes
in assessment

227,000 tonnes
in the MSC Improvement Programme

MSC Improvement Program



2019

Pilot program called In Transition to MSC begins

October 2024

Pilot ITM program becomes permanent as MSC Improvement Program

2025

35 fisheries in the program

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Global coverage of engaged fisheries



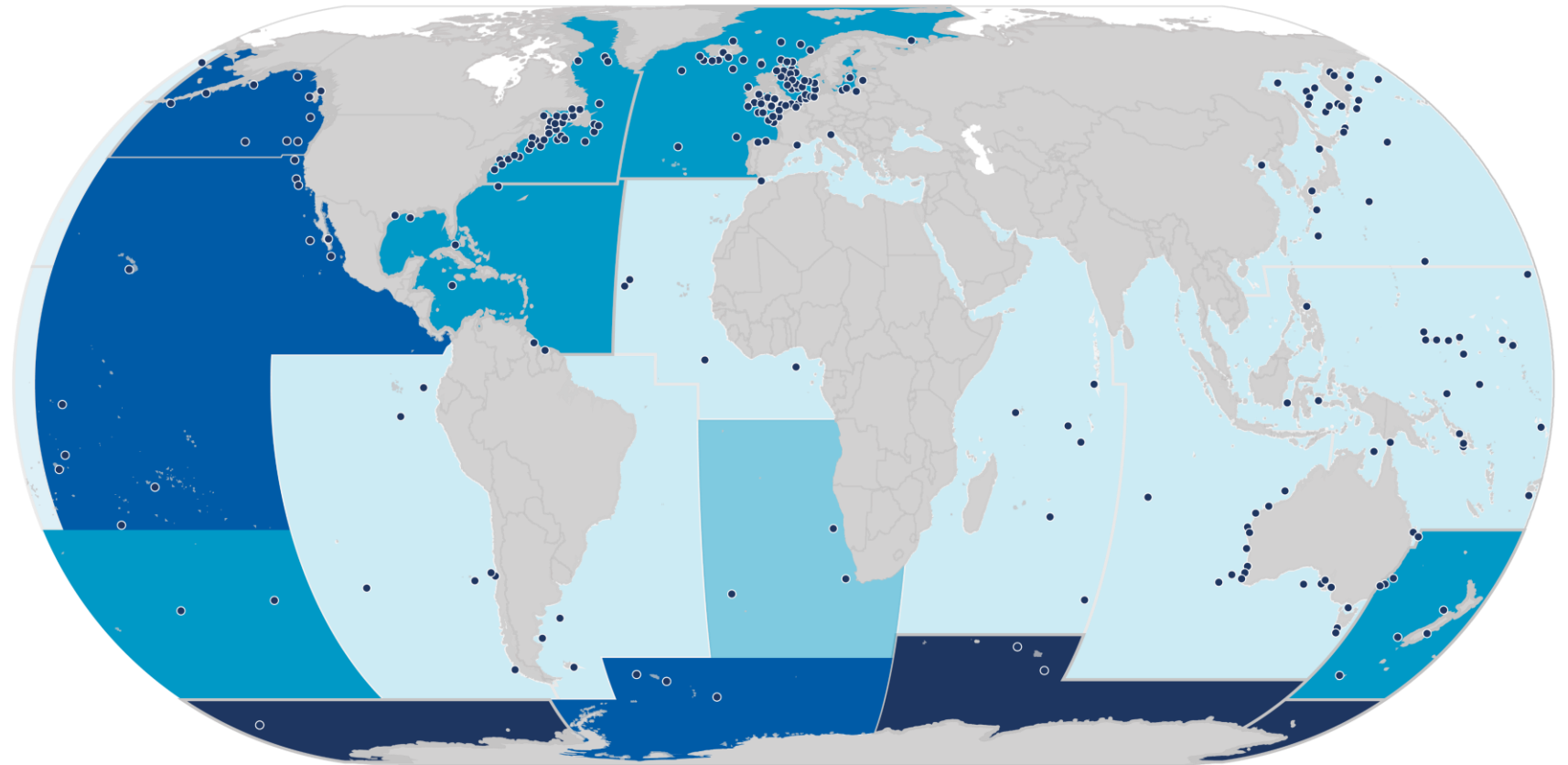
Americas: 40%

North Europe: 20%

Asia Pacific: 18%

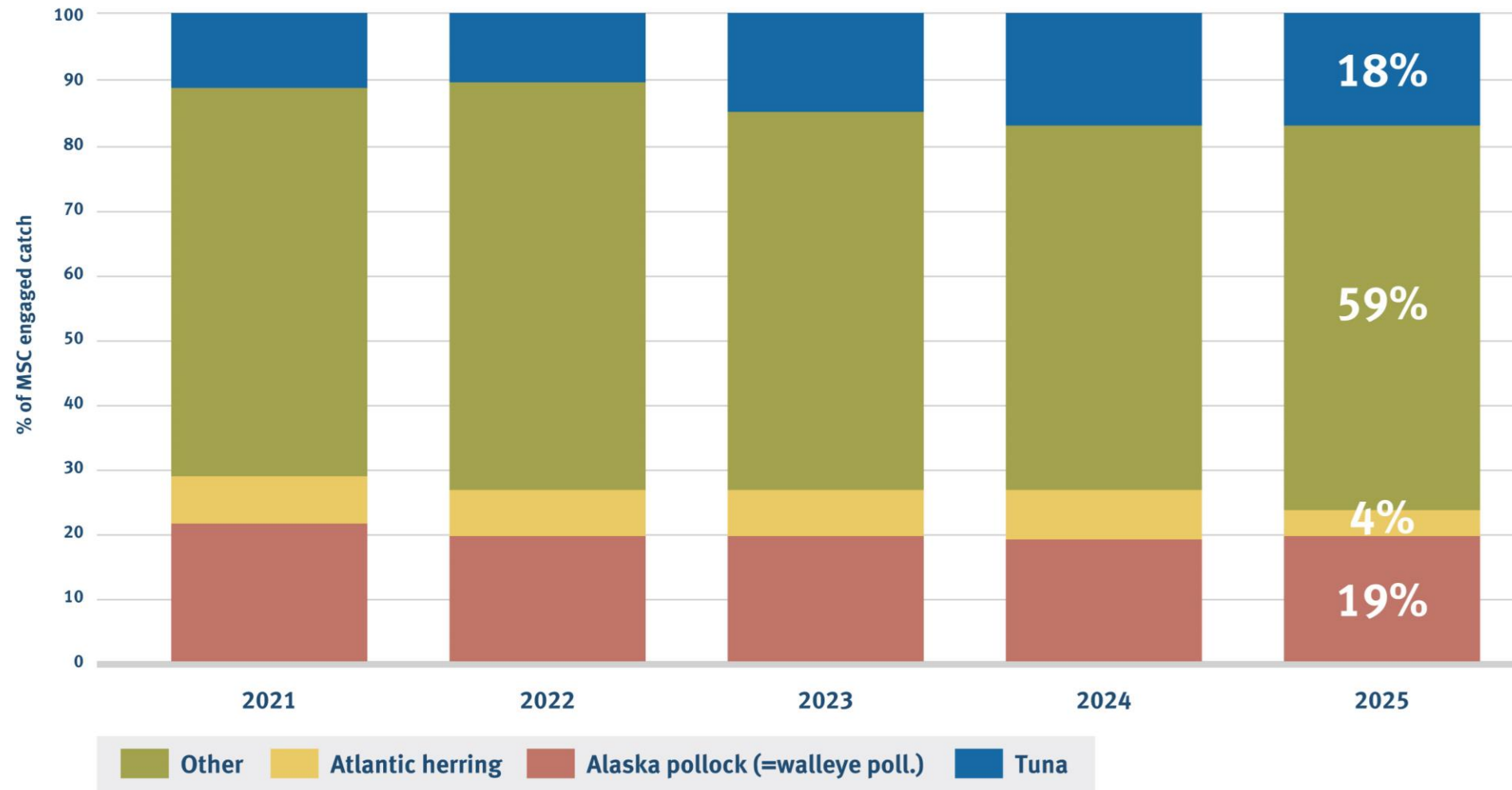
Russia 16%

South Europe +
AMESA: 5%



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Engaged fisheries by species



*2024 and 2025 data is indicative. Engaged = certified, suspended, in assessment, and in the MSC Improvement Programme; certified includes suspended fisheries

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Ecuador's tuna fishery: a certification success story



Ecuador tuna processors use MSC certification and labelling to expand their market, supporting economic development and jobs

Ecuador consolidó su liderazgo en la industria atunera con un crecimiento del

 **27,6%**

en exportaciones de lomos y conservas de atún.



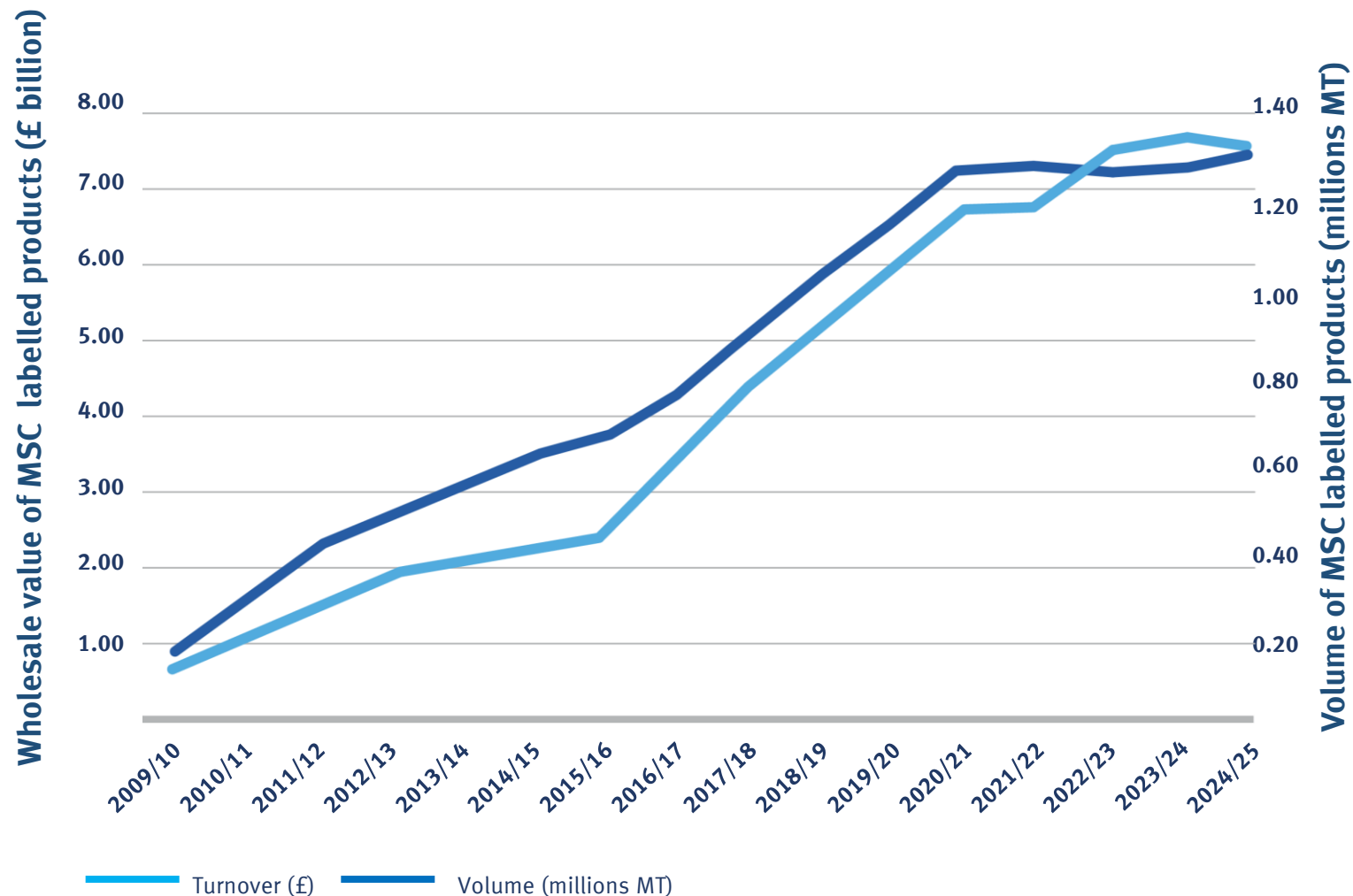
 NIRSA

Market overview



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MSC labelled sales



* Actual data reported to 14 April 2025 - with forecasts for 2024/2025)

^ Including forecasts

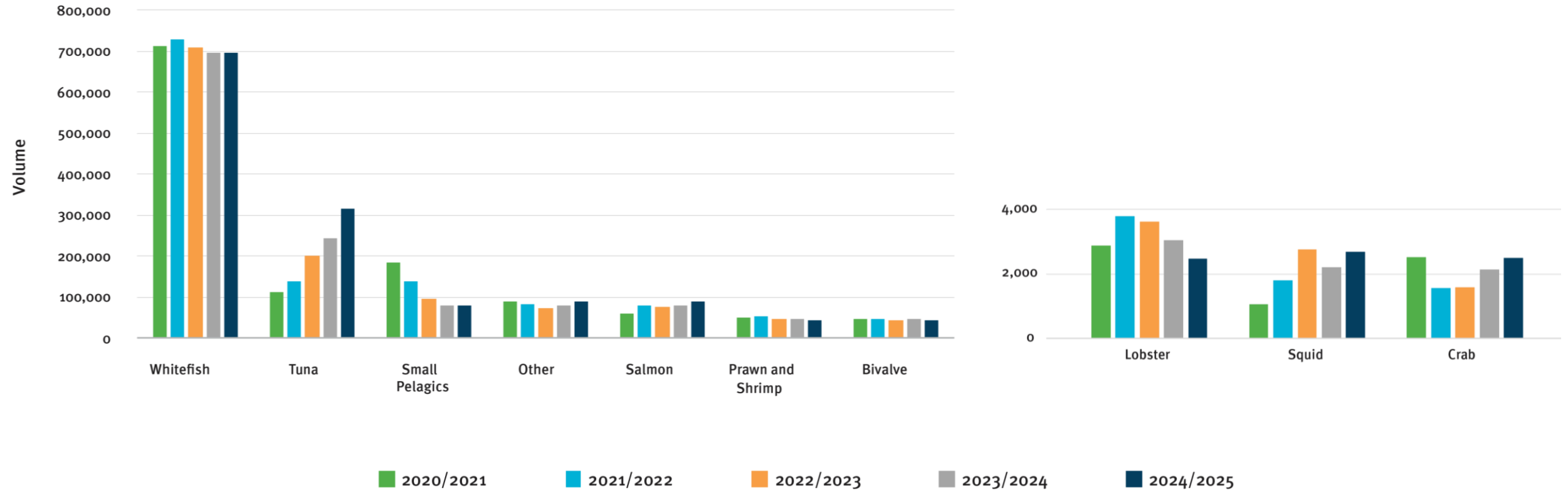
21,230 products
with the blue MSC label

136 nations where consumers
can buy MSC products

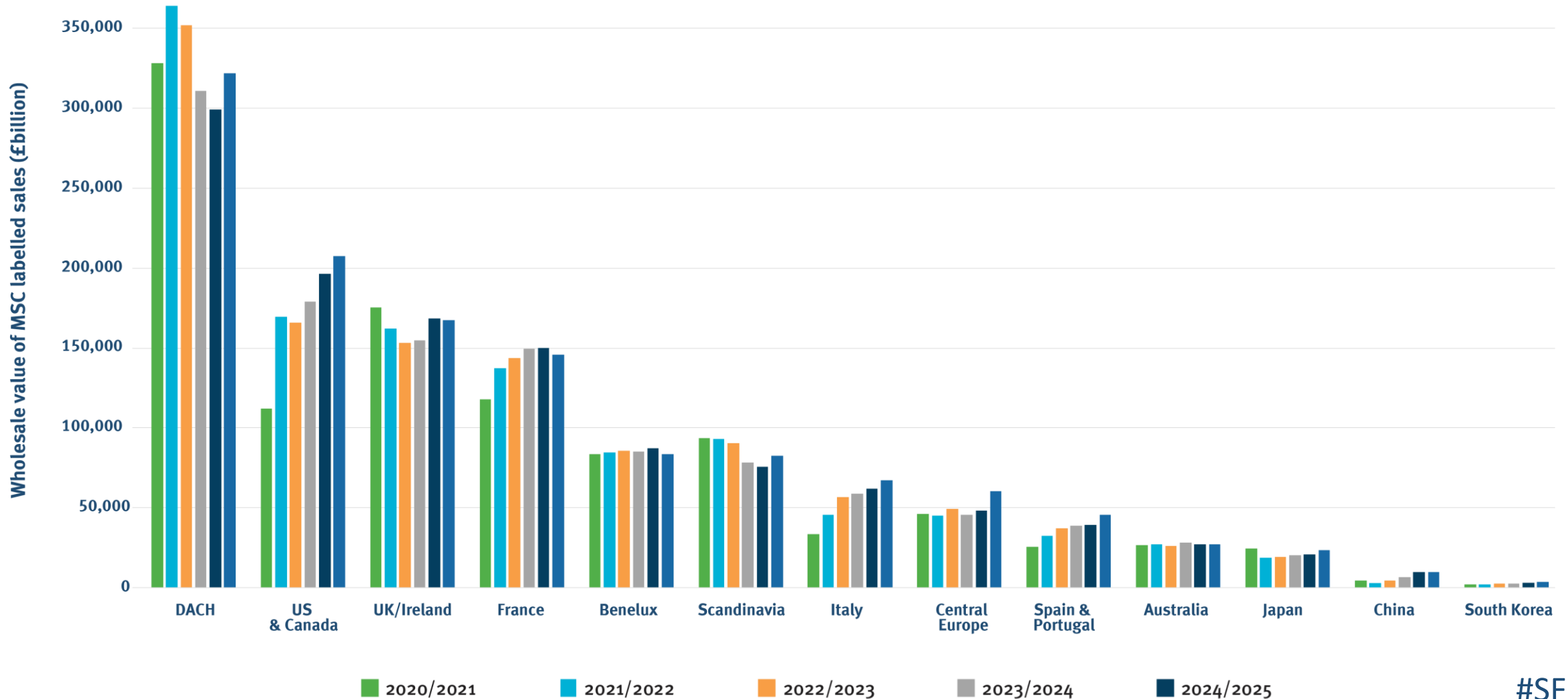
1,367,280 tonnes
(2024-2025 volume of sales)^

£7.7 billion
(2024-2025 wholesale value) ^

Top ten species for MSC labelled sales



Top regions for labelled sales



Growth in Central Europe and Poland



27% growth of MSC labelled products
Top MSC species: Pollock, Herring and Tuna

North Sea and Icelandic herring



Many retailers and brands choose certified herring over non-certified

**Healthy stocks
No overfishing
Good collaboration between industry and scientists**

Petfood on the rise



125,000
tonnes

+44%
growth



Food to go: sandwiches, sushi, salads, rice balls and more



40,000
tonnes

+25%
growth



Raising awareness in the market



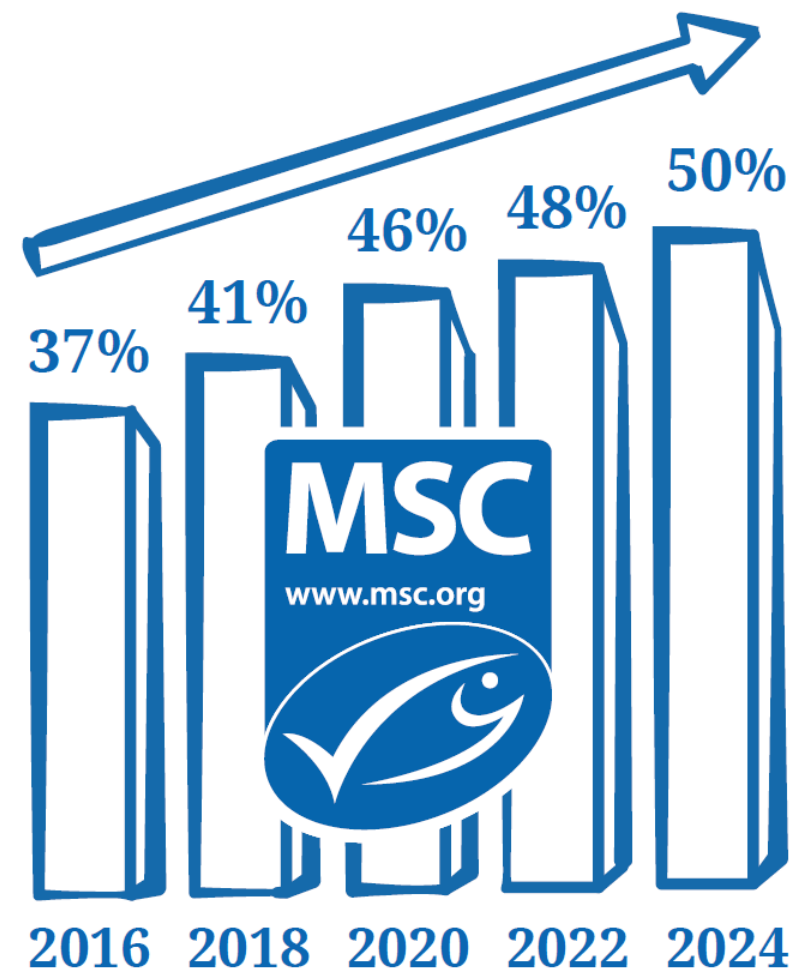
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Global consumer awareness



50%

of all consumers surveyed now recognise the MSC label



MSC marketing across the world



**Over
50 marketing
campaigns in 26
countries**

**Marketing campaigns that
MSC ran with partners in
2024**

**Over
694k followers**

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

**Over
333 million
impressions**

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

MSC campaigns in action



Social and poster campaign in Canada



Sustainable Seafood Week in Portugal



Multichannel campaign in Germany, Austria and Switzerland



MSC in the context of EU's "Green Claim" regulations



MSC meets definitions and minimum requirements for certification schemes in EU law

- Only labels established by public authorities or **private labels based on certification schemes** are allowed
- Minimum **conditions of transparency and credibility**
- **Objective third- party conformity assessment** compliant with ISO 17065



Species yearbooks – tuna, whitefish and small pelagic







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Moderator
Ishbel Matheson
MSC



Scan the QR code
or join at [menti.com](https://www.menti.com)

Use code

6253 7380



Charlotte Langley
Chef, entrepreneur
and content creator



Julius Palm
Deputy Managing
Director, followfood



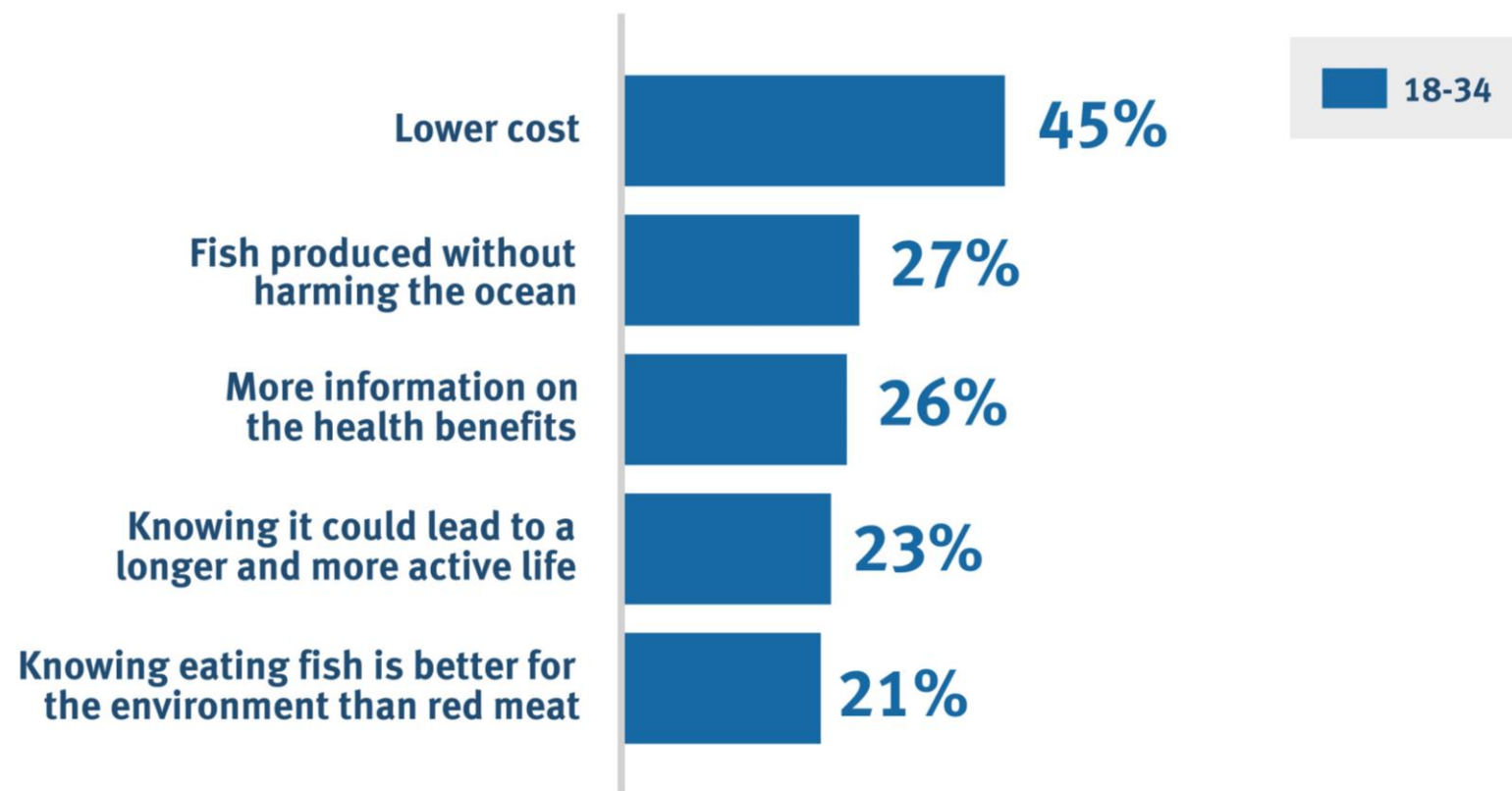
Lisa Cowell
Head of Marketing, New
England Seafood International

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What would make younger consumers eat more seafood?





Questions and Answers



Moderator
Ishbel Matheson
MSC



Rupert Howes
Chief Executive
MSC



Nicolas Guichoux
Chief Program
Officer MSC



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Chef, entrepreneur and
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