



Marine
Stewardship
Council

22 April 2026

THE LONG VIEW



SEAFOOD FUTURES FORUM 2026

The business case for
sustainable seafood



Staying the course



Rupert Howes, CEO
Marine Stewardship Council

#SFF2026



PROGRESS IN 2025-26

781

FISHERIES ENGAGED
IN THE MSC PROGRAM

61

NEWLY CERTIFIED
FISHERIES

115

SUCCESSFUL
REASSESSMENTS

124

NEW FISHERIES
ENTERED FULL
ASSESSMENT

15

NEW FISHERIES
ENTERED
IMPROVEMENT
PROGRAM

MSC IMPROVEMENT PROGRAM



**NEPHROPS
UK**

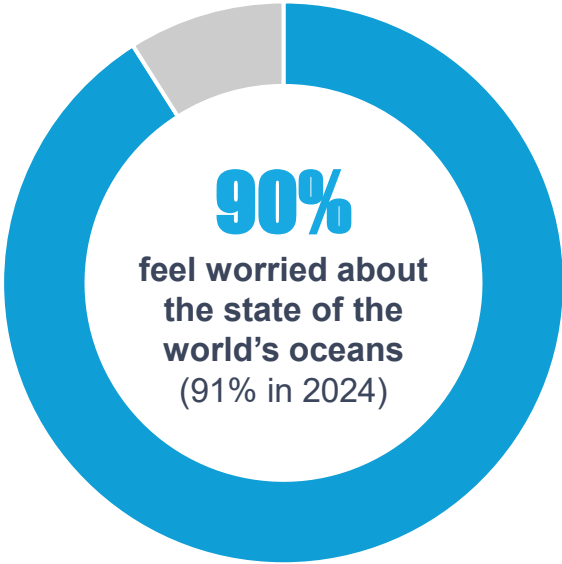


**PERUVIAN GIANT
SQUID FISHERY**

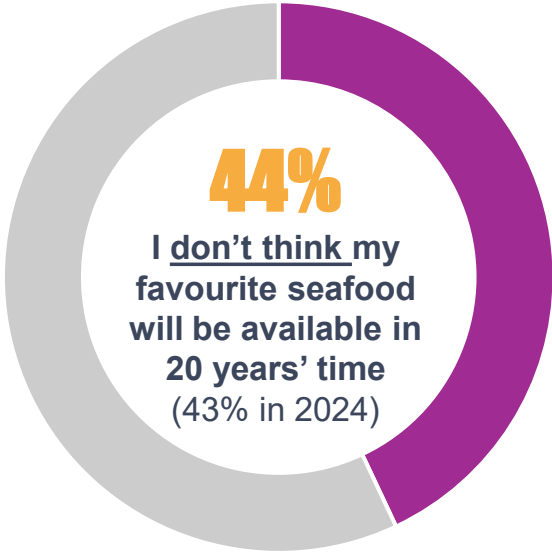


**PALAMOS REDSHRIMP IN
MEDITERRANEAN**


MOST CONSUMER ARE WORRIED ABOUT OCEAN HEALTH AND GROWING CONCERNS ABOUT FUTURE SEAFOOD AVAILABILITY



Perceptions of ocean health, "agree"



Perceptions of fish availability, "describes opinion well"



“There can be no healthy planet without a healthy ocean, and the ocean’s health is currently in decline. Intergenerational justice demands we dedicate ourselves to reversing that decline.”

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



An update from the MSC



Nicolas Guichoux, Chief Program Officer,
Marine Stewardship Council



TAKING A LONG VIEW



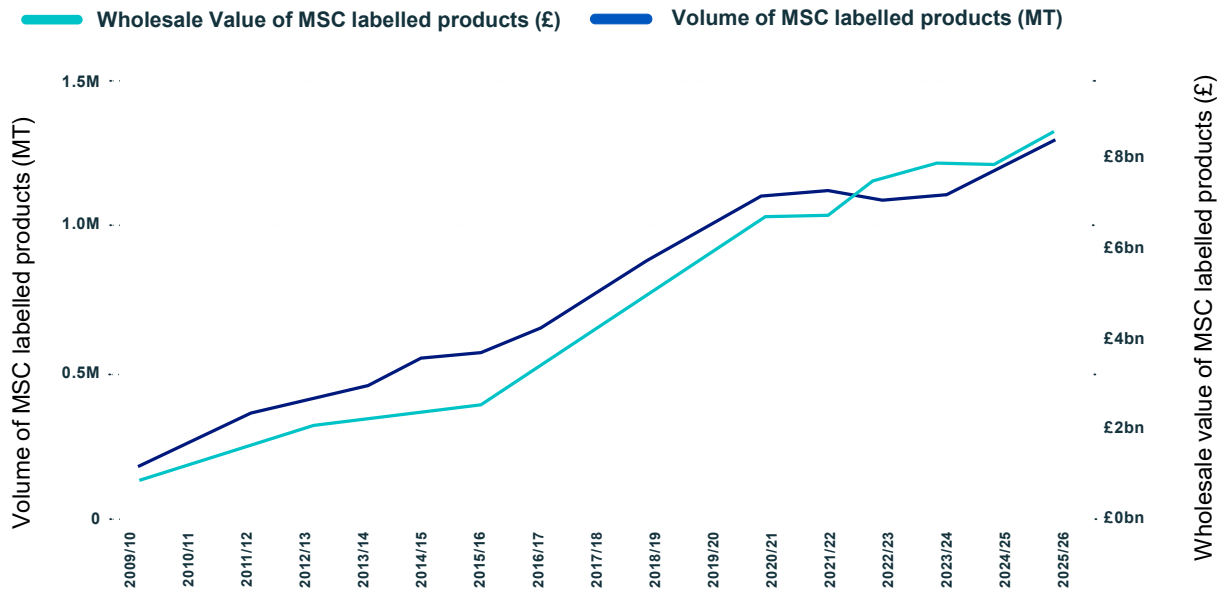
COMMITTING TO 100% MSC

Iceland

TESCO



MSC LABELLED SALES



21,948

Products with the MSC label

73 NATIONS

Where consumers can buy MSC products

1,500,662

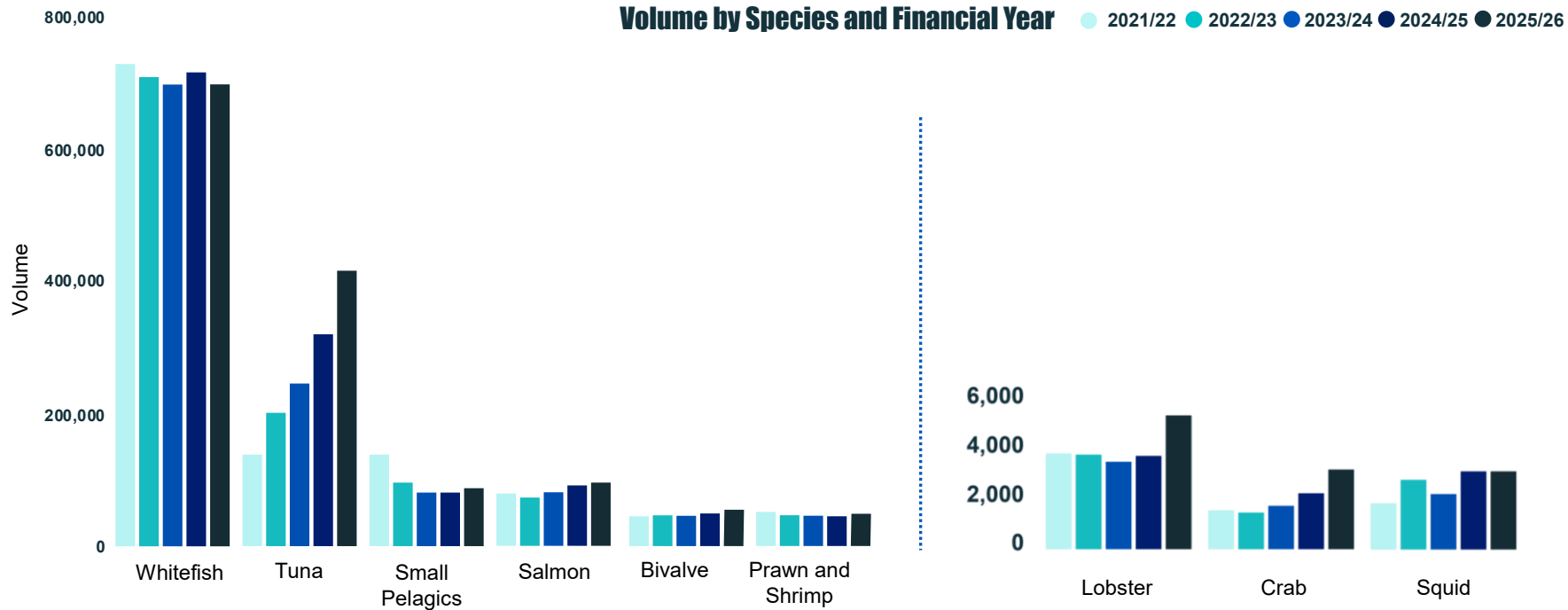
Tonnes (2025-2026 volume of sales)[^]

£8.5 BILLION

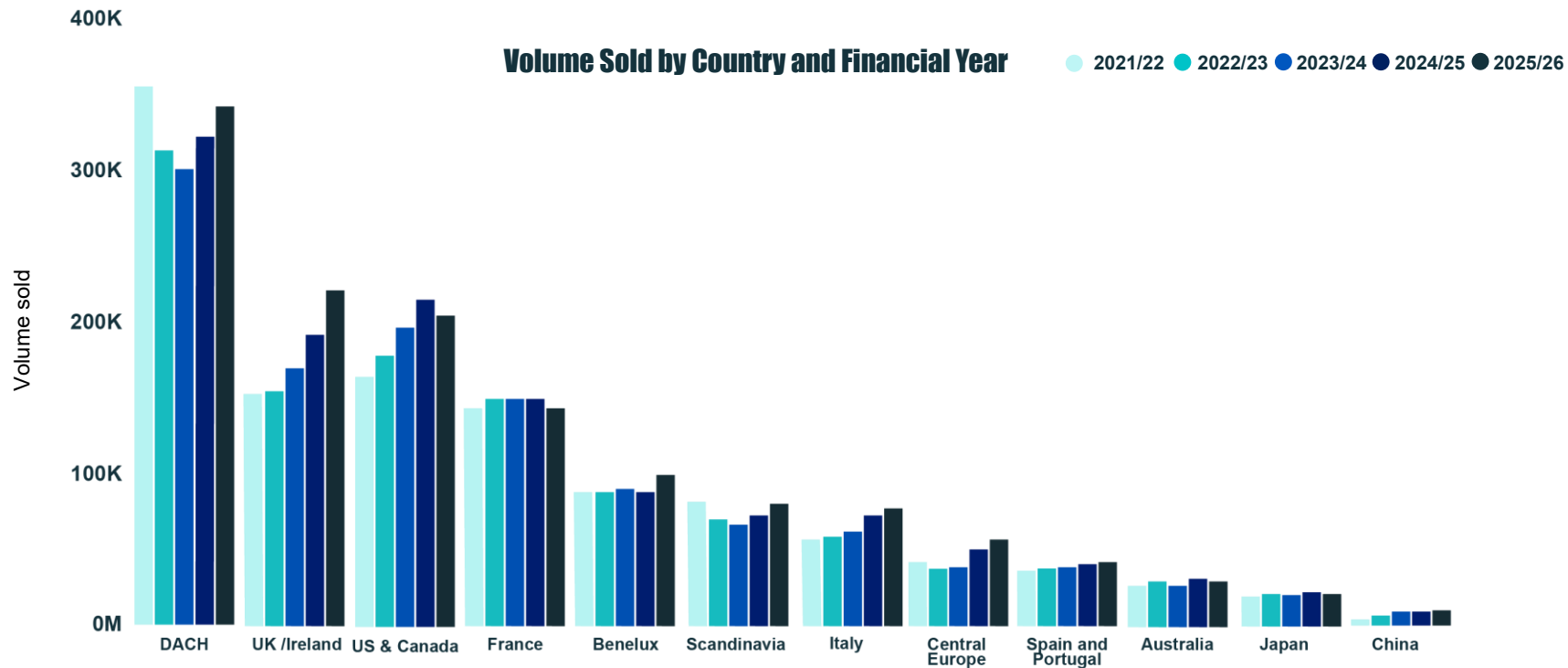
(2025-2026 wholesale value)[^]

TOP TEN SPECIES FOR MSC LABELLED SALES

Volume by Species and Financial Year



TOP REGIONS FOR LABELLED SALES



GROWTH IN THE UK

£1.7bn

ON 189,000 TONNES
OF MSC LABELLED
SEAFOOD

63%

OF RETAIL WILD CAUGHT
FISH AND SEAFOOD CARRIES
THE MSC LABEL



PETFOOD: NESTLÉ PURINA PETCARE

100+

MSC LABELLED
PRODUCTS
ACROSS
EUROPE



AUSTRALIA: CANNED TUNA



70% of Australian canned tuna now carries the MSC label

FROM EXPORT TO DOMESTIC MARKET

“Camanchaca views the MSC label as a key element to differentiate our products in the Chilean market, by highlighting the sustainability associated to our own brands, as well as third party brands of the main retail chains in Chile. This is part of our ongoing efforts to educate consumers about the importance of responsible consumption.”

Constanza Gonzalez (Marketing Manager, fisheries, Camanchaca)



Raising awareness in the market

#SFF2026



MSC MARKETING ACROSS THE WORLD

OVER

40

MARKETING CAMPAIGNS IN 28 COUNTRIES ACROSS THE WORLD

Marketing campaigns that MSC ran with partners in 2025

OVER

200

MILLION IMPRESSIONS

The number of times MSC content was displayed to users

OVER

712K

FOLLOWERS

The number of users following an MSC profile

MSC REACHING CONSUMERS ACROSS THE WORLD

Sustainable Seafood Week 2026 in France



66 partners engaged



McDonalds in Germany

2.3M video plays across 600 restaurants



Earth Month in the USA

18 brands involved



UNOC: SUSTAINABLE FISHING AS A SOLUTION



Three side events at UN Ocean Conference
Putting sustainable fisheries on stage
Sustainable fishing as part of the solution to ocean challenges

AWARENESS IN THE CAPITAL MARKET SECTOR

“MSC certification helped us demonstrate our sustainability credentials and secure better financing terms for this project”

Hanus Hansen
CEO JFK



Taskforce on Nature-related
Financial Disclosures



standard
chartered



Rabobank



Deutsche Bank



SUSTAINABILITY IS HOLDING FIRM



The business case for sustainable seafood



Stéfán Descheemaeker
Former CEO
Nomad Foods





Seafood Futures Forum

The long view on how seafood
consumer opinions are changing

Caroline Holme



INSIGHTS FROM A DECADE OF GLOBAL CONSUMER RESEARCH

2016

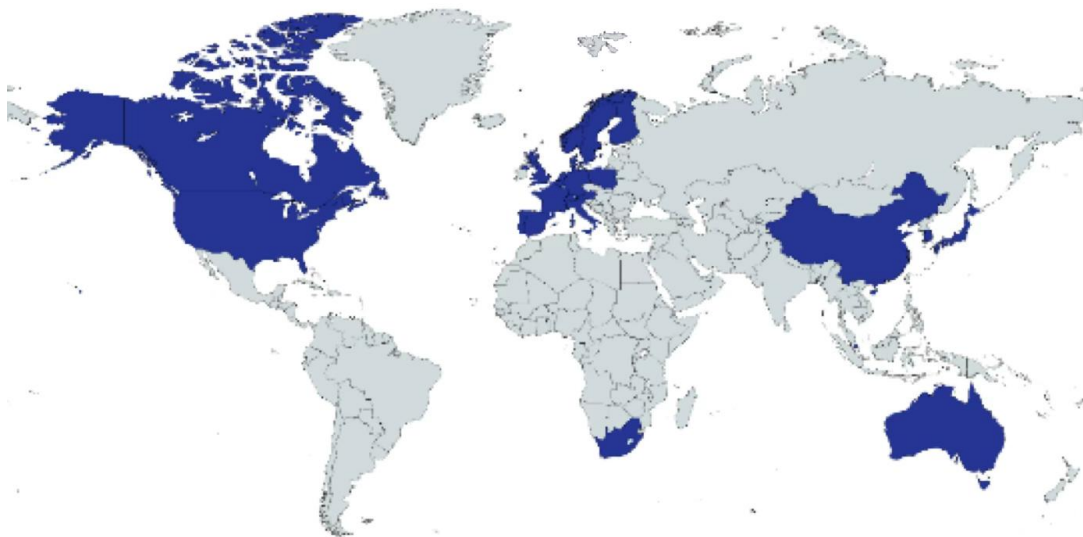
2018

2020

2022

2024

2026



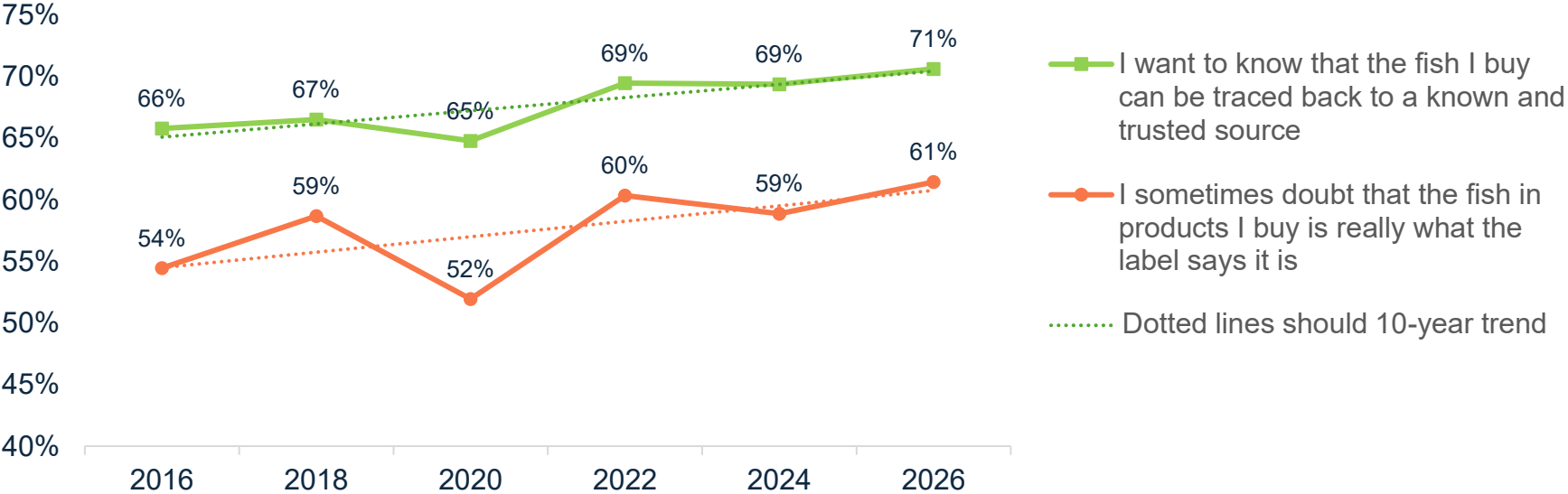
The Marine Stewardship Council partnered with GlobeScan to conduct the sixth wave of a **global research study** into **consumer perceptions**.

Globe Scan

Marine Stewardship Council

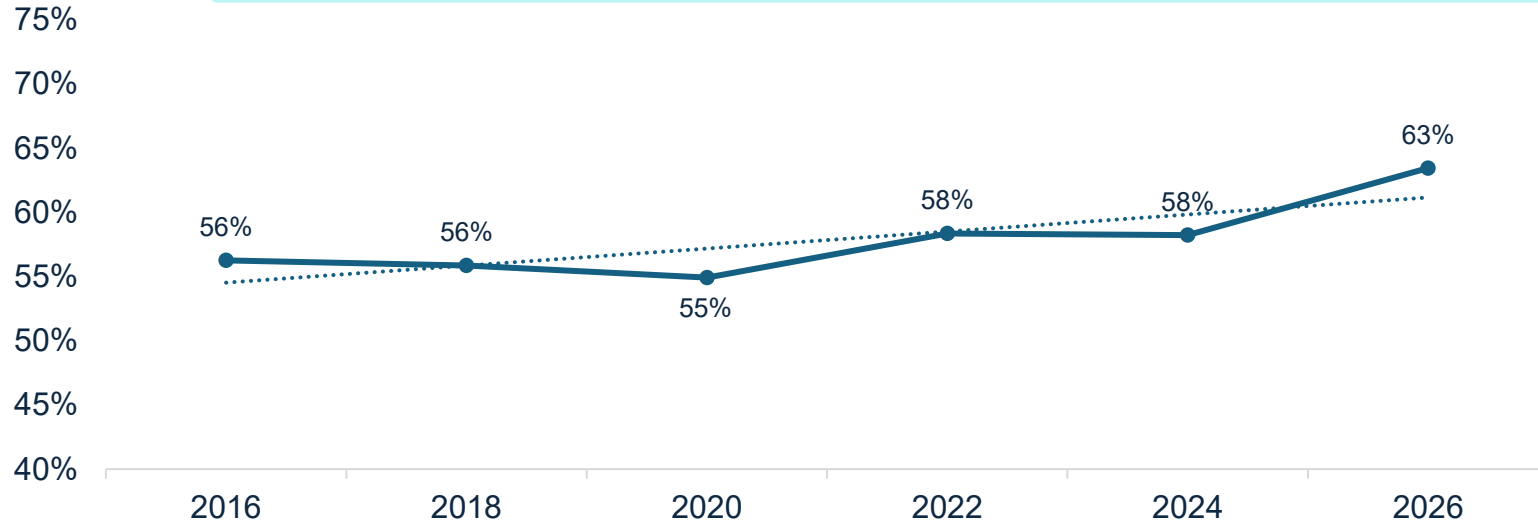
n=20,543 seafood consumers
n= 31,074 gen pop
in 23 countries
February – March 2026

RISING EXPECTATIONS HAVE LED CONSUMERS TO QUESTION LABELS AND SOURCING MORE CLOSELY



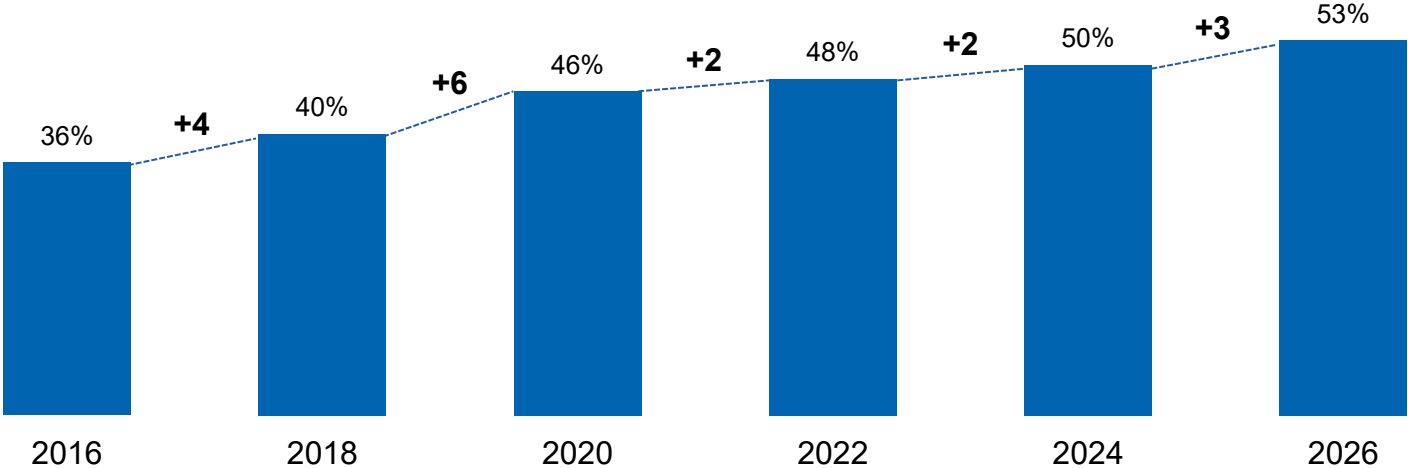
AS SCRUTINY HAS INCREASED, REPORTED CLAIMED PURCHASES OF ECOLABELLED SEAFOOD HAVE GROWN

Occasional or frequent purchase of ecolabelled seafood



RECOGNITION OF THE MSC LABEL HAS BUILT STEADILY OVER A DECADE

Awareness of the MSC label

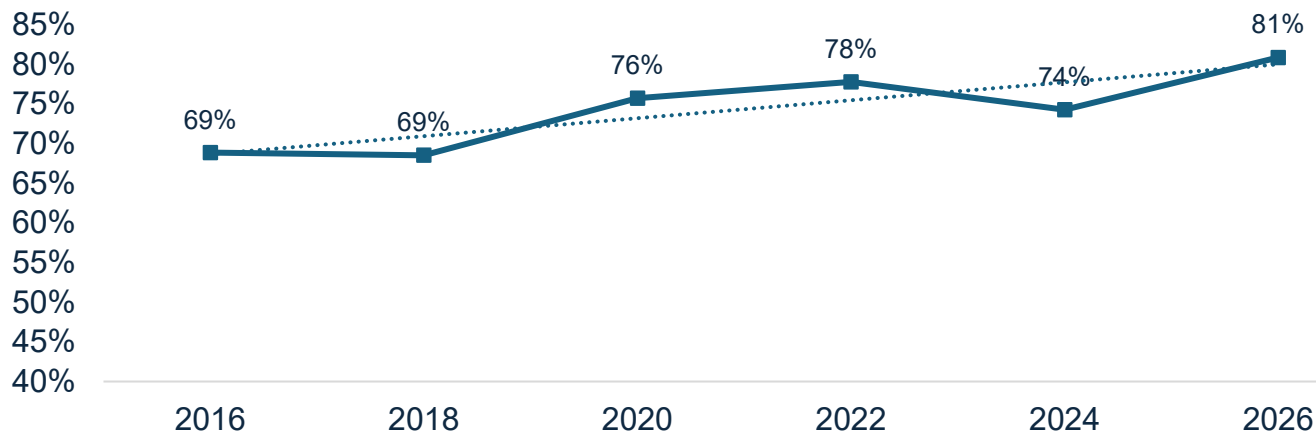


Source: GlobeScan Global Seafood Consumer Survey (General Population, global n=31,074) – February/March 2026



TRUST IN THE MSC LABEL HAS STRENGTHENED AMONG THOSE WHO RECOGNISE IT

Trust in the MSC label



Top drivers of trust

- 1 Strict standards
- 2 Open/transparent
- 3 Maintains fish populations



Moderator
Ishbel Matheson
MSC



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

Use code

7783 4828



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