

FISH FOR GOOD

SETTING A COURSE FOR
SUSTAINABLE FISHING



A PROJECT TO ASSIST
FISHING COMMUNITIES
ON THEIR COURSE
TOWARDS
SUSTAINABILITY.
INITIATED BY:



Initiated by the Marine Stewardship Council (MSC), Fish for Good is a pathway project* aimed at guiding fisheries in **Indonesia, Mexico** and **South Africa** towards more sustainable fishing practices. Sustainable fisheries operate on well managed, healthy stocks, while minimising their impact on marine ecosystems.

WHAT DOES FISH FOR GOOD WANT TO ACHIEVE?

A balanced outcome across the following objectives:

- engage fisheries with the potential of advancing to MSC certification
- engage fisheries with non-market drivers for improvement, such as increased food security and reduced environmental impacts
- support government and other stakeholder efforts to build an enabling environment for sustainable fisheries management.



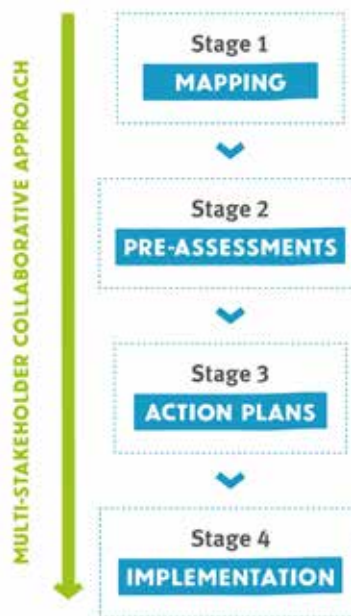
*A Pathway project uses the MSC's tools in a strategic way to engage with multiple fisheries at the same time.



WATCH SOUTH AFRICAN
SQUID VIDEO

THE FISH FOR GOOD PROJECT STAGES

Fish for Good follows a four-stage process. Fisheries are **mapped** using characteristics such as target species, gear, catch volumes, stock status, environmental impacts, marketing potential and importance to food security. A project advisory group selects which of these fisheries will participate in subsequent project stages, ensuring a balanced outcome across the project's three objectives. The selected fisheries are each **pre-assessed** by independent assessors against the MSC's Fisheries Standard and areas of improvement identified. Stakeholders use the pre-assessments to develop **action plans** by collaboratively identify ways to improve fishery practices toward sustainability. The action plans are then **implemented** by stakeholders through fishery improvement projects (FIPs).

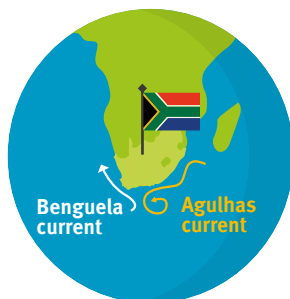


SOUTH AFRICA



**FISH
FOR
GOOD**

FOCUSES ON →



Over
100 000
people rely on the fisheries
sector for their livelihood



57% OF SOUTH
AFRICA'S SEAFOOD
is exported to Europe



The wild-caught
seafood industry
is worth USD

678 MILLION



Many of the
28 000
small-scale fishing
households are food-insecure



Total annual wild fisheries catch is
600 000 TONS

SOUTH AFRICA: FISH FOR GOOD STAGES

WHEN?	Stage 1 April 2018 - June 2018	Stage 2 June 2018 - June 2019	Stages 3 & 4 June 2019 - onwards
WHAT?	Mapping fisheries in the region	Assessing baseline performance and identifying areas for improvement	Developing action plans to improve fisheries' performance against the MSC indicators
HOW?	Building fisheries profiles through desktop research and stakeholder interviews	Conducting large-scale gap analysis of fisheries' performance against the MSC Standard	Agreeing on actions and stakeholders' responsibilities to address the gaps defined in Stage 2
BY WHO?	The MSC	Accredited third-party assessor	Collaborative stakeholder effort
RESULT	18 FISHERIES MAPPED	9 FISHERIES PRE ASSESSED	5 FISHERIES' ACTION PLANS

SELECTED FISHERIES FOR ACTION PLAN DEVELOPMENT AND IMPLEMENTATION



Albacore tuna
pole & line fishery
in the southeast
Atlantic Ocean



Yellowfin tuna longline
caught in the southeast
Atlantic and southwest
Indian oceans



Rope grown mussel
from Saldanha Bay
on the west coast
of South Africa



Jig-caught squid
from South Africa's
southern coast



Hand collected
East Coast rock lobster
from the Eastern Cape
province

Five fisheries have been selected to undertake action plan development and proceed into credible Fishery Improvement Projects. This stage is coordinated by implementing partner WWF South Africa.



INDONESIA



**FISH
FOR
GOOD**

FOCUSES ON



6.4 MILLION
people engaged in
the fisheries sector



Total annual
wild catch is
**5.8 MILLION
TONS**



Total production
value is USD
3.8 BILLION



95% OF FISHERIES
PRODUCTION
is artisanal



54% ANIMAL
PROTEIN
supply comes from seafood
(49 kg per person)

ADVISORY GROUPS

Advisory groups are composed of market partners, fishing industry, NGOs, government officials and scientists who provide independent recommendations on the effectiveness of activities to deliver the Fish for Good objectives. In particular, they select the fisheries for pre-assessment and provide advice on action plan development and fisheries improvements towards sustainable fishing practices.







ACCESSIBILITY OF THE MSC PROGRAM

Fish for Good uses tools developed by the MSC to support fisheries to improve their practices: the MSC Benchmarking and Tracking Tool tracks the status and progress of fisheries against the MSC Fisheries Standard, and the Capacity Building Toolkit assists stakeholders to implement credible Fishery Improvement Projects towards MSC certification.

MEXICO



over
1 MILLION
people engaged in
fisheries sector



Total annual
wild catch is
1.8 MIL TONS



Total production
value is USD
2 BILLION



**65% MEXICAN
SEAFOOD**
is exported to the US



**12.6 kg
SEAFOOD**
consumed per capita



**WATCH INDONESIA BLUE
SWIMMER CRAB VIDEO**



WATCH SOUTH AFRICA EAST
COAST ROCK LOBSTER VIDEO



THE MARINE STEWARDSHIP COUNCIL

Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

Our theory of change is that a growing market demand for sustainable seafood incentivises fisheries to improve practices and become well-managed and sustainable.

[msc.org](https://www.msc.org)

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Fish for Good is proud to be sponsored by the Dutch National Postcode Lottery.

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