



DEVELOPMENTS IN THE MSC PROGRAM

SEP 2021

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- **MSC'S HIDDEN IMPACT**
- **2020 – 2021 UPDATE**
- **FISHERY NEWS**
- **CHALLENGES AND OPPORTUNITIES AHEAD**

MSC'S HIDDEN IMPACT



MSC'S THREE PRINCIPLE OF THE FISHERIES STANDARD

1

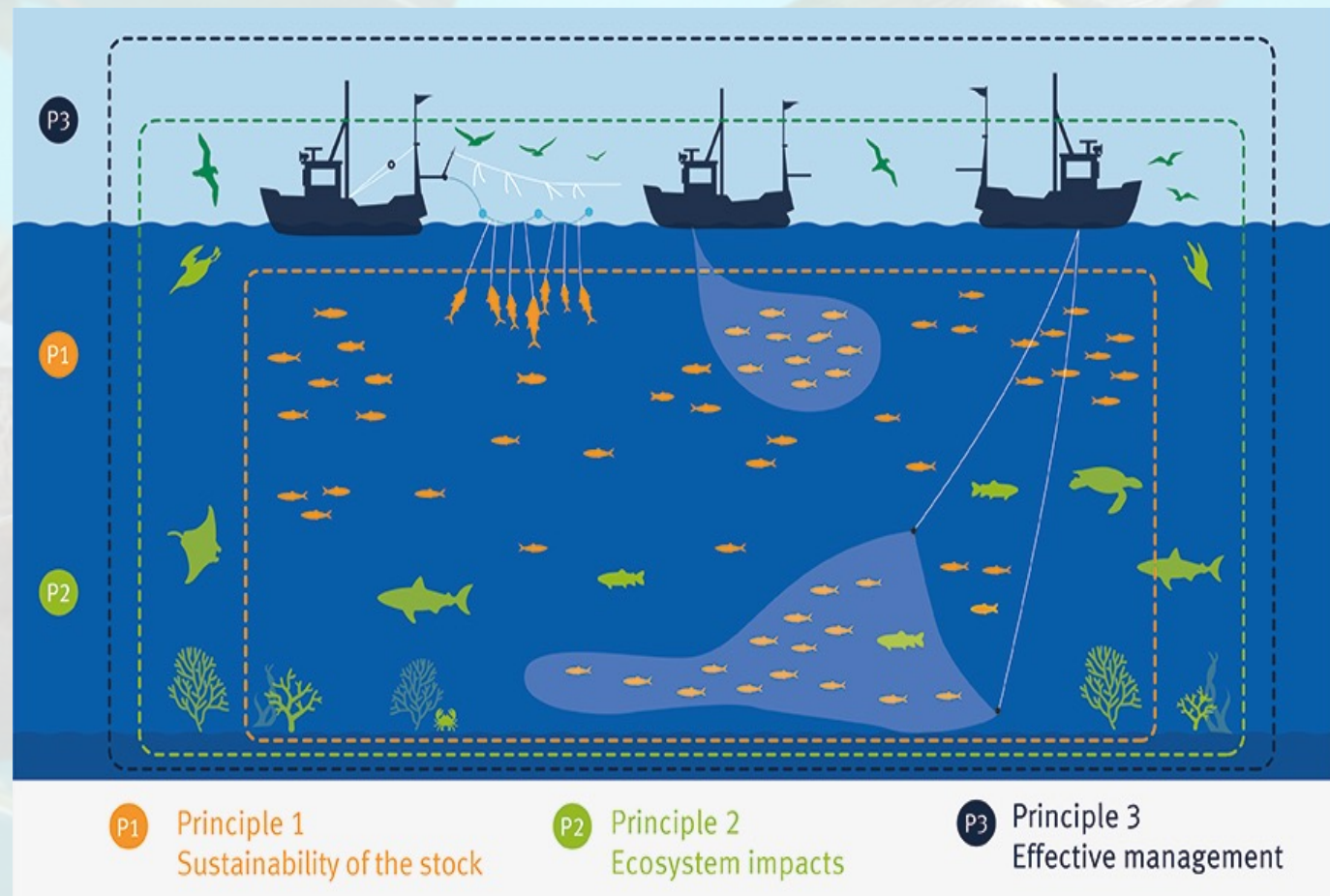
Sustainability of the stocks

2

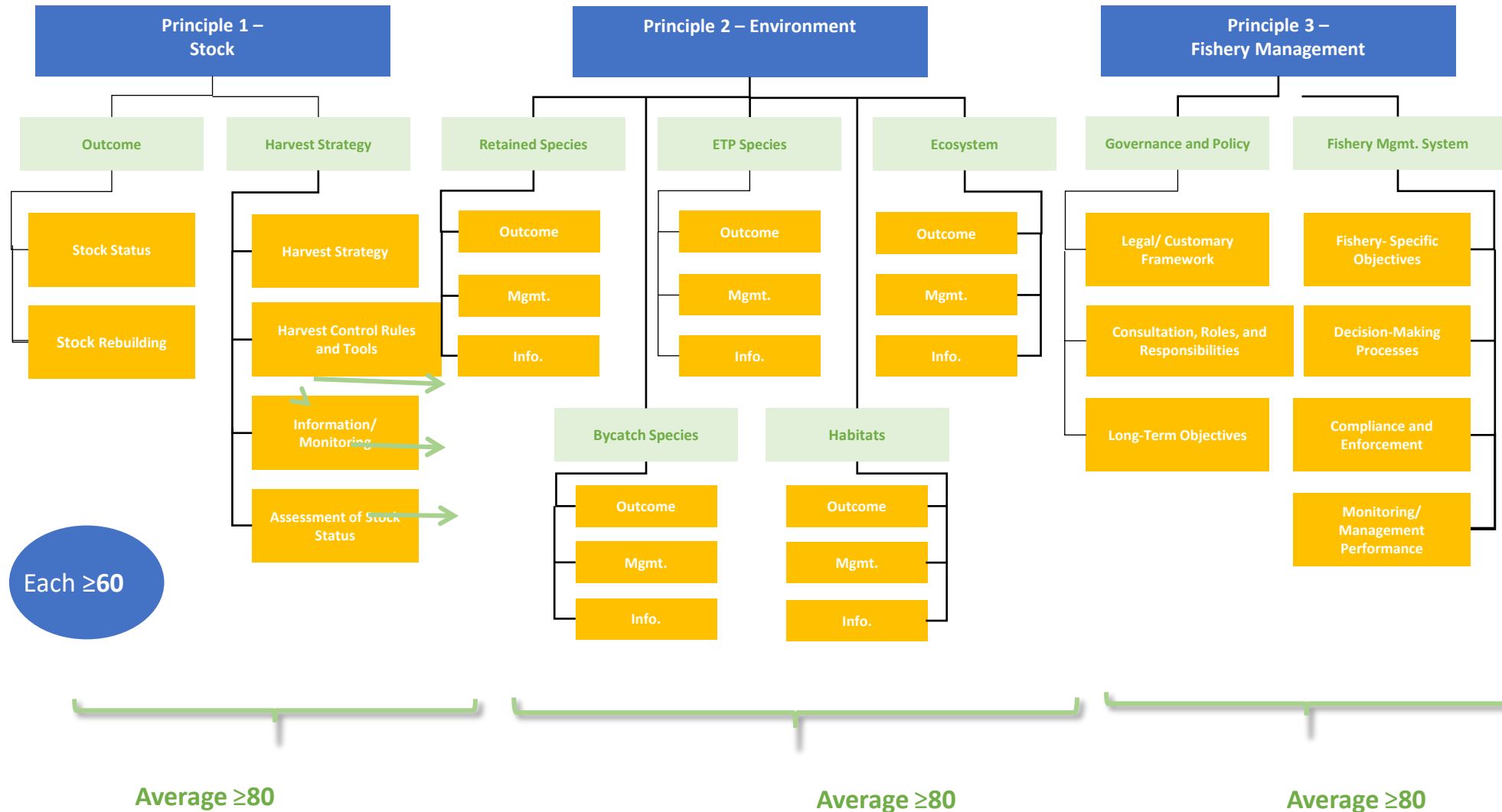
Ecosystem impact

3

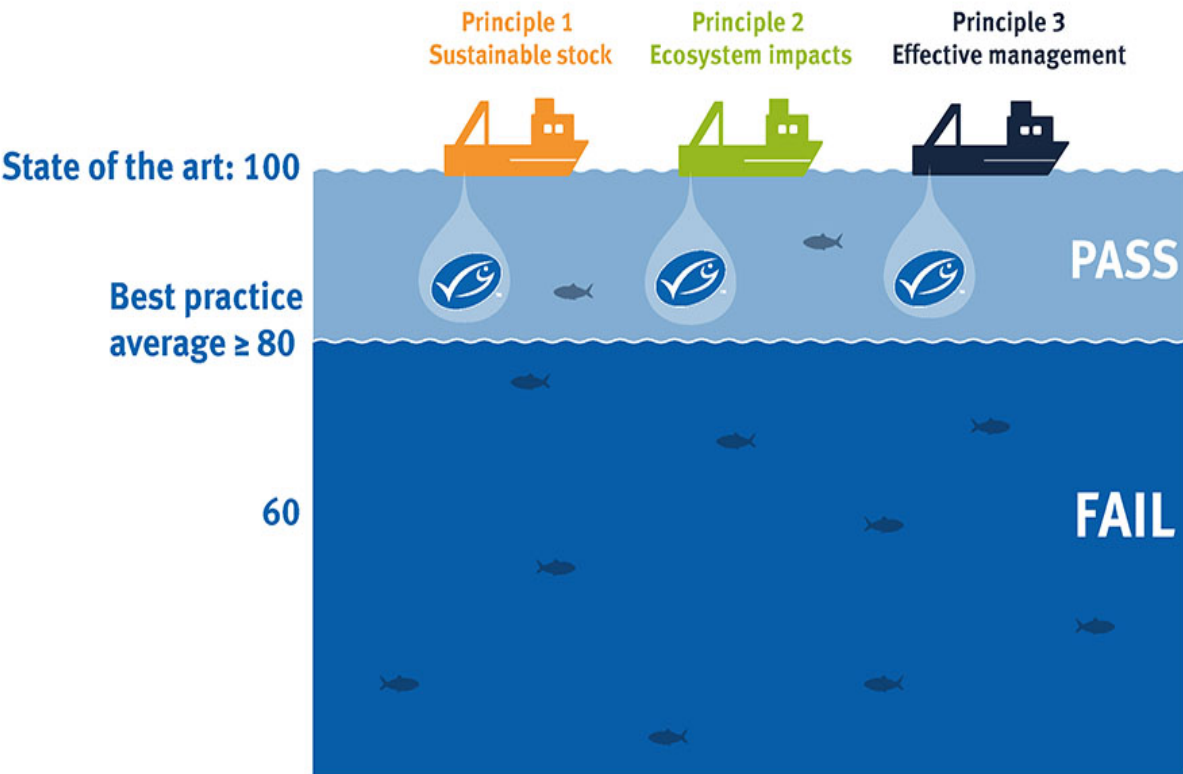
Effective management



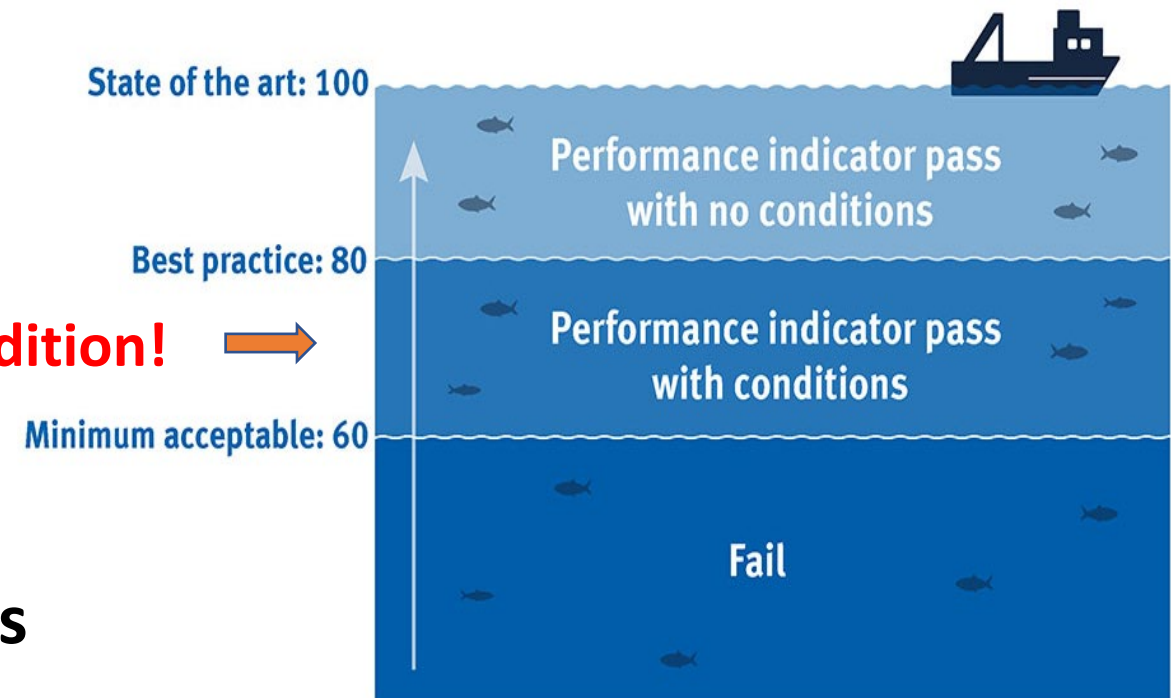
STANDARD ASSESSMENT TREE - 28 CRITERIA



WHEN DO YOU GET A CONDITION?



Condition! →



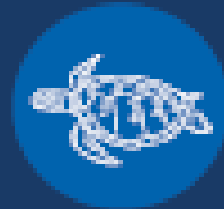
94% of all certified fisheries get conditions which require improvements

IMPROVEMENTS DURING 20+ YEARS

1,958

improvements made
by MSC certified
fisheries up to
31 March 2021

Including 372 in the last
three years, consisting of:



134

improvements benefiting
endangered, threatened and
protected species, and
reducing bycatch



101

improvements benefiting
stock status and harvest
strategies



71

improvements benefiting fishery
management, governance
and policy



66

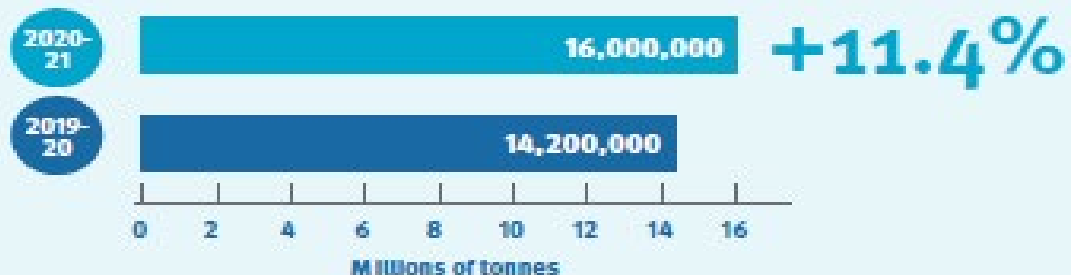
improvements benefiting
ecosystems and habitats

2020 - 2021 UPDATE

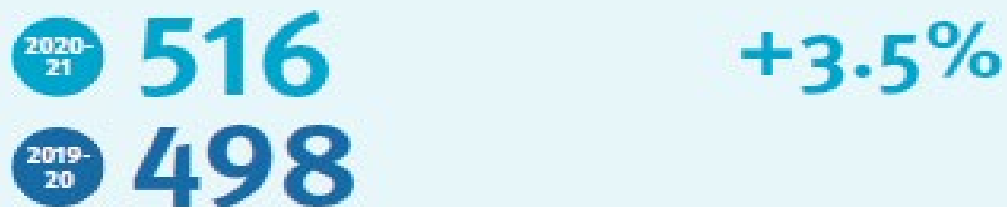


GLOBAL FISHERIES

MSC engaged catch reached 16 million tonnes*



Number of fisheries engaged in the MSC program



55 countries engaged

*MSC 2020-21 marine catch (follows MSC exclusion policy and does not include farmed fish or inland fisheries) compared with latest UN FAO data (2018).

19% of all wild marine catch was engaged with the MSC*...

14%

MSC certified

3%

MSC certified but suspended

2%

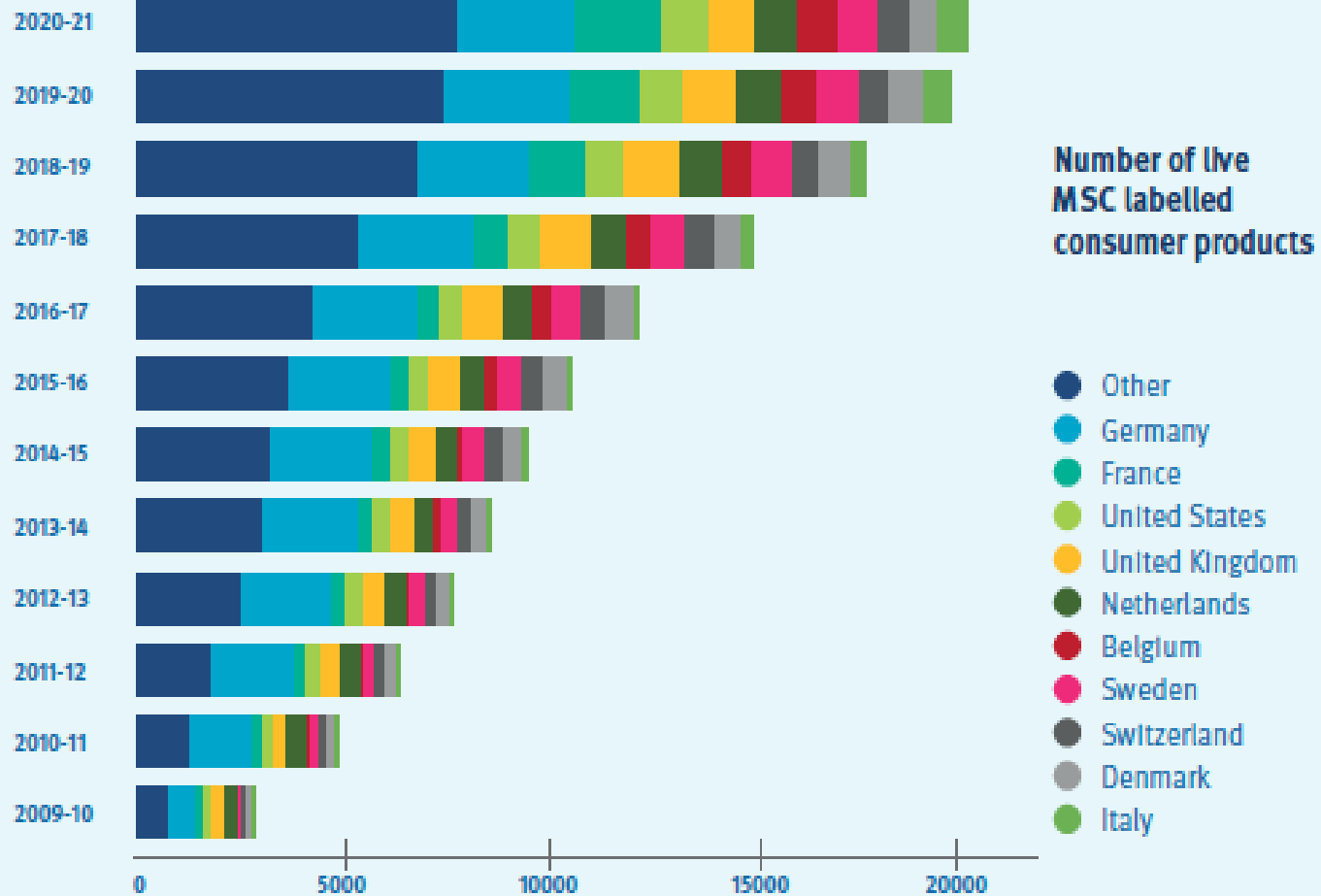
In assessment

An additional 10% of global marine wild catch came from fisheries working towards MSC certification**

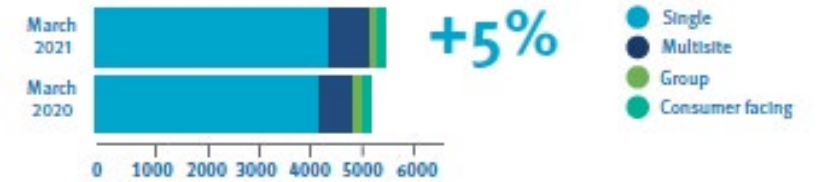
*Engaged means certified, suspended or in MSC assessment

**Fisheries working towards MSC certification comprise those in the In-Transition to MSC program, Pathway Projects at stage three or four, and comprehensive fisheries improvement projects listed on fisheryprogress.org that have MSC certification as an explicit end goal.

GLOBAL MARKETS



Chain of Custody certificate holders



20,075
 products with the blue MSC label

US\$12.9 billion
 retail sales value

 **63**
 nations where consumers can buy products with the blue MSC label

46,205
 sites with Chain of Custody certificate holders



FISHERIES NEWS

SALMON- THE FINNISH FAVOURITE FISH



MSC CERTIFIED SALMON

- In 2000, Alaska salmon became one of the first fisheries to achieve MSC certification. Today, almost all salmon harvested in Alaska comes from MSC certified fisheries.
- In July 2020, 12 large salmon fisheries on Kamchatka's western and eastern coasts were certified for pink, chum and sockeye salmon.
- Together the 20 certified Kamchatka salmon fisheries account for almost three-quarters of the region's yield



In numbers...

580,000

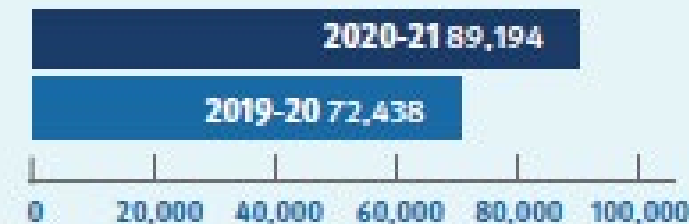
tonnes MSC engaged catch*

58%

of global wild salmon catch from MSC engaged fisheries**



Volume of MSC labelled sales (tonnes)



39

MSC engaged fisheries

**SMALL PELAGICS –
AT THE CORE OF
THE ECOSYSTEM**



NEW BRIEFING ON SMALL PELAGIC FISHERIES



Small pelagics underpin marine food webs. Ex of small pelagics in the MSC program are

- menhaden in the USA
- sand eel and pout in the North Sea
- anchovy in Cantabria and Argentina
- sardines in Australia and Mexico.

Much catch is reduced to fishmeal, mainly for aquaculture. But certified omega products has increased from 3 in 2004 to 500 in 2020.

Vulnerable to swift population crashes and pushed by climate change towards the poles, causing disputes overfishing zones and quotas. Nearly half (46%) are overfished.

- Market and consumer awareness of the challenges facing these fish is vital to drive positive change.



In numbers...

4,946,000
tonnes MSC engaged catch*

18%
of global wild small pelagic catch
from MSC engaged fisheries**



Volume of MSC labelled sales (tonnes)*

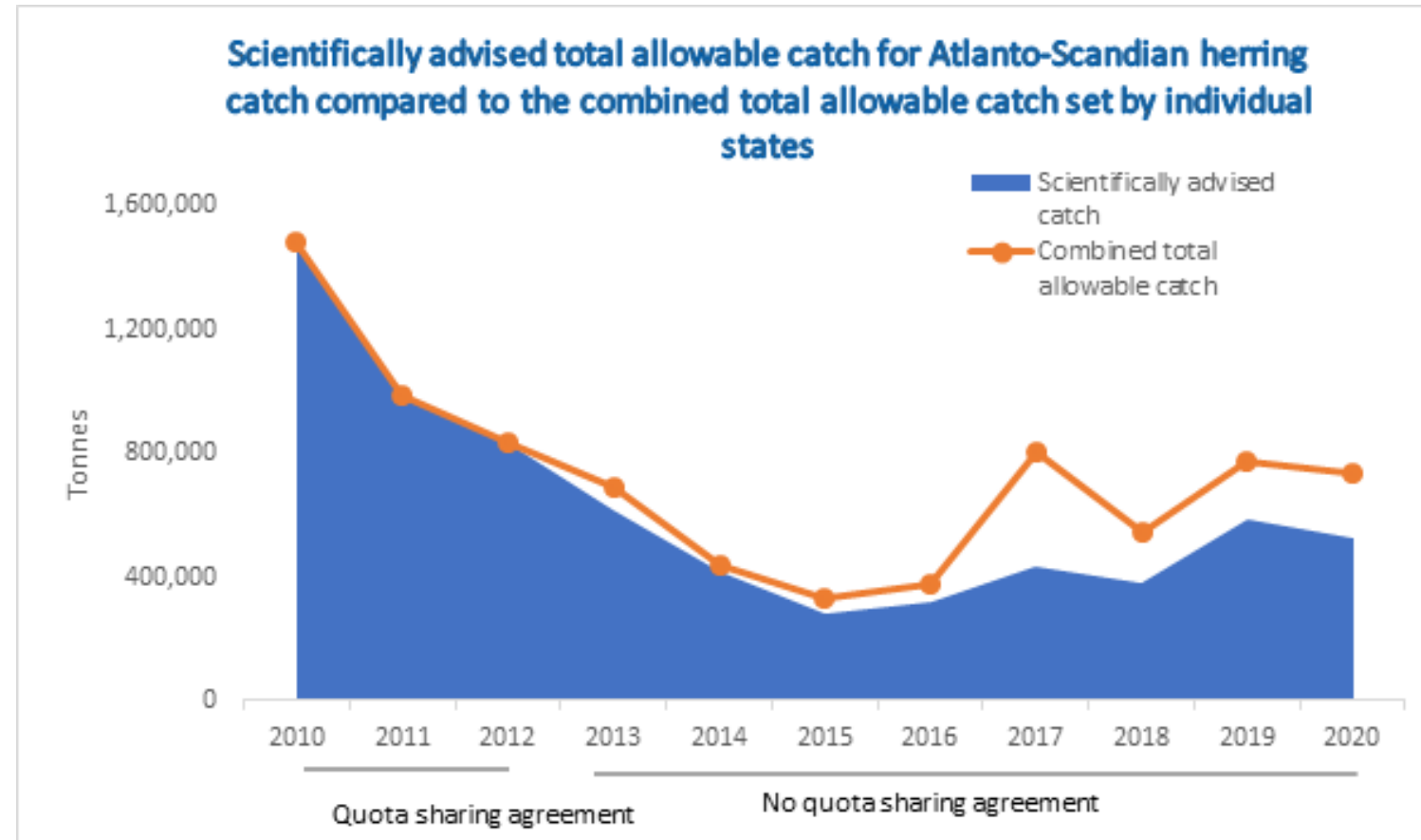


55 MSC engaged fisheries

ATLANTO-SCANDIAN HERRING – STATE OF PLAY



- **Suspended in Dec 2020 as total catch exceeded scientific advice, and international quota agreement were not in place**
- **Alternative supply options from the Northsea, Icelandic summer spawning, Baltic herring fisheries.**

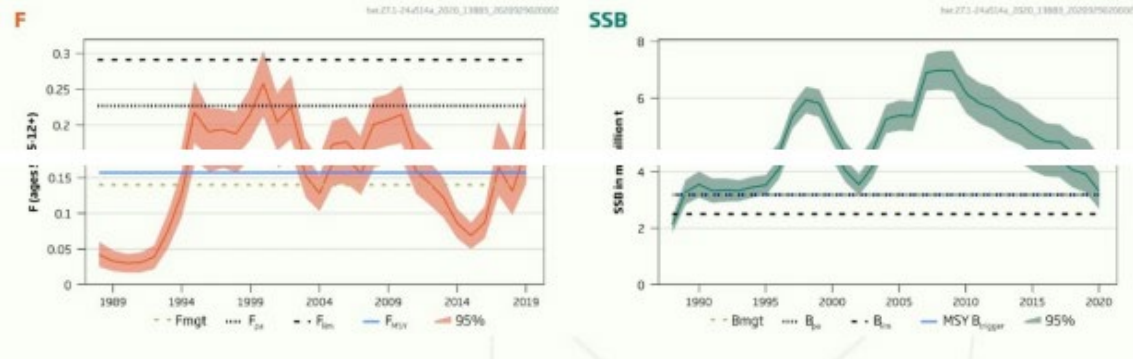


STOCKS NOT DOING GREAT MANAGEMENT STILL NOT IN PLACE

New advice coming end of September
Coastal state meeting later in the fall

- Coastal states need to agree on quota sharing. Next meeting in October. If you want to engage, talk to NAPA – North Atlantic Pelagic Advocacy Group

NSS/AS Herring- assessment

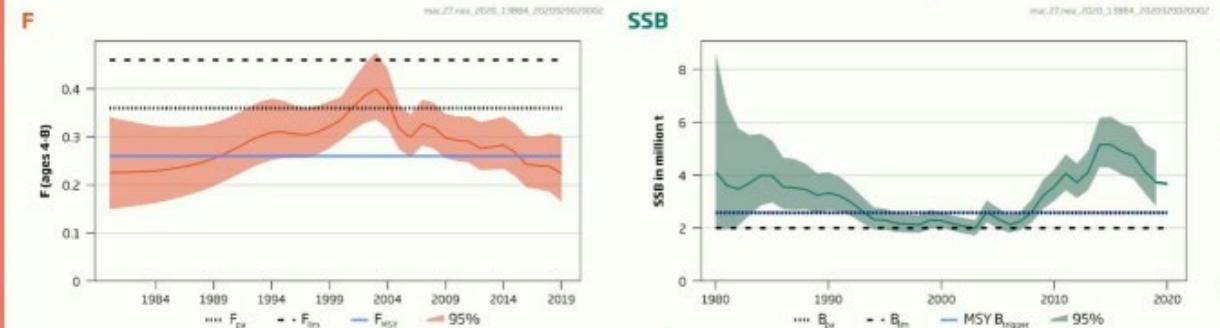


✗ Above management plan F in 2019

✓ Above management plan B_{trigger} in 2019

Science for sustainable seas

Mackerel- assessment



✓ Below F_{msy} in 2019

✓ Above MSY B_{trigger} in 2019

BALTIC HERRING

Suspension of the MSC certificates for all units of certification (UoC) targeting the Central Baltic herring stock in these fisheries from 15th of September. :

- Finland Baltic herring & sprat (UoC 4-5)
- NZRO Gulf of Riga herring and sprat trawl fishery (UoC 2)
- Denmark, Estonia, Germany, Sweden Baltic herring and sprat (UoC 1-6)

Please note that it is only the part of the certificates targeting the Central Baltic Herring Stock that is affected at this point, not sprat. But that may also be affected if the fisheries can not separate the catches.

The Finnish Baltic herring and sprat fishery in the Bothnian Bay still certified!

TUNA – THE KING OF FISH

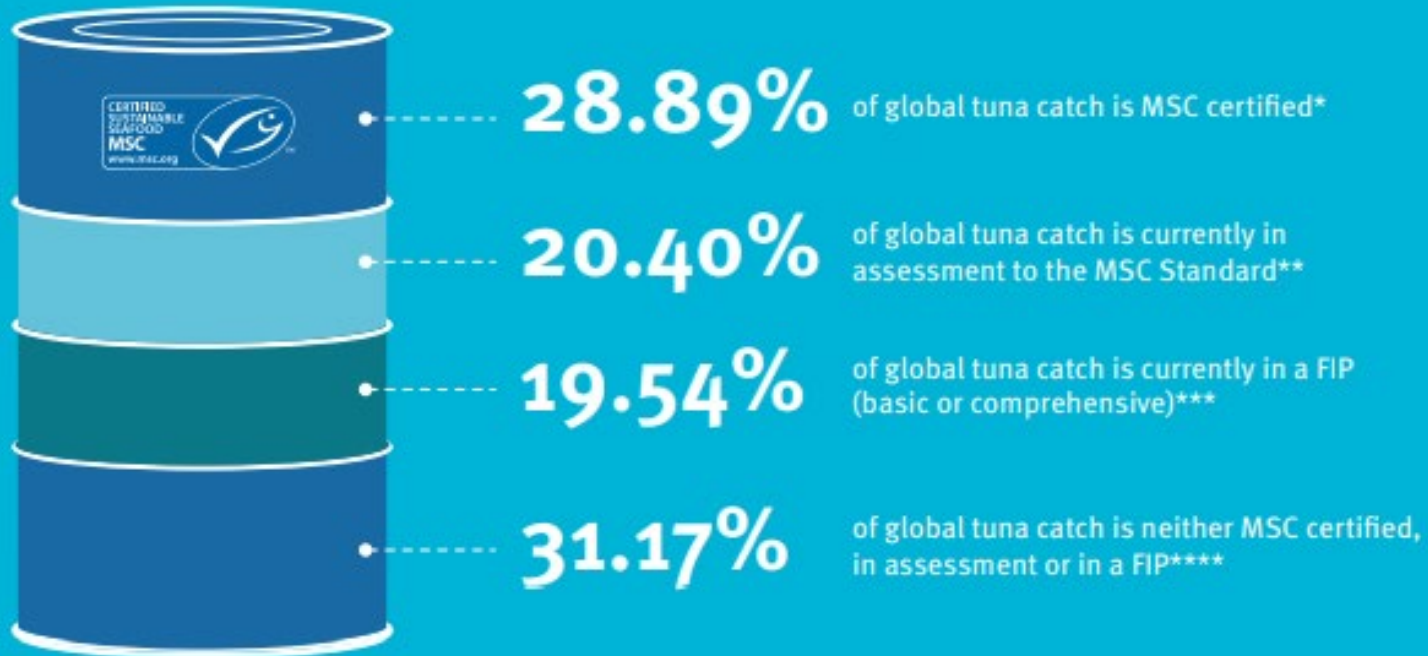


MSC TUNA CATCHES



Sustainable Tuna Handbook

MSC CERTIFIED TUNA GLOBALLY



* 63 certified tuna fisheries ** 35 tuna fisheries in assessment *** Based on all Fishery Improvement Projects (FIPs) solely targeting tuna listed on Fishery Progress **** Data as of 31 March, 2021

Proportion of global tuna catch engaged in the MSC program doubled last year.

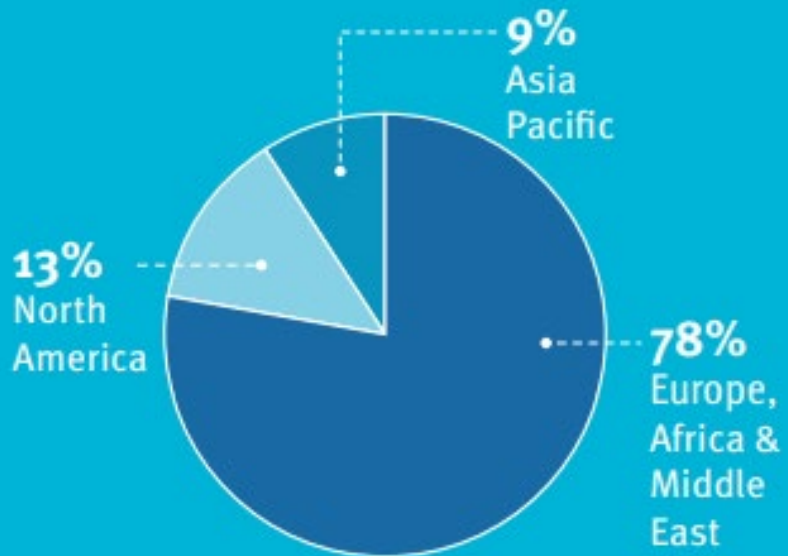
66 tuna fisheries MSC Certified

50% of global catch of major commercial tuna species is certified or in assessment.

MSC TUNA MARKET



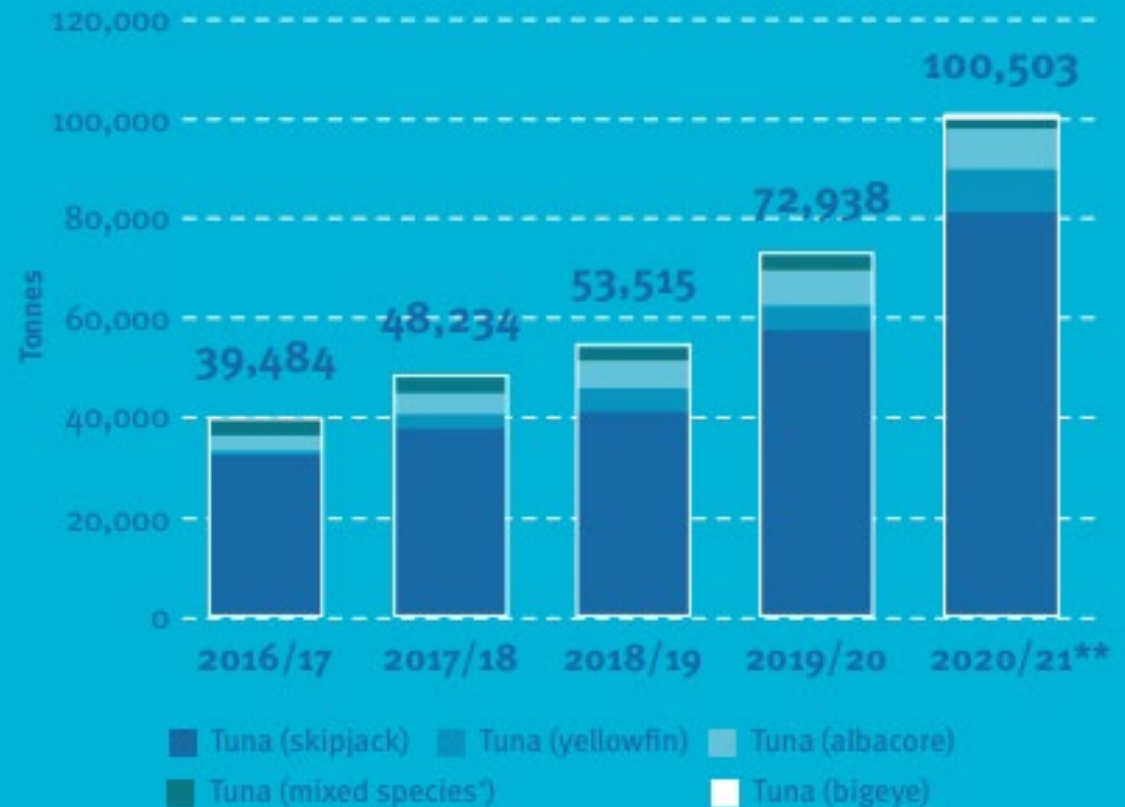
Distribution of MSC tuna volume sold in 20/21 by region*



* 20/21 figures include year-end forecast data

Europe is an important market for MSC tuna

Volume of MSC labelled tuna sold by species global



Skipjack is the most important MSC tuna species

BLUEFIN TUNA

2007

ICCAT implement a 15-year recovery plan after stock assessment shows bluefin tuna stocks are close to collapse

2010 - 2014

Several ICCAT stock assessments show bluefin tuna numbers are rising

2015

The International Union for Conservation of Nature lowered the extinction status of Eastern Atlantic bluefin tuna from 'endangered' (in 2011) to 'near threatened', as the recovery plan leads to higher stock levels



2017

ICCAT stock assessment shows bluefin tuna are no longer overfished in the Eastern Atlantic

2019

Management of bluefin tuna stocks switches from long-term recovery plan to a multi-year management plan. Total allowable catch continues to increase and is set at 36,000 tonnes for 2020 by ICCAT.

BLUEFIN TUNA CERTIFICATION

2 fisheries certified:

1. **Usufuku Honten fishery became the first bluefin tuna fishery to be MSC certified (July 2020)- catching 55 tonnes, 0.2% of the total allowable catch set by the international body which governs Atlantic tuna fishing (ICCAT).**
2. **SATHOAN French Mediterranean Bluefin tuna artisanal longline and handline fishery (October 2020)**

CONDITIONS IN THE BLUEFIN TUNA FISHERIES



Both fisheries scored well for their management protocols and collaboration efforts with ICCAT. The fishery scored especially well for its collaboration efforts at the ICCAT, and have no conditions related to management

Improvements made so far:

Usufuku Honten

- Stopped using Japanese flying squid as bait due to concerns over the squid stock.
- Use circle hooks and tori lines to minimise interactions with seabirds, sharks and sea turtles.

Sathoan

- A reduced area of operation, spatial monitoring of each vessel's activity, minimum catch sizes and release protocols to limit accidental catch of rays, sharks, swordfish or seabirds.
- Developing an app to monitor interaction with vulnerable species, developing pingers to deter sharks and rays from fishing gear.

Before the end of its five-year certification the fishery must:

- 1 Show there are well defined harvest control rules in place that ensure stock levels stay around the maximum sustainable yield
- 2 Show there is good information on all fishing from the stock, not just its own catch but Illegal, Unreported and Unregulated
- 3 Provide evidence its strategy to minimise bycatch works
- 4 Show the information for West Atlantic bluefin tuna is adequate to justify its management strategy
- 5 Provide evidence that the strategy to reduce endangered, threatened or protected species interactions through more accurate logbook records is being implemented successfully
- 6 Provide adequate quantitative data to measure trends on any unintended catch of endangered, threatened or protected species
- 7 Show that the Eastern Atlantic Bluefin Tuna stock is at or fluctuating around its Maximum Sustainable Yield, the highest catch that can be taken without affecting future reproduction

COD AND HADDOCK



COD AND HADDOCK DEVELOPMENT

- Norwegian cod and haddock fisheries within 12 nm from the coast not certified from the summer of 2021
- Problems with bycatch of local coastal cod – could possibly be solved by next summer
- Keep pressure on suppliers and if possible, on Norwegian government
- Many other cod and haddock fisheries certified.

CHALLENGES AND OPPORTUNITIES AHEAD





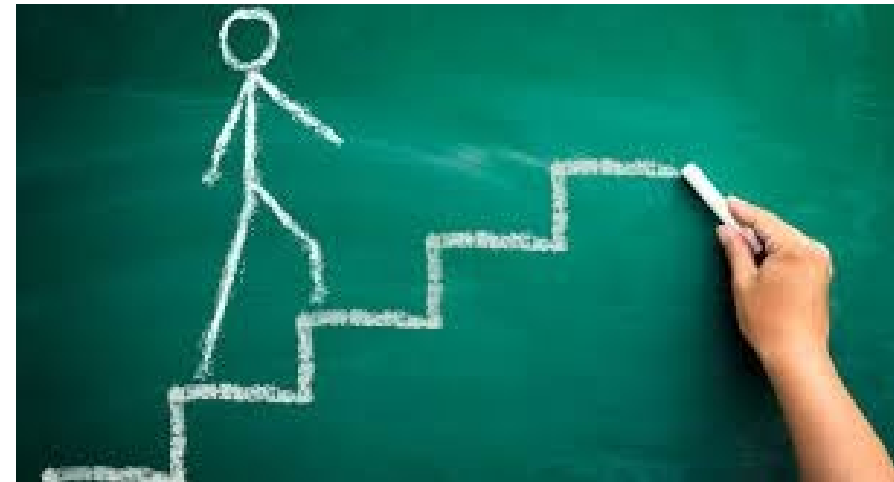
MSC-CERTIFIED WESTERN CENTRAL PACIFIC TUNA COULD FACE SUSPENSION RISK

- Western Central Pacific Ocean (WCPO) tuna makes up half of the global tuna catch and represents 73% of MSC certified tuna.
- If the Western Central Pacific Fisheries Commission (WCPFC) fails to make significant progress this year and next in establishing robust management measures for implementation at its December 2022 meeting, these might be suspended in June 2023.
 - Please put pressure on suppliers and policy makers

FISHERIES STANDARD REVIEW



- Every 5 years
- Early 2022, stakeholders can review all proposed changes before any final decision to revise the Standard is made.
- The new Standard will be released later 2022 subject to approval from our governance bodies.
- **Engagement possible, see [MSC.org](https://www.msc.org)**





LITTLE BLUE LABEL
BIG BLUE FUTURE



**CHOOSE
THE
BLUE FISH**

