

PIENET PELAGISET KALAT



Tina Elvroth
Commercial Manager, Sweden,
Marine Stewardship Council



#KestäväKala2025





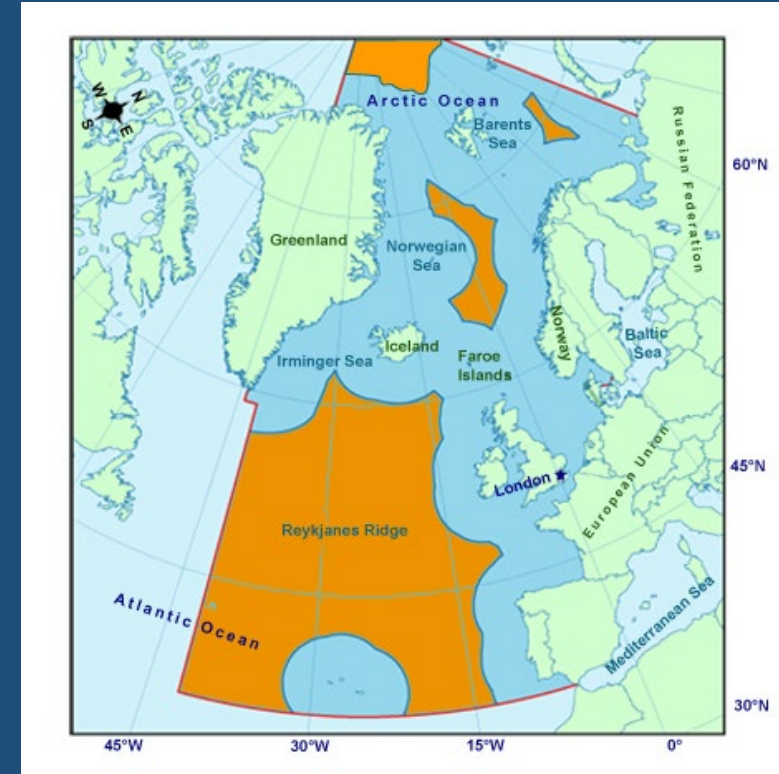
A Herring Journey & NEA pelagics update

Tina Elvroth
Commercial Manager MSC Sweden

Recap: NEA Pelagic suspensions



- **March 2019:** NEA mackerel suspended
- **December 2020:** ASH (Atlanto Scandian Herring also called Norwegian Spring Spawning herring)
- **April 2025:** WWF red light to mackerel and AS herring
- **Sep 2025:** ICES NEA advice: –77% cut in quotas for mackerel. Stocks down with 78% compared with 2014



Management challenges



- NEAFC contracting parties: EU, Faroes, Norway, Iceland, UK, Russia, Greenland
- Pelagics are widely distributed stocks, crossing multi-jurisdictional areas
- Govt inertia; struggling to define quota allocation in line with science
- Political instability (Brexit and Russia/Ukraine war)
- Next coastal meeting Oct 2025

Calling for quotas



OCTOBER 14, 2024

Europe's pelagic powers divided further by ICES 2025 quota recommendations

"It has been impossible to reach an agreement with everyone. The best solution so far has been that whoever can agree makes an agreement."

 Regin Winther Poulsen published in [Supply & Trade](#)



The Marine Stewardship Council (MSC) is urging coastal states and North to resolve their political deadlock and agree on a sustainable quota-share for stocks.

This appeal follows alarming data from the International Council for the Exploration of the Sea (ICES), which highlights a continued decline in Atlanto-Scandian (AS) herring – two of Europe's most valuable and iconic fish species.

Since 2008, stocks of AS herring have plummeted from 6.9 million tonnes to now dipping below critical sustainability thresholds that endanger the long-term viability of the fishery.

Herring and mackerel stocks are declining dangerously in the Northeast Atlantic, warns sustainable fishing organization

The Marine Stewardship Council is calling for quotas at the international level, in accordance with scientific recommendations.

OCTOBER 4, 2024

Northeast Atlantic pelagic stocks in critical danger, with no coastal state agreement in sight

"This is kind of a conundrum: the fact we have these heavily resourced, rich, wealthy, data-rich nations that should be able to find a way through this."

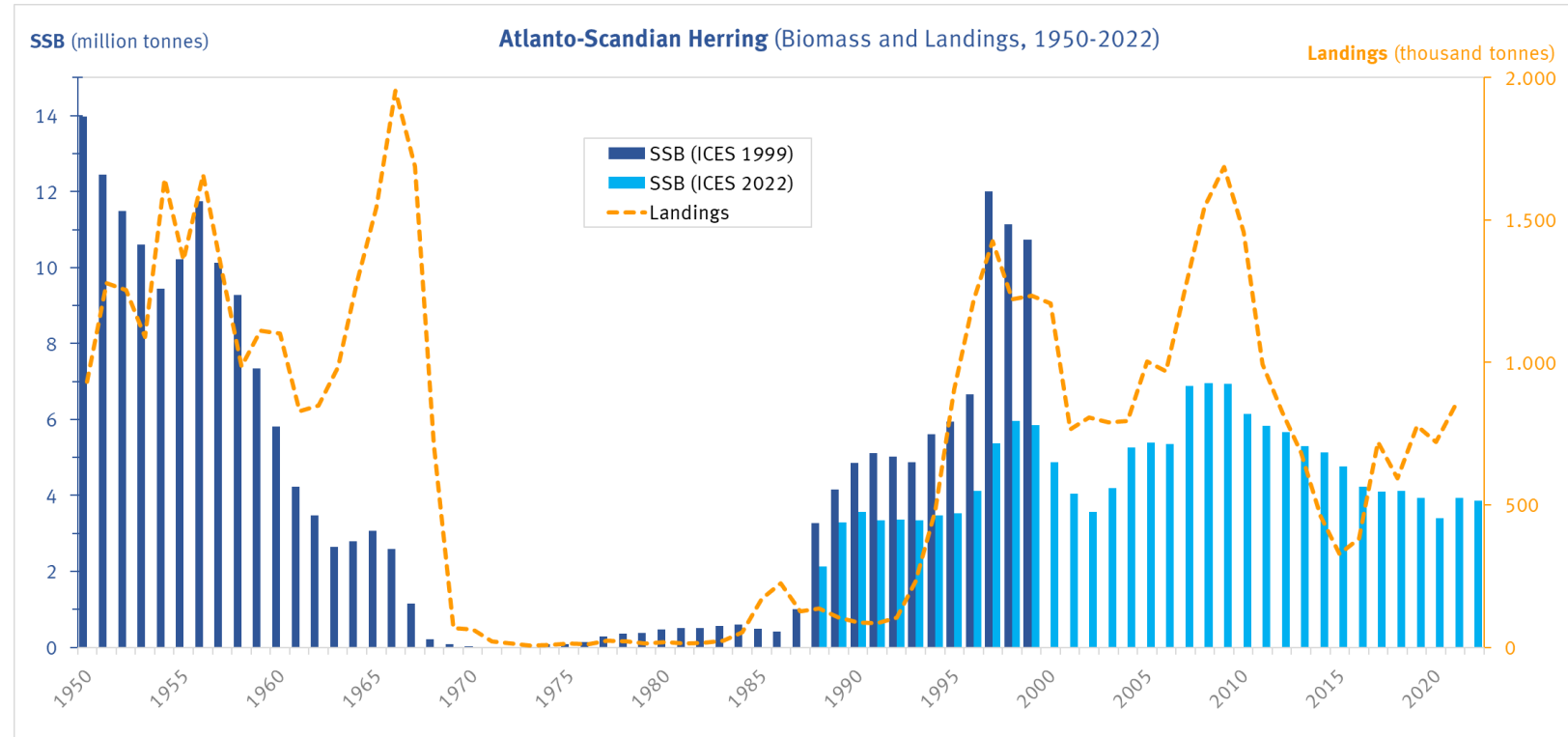
 Regin Winther Poulsen published in [Supply & Trade](#)



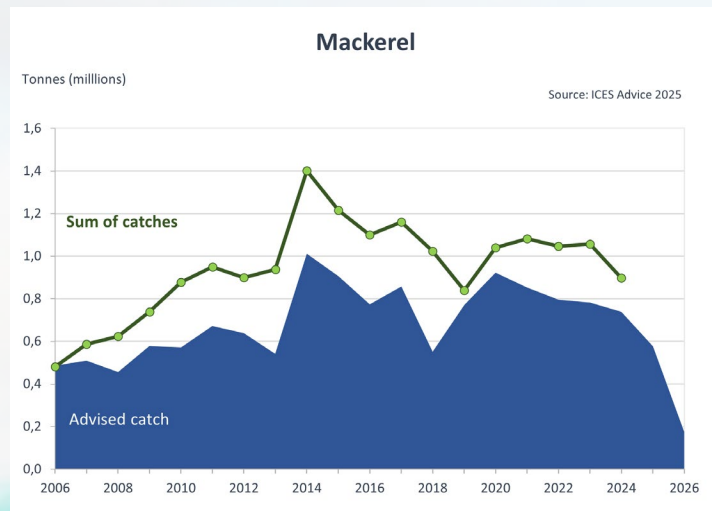
Cautionary tale: Atlanto-Scandian herring

Stock collapse in 1970s

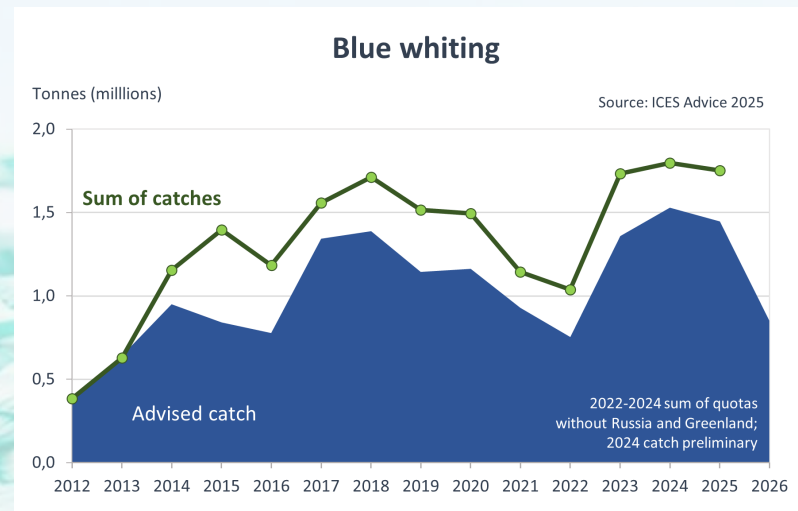
- Stock reduced from over 10 million MT in 1950 to < than 10,000 MT in 1970
- Fishery reduced from over 2 million tonnes to zero
- Fishing ban 1972-1976
- **Stock recovery took 24 years**



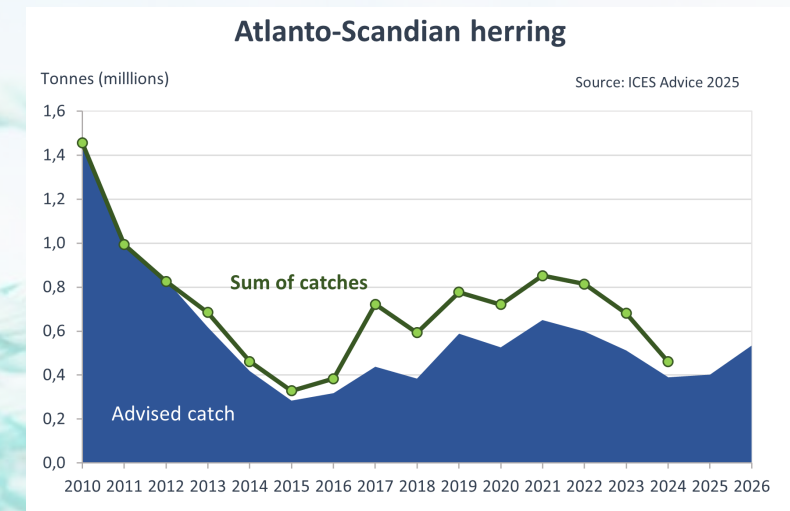
Fishing beyond science



Sum of total catch = +33% over scientific advice since 2010



Sum of total catch = +19% over scientific advice since 2010



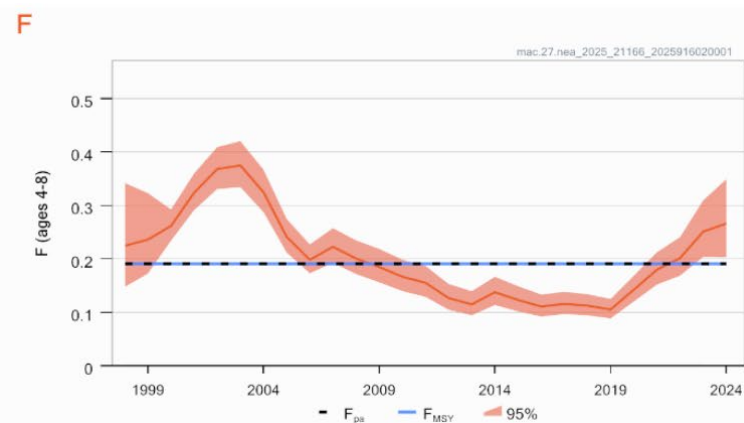
Sum of total catch = +19% over scientific advice since 2010

Sum of catches continually exceeding scientific advice = overexploitation since 2010 with 5,8 million tons of fish that should have been left in the sea.

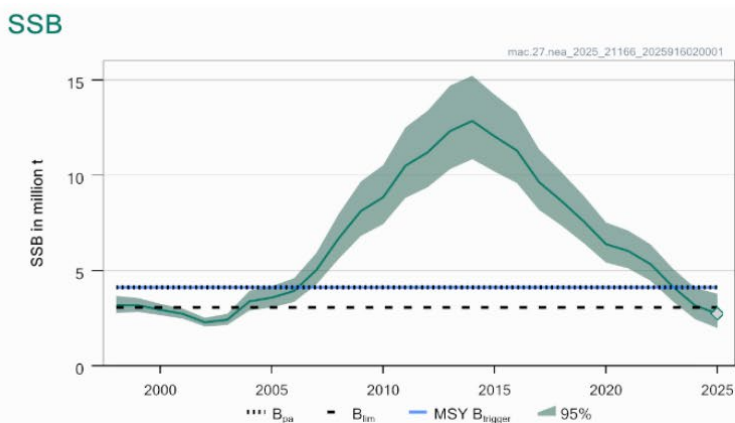
NEA Mackerel 2025

- ICES advice for 2026: 174, 357 tonnes (-78%)
- Fishing pressure on the stock is above F_{MSY} = *stock is subject to over exploitation*
- Spawning-stock size is below B_{lim} = *subject to overfishing*
- Catches have exceeded the scientific advice by on average 34% since 2010
- Reduced reproductive capacity and high risk for the future.

Fishing pressure



Spawning Stock Biomass



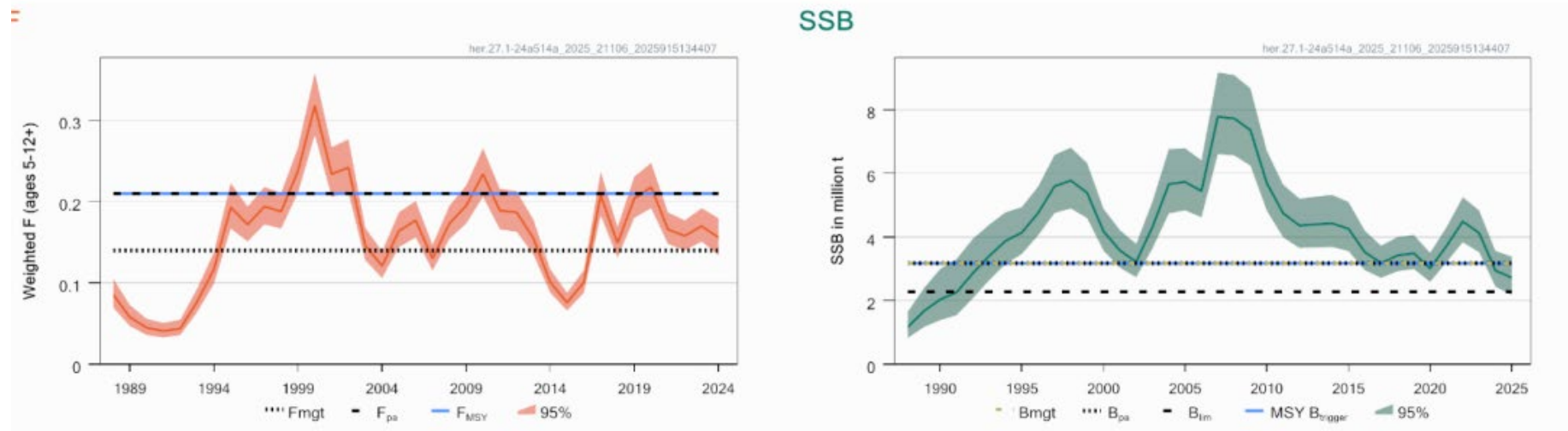
		Fishing pressure				Stock size			
		2022	2023	2024		2023	2024	2025	
Maximum sustainable yield	F_{MSY}	✗	✗	✗ Above		MSY $B_{trigger}$	✓	✗ Below trigger	
Precautionary approach	F_{pa}, F_{lim}	✗	✗	✗ Undefined		B_{pa}, B_{lim}	✓	✗ Reduced reproductive capacity	
Management plan	F_{MGT}	—	—	— Not applicable		B_{MGT}	—	— Not applicable	

standardgraphs.ices.dk/ViewCharts.aspx?key=21166

Atlanto-Scandian herring 2025



- ICES advice for 2026:
533 914 tonnes. Increase from 2025
- Fishing pressure on the stock is below FMSY = *stock fully exploited – Changed MSY reference point*
- Spawning-stock size is below MSY Btrigger = *stock overexploited*



		Fishing pressure				Stock size			
		2022	2023	2024		2023	2024	2025	
Maximum sustainable yield	F _{MSY}	✓	✓	✓	Appropriate	✓	✗	✗	Below trigger
Precautionary approach	F _{pa} , F _{lim}	✓	✓	✓	Undefined	✓	○	○	Increased risk
Management plan	F _{MGT}	✗	✗	✗	Above	✓	○	○	Increased risk

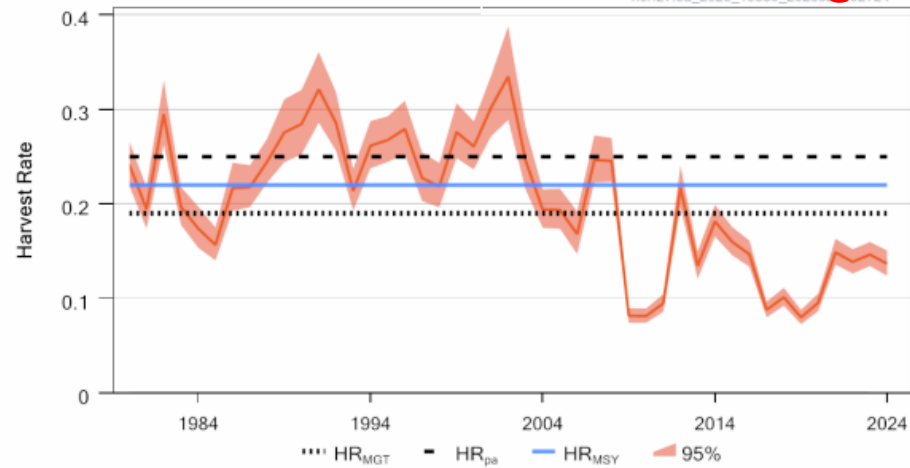
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More herring in the sea

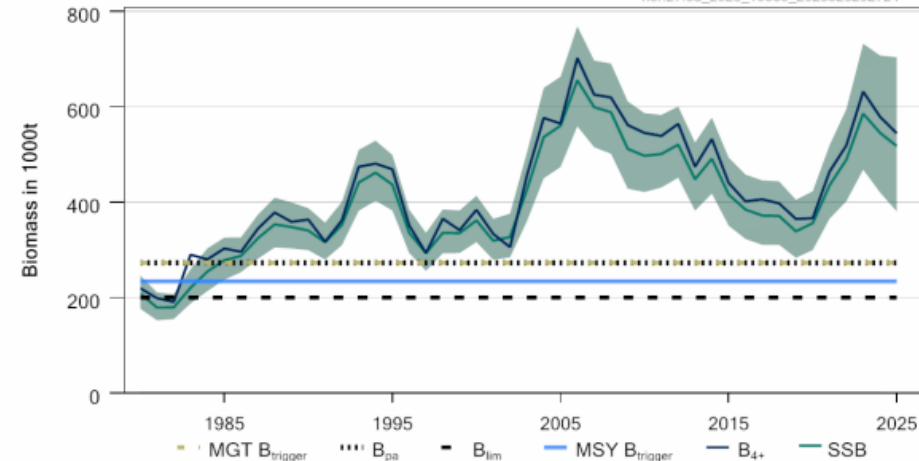
Icelandic herring and North sea herring

Fishing pressure

Icelandic herring



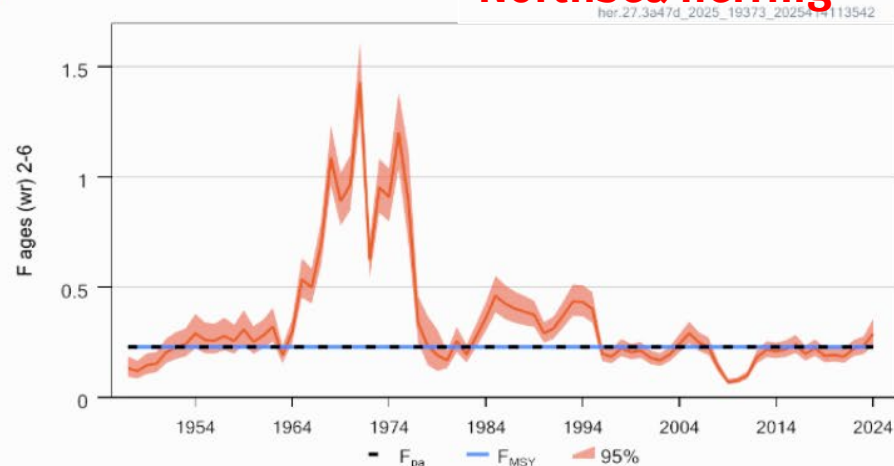
Biomass



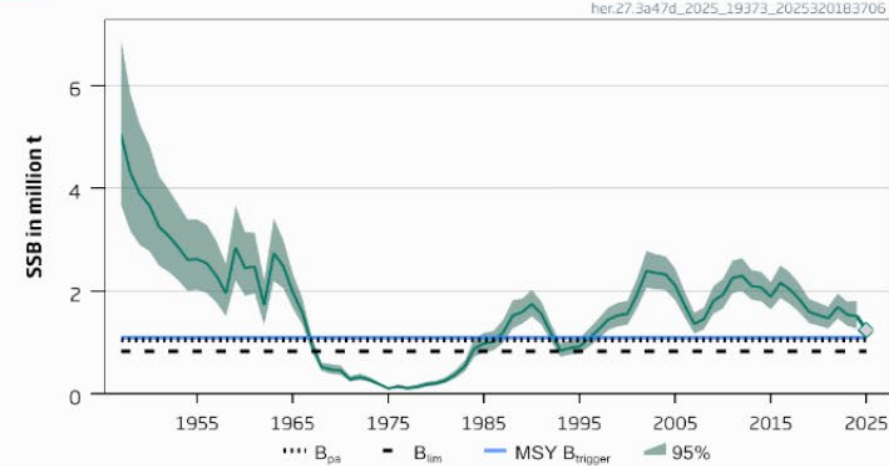
Fishing pressure
"below all lines" =
capacity to fish even
more

F

Northsea herring

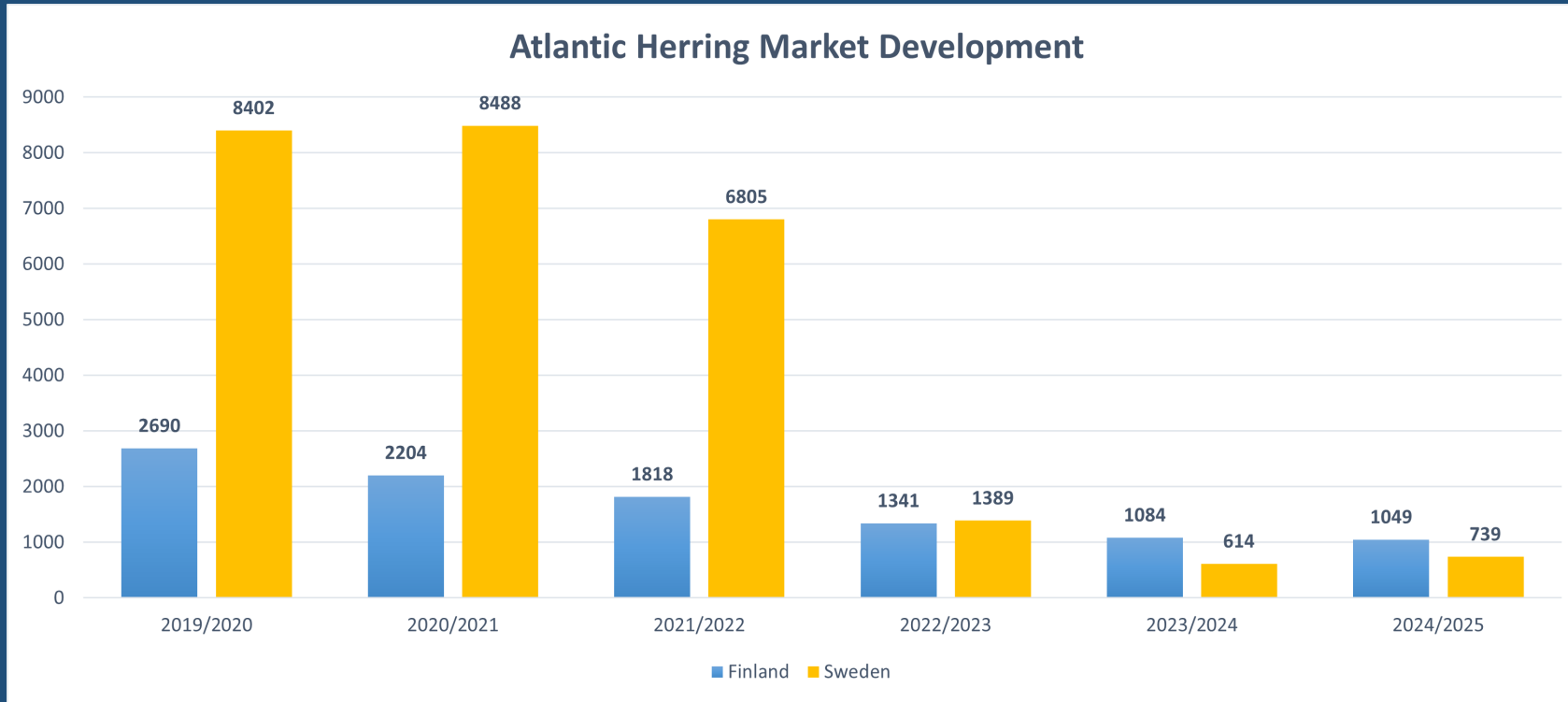


SSB



Biomass "above all
lines" = healthy
stocks

Certified herring in Finland vs Sweden



In Finland certified herring around 50% of the certified volume before suspension.

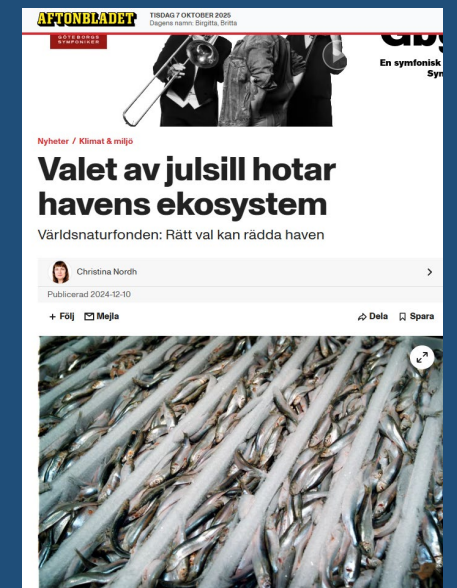
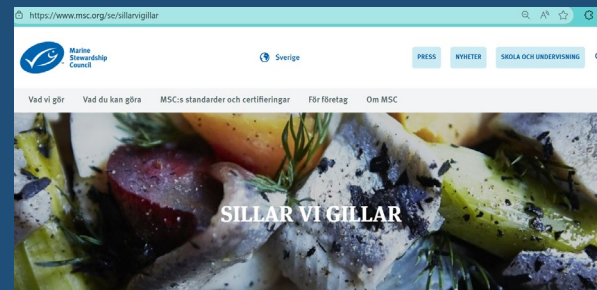
In Sweden less than 10% - we had work to do...



The Swedish herring journey began



- Campaign in subway spring 2024
- Press releases
- SoMe advertising
- Deeper herring discussions with partners and WWF
- Dedicated website "sillar vi gillar" (Herring we like)
Listing all sustainable herring available on shelf.

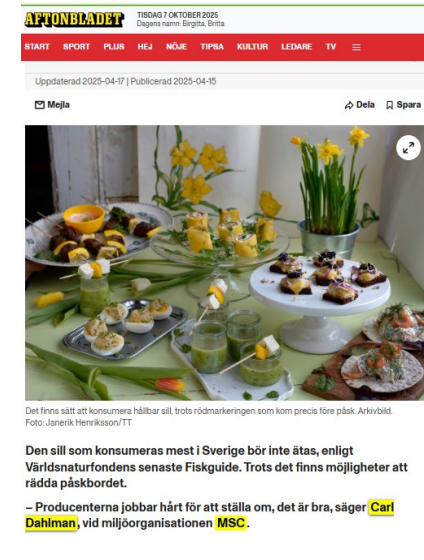




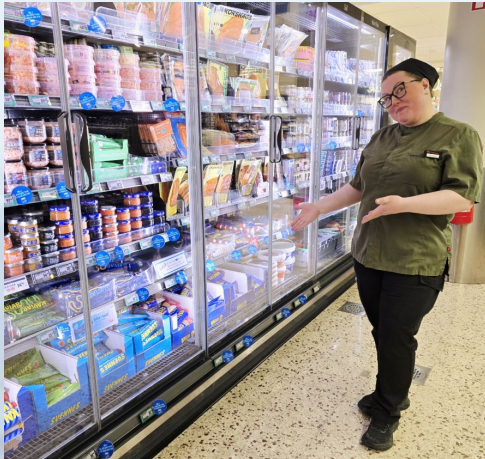
But it wasn't enough

It takes all of us

- WWF red listing 8 Apr 2025 › accelerator for change
- MSC and WWF quoted in major daily newspapers and television
- But neither MSC or WWF puts herring on the shelf



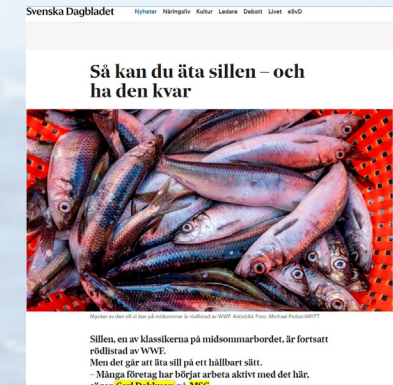
Together



Sillens resa från hav till fat

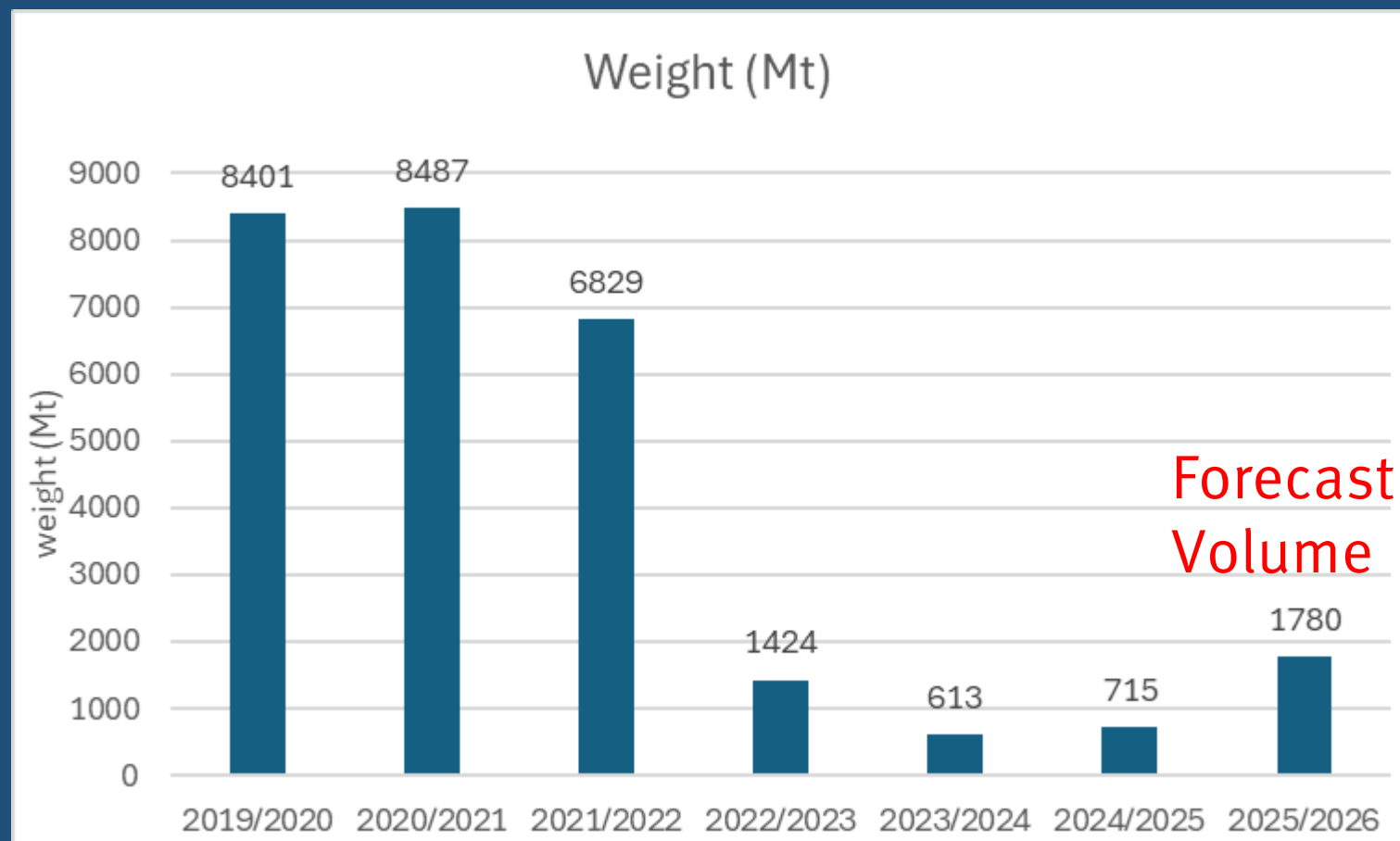
Sill har varit en grundpelare i det skandinaviska köket och en historiskt viktig resurs för både näring och matkulturen. Här kan du följa sillens resa och möta dem som tar den hela vägen fram till din tallrik.

MÖT MÄNNISKORNA BAKOM SILLEN



HÅLLBAR LIVSMEDELSKEDJA

We have turned the tide in Sweden



Finland forecast 25/26: 1410 Mt



Winds of change?

There are sustainable alternatives



SEAFOOD

Princes switches to Chilean mackerel amid Atlantic stock crisis

02/10/2025

UK-based food and drinks company makes major sourcing shift in response to sustainability concerns

UK-based food and drinks company Princes Group has confirmed it will halt sourcing mackerel from the depleted Northeast Atlantic fishery and transition its entire Princes-branded mackerel range to MSC-certified Chilean mackerel.



CHILEAN JACK MACKEREL		
SPECIES	<u>Trachurus murphyi</u>	
GEAR	Industrial purse seine (Chile), mid-water trawl (EU)	
MANAGEMENT	South Pacific RFMO (SPRFMO)	
TAC 2024	<u>>1 million tonnes</u>	
TAC 2025	<u>1.4 million tonnes</u>	
CERTIFIED	<u>>800,000 tonnes</u>	
QUOTA NATIONS	Chile 66%, rest shared among China, EU, Russia & 12 others	
MSC	<u>Since 2019</u>	
<u>CERTIFICATION</u>		
OPEN CONDITION	1 (harvest control rule, due 2029) (Chilean fishery)	
MSC CERTIFICATION		
CERTIFIED	<u>European South Pacific mid water trawl jack mackerel fishery</u>	Recertification: Apr 2026
CERTIFIED	<u>Chilean Jack mackerel industrial purse seine fishery</u>	Recertification: Sep 2025

Dutch Times

Supermarkets remove endangered Atlantic mackerel from shelves

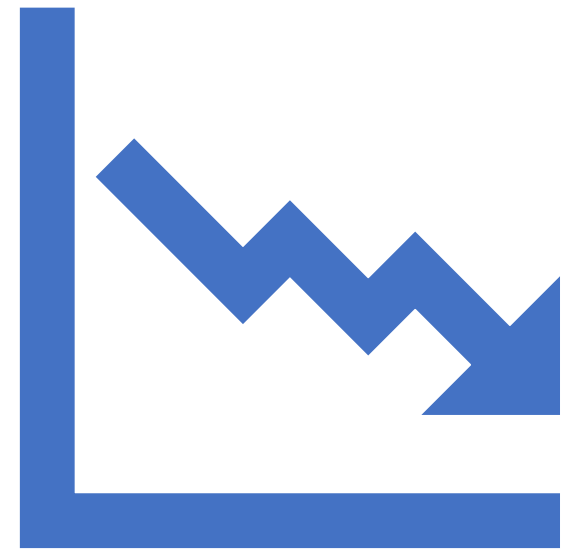
By Albert Jansen

3 October 2025



Risks of Inaction, or inadequate actions...

- Higher risk that **fish stock productivity reduces. Mackerel at the tipping point for collapse.**
- **Lower raw material availability** leading to **increase in price**
- **Risk of supply instability**
- Major **reputational risks and impacts** on seafood as a category – further erosion of trust
- Somebody is **all of us**



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<https://www.msc.org/species/small-pelagic-fish/north-east-atlantic-pelagic-fisheries-report>

EXPLAINER

Quota sharing agreement in urgent need

Get the full background on the issue of overexploitation in the North East Atlantic.

[LEARN MORE](#)

A photograph of a fisherman wearing a yellow raincoat and a hood, standing on the deck of a boat. In the background, a large green fishing net is visible, and several birds are flying in the sky.

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Small pelagic fish - North-East Atlantic Pelagic Fisheries – Management Challenges for Straddling Fish Stocks

State governments need to adopt a radical new approach to reach an agreement on quota sharing for North East (NEA) pelagic fish stocks, a new report commissioned by the Marine Stewardship Council (MSC) has found.

ort, *North East Atlantic Pelagic Fisheries – Management Challenges for Straddling Fish Stocks*, by marine ancy, ABPmer – says that years of broken agreements on quota sharing for blue whiting, herring and mackerel alted in quotas being set above sustainable limits, threatening the long-term health of these vital fish stocks.



THANK YOU