

THE BEST ENVIRONMENTAL
CHOICE IN SEAFOOD



Marine Stewardship Council

Annual Report 2009/10

English

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Cover: The Vietnam Ben Tre clam hand-gathered fishery was certified in November 2009, see page 11.

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This year's highlights

Welcome to our annual report for 2009/10. This year we renewed our commitment to meeting the needs and expectations of our partners, and marked our tenth anniversary.

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Ten years in operation: where we've come from and where we're heading.

10



187 fisheries certified or in full assessment at the end of 2009/10.

13



Seven tuna fisheries engaged in the program in 2009/10.

18



Consumer campaigns boost retail sales.

21



4,896 products – half a billion individual items – now display the MSC ecolabel.

22



Restaurants and foodservice businesses put MSC on the menu.

Our vision

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

Our mission

is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.

© Wolfgang Poelzer / WaterFrame / Still Pictures



© A Aitchison

From the Chief Executive

2010 has been another remarkable year. Despite the continued turmoil in global markets, economic stagnation and fears of a double dip recession in many OECD countries, demand for certified sustainable seafood has continued to grow dramatically.

By the end of our 2009/10 financial year 187 fisheries around the world were either certified or under assessment – up nearly 50 per cent on last year. These fisheries land over 7 million tonnes of seafood annually – 12 per cent of the global wild harvest for human consumption. Increased supply and growing market demand also led to an unprecedented jump in the use of the MSC ecolabel in the global market place. Individual labelled products more than doubled to nearly 5,000 in a market now worth over US \$2 billion annually – up 30 per cent on last year.

Most importantly, the ecological case for credible certification and labelling as a mechanism to drive positive change in the way our oceans are fished is also getting stronger. Whilst there is no 'silver bullet' solution to the global challenge of overfishing, certification and labelling – by creating incentives for and rewarding sustainable fishing practices – can make a significant contribution to reversing the decline in global fishery resources. As the preliminary findings in our *Net Benefits* report (page 4) shows, there really is cause for hope that one of the world's greatest sustainability challenges can be addressed and eventually resolved. The MSC is committed to listening to our stakeholders, to continually working to improve our program and to developing appropriate metrics to track our progress.

Please do take the time to read about the significant progress and many important milestones achieved over this past year and highlighted in the following pages. This success would not have been achieved without the leadership and engagement of all of our partners who are as committed as we are to ensuring the future health and productivity of the world's oceans. We are extremely grateful to them and to our funders whose continued support and commitment underpin all that we do. I would also like to thank the MSC's international Board of Trustees, our Technical Advisory Board, Stakeholder Council and our most amazing and dedicated international staff for all of their hard work, help and continued commitment to see the MSC program go to scale and become more effective and efficient in the pursuit of our mission.

Rupert Howes, Chief Executive

Fisheries participating in the MSC certification program, such as the Western Baltic spring spawning herring fishery (pictured), seek to maintain the integrity and productivity of marine ecosystems.

Net Benefits



© Leonard Fäustle

Salmon processing on the Emmonak River – part of the Alaska salmon fishery first certified in 2000 – provides employment and a sustainable future for young people.

Net Benefits

Each of the fisheries certified in the first ten years of the MSC program has a powerful story to tell. We wanted to share their unique and diverse experiences, using their own words.

The resulting report, *Net Benefits: The first ten years of MSC certified sustainable fisheries*, captures compelling testimony of the ways the MSC program is contributing to improving the health of our oceans.

Examples of conservation initiatives, innovative management practices and market benefits build a growing business and ecological case for certification.

The full report is online at www.msc.org/healthy-oceans/net-benefits.



2009/10: Tenth anniversary year

The South-West mackerel handline fishery in the UK – first certified in 2001 – now supplies fresh fish to UK supermarkets and restaurants, including celebrity chef Jamie Oliver's Fifteen restaurant in London.



© Edward Parker

Where we've come from

The collapse of the Grand Banks cod fishery in North America, in the early 1990s, shocked many observers. Signs that other fisheries were declining under intensive fishing pressure alerted the industry and conservationists to a global threat. With an ever-growing world population placing more stress on fisheries, a search for new solutions was needed.

Instead of watching this downward spiral continue towards global overfishing, leaders from a broad range of sectors came together to reverse the trend. Recognising that well managed fisheries had a powerful story to tell their customers, the concept of a robust fishery certification program, combined with a consumer-facing ecolabel for sustainable seafood, was born.

Since then, a fast growing market for sustainable seafood has emerged. With pioneering fisheries, innovative businesses, imaginative marketing and dedicated participation from stakeholders, a broad and inclusive sustainable seafood movement has been established and is attracting support from buyers and consumers worldwide.

Founded by WWF and Unilever, the MSC is a mechanism to identify and reward existing good practice and create market incentives to encourage sustainable fishing. In 1999 we became operational and the first fisheries came forward to seek assessment against our standard.

We introduced our ecolabel on seafood products soon after, in March 2000.

The early years presented many challenges in getting the certification program off the ground. It was a new and bold idea to reward the market for sustainable practices and to catalyse change.

For the MSC, the challenge has been to prove that a market-driven certification program works; that market recognition and reward for best practice can deliver major ecological gains as fisheries demonstrate they can meet the MSC standard. We have also needed to show that certified sustainable seafood is marketable: do shoppers look for and buy seafood that carries the MSC's blue ecolabel? Finally, do governments and a broad range of stakeholders support and endorse it?

Celebrating our tenth anniversary in 2009 was the right moment to reflect on these questions and to give a platform to MSC certified fisheries to put forward their views. The Net Benefits report (see opposite) gives a detailed picture of the fisheries that shared the first ten years of our journey. They, along with the seafood supply chain, conservation groups and all of our supporters, have created the market for certified sustainable seafood and made the MSC program what it is today.

2009/10: Tenth anniversary year *continued*

What we're doing today

Thanks to the efforts of our supporters, participating fisheries and a broad range of stakeholders, significant progress has been made.

Many major fish species are now available from MSC certified fisheries including tuna, hake, salmon, shrimp, cod and pollock. In April 2010, a total of 187 fisheries – together catching 64 species and 12 per cent of the global wild seafood catch for human consumption – were engaged in the MSC program, each of them committed to an open and transparent process of independent assessment and certification.

In turn, more than 1,200 processors and traders have undergone Chain of Custody certification and offer fully traceable, certified sustainable seafood to their customers. In 66 countries, people can buy fish carrying the MSC ecolabel in supermarkets and, increasingly, in restaurants.

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Governments are also voicing support for the MSC approach. Many publicly encourage their fisheries to take part in the MSC program, and some are directing substantial public funds towards fisheries that seek assessment.

Despite this growth in demand for sustainable seafood choices, we are committed to consolidating our strengths, building on successes and improving the process for partners.

Independent assessments of the MSC program (see page 25, for example), show it is well established and highly regarded, but there are areas where improvements will strengthen the program and deliver a better experience for partners and stakeholders.

To understand this better, we undertook a fully comprehensive, international stakeholder survey in 2009/10. The results show the MSC is seen as a credible organisation that is having a positive impact on the way fisheries are managed. We recognise that we also need to provide better support and access for participating stakeholders, and are undertaking new initiatives to deliver these improvements (see page 24). In 2010/11 – and beyond – we will strive for a greater level of stakeholder involvement and satisfaction from this valued group.

Ten years of partnership and progress



© Kamen Murray/Finepix

In the UK, HRH The Prince of Wales convened a high level summit with retailers to explore the pivotal role retailers can play to support sustainable fishing in their purchasing decisions. Later the same day HRH hosted a reception for the MSC's supporters and stakeholders to acknowledge a decade of progress. HRH also met fishers and supporters of the MSC program at the port of Scrabster in Scotland to learn more about their conservation measures and involvement with the MSC.

In the USA, a reception was held in Seattle for a range of the MSC's partners in the Americas region, including representatives from the many North American fisheries that participate in the MSC program.

In Germany, a workshop for commercial partners looked at what has been achieved so far and sketched the challenges and opportunities ahead.

The Sustainable Seafood Lunch (see page 23) provided a platform for the growing number of restaurants, caterers and foodservice businesses in eight countries to promote their support for sustainable fishing.



© Tosakatsuo Suisan Co., Ltd

The traditional pole and line technique is used to catch tuna at the Tosakatsuo Suisan pole and line skipjack tuna fishery, certified in November 2009.

Looking ahead

In early 2011 we will be developing a new business plan to address strategic priorities for the coming five to ten years. Considerable progress has been made since the last strategic plan was set out for 2006-10, and in this time the sustainable seafood movement has grown and diversified. A new business plan will ensure the MSC is effective in this changed landscape and continues to focus on delivering our mission.

We will also be exploring more ways to build environmental monitoring into our program. We will be commissioning major work in 2010/11 to investigate and articulate the ecological case for certification, with an emphasis on gains delivered between fisheries starting pre-assessment, and their progression to full assessment. A strong ecological case will help us to better communicate the efforts and results of our fishery partners, and will reinforce the credibility of the program as a whole.

A number of new MSC policies and procedures are in development, and existing ones under review. We need to ensure the program keeps up with current thinking and good practice, and is responsive to emerging issues. We will be running consultations on key topics, seeking expert advice and communicating outcomes to relevant audiences.

We also want to see more fisheries – especially those in developing countries, which feed a rapidly growing global population – engage with the MSC program. To achieve this we need to ensure the program is accessible to all fisheries.

We will continue to seek a greater level of feedback from partners and stakeholders from all sectors. Understanding and responding to the issues that are important to this broad constituency of supporters is the key to a successful future.

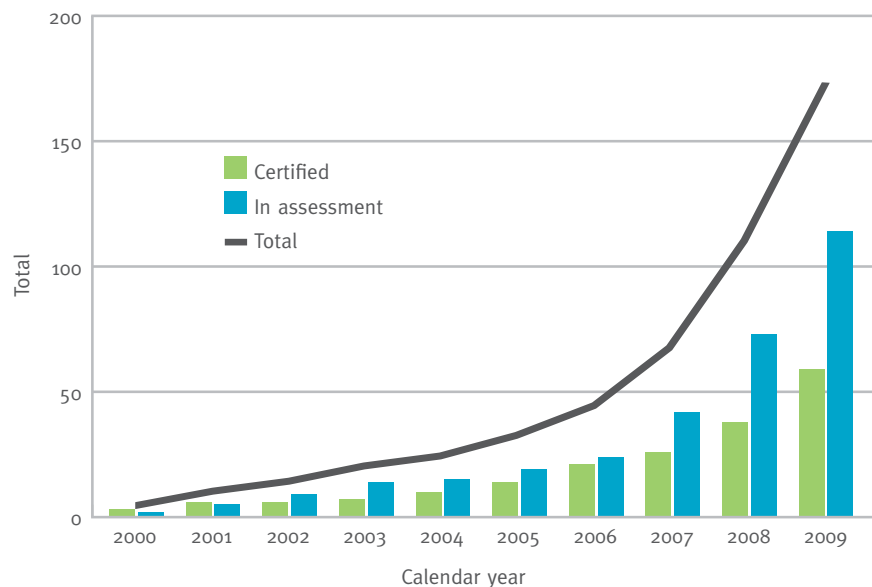
Engaging more fisheries

We want to make our fishery program more accessible. Our intention is to encourage participation and to create value for our partners.



© Leonard Faustle

Fishery participation over time



Door opens to more fisheries

In July 2009, we adopted the Risk Based Framework to help fisheries with limited scientific data to access the MSC program. This will benefit small scale and community-based fisheries, especially those in the developing world. It follows four years of development and field trials, and provides an alternative method to assess fisheries using a higher level of precaution to ensure fisheries are assessed to the same standard as conventional assessments.



© Jo Gascoigne

Fishing communities in developing countries, such as the Imraguen fishermen in the Banc d'Arguin National Park, Mauritania, are becoming increasingly aware of the MSC program.

"This new approach to assessment should open many more doors for fisheries in developing countries," says the MSC's Developing World Program Director, Yemi Oloruntuyi. "We've found ways to address the challenges encountered when assessing data-limited fisheries, by employing methods that incorporate local knowledge and easily available information, and this is an important advance for global access to the MSC program."

Fisheries using the Risk Based Framework in their assessment include the Maldives pole and line and handline tuna fishery and the Sian Ka'an Chinchorro Biosphere Reserves spiny lobster fishery in Mexico.

Danish commitment

In August 2009, the Danish Fisherman's Association announced it would seek MSC assessment for all Danish fisheries by 2012. The project encompasses an estimated 50 fisheries, 33 species and a million tonnes of fish. It is the first time such a comprehensive commitment has been made. "The rules are strict. We have to be able to show the experts that the fishery is sustainable in the long term," said project manager Jonathan Broch Jacobsen. "This is no rubber stamp – which is why we will have our fisheries assessed step by step, and check how each fishery needs to adapt until they all meet the MSC standard."

Clearer entry rules for enhanced fisheries

In July 2009, MSC clarified the eligibility of fisheries that are classified as 'enhanced' because there is a low level of human intervention in the management of the fishery. In practice, this opens up the MSC program to a new group of fisheries. The North Menai Strait mussel fishery in the UK, which moves young mussels to sheltered habitats within the local area to increase the yield, was the first, and four other enhanced fisheries followed before the end of the year.

"The Scottish government supports Scottish fisheries that would like to be assessed against the MSC standard because it offers a gold standard certification for sustainable and well managed fisheries."

Richard Lochhead MSP, Cabinet Secretary for Rural Affairs and Environment

In 2009/10 the Scottish government continued its support by giving £50,000 to encourage the country's inshore fisheries to enter into assessment against the MSC standard.

Low trophic level fisheries examined

This year we also ran the first of two expert consultation workshops to develop understanding and policy for the assessment of low trophic level fisheries. These fisheries play a crucial linking role in marine ecosystems as they are prey for other species, and are also known as 'forage' or 'reduction' fisheries. The workshop was part of a broader review of how low trophic level fisheries should best progress through the MSC assessment process, and will be supported by modelling work to evaluate the impact of an MSC standard-compliant fishery on ecosystem dynamics. This highly technical area of work involved top marine experts from around the world and will be reviewed by the MSC Board of Trustees in 2010/11.

Improved timelines

Timely completion of the assessment process is vital for many fisheries. This year five fisheries completed the assessment in under a year. This is possible because of our new Fishery Assessment Methodology (FAM), introduced in July 2008. The new FAM provides a predefined set of performance indicators by which to score fisheries and so increases the quality and consistency of assessments. Greater standardisation has also reduced the time and cost, without impact on the rigour and robustness of the assessment process. The average length of fishery assessments has reduced from 24 months before the new FAM was introduced, to 18 months by the end of 2009/10.

Practical guides



Clearer guidance on the assessment process is a frequent request from our partners. We are investing in a new range of Get Certified! support materials to help people take part. This year, *Get Certified! Fisheries* was published to provide a practical, step-by-step guide to MSC certification. Its sister publication, *Get Certified! Chain of Custody*, does the same job for supply chain companies. Each document is available in several languages including English, French, Spanish, Swedish, Dutch and Russian on the MSC website, with more languages due in 2010/11.

Meet the fishers

Here we introduce just eight of the 29 fisheries certified in 2009/10.



© Knut Helge

September 2009
Iturup Island salmon, Russian Federation

The volcanic island of Iturup features a multitude of rivers and streams that form ideal spawning grounds for pink and chum salmon. Now 18 fisheries among these rivers are certified as meeting the MSC standard – the first Russian fisheries to do so. The fishers place stationary traps along the shoreline and transfer the fish into ‘kungas’ – boats whose hulls are filled with water, creating a live hold. From here, the catch can be released back into the river, and the catch transported to local processors.



© Polarbear Seafoods

“This is a thorough assessment process which requires an active commitment from the fishery. Its scientific robustness and transparency has enabled us to approach the assessment with peace of mind.”

Bruno Leduc, Deputy CEO of EURONOR

April 2009
Norwegian herring and mackerel fisheries

Over a million tonnes of herring and mackerel were certified this year from just three Norwegian fisheries: the Norway North Sea and Skagerrak herring, the Norway spring spawning herring, and the North East Atlantic mackerel pelagic trawl, purse-seine and handline. With two more major Norwegian fisheries – cod and haddock – in assessment, an estimated 75 per cent of Norway’s export value of wild-caught fish is engaged with the MSC program.



© N Steins/MSC

June 2009
Ekofish North Sea plaice

Ekofish North Sea plaice fishery uses nets with a large mesh size to reduce discards. The fishery has also established a voluntary agreement with WWF and the North Sea Foundation to close selected areas and to participate in scientific research to map the impact of the fishing gear on habitats and the seabed. This is the first fishery to be certified as part of the Memorandum of Understanding between the Dutch industry, environmental NGOs and the government to bring all Dutch North Sea demersal fisheries into the MSC program by 2012.



© Lyle Pierce

November 2009
Ben Tre clam fishery, Vietnam

This hand raked clam fishery is operated by local co-operatives and is the first small-scale, community based fishery in Southeast Asia to achieve certification. “The co-operatives help to strengthen community participation, reduce illegal fishing and expand the fishery’s market profile,” said Nguyen Thi Dieu Thuy of WWF, co-sponsor of the assessment. “Since the fishery was certified it has seen prices increase 25-30 per cent, and has had to turn away new buyers because of production limits. Ben Tre has established a model for other national and regional fisheries to follow.”

September 2009
Canada Pacific halibut

This is the first British Columbia fishery to achieve MSC certification. A large flatfish with a wide offshore range in the northern Pacific, halibut from this fishery is caught using longlines. As the lines are reeled in, a video camera mounted on the deck monitors and records landings to ensure all target and bycatch species are accurately recorded. “With 100 per cent monitoring of their catch, it is possible for scientists to understand the broader ecosystem impacts of this fishery” said Scott Wallace of the David Suzuki Foundation. “This level of individual accountability is a new global standard for longline fishing practices.”



© Leonard Fäustle

Outreach to Africa



© A Estay/MSC

“We’ve had a very positive response,” says Yemi Oloruntuyi (pictured), who oversees the MSC’s Developing World Program. “In every part of the world awareness is growing about the MSC, but in Morocco we were able to provide sustained support. This has really helped us overcome misunderstandings, clarify how the MSC assessment process works, and keep the momentum going. We’re hopeful we’ll see a number of fisheries coming into assessment.”

Morocco is the biggest fish producing country in Africa, meeting local and regional demand as well as exporting thousands of tonnes of fish to Europe, but with no MSC certified fisheries... yet. In 2009/10, the MSC undertook a year-long project to engage with a wide range of stakeholders – fisheries, government departments, community associations and others – with the aim of encouraging the first Moroccan fisheries to the program.

Often working in partnership with local NGOs, Yemi says the Developing World Program’s work in Africa and South Asia is paying off: “Things are changing slowly. In Africa stakeholders are more aware of the MSC and know what it means. We have now run projects in some of Africa’s key fishing areas and we’re finding people are ‘tuned in’ to sustainability and increasingly aware of its importance in international trade.”

Meet the fishers *continued*



© S Edwards/MSC

November 2009 Japan Tosakatsuo Suisan Group pole and line skipjack tuna

This centuries-old fishery uses a traditional technique, in which fish are caught one by one using a pole and line with a lure. It has almost no bycatch and smaller fish can be avoided. In November 2009, the fishery became the first skipjack tuna fishery to meet the MSC standard. “With our certification we hope to save Japan’s proud tradition of skipjack tuna pole and line fishing from extinction and preserve it for generations to come,” said Hiroyuki Myojin, President of Tosakatsuo Suisan Co. Ltd.



© Vitor José Ramos/MSC

January 2010 Portugal sardine

Operating since Roman times, this fishery is the first in Portugal to be certified. “The MSC assessment has given us a unique opportunity to review our management systems, to highlight our strengths and rectify flaws,” said Humberto Jorge, President of ANOPCERCO, the fishery client. The fishery harvests more than 50,000 MT of sardine every year, which represents 95 per cent of Portugal’s sardine production.

Salmon: early adoption pays off



© Leonard Fäustle

In September 2000, the Alaska salmon fishery became one of the first fisheries, and the largest fishery at the time, to participate in the MSC program. Other salmon fisheries have since followed this lead, and over the years salmon certified as sustainable to the MSC standard has been hugely popular with commercial buyers and consumers around the world. 2009/10 saw the number of MSC labelled salmon products double to 1,126 and available in 30 countries. The number of salmon products continues to grow, indicating there is not just a ‘first-mover’ advantage for fisheries achieving MSC certification – market benefits can be sustained over many years.

Tuna tales



© Image Quest Marine

One of the most iconic, popular and sought after fish in the sea, tuna can be complex to assess for sustainability because of its vast geographic range.

“The challenge with tuna is that it’s highly migratory and multi-jurisdictional,” says the MSC’s Pacific Fisheries Manager, Bill Holden. “Worldwide, many tuna stocks are under

pressure from fishing overcapacity and in some cases management regimes have had limited success.”

However, there is cause for hope. By the end of 2009/10 four tuna fisheries were MSC certified and another three were in full assessment. Together these fisheries – located in the Pacific, north-west Atlantic, south Atlantic and Indian Oceans – catch close to 150,000 MT of tuna (yellowfin, bigeye, albacore and skipjack).

In March 2010 another tuna fishery announced it would seek MSC certification. The fishery is jointly managed by eight Pacific Island states – the Federated States of Micronesia, Kiribati, Marshall Islands, Nauru, Palau, Papua New Guinea, Solomon Islands and Tuvalu – together known as the Parties to the Nauru Agreement. Their announcement, bringing a further 442,000 MT into the program, illustrates how a coordinated approach can help complex fisheries access the benefits of the MSC program.

© Courtesy of Clearwater Seafoods Ltd Partnership



March 2010 Eastern Canada offshore scallop

The first scallop fishery in North America to be certified, this species is the second most valuable in Nova Scotia, with the majority of exports going to the USA. Represented by a group of five fishing companies, it is operated under a transferable company quota program and harvests approximately 6,300 metric tonnes of scallops annually. Commenting on the fishery’s certification, Colin MacDonald from Clearwater Seafoods, which owns 45 per cent of the quota rights in the fishery, said: “This is validation by the world’s most recognized and respected ecolabel, MSC, of the efforts and care taken by our people and the government of Canada to ensure that our offshore sea scallop resource is harvested in a responsible and sustainable manner.”



© Xavier Nicostrate

March 2010 EURONOR saithe, France

“Our experience over the past 13 months has been extremely positive and we are proud to be the first French fishery to achieve MSC certification”, said Xavier Leduc, CEO of EURONOR. The fleet produces 16,000 metric tonnes of saithe annually. With fishing rights representing over 90 per cent of the French quota for this species, it is the largest saithe fishing company in France and one of the largest in Europe. Mr Leduc added: “Since certification we have witnessed some notable developments in the fresh fish market and a growing interest from fish wholesalers. Many of them have already taken the necessary steps to get MSC Chain of Custody to ensure the traceability of our MSC certified fish.”

List of fisheries

By the end of 2009/10, a total of 70 fisheries had achieved MSC certification, together landing 4,940,301 MT of fish. A further 117 fisheries were in full assessment, together landing an additional 2,322,859 MT.

Map item	Name	Number of fisheries	Country
Fisheries certified before 2009/10			
1	Alaska salmon	1	USA
2	American Albacore Fishing Association Pacific albacore tuna (North and South Pacific)	2	USA
3	Astrid Fiske North Sea herring	1	Sweden
4	Australia mackerel icefish	1	Australia
5	Bering Sea and Aleutian Island Alaska (Pacific) cod – freezer longline	1	USA
6	Bering Sea/Aleutian Islands (BSAI) pollock	1	USA
7	Burry Inlet cockles	1	UK
8	Canada northern prawn	1	Canada
9	Domstein Longliner Partners North East Arctic cod	1	Norway
10	Domstein Longliner Partners North East Arctic haddock	1	Norway
11	Germany North Sea saithe trawl	1	Germany
12	Gulf of Alaska pollock	1	USA
13	Gulf of St. Lawrence northern shrimp	1	Canada
14	Gulf of St. Lawrence northern shrimp trawl fishery Esquiman Channel	1	Canada
15	Hastings fleet Dover sole trammel	1	UK
16	Hastings fleet pelagic herring and mackerel	2	UK
17	Kyoto Danish Seine Fishery Federation snow crab and flathead flounder	2	Japan
18	Lake Hjälmaren pikeperch fish-trap	1	Sweden
19	Lake Hjälmaren pikeperch gill-net	1	Sweden
20	Lakes and Coorong	1	Australia
21	Loch Torridon nephrops creel	1	UK
22	Mexico Baja California red rock lobster	1	Mexico
23	New Zealand hoki	1	New Zealand
24	North Eastern Sea Fisheries Committee sea bass	1	UK
25	Norway North East Arctic saithe	1	Norway
26	Norway North Sea saithe	1	Norway
27	Oregon pink shrimp	1	USA
28	Patagonian scallop	1	Argentina
29	PFA North Sea herring	1	The Netherlands
30	Scottish Pelagic Sustainability Group Ltd North Sea herring	1	UK

31	Scottish Pelagic Sustainability Group Ltd Western component of North East Atlantic mackerel	1	UK
32	South-west handline mackerel	1	UK
33	US North Pacific halibut	1	USA
34	US North Pacific sablefish	1	USA
35	Western Australia rock lobster	1	Australia

Fisheries certified during 2009/10			
36	American Western Fish Boat Owners Association (WFOA) North Pacific albacore tuna	1	USA
37	Atlantic deep-sea red crab	1	USA
38	Bering Sea and Aleutian Islands Pacific cod	1	USA
39	Canada Pacific halibut (British Columbia)	1	Canada
40	Canadian Highly Migratory Species Foundation (CHMSF) British Columbia North Pacific albacore tuna	1	Canada
41	Danish Pelagic Producers Association (DPPO) Atlanto-Scandian herring	1	Denmark
42	Danish Pelagic Producers Association (DPPO) North East Atlantic mackerel	1	Denmark
43	Danish Pelagic Producers Organisation (DPPO) North Sea herring	1	Denmark
44	Denmark blue shell mussel	1	Denmark
45	Dutch Fisheries Organisation (DFO) gill net Dover sole	1	The Netherlands
46	Eastern Canada offshore scallop	1	Canada
47	Ekofish Group-North Sea twin rigged otter trawl plaice	1	The Netherlands
48	EURONOR saithe	1	France
49	Faroese Pelagic Organization (FPO) Atlanto-Scandian herring	1	Faro Islands
50	Gulf of Alaska Pacific cod	1	USA
51	Hastings Fleet Dover sole trawl and gill-net	1	United Kingdom
52	Irish Pelagic Sustainability Group (IPSG) western mackerel pelagic trawl	1	Ireland
53	Iturup Island pink and chum salmon	2	Russian Federation
54	North East Atlantic mackerel pelagic trawl, purse-seine and handline	1	Norway
55	Norway North Sea and Skagerrak herring	1	Norway
56	Norway spring spawning herring	1	Norway
57	Pacific hake mid-water trawl	1	USA

Map item	Name	Number of fisheries	Country
58	PFA North East Atlantic mackerel pelagic trawl	1	The Netherlands
59	Portugal sardine purse seine	1	Portugal
60	Scottish Pelagic Sustainability Group Ltd Atlanto-Scandian herring	1	UK
61	Stornoway nephrops trawl	1	UK
62	Tosakatsuo Suisan pole and line skipjack tuna	1	Japan
63	Vietnamese Ben Tre clam hand gathered	1	Social Republic of Vietnam

Fisheries re-certified in 2009/10			
64	South Africa hake trawl	2	South Africa
65	South Georgia Patagonian toothfish longline	1	South Georgia (UK)

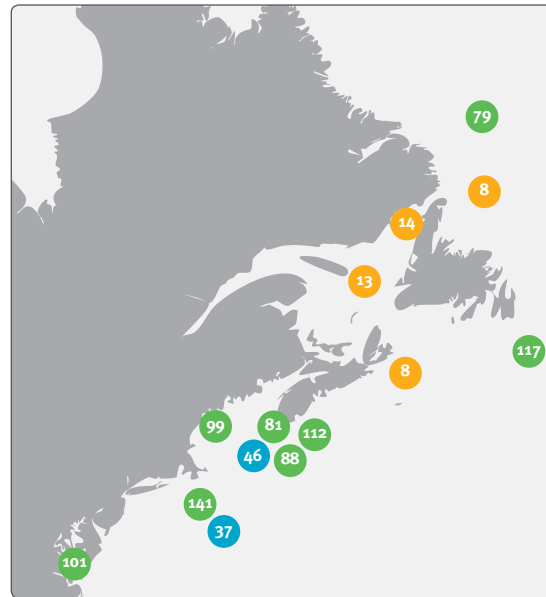
Fisheries in full assessment 2009/10			
66	Aker Biomarine Antarctic krill	1	Norway
67	Annette Islands Reserve salmon	5	USA
68	Argentina hoki	1	Argentina
69	Barents Sea cod and Barents Sea haddock	2	Russian Federation
70	Bering Sea and Aleutian Islands flatfish	5	USA
71	Blackwater native oyster	1	UK
72	Bristol Channel ray	6	UK
73	Bristol Channel sea bass	1	UK
74	British Columbia pink and chum salmon	7	Canada
75	British Columbia sockeye salmon	4	Canada
76	British Columbia spiny dogfish	1	Canada
77	C&WSTG English Channel megrim, monk and sole beam trawl	4	UK
78	California Dungeness crab*	1	USA
79	Canada offshore northern and striped shrimp	2	Canada
80	Canada sablefish	1	Canada
81	Canada Scotia-Fundy haddock	1	Canada
82	Clyde nephrops creel	1	UK
83	Clyde nephrops trawl	1	UK
84	Cornwall sardine	1	UK
85	Denmark Eastern-Baltic cod	1	Denmark
86	Denmark North Sea plaice	1	Denmark
87	Denmark saithe	1	Denmark
88	Eastern Canada offshore lobster	1	Canada
89	Faro Islands queen scallop	1	Faro Islands
90	Faroese Pelagic Organization North East Atlantic mackerel	1	Faro Islands
91	Germany Eastern and Western Baltic cod	1	Germany
92	Germany North Sea brown shrimp	1	Germany
93	Gulf of Alaska flatfish	5	USA
94	Gulf of California, Mexico, sardine	1	Mexico
95	Irish Pelagic Sustainability Association (IPSA) western mackerel	1	Ireland
96	Isle of Man queen scallop trawl and dredge	1	UK
97	Limfjord blue shell mussel (rope grown)	1	Denmark
98	Limfjord blue shell mussel and oyster dredge	2	Denmark
99	Maine lobster trap	1	USA
100	Maldives pole and line and handline tuna	3	Maldives
101	Maryland striped bass	1	USA
102	Netherlands blue shell mussel	1	The Netherlands

103	Netherlands suspended culture mussel	1	The Netherlands
104	New Zealand albacore tuna troll	1	New Zealand
105	New Zealand EEZ hake trawl	1	New Zealand
106	New Zealand EEZ ling trawl and longline	1	New Zealand
107	New Zealand EEZ southern blue whiting pelagic trawl	1	New Zealand
108	New Zealand southern scallop	1	New Zealand
109	Normandy and Jersey lobster	1	France
110	North Menai Strait mussel	1	UK
111	North Sea brown shrimp	1	The Netherlands
112	North West Atlantic Canada longline and harpoon swordfish	1	Canada
113	Norway North East Arctic inshore cod	1	Norway
114	Norway North East Arctic inshore haddock	1	Norway
115	Norway North East Arctic offshore cod	1	Norway
116	Norway North East Arctic offshore haddock	1	Norway
117	OCI Grand Banks yellowtail flounder	1	Canada
118	Oregon Dungeness crab	1	USA
119	Osprey Trawlers North Sea twin-rigged plaice	1	UK
120	Pelagic Freezer-Trawler Association Atlanto-Scandian herring pelagic trawl	1	The Netherlands
121	Ross Sea toothfish longline	1	UK & New Zealand
122	Russia Bering Sea pollock	1	Russian Federation
123	Russia Sea of Okhotsk pollock	1	Russian Federation
124	SARPC toothfish	1	Réunion (Fr)
125	Scapêche and Compagnie de Pêche de St. Malo saithe	1	France
126	Scottish Fisheries Sustainable Accreditation Group (SFSAG) North Sea haddock	1	UK
127	Scottish Fisheries Sustainable Accreditation Group (SFSAG) North Sea nephrops	1	UK
128	Sian Ka'an and Banco Chinchorro Biosphere Reserves spiny lobster	1	Mexico
129	Skagerrak, Kattegat and Norwegian Deeps prawn	1	Denmark
130	South Brittany sardine purse seine	1	France
131	South Georgia icefish pelagic trawl	1	South Georgia (UK)
132	Southeast US North Atlantic swordfish	1	USA
133	Southern North Sea nephrops	1	UK
134	Southern red king crab bottom trap	1	Argentina
135	SPPO North Sea and Baltic herring and sprats	3	Sweden
136	St. Helena pole and line, and rod and line yellowfin, bigeye, albacore and skipjack tuna	4	St. Helena (UK)
137	Suriname Atlantic seabob shrimp	1	Suriname
138	Sweden Eastern and Western Baltic cod	1	Sweden
139	Tristan da Cunha rock lobster	1	St. Helena (UK)
140	UK Fisheries/DFPU/Doggerbank Group saithe	1	UK
141	US Atlantic sea scallop	1	USA
142	West Greenland coldwater prawn	1	Denmark
143	Western Baltic spring spawning herring	1	Germany

We would also like to welcome all fisheries that have entered the assessment program since 1 April 2010.

* Fishery has since withdrawn from the assessment program.

Map of fisheries

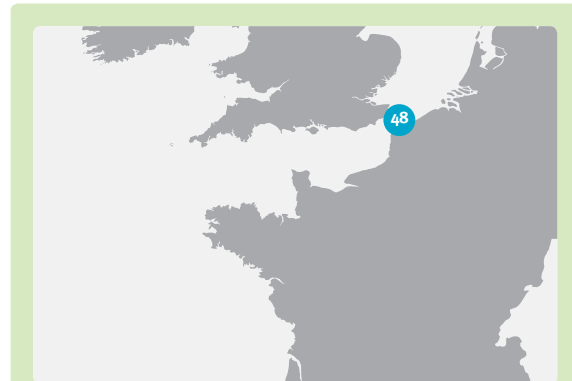
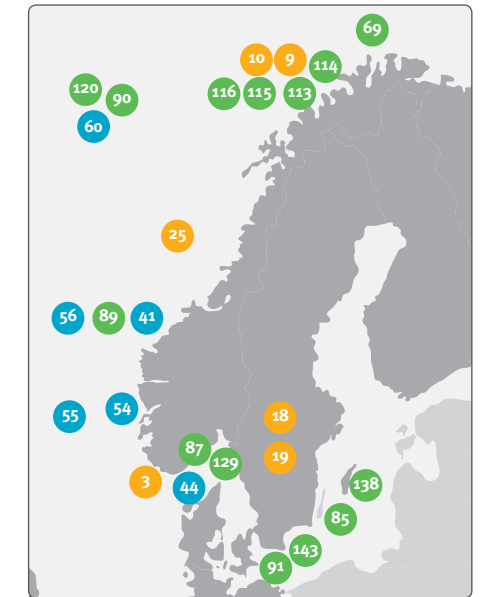
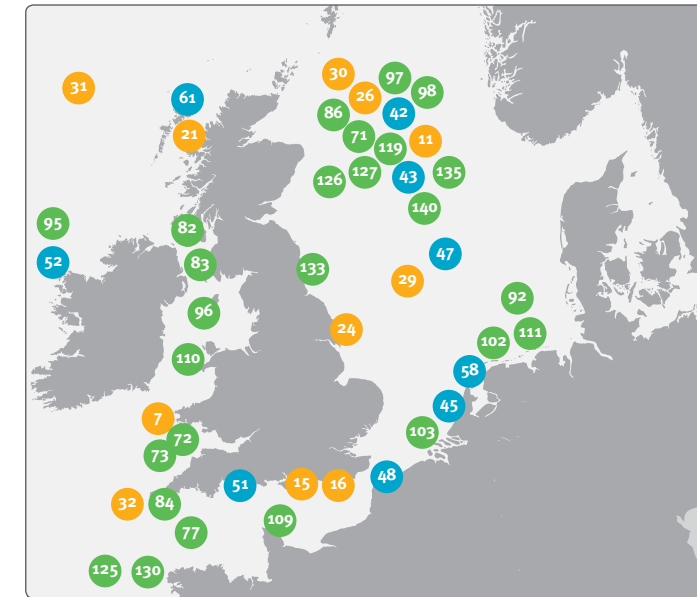


Map key

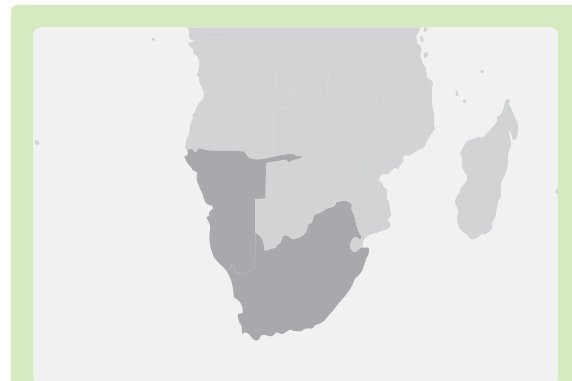
- Certified before 2009/10
- Certified during 2009/10
- Re-certified in 2009/10
- Fisheries in assessment

Countries where MSC labelled products are available

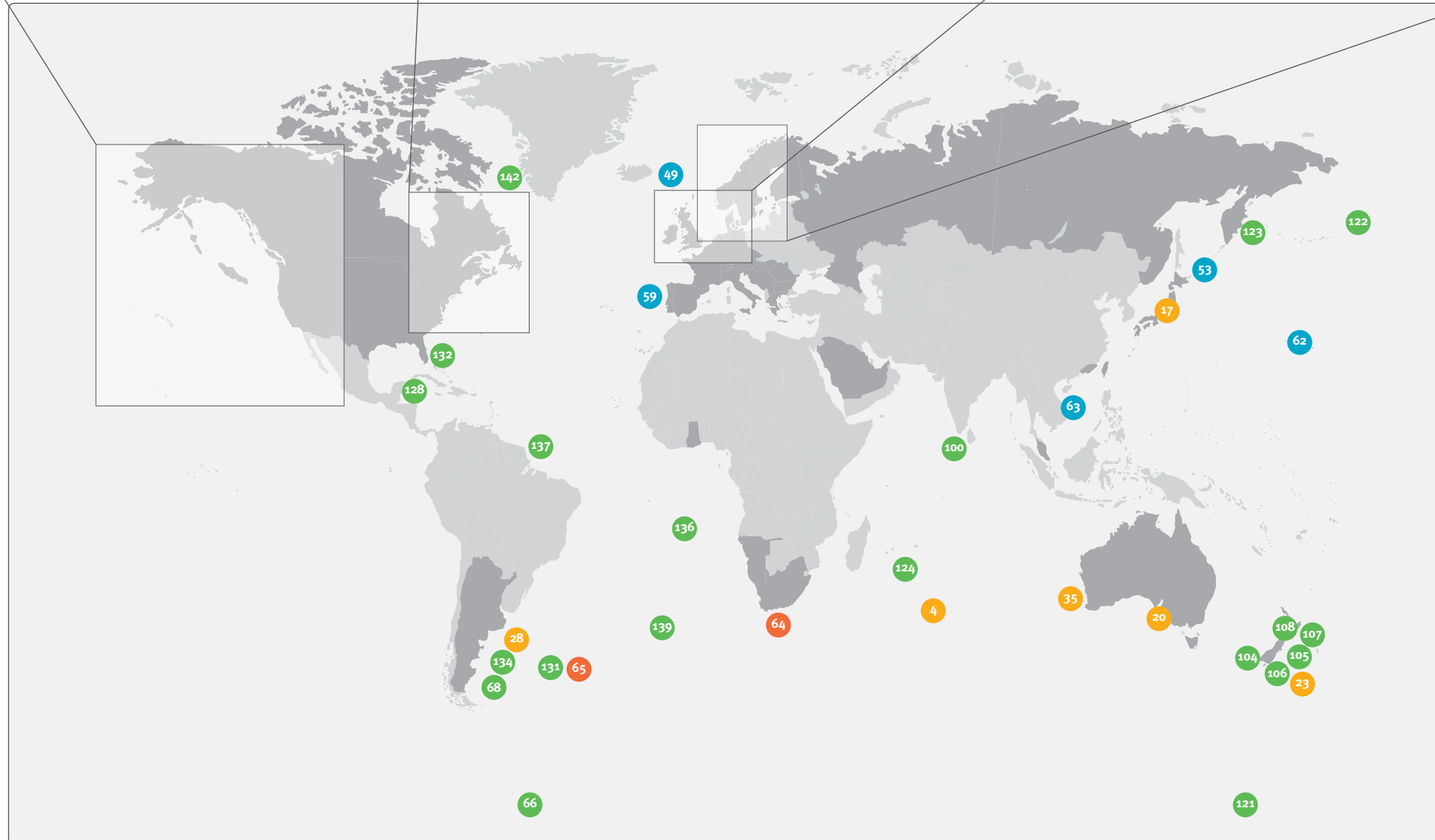
Countries where MSC labelled products are not available



A new MSC office opens in Paris in October 2009. Soon after, the first French fishery – EURONOR saithe – achieves certification.



From our South Africa office, workshops were held in Namibia, Kenya, Tanzania, Mozambique and Mauritius to encourage new fisheries into the MSC program.



The MSC has expanded capacity in Asia, employing more staff in our Japan office and engaging a consultant in Hong Kong to support our work in the Qingdao and Dalian regions of China.

Adding value for retailers and brands

Leading retailers and seafood brands are taking advantage of the marketing support we offer to realise the full potential of the ecolabel.

Communicating to consumers

Sustainable living is fast becoming an influential market segment and a strong sustainability message delivers a positive incentive for consumers. In-store marketing campaigns highlighting MSC labelled products and promoting our partners' commitment to sustainable seafood have resulted in a significant impact on their sales and further established their sustainability credentials.

Investment by retailers also benefits fisheries and supply chain companies, including major seafood brands. Marketing initiatives that guide consumers to look for 'certified sustainable seafood' increase demand for ecolabelled seafood and build consumer confidence when buying fish.

This year, the MSC supported a number of major retailers' in-store marketing campaigns, with very positive results. In France, 'Les Jours Bleus' (see opposite) makes an inspiring case study on how a successful campaign can be run and the tangible benefits partners obtain as a result. Other campaigns the MSC has supported this year include:

- Loblaw's piloting a campaign in 23 stores across Canada and planned to launch in more than 1,000 stores in May 2010.
- Whole Foods Market in the USA developing point of sale materials for all their stores.
- AEON committing to year-round marketing support in Japan, starting with an in-store campaign.
- Japan Coop promoting their support to 2.7 million homes using their home delivery brochure.
- Sainsbury's rolling out a campaign in 500 stores in the UK, serving 18.5 million customers per week.

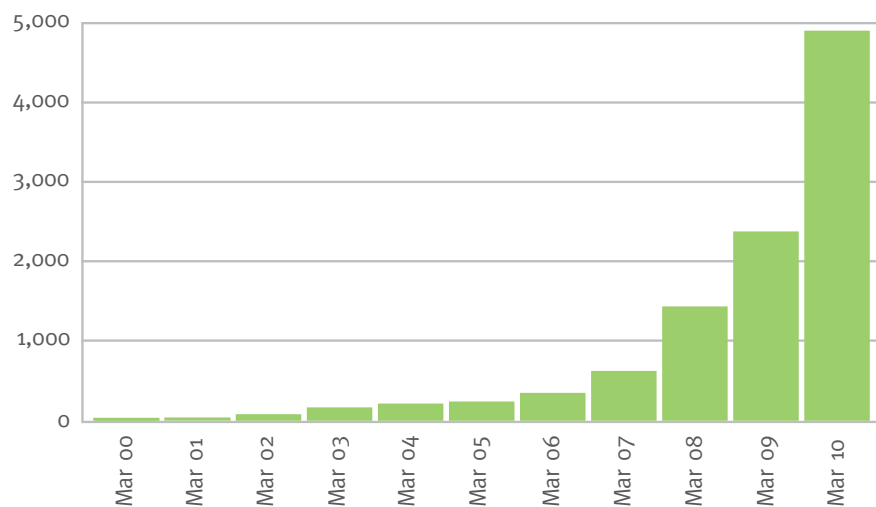
Free-to-use marketing support

The MSC is also creating a suite of exciting new imagery and powerful messages that can be easily adapted to a retailer's brand, help point customers to products carrying the MSC ecolabel, and demonstrate the retailer's commitment to sustainable sourcing.



© MSC

Number of MSC labelled products as at 31 March 2010



© Frank Peters

4,896 MSC labelled products. This figure has doubled in one year.

The core materials were created by Saatchi & Saatchi X, the the global creative agency, and are available for adaptation by all MSC certified partners. "Promoting your support and commitment to certified sustainable seafood is a market opportunity," said Simon Edwards, MSC's Global Marketing and Communications Director. "Saatchi & Saatchi is creating very effective ways to engage consumers and the success of these campaigns demonstrates that consumers are primed, and respond positively to the promotion of sustainable seafood. Actively using the MSC ecolabel in your consumer marketing is the most effective way to gain maximum benefit from your commitment to certified sustainable seafood."

Europe's rush for herring and mackerel

Following the recent certification of high-volume pelagic fisheries, 1,792,106 MT of MSC certified herring and mackerel is now landed annually. As a result, new MSC labelled products hit the market this year, with Europe – especially Germany – a keen buyer. With a market share of around 21 per cent, herring is still by far the most popular fish among German consumers. Appel Feinkost – the market leader for canned fish in Germany – announced that all of its 40 herring products now carry the MSC ecolabel. Other popular German herring brands such as Gottfried Friedrichs, Hawesta, Homann, Larsen, Lysell, Nadler, Rügen Feinkost, Rügenfisch and Stührk increasingly use the MSC ecolabel, bringing the number of MSC labelled herring products to 886 worldwide – a fivefold increase (from 136) in just 12 months.

Global retail headlines

- In Japan, retailer Coop increased its range of MSC products to 20, most of which are sold through its home delivery service. Sales growth of MSC labelled Alaska salmon was especially high with sales increasing by 134 per cent over the year.
- ALDI launched its first private label MSC certified seafood products in Australia and in the USA, where it has more than 1,000 stores.
- Swiss retailer Coop far exceeded their 2006 goal of doubling their sales turnover from MSC certified products by 2009. Instead, it almost quadrupled (385 per cent). A third of their wild-caught seafood now comes from MSC certified fisheries.
- Target, one of the top ten North American retailers, expanded into fresh offerings with eight new salmon products. Target now carries 26 MSC labelled products.
- In the Netherlands, the leading retailer Albert Heijn launched a new private label Puur & Eerlijk (Pure and Honest) for organic and fair trade products. MSC certification is the only accepted criteria for the label's wild-caught seafood range.
- Overwaitea, British Columbia's largest food retailer launched new seafood products prominently featuring the MSC ecolabel and now offers 12 MSC labelled salmon, halibut and tuna products.

Les Jours Bleus



© Magali Bragard/MSC

Carrefour – one of the world's leading retailers – joined forces with seafood brands Findus, Connétable and Labeyrie to promote MSC labelled products in France. Together, they launched 'Les Jours Bleus' (Blue Days), a nationwide in-store awareness campaign at Carrefour Hypermarchés and Carrefour Market.

For Les Jours Bleus, the MSC's communications materials were adapted to support the brand values of the partners participating in the campaign. Its objectives were twofold: to show French consumers that by buying MSC labelled products they can help make a positive difference to the world's oceans and to reinforce their sustainability credentials with consumers.

"We are delighted to have hosted the first promotion of Les Jours Bleus in our stores. The campaign has enabled us to renew our commitment to certified sustainable seafood. It has also resulted in a rise in sales of our MSC labelled range," said Hervé Gomichon, Quality Director at Carrefour Group. "Following this experience, we'll continue to raise awareness about MSC labelled products among our consumers in the future."

Adding value for retailers and brands *continued*

Countries engaged in the MSC program

Country	Estimated annual landings of fish either MSC certified or in full assessment, at 31 March 2010, above 100,000 MT.	
	Metric tonnes	Proportion of the country's total wild fish catch (FAO figures)
USA	2,029,575	45%
Norway	1,709,031	52%
Russia	705,500	22%
Canada	546,836	53%
PNA Group	442,000	50%*
Mexico	321,300	20%
The Netherlands	295,623	65%
Denmark	287,559	41%
UK	271,306	36%
New Zealand	172,049	31%
Argentina	152,634	16%
Other	771,747	n/a
Total	7,705,160*	n/a

* PNA Group percentage refers to tuna catch only. This fishery joined the MSC program in April 2010, outside the reporting year. The total landings for fisheries engaged in the MSC program in 2009/10 is 7,263,160.

Supply chain holds firm in recession

All suppliers using the MSC ecolabel must first be certified as meeting the MSC's Chain of Custody standard for seafood traceability. This is an important protection from the risks of mislabelling and illegal sourcing. The number of companies that hold Chain of Custody and are able to supply MSC certified and labelled seafood has grown to 1,260 – a 45 per cent rise on last year.

With the supply chain forming the bridge between fisheries and consumers, this growth shows that consumers do not change their values in difficult economic times. Instead, they remain concerned about the sustainability of their seafood and the growth trend shows no sign of diminishing.

Catch from close by



© Gonzalo Enriquez

Dutch retailer Albert Heijn has formed a partnership with an auction house, a supplier and a Dutch fishery to supply 'Catch from close by'. The agreement requires the fishermen to land every two days (previously every five days) and the catch is bought at a guaranteed price. In return, the fishery agrees to work towards improving their fishery management with MSC certification as the ultimate goal, with the retailer paying for research and consultancy support. This example of partnership at a local scale illustrates what the MSC program can help to achieve globally – using the market to catalyse positive change in how fisheries are managed.

Making it easy for shoppers

We are investing in consumer awareness to build a better understanding of the program, and to add value for our partners.



Instant impact

If shoppers take seconds to decide which product they will buy, then the MSC ecolabel needs to communicate instantly. Following a 14-month research project to gather the views of consumers, partners and stakeholders, we launched a revised ecolabel in July 2009. The new design is a modification of the original ecolabel and conveys more meaning. By adding the text 'certified sustainable seafood' the new design clarifies the primary significance of the ecolabel on product – as an ingredient that can enhance the product brand.

Online and in your language

Internet users searching for information about sustainable fishing and seafood choices now have a greater chance of finding the MSC in their own language at www.msc.org. Improved microsites in French, Dutch, German, Spanish and Japanese also now offer detailed information about how to get certified, including the MSC's standards and methodologies.

Mass communication

An estimated 280 million people in over 200 countries watched a new film about the MSC in February 2010. The film was part of the 'Guide to Good Business' series about social entrepreneurship made for the BBC World News channel, featuring the charismatic business advisor Alvin Hall. The film saw Alvin join the MSC's Chief Executive, Rupert Howes, as he travelled from the UK to Japan to meet fishing, processing and commercial partners – and find out how they are supporting sustainable fishing. The film, made by Rockhopper TV in partnership with the Skoll Foundation, can be viewed on the Skoll and MSC web sites. See www.msc.org/newsroom/video/good-business.

Over half a billion (500 million) individual items now carry the MSC ecolabel annually. Together, their estimated retail value is close to US \$2.2 billion – an increase of 73 per cent on the previous year.



© Donna Griffith, Danglers

Loblaws in Canada is using the new MSC ecolabel to ensure shoppers are aware of their commitment to sustainable sourcing.



Fish Tales by Bart van Olphen & Tom Kime with photography by Leonard Fäustle.

Recipes from MSC certified fisheries

For the chefs among us there is nothing better than cooking a great seafood meal and knowing exactly where your ingredients come from – and that they are sustainable. Bart van Olphen, owner of the Dutch seafood chain Fishes, thinks so. He teamed up with the MSC and top Australian chef Tom Kime to produce 'Fish Tales' – a seafood cookbook and storybook rolled into one. The book features recipes using MSC certified fish from 14 certified fisheries next to interviews with the fishermen and stunning photographs from the fishery where it was caught.

Order Fish Tales online or from your local bookshop ISBN 978 1 85626883 7

MSC on the menu

We have developed tailored support and training for restaurants and foodservice suppliers.



© M Purves/MSC

Better support for restaurants and hotels

Restaurants and hotels are increasingly engaging with the MSC program, and need tailored support materials that make taking part easy for busy restaurant managers, chefs and kitchen staff. 'MSC on the Menu' – a new project announced in July 2009 – is transforming the way we work with foodservice businesses:

- A new training film for restaurant and catering staff provides quick, engaging and practical guidance to help restaurants prepare for MSC Chain of Custody certification. The film was made with the help of the Fifteen Foundation, and is part of a joint project to see all four Fifteen restaurants (London, Cornwall, Amsterdam and Melbourne) certified to offer MSC labelled seafood.
- An online assessment tool for restaurants seeking Chain of Custody certification is a new development being piloted in the UK and the Netherlands this year. A website and support materials have been developed and up to 50 restaurants in each country are taking part. This project will improve our engagement with the foodservice sector and will be extended into more markets after the pilot phase is completed.

- MSC Chain of Custody certification guidelines have been updated and improved so that requirements for multi-site operations and chain restaurants are more clearly spelled out.
- Chain of Custody certification is now explained in a short and easy to follow guide, *Get Certified! Chain of Custody*, available online at www.msc.org/get-certified/supply-chain.

Sodexo sets US target

Sodexo serves food to more than ten million customers daily at 6,000 locations in North America – in schools, college campuses, hospitals, corporate offices and senior living facilities. The company's announcement, in September 2009, to source all of its contracted wild-caught seafood purchases from MSC certified fisheries by 2015 will boost awareness of the MSC ecolabel and influence suppliers' sourcing practices. The commitment followed soon after Sodexo's Dutch operation introduced MSC Chain of Custody certification and started using the MSC ecolabel on menus at four sites.

Events celebrating the Sustainable Seafood Lunch around the world included in South Africa a private event with WWF and invited guests from the South African seafood industry.

1,156

Sustainable Seafood Lunch events held across eight countries on 30 September 2009.

Seafood lunch event

Restaurants, caterers, local authorities, not-for-profit organisations and businesses around the world joined us to launch the first Sustainable Seafood Lunch on 30 September 2009. A total of 1,156 events were held in eight countries (USA, UK, the Netherlands, Switzerland, Sweden, India, South Africa and Mauritius). This was the first time the MSC has used an international public event to promote the commitment of our foodservice partners to sustainable sourcing.

And there's more...

- Two new restaurant companies in the USA – Chicago-based Shaw's Crab House and Colorado-based El Monte's Grill – became certified to the MSC's Chain of Custody standard and will source and promote MSC certified seafood.
- Following a successful trial year, Dutch airline KLM confirmed in September 2009 that it would continue its sustainable fish sourcing policy. It is serving MSC certified South Africa hake on 50 per cent of its World Business Class flights from Amsterdam. In March 2010 KLM won the SCA Seafood Champions award.
- Aubergine & Zucchini in Germany reports that it has landed new catering contracts thanks to its MSC certification. The company supplies 11 company canteens, including four at German government ministries. The caterer was also the 1,000th company to become certified for MSC Chain of Custody.
- This year the Universities of Frankfurt and Cologne in Germany joined three other universities – the University of Notre Dame (USA), Lunds University (USA) and Oxford Brookes University (UK) – in taking advantage of the fee waiver for educational institutions using the MSC ecolabel.
- Bristol Zoo Gardens in the UK has overhauled its visitor catering and aquarium to reinforce messages about marine conservation, with the help of funding from Royal Caribbean International's Ocean Fund. New interactive displays make the link with sustainable seafood, and visitors can also choose MSC certified fish at the zoo's Coral Café, supplied by the on-site caterer, Milburn's. The zoo has even extended its MSC-sourcing to ensure the seals are eating sustainable fish too!

Fish & Kids into Sweden



© Magnus Sandberg/MSC

In the small city of Norrköping, in eastern Sweden, children are starting to make a big noise at dinnertime. It's because the MSC's Fish & Kids project has come to town, and 60 schools are taking part. The project seeks to educate children about sustainable fishing, and increase the amount of certified sustainable seafood served in schools. First launched in the UK, where it now reaches over half a million school children in England, and 150,000 in Wales and Scotland, and continues to grow. Fish & Kids features educational resources aimed at teachers and a child-friendly website with games and quizzes. The project can be adapted for different countries, and as funding develops we hope to see it expand into more regions.

Investing in technical expertise

To support the program's growth, we are continuously updating our systems and procedures.

As more fisheries join the program, we are checking our systems are effective, streamlined and transparent. We are investing in training, guidance, policies and processes through which we can assure credible assessments, and a positive experience for all stakeholders. Balanced with this is the need to make sure that our program is accessible and affordable.

Better rules for stakeholder input

When fisheries are assessed against the MSC standard, certifiers are required to seek out local stakeholders to contribute their knowledge and expertise. This contribution is essential to ensure the assessment is thorough, unbiased and takes account of all relevant information. This year the MSC improved the process for stakeholders by clearly explaining how stakeholders can engage with the assessment process and by introducing unambiguous requirements for certifiers to publicly explain how they have addressed all input and comments from stakeholders. This is part of the MSC's continuing efforts to improve transparency and accountability in fishery assessments, and to ensure that stakeholder contributions are appropriately considered and incorporated.



© Leonard Faustle

“The involvement of independent certifiers and stakeholder consultation such as NGOs ensures that when the fishery is awarded with the (MSC) certificate, this fishery really is a responsible fishery.”

Gerda Verburg, Dutch Fisheries Minister
The Dutch parliament increased its 2010 budget to allocate a total of €1.5 million towards fishery certification. The decision was in response to the high level of demand from Dutch fisheries.



© Leonard Faustle

The MSC Chain of Custody standard for seafood traceability is checked throughout the year under our rigorous testing program.

Traceability tests

Product fraud, substitution of species and mislabelling are serious problems facing the whole seafood industry. The MSC's Chain of Custody program is one of the few audited and verified traceability mechanisms available to combat mislabelling.

In addition to the Chain of Custody assessment undertaken by independently accredited certifiers, we monitor our systems closely, running regular traceback checks to ensure whole chain traceability. This year over 200 random samples from MSC labelled seafood products were also collected in Japan, Germany, the UK and USA for DNA testing. To date, sampling has confirmed products carrying the MSC ecolabel have all been accurately labelled and that the audit program covering traceability and product integrity is working. However, we will continue to be vigilant and are extending the DNA sampling project in 2010.

MSC's high standards recognised

An independent report comparing seven seafood ecolabels placed the MSC program top of the league. The report aimed to determine which labels have the greatest impact on improving fishery health and are sufficiently rigorous to have an effect on fisheries management. The authors said the study “shows the significant difference between the assessment [by] the MSC and [by] all other ecolabels especially in Governance, Standard Structures and Procedures and Content of Ecolabel Standards”. Commissioned by WWF, the independent management consultancy Accenture Development Partnerships gave the MSC a score of 95.63 per cent against criteria for credible programs – 30 per cent ahead of the second-place program.

Chain of Custody upgrades

Further work on the improvement of the MSC Chain of Custody systems has continued in 2009/10:

- New rules allow franchises, associations and companies with multiple sites to be certified as a group, as long as they share internal procedures and practices.
- Certifiers can now apply a risk based approach to decide the frequency of surveillance audits, meaning that visits happen as and when they are needed rather than to a rigid schedule.
- When fisheries approach the final stages of assessment, buyers with Chain of Custody certification can now prepare in advance for the anticipated certification by setting up pre-approved traceability systems, so saving precious time getting products to market.

Training for certifiers

It is vital to ensure the MSC program is implemented by well qualified, well trained and professional certifiers. With the number of certifiers now at 22, we are extending our training program. In October 2009 we held our annual training event for certifiers. We are expecting to expand training support next year to include training for the expert peer reviewers who play a vital role in fishery assessments. We are also working with Accreditation Services International – the independent accreditation organisation that oversees MSC certifiers – to strengthen this function.

Finally, a major review of our technical documents began this year that seeks to simplify and consolidate the number of scheme documents and ensures they are written in an understandable and accessible style.

Securing the future

We are broadening our sources of funding.



© Nathalie Steins/MSC

Major donors continue support

The MSC is extremely grateful for the continued generous support of our funders, who share our vision of healthy and productive oceans. We would like to thank the foundations, trusts, statutory agencies, companies and individuals who have been so generous in making funding available to us. Above all, we would like to acknowledge the invaluable contribution made by our major donors the David and Lucile Packard Foundation (who made a new multi-year grant this year), the Robertson Foundation, the Walton Family Foundation, the Esmée Fairbairn Foundation and the DOEN Foundation (NL).

Funders help expansion in Europe

The MSC has continued to diversify the sources from which much needed charitable donations have been secured. This year some important commitments came from European funders to help develop our work in the Scandinavian and Spanish markets. The Baltic Sea 2020 Foundation, with its headquarters in Stockholm, has made a significant grant to help support the MSC program in Sweden, Denmark and Northern Germany in a partnership with the Swedish Postcode Lottery Foundation and the MSC. The Oak Foundation has agreed to help with the establishment of the MSC in Spain, one of Europe's biggest producers and consumers of seafood. This has enabled the MSC to appoint a dedicated staff member to establish the MSC concept there. We greatly appreciate the help of these and all of our supporters in making our growth possible.

[The Ekofish North Sea plaice fishery, certified in June 2009. Following the assessment of several Dutch fisheries, the Dutch Ministry of Agriculture, Nature and Food Quality announced it would make €1.5m available to help bring interested fisheries into the MSC program.](#)

New projects

The Swedish Postcode Lottery Foundation also announced funding for a major new initiative 'Project Oceans' (made possible with support from the Netherlands' Nationale Postcode Loterij). Under this two-year project the MSC will focus on three key areas: increasing outreach to tuna fisheries in the western and central Pacific, increasing oversight of supply chain certification in China and developing further sustainability promotions in conjunction with seafood brands and retailers to improve public awareness.



© Nathalie Steins/MSC

Working with the foodservice industry to develop awareness of sustainability issues relating to the seafood sector is a priority for the MSC. The value of our approach has been recognised by a major grant from the UK government's Department for the Environment, Food and Rural Affairs (Defra) to expand the range of our work. The contribution from Defra's 'Greener Living Fund' is enabling the MSC to work with foodservice providers to take the seafood sustainability message, and MSC certified seafood, to universities, public sector catering facilities and other venues. In order to deliver the message of sustainability to the target groups, the project will develop joint marketing partnerships with contract catering businesses and restaurants. These will focus on social marketing campaigns that not only make people stop and think, but help them remember that looking for the MSC ecolabel provides a simple solution that empowers individuals. The communications outreach work will aim to change target groups' attitudes to consumption of seafood as an incentive to improve their buying behaviour.

Financial support since April 2009

The MSC would like to thank the following organisations for their recent support:

UK Trusts and Foundations

AG Leventis Foundation
Dischma Charitable Trust
Dulverton Trust
Ernest Kleinwort Charitable Trust
Garfield Weston Foundation
Golden Bottle Trust
John Ellerman Foundation
Lady Hind Trust
N Smith Charitable Settlement
Oakdale Trust
Sir John Fisher Foundation
Scotshill Trust
Swire Charitable Trust
Waterloo Foundation

Other European Foundations

Baltic Sea 2020 Foundation (Sweden)
DOEN Foundation (Netherlands)
Hivos-Novib Biodiversity Fund (Netherlands)
Oak Foundation (Switzerland)
Swedish Postcode Lottery Foundation

US Foundations

Arntz Family Foundation
David and Lucile Packard Foundation
Robertson Foundation
Skoll Foundation
Tinker Foundation

Triad Foundation
Wallace Global Fund
Walton Family Foundation

Statutory

Defra (UK Dept for Environment, Food and Rural Affairs)
Netherlands Ministry of Agriculture, Nature and Food Quality (European Fisheries Fund)
Scottish Government
Swedish International Development Agency
UBA (German Federal Environment Agency)

Corporate / Industry

Coutts Environment Donor Advised Fund
Fifteen
Microsoft Giving Campaign
Unilever

NGOs

ComMark Trust (South Africa)
North Sea Foundation (Netherlands)
Oxfam-Novib (Netherlands)
Seafood Choices Alliance
WWF Netherlands / North Sea Foundation
WWF Sweden
WWF US

In-kind support

Brakes
Compass Group
M&J Seafood
Paternoster Chop House

Financial report 2009/10

Independent Auditor's Statement to the Trustees of Marine Stewardship Council

We have examined the summarised financial statements set out on this page.

Respective responsibilities of Trustees and auditors

The Trustees are responsible for the preparation of the summary financial statements. We have agreed to report to you our opinion on the summarised statements' consistency with the full financial statements, on which we reported to you on 19 August 2010.

Basis of opinion

We have carried out the procedures we consider necessary to ascertain whether the summarised financial statements are consistent with the full financial statements from which they have been prepared.

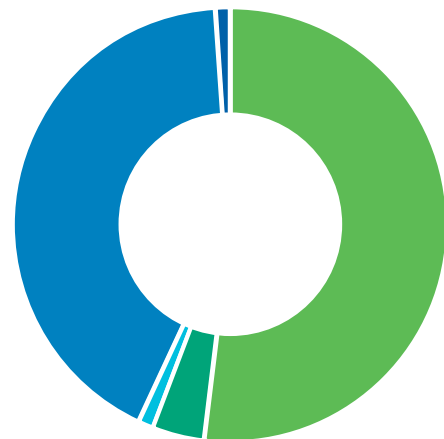
Opinion

In our opinion the summarised financial statements are consistent with the full financial statements for the year ended 31 March 2010.

Horwath Clark Whitehill LLP

Horwath Clark Whitehill LLP
Chartered Accountants & Registered Auditors
St Bride's House
Salisbury Square
London EC4Y 8EH

19 August 2010



Where the money comes from

- 52% Charitable grants (trusts and individuals)
- 4% Government agencies
- 1% Companies
- 42% Charitable activities (logo licencing)
- 1% Individuals, investment income and revaluations



Where the money goes to

- 28% Policy and maintenance of standard
- 23% Education and awareness
- 37% Commercial and fisheries servicing and outreach
- 5% Logo licencing
- 3% Governance costs
- 4% Fundraising

Report by the trustees on the summarised financial statements

The summarised financial statements (right) are extracted from the full statutory trustees' annual report and financial statements which were approved by the Trustees and signed on their behalf on 28 July 2010. The full financial statements, on which the auditors Horwath Clark Whitehill LLP gave an unqualified report on 19 August 2010, will be submitted to the Charity Commission and to the Registrar of Companies.

The auditors have confirmed to the trustees that, in their opinion, the summarised financial statements are consistent with the full financial statements for the year ended 31 March 2010. These summarised financial statements may not contain sufficient information to gain complete understanding of the financial affairs of the charity. The full statutory trustees report, financial statements and auditors' report may be obtained from the Director of Finance, Marine Stewardship Council, 3rd floor Mountbarrow House, 6-20 Elizabeth Street, London SW1W 9RB.

Signed, on behalf of the trustees:
Will Martin, Chairman,
19 August 2010.

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2010

	Unrestricted funds £	Restricted funds £	Total funds 2010 £	Total funds 2009 £
Incoming resources				
Incoming resources from generated funds:				
Voluntary incoming resources	4,508,279	1,124,887	5,633,166	4,363,919
Investment income	13,704	–	13,704	92,615
Incoming resources from charitable activities	4,081,828	–	4,081,828	3,069,825
Other incoming resources	69,546	6,311	75,857	513,295
Total incoming resources	8,673,357	1,131,198	9,804,555	8,039,654
Resources expended				
Cost of generating funds	277,691	9,216	286,907	253,685
Charitable activities	5,601,251	922,306	6,523,557	5,353,208
Governance costs	192,107	6,993	199,100	183,853
Total resources expended	6,071,049	938,515	7,009,564	5,790,746
Net incoming resources before transfers	2,602,308	192,683	2,794,991	2,248,908
Gross transfers between funds	–	–	–	–
Net movement in funds	2,602,308	192,683	2,794,991	2,248,908
Funds at 1 April 2009	4,446,792	355,800	4,802,592	2,449,704
Exchange gains (loss) on translation of foreign assets	14,510	(4,281)	10,229	103,980
Funds at 31 March 2010	7,063,610	544,202	7,607,812	4,802,592

CONSOLIDATED AND CHARITY BALANCE SHEET AS AT 31 MARCH 2010

	Group 2010 £	Group 2009 £	Charity 2010 £	Charity 2009 £
Fixed assets				
Intangible assets	1	1	1	1
Tangible assets	282,396	255,489	80,795	99,302
Investments	–	–	145,000	145,000
	282,397	255,490	225,796	244,303
Current assets				
Investments	4,089,911	2,000,000	3,528,664	1,225,000
Debtors	2,654,224	1,851,893	3,875,159	2,611,984
Cash at bank and in hand	2,141,949	1,586,931	1,055,523	1,013,156
	8,886,084	5,438,824	8,459,346	4,850,140
Creditors				
Amounts falling due within one year	(1,560,669)	(891,722)	(1,234,688)	(530,975)
Net current assets	7,325,415	4,547,102	7,224,658	4,319,165
Total assets less total liabilities	7,607,812	4,802,592	7,450,454	4,563,468
Funds				
Unrestricted funds – general	7,063,610	4,246,792	6,950,883	4,077,826
Unrestricted funds – designated	–	200,000	–	200,000
Restricted funds	544,202	355,800	499,571	285,642
Total funds	7,607,812	4,802,592	7,450,454	4,563,468

Letter from the Chairman

I have had the great privilege of serving on the MSC Board for over a decade, and I have watched the MSC grow from concept to become an important actor among the many players that are working to stop overfishing and make fisheries sustainable.

Fiscal year 2010 saw record development of our program, and I salute our MSC staff, our governance bodies and our constituents, in achieving these results.

Basic economic theory holds that incentives produce response. The principal mechanism of a market-based certification and ecolabelling program such as ours is the market incentive provided to those fisheries that perform at a recognised environmental standard for good management. The incentive can be either price premium, or market access, or market stability, or a combination.

There is no doubt that our program has developed these incentives, and more importantly, there is no doubt that these incentives drive positive change. I personally have witnessed the growing market demand for demonstrated sustainable practices, and I have seen the response of fisheries in improving their practices in order to meet this demand. There is also a long line of fisheries working to improve their practices and meet our standard, so that they can join the list of MSC certified fisheries.

The MSC, like all human institutions, is far from perfect, and we strive sincerely to improve our program. Our Board's top priority today is to continue to improve our assessment program, and we seek the input of our constituencies in this mission.

I would like to close by noting that our program does not purport to be a 'sole solution' for the issues facing our fisheries. We recognize and appreciate that we are only one actor in an informal team of players that includes governments, NGOs, responsible fishing companies and responsible buyers. As we say, 'Better Together.'

Will Martin, Chairman



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The MSC Board of Trustees 2009/10

Left to right:
Dr David Agnew, Alfred Schumm, Hervé Gomichon (standing), Knut Vartdal, Dr Greg Stone, Will Martin, Dr Euan Dunn, Dr Keith Sainsbury, Kees Lankester, Christine Penney, Mike Parker, John Connelly, Javier Corcuera.

Will Martin Chairman

Trustee since 2000. Appointed Chair, April 2005. Will Martin is an American lawyer and businessman from Nashville, Tennessee. He was the head of international policy for the US National Oceanic and Atmospheric Administration in the Clinton administration. In addition, he served a term as Chair of the Committee on Fisheries of the UN Food and Agriculture Organisation. He is a member of the board of directors of Ocean Conservancy and is a Senior Fellow of WWF-US.

Dr Keith Sainsbury Vice Chair

Appointed April 2005. Keith Sainsbury has conducted research on the assessment, ecology, exploitation and conservation of marine resources and ecosystems for over 25 years. He is currently Professor of Marine System Science at the University of Tasmania, a fishery commissioner in the Australian Fishery Management Authority, and was Chair of the MSC Technical Advisory Board from 2001 to May 2007.

Mr Mike Parker Chair of the Finance Committee

Appointed May 2004. After eight years as deputy chief executive of Young's Seafood, Mike became deputy chief executive of Foodvest (now the Findus Group) in 2008. This is the £1.1bn European food group which includes Young's Seafood and The Seafood Company in the UK, as well as Findus in continental Europe. Within the Group he had responsibility for purchasing, as well as for driving Foodvest's technical, environmental and sustainable seafood agendas. Mike Parker holds a number of senior positions within the UK fish industry and is also a board member of the Seafish Industry Authority.



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Dr David Agnew Technical Advisory Board Chairman

Appointed May 2007. Dr Agnew is Fisheries Director with the MRAG. He has extensive experience in the conservation and management of marine resources. Dr Agnew's technical expertise lies in fisheries assessment, statistical data analysis and modelling. He has a particular interest in the Southern Ocean, marine ecosystem and fisheries management worldwide, and enforcement solutions to combat illegal, unregulated and unreported fishing. He is Chairman of the Scientific Committee of the Antarctic management organisation CCAMLR.

Mr Alfred Schumm Stakeholder Council Co-Chair

Appointed April 2008. In June 2010 Alfred Schumm was appointed as Leader of the Smart Fishing Initiative, WWF's global fisheries program. He has been Director of WWF Germany's Marine Program for seven years and he has more than 15 years' experience in marine conservation and is member of the Shareholder Executive Team of WWF's Baltic Program and member of the Global Marine Advisory Group of WWF International's Global Marine Program.

Ms Christine Penney Stakeholder Council Co-Chair

Appointed May 2009. Christine Penney is Director of Corporate Affairs and Sustainability, for Clearwater Seafoods Limited Partnership, North America's largest shellfish company, based in Nova Scotia, Canada. She is responsible for Clearwater's government and industry relations including regulatory affairs, fisheries management, trade policy issues, and also manages the company's fisheries research and sustainability programs. Clearwater is committed to sustainable fisheries and has four fisheries certified under the MSC program. Christine also sits on the board of directors for several Canadian industry associations.

Mr John Connelly

Appointed May 2007. John Connelly, President of the National Fisheries Institute (NFI) since 2003, represents a wide range of interests of US fish and seafood businesses, with commercial fishing vessel owners, importers, processors, distributors, restaurants and grocery markets as members. Mr Connelly recently served as Chairman of the International Coalition of Fisheries Associations and was named by Intrafish Media as the Person of the Year, 2006.

The MSC Board of Trustees 2009/10 *continued*

Mr Javier Corcuera

Appointed May 2007, resigned June 2010. Javier Corcuera is a marine biologist and has been recently appointed as President of the Buenos Aires City Environmental Protection Agency. Previously, he worked as a consultant on environmental issues, as AVINA Foundation's Latin American representative for Coasts and Water and, from 1997 to 2006, as Fundación Vida Silvestre Argentina (FVSA) CEO, where he developed a close relationship with WWF, promoting the FSC and the MSC. Under Javier's leadership FVSA supported the creation of the first Argentine national marine coastal park. Javier co-authored 'The Environmental State of Argentina' in 2000 and 2005.

Mr Jeff Davis

Appointed May 2007. Jeff Davis currently serves as a director of American Seafoods, one of America's largest integrated seafood companies, and was the 2007 Chairman of the National Fisheries Institute, the national trade association for the American seafood industry. Mr Davis began his seafood industry career in the early 1970s and later became President and CEO of Baader North America Corporation. In 2000 he became a partner in American Seafoods and served as CEO of American Seafoods International until 2005.

Dr Euan Dunn

Appointed May 2007. Euan Dunn is Head of Marine Policy at the Royal Society for the Protection of Birds, Europe's largest wildlife charity and UK partner of BirdLife International. He is responsible for wide ranging policy development and advocacy on the interactions between fisheries and marine ecosystems, nationally and internationally. Euan also leads BirdLife International's Global Seabird Programme, which works with fishermen, governments and international organisations to reduce seabird mortality in fisheries.

Mr Hervé Gomichon

Appointed June 2009. Over the past 20 years, Hervé Gomichon has worked extensively on hygiene and quality for food products in both the production and retail sector. He joined Carrefour Marchandises Internationales in 2001.

Hervé's leadership work with Carrefour spans the full spectrum of hygiene and quality issues. One of his primary tasks was to provide international support on European private label products. Hervé was appointed as the Group Quality Director in mid-2008. Prior to joining the Carrefour Group, he held a number of positions at Bureau Veritas and Fromageries Bel.

Mr Kees Lankester

Appointed January 2003. Kees Lankester is founding director of Scomber consultancy, advising on sustainable fisheries management and ocean wildlife. Previously he was principal scientific adviser for the Dutch national delegation to the International Whaling Commission and International Policy Officer at the Netherlands Society for Nature and Environment. He now advises industry, governments and NGOs on international fisheries management and sustainable seafood markets.

Dr Greg Stone

Appointed August 2009, Gregory Stone is Senior Vice President and Chief Scientist for Oceans with Conservation International. Since 2000, Dr Stone has led the effort to create one of the world's largest marine protected areas around the Phoenix Islands in the country of Kiribati. Dr Stone is a specialist in undersea technology and exploration, and has been the recipient of multiple awards, not only for his prolific writing and conservation films, but also for his extensive research career. Greg is an honorary associate professor at the Leigh Marine Laboratory at the University of Auckland, New Zealand, and Co-Chair of the World Economic Forum's Global Agenda Council on Ocean Governance.

Mr Knut Vartdal

Appointed November 2008. Knut Vartdal brings extensive experience and expertise of the Norwegian fishing industry to the MSC Board. He worked for nine years as Under-Secretary of State in the Ministry of Fisheries and Director General of Fisheries, and as Managing Director of Vartdal Fiskeriselskap – one of the leading fishing vessel companies in Norway. Since 2009 Mr Vartdal has chaired the board of directors of Vartdal Seafood AS.

Changes to the MSC Board of Trustees since 31 March 2010:

Mike Parker resigned as Chair of the Finance Committee in May 2010, and was replaced by Jeff Davis.

Thank you to departing Trustees:

Javier Corcuera, Annie Jarrett, Margaret Wittenberg.

The MSC Technical Advisory Board 2009/10

Left to right:

Dr Christopher Zimmerman, Rich Maresco, Richard Bradley, Dr Chang Zhang, Adam Swan, Dr Tony Smith, Alastair Macfarlane, Dr Purwito Martosubroto, Doug Vandevanter, Dr David Agnew, Dr Keith Sainsbury.



The MSC Technical Advisory Board (TAB) advises the MSC Board on technical and scientific matters. The TAB has 15 seats and meets twice a year. Its main activities include:

- advising the MSC Board on the MSC standards
- maintaining documents relating to the MSC standards
- developing methodologies for certification and accreditation
- reviewing the progress of fishery certifications and providing advice on these.

Letter from the TAB Chairman

"The Technical Advisory Board is a key part of the governance and advisory structure that assists the MSC in its work. Its members are all internationally recognised experts in different parts of the assessment process, from marine ecosystem biology and fisheries science to accreditation, commercial processing and retail.

This year has seen the full implementation of our new Fisheries Assessment Methodology (FAM). Almost 100 fisheries have or are now being assessed with this method, and feedback from certifiers

and stakeholders has overwhelmingly welcomed the improvement in consistency and simplification that this has brought. The new FAM includes a Risk Based Framework which allows fisheries which are data poor, but still sustainably managed, to be certified – and nine fisheries have or are using this approach.

A multitude of small, but highly detailed, technical issues underlie the guidance provided to certifiers in the FAM, such as its application for enhanced fisheries and for low trophic level species, which requires the engagement of TAB members and external experts. This work all takes considerable time and commitment from these experts. As Chairman, I am extremely grateful for the time that these colleagues voluntarily put in to the MSC process, and the enthusiasm with which they tackle the often extremely complex technical issues that lie at the heart of our process and standard."

Dr David Agnew, Chairman MSC Technical Advisory Board

Dr David Agnew (UK) – Chair

November 2006
Fisheries Director with the MRAG, focusing on fishery stock assessments, aquatic ecology and fisheries management systems.

Dr Lee Alverson (USA) – Emeritus

March 2005
Fisheries assessment scientist with Natural Resources Consultants Inc., expert on fisheries management systems and supply chain systems.

Richard Bradley (New Zealand)

May 2008
Independent consultant, expert on certification and accreditation systems.

Dr Omar Defeo (Uruguay)

December 2009
Fisheries scientist (Universidad de la República Oriental del Uruguay) and Pew Fellow; expert in fisheries management systems, particularly for small scale and artisanal fisheries.

Rich Marasco (USA)

December 2007
Alaska Fisheries Science Center (retired); expert on fisheries management systems.

Alastair Macfarlane (New Zealand)

March 2005
New Zealand Seafood Industry Council, expert on seafood trade and chain of custody systems.

Dr Purwito Martosubroto (Indonesia)

December 2007
Bina Marina Nusantara Consulting Company, expert on fisheries management systems.

Cliff Morrison (UK)

March 2005
Young's Seafood, expert on fish processing and chain of custody systems.

Dr Keith Sainsbury (Australia)

March 2005
Fisheries assessment scientist working for Sainsolutions; expert on aquatic ecosystems and fisheries management systems.

Stefan Salvador (Germany)

September 2008
Forestry Stewardship Council; policy manager with expertise in chain of custody certification and accreditation systems.

Dr Tony Smith (Australia)

September 2008
Fisheries assessment scientist with CSIRO Marine Research.

Adam Swan (UK)

September 2008
Brakes, expert understanding of the seafood industry and chain of custody.

Doug Vandevanter (USA)

January 2009
Trident Seafoods, expert on chain of custody systems.

Dr Chang Zhang (Korea)

September 2005
Marine fisheries assessment and management scientist at the Pukyong National University. Expert on Asian fisheries and ecosystem based fisheries assessment and management.

Dr Christopher Zimmerman (Germany)

December 2009
Fisheries assessment scientist with VTI, the German federal research agency for fisheries, and ICES Advisory Committee member.

Thank you to departing TAB member:

Volker Kuntzsch.

The MSC Stakeholder Council 2009/10



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Alfred Schumm and
Christine Penney.

The MSC Stakeholder Council enables a wide range of stakeholders to advise the MSC Board. Its 30-50 members represent a broad range of sectors and geographical areas to ensure that the opinions of all groups with a stake in sustainable fishing are heard, including fishing organisations, NGOs, consumer groups, retailers, and others. Its main activities are advising the MSC Board on key strategic issues and challenges facing the organisation.

Letter from the Co-Chairs of the Stakeholder Council

“The Stakeholder Council (StC) has had another successful year in 2009/10 and continues to play an active and vital role in the governance and policy development of the MSC. The MSC program is experiencing tremendous growth both in terms of fisheries engagement and market uptake. The participation of a group of individuals with a variety of professional and cultural backgrounds and diverse perspectives and experience with the MSC program continues to provide an important source of robust input and advice to the TAB and Board. In 2009/10 the Stakeholder Council has contributed to development of sound policy direction for the organisation including such critical policy development issues as enhanced stakeholder engagement and the development of the new ecolabel.

We want to recognize the work of the Steering Group, which facilitates ongoing real-time engagement of the StC with the MSC program. The group remains very active, with regular conference calls and communications back to the broader Stakeholder Council throughout the year. We have also had success this year with new working models to facilitate in-depth engagement such as issue specific working groups and will continue to explore a variety of mechanisms to support ongoing dialogue.

The MSC program interacts with a diverse set of stakeholders including global fisheries, global marketplaces and the global public to assure sustainable wild fish supplies for the future. The Stakeholder Council is structured to provide balanced representation of these global stakeholders. We thank all members of the Stakeholder Council for their constructive contributions and their commitment to the ultimate success of the MSC program.”

Christine Penney
Alfred Schumm

MSC Stakeholder Council 2009/10: Christine Penney (Canada) – Co-Chair Clearwater Seafoods, Alfred Schumm (Germany) – Co-Chair WWF Germany, Dr Luis Bourillón (Mexico) Comunidad y Biodiversidad, Roy Bross (South Africa) South African Deep Sea Trawling Industry Association, Christina Burrige (Canada) BC Seafood Alliance, Dr Peter Dill (Germany) Deutsche See, Professor Eyiwunmi Falaye (Nigeria) University of Ibadan, Jim Gilmore (USA) At-sea Processors Association, Nancy Gitonga (Kenya) Fisheries Department, David Graham (UK) Birds Eye Iglo Group Ltd, Eddie Hegerl (Australia) Marine Ecosystem Policy Advisors, Aldin Hilbrands (Netherlands) Royal Ahold, Jens Peter Klausen (Denmark) JP Klausen & Co, Annie Jarrett (Australia) Pro-Fish Pty, Morten Jensen (Norway) Aker Seafoods, Otto Langer (Canada) British Columbia Marine Conservation Council, Gerry Leape (USA) National Environmental Trust, Guy Leyland (Australia) Western Australia Fishing Industry Council, Dr Esther Luiten (Netherlands) North Sea Foundation, Hans-Jürgen Matern (Germany) METRO Group International, Mike Mitchell (UK) Young’s Seafood, Marc Nolting Deutsche Gesellschaft für Technische Zusammenarbeit, Ricky Partelle (Australia) Coles Group Limited, Dr Dierk Peters (Germany) Unilever, on secondment to WWF, Simon Rilatt (UK) Trident Seafoods, Bill Wareham (Canada) David Suzuki Foundation, Margaret Wittenberg (USA) Whole Foods Market, Libby Woodhatch (UK) Seafood Scotland, Dr Christopher Zimmerman (Germany) Institut fuer Ostseefischerei.

Thank you to departing members of the Stakeholder Council:

Dr Patrice Guillotreau, Peter Redmond, Dr Enir Reis, Dr Ussif Rashid Sumaila, Herve Gomichon, John van Amerongen.

What our stakeholders say



Dr Keith Sainsbury
Senior Principal Research Scientist,
CSIRO, Australia

“The MSC’s big achievement in 2009/2010 has been showing it can adapt responsibly to new research and improved scientific understanding. This year was the acid test for the Fishery Assessment Methodology, developed over years of engagement with science, industry and conservationists. The results have been even better than we dared hope for, giving much faster and clearer assessments – and for a wider range of fisheries. Another high point was the MSC’s response to new scientific evidence of how food webs operate in the oceans; for example, many top predators in the big upwelling ecosystems of the world are highly dependent on anchovy. The MSC has funded an international team of experts to advise on what requirements may be necessary for fisheries targeting key prey species low in the food web, taking on board such issues as maintaining viable populations of dependent predators. This is a move to be welcomed.”



From left to right:
Dr Keith Sainsbury,
James Browning,
Juergen Marggraf,
Michael Sutton,
Dr Samantha Petersen,
Joke van Buuren,
Yasuhide Chikazawa.



James Browning
Executive Director, AFDF, Alaska

“The flatfish fishery got certified this year, meaning pretty much every fishery in Alaska is now MSC. That is a reason for celebration, because the label has opened doors in certain markets, especially for larger companies. I got equally excited when I came to Brussels [Seafood Expo] and one huge distributor after another was announcing its commitment to the MSC. That adds value to the certification and we get global recognition. The most exciting development has been the formation of the Association of Sustainable Fisheries, encompassing all the MSC fisheries and those undergoing assessment. It’s a legitimate, industry-based sounding board for the MSC, so it can run policy past us and get useful input. From this side of the desk, it’s important because it gives the industry a voice. There’s a lot of negativity in Alaska about the MSC – and much of it stems from a feeling of not being heard. Now we are being heard.”

What our stakeholders say *continued*

Juergen Marggraf

Chief of Operations, Frosta, Germany

“The highlight for me was that the number of MSC products in the German retail market doubled from 600 to 1,200. In the UK, too, it doubled to about 600 – and other European countries are following suit. It’s gratifying because ours was one of the first branded products to carry the MSC logo in 2003, so this year has shown that we were on the right track! All the big retail chains in Germany list our product and their own-label business is MSC – not just niche products, but fish fingers, fillets, big-volume stuff. Once listed, we were able to convince retailers that MSC is the most sophisticated eco-label guaranteeing sustainability of the resource. The next stage is to engage consumers. They see the label, of course, but the challenge over the next 12 months is to explain the background and help them understand what the MSC is all about.”

Michael Sutton

Vice President, Center for the Future of the Oceans, Monterey Bay Aquarium, California

“One of the most exciting things for me as a founder has been the increasing commitment, on the part of big seafood buyers, to the MSC. The US is one of the three leading seafood markets in the world, and we have built the salience of the issue of sustainability to such an extent that many of the big players, both in retail and in food service, are asking for certified seafood. The milestone was the announcement that the MSC now has US \$1.5bn-worth of seafood under its label – but that is only half the prize. It is one thing to move the market, but quite another to demonstrate changes on the water, changes in the way fisheries are managed. In that respect, the publication the MSC put out last year, *Net Benefits*, has been very helpful. It’s clear from this that we have begun to change the politics of fishing – and that was always the real goal.”

Dr Samantha Petersen

Manager, Sustainable Fisheries Programme, WWF South Africa

“One thing we have seen lately is MSC hake from South Africa fetching phenomenal prices in Europe. That market incentive has, from the outset, led to the swift implementation of regulations in areas such as reducing seabird bycatch. Similar regulations have existed in our [non-certified] hake longline fishery for 13 years, but there has been very little implementation. This is the reality of a developing nation not having sufficient resources to enforce regulations at sea. By providing a market incentive, the MSC brings additional resources to the table – and these have funded research building the case for regulations, and for strengthening them. Another key development has been WWF’s co-funding of small-scale fisheries in South Africa, Kenya, Tanzania and Mozambique. In partnership with the MSC, we are supporting them through the process and using the pre-assessment to develop a road map of fishery improvement projects that can ultimately lead to a more sustainable resource and certification.”

Joke van Buuren

Corporate Quality Control Director, Sodexo, the Netherlands

“The high point for us came in early 2009, when four Sodexo restaurants in the Netherlands achieved MSC Chain of Custody certification. Since then, we have begun rolling out MSC certification in more of our 1,200 restaurants throughout the country. Our enthusiasm for the MSC vision took root in 2008, when we did our first Chain of Custody pilot – implementing training programmes for staff and investigating our entire supply chain for fish and seafood. We felt it was a direction in which we would like to go – not just in the Netherlands, but internationally. A commitment to corporate citizenship is central to Sodexo’s ‘Ambition 2015’ strategy, and the MSC fits perfectly into the new worldwide sustainability roadmap for the Sodexo Group: the Better Tomorrow Plan, covering 33,900 sites in 80 countries and engaging 380,000 employees. One of its commitments is that, by 2015, Sodexo will source sustainable fish and seafood in every single country where it operates.”

Yasuhide Chikazawa

Vice President, Merchandising Reform, AEON Co Ltd, Japan

“This year we have launched a number of new MSC-labelled products in our stores, expanding a line that we first began in 2006 – so that is exciting in itself. I myself have visited the MSC headquarters in London twice, which made me realise the importance of Aeon’s role. As the top-selling seafood retailer in the world, we feel we have a responsibility to increase the range of products carrying the MSC label, which verifies that they have come from a sustainable source. This year, the 10th Conference of the Parties to the Convention on Biological Diversity (also known as COP 10) will be held in Japan, meaning peoples’ concerns about natural resources and preserving biodiversity are likely to go up. We are trying to raise awareness now by selling more MSC certified products – though, to be honest, the level of recognition is still not sufficient. That is where we will focus our efforts next.”

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