



# From sustainable fishers to seafood lovers

Annual Report 2015-16

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



# Foreword

“By promoting ocean sustainability, the MSC is contributing to global efforts to improve long-term food security, maintain and strengthen livelihoods, and ensure healthy oceans now and for generations to come.”



Last September, world leaders formally adopted the new Sustainable Development Agenda. At its core are 17 global goals for all countries to achieve by 2030. They include ending hunger and improving nutrition, promoting decent work and economic growth, and conserving life in the oceans.

By promoting ocean sustainability, the MSC is contributing to these global efforts by helping to improve long-term food security, maintain and strengthen livelihoods, and ensure healthy oceans now and for generations to come. As we look back over what has been achieved by the MSC and our partners over this past year, it is clear that our science-based certification and labelling program provides an increasingly effective, practical part of the solution.

MSC's latest Global Impacts Report details the real difference MSC certification can make: from more abundant and stable fish stocks, to minimising bycatch and habitat impacts, to building stronger, science-based management. These positive outcomes continue to grow

in scale as more fisheries enter the MSC program. In 2015-16, a further 38 fisheries achieved certification. Today, 10% of global wild-caught seafood by volume is certified against our rigorous environmental standard for sustainable fishing, rising to more than 40% in the Northeast Atlantic and 83% in the Northeast Pacific.

The MSC program provides a mechanism for demonstrating best practice and showcasing innovation and world-class management. It also drives change and improvement, where needed. But the actual transformation happens through the leadership and actions of our many partners: fisheries large and small improving practices on the water, traders and processors building sustainable supply chains, retailers and brands pioneering market commitments, marine scientists and NGOs providing insights and engagement, and consumers choosing sustainable seafood. In this year's annual review, you'll meet some of these people as we follow the sustainable seafood journey, from the place where it's caught to the plate where it's eaten.

While we have much to celebrate, we still have much to do. We're currently laying the foundations for our new strategic plan which will take us from 2017 to 2020. Over this period we will deliver new tools and approaches to ensure the MSC program is more accessible to small-scale and developing world fisheries. This will include the development of a formal framework for fisheries 'in transition to MSC' certification. We will also work with our partners to assess how best to provide greater assurance that MSC certified fisheries and supply chain companies meet internationally accepted norms for labour practices.

At the same time, we want to ensure that certification continues to deliver value for the seafood sector by streamlining and simplifying the MSC's assessment process without compromising its rigour and integrity. Our new plan will also see more focus on building consumer awareness, understanding and preference for independently certified sustainable seafood.

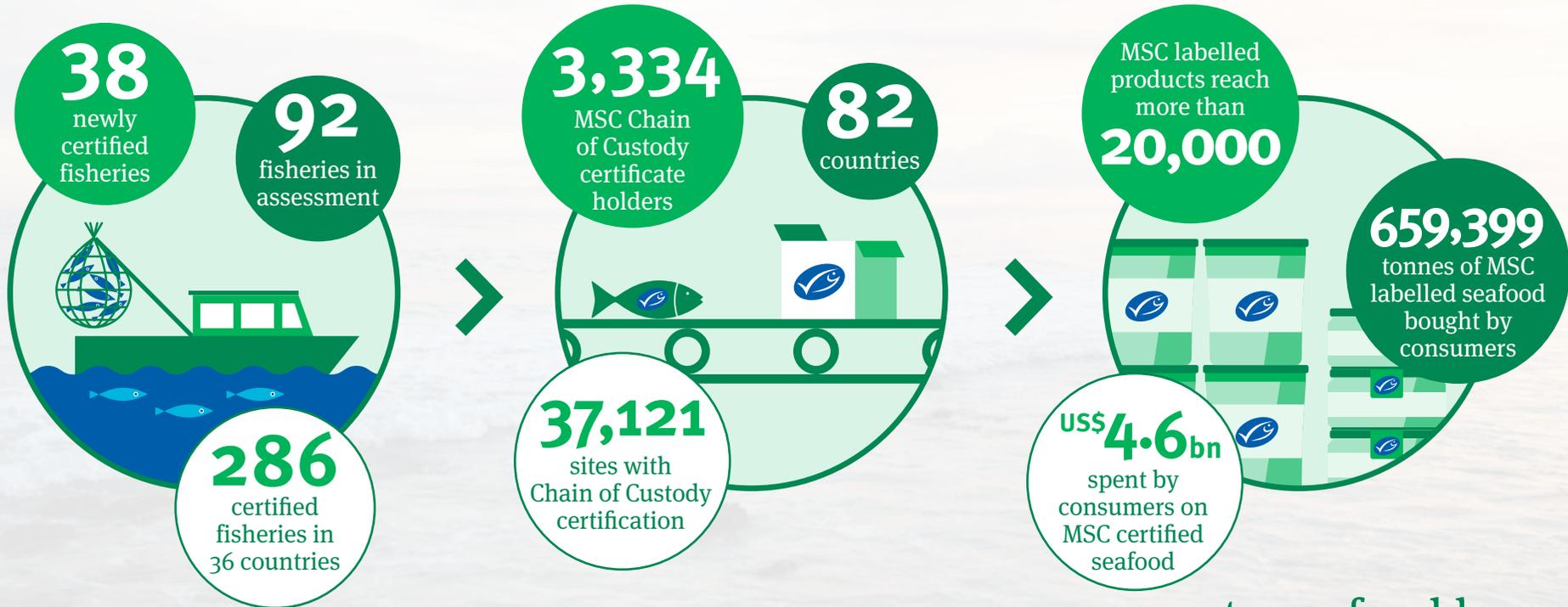
Our progress to date and success in the future relies upon the hard work and commitment of many remarkable people. My thanks go to the MSC's Board of Trustees, Stakeholder Council and Technical Advisory Board, who continue to provide essential leadership and guidance as we seek to increase our global impact. Thanks, too, to every member of the MSC's team around the world, and to all our partners and supporters, whose dedication and commitment is driving change from the Arctic Ocean to the Western Pacific. Finally, I'd like to acknowledge and thank our generous funders and philanthropic partners who share our vision and whose support makes our work possible.

**Rupert Howes, Chief Executive**

# At a glance: 2015-16



From sustainable fishers...



...to seafood lovers

# From ocean to plate

People need fish. We need the nutrition they give us, and the livelihoods they provide. Communities rely on them, and the ecosystems they help maintain.

People will need fish in the future, too – but they're not a limitless resource, and whether there are enough of them tomorrow depends on what we do today.

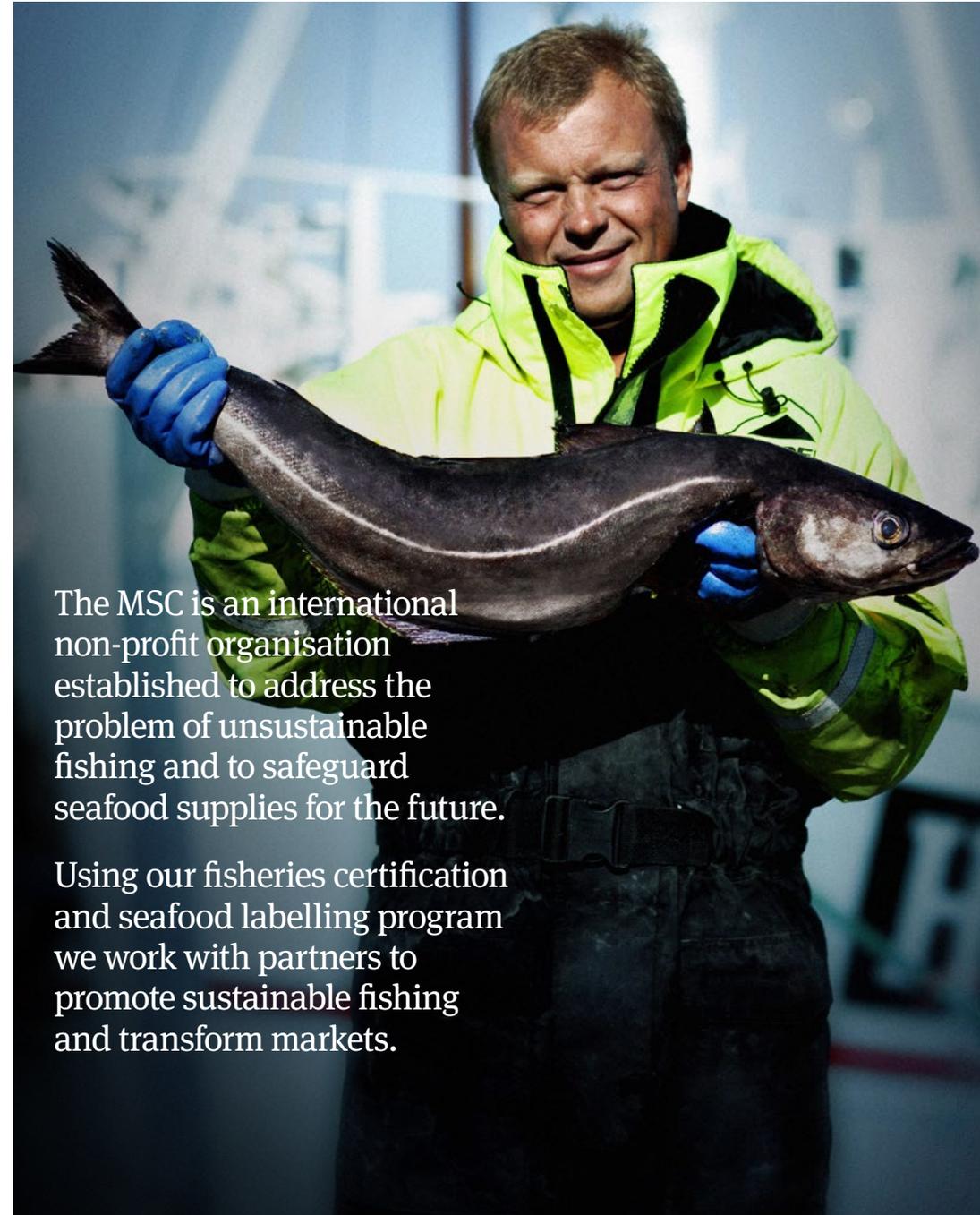
Ensuring a secure, sustainable long-term future for the world's fish stocks is essential: the MSC was created with this aim, and it motivates everything we do. This Annual Report for 2015-16 shows you how much has been delivered through the efforts and commitments of our partners. It also showcases some of the key achievements from the last year.

The story it tells has two levels. Overall, sustainability is a chain that runs from ocean to plate. Every link matters, and needs to be strong if the chain itself is going to hold. Fish are caught, auctioned, processed, branded, marketed, bought

and eaten: we have experts working at every stage of this journey, all using their knowledge to drive positive change and reward good practice.

But it's the people that make it happen. It's the fishers committed to doing things the right way, from catching tuna in the South Pacific to fishing for cod in the Arctic. It's the forward-thinking businesses, determined to deliver traceable, sustainable seafood. It's the seafood lovers who choose the sustainable option and help to spread the word. The MSC provides a mechanism, but change itself comes from a diverse community of real people working together.

You'll meet some of them in this report.



The MSC is an international non-profit organisation established to address the problem of unsustainable fishing and to safeguard seafood supplies for the future.

Using our fisheries certification and seafood labelling program we work with partners to promote sustainable fishing and transform markets.

## 20 years of responsible conduct

In 2015 we celebrated the 20th anniversary of the UN FAO Code of Conduct for Responsible Fisheries. As the first global consensus on best practice fisheries management, the voluntary Code provided the foundation for an international approach to fish stocks, with sustainability at its core.

The MSC came into being two years after the FAO Code was ratified. The MSC Fisheries Standard is based on this Code and it continues to be central to our thinking. The Code sets out the principles: we provide a mechanism for fisheries to demonstrate that they are operating with this level of responsibility.

**“What the MSC did was to say ‘This is the way the world has agreed to manage fisheries – now let’s do it!’”**

**Dr David Agnew, MSC Director of Science & Standards**



Dr Agnew (right) with a fisherman from the MSC certified Ashtamudi clam fishery in India

## From ocean to plate to your smartphone

One of our most important activities is educating consumers and raising awareness of sustainable fishing. Whether they’re enjoying a gourmet seafood dinner in an exclusive restaurant or picking up some week-night fish fingers for the kids, we want them to understand why sustainable fishing matters, and how they can support it by seeking out the blue MSC label.

In March 2016 we ran a campaign with partners around the globe highlighting the importance of ocean-to-plate traceability, and how the MSC label provides this assurance. The integrated campaign ran across several channels, including a short video on YouTube explaining what the label means in less than a minute. This has already received more than a million views in 12 languages, and the message has been further spread by coverage in outlets from the *Huffington Post* to the *Sydney Morning Herald*. By growing global markets, we’re providing more opportunities for consumers and partners to reward sustainable fishers.

**“You can choose responsibly caught fish that is handled with care and can be traced right back to a sustainable source, by choosing fish with the little blue label.”**

# Sustaining our progress



“Sustainable fishing is fundamental. I want to be a fisherman tomorrow and for the next generations to be able to take over. This is our livelihood, so it’s important to fish the right quantity.”

**Ólafur Óskarsson, captain of the Johanna Gisladdottir, one of the boats in the MSC certified Icelandic cod and ling fleet**

The drive towards healthy oceans and sustainable fishing continues to build momentum. More fisheries than ever before are engaging with the MSC program and, where necessary, delivering improvements to safeguard our oceans.

This year has seen many new developments taking in every part of the journey from ocean to plate. As well as building on past successes – notably, we’ve seen the recertification of some major fisheries – we’ve also been putting energy into new challenges.

Along with a continued focus on supporting the certification of large fisheries – from Pacific tuna to Newfoundland cod – we’ve increased our efforts to make our program accessible to small-scale and developing world fisheries. This work has the potential to make a real contribution to securing the livelihoods of fish-dependent communities and ensure the sustainability of a critical protein source.

**10%**

total global catch is MSC certified\*

**286**

fisheries certified in 36 countries

**38**

newly certified fisheries in 2015-16 and 92 fisheries in assessment

**6%**

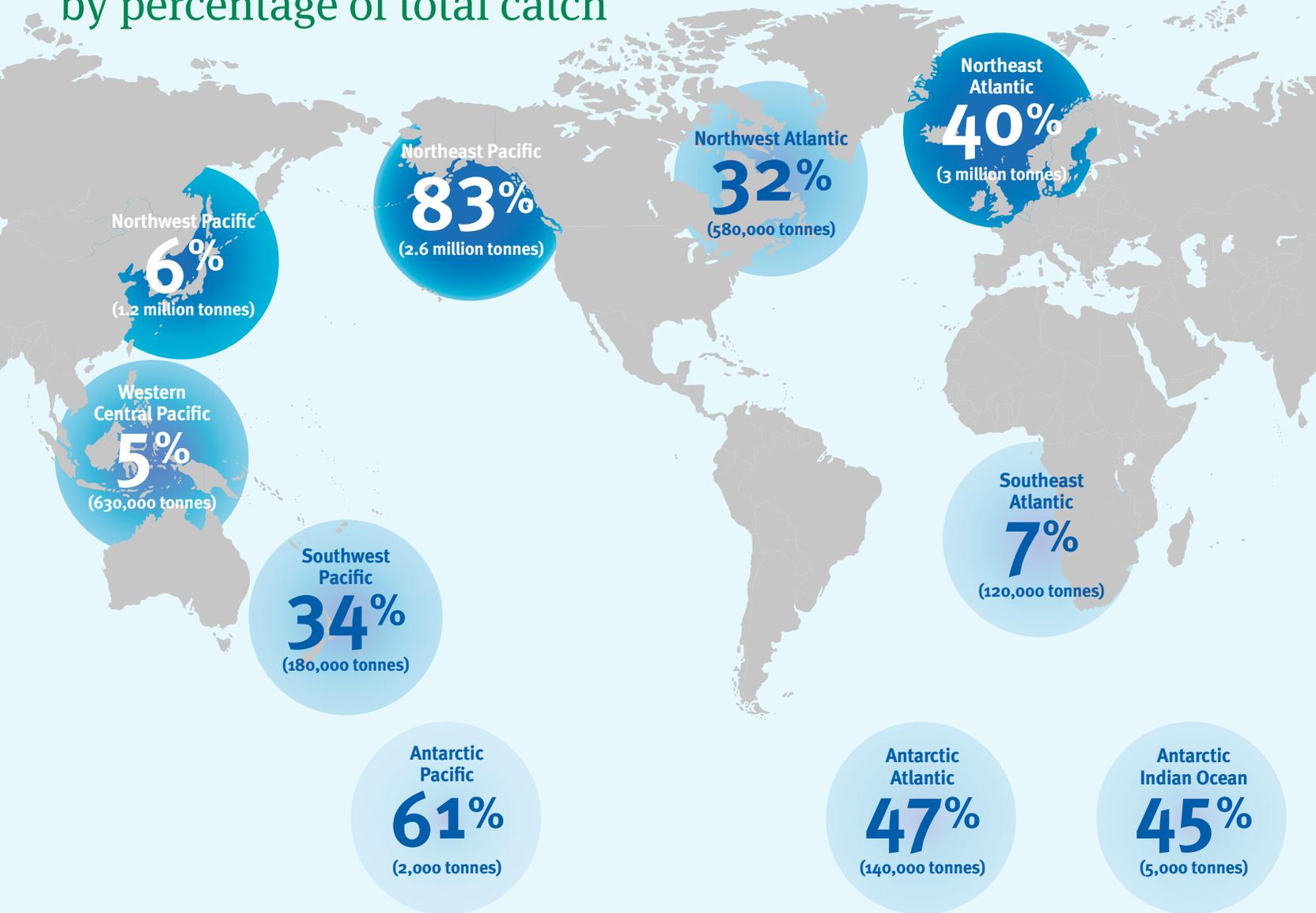
increase in MSC certified catch since 31 March 2015

**9.3 million**

tonnes of MSC certified seafood



## Top ten MSC certified fishing areas by percentage of total catch\*



## Top 5 certified species groups\*\*

### Scallops and pectens



64%

### Cods, hakes and haddocks



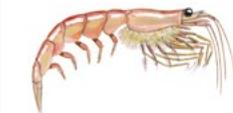
55%

### Lobsters and spiny rock lobsters



46%

### Krill and planktonic crustaceans



43%

### Salmons, trouts and smelts



38%

Illustrations: © Scandinavian Fishing Year Book

\* MSC certified catch within United Nations (UN) Food and Agriculture Organization (FAO) Major Fishing Areas compared with total reported catch (FAO 2014)

\*\* MSC certified catch compared with total catch of species grouping according to UN FAO International Standard Statistical Classification of Aquatic Animals and Plants (ISSCAAP)

# Global impacts

“MSC certified fisheries are developing innovative science-based solutions to the challenges of sustainable management. Their commitment to sustainability is making a real and lasting difference to the health of the world’s fish stocks and marine ecosystems.”

Dr David Agnew, MSC Science and Standards Director

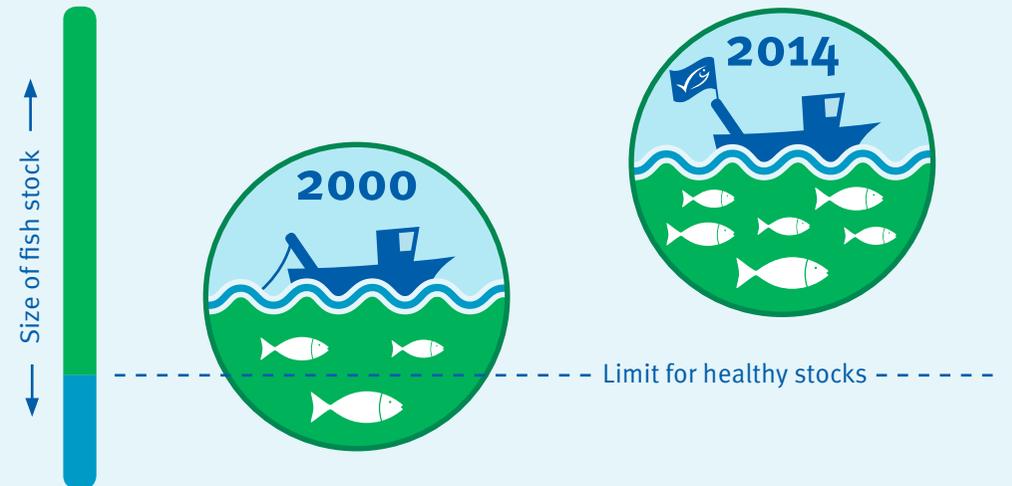
All over the world, MSC certified fisheries are operating at the highest standards and, where needed, many are delivering positive change. Increased yields. Sustainable harvests. Reduced bycatch and seabird mortality. These are just some of the impacts highlighted in our *2016 Global Impacts Report*, which provides a quantitative analysis of the progress certified fisheries have made around the world over the last five years.

The report shows how the hard work, innovation and investment needed to achieve and maintain MSC certification improves our oceans – from promoting ‘smarter’ more selective fishing, to advancing scientific understanding of marine environments.

These efforts have resulted in improvements to the health of MSC certified fish stocks. Fourteen years of data from northern Europe, for example, shows that these MSC certified fisheries now target more abundant fish stocks at a more sustainable fishing rate than they did before certification. In contrast, uncertified stocks in Europe show much greater variability in terms of biomass and fishing effort, with the average fishing effort remaining too high to ensure productive fish stocks.

It’s the same story elsewhere. Analysis published in Elsevier’s *Fisheries Research* examined the underlying economics of the South African hake fishery, and revealed the impact of certification.

MSC certified stocks in Northern Europe are more abundant than they were prior to certification



It concluded that moving back to a non-certified model would result in a 37.6% loss of value over five years, and put 5,000-12,000 jobs at risk.

Fisheries have made hundreds of improvements over the last five years as a condition of certification. From new research improving lobster population data in the English Channel to seabird conservation in the Southern Ocean and initiatives to reduce ghost fishing, the MSC has been a catalyst for positive change.

# 94%

of certified fisheries are required to make at least one further improvement to maintain certification

# 876

improvements have been made by 281 fisheries plus many more improvements are in development



### English Channel

**Fishery:** Cotentin and Jersey lobster

**Aims:** Larger lobsters, and more individuals reproducing over a longer period. Plan clear measures to take if stock levels decline

**Actions:** Focus on improving fishery data to build effective controls

**Results:** Growing abundance of stocks, progress well ahead of schedule

“We’ve always tried to fish the right way, but MSC certification has helped us to coordinate and formalise our harvest strategy.”

Eric Leguelinel, Co-president of the Crustacean Commission, Basse Normandy



A grey petrel in flight. © Martin Hale / Arkive

### Southern Ocean

**Fishery:** SARPC toothfish fishery in the Kerguelen Islands, southern Indian Ocean

**Aims:** Reduce mortality of seabirds – notably grey petrels – caused by longline fishing

**Actions:** Increase weight of lines to sink faster, use less-visible white lines, improve Tori lines to deter diving birds, use protective bird barrier at hauling point, close the fishery during grey petrel breeding season

**Results:** Vastly reduced mortality rates – in 2014-15 just three dead grey petrels were reported – bird populations no longer threatened

“There’s been a dramatic decline in seabird mortality in Antarctic fisheries in recent years. MSC certification recognises the improvements that we have made to meet best practice in reducing seabird bycatch.”

Jean-Pierre Kinoo, President of the SARPC

# Recertification: the long view

“When the fishery’s five year certificate approached its expiry date, there was no doubt about going for recertification. Consumers in many countries are conscious about ecolabelling, and MSC certification has been an important tool for us.”

Kjell Ingebrigtsen, Chairman of the Norwegian Fishermen’s Association

## Norway shows the way

Every newly certified fishery represents hope for the future, but it’s recertification that demonstrates long-term progress. South African hake and Antarctic krill were two of the biggest fisheries recertified in 2015, along with Norway’s North East Arctic cod and haddock fishery, the largest of its kind in the world. Both a crucial contributor to the regional economy (seafood contributes US\$7bn annually to Norway’s GDP, along with 50,000 jobs) and an iconic part of Norway’s heritage, the fishery’s products are sold globally, testament to its excellent stock management.

But a commitment to sustainable fishing is a continuous journey: even after years of successful management, the North East Arctic fishery has committed to new measures to further strengthen its sustainability, particularly on bycatch reduction. And the fleet will also be playing an important role in helping to protect the ocean floor in the Barents Sea, announcing a bold swathe of measures including freezing the trawl footprint to historically affected grounds and a far-reaching commitment to avoid impacts on vulnerable habitats.

## Quotas up in Alaska

2015 saw another major milestone in cold northern waters, with the recertification of the Alaska Pollock fishery – the largest fishery in the US and the largest certified sustainable fishery in the world. It’s one of only 10 fisheries worldwide to have been certified as meeting the MSC’s standard three times.

This is a tremendous achievement and shows how conservation helps long-term productivity: the fishery achieved some of the highest scores of any in the MSC program, and considerably more than a million tonnes are harvested annually. Quotas were increased in 2015, but are still well within safe harvest levels.

# Fishery firsts

In 2015-16, we continued to expand our reach, and saw some significant – and varied – firsts.

## From Spain...

Asturian fishing guilds have been catching octopus for centuries. Their artisanal methods have changed little over time – and now after months of hard work they’ve successfully demonstrated how they maintain healthy stocks and minimise environmental impacts, earning the right to carry the MSC label.

**“We are very pleased to be the first octopus fishery in the world to be recognised as sustainable.”**

**Adolfo García Méndez,**  
main skipper, Puerto de Vega



## ...to China

Over in the Pacific, there was a very different kind of first, as China Southern Fishing (Shenzhen) Co Ltd. (CSFC) became China’s first longline tuna fishery – and only its second fishery ever – to achieve MSC certification.

We’re working with the Chinese seafood industry to spread the message of seafood sustainability in the world’s most populous country. A healthy environment is very much part of China’s vision for the future, and it’s encouraging to see companies like CSFC leading the way.

**“We will continue to support the rest of China’s sustainable seafood movement as it embarks on this journey.”**

**Samuel Chou, President, CSFC**

# Pride of a nation

“The Province of Newfoundland and Labrador is committed to supporting the sustainability certification of local cod stocks as well as other seafood. The certification is important in working to ensure the long-term vitality of harvested species, the health of our oceans and the future viability of rural communities.”

**Honourable Steve Crocker, Minister of Fisheries, Forestry and Agrifoods,  
Government of Newfoundland and Labrador**

For decades Canada’s cod fisheries were a byword for abundance – until a collapse in the fish stock in the 1990s led to the closure of the fishery and devastating job losses in fishing communities.

This catastrophe was a catalyst for the creation of the MSC – and while some stocks have yet to recover, one cod fishery in southern Newfoundland has made a remarkable turnaround. In 2011, a cod fishery in the 3Ps management area off the Newfoundland coast began an extensive fishery improvement project (FIP) – with input from industry,

government and NGOs. Three years later results were so encouraging that the fishery entered into assessment for MSC certification – which it achieved in March 2016.

A second FIP is now underway with Canada’s northern cod stocks, and early signs are positive. If such commitment and collaboration continues, the hope is that 3Ps won’t be the only Canadian cod stock to recover.

## Fresh perspectives

We’re active beyond the oceans, too. Canada’s Waterhen Lake recently became the first freshwater fishery in the Western Hemisphere to achieve MSC certification, thanks to the effective management of its walleye and northern pike populations.



# Greater collaboration



“The certification of MINSA mackerel shows what can be achieved when fishermen and their governments work together across international boundaries.”

**Claire Pescod, MSC Fisheries Outreach Manager, UK and Ireland**

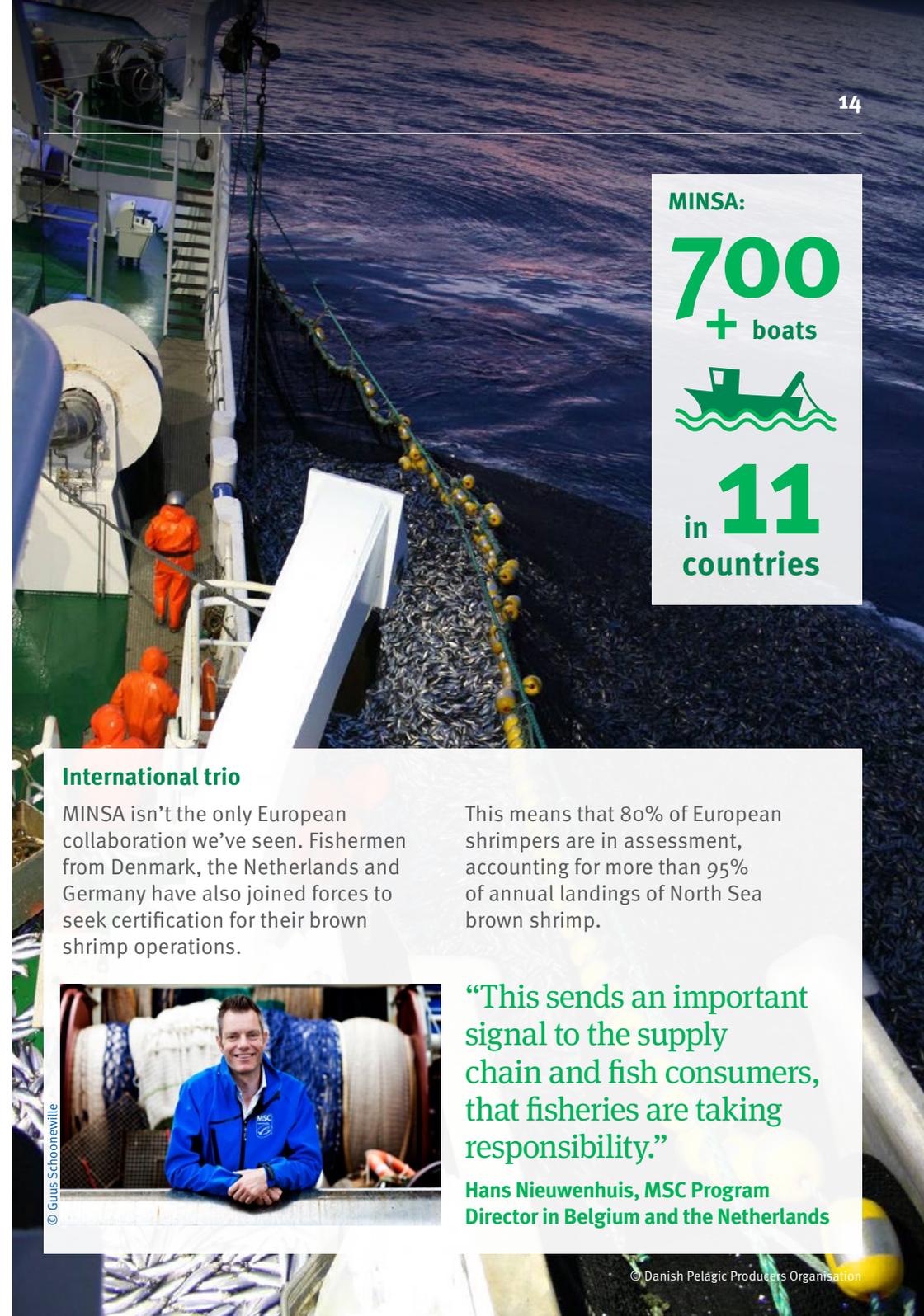
The ‘mackerel war’ has been a talking point in European fisheries for the last six years – so when the Mackerel Industry Northern Sustainability Alliance (MINSA) achieved certification in May 2016, it marked a significant turning point.

In 2012, all seven MSC certified mackerel fisheries had their certification suspended. The suspension was a consequence of an increase in catches above the scientific advice after mackerel increased their range into northern waters, followed by a breakdown of international stock management agreements. Fishers

and their respective ministers have been working ever since to bring the dispute to an end.

MINSA has taken what its coordinator Ian Gatt calls “a truly unprecedented partnership approach” to get the North East Atlantic mackerel fishery back on a solid footing. More than 700 boats from 11 countries\* are involved, from small coastal handliners to ocean-going pelagic trawlers – and all are contributing to a sustainable future through the MSC program. MINSA is committed to further improve the management of the fishery, as detailed in their action plan.

\*Scotland, England, Northern Ireland, Norway, Sweden, The Netherlands, Denmark, Germany, France, Ireland, Lithuania



**MINSA:**  
**700**  
 + boats  
  
 in **11**  
 countries

## International trio

MINSA isn’t the only European collaboration we’ve seen. Fishermen from Denmark, the Netherlands and Germany have also joined forces to seek certification for their brown shrimp operations.

This means that 80% of European shrimpers are in assessment, accounting for more than 95% of annual landings of North Sea brown shrimp.



“This sends an important signal to the supply chain and fish consumers, that fisheries are taking responsibility.”

**Hans Nieuwenhuis, MSC Program Director in Belgium and the Netherlands**

# Tuna: a global resource

“It’s about time we take ownership of our tuna resource. It’s important for our future generations, it’s important for our people, and it’s important for our economic development.”

**Mattlan Zachalan, Former Minister for Resource & Development, Marshall Islands**

## Pacific progress

Eight island states in the Pacific – known as the Parties to the Nauru Agreement, or PNA countries – control an area of ocean 40% larger than Europe. And a quarter of the world’s tuna live there. The importance of managing the stocks on a sustainable basis can hardly be overstated, for world food supplies and for the island economies themselves.

The PNA’s skipjack fishery was certified in 2011. This certified fishery catches free-swimming schools of tuna using purse seine fishing gear. In 2016, free-school yellowfin tuna also caught by the PNA fishery achieved certification. The certified yellowfin fishery catches around 140,000 tonnes a year, accounting for half of all yellowfin caught within PNA waters.

As well as being good news for conservation, the endorsement boosts PNA efforts to take a greater stake in their own resources. After years of seeing most of the economic benefits of the tuna harvest pass abroad, the PNA states launched their own global marketing brand for sustainable tuna, Pacifical. Pacifical is expanding the PNA tuna processing industry for MSC certified tuna, and establishing direct relations with retailers and end consumers.

As more companies achieve Chain of Custody certification, we can look forward to seeing more MSC certified tuna on sale – and the people of the PNA countries can look forward to a more secure, sustainable future.

**Global harvest**  
1950:

**<0.6**  
million tonnes\*

**Global harvest**  
Today:

**>6**  
million tonnes\*

**MSC certification:**

**16%**  
total catch\*

**Global stocks:**

**48%** healthy

**13%** intermediate

**39%** overfished\*\*

\*UN FAO 2014

\*\*ISSF 2016

### Walker in Australia first

Family-run Walker Seafoods successfully became the first Australian seafood company to receive MSC certification for tuna. Since then they've seen increasing export opportunities, and their tuna is being sold to Swiss supermarkets for the first time – something which wasn't possible without the MSC label.

**Location:** Sunshine Coast, Queensland

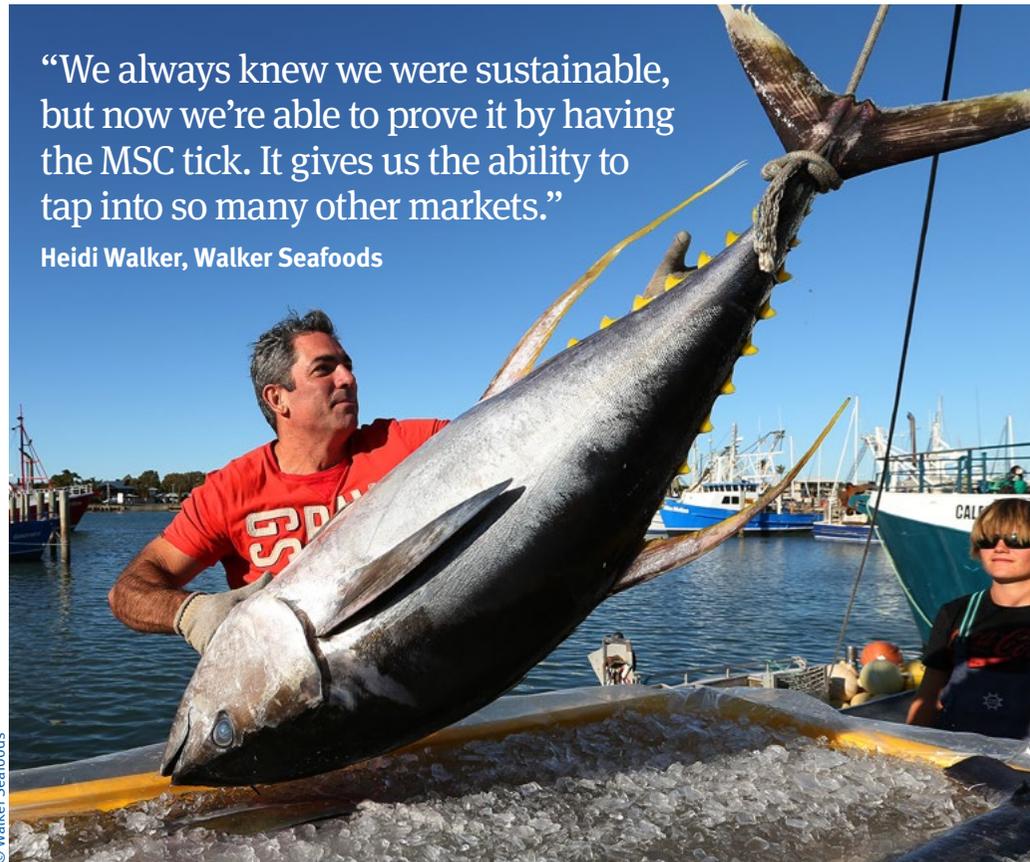
**Fishery:** Eastern Tuna and Billfish Fishery

**Fleet:** 4 vessels

**Employees:** 6 skippers, 33 crew

**MSC certified species:** Yellowfin & albacore tuna, swordfish

**Markets:** Australia, Japan, America, Europe



“We always knew we were sustainable, but now we’re able to prove it by having the MSC tick. It gives us the ability to tap into so many other markets.”

Heidi Walker, Walker Seafoods

© Walker Seafoods

“The adoption of this harvest control measure is a groundbreaking moment in the responsible management of tuna fisheries globally.”

Martin Purves, Managing Director of IPNLF



Maldives pole and line skipjack tuna fishery. © Nice and Serious / MSC

### IOTC harvest control landmark

In May 2016, the Indian Ocean Tuna Commission (IOTC) took the groundbreaking decision to adopt harvest control rules for skipjack tuna – against a backdrop of currently abundant stocks.

The proposal came from the Maldives – the first country in the region to achieve MSC certification for its pole and line tuna fishery – and shows the growing commitment to a sustainable future for tuna among both coastal and distant-water fishing nations. The International

Pole & Line Foundation (IPNLF) played a leading and vital role in building support for the Maldivian government’s proposal. Additionally, numerous other organisations including fishers, industry groups, retailers, brands and NGOs took part in months of discussions. Collaboration is essential in reaching wide-ranging agreements of this kind.

Now on the IOTC agenda is action to rebuild overfished yellowfin tuna stocks.

# Access for all fishers

“MSC certification is a long-term goal, but already the MSC framework is helping our fishery improvement project. It’s helped us identify issues and information gaps, create a clear action plan, track performance and report on our progress.”

Elizabeth Mueni, Principal Fisheries Officer, State Department of Fisheries, Kenya

Small scale and developing world fisheries are vital to food security, livelihoods and economic development, and so it’s critical they are managed sustainably. Yet many may lack the resources, data and governance systems they need to achieve MSC certification and benefit from the growing market for sustainable seafood.

The MSC is committed to increasing the accessibility of our program to more fisheries. We have developed a series of tools, funding and training initiatives aimed at helping small scale and developing world fisheries take their first step on the road to environmental improvement. The development of a new In Transition to MSC certification (ITM) program is intended to build on our existing tools. Participating fisheries

will be required to undergo audits to ensure they meet minimum required performance levels, make consistent measurable improvements, and are on a time-bound track to enter MSC full assessment.

Interest is rising in Fishery Improvement Projects (FIPs), a multi-stakeholder effort to address environmental challenges in a fishery. While the MSC does not implement FIPs, we provide a range of resources that support them, including guidance on the development of FIP Action Plans, and the MSC Capacity Building training program. We work with a number of partners who deliver FIPs to ensure that they have the best chance of resulting in certifiable, sustainable fisheries, and to ensure that they could enter the MSC’s In Transition program.

Developing countries: 2015-16

21

fisheries certified

15

in assessment

9%

of fisheries in the MSC program

## The Global Fisheries Sustainability Fund

In July 2015, to facilitate greater access to the MSC program we launched our Global Fisheries Sustainability Fund (GFSF). The fund provides an initial investment of £400,000 to be used over the next two years to support scientific research and knowledge and capacity-building projects to assist small-scale and developing world fisheries. The 2015-16 funding round received 33 applications. Six were selected to receive funding.

### GFSF funding recipients:

**Madagascar** (pictured) – octopus (Blue Ventures)

**Chile** – mudcrab (Anchud Mudcrab Productivity Committee)

**China** – Manila clam (WWF-Japan)

**Indonesia** – tuna (Masyarakat Dan Perikanan Indonesia Foundation)

**Suriname** – multi-species (WWF-Guianas)

**Indonesia, Vietnam** – crab and clam (WWF Coral Triangle Programme)

### Project Medfish

As well as attracting millions of holiday-makers, the Mediterranean Sea supports an amazing array of marine life. Fishing, often small-scale, is crucial to local economies and the Mediterranean way of life.

The livelihoods of more than 10,000 French and Spanish fishermen depend on fishing in the Mediterranean. However, according to the little data available, 88% of the Mediterranean fisheries assessed are overfished. This poses a real threat to the future of the many communities which depend on them, as well as the marine ecosystem.

In September 2015, the MSC launched a partnership with WWF to map 100 fisheries in France and Spain. Fourteen fisheries will then be pre-assessed against the MSC criteria for sustainable fishing and action plans developed to address weaknesses and guide fisheries towards improvements.

For some of the fisheries, this project may offer the opportunity to enter full assessment for MSC certification. Others will have a clear plan to enable them to work towards future sustainability.

### Other projects widening access around the world

**Project Inshore:** England – in partnership with Seafish, mapped and pre-assessed 450 fisheries and provided tailored sustainability reviews for the English inshore sector.

**Western Australia (WA):** State government provided AU\$14.5m in funding to give 50 WA fisheries the opportunity of MSC assessment, with the aim of every WA fishery meeting the MSC Standard within two decades.

**Group pre-assessment:** Japan, in Miyagi Prefecture – a group pre-assessment was carried out for six fisheries and more assessments will be implemented in other regions until March 2017.

**Dongshan County:** China – initiated first regional sustainability plan in hugely important fishing ground, producing more than 160,000 tonnes annually. Aiming to move towards full assessment and catalyse other regional plans.

**“Working in partnership we see real long-term benefits for the entire supply chain, starting with the small coastal vessels that fish in these waters.”**

**Dr Tom Pickerell, Technical Director, Seafish**

#### Fishing boats in the Mediterranean:



Spain  
**2,760**

France  
**1,400**

#### Fishermen in the Mediterranean:



Spain  
**>8,300**

France  
**>2,300**

**“These pre-assessments to the MSC Standard will be an important step towards helping fisheries understand what is required to safeguard Mediterranean seafood supplies for future generations.”**

**Camiel Derichs, MSC's director for Europe**

# An unbreakable chain

“Knowing where food comes from is becoming increasingly important to consumers. I am therefore genuinely encouraged to see the results from the latest study by the MSC, demonstrating that its ecolabel is not only the gold standard for sustainability, but also for traceability.”

**Dr Bryce Beukers-Stewart, Fisheries Scientist, University of York, UK**

Two-thirds of seafood consumers across more than 20 countries say they want to know their fish can be traced back to a known and trusted source – and more than half doubt that the seafood they consume is what it says on the packet. In a world where demand for traceability is rising, the blue MSC label provides assurance that things are being done properly.

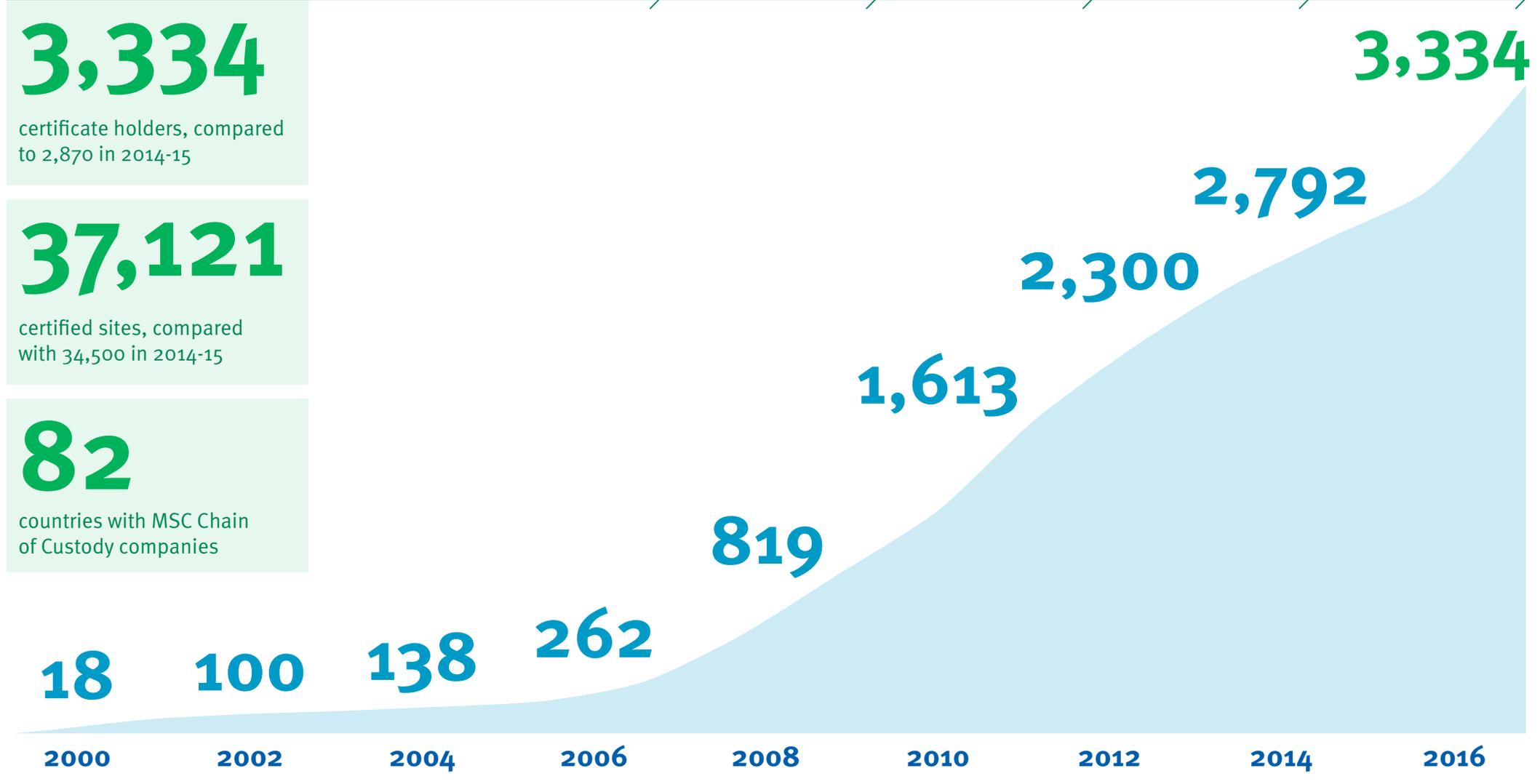
However, for the MSC label to retain its value, consumers need to be confident that the fish on their plate can be traced all the way back to a sustainable fishery. That's where our Chain of Custody certification comes in.

Rigorous documentation accompanies MSC certified products at every stage of their journey so their origin can be traced and proved. MSC Chain of Custody certified companies undergo independent annual audits, and we regularly carry out ‘tracebacks’ and other monitoring exercises (see page 22) to ensure products are what they claim to be.

In 2015, we expanded our supply chain monitoring activities, trialling an online traceability tool in Europe and China, and launching a dedicated series of product tracebacks and supply chain investigations in South East Asia.



# MSC Chain of Custody in numbers



**3,334**  
certificate holders, compared to 2,870 in 2014-15

**37,121**  
certified sites, compared with 34,500 in 2014-15

**82**  
countries with MSC Chain of Custody companies

# Sustainability in our DNA

“The MSC certified badge is one which suppliers are extremely proud to have. These DNA results not only testify to their efforts to improve traceability, they also show us how committed they are to the aims and objectives of the MSC as an organisation.”

**Martin Gill, Managing Director of independent auditors Acoura Marine**

Verifying the ocean-to-plate traceability of MSC certified seafood is essential. A recent global analysis suggests around 30% of all seafood products are misdescribed or mislabelled\*, so constant vigilance is needed. We take our monitoring seriously. Every two years we carry out DNA testing on a random sample of products. The colour, shape and texture of fish and other marine species can be altered beyond recognition during processing – but each retains a unique genetic code, which may allow scientists to identify its exact species.

## The testing process

Results from DNA testing in 2015 show that 99.6% of MSC labelled products are

correctly labelled. One inconformity was found: a product labelled as MSC certified Southern rock sole was actually certified Northern rock sole from the same fishery. We’ve investigated and are satisfied that this was a simple mix-up between two closely related certified species, but steps have been taken to ensure the error won’t happen again.

Our DNA testing program can still be improved. We’re going to expand randomised testing in the food service industry, and we’re trialling a new test for canned tuna products. We’re also planning to do more work with shellfish, and are investigating the potential of tracing its geographic origin in some cases where there’s a higher risk of mislabelling.

\* Pardo, Jimenez and Perez-Villarreal (2016)

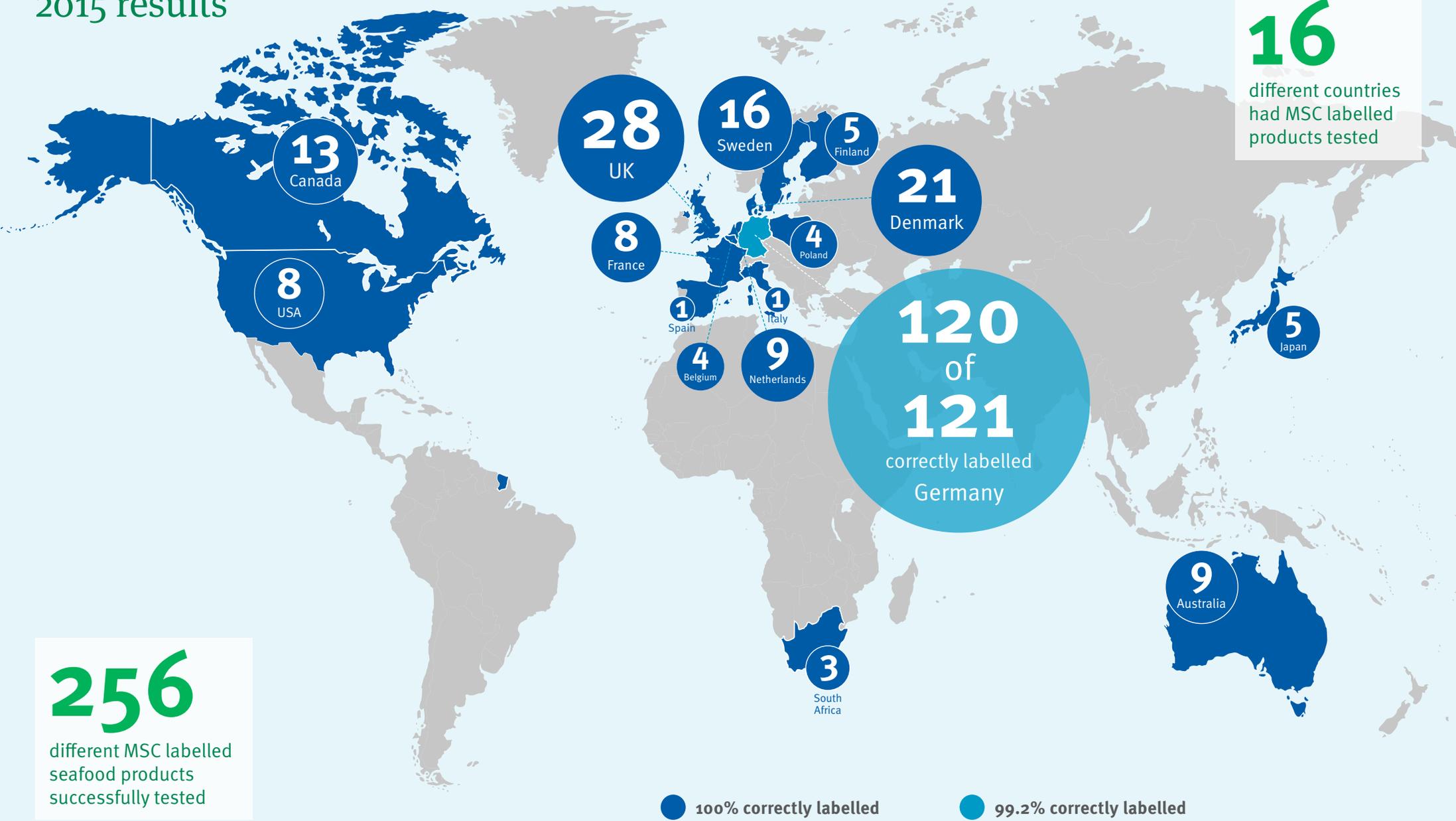


## Telling the world

When the results of our latest DNA report were released, we ran a multi-channel global campaign in 17 key markets, comparing the proven traceability of products with the MSC label against those without it.

Meanwhile MSC partners from McDonald’s to UK fish and chip shops shared the findings far and wide. Coverage in media including the *Huffington Post* ensured the campaign received millions of views, and spread this part of our message all over the world.

## 2015 results



# A growing market



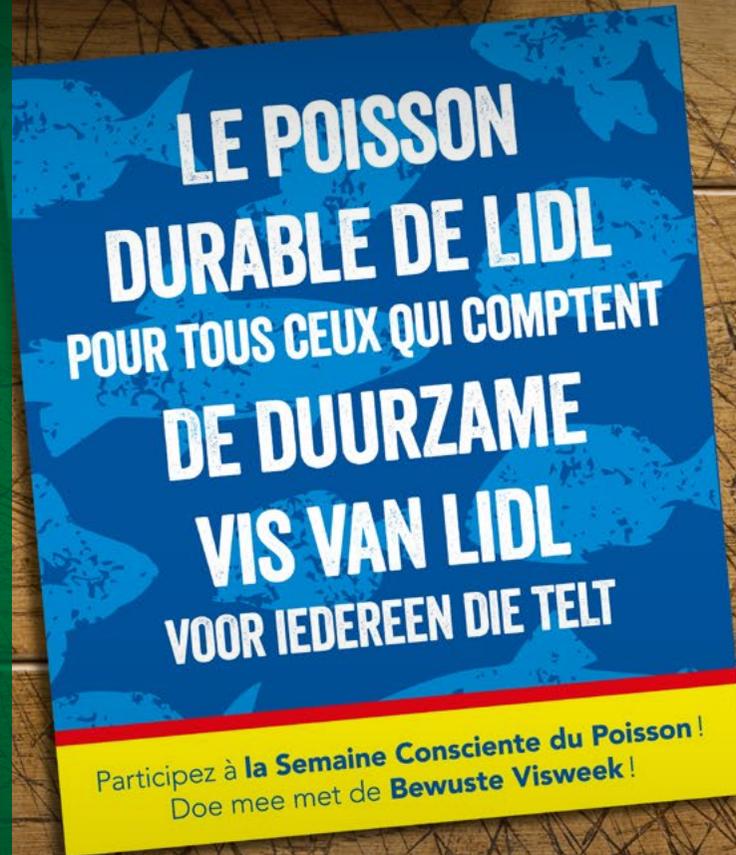
“Lidl is rewarding responsibly managed fisheries worldwide. The commitment by Lidl Germany is exemplary and is of great value to the conservation of biodiversity in our seas.”

**Ines Biedermann, MSC Commercial Manager for Germany, Austria and Switzerland**

## Retailers are stepping up to the plate

The global market for sustainable seafood continues to grow, and many leading retailers have taken impressive steps over the last year. From Lidl Germany’s extended commitment to sell MSC labelled produce, to a UK Christmas ‘lobster rush’ fuelled by certified Canadian imports, the long-term health of our oceans is a frontline issue for forward-thinking brands.

Important partners such as IKEA, Carrefour, Migros, Coles and Aeon also continued to show support. Their commitments are essential to driving consumer demand for sustainable seafood, and an important incentive for fisheries to become MSC certified.



“The origin of our products is extremely important to us. Sustainable fisheries play an essential role in our purchasing policy. We definitely want to make sure that there’s not only fish for today, but that we can also offer a broad fish assortment to our customers in the future. We are proud that today most of our seafood range already bears the MSC label.”

**Jan Bock, Director Purchasing at Lidl Germany**



### Lidl making waves

Discount retailers have revolutionised the supermarket sector over the last few years – so Lidl Germany’s ambitious plans to make its private label fish and seafood range fully sustainable could have a major impact on its competitors’ strategies.

Lidl Germany’s statement came just before Christmas 2015. From 2017, it aims to sell only MSC labelled fresh and frozen private label products in its permanent selection, while by 2018 all farmed fish in the permanent selection will be ASC certified or organic. Limited-time promotional private label products are also on course to achieve full transition.

Lidl is not a newcomer to sustainability: for the last decade it has built sustainability into its procurement policies, and already has a wide range of certified products on sale across Europe. In the last year its Italian and Maltese operations both increased their MSC private label range by 20%, while in Denmark, Belgium and the Netherlands Lidl backed high-profile sustainability marketing initiatives. In the UK, Lidl was awarded MSC Mid-sized Retailer of the Year 2016, having more than doubled its range of sustainably sourced seafood over the last year.



© Andy Atchison / MSC

## Sainsbury’s

### Sainsbury’s still on top in the UK

Meanwhile in the UK Sainsbury’s continues to lead the way. For the sixth year running, Sainsbury’s has sold more MSC labelled seafood than any other UK retailer. With 76% of its wild-caught range MSC certified, Sainsbury’s shoppers can choose from 200 MSC products – more than twice the number offered by any other UK retailer. Sainsbury’s has committed to reaching 100% by 2020.

Lidl is the UK’s third largest retailer of MSC products, with fellow discounter Aldi fourth. Second on the list is Waitrose.

“Sainsbury’s and Waitrose have long been committed to sourcing seafood that has been independently certified as sustainable, and it’s great to see Lidl and Aldi following suit.”

**Toby Middleton, MSC Program Director for the UK & North East Atlantic**

### Snapping up a sustainable treat

A new Christmas tradition has been developing in the UK: the £5 lobster.

Lidl led the way, getting the first ever whole own-brand MSC certified lobster onto its shelves in October, priced at just £4.99 – a pound cheaper than the previous year’s non-certified option. Rival discounter Aldi started sales in December, while Tesco entered the fray with a slightly larger lobster from the same fishery for £6.

The sustainable lobster story grabbed international media headlines, helping to promote the MSC label far and wide.



MSC certified lobster at Lidl © Lidl

# Cantabrian collaboration

“Supporting the Cantabrian anchovy fishermen meant that we could expand our offer of MSC labelled seafood and help to secure livelihoods and fish stocks – it’s a win-win situation.”

**Sandra Hinni, Sustainable Fishing Expert at Migros**

Gourmets love Cantabrian anchovies. The tiny silver fish from Spain is highly prized, and supports some 3,000 fishermen and more than 60 small companies. But stocks there dwindled to such an extent that in 2005 the EU imposed a five-year ban on anchovy fishing in the Cantabrian Sea. The fishery was reopened in 2010 with lower quotas and a call for improved management.

Migros has committed to source 100% sustainable seafood by 2020, and it was still searching for certified sustainable anchovies. Migros’ long-standing partner, the Swiss group S. de Mendieta S.A., and its Spanish processor Sucore S.L. saw the opportunity for certification. They

joined up with the MSC for discussions with the fishermen, and an agreement was reached: the Basque (OPEGUI and OPESCAYA producers organisations) and Laredo fleet would become the first European anchovy fishery to achieve MSC certification, and Migros would become the first retailer to offer its anchovies for sale. The anchovy stocks are thriving and the Cantabrian industry’s future is strong – and Migros has in the meantime achieved its goal to source all its seafood from sustainable sources.



“We want our anchovy fishery to be known worldwide for its quality and for the great work performed by our fishermen in favour of sustainability.”

**Miren Garmendia, Secretary of the Federation of Fishing Guilds of Gipuzkoa**

# Carrefour charts a new course

“This partnership between FROM Nord and Carrefour is the perfect illustration of what the MSC strives to promote: bringing together the industry’s stakeholders, such as fishermen and retailers, to advance the common goal of sustainable fishing.”

**Edouard Le Bart, MSC Program Director for France**

Carrefour set out an exciting new initiative, becoming the first French retailer to offer financial support for a sustainability assessment: in 2014 it backed producers organisation FROM Nord to work towards certification for the Eastern Channel and North Sea sole fishery. The high-value stocks are fished by 83 vessels spread across five ports from Dunkerque to Cherbourg.

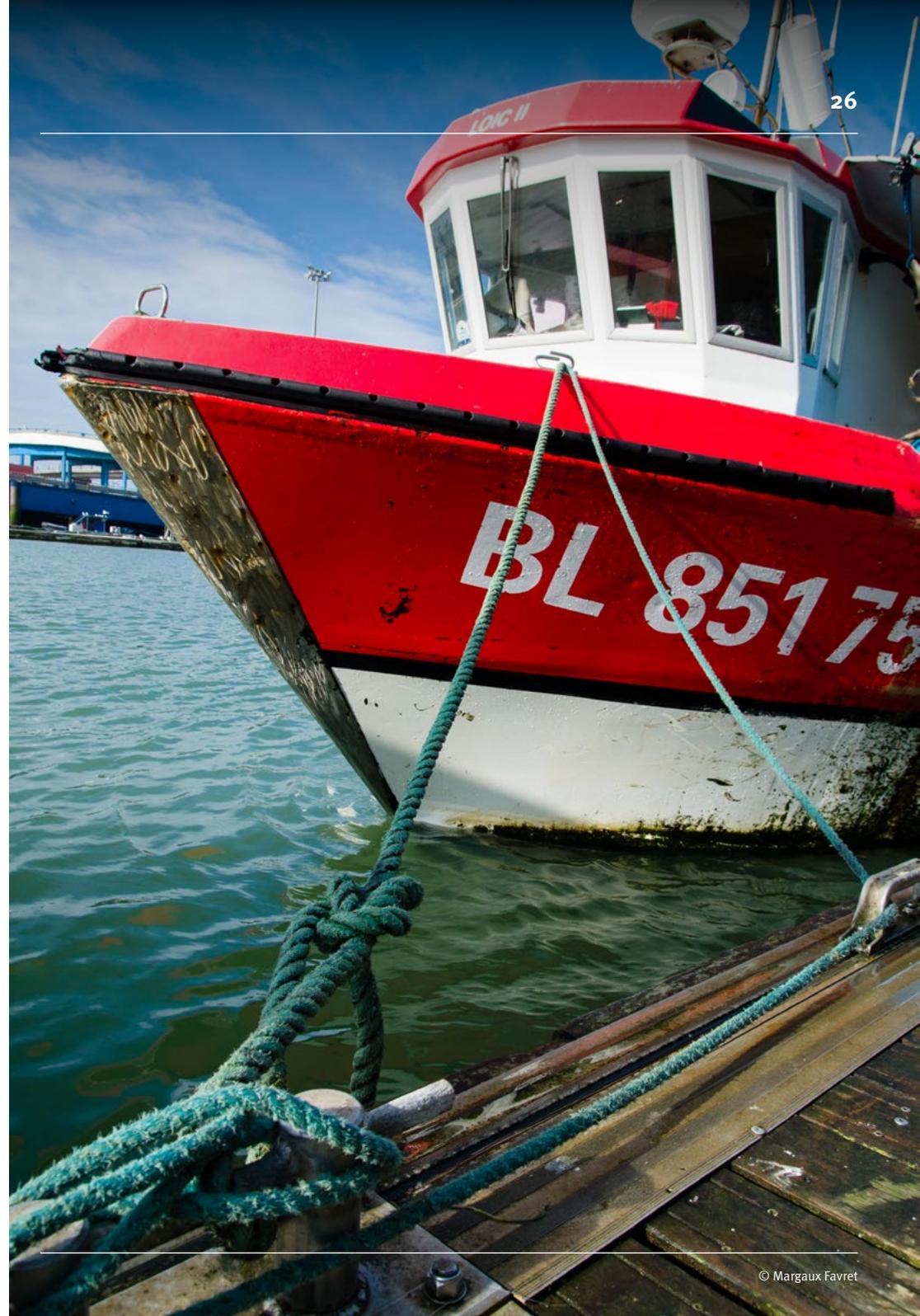
Carrefour’s groundbreaking move reflects the group’s wider commitment to safeguard biodiversity and get more involved with local producers.

In June 2016, Carrefour became the first French retailer to offer an extended range of MSC labelled seafood at fresh fish

counters in 33 of its hypermarkets in the Paris region.

Its Italian operation also took an important step forwards, entering into a collaboration with the MSC to supply ecolabelled products – this is a country which is a relatively new market for the MSC, but where interest is increasing.

Carrefour is making the most of its role in the virtuous circle: the more it promotes sustainability the better educated its customers will become, leading to more demand for sustainable fish – which in turn leads to increased sustainable fishing. Retailers can empower consumers to make the right choice, and it’s great to see Carrefour involved at all points of the process.



# Coles' big commitment

“Having a large retailer like Coles make a public commitment to sourcing seafood in a responsible manner has raised the game of sustainable seafood to a new level, putting it on the national agenda.”

Gilly Llewellyn, WWF-Australia

Coles has taken a pioneering step and become the first major supermarket in Australia to offer sustainable seafood on its deli counters. From MSC labelled banana prawns and ASC farmed salmon, to canned fish in grocery and freezer options, Coles' customers now have the chance to vote with their wallets and reward responsible fishers.

The supermarket's achievement is the culmination of several years of hard work and close engagement with supply chains. Now customers can get responsibly sourced seafood across the Coles brand range (fresh, frozen and canned).

Coles takes a practical and constructive approach to sourcing responsibly. While the preference is to offer MSC labelled products, Coles has also been working with WWF-Australia and conformity assessment body MRAG Asia Pacific to examine the sustainability of fisheries yet to complete the rigorous MSC certification journey. Engaging with producers and other stakeholders in this way drives improvements and raises standards to the point where certification becomes possible.



# 100 million reasons to say ‘we can’

“Our commitment extends beyond sourcing policies and aims not only to educate, but also ingrain this perspective. We must position ocean sustainability as the ‘norm’ and only option moving forward.”

**Graham Dugdale, Executive Commercial Director, John West Australia**

In one of the most visible steps of the year for sustainable seafood, John West Australia has completely overhauled its supply chain to bring the country the world’s largest offering of MSC certified canned tuna.

This huge achievement took four years of commitment and collaboration between John West Australia, the MSC and WWF. Today, 97% of the company’s supply comes from the MSC certified PNA tuna fishery.

This is a big deal – tuna is one of Australia’s five most widely consumed proteins, and John West is one of the most popular brands. John West Australia’s move means that 43% of all the canned tuna in Australia is certified sustainable, with more than 100 million MSC labelled cans on the market. Not only does this amount to a sustainable revolution for Australian consumers, it will also drive fisheries reform throughout the Pacific, helping to create a more sustainable economic future for the region’s island nations.

“This is a monumental move forward in the Australian seafood market and a move that will help keep our oceans healthy. John West Australia has shown tremendous leadership.”

**Patrick Caleo, Director, MSC Asia Pacific**



# In focus: Asia Pacific and China

**1 billion**

people in Asia Pacific rely on fish as their primary animal protein\*

**>80%**

of the world's fishers and fish farms are in Asia Pacific (2008)\*

**11 of the 18**

countries that catch >1 million tonnes of fish annually are in Asia Pacific\*

Fish arguably makes a greater contribution to the Asia Pacific region than anywhere else in the world. The area dominates global statistics on catch, consumption and employment, and has an enormous range of species reflected in national diets and cultures over thousands of years.

Not surprisingly, China dominates. Its annual marine capture harvest of almost 14 million tonnes is nearly three times larger than any other country. With global demand for seafood expected to grow by a further 50 million tonnes by 2025 and the global population projected to pass 9 billion by 2050,

putting seafood on a sustainable footing is also a humanitarian issue – and nowhere more so than in Asia Pacific.

Encouragingly, the message is beginning to be addressed commercially, and the last year has seen some very positive developments. From gaining a presence in China's enormous e-commerce sector, to the opening of Totally Searoll Club, Japan's first MSC certified restaurant, the Asian market for sustainable seafood is showing signs of taking off. In 2015-16 we expanded our offices in China and Japan, and we expect the next year to be even more busy.



When about 80 of Japan's Aeon stores took part in a 2015 campaign promoting 'passing on oceans' gift to the future', their sales of sustainable seafood rose

**1357%**

\* UN FAO 2014



### Alibaba bonanza

China's e-commerce giant Alibaba is the world's largest retailer – and we've been working with them over the last year to promote sustainable seafood and the concept behind what we do. Their first sustainable seafood promotion ran in January 2016.

This gives the MSC label great visibility in the world's biggest market. Tmall – Alibaba's consumer arm – expects that by 2017 tens of millions of Chinese consumers will use online channels to buy seafood. A special Tmall section for MSC products is in development, and the company is building links with sustainable sources in the marketplace.

**China: Online seafood market\***

**25 million** customers in 2015  
sales value CNY 10 billion (US\$1.58bn)

**55 million** customers in 2017  
sales value CNY 50 billion (US\$7.89bn)  
\*Tmall

**MSC可持续渔场寻鲜之旅**  
可持续海鲜 从渔场到餐桌全程溯源  
喵鲜生携手MSC/美渔坊/狮子岛  
活动时间:2016.1.11-2.10

Logo: 喵鲜生 MIAO Tmall.com | 认证的可持续产品 MSC www.msc.org.cn | 美渔坊 | ZONECO 狮子岛

此白框暂代指MSC短视频窗口位置

© Alibaba



The MSC's program director in China, Dr An Yan, was named the fifth most influential figure in the Chinese seafood industry, in a 2016 survey of hundreds of seafood executives in China. The number one spot went to Ivy Wang, chief China representative at the Atlantic Canada Business Network, for "putting Canadian lobster on so many Chinese plates" – 97% of Canadian lobster is MSC certified.

# Sustainability on a plate

“It’s important that we play our part in sourcing our fish responsibly and making sure that we do what we can to protect the oceans that provide this resource.”

**Paul Desbaillets, co-owner, Brit & Chips**



The food service industry is playing an increasing role in sourcing and supplying sustainable seafood.

The last year saw continued development. In the UK, Sainsbury’s and Waitrose both got their in-store cafeterias certified, adding hundreds of new restaurants serving sustainable seafood across the country. Those came on top of the 60 fish and chip shops with MSC certification in the UK.

Other countries are following. Italy and Japan – both important seafood markets – saw their first restaurants with MSC certification. Award-winning Montreal restaurant Brit & Chips became the first for Canada in 2015 and are opening their third location in 2016.

Also in Canada, food and facilities outfit Aramark achieved MSC Chain of Custody certification, allowing it to source and serve ecolabelled seafood at 16 university and college campuses across the country. Point-of-sale material highlighting our label will drive further consumer awareness – and Aramark’s group certification leaves the door open for other campuses and companies interested in joining its growing program. South of the border, US Foods became the first US nationwide food service distributor to achieve MSC certification across its 67 sites.

“We’re proud to have the blue MSC label on our menus and to be educating our consumers about this global issue.”

**Scott Barnhart, Senior Vice President, Global Supply Chain & Procurement, Aramark**

Aramark expects to serve **13.5** tonnes of sustainable seafood at campuses in Canada in 2016





**“I am delighted and honoured. I really hope to be an example for many other chefs. I strongly believe in the MSC’s mission and the need to raise awareness of sustainable seafood... We all need to do our part!”**

**Fabrizio Ferrari (above centre), Michelin-starred chef at Italy’s recently certified Al Porticciolo 84 (and MSC ambassador)**

### Loving it

Five years ago, McDonald’s Europe made waves with a commitment to source the iconic Filet-o-Fish exclusively from MSC certified fisheries, with McDonald’s USA, Canada and Brazil following shortly after. McDonald’s continues to push the sustainability agenda, and in 2016 its entire Spanish operation – more than 490 restaurants – became the first national chain to offer MSC certified tuna on its menu. The skipjack tuna used is sourced from the Pacific.

**“Thanks to McDonald’s commitment, millions of Spanish consumers will enjoy sustainably caught tuna and support the livelihoods of thousands of Pacific island families whose lives depend largely on tuna.”**

**Henk Brus, Managing Director, Pacifical**

### New heights at Hilton

In November 2015 Hilton Worldwide became the first global hotel company to serve MSC labelled cod across Europe. Forty-one of its properties in the UK, Netherlands and Belgium have achieved MSC Chain of Custody certification, while another 41 owned, managed and leased properties in these countries are on track to achieve the same by 2017. This follows Hilton’s earlier milestones in March 2015 – when Hilton Singapore became the first MSC certified hotel in Asia – and April 2014 – when the company banned shark fin across all its restaurants and food and beverage facilities globally.

These actions reinforce Hilton’s wider strategy toward more responsible and sustainable sourcing in its operations.

**“Seafood is a popular choice with our guests, and it’s critical that we include sustainable fishing practices in our sourcing strategy if it is to remain available in the future.”**

**Maxime Verstraete, vice president, corporate responsibility, Hilton Worldwide**

# Engaging consumers



“Influencing consumer behaviour and building confidence in sustainability are key to driving demand for sustainable seafood. We’re connecting with consumers and helping empower them to make the best choice.”

**Sarah Bladen, MSC Global Communications and Marketing Director**

## Polish Christmas presence

Congratulations to MSC Poland for winning the 2016 Gold Fin Advertising Award and the 2016 International Business Awards’ bronze Stevie Award for Communications or PR Campaign of the Year – Social Media Focused.

The Gold Fin prize recognised MSC Poland’s work on two campaigns. The first, for World Oceans Day on 8 June, mobilised Polish celebrities to promote sustainable fisheries. Photoshoots, Facebook graphics, and a poster campaign in the Warsaw underground were all involved.

Later in the year, MSC Poland launched ‘Christmas Herring with the MSC’. Warsaw citizens were treated to a 10-metre festive table laden with bread, pickles and 200 kilos of MSC certified herring – along with a sustainable souvenir photo-booth and other amusements. A PR campaign involving more than 70 journalists and bloggers meant the Christmas fun – and the important message behind it – received wide coverage in the media. The Stevie Award recognised the campaign’s excellence in social media.



## Belgium launches Think Fish Week

An impressive coalition of retailers and restaurants came together in Belgium to launch the country's first Think Fish Week in September 2015. In a joint initiative by the MSC, ASC and WWF-Belgium, participants put competition aside and united behind a shared message of responsible consumer choice and a drive to increase recognition of MSC and ASC labels.

With ASC certified purchases increasing 185% from 2013 to 2014, there's clearly a sustainable wave to be ridden in Belgium. That's why we were so pleased that suppliers representing more than 60% of the market took part: Albert Heijn, Aldi, Carrefour, Delhaize, Lidl and Spar were also joined by McDonald's and Quick, ensuring that the message spread far and wide.

Seventeen well-known Belgian chefs also took part, contributing their own mouth-watering recipes to a multimedia website – using, of course, MSC certified fish.



**“Make the right choice... That way, we can enjoy great fish for many years to come.”**

**Think Fish Week campaign strapline**

## Taking the initiative in Italy

The MSC certified Ocean47 brand showed its stakeholders in Italy that it was serious about sustainable seafood by investing in a TV campaign. The campaign was fronted by high rotation TV spots and full-page adverts in eight key consumer magazines, as well as active social media engagement. As a result, Ocean47's distribution now extends to 15 local distributors, and turnover is projected to double. Industry and consumer awareness of the MSC and Ocean47 has also increased dramatically.



## #MiMarSuMar

In March 2016 we teamed up with Spanish hypermarket Alcampo on a high profile campaign called #MiMarSuMar (My Sea, Their Sea). Alcampo is committed to a sustainable fisheries policy and has been increasing its MSC certified product range since 2012.

The campaign encompassed point of sale, social networks and a seafood tasting with a celebrity chef. More than 4,000 children took part in workshops we ran with Alcampo.

#MiMarSuMar put a human face on sustainable fishing, focusing on Daniel Carracedo, a fisherman with the Grupo Regal MSC certified European hake fishery. Through Daniel's experiences, consumers learnt about marine sustainability – and how it connects everything, from ocean to plate.

# Choosing the blue label



“Nine years ago only 1,000 labelled products were on the market globally. Today there are more than 20,000 products with the blue MSC label. This is an important milestone and recognition of the enormous commitment made by fisheries and retail partners around the world.”

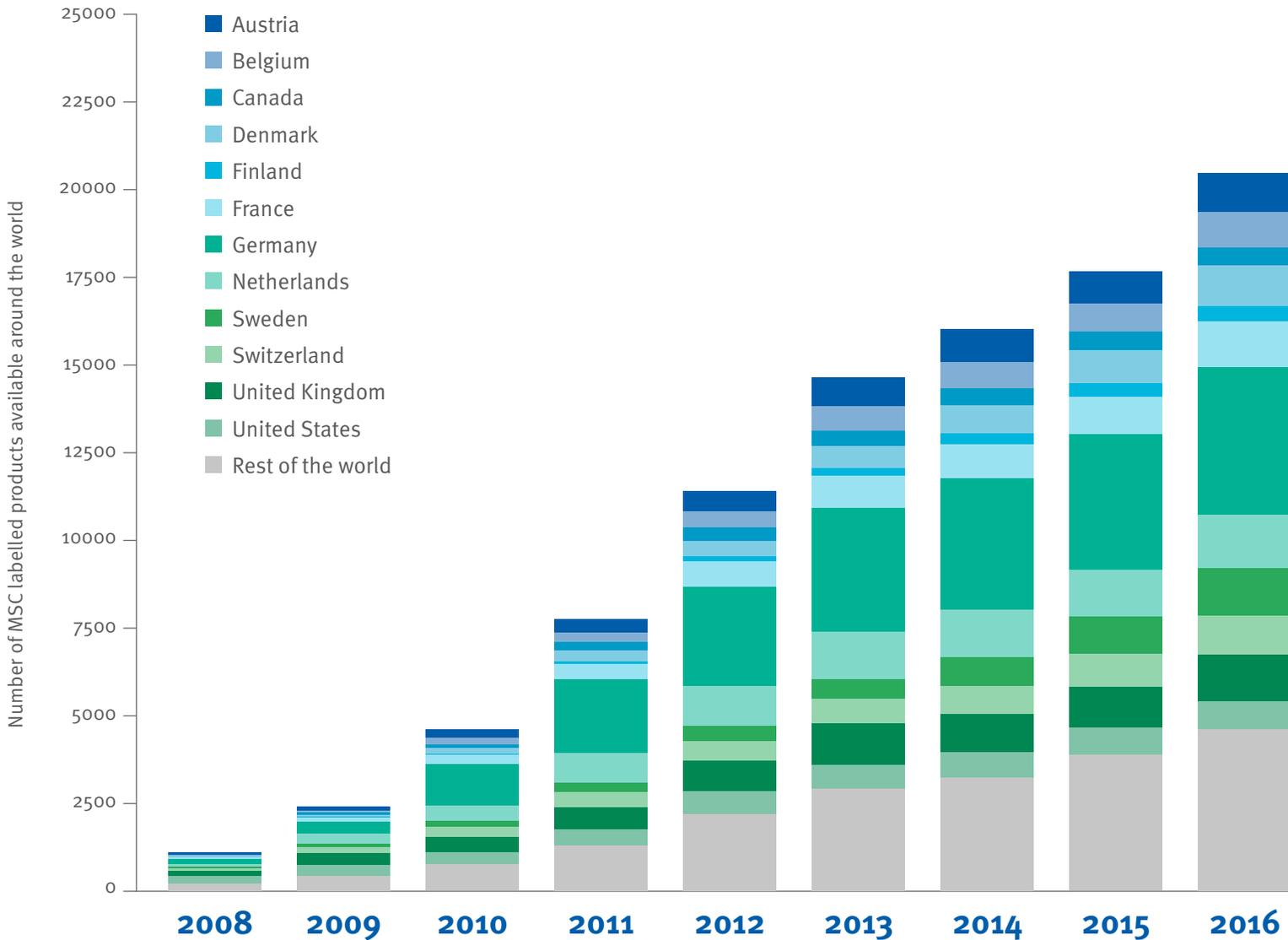
**Nicolas Guichoux, Global Commercial Director, MSC**

We reached a milestone in February 2016 when the 20,000th MSC labelled product went on sale, to consumers in Germany. The country leads the world as a market for sustainable seafood, with over 4,000 other certified products also available.

Fittingly the 100% sustainable seafood product – Netto’s frozen Las Cuarenta Paella – is sourced from all over the globe, containing pollock from Alaska and Russia, blue shell mussels from Denmark, and shrimps from Suriname. It’s an example of new innovative products carrying the MSC label.



# Number of products with the MSC label



**20,492\***  
 products on sale with the blue MSC label (up from 17,200 on 31 March 2015)

**659,399**  
 tonnes of MSC labelled seafood bought by consumers (up from around 620,000 tonnes in 2014-2015)

Estimated  
**US\$ 4.6bn\*\***  
 spent by consumers on MSC certified seafood

\* Number of products defined as the global sum of products available in individual countries (SKUs).

\*\* Retail market value of consumer facing MSC ecolabelled products, calculated by adding a global average 40% retail mark-up to wholesale values.

# Understanding consumer perceptions

“This survey gives detailed insight into just how different the seafood category is compared to others. In a category with relatively few trusted brands, third party claims on sustainability and traceability can help consumers navigate their choices better.”

Caroline Holme, Director at GlobeScan

The largest ever global analysis of attitudes to seafood consumption has shown that, in the seafood category, sustainability is rated more highly than price or brand.

The independent research – carried out on behalf of the MSC by GlobeScan – analysed the views of more than 16,000 consumers across 21 countries. It found that nearly three-quarters (72%) agree that in order to save the oceans, shoppers should only buy sustainable seafood; with more than half (54%) saying that they’d be happy to pay a premium to do so.

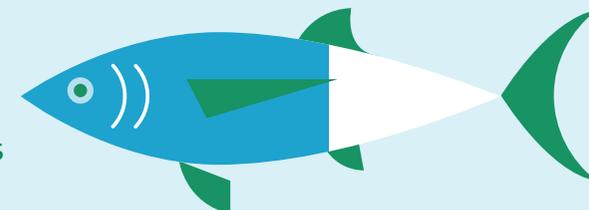
The findings also confirmed the importance of our Chain of Custody certification: more than two-thirds (68%) say there’s a need for independent verification of sustainability claims.

Familiarity with the MSC ecolabel varies across the markets surveyed, from 13% in Canada up to an impressive 71% in Switzerland. The label itself is well respected: 86% of consumers who know it say they trust it and are positive about the impact we’re making. With that in mind, over the coming year we’ll be increasing our focus on working with partners and the wider industry to raise awareness of the ecolabel among consumers.

## Consumer survey findings:

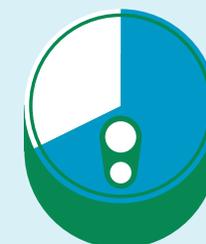
# 72%

of seafood consumers agree that to save the oceans, shoppers should only consume seafood from sustainable sources



# 68%

of seafood consumers said people should be prepared to switch to more sustainable seafood



# 37%

of all consumers claim they have seen the blue MSC label



16,876 seafood consumers (people who say they or someone in their household has purchased seafood in the last two months) were surveyed between January and February 2016. A minimum of 600 seafood consumers were surveyed per country. The figures were weighted to be nationally representative by gender, age, region and education.

## Consumer survey findings continued:

**68%**

of those surveyed said there is a need for brands and supermarkets to independently verify their claims about sustainability

**86%**

of consumers who have seen the MSC label say they trust it and are positive about the organisation's impact



**62%**

say that they have more trust and confidence in brands which use ecolabels

**64%**

of those who have seen the blue MSC label, are likely to recommend it to people they know



# What our consumers say

We worked with the market research agency Watch Me Think to ask consumers in Australia, Germany, Japan, the US and UK to film themselves buying and talking about seafood. Here are a few things they had to say about the issues and the MSC label:

“It will be an issue if one day my family’s favourite fish are no longer available.”

Matsubara, Japan



“I’m no eco-warrior but I still try to prevent further damage.”

Jen, Australia



“I’d always go for the product that’s got the blue label.”

Clare, Australia



“It’s a nice comfort seeing [the MSC ecolabel] on the seafood I buy and knowing where it’s coming from.”

Jenny, USA



“It’s good for the environment, good for the product, good for the fish...”

Darren, UK



“I feel better knowing that the fish will still be around for my kids.”

Lin, USA



“The product is supported by an independent organisation and not just a claim of a single company.”

Ulrike, Germany



# Funding and donors

“The Postcode Lottery believes it is important that future generations can enjoy an abundance of fish and oceans full of life. We are pleased to be able to continue supporting the work of the MSC thanks to the contribution of the 2.5 million people playing the lottery.”

**Margriet Schreuder, Head of Charities, Dutch Postcode Lottery**

Achieving long-term results requires dedicated and ongoing commitment. Our donors understand this and share our vision. Their generous support enables us to collaborate with many partners and stakeholders around the world to deliver the impacts described here. Our donors' support is vital to our ability to maintain critical science and technical functions, develop our standards, retain existing and attract new fisheries into our program, and build and maintain support in the market.

The continued support of our three largest donors in particular – the David and Lucile Packard Foundation, the

Dutch Postcode Lottery and the Walton Family Foundation – has been essential to furthering the MSC's mission.

We also receive project-based funding for our work to encourage and enable fisheries to move towards MSC certification. In the last year, project funding has supported our work in a broad range of countries including Brazil, China, France, Japan, Mexico, Mozambique and Spain. This funding underpins our efforts to strengthen the reach and impact of the MSC program globally.

## Lottery winners

During the last year we were delighted to again be selected as a beneficiary of the Dutch Postcode Lottery. Since 2011, the MSC has received €500,000 annually from the Lottery. Following an evaluation of the partnership, the Lottery has extended its funding support with a €2.5 million grant over the next five years, effective from January 2016.

# Our donors

We would like to thank the following organisations for their support:

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## US Foundations

Herbert W. Hoover Foundation  
National Fish and Wildlife Foundation  
David and Lucile Packard Foundation  
Remmer Family Foundation  
Skoll Foundation  
Triad Foundation  
Walton Family Foundation

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## UK Trusts and Foundations

AG Leventis Foundation  
Cecil Pilkington Charitable Trust  
Swire Charitable Trust

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## Other European Foundations

Adessium Foundation (Netherlands)  
BalticSea2020 (Sweden)  
Daniel and Nina Carasso Fondation (France)  
DEG (German Investment and Development Corporation)  
Dutch Postcode Lottery  
GIZ (German Society for International Development)  
Oak Foundation (Switzerland)

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## Statutory

European Fisheries Fund (Finland)

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## Corporate

Royal Caribbean Cruises Ltd. Ocean Fund  
Haikui Seafood (China)

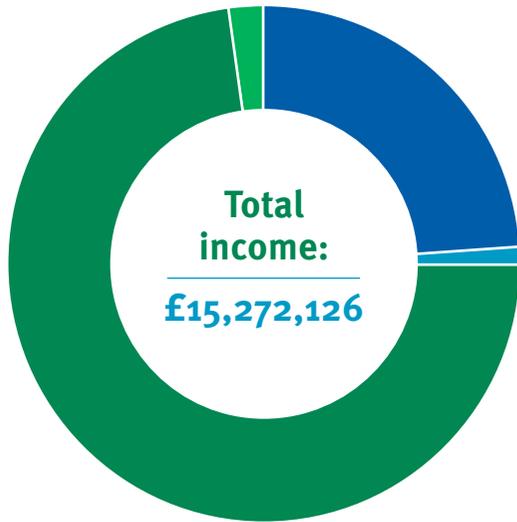
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## NGOs

Resources Legacy Fund / Sustainable Fisheries Fund  
WWF-Sweden

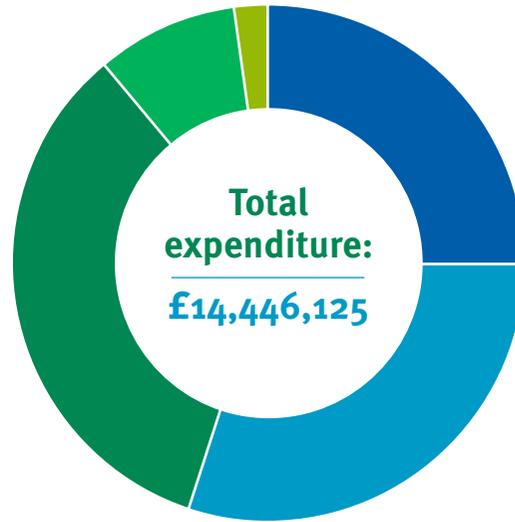
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# Our finances 2015-16



**Where the money comes from**

- 24% Donations and legacies
- 1% Other trading activities
- 73% Income from charitable activities (logo licensing)
- 2% Income from investments



**Where the money goes to**

- 25% Policy and maintenance of standard
- 30% Education and awareness
- 34% Commercial and fisheries servicing and outreach
- 9% Logo licensing
- 2% Expenditure on raising funds

Other gains and losses in the year not shown under income or expenditure amounted to a loss of £78,916

**Total funds at 31 March 2016: £21,234,196**

Compared with total funds of £20,487,111 on 31 March 2015.

## Report by the Trustees on the summarised financial statements

The summarised financial information is extracted from the full statutory trustees' annual report and financial statements which were approved by the trustees and signed on their behalf on 26 July 2016. An unqualified audit report was issued in relation to the full statutory trustees' annual report and financial statements by our auditors Crowe Clark Whitehill LLP on 26 July 2016.

The auditors have confirmed to the trustees that, in their opinion, the summarised financial information is consistent with the full financial statements for the year ended 31 March 2016. This summarised financial information may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The full statutory Trustees' report, financial statements and auditors' report may be obtained from [www.msc.org/about-us/finances](http://www.msc.org/about-us/finances) or in writing from Finance Director, Marine Stewardship Council, 1 Snow Hill, London, EC1A 2DH, United Kingdom.

Signed, on behalf of the Trustees:

Werner Kiene, Chair, MSC Board of Trustees  
26 July 2016

# Governance

“The high level of reliability and traceability is one of the MSC’s great strengths, and one that we must work hard to uphold.”

It is inspiring to read the stories of some of the many people who are working so hard to make seafood sustainable, at every step of the journey from ocean to plate.

The final step of that journey – the end consumer – is an important area of focus for the MSC. In Europe, ever-increasing numbers of people are choosing MSC certified seafood, helping to drive change in fisheries around the world. We are beginning to see a similar groundswell of demand in the United States, thanks in part to the commitment of large retailers and restaurants that have increased the visibility of the MSC label. In Asia, too, consumers are becoming increasingly conscious of sustainability, particularly in urban areas: the MSC has an important role to play in contributing to this growing understanding and enabling consumers in emerging economies to make sustainable

seafood choices. Understanding the concerns and behaviours of consumers is, therefore, extremely important, and we are making efforts to ensure that our board includes people with expertise in these areas.

Of course, this does not mean that the other links in the chain are any less important. All businesses with MSC Chain of Custody certification can be justly proud of the high level of reliability and traceability in the MSC program: this is one of the MSC’s great strengths, and one that we must work hard to uphold. The support of retailers and consumers and the commitment of supply chain partners complement the tremendous engagement of the thousands of fishers who are catching seafood in a way that does not harm fish stocks or marine habitats and species.

We must not forget, though, that there are hundreds of thousands of other fishers, and hundreds of millions of seafood consumers, who have little or no knowledge of the MSC. For the many people living in coastal regions in the developing world, fish is vital for food security – and will be coming under ever greater pressure from the impacts of climate change. It is vital that we engage with small-scale fisheries in the developing world, and we are increasingly involved in finding ways to work with fisheries in transition to sustainability.

I am confident that we can effectively increase our impact in these areas, due in no small part to the many talented and dedicated people who offer their expertise to help us make the right decisions.



On behalf of the MSC Board, I would like to express our admiration and gratitude to all the members of the Stakeholder Council and the Technical Advisory Board, who contribute so much to the effective running of the organisation. Thanks, too, to all who work at MSC – from the management who provide such strong leadership, to those who work so hard at every step of the journey from ocean to plate.

A handwritten signature in black ink, appearing to read 'Werner Kiene'.

**Werner Kiene,**  
Chair of MSC Board of Trustees

## The MSC Board of Trustees 2015-16

The MSC Board of Trustees is the MSC's governing body. With advice from the Technical Advisory Board and Stakeholder Council, they set the strategic direction of the MSC, monitor progress and ensure the MSC meets its objectives.

Dr Werner Kiene – Chair

Mr Jeff Davis – Chair of MSC I

Dr Chris Zimmermann – Chair of the Technical Advisory Board

Mr Peter Trott – Stakeholder Council Co-Chair

Ms Christine Penney – Stakeholder Council Co-Chair

Ms Monique Barbut

Ms Lynne Hale

Mr Ichiro Nomura

Mr David Mureithi

Mr Eric Barratt

Mr Jean-Jacques Maguire

Mr Paul Uys – joined in Aug 2015

Mr Felix Ratheb – joined in Dec 2015

Mr Jim Leape – joined in Dec 2015

### **Thank you to departing trustees:**

Mr Hervé Gomichon, Ms Judith Batchelar, Mr Leiv Grønnevet, Dr Luis Bourillón, Mr Stephen Groff, Mr Bill Rylance

### **Welcome to our new board members:**

Mr Paul Uys, Mr Felix Ratheb, Mr Jim Leape

## The Technical Advisory Board 2015-16

The Technical Advisory Board advises the MSC Board of Trustees on technical and scientific matters relating to the MSC Standards, including developing methodologies for certification and accreditation and reviewing the progress of fisheries certifications.

Dr Christopher Zimmermann (Germany) – Chair

Dr Keith Sainsbury (Australia)

Dr Tony Smith (Australia)

Mr Adam Swan (UK)

Ms Lucia Mayer Massaroth (Germany)

Mr Stephen Parry (UK)

Dr Tim Essington (USA)

Dr Victor Restrepo (USA)

Mr Alex Olsen (Denmark)

Dr K Sunil Mohamed (India)

Dr Simon Jennings (UK)

Dr Juan Carlos Seijo (Mexico)

Ms Edith Lam (Australia)

Ms Michèle Stark (Switzerland)

### **Thank you to departing members:**

Dr Amadou Tall (Côte d'Ivoire)

### **Welcome to our new members:**

Ms Edith Lam and Ms Michèle Stark

## The MSC Stakeholder Council 2015-16

The Stakeholder Council provides the MSC Board with advice, guidance and recommendations about the operations of the MSC from a variety of perspectives, locations and interests. Members are divided into two categories: public interest and commercial/socio-economic.

### Public interest category:

Mr Peter Trott, Co-Chair – FishListic  
Prof Eyiunmi Falaye – University of Ibadan, Nigeria

Ms Nancy Gitonga – FishAfrica, Kenya

Dr Martin Hall – Inter-American Tropical Tuna Commission

Mr Eddie Hegerl – Marine Ecosystem Policy Advisors P/L, Australia

Dr Patricia Majluf – Oceana, Peru

Dr Dierk Peters – WWF / Unilever

Mr Alfred Schumm – WWF

Dr Yorgos Stratoudakis – IPIMAR, Portugal

Dr Abdul Ghofar – University of Diponegoro, Indonesia

Dr Alasdair Harris – Blue Ventures, Madagascar

Ms Meghan Jeans – New England Aquarium, US

Mr Rory Crawford – Birdlife International/RSPB, UK

Dr Patrick McConney – University of West Indies, Barbados

Prof Yvonne Sadovy – University of Hong Kong, Hong Kong

Dr Gaku Ishimura – Iwate University, Japan

Ms Jennifer Kemmerly – Monterey Bay Aquarium, US

Mr Moises Mug – Fish for the Next Generation/Costa Rican Sport Fishing Foundation, Costa Rica

Dr Marco Quesada – Conservation International, Costa Rica

Dr Frédéric le Manach – Bloom Association, France

### Commercial and socio-economic category:

Ms Christine Penney Co-Chair – Clearwater Seafoods, Canada

Ms Christina Burrige – BC Seafood Alliance, Canada

Mr Jim Gilmore – At-sea Processors Association, US

Dr John Goodlad – Shetland Catch

Ms Annie Jarrett – Pro-Fish Pty Ltd, Australia and Australian fishing industry

Mr Jens Peter Klausen – J.P. Klausen & Co. A/S, Denmark

Mr Guy Leyland – Western Australia Fishing Industry Council Inc

Mr Mike Mitchell – Youngs Bluecrest, UK

Mr Simon Rilatt – Espersen

Ms Libby Woodhatch – Seafood Scotland, UK

Mr Eduardo Gonzalez-Lemmi – San Arawa

Mr Ivan Lopez – Pesquera Ancora SL, Spain

Mr George Clement – Deepwater Group, New Zealand

Ms Stefanie Moreland – Trident Seafoods, US

Mr Johann Augustyn – South African Deep Sea Trawling Industry Association, South Africa

Mr Jonathan Jacobsen – Danish Fishermen's Association, Denmark

### Thank you to our departing Council members:

Dr Luis Bourillón, Mr Guillermo Cañete, Mr Peter Dill, Mr David Graham, Mr Morten Jensen, Mr Niels Wichmann, Ms Margaret Wittenberg, Mr John van Amerongen

### Welcome to our new members:

Ms Jennifer Kemmerly, Mr Moises Mug, Dr Marco Quesada, Dr Frédéric le Manach, Mr George Clement, Ms Stefanie Moreland, Mr Johann Augustyn, Mr Jonathan Jacobsen

## The Marine Stewardship Council International Board

The Marine Stewardship Council International (MSCI) Board provides oversight of the MSC's ecolabel licensing and fee structure.

Mr Jeff Davis – MSCI Chair

Dr Werner Kiene – Board of Trustees Chair

Mr Rupert Howes – MSC Chief Executive

### Thank you to our departing board member:

Mr Bill Rylance

### In memoriam: Richard Bradley



Richard Bradley, a member of the MSC Technical Advisory Board, sadly passed away in November 2015. Richard joined the Technical Advisory Board in May 2008 and contributed hugely to the development of the MSC program. His knowledge of certification, auditing and supply chain systems was unparalleled, and we will miss him both personally and professionally.

## Thanks to all MSC staff

Finally, thank you to all our staff who work tirelessly in 18 offices around the world to bring the MSC's vision to life.



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## Share with friends and colleagues

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## Please consider the environment before printing

All data in this report is correct as of 31 March 2016, unless otherwise stated.  
The reporting year is 1 April 2015 to 31 March 2016.

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## Find out more:

[info@msc.org](mailto:info@msc.org)

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