



20 YEARS  
OF THE  
MSC

# The MSC at 20. Wild. Certified. Sustainable.

Annual Report 2016 – 17

WE'VE BEEN HELPING KEEP OUR  
OCEANS WILD FOR **20** YEARS

BECAUSE WILD IS IMPORTANT. WILD IS EXCITING.

HELPING TO KEEP OUR OCEANS HEALTHY  
AND TEEMING WITH LIFE IS A BIG JOB.

**TOGETHER** WE'VE BEEN  
ENSURING...

OUR OCEANS AND SEAFOOD LOVERS  
ARE THRIVING AND ARE CONTENT ♡

THANKS TO THE FISHERS, RESTAURANTS, PROCESSORS,  
BRANDS, SUPERMARKETS AND EVERYONE WHO LOVES

**WILD, TRACEABLE, SUSTAINABLE**  
SEAFOOD. FOR TODAY AND FUTURE GENERATIONS.

SO HERE'S TO YOU  
AND TO ANOTHER  
**20** YEARS AND BEYOND.

**THANKS**

FOR CHOOSING MSC. 

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# A message from our Chief Executive



I have great pleasure in introducing the MSC's 20th anniversary Annual Report. It is hard to believe that two decades have gone by since the MSC was created by its two founders, WWF and Unilever, back in 1997.

It really has been quite an incredible journey. We have worked through the challenges of launching a new idea and turning it into a viable mechanism to catalyse change. We have seen the development and periodic refinement of a rigorous and widely accepted science-based standard for environmentally responsible and sustainable fishing. From the support of those early pioneer fisheries and seafood businesses who engaged with a new and untested program, trust and credibility have grown. The MSC program has evolved into a proven concept.

Sustainable fisheries are being rewarded for their good stewardship of our ocean resources, consumers are increasingly able to make sustainable seafood choices and the way our oceans are fished is changing for the better.

None of this would have been possible without the commitment and leadership of our partners, the generosity and support of our funders and the determination and hard work of our staff and governance bodies. Today more than 400 fisheries around the world, landing nearly 12 million tonnes of seafood annually, are engaged in the MSC

program. They represent nearly 14% of the global wild marine catch. The market for certified sustainable and fully traceable seafood is worth close to US\$6 billion annually with 25,000 individual labelled products available in over 100 countries around the world.

Most importantly, the evidence base that a credible market-based program can and is driving real and lasting change is also growing. Over 1,000 improvements have been documented and reported in the MSC's Global Impacts Reports. These improvements have included more stable biomass in certified fisheries, reduced bycatch of unwanted species and other impacts on marine ecosystems, and improved management through better scientific understanding.

However, while there is much to celebrate there is also so much more to do. Our oceans are under enormous pressure. At a time when the world needs more protein to feed an expanding population and for marine ecosystems to remain resilient, they are under increasing threat from the impacts of climate change, acidification and pollution. We only have a limited window to avoid irreversible damage and catastrophe.

Encouragingly, the health of our oceans has risen on the global agenda, not least in the Sustainable Development Goals. Goal 14 aims to "conserve and sustainably use the oceans, seas and marine resources", including an ambitious

target to regulate harvesting, end overfishing and IUU fishing, and restore fish stocks as fast as possible. The time frame – to achieve all this by 2020 – is singularly ambitious.

While there is no silver bullet, we know that credible market-based programs like the MSC can provide part of the solution, and I passionately believe we have an important part to play. To reflect the scale and urgency of the challenge, the MSC has set its own ambitious goals: to have 20% of the global wild fish catch engaged in the MSC program by 2020, and at least a third by 2030.

That will be an incredible achievement, but we cannot afford to aim for anything less. The last 20 years have shown us what we can accomplish when a diverse range of partners come together to work toward shared goals.

I would like to thank everyone who has contributed to the successes achieved through the MSC over the last 20 years – and I hope that the stories contained here will inspire you to achieve even more.

**Rupert Howes, Chief Executive**

# A message from our Chair



Helgi Thor Haraldsson and his brother on board the Von, part of the MSC certified Icelandic cod fishery.  
© James Morgan / MSC



Over the first 20 years of the MSC, we have seen a growing understanding of the crucial need to conserve our oceans. Today we see the hope that people

place in organisations like the MSC to do something practical towards improving the health of the oceans and securing the food supplies, livelihoods and economic opportunities they provide.

The MSC can be very proud of the contribution it has made over the years. There has been significant progress in terms of quantity – in the number of certified fisheries, the volume of certified catch, the number of products bearing the MSC label – but also in terms of quality, as the MSC Standard has been strengthened to take account of advances in marine science and fisheries management. We have seen fisheries make significant improvements in their capacity and ability to manage not only their target species, but also the marine ecosystems of which they are part.

As well as being our 20th anniversary, 2017 marks the beginning of our latest Strategic Plan, which sets our direction of travel for the next three years and beyond. The MSC Board has been closely involved in setting this strategy, drawing on the expertise of our Board members, our Technical Advisory Board as well as our Stakeholder Council – between them comprising representatives from fisheries and industry, conservation, and science. Their depth of knowledge and experience of the realities of life on the water give us confidence that we are moving in the right direction.

As the MSC has grown as an organisation, so has our ability and our responsibility to contribute to global efforts on ocean sustainability. Our strategy includes an ambitious goal to bring 20% of all marine catch into the MSC program by 2020 – but we must not neglect the other 80%. We know how successful our market-based solutions can be in regions where fisheries governance is strong and where market awareness of sustainability is high. The challenge now is to strengthen fisheries management in regions where this policy environment is weaker – particularly in the Global South – and to build market demand in regions that are just beginning to show an interest in sustainable seafood. To enable this, in recent years, we have added more diversity and geographic balance to our Board, bringing in representatives from Africa and the Pacific and others with experience from developing countries – though we recognise the need to go further to reflect our increasingly diverse clientele.

I would like to take the opportunity to thank all the Board, Technical Advisory Board and Stakeholder Council representatives past and present, as well as the MSC management and staff, who have contributed so much to the organisation's successes over the last 20 years. And I am confident that, in the next 20, we can look forward to even greater achievements.

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

# The MSC at 20. Wild. Certified. Sustainable.

20 YEARS  
OF THE  
MSC

## 20 years ago...

... oceans which had once seemed inexhaustible were showing the strain. Decades of overfishing had taken their toll, and regulations and guidelines designed to protect fish stocks

and the ocean environment weren't doing enough to turn things around. Fisheries that provided food and jobs for hundreds of millions of people were heading towards collapse.

Growing concern prompted two partners from very different walks of life to take action. Conservation organisation WWF and consumer goods giant Unilever, then owner of the Birds Eye and Iglo brands, came together with a shared objective: to ensure the long-term viability of global fish populations and the health of the marine ecosystems on which they depend. Their solution: a market-led mechanism that would provide economic incentives

for sustainable fishing. Businesses and consumers would be able to choose seafood from fisheries independently certified as sustainable, giving other fisheries an incentive to improve their practices.

On 17 February 1997, the Marine Stewardship Council was formally registered as an independent not-for-profit organisation. The creation of the MSC gave direction and momentum to the sustainable seafood movement, and spurred action by a wide range of partners. Since then, marine scientists, NGOs and industry have worked together to agree a set of principles for sustainable fishing, which reflect guidelines developed by the Food and Agriculture Organization of the United Nations. Fisheries large and small have sought MSC certification in ever-growing numbers, leading to hundreds of improvements on the water. Retailers, brands and businesses throughout the supply chain have made ambitious market commitments. Consumers increasingly seek out products bearing the MSC label, knowing it means seafood that is wild and sustainable.

## Today...

... over 12% of the world's marine wild-caught seafood is MSC certified. Some 300 fisheries in 34 countries have been independently assessed to be fishing sustainably, and have made hundreds of improvements in order to achieve and maintain certification – contributing to more abundant and stable fish stocks, minimising bycatch and impacts on habitats, improving scientific knowledge and strengthening management. More than 3,700 certified supply chain businesses across 42,000 sites ensure their products can be traced every step of the way from ocean to plate. The blue MSC label is the world's most recognised and respected badge for sustainable wild-caught seafood: it's found on close to 25,000 products in over 100 countries.

## In the years ahead...

... we'll step up efforts to conserve our oceans, support more fisheries to achieve and maintain certification, and secure seafood supplies for this and future generations. Despite the huge progress over

the last 20 years, we still face significant challenges - not least in the Global South, where fishing is so vital to food security and people's livelihoods.

We're determined to remain a leading catalyst for improved fisheries management, contributing to the sustainable use of our oceans and supporting resilience, food security and livelihoods well into the future. Our new Integrated Strategic Plan sets out how we plan to make this happen over the next 20 years.

We'll significantly increase the scale of our engagement with fisheries, focusing on species and ecosystems that are currently under-represented in the MSC program – particularly in the Global South. As the proportion of certified fisheries expands, we'll make sure MSC certification remains credible and continues to reflect current globally accepted best practice, while introducing new tools and systems to make the process more efficient and user-friendly.

## Vision, 2030 aspiration and 2020 goal:

We'll deepen our engagement with key commercial partners and build demand for sustainable seafood in markets that offer the biggest incentives to drive change on the water – notably in Europe, the US, China and Japan. And we'll build public awareness and support for sustainable seafood through consumer-facing campaigns, while deepening our involvement in science and research to demonstrate the impact of MSC certification.

We've grown significantly over the last 20 years, from a handful of employees in London to an international organisation active in every continent. As we continue to evolve, we need to remain open, transparent, efficient and effective.

The last 20 years have shown us that the MSC approach works. We look forward to working with our partners and supporters to scale up our collective impact in the years to come, so that the world's oceans are teeming with life, and seafood supplies safeguarded for this and future generations.

### Vision

For the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations

### 2030 aspiration

More than a third of global marine catch certified or engaged by 2030. MSC is a leading catalyst for improved fisheries management and market transformation, contributing to the sustainable use of our oceans, supporting resilience, food security and livelihoods

### 2020 goal

20% of global marine catch comes from MSC certified or engaged fisheries, supporting productivity and resilience in globally important marine ecosystems

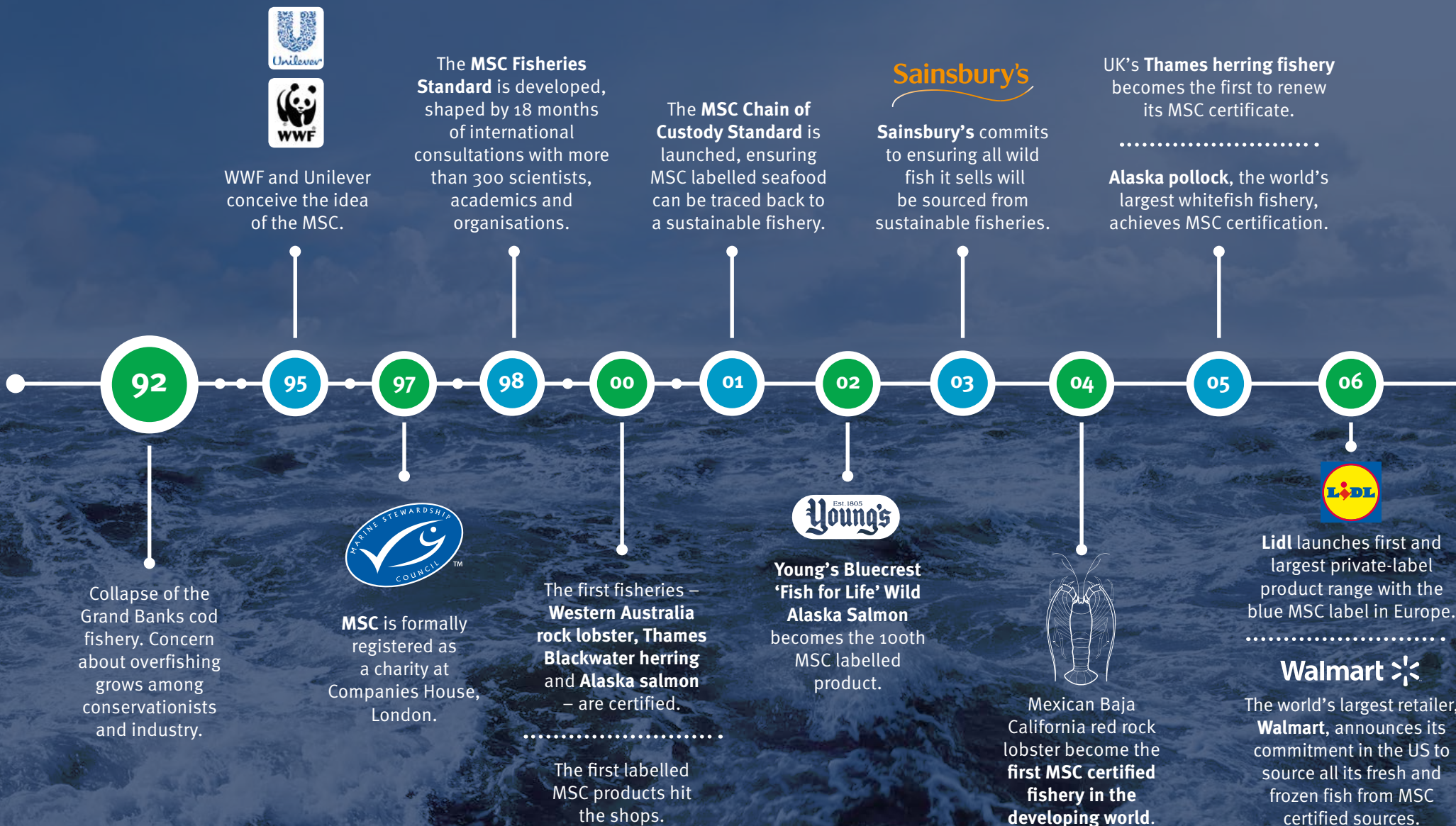
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The way in which we fish and consume seafood is increasingly determining the health, richness and productivity of the oceans. Over the last two decades, the MSC has pioneered new thinking and has led important reform in fisheries around the world, while also raising consumers' awareness and driving their purchasing decisions towards sustainability. As the world's leading seafood certification scheme, the MSC can draw on the experience of the last two decades, striving for continued improvement in the standard and increased coverage of the global market. This is what the ocean needs in the next two decades if we want to preserve its health, immense benefits and the crucial services it provides to the planet and our society.

Marco Lambertini, Director General, WWF International

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# 20 years of the MSC





# 20 YEARS OF THE MSC

**Dutch retailers** announce that from 2011, all wild-caught seafood at every food retail chain in the Netherlands will come from MSC certified fisheries.

Japanese retailer **Aeon** launches the 1,000th MSC labelled product.



**McDonald's** announces it will serve MSC certified fish in all its restaurants across Europe – its US and Canadian operations follow in 2013 and 2014.

The blue MSC label appears on **Iglo's** entire cod and haddock fishfinger range.

The first **MSC Global Impacts Report** is published showing 400 action plans have been delivered by certified fisheries.

China's first MSC certified fishery is the **Zonoco scallop fishery** in Zhangzidao.



**IKEA** commits to only sell certified sustainable seafood to its 650 million visitors in 49 markets.

The **MSC** becomes the first global seafood certification to achieve GSSI recognition for credibility and rigour.

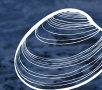


**100 fisheries** are now MSC certified or in assessment.

The Vietnamese **Ben Tre clam fishery** is the first in Southeast Asia to receive MSC certification.

The **Western Australian government** announces a AUD\$14.5 million fund for MSC assessment.

**Icelandic cod** achieves MSC certification, setting the way for other Icelandic fisheries to enter the program.



The **Ashtamudi clam fishery** becomes the first MSC certified fishery in India.

The MSC updates its Fisheries and Chain of Custody Standards to ensure they reflect latest best practice.

**55%** of all wild-caught cod, haddock and hake is MSC certified.

The number of products with the blue MSC label reaches **20,000**.

MSC certified fisheries have delivered more than **1,200 improvements**.

# MSC and the Sustainable Development Goals

Ocean conservation is recognised as an international priority in the United Nations Sustainable Development Goals (SDGs) – a set of 17 goals agreed by 193 countries that set the agenda for governments, business and development agencies between now and 2030.

The SDGs include a standalone goal (SDG14) to conserve and sustainably use the oceans, seas and marine resources for sustainable development. This encompasses an ambitious target to end overfishing and illegal, unregulated and unreported (IUU) fishing, transform fisheries management and rebuild stocks by 2020.

The MSC has a crucial contribution to make by demonstrating what this looks like in practice,

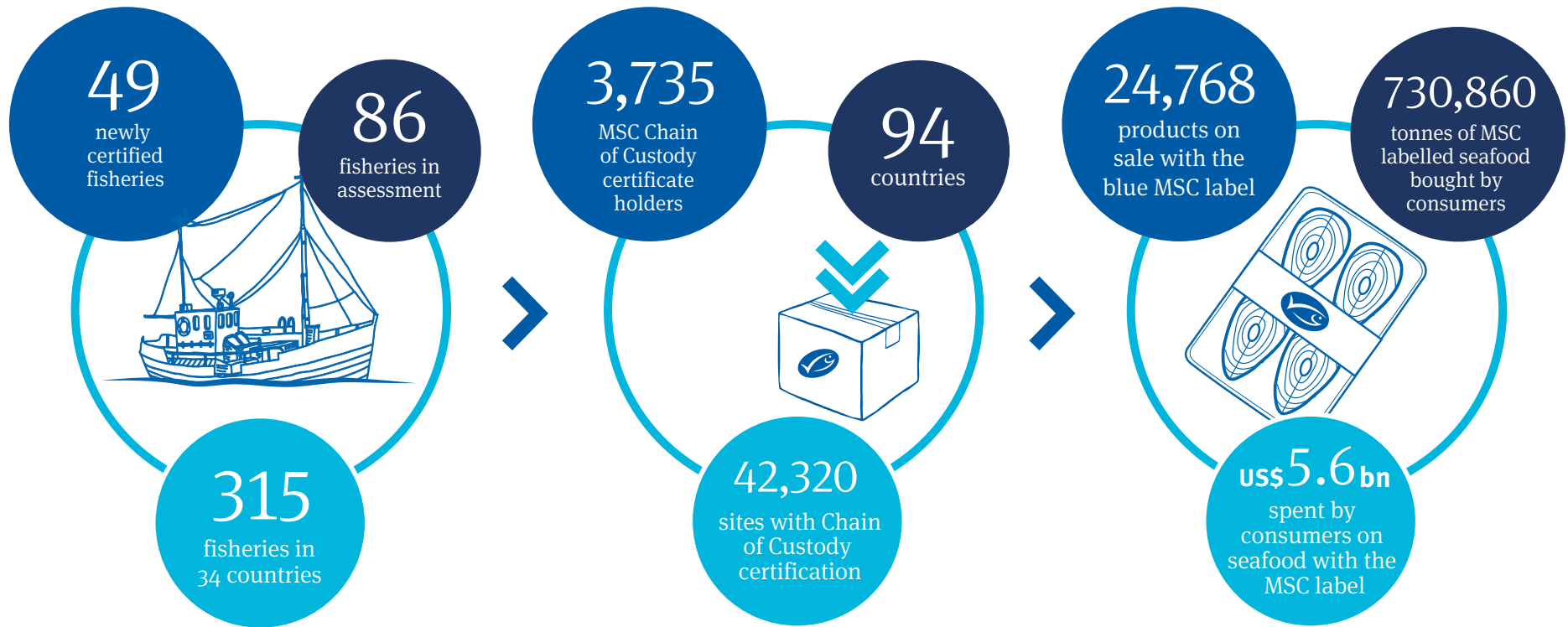
providing practical tools to strengthen fisheries management and indicators to measure progress. We're working with governments, NGOs, scientists and businesses from around the world to plan how SDG14 can be put into practice, participating in events including the 2017 UN Ocean Conference.

Other goals and targets are also highly relevant to the MSC's work. Sustainable fishing is vital to food security (SDG2) and to providing decent work and economic growth (SDG8). By linking seafood lovers with fisheries and supply chain businesses, the MSC also plays an important role in promoting sustainable consumption and production (SDG12), as well as in strengthening global partnerships for sustainable development (SDG17).



# At a glance 2016-17

From sustainable fishers...



...to seafood lovers

# Setting the standard

## 20 years ago...

... there was a growing understanding of sustainable fisheries management, but its application was inconsistent and difficult to measure. In 1995, the UN FAO had developed a Code of Conduct for Responsible Fishing, which represented the first global consensus on best practice. Although most countries had signed up to the voluntary Code, it was difficult to track how its recommendations were being applied on the water.

Following the foundation of the MSC, meetings were held around the world where scientists, activists, industry representatives and policy makers discussed how to apply fisheries science, management principles and policy agreements in practice. In December 1997, at Airlie House in Warrenton, Virginia, stakeholders agreed a set of principles and criteria for sustainable fishing. These would become the basis for the MSC Fisheries Standard, which would come to define sustainable seafood for the next two decades. At its heart are three principles:

- Sustainable fish stocks – fishing activity must be at a level which ensures it can continue indefinitely

- Minimising environmental impact – fishing operations must be managed to maintain the productivity, function and diversity of the ecosystem
- Effective management – the fishery must comply with relevant laws and have a management system that is responsive to changing circumstances.

While these principles remain unchanged, the Standard has been updated and refined in the years since, with input from a wide range of stakeholders. This reflects an evolution in scientific understanding and best practice in fisheries management – particularly around the importance of managing fisheries not just as isolated stocks but as part of the whole marine ecosystem.

Fisheries are assessed to the Standard by independent certification bodies in a comprehensive and transparent process, where all interested parties have the opportunity to comment. Some fisheries are obliged to make specific improvements within a set timeframe in order to maintain their certification – and there are annual audits to make sure they do.

A crucial complement to the MSC Fisheries Standard is the MSC Chain of Custody Standard. For any seafood to be sold with the blue MSC label, every trader, processor and retailer that handles it along the way has to have an MSC Chain of Custody certificate demonstrating that it has effective tracking systems in place. This prevents sustainable seafood from being mixed or swapped with other products, meaning consumers can be confident that the fish on their plate can be traced right back to a certified sustainable source.

## Today...

... the MSC is determined to remain rigorous, robust and relevant as the world's most credible standard in sustainable seafood certification, evolving with and reflecting international best practice. So we were proud when, in March 2017, we became the first international seafood certification scheme to be recognised by the Global Sustainable Seafood Initiative (GSSI).

A coalition of environmental NGOs, global businesses, independent experts, government and intergovernmental organisations, the GSSI has developed a benchmarking tool for seafood certification schemes, based on UN FAO guidelines. It looks at a scheme's governance, operational

management, supply chain traceability and auditing, as well as a wide range of other relevant issues including deep-sea fishing, vulnerable marine ecosystems and data collection to demonstrate impact.

According to GSSI Programme Director Herman Wisse, "The MSC's successful completion of the GSSI Benchmark Process marks a milestone in ensuring confidence in seafood certification."

The MSC is also the only wild seafood certification program to be a full member of ISEAL, the international alliance for social and environmental standards schemes. As ISEAL members, we have to comply with their highly regarded codes for standard setting, assurance and impact monitoring.

In an independent survey of 90 consumer eco-labels in the Netherlands last year, we were one of 11 labels to receive the top ranking, based on transparency and reliability.

MSC staff are regularly involved in scientific research, helping to advance understanding on the sustainable management of our oceans. This year, they contributed to peer-reviewed journal articles covering topics including IUU fishing in the Antarctic<sup>1</sup>,

potential fisheries production of large marine ecosystems<sup>2</sup>, new models for improving population estimates<sup>3</sup>, the value of the MSC's objections procedure<sup>4</sup>, and links between stewardship and sustainability goals in South Africa<sup>5</sup>.

### In the years ahead...

... the MSC is determined to maintain its position as the international leader in sustainable seafood certification. We're committed to periodically reviewing, and revising as necessary, our Fisheries and Chain of Custody Standards. This will include introducing new risk-based requirements to provide greater assurance that certified fisheries and supply chain businesses are free of unacceptable labour practices.

Meeting the MSC Standard isn't easy – and that's as it should be. But we do want to encourage fisheries that are committed to meeting it, and are making improvements in order to do so. We're developing an "in transition to MSC" program that will offer fisheries technical and financial support as they progress towards MSC certification. We'll also be looking at new approaches for assessing mixed species fisheries, and those where data is limited – especially small-scale fisheries and those in the developing world.

At the same time, we'll be reviewing our audit and assessment processes to make sure they are as efficient and robust as possible. That will include developing new digital auditing tools, and improving quality control by establishing a formal peer review college of independent scientists to review fishery assessment reports.

The MSC is also working with the Aquaculture Stewardship Council (ASC) to develop a joint standard for seaweed, to be released in October 2017. Some 25 million tonnes of seaweed with an estimated value of US\$5.65 billion are harvested annually, and demand is increasing. Seaweed plays an important role in marine ecosystems; our joint standard aims to reward responsible harvesting and culture, and set a benchmark for improvement.

<sup>1</sup> Longo, C. et al 2017. Using the Ocean Health Index to identify opportunities and challenges to improving Southern Ocean ecosystem health. *Frontiers in Marine Science*, 4:20.

<sup>2</sup> Fogarty, M.J., et al 2016. Fishery production potential of large marine ecosystems: A prototype analysis. *Environmental Development*, 17(1): 211-219.

<sup>3</sup> Anderson, S.C., et al 2017. Improving estimates of population status and trend with superensemble models. *Fish and Fisheries*, 18(4): 732-741.

<sup>4</sup> Brown, S., et al 2016. On the road to fisheries certification: The value of the Objections Procedure in achieving the MSC sustainability standard. *Fisheries Research*, 182: 136-148.

<sup>5</sup> Barendse, J., et al 2016. A broader view of stewardship to achieve conservation and sustainability goals in South Africa. *South African Journal of Science*, 112:5-6.

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Fourteen years of data from northern Europe shows that MSC certified fisheries now target more abundant fish stocks at a more sustainable fishing rate than they did before certification. By 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.

Dr David Agnew, MSC Science and Standards Director

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# Global impacts



New research project to survey benthic habitats in Greenland. © ZSL

To make sure the MSC really drives positive change in the oceans, we regularly monitor and report on our impact. Since 2011, we've published an annual Global Impacts Report, showing the improvements that certified fisheries have made.

Globally, 31.4% of fish stocks are considered overfished – though this is likely to be a considerable underestimate as many more have not been formally assessed. But data presented in our Global Impacts Report 2017 shows that those targeted by MSC certified fisheries are being maintained at sustainable levels – which isn't always the case for non-certified stocks in the same region. In many cases the biomass has increased in the years following MSC certification.

Some 94% of MSC certified fisheries have been required to make at least one improvement in order to maintain certification. Since 2000, certified fisheries have made 1,238 improvements to strengthen or better monitor the

sustainability of their practices. These include changes in fishing gear to reduce bycatch, closing certain areas off to fishing, improvements in monitoring and stronger management measures.

Conditions of certification have also led to new research projects, which have helped to advance marine conservation and fisheries science. For example, when the Greenland cold water prawn fishery first entered MSC assessment in 2008, little was known about the seabed habitats where the fishery operated. Sustainable Fisheries Greenland (SFG) approached the Zoological Society of London (ZSL) to study and map these benthic habitats. By lowering cameras off the side of the survey vessel used to conduct the fishery's annual stock assessments, they captured high-resolution images down to depths of hundreds of metres.

The research, which has so far led to the publication of three scientific papers, revealed new information about these

habitats and the hundreds of organisms living in them. In response, SFG began trialling innovative bycatch mitigation measures, and has worked to designate a marine protected area that will safeguard important coral and sponge species. Since achieving MSC certification in 2013, SFG has continued its partnership with ZSL, and is funding a PhD project to identify possible vulnerable marine ecosystems.

“Although the skippers were initially sceptical about the work of the scientists, extensive collaboration between the two parties has seen that attitude change,” says Peder Munk Pedersen from Sustainable Fisheries Greenland. “Now, our skippers compete with one another to provide the scientists with information about any new or interesting findings. Along with the certification itself, this has been a very valuable side-benefit of the MSC assessment process.”

“

Over the past few years, we have implemented a number of strategies to minimise the environmental impacts of our fishery. MSC certification provided independent recognition of these efforts and helped us to identify ways in which we can improve our bycatch monitoring and mitigation efforts further still.

Mike Park, Chief Executive, Scottish White Fish Producers Association Limited

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Some  
**94%**

of MSC certified fisheries have been required to make at least one improvement in order to maintain certification

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The way that MSC certification works around a principle of continuous improvement is for me what makes it so special versus other certification schemes that may be yes/no tick boxes. What MSC does is provide meaningful data that gives you a point of reference to improve on.

Judith Batchelar, Director of Sainsbury's Brand

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# On the water

## 20 years ago...

... there was no internationally recognised means for a fishery to show that it was operating sustainably. MSC certification filled that gap, providing market recognition for fisheries that were making efforts to conserve fish stocks and the marine environment.

For even the best-performing fisheries, MSC certification requires a significant effort. An already heavily regulated industry needed to be persuaded that this new voluntary scheme was worth their while. MSC staff met with fisheries organisations, governments, research organisations and environmental groups to drum up support.

In March 2000, the first two fisheries successfully completed their assessment to achieve MSC certification: Western Australia rock lobster and Thames herring. The iconic Alaska salmon fishery followed later that year.

Progress was slow but steady. In 2001, New Zealand hoki became the first large-scale whitefish fishery to become certified. Mexico's Baja California red rock lobster became the first certified fishery in the

developing world in 2004, closely followed by South Africa's hake trawl fishery.

The certification the following year of the Alaskan pollock fishery – the world's largest whitefish fishery – was a watershed moment. It led to a significant increase in the supply of MSC certified seafood. As the quantity of products bearing the blue MSC label grew, more fisheries considered MSC certification.

## Today...

... over 12% of the wild fish caught from the world's oceans is MSC certified – a total of more than 9 million tonnes of seafood. More than 300 fisheries in 34 countries are certified to the MSC Fisheries Standard, with another 86 in assessment. Many have demonstrated their long-term commitment to sustainability by being successfully recertified after their initial five-year certificate – some more than once. These certified fisheries are operating in a way that ensures fish populations will remain healthy and productive for generations to come.

For a number of key species, MSC certification is becoming the norm: more

than 70% of the global wild catch of clawed lobster, cold water prawn and whitefish is certified or in assessment, along with more than 40% of flatfish and salmon. Several types of tuna, bivalve shellfish and small pelagic species are approaching the 20% mark. Our experience has shown that, once a critical mass of fisheries targeting a particular species or operating in a particular region becomes certified, momentum builds and others follow.

We're aware, though, that we haven't yet achieved our full potential to catalyse change in the oceans. While MSC certification has increased in temperate and high latitudes, there are relatively few certified fisheries in the tropics, and some important marine ecosystems contain no certified fisheries at all. The large majority of certified fisheries are in developed countries – but the need to improve fisheries management to support food and livelihood security in the developing world has never been greater.

## In the years ahead...

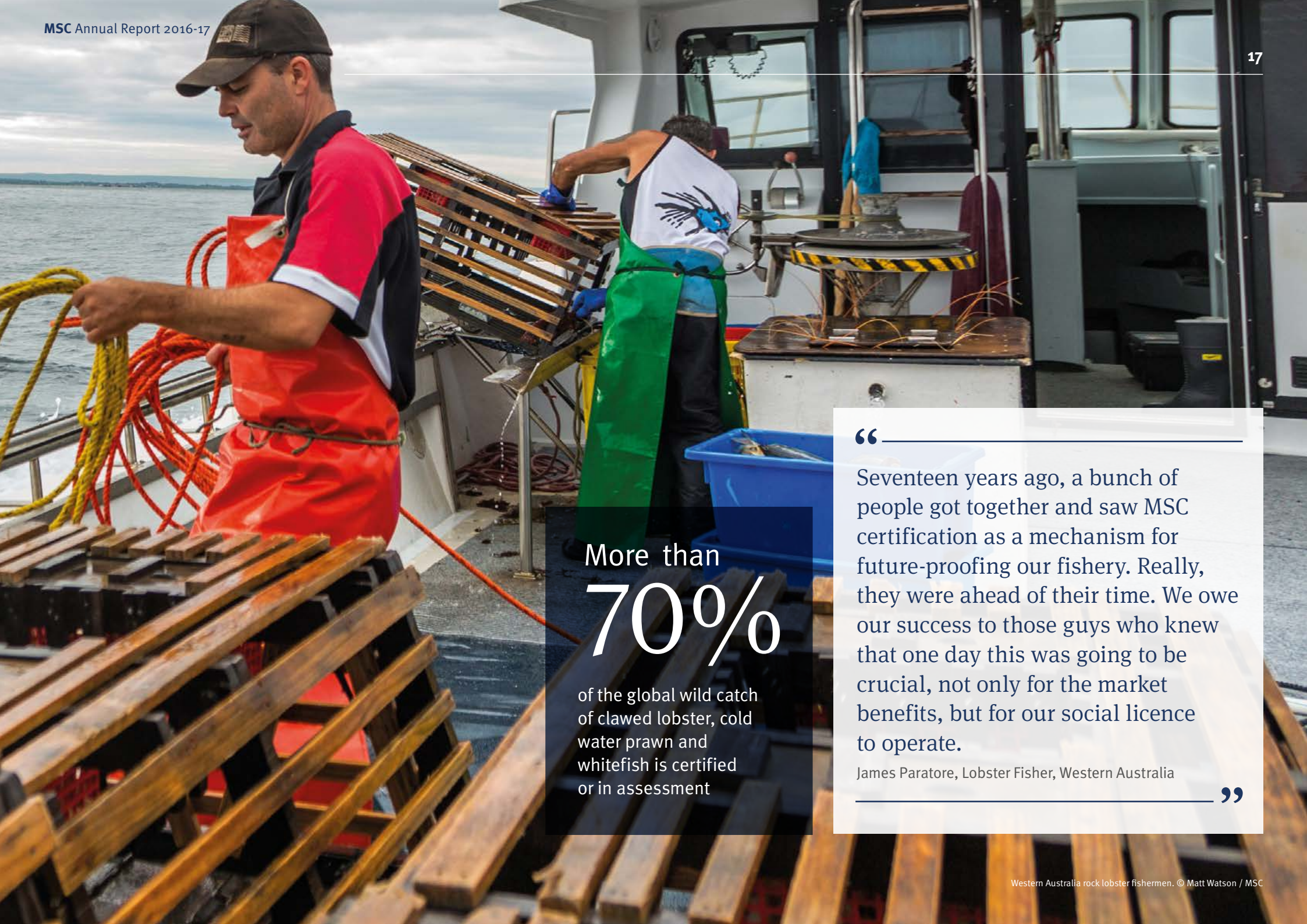
... we'll accelerate our work with fisheries to support them to achieve and maintain certification. To achieve our goal of having

20% of marine catch in the MSC program by 2020, we need to increase our outreach work with fisheries – particularly where our influence is currently limited. We'll work with fisheries in ocean areas (or "large marine ecosystems") that are under-represented in the MSC program to date, but where catch levels and threats to marine biodiversity are high. That will include a particular focus on fisheries in developing countries and emerging economies: while many of these will need to make significant improvements to achieve MSC certification, the potential environmental, social and economic benefits of doing so are huge.

We'll also focus on fisheries currently under-represented in the MSC program that play an important role in global or local ecosystems, economies and livelihoods. These include squid, octopus, crab, tuna, small pelagic species and seaweed.

Of course, we'll continue to be open to all regions and all species. And we'll continue to work with, add value to and celebrate fisheries that are already MSC certified and committed to continuous improvement.





More than  
**70%**

of the global wild catch of clawed lobster, cold water prawn and whitefish is certified or in assessment

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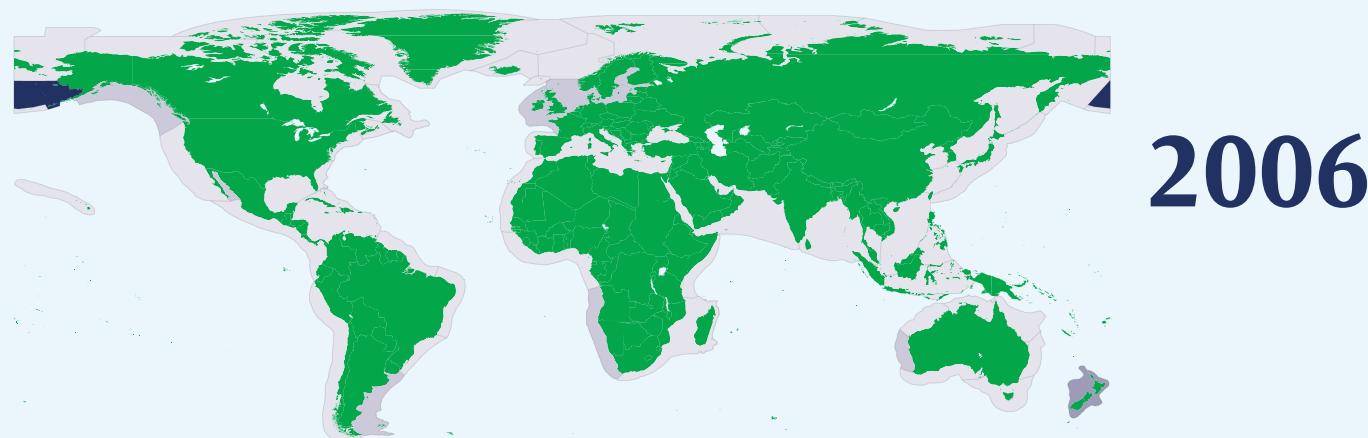
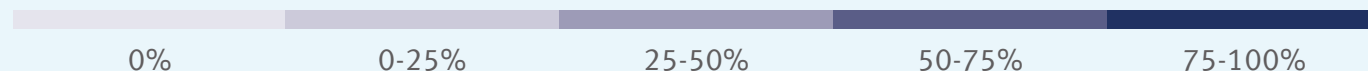
Seventeen years ago, a bunch of people got together and saw MSC certification as a mechanism for future-proofing our fishery. Really, they were ahead of their time. We owe our success to those guys who knew that one day this was going to be crucial, not only for the market benefits, but for our social licence to operate.

James Paratore, Lobster Fisher, Western Australia

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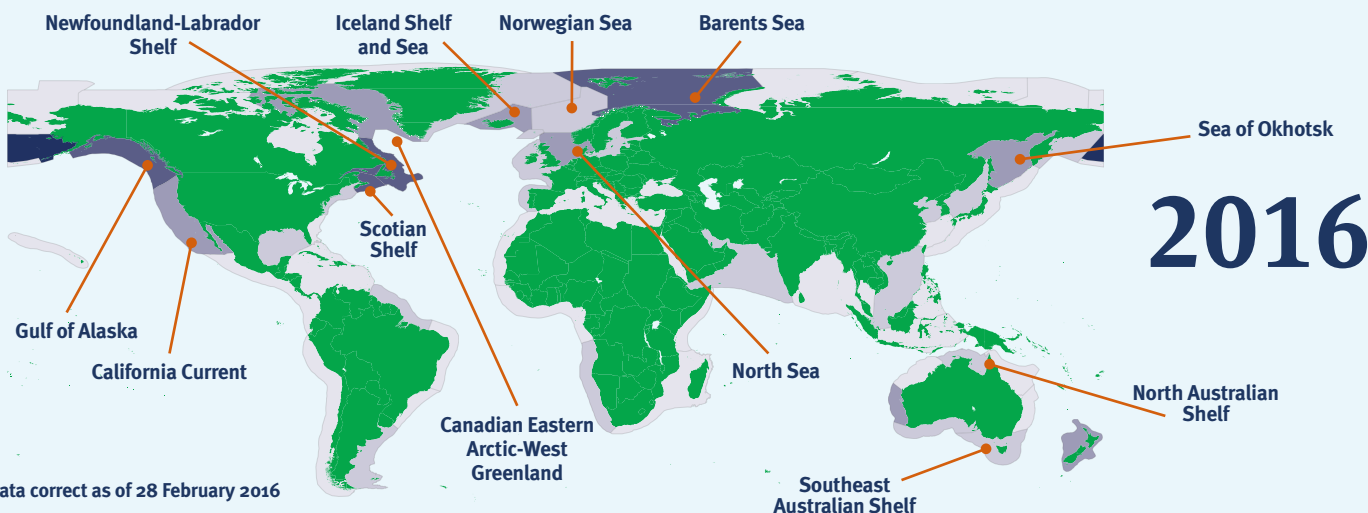
# Mapping sustainable fisheries

Proportion of large marine ecosystem (LME) catch that is MSC certified, 2006-2016



There are MSC certified fisheries in  
**33**  
of the 66 LMEs developed  
by NOAA

More than  
**20%**  
of catch is MSC certified  
in 15 LMEs

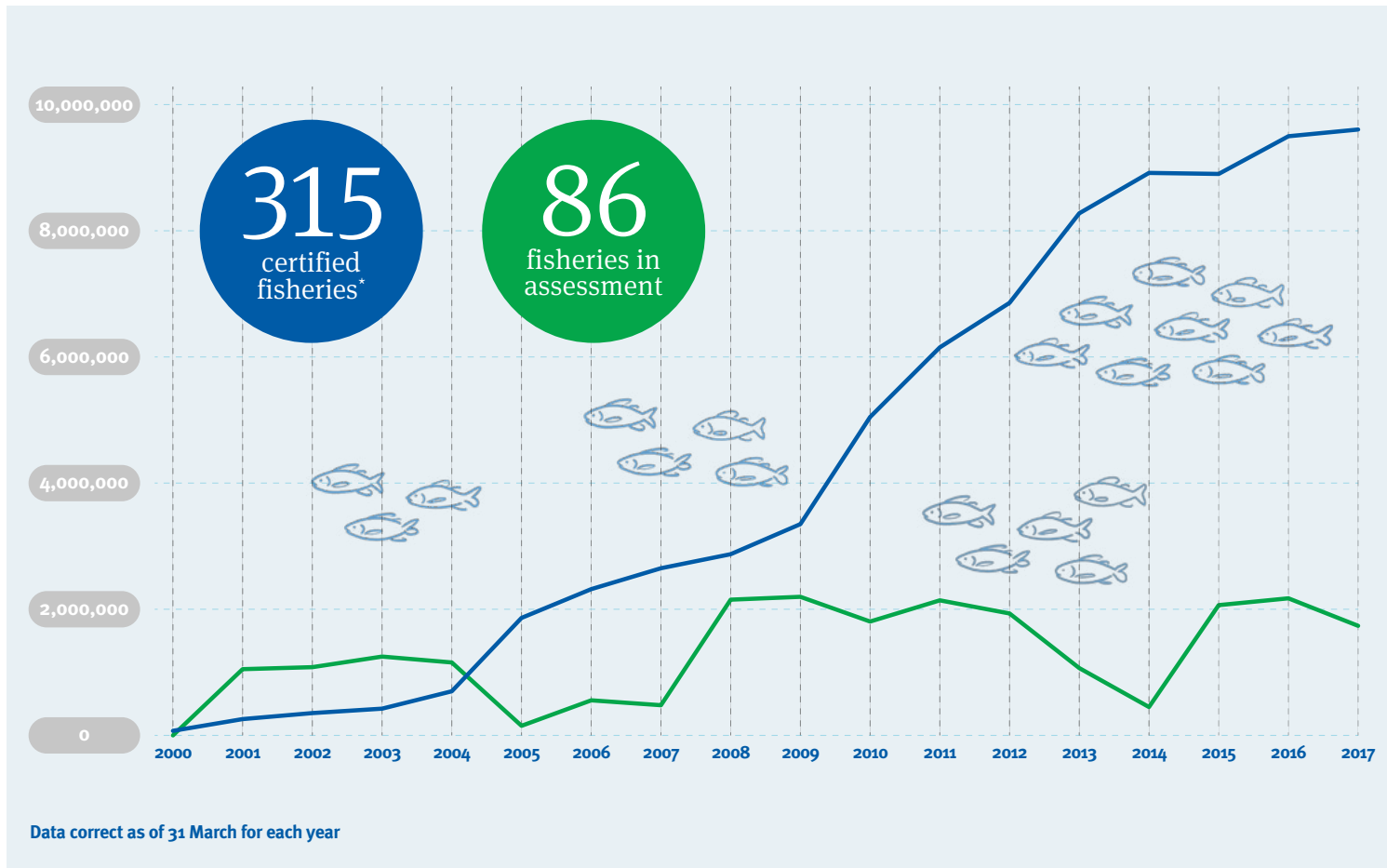


MSC certified catch increased  
**20%**  
or more in the 12 LMEs identified on  
the map between 2006-2016

Data correct as of 28 February 2016

# Growth in MSC certified catch 2016-17

Volume of MSC certified catch (tonnes)



**9.5 million**  
tonnes of MSC certified seafood

**12%**  
of global marine catch is MSC certified

**2%**  
of global marine catch is from fisheries in MSC assessment

**34**  
countries with MSC certified fisheries

\* Includes 17 fisheries for which MSC certification is currently suspended

# Widening the net

## Roughy ride to sustainability

Twenty years ago, the idea that New Zealand's orange roughy fisheries could be sustainable would have been treated with derision.

Overfishing during the 80s and 90s had led to a steep fall in population sizes of this long-lived bottom-dwelling fish.

Over the last two decades, the seafood industry and the New Zealand government have made deliberate moves to rebuild stocks of this highly prized, succulent fish. These range from new research and fibre-optic video feeds to enable scientists to better understand population dynamics, to major cuts in the allowable catch. Today New Zealand fisheries catch around 4% of the adult orange roughy population, or around 6,000-7,000 tonnes per year – compared to some 50,000 tonnes in the 1980s.

Robert Trumble of certification body MRAG Americas undertook the orange roughy assessment. "It was very gratifying to demonstrate that prior serious problems do not prevent a fishery from overcoming them," he explains. "We had the opportunity to explain to the world how one of the

most hated fisheries had made substantial improvements and that it has now been independently assessed to meet MSC's strict sustainability standard."

The New Zealand orange roughy fisheries certified in December 2016 represent more than 60% of the country's total orange roughy catch. The other orange roughy fisheries also have plans underway to meet the MSC Standard. Over 70% of New Zealand's total deepwater catch now receives market recognition for bearing the blue MSC label.

## Danish pelagics

Almost nine-tenths of Denmark's wild-fish catch is now MSC certified following the certification of a large fishery targeting small pelagic species – sandeel, sprat and Norway pout. These small species play a critical role in the marine food chain, and their populations can fluctuate significantly according to natural cycles. The fishery, managed between the Danish Fishermen Producers Organisation

(DFPO) and the Danish Pelagic Producers Organisation (DPPO), has put in place strict science-based measures to ensure harvest rates don't threaten the target species' stocks or the other fish, birds and mammals that depend on them.

The catch from the fishery is made into fishmeal and fish oil, which is used as feed for farmed salmon and trout. Its certification increases the total volume of MSC certified catch of small pelagic species used in fish feed by more than one-fifth. Demonstrating that feed comes from sustainable sources is one of the criteria for fish farms seeking ASC certification.

"With the current rapid global growth in aquaculture, it is paramount that its environmental footprint is sustainable," says Sofie Smedegaard Mathiesen, Sustainability Manager at DFPO. "By having our large reduction fisheries MSC certified, we contribute our part to this, and we raise the bar – not only for our colleagues in other reduction fisheries around the world, but also for the producers of land-based ingredients for aquaculture feeds."

## From tsunami to sashimi

Five years after the earthquake and tsunami devastated eastern Japan, a tuna fishery has become a symbol of recovery. Meiho Fishery Inc. was founded in the quake-hit city of Shiogama in the aftermath of the disaster – and now it's become only the third fishery in Japan to receive MSC certification.

Meiho uses selective pole-and-line fishing to catch around 3,000 tonnes of skipjack and albacore tuna. Tuna is a particularly important fish in the Japanese market – not only is it eaten in sashimi, but skipjack is also a crucial ingredient in soup stocks.

"My experience of the earthquake made me realise that delivering sustainable seafood to the market is inevitable for the future and this belief inspired me to start this sustainable fishery," says Meiho's CEO Kenji Matsunaga. "I'm delighted that our fishery is certified by the MSC, and its parent company Meiho Co. Ltd. has gained MSC Chain of Custody certification for all the seafood it processes from this fishery. My next agenda is to promote our sustainable skipjack and albacore tuna in the Japanese market."

49

new fisheries achieved MSC certification in the past year, and a further 86 are in full assessment

“

Fisheries that meet the MSC Standard have the independent science and peer-reviewed evidence-based reports to demonstrate their sustainability.

We should not get stuck in the past. We want fisheries to improve and we should recognise them when they do. Positive change means productive, healthy oceans.

Pat Caleo, Asia-Pacific Director, MSC

”

# Northeast Pacific leadership

When it comes to sustainable seafood, nowhere can match the Northeast Pacific fishing area. An amazing 80% of the region's total catch is now MSC certified, representing 2.5 million tonnes of seafood a year – enough to provide a meal for every man, woman and child on Earth.

Salmon, albacore tuna, pink shrimp, hake, halibut, sablefish, Pacific cod, flatfish, west coast rockfish and Alaska pollock are just some of the certified species caught in the region, which covers the waters of Northern California, Oregon, Washington, British Columbia, the Gulf of Alaska and the Bering Sea.

Many of these fisheries have shown long-term commitment to sustainability. A prime example is the Alaska pollock fishery – certified for a third time in 2016 – which has been the largest fishery in the MSC program since it was first certified in 2005.

Today, Alaska pollock is found in products like McDonald's Filet-O-Fish in the US, BirdsEye Omega 3 Fish Fingers in Europe, Trident's value added line and surimi in Japan, with offcuts processed into fishmeal and oil.

Another iconic fish from the region is salmon. Back in 2000, Alaska salmon became only the third fishery in the world to achieve MSC certification – and 2017 brought new milestones, thanks to the ongoing commitment of the government and industry in Alaska. The area around Prince William Sound was recertified following a multi-year study to review the impacts of hatcheries on wild salmon populations. The small-scale Metlakatla Indian Community's Annette Islands fishery – the first MSC certified fishery to be wholly managed and operated by a tribal community – was also recertified in 2017, now covering all five salmon species.

Meanwhile the British Columbia salmon fishery was also recertified this year – the first salmon fishery to be assessed entirely to our revised Fisheries Standard. Following improvements made by the industry over the years, the certification now covers all sockeye, chum and pink salmon.

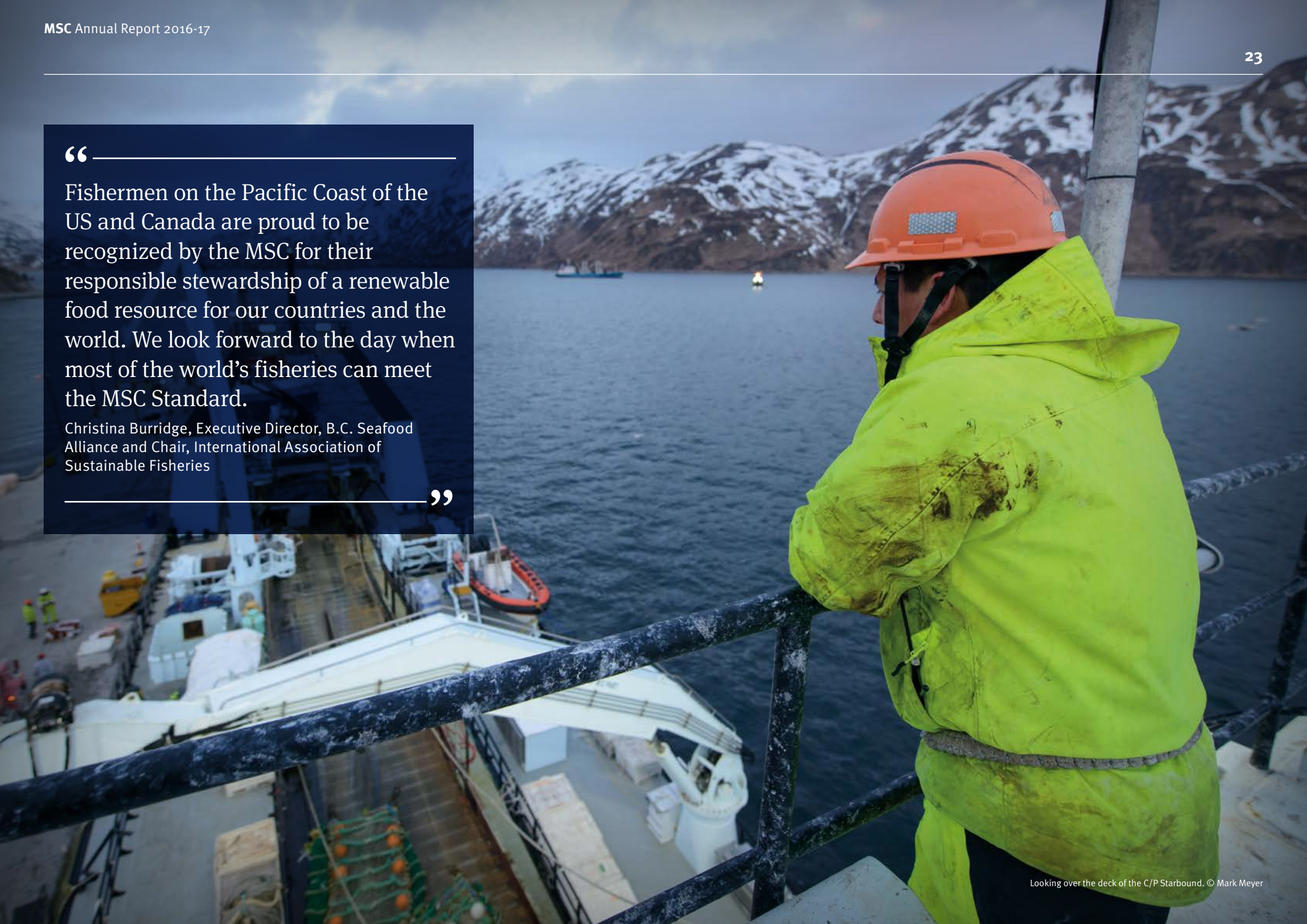


80%

of wild catch in the Northeast Pacific is MSC certified

“  
Fishermen on the Pacific Coast of the US and Canada are proud to be recognized by the MSC for their responsible stewardship of a renewable food resource for our countries and the world. We look forward to the day when most of the world’s fisheries can meet the MSC Standard.  
”

Christina Burrige, Executive Director, B.C. Seafood Alliance and Chair, International Association of Sustainable Fisheries



# Continued commitment

**Every five years, fisheries need to reapply for MSC certification and undergo a new assessment. Recertification confirms that a fishery is still operating sustainably, and has successfully made any improvements that were required at its previous assessment.**

## Green light for whitefish

Supplies of sustainable cod on five continents were secured with the recertification of the Barents Sea cod, haddock and saithe fishery, one of the world's most important cod stocks.

The fishery, jointly managed by Norway and Russia, supplies more than 20 countries worldwide. Its original certification in 2010 came with a number of conditions, all of which have been successfully completed. Improvements have included testing new lower impact gear and measures to reduce bycatch and minimise impacts on seabed habitats.

Ocean Trawlers, the company that sells the fish, is committed to further decreasing its impact on habitats and vulnerable marine ecosystems (VMEs), and introducing less damaging, more fuel efficient trawl gear.

“ The decision to certify this fishery with no conditions and several clear recommendations is based on our commitments to decrease the impact of the fishery on vulnerable habitats and vulnerable marine ecosystems in general. We expect that further implementation of the measures to protect VMEs will strengthen the sustainability of our fishery in future.

Sergey Sennikov, Chief Sustainability Officer, Ocean Trawlers

## No squeeze on sardines

Often the certification of one fishery encourages another to seek certification, with added benefits to a wider group of fishers and ecosystems. The sardine fishery off the south of Brittany, France, was first MSC certified in 2010 – but with stocks flourishing, Spain began to develop its own sardine fishery in the Bay of Biscay. To maintain MSC certification, the French fishers needed to collaborate with their Spanish counterparts to agree a set of joint management measures. Working together, they agreed to establish limits on catches and to support the collection and sharing of scientific data with the objective of building a common management plan. In January 2017, the French fishery was recertified and the Spanish one certified for the first time.



Brittany sardine fishery. © MSC / Margaux Favret

“ This collaboration was catalysed by the MSC process, and ensures sardine stocks in the Bay of Biscay will continue to thrive.

Camiel Derichs, MSC Regional Director Europe



## In brief

### Argentine anchovy

In 2011, Argentina netted the world's first MSC certification for anchovies. Back then, the certificate covered two companies operating five vessels which caught around 10-15% of the stock. In January 2017, the fishery was recertified – and this time 13 companies and 24 vessels were involved.

### Canada Scotia-Fundy haddock

Canada's haddock fishery, which operates around the Southern Scotian Shelf, the Bay of Fundy and Georges Bank, was recertified last year after successful efforts to rebuild the stock, while reducing impacts on cod and other species. Stock biomass in the two haddock stocks is at or near the largest ever recorded.

### US halibut and sablefish

The US halibut fishery in the Bering Sea off Alaska and the Pacific waters off Washington state was recertified for the second time. As well as maintaining healthy halibut stocks, the fishery has reduced accidental albatross deaths by 85%. Also in the North Pacific, the sablefish fishery passed its second reassessment, confirming its healthy stock levels and careful management.

“  
As the first MSC certified anchovy fishery in the world, we are proud to have the MSC process again validate the sustainability of our well-managed and healthy fisheries.

Carlos Rodriguez, Manager, Centauro

“  
Our customers are demanding MSC certification in order to respond to consumers. We have been supporters of the MSC in order to allow us to focus on other aspects of our business.

Alain d'Entremont, Chief Operating Officer, Scotia Harvest Inc.

# Fishery firsts

## Clamming up

Clams are one of the most popular seafood species in the US. Now, with the certification of the Atlantic surfclam and ocean quahog fishery, they can bear the MSC ecolabel for the first time.

Surfclams and quahogs are harvested off the east coast of the US, from the Delmarva peninsula in the south to Georges Bank off Massachusetts in the north. The total catch of the two species is worth more than US\$40 million annually.

The certification process was supported by several seafood processors, including Bumble Bee Seafoods, Sea Watch International, Lamonica Fine Foods, Atlantic Capes Fisheries Inc, and Surfside Foods LLC.

“Our customers and consumers care about sustainability and want to contribute to healthy ocean ecosystems by enjoying sustainably harvested surfclams and quahogs now, and in the future, and we do too,” says Mike Kraft, Vice President of Sustainability, Bumble Bee Seafoods.

## Finnish first

There are currently no MSC certified fisheries in Finland – but that could soon change dramatically, with the Finnish Fishermen’s Association’s Baltic herring and sprat fishery entering into full assessment last year. Landing around 132,000 tonnes of herring and around 12,000 tonnes of sprat, the fishery makes up about 90% of Finland’s total marine catch.

Both species are used for fishmeal and oil as feed in the aquaculture industry, as well as for local consumption and in dietary supplements. If certification is successful, it could drive further commitment to sustainable fishing in the Baltic and other reduction fisheries.

“Baltic herring and sprat are extremely important species for the Finnish fisheries sector and we are very happy that the first Finnish fishery is entering MSC assessment,” says Kim Jordas, CEO, Finnish Fishermen’s Association. “We recognise the importance of sustainable fishing and ensuring that this resource is available for future generations. We have

also noticed that the fish oil and fishmeal industry in particular is increasingly demanding certified and sustainably sourced raw materials.”

## One and only abalone

The Western Australia abalone fishery has become the first of its kind to achieve MSC certification. Prized for its tasty flesh, abalone supports a multimillion-dollar trade between Australia and China, Japan and South-East Asia.

The certification covers three species of abalone – greenlip, brownlip and Roe’s. Divers collect the sea snails by hand in shallow waters, using “hookah” (surface-supplied breathing apparatus).

Around half the fishery’s product is exported, primarily to Asia. “MSC certified seafood is a well-recognised standard within Asia as it offers traceability, which is important to our Asian and domestic customers,” says Peter Rickerby, Chairman and Interim EO of the Abalone Industry Association WA. “The MSC certification provides assurance based on science that our fishery is sustainable and well managed.”



Fishing for “bluey” – the blue swimmer crab – is a popular pastime in Western Australia. Every year, some 50,000–100,000 people go crabbing in the Peel Inlet and Harvey Estuary, catching around 100 tonnes of blue swimmer crabs. Around the same volume is caught and sold locally by commercial fishermen in small boats. Some families have been fishing the estuary for generations.

Now, the Peel-Harvey blue swimmer crab fishery has been independently assessed as sustainable – the first time a combined commercial and recreational fishery has been MSC certified. It follows years of collaboration between the local fishermen’s association and RecFishWest, which represents the state’s 740,000 recreational fishers.

Strict regulations are in place to ensure neither commercial nor recreational activities threaten the sustainability of the crab stocks or the ecosystem. These include specially designed traps with escape panels for small crabs and other species, limits on catches and the number of licences and traps, and seasonal closures.

The certification also covers mullet caught by commercial fishers. It’s the third fishery to be certified after the state government pledged AU\$14.5m to support third-party certification for Western Australia’s 50 fisheries.

“

We want to see a very healthy fishery for generations to come, whether it be from a business perspective, for enjoyment by recreational fishermen, or both. We understand we need to be in this together.

Dr Andrew Rowland, Chief Executive, RecFishWest

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# Heading South

Fishing is vital for the food security and livelihoods of hundreds of millions of people in the Global South. As well as providing a vital source of protein, fisheries have huge economic importance: in 2014, fisheries exports from developing countries were valued at US\$80 billion, higher than all other food commodities combined.

Ensuring these fisheries are well managed and sustainable couldn't be more important – and achieving MSC certification could provide new market opportunities. But meeting the MSC Standard is a tough challenge: these fisheries may be unable to afford the cost of assessment, lack the data they need to calculate stock levels, operate in areas where governance is weak, or simply be unaware of the benefits of MSC certification.

As of April 2017, 28 MSC certified fisheries were based in the Global South, making up about a tenth of the total volume of MSC certified seafood catch. We're working hard to change this: our ambition is to double the number of fisheries from the Global South engaged in the program over the next three years.

We run outreach programs to raise awareness of the MSC and build capacity in key regions and countries, including in Africa, Latin America, India and Indonesia. We've also developed a risk-based framework that provides an alternative way of assessing the sustainability of fisheries that don't have the quantitative data used in our usual assessments.

In 2015, we launched a new toolkit, *Working towards MSC certification* – a comprehensive guide for those working with fisheries making improvements to achieve sustainability. Since then we've trained almost 140 people involved in fisheries improvement projects across seven developing countries, and a further 60 fisheries experts in Europe and the US, to use the tool to identify and track improvements in sustainability.

We're now in the process of developing an "in transition to MSC" program that will provide fisheries with technical and financial support as they progress towards MSC certification.

Together these tools are building capacity and helping developing world fisheries on their journey to sustainability.

### Suriname seabob

Suriname's seabob fishery was the first tropical shrimp fishery in the world to achieve MSC certification. It was successfully recertified last year, validating the improvements made over the last five years and enabling the South American nation to continue supplying certified shrimp to high-value European markets.

The fishery was one of the first to be assessed using the MSC's risk-based framework. It has since done a lot to collect further information on stock levels and impacts on other species. To maintain its MSC certification, the fishery took steps to reduce bycatch by refining the escape panels in its nets, and collected detailed data confirming that no vulnerable species were regularly caught as bycatch. It also funded research into impacts on seabed habitats.



© Natalie Steins / MSC

“ Thanks to the enthusiastic collaboration of fishers, government and industry, the Suriname seabob fishery successfully overcame many challenges on its path to certification. We hope that the improvements it made and the benefits we are now seeing will inspire fisheries in countries similar to Suriname to work towards MSC certification.

Dirk-Jan Parlevliet, CEO of shrimp processor Heiploeg

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### Chile double

Two Chilean fisheries achieved MSC certification last year. Both target squat lobsters – a type of crustacean that is part of the lobster family but smaller in size compared to other lobster species – with one also catching nylon shrimp. Squat lobsters are mainly exported to the US, where they are usually sold as "langostino" or "baby lobster", while the shrimps are mostly quick-frozen and exported to the US and Europe.

Both fisheries have made significant improvements over recent years to maintain stocks. These include annual seasonal closures, catch quotas, and new, more selective trawl gear.

### Fish for Good

Lottery players in the Netherlands are contributing to food and livelihood security and marine conservation in Indonesia, Mexico and South Africa through a new four-year project funded by the Dutch Postcode Lottery. The €1.75m Fish for Good project will map fisheries in these key emerging economies and carry out basic assessments of their sustainability. Following this pre-assessment process, a number of fisheries will be benchmarked and improvement action plans developed with the aim of achieving MSC certification.

### Indian Ocean octopus

African coastal communities have fished for octopus in the Indian Ocean for centuries – it's both eaten locally and exported to Europe and elsewhere. In partnership with the African Union Interafrican Bureau for Animal Resources and marine conservation NGO Blue Ventures, we've launched a project to map octopus fisheries in the region. We will benchmark fisheries against the MSC Standard, then identify opportunities to support fisheries improvement projects (FIPs) in Madagascar, Kenya, Tanzania, Zanzibar, Mozambique, Rodrigues and Comoros.

Blue Ventures is already involved in a FIP with an artisanal octopus fishery in Madagascar which is working towards MSC certification. Innovations have included community-led management as part of a network of locally managed marine areas, temporary closures that have boosted productivity, and a smartphone app for data collection.

# Along the chain

## 20 years ago...

... consumers who wanted sustainable seafood faced a tough task. Concerned seafood consumers might choose to avoid particular species, or try to find out where their fish came from – but getting hold of reliable information wasn't easy. And while retailers, restaurants and brands might make claims about sustainability, there was little way to independently verify what they said.

This was a concern for businesses in the seafood supply chain too. With NGO campaigns increasingly highlighting issues around seafood sustainability, some companies were recognising that providing traceable, sustainable seafood could reduce potential risks to their reputation – and could even give them a market advantage. More fundamentally, securing fish stocks for the future was essential to their long-term business viability.

The MSC provided a solution. Our Chain of Custody system meant businesses all along the value chain could be sure the seafood they were buying came from a legal, well-managed fishery that could continue to provide a reliable supply in the future. And the distinctive blue fish label gave consumers instant assurance that this was fish they could choose with a clear conscience.

The very first MSC labelled seafood – Western Australian rock lobster – went on sale at Whole Foods Market in the US in 2000. But progress in the early days was slow: it would be two years before the number of MSC labelled products passed 100. With limited supply of certified seafood, there was a limited market; and with a limited market, there was little incentive to increase supply.

But this vicious circle became a virtuous one as retailers and brands began to come

on board. Migros and Coop in Switzerland, Metro, Lidl and Iglo in Germany, and Sainsbury's in the UK were among the first to commit to sourcing sustainable seafood. As the MSC's profile in the marketplace grew, so did the incentive for fisheries and supply chain businesses to become certified; and as supply grew, the market grew further.

## Today...

... the global market for MSC certified seafood is worth more than US\$5 billion annually. By 31 March 2017, there were 24,768 MSC labelled products available in 101 countries – an increase of 2500% over the last decade. A total of 108 species from certified sustainable fisheries were included in those products. Along with frozen, canned and fresh fish products, the MSC label can be found on everything from pet food to pizza.

Hundreds of businesses are involved in bringing these certified products to

market – from the packers and processors, through to retailers, restaurants and catering companies, and even cruise ships and airlines. Last year, the number of Chain of Custody certificate holders was 3,735, spread across more than 42,000 sites in 94 countries.

Chain of Custody certification means that, while studies suggest that as much as 30% of seafood sold globally isn't what it says it is (Pardo et al, 2016), mislabelling of MSC products is extremely rare. DNA tests consistently confirm this. In 2016, for example, a study in the UK and Ireland revealed that fish-and-chip shops without an MSC certificate were four times more likely to serve the wrong species to their customers than certified shops. Just one of the 61 MSC certified chippies was found to be serving haddock instead of cod whereas five of the 61 nearby non-certified shops served the wrong species.



More and more businesses are signalling their commitment to sustainability by sourcing MSC certified seafood: at least 77 major retailers, 14 brands and 17 food-service companies have made public pledges to source MSC certified seafood. Surveys from different countries show that more than a third of shoppers recognise the blue MSC label, though awareness in countries like Germany is even higher.

#### **In the years ahead...**

... we'll continue to build market demand for sustainable seafood. Over the next three years, we'll focus on building demand in markets that offer the biggest incentives to drive change in the ocean and reward the fisheries and companies that are committed to sustainability. Strategically important countries include European markets, notably Germany, the UK, France, Spain and Italy, as well as the USA, China and Japan.

We'll deepen our engagement with key commercial partners, but also reach out to areas where uptake of MSC labelled products has been slower – including fresh fish counters and the food-service sector.

We'll also be doing more than ever to connect with seafood lovers around the world, increasing public awareness and understanding of sustainable seafood and the MSC's contribution. Through marketing campaigns and education, through sharing data and telling stories, by working with MSC "ambassadors" and commercial partners, we aim to showcase the achievements of certified fisheries, celebrate sustainable seafood champions, and encourage everyone to play their part in ensuring healthy oceans for tomorrow.

# Top 20: MSC Chain of Custody

Number of Chain of Custody certificate holders per country



**511**  
certificate holders in the rest of the world

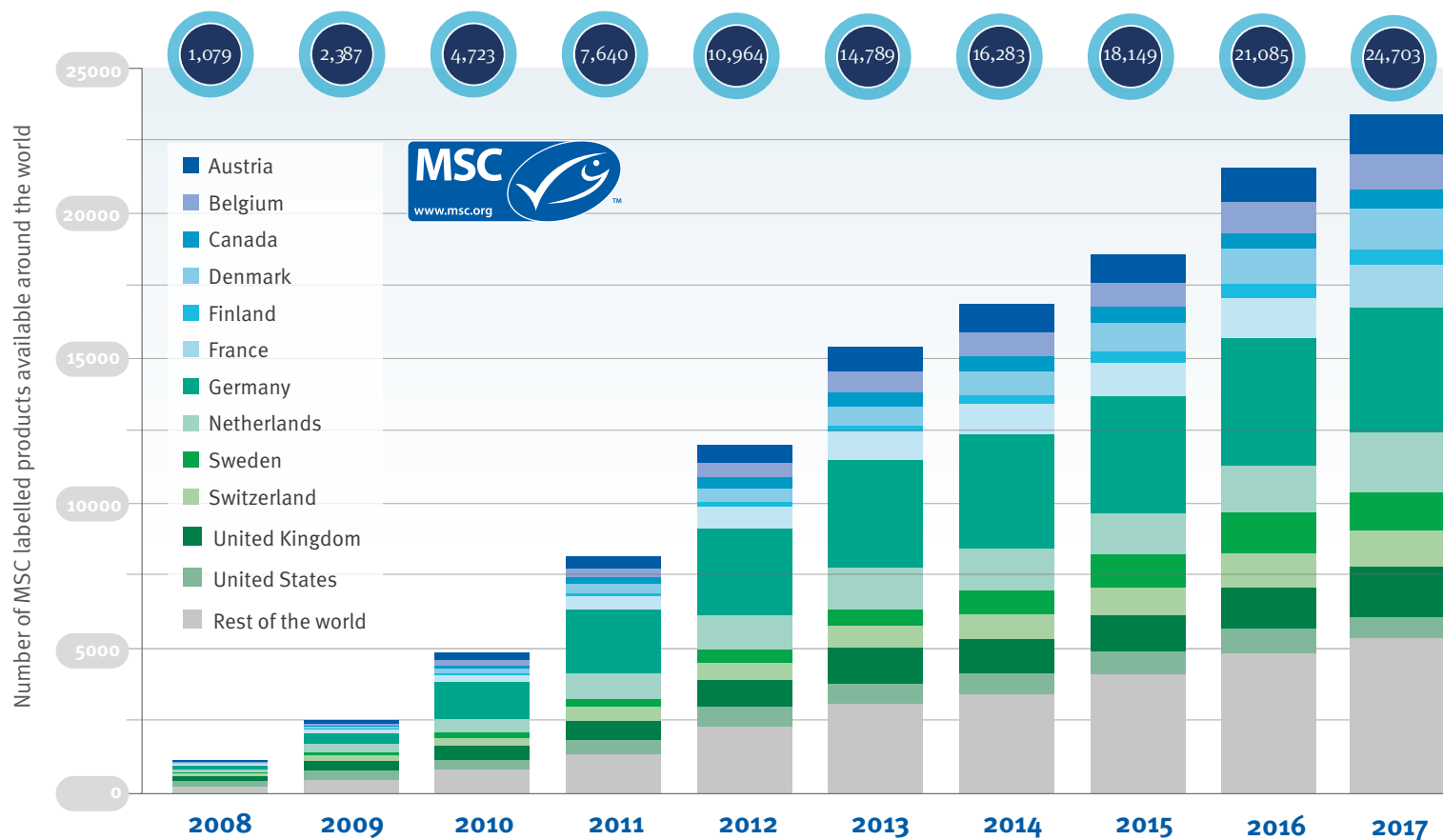
**3,735**  
certificate holders compared to 3,217 in 2015-16

**42,320**  
certified sites compared to 35,950 in 2015-16

**94**  
countries where companies have MSC Chain of Custody



# Number of products with the MSC label



“ Market uptake of seafood with the MSC label started in European countries where consumers were receptive to environmental issues. Today the blue fish label can be found in all major economies. In addition to frozen, fresh and canned seafood it appears on nutraceuticals, pet food, fish meal and maybe soon even wild pearls. ”

Nicolas Guichoux, Global Commercial Director, MSC

**24,768\***  
products on sale with the blue MSC label  
up from 20,492 on 31 March 2016

**730,860**  
tonnes of seafood sold to consumers with the MSC label  
up from around 660,000 tonnes in 2015-16

Estimated **US\$ 5.6bn\*\***  
spent by consumers on seafood with the MSC label

\*Number of products defined as the global sum of products available in individual countries (Stock Keeping Units, or SKUs)

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

# Olympic gold for sustainable seafood

More than 70 tonnes of sustainable seafood – equivalent to more than 350,000 portions – was served to athletes and media at last year's Olympic and Paralympic Games. A record amount of wild-caught fish on the menu within the Olympic Village was MSC certified, with farmed fish coming from farms certified by the ASC.

One popular item on the menu was Bolinhos de Bacalhau – salted cod croquettes, a traditional Brazilian speciality. The cod in question came from an MSC certified fishery in Iceland, and was supplied by Visir, an MSC certified family business. One of Visir's fishers featured on posters promoting the blue MSC label in canteens and restaurants.

Seafood with the blue MSC label was introduced at the London 2012 Games, and the organising committee were keen to build on this legacy. But with little certified seafood available in Brazil, meeting this commitment was an Olympic effort.

Numerous fisheries, farms and supply chain businesses across the region took steps to improve their performance to meet the MSC and ASC standards. The state of Rio responded by entering five fisheries into the MSC program. McDonald's served 100% MSC certified Argentine hoki in its McFish sandwiches throughout Brazil during the Games, further raising awareness of sustainable seafood in the country.

Looking ahead, we're excited to be supporting the supply of MSC certified seafood to the Tokyo 2020 Olympic and Paralympic Games. We hope that their commitment to sustainable seafood will act as a catalyst for sustainable fishing in the region. We're already seeing interest from Japanese fisheries and suppliers hoping to get certified in time for the Games.



“ The Olympic and Paralympic Games are unique in their ability to bridge cultural divides, reach a broad audience and generate a sense of fellowship and possibility. We hope that this commitment will have a lasting legacy of sustainable sourcing and seafood consumption in Brazil.

Julie Duffus, Sustainability Manager at the Rio 2016 Organising Committee for the Olympic and Paralympic Games

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# Bringing businesses together

**Over the last two decades, the MSC has participated in efforts to get businesses to come together to find sustainability solutions and take action for our oceans. Last year brought some powerful multi-sector initiatives...**

## Arctic freeze

Responding to pressure from NGOs, a coalition of fishers, supported by seafood buyers and suppliers, reached an historic agreement to put a freeze on fishing expansion in a thawing Arctic. As the Arctic warms and ice melts, new fishing grounds are becoming accessible – but there are fears that vulnerable marine ecosystems could be damaged by bottom trawling. The agreement, which brings together the Norwegian and Russian fishing fleets, puts the brakes on the expansion of bottom trawling north of the 76th parallel. It requires seabed mapping to identify sensitive habitats before any new area is opened up for

fishing. McDonald's and British retailers Tesco, Sainsbury's and Marks & Spencer joined seafood suppliers Espersen, Findus and Young's Seafood and fishing organisations from Norway and Russia to sign the voluntary agreement. All the companies involved are strongly committed to MSC certified seafood. The agreement is also part of the fisheries' preparations for reassessment under MSC Standard version 2.0, starting in 2019.

## Tuna traceability

Over the last few years, retailers, processors and fisheries have been working with the MSC to make the tuna industry more sustainable. And we've been working with the World Economic Forum to encourage members to sign the Tuna 2020 Traceability Declaration, committing to increase sourcing of certified sustainable tuna. At the UN World Ocean Conference in June 2017, 50 leading companies signed the Declaration.

## Keystone commitment

Eight of the world's largest seafood businesses issued a 10-point plan of action on ocean sustainability following the first "keystone dialogue" between scientists and business leaders. The inaugural dialogue took place in the Maldives in November 2016 and the MSC was honoured to join as one of four invited advisors. Participating companies committed to improving transparency and traceability and reducing IUU fishing in their supply chains. Other priorities included action on antibiotic use in aquaculture, greenhouse-gas emissions and plastic pollution, as well as eliminating modern slavery and child labour.

To put their commitments into practice, the companies created a new initiative, Seafood Business for Ocean Stewardship. This will build links between wild capture fisheries and aquaculture, European, North American and Asian companies, and seafood businesses and science.

The keystone dialogues are the brainchild of scientists at the Stockholm Resilience Centre. Just as keystone species play a critical role in ecosystems, a handful of large businesses have a disproportionate influence on ocean health. The companies involved in the initiative include Japanese seafood giants Maruha Nichiro, Nippon Suisan Kaisha and Kyokuyo, two of the largest tuna companies in the world (Thai Union Group and Dongwon Industries), the two largest salmon farmers (Marine Harvest ASA and Cermaq), the two largest aquafeed companies (Skretting – subsidiary of Nutreco, and Cargill Aqua Nutrition), as well as the agro-industrial conglomerate Charoen Pokphand Foods.



## Aeon's ahead

Japan is one of the world's largest fish consumers, but awareness and concern for seafood sustainability is relatively limited. Retailers have a big contribution to make in increasing understanding and driving improvements in the oceans, and for the last decade Aeon has been leading the way.

The country's largest supermarket chain introduced its first MSC certified product in 2006, and now sells nearly 40 products across 18 species. New products on the shelves last year included mackerel, launched through a joint marketing campaign with the MSC, and a popular

surimi-based product called chikuwa. Aeon also launched MSC labelled skipjack from Meiho Co. Ltd, the country's first certified tuna fishery. Around 50 stores now contain a special section displaying only certified seafood products.

Now Aeon has committed to further increasing the volume of certified seafood it sells: its goal for 2020 is for 15% of seafood sales by volume to come from MSC certified fisheries or ASC certified farms. The company has been actively promoting MSC certified products to consumers, and introducing the MSC concept to its fishery suppliers.

“

Aeon actively works to procure sustainable seafood products in order to help protect marine resources and to hand down to future generations our traditional culture surrounding food sources from the water and sea. Selling MSC certified products is an important part of this effort.

Kahori Miyake, Executive Officer CSR & Communication, AEON Co. Ltd

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## China 111

On 11/11, Tmall launched the 111th MSC labelled product – Icelandic golden redfish – in China to coincide with Double 11 festival. This annual celebration for single people has become the world's biggest online shopping day: an incredible 7.4 billion mobile interactions were recorded on Tmall.com and Taobao during the Countdown Gala Celebration that aired in the hours leading up to Double 11's midnight.

The online retailer has been actively promoting sustainable seafood to Chinese consumers throughout the year through joint marketing campaigns with the MSC. Tmall, owned by e-commerce giant Alibaba, has more than 466 million active buyers.

“

Tmall.com has a sustainable seafood sourcing strategy and is eager to increase cooperation with the global seafood industry to supply international MSC certified products to the Chinese market.

Peng Yue, Senior Marketing Manager, Tmall.com

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## Lidl steps up international commitments

Lidl has long been a leading retailer of MSC products, with 100% of its regular own-brand fresh and frozen wild seafood in Germany bearing the MSC label. And now it's set to extend its range in markets where consumers may be less familiar with the MSC label. All Lidl's country operations have now made commitments to sustainable seafood.

In Portugal, for example, Lidl now sells 100% MSC certified cod – a big step in a country where salted cod or bacalhau is a

national dish. In Spain, Lidl was the first company to offer MSC in its stores in 2008. Today, a quarter of its own-label seafood bears the MSC label, and it aims to have 35% of its fresh and frozen fish MSC or ASC certified by the end of 2017.

The retailer also announced that its US stores, which started to open in June 2017, will stock only MSC certified fresh and frozen wild seafood, along with farmed seafood certified by the ASC or Best Aquaculture Practices (BAP).

“

We want to make sure that the products we sell are available in the long term and this is why their origins are so important.

Judith Kontny, International Corporate Social Responsibility Manager, Lidl

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## Italy boosts MSC with Findus

Compared to other European markets, Italy has been slow to embrace the MSC concept. But that's changing thanks to local frozen food leader Findus, which last year launched the MSC ecolabel with the introduction of 27 MSC certified products. Together they account for more than 80% of the brand's total wild-caught fish volume, including the iconic Capitan Findus fish fingers.

The good news is that this means that a quarter of all frozen fish sold in Italy is now MSC certified. Findus is fully committed to using MSC certified wild-caught fish and is actively collaborating with the MSC to transform the Italian fish market into a sustainable one.

Findus is part of Nomad Foods Europe, which also includes the Iglo and Birds Eye brands, and has been a long-time supporter of the MSC.



“

I am extremely proud of this achievement and I believe it will be a stimulus for the whole seafood supply chain.

Francesco Fattori, Managing Director, Findus Italy

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## Pizza first

Kotipizza has become the world's first pizza chain – and the first restaurant chain in Finland – to achieve full MSC Chain of Custody certification. All fish and seafood served in its 267 restaurants can be traced back to MSC certified sustainable fisheries.

Finland's largest pizza chain sells over 8 million pizzas a year, with around 1.5 million containing seafood – either skipjack tuna caught by pole and line in the Maldives, or sustainably harvested prawn from Norway's North East Arctic.

To mark this achievement, Kotipizza launched a major marketing campaign including ads on national TV, which is estimated to have reached almost three-quarters of Finns aged 15 to 54.

© Kotipizza

“ Our customers increasingly want to know where their food comes from and how it is produced. The blue MSC label is a point of pride for us: it is an independent proof that we only serve our customers seafood from certified sustainable sources. Our mission is to make the world a better place, one pizza at a time. We're proud to be contributing to healthy oceans and actively supporting the livelihoods of stakeholders.

Tommi Tervanen, CEO, Kotipizza Group

”

## Sustainable tuna reaches New Zealand

“ As a result of the collaborative effort by WWF, MSC and John West, New Zealanders now have the choice to buy cans of clearly labelled Pacifical MSC certified, sustainably caught tuna in supermarkets for the first time. This is a major step forward for sustainable fishing in the Pacific, where the tuna is sourced, thanks to the leadership of John West New Zealand.

Peter Hardstaff, Head of Campaigns, WWF-New Zealand

”

Kiwi consumers can now enjoy certified sustainable canned tuna for the first time, following a three-year effort by John West New Zealand in collaboration with WWF and the MSC.

Cans of skipjack tuna with the blue MSC label are now available in supermarkets across the country. John West New Zealand's range comes from the world's largest sustainable purse seine fishery, Pacifical, controlled by the eight Pacific island nations that make up the PNA (Parties to the Nauru Agreement).



© John West



## Counting on sustainable fish

The blue MSC label is a common sight on frozen, canned and pre-packaged seafood products in supermarkets across Europe – but uptake on those stores' fresh fish counters has been slower. That's beginning to change though, and last year saw two major retailers achieve MSC Chain of Custody certification, meaning the fresh fish on their counters can be traced all the way back to a certified sustainable fishery.

Tesco, the largest retailer in the UK, has introduced the blue label to its 656 fishmonger's counters across the country, making MSC certified seafood more visible

than ever. It has 22 certified choices in its fresh range – the most in the UK – including Atlantic cod and Cornish sardines.

Meanwhile in Spain, supermarket cooperative Eroski became the first retail chain to achieve MSC certification. Around half of its 700 fresh fish counters are now selling cod, Cantabrian anchovy and albacore tuna with the blue MSC label. Eroski plans to progressively introduce new species and have all its fresh fish counters certified by 2020, when it expects sales of fish with the MSC label to reach 2 million kilos.

“

Customers tell us it's important they can be sure the fish on our shelves is caught in a way that maintains healthy fish stocks and doesn't cause harm to other sea life or the ocean environment. Rapidly expanding the amount of MSC ecolabel fish on our shelves and counters will help to make sustainably sourced fish affordable and accessible for shoppers across Britain.

Giles Bolton, Responsible Sourcing Director, Tesco

”

# Focus on hospitality

The MSC label is becoming an increasingly common sight in restaurants – and this year saw hundreds of hotels in different countries add the blue tick to their menus.

In the UK, Premier Inn became the world's largest MSC certified national hotel chain, bringing seafood with the blue MSC label to a total of 635 locations. It means an extra three million certified sustainable portions of fish and chips will be served annually across the UK.

Premier Inn restaurant brands include Beefeater, Brewer's Fayre and Table Table. Certified sustainable species appearing on menus include prawns, pollock, haddock, whiting and cod.

Meanwhile in Scandinavia, leading hotel group Nordic Choice has achieved MSC certification for all its hotels across Sweden and Norway.

In 2015 Yasuragi, a Nordic Choice spa and conference hotel near Stockholm, became the first hotel in Scandinavia to achieve MSC certification. Now its commitment has been extended to nearly 200 hotels, including the Clarion Hotel, Quality Hotel and Comfort Hotel brands, along with a number of independent hotels.

The Chain of Custody certification means the blue MSC ecolabel can be used on

menus, as can the ASC logo for responsibly farmed seafood.

The MSC label can be found on hotel menus in Asia too. Two years after Hilton Singapore became the first MSC certified hotel, Chinese hotel chain Shangri La announced that eight of its hotels will be applying for Chain of Custody certification.

“

It is becoming ever more important for the hospitality industry to operate a sustainable, traceable supply chain. Our customers expect us to do the right thing, so we are immensely proud to have achieved MSC certification for our restaurant brands.

Whitbread is committed to sourcing products responsibly and we hope this will be a landmark step in helping set standards across the industry. The MSC's certification and ecolabelling program enables everybody to play a part in securing a healthy future for our oceans.

James Pitcher, Director of Sustainability for Whitbread, owner of Premier Inns

”

“

For us, choosing responsibly is the only way forward. If we want to serve seafood in the future, we must let our restaurants offer the best options there are for our oceans now: MSC and ASC. This gives our guests the chance to contribute to sustainable fishing and responsible aquaculture.

Catherine Dehli, Sustainability Director, Nordic Choice Hotels

”



# Spreading the message

Educating consumers and increasing public understanding of sustainable fishing is a vital part of our mission. We want consumers to understand why sustainable seafood matters, and how they can support it in their everyday lives by choosing the blue MSC label. This consumer support is at the heart of building the market demand that drives change on the water.

Our biennial consumer survey tells us that sustainability is important to seafood consumers. So it's important that we become a more effective consumer-facing organisation, appealing not just to people's heads, but to their hearts. While consumers have always been a fundamental link in our theory of change, we believe we can do more to win their trust, engage and inspire them – and our 20th birthday offers a great opportunity to do so.

During 2017-18, for the first time ever all MSC regions will be running joint marketing activities with a shared and consistent message: 'Keep it Wild – choose the blue fish'. This global campaign aims to make MSC more relevant and appealing to a larger constituency. We're bringing it to life through an evocative short film, toolkits

to support joint marketing activities with our partners, recipes, and our 'Wild Ones' – feature stories about the people who've made MSC what it is today.

At the heart of our campaign is storytelling. We've been producing stories celebrating the efforts of fishers and other partners, which we're sharing through social media and other digital channels. Stories give sustainability a human face, enabling consumers to engage with the people behind sustainable seafood.

They go beyond the numbers and the science to help people understand why our work matters.

We'll also be intensifying our work with MSC ambassadors – influential ocean advocates from award-winning chefs and champion surfers to nature photographers and inspirational fishers, who are passionate about sustainability and seafood. Their support will help raise awareness of what we do and extend our reach to new audiences.

“

In a world where people increasingly care about where their food comes from, the MSC label makes it easy to select sustainable seafood you can trust. Through our campaigns and storytelling, we're helping consumers connect the deep blue oceans and conservation to their lives and plates. Sustainable choices only become relevant when consumers make this link.

Sarah Bladen, Global Communications and Marketing Director, MSC

”



# Marketing highlights



© David Loftus



© Lidl / Emli Bendixen



## Seafood to YouTube

Dutch chef Bart van Olphen has taken up the role of our first official global ambassador. A long-time champion of the MSC, Bart travels the world in search of the finest certified sustainable seafood – and the stories of the people who catch it. These are showcased in his weekly cooking show on Jamie Oliver’s FoodTube channel – the biggest cooking channel on the internet. Bart’s Fish Tales have racked up hundreds of thousands of views, and his channel has a cult following of almost 50,000 subscribers.

## Lidl Surprises

Lidl showcased its MSC certified Scottish mussels as part of a major UK advertising campaign. The ad took a real-life sceptic called Chris – who had questioned the provenance of Lidl’s seafood on social media – to meet Douglas, one of the supermarket’s MSC certified mussel farmers on the Isle of Mull. The ad ran across TV, cinema, press, radio, and digital and social media.

## Sustainable Seafood Day

Sustainable Seafood Day on March 31 has become an annual fixture in Australia. This year, our campaign included a “choose the blue” cook-off between celebrity chefs and MSC advocates Andy Allen and Scott Gooding, in a video watched more than 35,000 times. A team of judges awarded the victory to Andy for his chargrilled Skull Island tiger prawns with chilli and garlic oil and seared yellowfin tuna salad. Through media coverage, social media posts and events, our message reached an estimated 8.9 million people.

## From ocean to table in Denmark

In September, MSC Denmark ran a joint marketing campaign that reached more than a million people – or one in five Danes. Our campaign encompassed a cinema and YouTube advert, posters on the Metro and nationwide advertising spaces, in-store leaflets, social media posts and an event at the annual fish day in Copenhagen’s Town Hall Square with children’s TV star Sebastian Klein. Partners supporting the campaign were retailers Lidl, Coop and Aldi, the Danish Fishermen Producer Organisation, fishing company Royal Greenland, and the Danish national aquarium.

Välj MSC-märkt! Då vet du att fisken är fångad med omsorg om livet under ytan. Klart med fisk! Inte då. Vi har mistat svicken.  
Sandra Mastio att ta fram tre lätlagade recept som kommer att fäskrätta hela familjen.



### France's first Responsible Fish Week

In France, we joined forces with WWF and the ASC for a week-long event to raise consumer awareness of sustainable seafood – the first of its kind in the country. We were joined by 20 committed partners, including retailers, seafood brands and catering companies as well as certified fisheries, aquaria and others. Activities ranged from a conference at the Maison des Océans and an exhibition of photos of sustainable fisheries at the Paris aquarium to in-store leaflets and digital media campaigns, including an online video which was viewed more than 85,000 times.



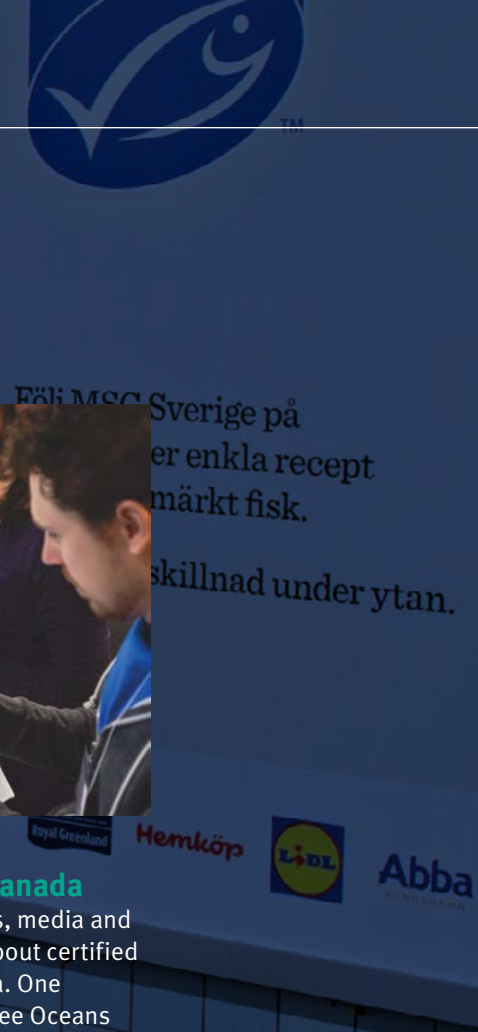
### Making the news in Sweden

Our fourth national joint marketing campaign in Sweden, in partnership with 14 retailers, brands and restaurants, helped to further increase awareness of the MSC label. In Stockholm, one in five people recalled seeing MSC adverts from the campaign – and said they were more likely to seek out MSC labelled seafood. Awareness of the MSC rose from 57% last year to 64% this year. One highlight was Swedish Masterchef winner Sandra Mastio cooking MSC certified fish on the TV morning news.



### Spreading the word in Canada

We've been working with chefs, media and bloggers to spread the word about certified sustainable seafood in Canada. One highlight was the launch of three Oceans and one Gold Seal MSC certified canned products to an audience of 24 media in Toronto. We also sponsored a preserved fish battle between five Toronto-based chefs at the Drake Hotel in front of more than 100 guests and held an intimate dinner in Montreal to introduce the MSC program to a select handful of food bloggers.



# Our funding and donors

Over its 20-year history, the MSC has always been extremely grateful for the generous support from its donors – and 2016-17 has been no exception as we continue to receive vital support from our valued funders. Without their help, the MSC would not be able to achieve its long-term mission of ensuring oceans teeming with life. Our donors understand this and share our vision: their funding underpins our efforts to strengthen the reach and impact of the MSC program globally.

We would like to highlight in particular the long-term contribution of our three largest donors – the David and Lucile Packard Foundation, the Dutch Postcode Lottery and the Walton Family Foundation. Their continuing unrestricted support has been essential to driving our success.

In addition, the generous support of our project funders enables us to collaborate with many partners and stakeholders around the world to deliver the impacts described in this report.

A project grant from the David and Lucile Packard Foundation enabled us last year to increase our capacity significantly in Japan. We were delighted to be awarded an additional project grant by the Dutch Postcode Lottery to undertake a global project which will see us deliver pre-assessment programs in Mexico, Indonesia and South Africa. We are similarly grateful to Adessium Foundation for funding work in Mediterranean France and Spain, and to the German development agency GIZ for projects in South Africa and Mozambique.

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

## US Foundations

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

## UK Trusts and Foundations

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AG Leventis Foundation  
 Cecil Pilkington Charitable Trust  
 Swire Charitable Trust

## Other European Foundations

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Adessium Foundation (Netherlands)  
 BalticSea2020 (Sweden)  
 Daniel and Nina Carasso Foundation (France)  
 DEG (German Investment and Development Corporation)  
 Dutch Postcode Lottery  
 GIZ (German Society for International Development)  
 Nessling Foundation (Finland)  
 Oak Foundation (Switzerland)  
 Statutory European Fisheries Fund (Finland)

## Corporate

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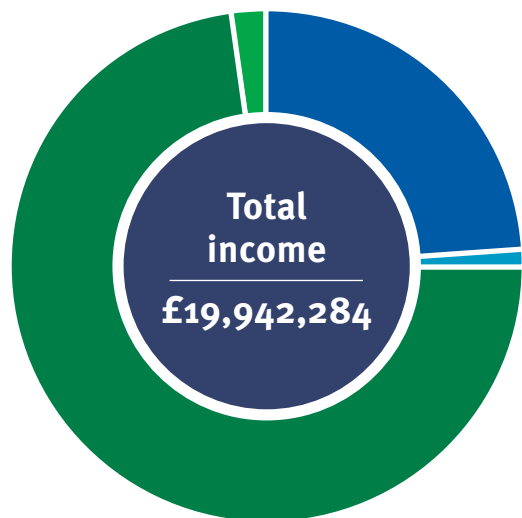
Royal Caribbean Cruises Ltd. Ocean Fund  
 Haikui Seafood (China)  
 Findus (Sweden)

## NGOs

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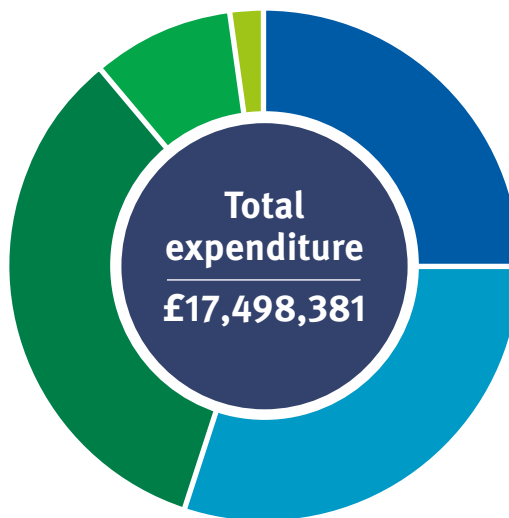
Resources Legacy Fund / Sustainable Fisheries Fund  
 WWF-Sweden

# Our finances 2016-17



**Where the money comes from**

- 21% Donations and legacies
- 2% Other trading activities
- 76% Income from charitable activities (logo licensing)
- 1% Income from investments



**Where the money goes to**

- 25% Policy and maintenance of standard
- 31% Education and awareness
- 36% Commercial and fisheries servicing and outreach
- 6% Logo licensing
- 2% Expenditure on raising funds

**Total funds at 31 March 2017: £24,892,780**

Compared with total funds of £21,234,196 on 31 March 2016.

Other gains and losses in the year not shown under income or expenditure amounted to a gain of £1,214,681

## 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 27 July 2017. 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 4 August 2017.

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 2017. 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 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**  
**4 August 2017**

# Governance 2016-17

## The MSC Board of Trustees

The MSC Board of Trustees is the MSC's governing body. With advice from the Technical Advisory Board and Stakeholder Council, it sets the strategic direction of the MSC, monitors progress and ensures the MSC meets its objectives.

Dr Werner Kiene – Chair

Mr Jeff Davis – Chair of MSC

Dr Chris Zimmermann – Chair of the Technical Advisory Board

Mr Peter Trott – Stakeholder Council Co-Chair

Ms Lynne Hale

Mr David Mureithi

Mr Eric Barratt

Mr Jean-Jacques Maguire

Mr Paul Uys

Mr Felix Ratheb

Mr Jim Leape

### Thank you to departing members:

Mr Jonathan Jacobsen and Ms Monique Barbut

## The Technical Advisory Board

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)

Dr Florian Baumann (Germany)

Ms Michèle Stark (Switzerland)

### Welcome to our new members:

Ms Michèle Stark and Dr Florian Baumann

### Thank you to departing members:

Ms Edith Lam (Australia)

## 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 Eric Barratt

Mr Paul Uys

Mr Rupert Howes – MSC Chief Executive

### Welcome to our new members:

Mr Eric Barratt and Mr Paul Uys

## The MSC Stakeholder Council

The Stakeholder Council provided the MSC Board with advice, guidance and recommendations about the operations of the MSC from a variety of perspectives, locations and interests. Members were divided into two categories: public interest and commercial/socio-economic. Following an independent governance review, in June 2017, the MSC Board of Trustees agreed to disestablish the MSC Stakeholder Council. In its place, the new MSC Stakeholder Advisory Council will comprise 17 members including representatives from the seafood industry, conservation community, market sector and academia. It will provide advice to the Board and input into the MSC's review processes which is representative of a wide range of views and opinions.

### Public interest category:

Mr Peter Trott, Co-Chair – FishListic

Prof Eyiwunmi 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

# THANKS TO ALL OUR STAFF

Your passion and dedication has been at the heart of the MSC's success over the last 20 years

20 YEARS  
OF THE  
MSC

### Commercial and socio-economic category:

Ms Christine Penney  
Co-Chair – Clearwater Seafoods, Canada

Ms Christina Burridge – 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

### Thank you to our departing Council members:

The MSC would like to thank all previous members of the Stakeholder Council, which has now been disbanded, for their input and commitment, some over many years. Their support and involvement has been crucial to the ongoing success and evolution of the MSC, and we are grateful for their invaluable contribution.

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## Share with friends and colleagues

## Please consider the environment before printing

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All data in this report is correct as of 31 March 2017, unless otherwise stated.  
The reporting year is 1 April 2016 to 31 March 2017.

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Registered Charity number: 1066806. Registered Company number: 3322023

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## Find out more:

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

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