



# Recognising & rewarding sustainable fishing

**The Marine Stewardship Council  
Annual Report 2020-21**



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Rupert Howes, Chief Executive, Marine Stewardship Council

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# A message from our CEO



For most of us, the past year has been one of the most profoundly challenging we have ever faced.

The Covid-19 pandemic has affected every aspect of the seafood industry, all over the world. But rather than roll back on their commitment to sustainable seafood, fisheries, supply chain companies, retailers and consumers have demonstrated remarkable resilience and deepened commitment to contributing to the health of our oceans. I have been overwhelmed by the continuing adaptability, innovation and positive engagement shown by our partners.

These qualities are needed more than ever as we face up to challenges even greater than Covid. The climate crisis is already impacting on fisheries and ocean health more widely. Several MSC certificates have been suspended, in part because of the impact of climate change on fish stock health and migratory patterns and continued ocean warming and acidification place yet more strain on the marine environment. While MSC certified fisheries demonstrate the benefits of sustainable fishing, the latest United Nations figures show that more than a third of global fish stocks have been exploited beyond sustainable limits. This exacerbates the already daunting task of feeding a global population that will be pushing 10 billion a generation from now.

Yet despite these trends, I feel optimistic. The public and political will to tackle the threats to our oceans and the livelihoods they support is greater than ever. Corporate leadership is more ingrained – you will see many examples of this in the following pages. Sustainability is becoming increasingly important in capital markets, with the recognition that environmental, social and governance risks are also business risks.

The MSC and our partners are well placed to be part of the solution. MSC partners are already contributing to the delivery of the UN's Sustainable Development Goal 14 (Life Below Water), and as we begin to develop our new strategic plan. The MSC will strive to see how we can do more, through the leadership of our engaged partners. Agenda 2030, in my mind, remains humanity's best last chance to shift our economies onto a more equitable and sustainable future. We have the route map and it is now ours to win or lose.

At its core, the MSC remains a certification and labelling program that uses the power of the market to drive improvements in global fisheries. During the last year, we have been reviewing our Fisheries Standard to ensure it remains the benchmark for sustainable fishing. I look forward to the conclusion of this process and the release of our revised Fisheries Standard in 2022.

The MSC is also looking 'beyond the label' to increase our contribution to a thriving ocean. Our Ocean Stewardship Fund, for example, has already disbursed £1.3 million to projects to accelerate progress on sustainable fishing. We have committed 5% of all royalties from MSC certified product sales to the fund, so this is only the beginning.

My thanks go to all our partners, to the MSC Board, Stakeholder Advisory Council and Technical Advisory Board, and to all MSC staff who have shown such dedication during this most difficult of years. I look forward to all we will achieve together in the years ahead.

**Rupert Howes, Chief Executive, Marine Stewardship Council**

# A message from our chair



The past year has certainly brought challenges – but thanks to the relationships and processes that we have built up over the years, the MSC has managed to remain remarkably productive at operational and governance level.

Governance meetings – for the Board, the Stakeholder Advisory Council and the Technical Advisory Board – have all taken place by video. While we are all looking forward to being able to meet in person again, we have learnt important lessons from our work during the pandemic. The flexibility and efficiency of virtual meetings can be a big advantage, and we have started to think about how we will be able to adapt to new ways of working in future.

The work of the Board this year has been dominated by the review of the MSC's Fisheries Standard. The topics under review, such as the interaction of certified fisheries with endangered, threatened and protected species, have prompted great stakeholder interest and engagement. Effective assurance is another key issue: we know that in the vast majority of cases our Standard operates as it should do, but as the world's leading seafood certification and ecolabelling program we are rightly held to the highest standards.

Integral to this process is our Stakeholder Advisory Council, which has done superb work to bring together a diverse group of stakeholders from industry, the NGO community and other

interested sectors to find solutions that satisfy all sides. This is a tribute to the co-chairs, Stefanie Moreland and Amanda Nickson, and to all the other members who have been so engaged and so professional. The same holds for our colleagues on the Technical Advisory Board, very capably guided by the chair, Dr Chris Zimmermann, and supported by experts from industry and academia. All this work on governance is ably supported by the expertise of many others inside and outside of the MSC Executive and by our Governance Secretariat and the Board is greatly appreciative of these contributions.

Through our governance structure we engage with the MSC's stakeholders and convey their input back to the management of the organisation. This helps us to think more strategically, to see the challenges ahead, and to future-proof the organisation – whatever novel challenges come our way.

**Werner Kiene, Chair, Marine Stewardship Council Board of Trustees**



# Meeting the challenge

In an exceptionally difficult year, fisheries and their supply chains had their operations massively disrupted by the Covid pandemic. With many countries in lockdown and multiple restrictions on movement, fisheries, processors, other seafood supply businesses and retailers had to adapt to changing circumstances and new Covid-secure ways of working.

Yet despite the disruption and uncertainty caused by Covid-19, consumers bought record numbers of MSC labelled products. More fisheries around the globe became certified to the MSC Fisheries Standard, taking the total to 421; 19% of the world's wild marine catch is now from fisheries engaged with the MSC program.

The growth of the MSC's program against the backdrop of the pandemic is a sign of the strength of the sustainable seafood movement – a movement that has built over decades. This year, four fisheries – Western Australian rock lobster, Alaska salmon, Burry Inlet cockles and New Zealand hoki – celebrated 20 years of MSC certification, testament to a long-term vision of harnessing seafood supplies for future generations.

The contribution that MSC certified fisheries make was recognised in the UN's fifth *Global Biodiversity Outlook*. Although the report was a generally sober assessment of global biodiversity, it did single out progress against the target on 'Sustainable management and harvesting of fish', highlighting MSC certified fisheries and the growth of sustainable wild caught landings over the past decade.

But despite this progress, greater action is needed to meet the scale of the challenges facing our oceans. The UN Food and Agriculture Organization (FAO) *State of World Fisheries and Aquaculture 2020* report revealed that the worsening trend in overfishing continued, with more than a third (34%) of the world's fisheries now overfished. Too many governments continue to put short-term interests before sustainability. One consequence of this for MSC certified fisheries was that in December 2020, eight Atlanto-Scandian herring and blue whiting fisheries had their MSC certificates suspended. This was due to the failure by governments to reach agreements on catch levels and quotas stretching back several years, putting the future health of these stocks at risk.

Governments also failed to reach agreement on ending harmful fishing subsidies, one of the major drivers of overfishing, despite hopes that World Trade Organization talks in December 2020 would break the 20-year deadlock over the issue. The MSC and our partners also continue to urge better management of global tuna stocks, supporting calls for the international commissions responsible for managing tuna to set robust harvest strategies that include control measures and catch limits.

This institutional inertia is out of step with growing public activism around the oceans. The pandemic has heightened awareness of the need to protect our valuable natural resources for future generations. As this year's data shows, consumers are increasingly choosing to buy MSC certified seafood. An expanding range of products, combined with a public actively seeking sustainable choices, is a powerful driver for accelerating progress in sustainable seafood over the coming years.

Fisher Anna Vesper Gunnarsson fishing pikeperch in Lake Hjälmaren in Sweden © Karolina Pihlo and Ulf Berglund



39 million

people directly employed in wild capture fisheries

60 million

people employed in seafood sector

3.3 billion

people getting at least 20% of their daily animal protein intake from fish

10%

proportion of global population relying on fisheries for their livelihoods

UN FAO State of World Fisheries and Aquaculture 2020



# Reviewing our Fisheries Standard

We regularly review our Fisheries Standard to ensure it continues to set the bar for sustainable fishing, by reflecting widely accepted new science, management practices and stakeholder concerns.

The pandemic pushed us to do more online engagement than previously planned – with encouraging results. In developing our last Fisheries Standard in 2015, we received 67 responses from 36 organisations. This time, our five initial surveys received 268 responses. We also ran 11 virtual workshops with over 200 participants representing over 150 organisations from 33 countries.

Building on this, in May 2020 we launched our first virtual Fisheries Standard Review conference. Over 400 people attended, including NGO representatives, fisheries staff, certification assessors, academic scientists, government officials, retailers and journalists.

Participants had the opportunity to hear – and ask questions – about all 16 projects that could result in changes to the MSC Fisheries Standard. These projects are looking at areas such as harvest strategies, gear loss and ghost fishing, clarifying requirements for endangered, threatened and protected species, and preventing shark finning.

We will continue the consultation process over the coming months and will be carrying out impact assessments of all the proposed changes. The draft version of the new Standard will be released in early 2022, when our stakeholders will have the chance to review it, making sure that the changes are clear and that the updated version enables further progress in sustainable fishing practices.

## Maintaining assurance during Covid

Exceptional circumstances – like a global pandemic – can call for exceptional measures. Over the last year, we issued a number of temporary changes to our requirements, known as derogations. These enabled us to respond to the critical issues posed by Covid-19 without having to revise our Standards or guidance documents. While remote and desk-based audits have been part of the system in certain cases for a long time, use of these during the pandemic has significantly increased. We have required greater oversight, such as risk assessments and for fisheries, additional independent peer review to double-check desk-based audits in some cases.

In addition, although the same level of performance is needed, fisheries have been given more time to carry out the required improvements associated with MSC certification. Encouragingly, there was no significant drop in the number of assessments carried out in 2020 compared to previous years, although the time for surveillance audits to be completed increased by a month on average.



# Increasing accessibility

We want the MSC program to be accessible to all fisheries – irrespective of size or location. The number of small-scale fisheries and fisheries from developing regions engaged with the MSC’s program rose in 2020-21. This is welcome: according to the FAO, small-scale fisheries provide approximately half the global seafood catch each year and over 90% of all jobs in fishing. Meanwhile, fisheries from low-and middle-income countries support countless livelihoods and generate valuable export revenue.

Many small-scale fisheries and fisheries from developing regions can find it hard to meet the complex requirements of the MSC Fisheries Standard. But we are working hard to make our program accessible.

The Fish for Good project is a flagship example of how we are approaching this challenge. Working in partnership with others, the project is focused on supporting fisheries in South Africa, Mexico and Indonesia. Improvements and capacity building focus on areas such as reducing bycatch, limiting habitat impacts and rebuilding fish stocks. For the last four years, the MSC has benefited from generous funding to support the Fish for Good project from the Dutch Postcode Lottery, which this year announced a further €1.5 million over the next three years for engagement and capacity building with fisheries in developing regions.

Our In-Transition to MSC (ITM) pilot program, launched in 2019, also supports fisheries committed to achieving certification. The program offers a way of independently verifying a fishery’s progress on an annual basis, helping them stay on track to achieve the improvements needed to meet the MSC Standard. Fisheries in the ITM program are also eligible to apply for financial support to carry out improvements from the MSC’s Ocean Stewardship Fund. As of March 2021, the program included 10 fisheries, four of which had joined in the previous quarter: the Indonesia Madura Island blue swimmer crab trap, Indonesia squid handline, India Kerala deep-sea shrimp trawl, and Indonesia Evu mud crab trap.

## Developing regions

84

fisheries engaged\*

19.8%

of MSC engaged catch

In 29  
countries

## Small-scale fisheries

96

fisheries engaged\*

18.6%

of MSC engaged fisheries

In 24  
countries

\*engaged means certified, suspended or in assessment to MSC

## Indonesian squid fisheries In-Transition to MSC

The mitre squid supports several fishing communities in Belawan, a busy harbour in Medan, Indonesia. For the last 10 years their main export market has been the UK – and because of the importance UK retailers and consumers place on sustainability, the fisheries recently joined our In-Transition to MSC program.

With support from our Fish for Good initiative and Ocean Stewardship Fund, the fishers have partnered with IPB University and the Indonesia Ministry of Marine Affairs and Fisheries to research where the squid gather to spawn. The findings will highlight sensitive areas that fisheries should avoid to protect young squid, which will grow to become their future stock.

The project will also collect information on the role of the squid in the wider food web, including as a food source for other animals such as sharks, marine mammals and birds.

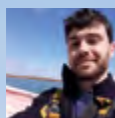
Ultimately, the ITM program will help the squid fishery improve its practices and progress towards full MSC assessment, helping to secure its long-term future.



Fisherman with line jig fishing for mitre squid in Belawan, Medan in Indonesia © Rai Seafoods / PT Toba Surimi Industries



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This funding will contribute to grassroots engagement with local fishing communities and provide fertile ground for collaboration between fishers and conservationists, during and after this project. We're hopeful that this project will strongly contribute to tackling one of the biggest marine threats that seabird populations are now facing.

Yann Rouxel, Bycatch Project Officer, RSPB

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The **Ocean Stewardship Fund** 2021-22 is open for applications in October 2021.

# Supporting sustainable fishing

More than £1.3 million has been awarded through our **Ocean Stewardship Fund** in its first two years of operation, to 35 fisheries and projects all over the world. The goal of the fund, launched in 2019, is to accelerate progress by supporting innovative research and fisheries that are committed to sustainability. The MSC commits 5% of all royalties from certified product sales to the fund. In 2021, £650,000 was awarded to 20 projects focusing on topics from improving at-sea observer safety and harvest strategies to the sustainability of bait fishing and reducing unwanted bycatch.

This year's projects are spread across the globe from Iceland to Indonesia and Australia. Recipients include fisheries in Europe, Asia and the Americas, as well as conservation bodies such as the RSPB, WWF-India and the Environmental Defense Fund. Nearly a quarter of the funding has been awarded in support of fisheries in developing regions.

## Stewardship in action

Funding from the Ocean Stewardship Fund is allocated through different grant schemes. Five examples from 2021 reflect the breadth of its operations:

### Using technology to enhance fishery observer safety:

Independent observers play a vital role in monitoring fisheries operations at sea, but their role can be difficult and dangerous. This grant will help develop a bespoke one-touch communications platform for observer safety, which will also improve data reporting. Researchers hope to have a scalable open-source platform in place by the end of November 2022.

### Climate models to predict blue swimming crab survival:

This award will support a master's student to develop a model predicting how climate change will impact the distribution and abundance of Indonesian blue swimming crabs, which are known to be particularly susceptible to changing environmental factors at different life stages. Some 275,000 people are employed in this nationally important fishery.

### Making Kerala's deep-sea shrimp fishing sustainable:

This project supports a fishery improvement project for the deep-sea shrimp fishery in Kerala, India. Lack of research means the fishery has yet to prove its sustainability, but by funding a stock assessment, led by WWF-India, we hope to create a reference point for harvest control rules and better management. The goal is to attain MSC certification by 2025.

### Testing novel seabird bycatch mitigation devices in Iceland:

This project is conducting field trials of a new bycatch mitigation device called the "looming-eyes buoy". The floating buoy has obvious eyes on it that effectively reduce the presence of seabirds. Developed by Fishtek Marine, a prototype will now be tested in the ISF Iceland lumpfish fishery by researchers from the RSPB, as the fishery was certified with a condition that it must not hinder the recovery of endangered, threatened or protected seabirds.

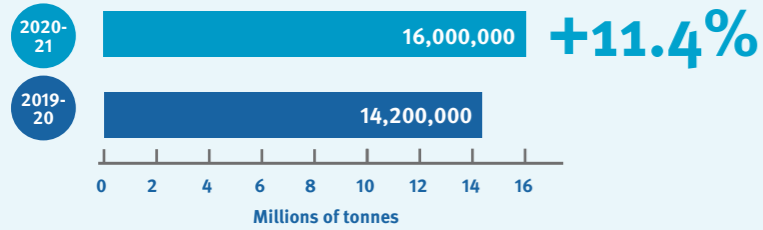
### Incentivising long-term sustainability commitments:

We awarded nine grants through our Recertification Assistance Fund in 2021 to fisheries that have successfully achieved recertification – in effect, to reward fisheries that have already shown a substantial commitment to the MSC program and sustainability. Proportional grants go towards fees for a second (or subsequent) recertification audit.

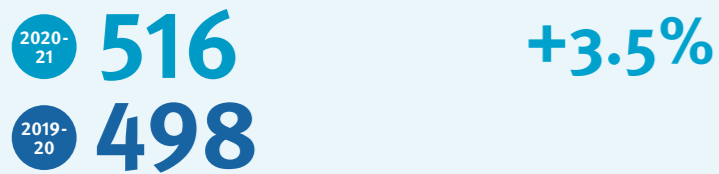


# Progress on the water

MSC engaged catch reached 16 million tonnes\*



Number of fisheries engaged in the MSC program



**55** countries engaged

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

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

- 14%** MSC certified
- 3%** MSC certified but suspended
- 2%** In assessment

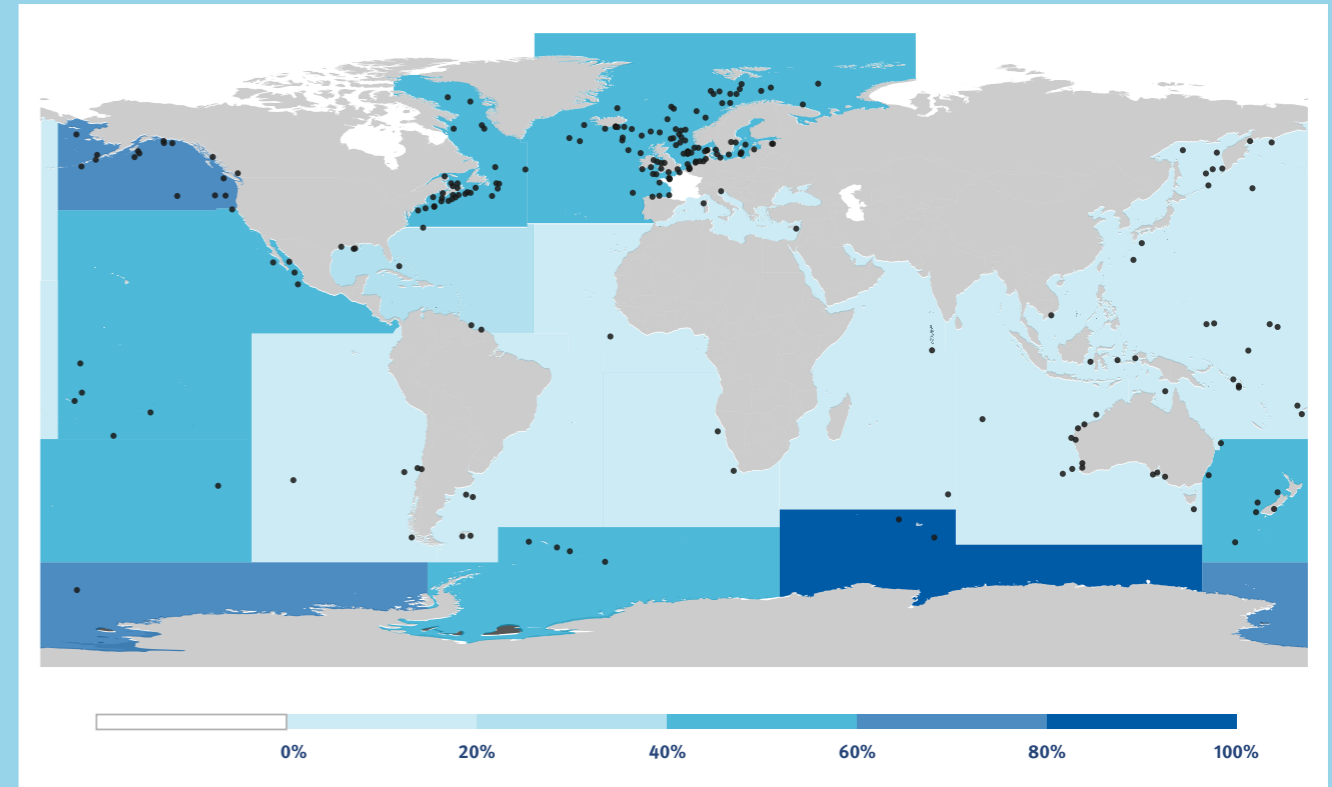
An additional 10% of global marine wild catch came from fisheries working towards MSC certification\*\*

\*Engaged means certified, suspended or in MSC assessment

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

## Proportion of global catch that is MSC certified

MSC certified marine catch (including suspended fisheries) and fishery data for the 2020-21 financial year, compared with total marine catch in each FAO major fishing area in 2018 (latest UN data available).



● Approximate location of MSC certified fishing activity

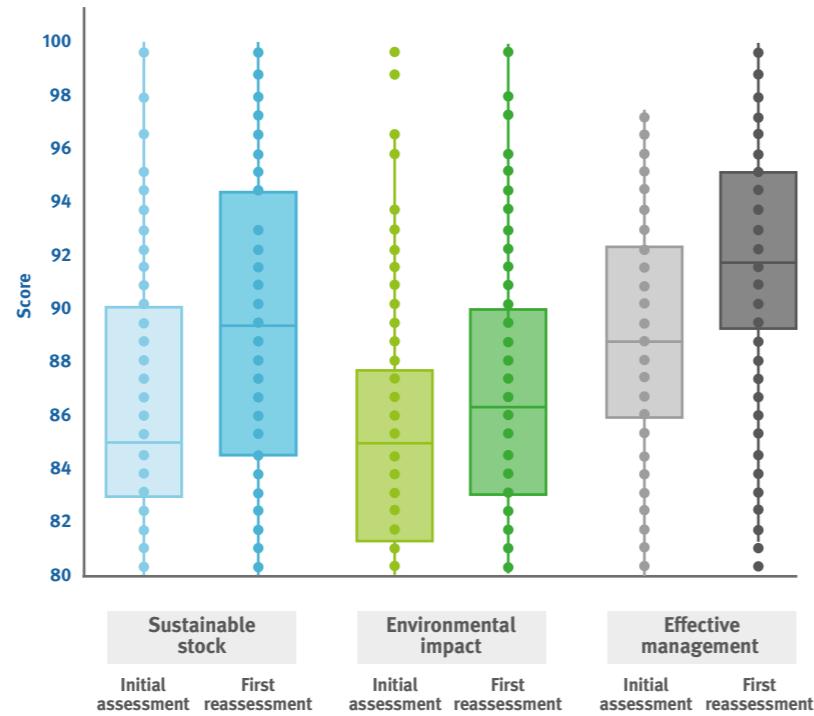
**446** fisheries certified (of which 25 were suspended), plus another 70 in assessment



# A journey of improvement

Fisheries are scored separately against the three principles of the MSC Fisheries Standard: sustainability of the stock (Principle 1); ecosystem impacts (Principle 2); and effective management (Principle 3). To pass an assessment they must score at least an average of 80 for each principle.

**Fisheries improve significantly as they stay in the program.** The graph shows the distribution of scores from all currently certified fisheries that have completed at least two full assessments against the MSC Fisheries Standard – typically this reflects changes over five years. For all three principles there is a statistically significant improvement between the average (median) score when they join the program and at the end of the first certification period\*.



\*See supplementary information file for full details of analysis.

## Fisheries improving performance

**The Australian Eastern tuna and billfish fishery**, which spans the entire eastern seaboard of Australia, was certified in August 2015 for longline albacore and yellowfin tuna and swordfish. As a condition of certification, it needed to prove that interactions with protected turtles and shortfin mako sharks had reduced to acceptable levels. The fishery introduced measures including turtle-friendly circle hooks, de-hookers and line cutters, and implemented electronic monitoring on all its vessels, which demonstrated it was highly unlikely to harm the population of these protected species. Consequently, the certification condition was closed.

**The Chile squat lobsters demersal trawl Camanchaca fishery**, first certified in 2017, introduced several monitoring, control and surveillance measures to help better understand the fishery's impact on endangered, threatened and protected species and coral habitats. Conditions placed on the fishery during certification led to better training and identification guides for crew as well as on-board cameras installed to monitor impacts. The fishery has reported no interactions with corals or out-of-scope species since implementing new protocols, while new research shows its fishing zone does not overlap with any protected seamount vulnerable marine ecosystems.

**The Iceland northern shrimp fishery** is supporting the Marine and Freshwater Research Institute (MFRI) to carry out seabed mapping research in order to avoid causing harm to delicate deep-sea sponge clusters. MSC certification is advancing research into little-studied habitats and improving understanding of how to manage and mitigate the impact that fishing has on them.



Processing tuna at Walker Seafoods in Mooloolaba, Queensland – the largest quota holder within Australia's Eastern tuna and billfish fishery © Jason Thomas

1,958

improvements made by MSC certified fisheries up to 31 March 2021

Including 372 in the last three years, consisting of:



134

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



71

improvements benefiting fishery management, governance and policy



101

improvements benefiting stock status and harvest strategies



66

improvements benefiting ecosystems and habitats

Improvements in fisheries are often driven by conditions of certification that require them to achieve global best practice on all performance indicators. A condition is set if a fishery achieves minimum sustainability requirements on an indicator (60) but less than best practice (80) and is closed when it attains this.







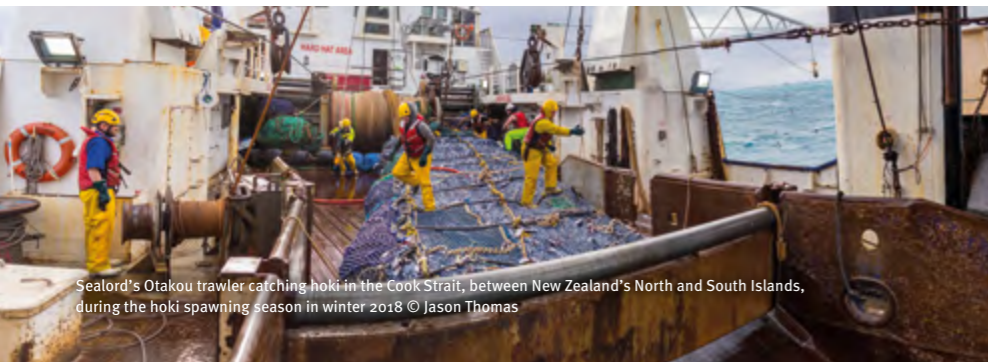
# Whitefish

Pollock accounts for the greatest volume of sales bearing the blue MSC label of any seafood species. The Alaska pollock fishery, first certified in 2005, is the largest fishery by volume in the MSC program and an example of global best practice, having been recertified twice without a single condition. The large volume of certified pollock and other whitefish has helped drive awareness of the blue MSC label in Northern Europe and the US. MSC labelled whitefish is a common ingredient in frozen products, with the blue ecolabel gaining further visibility in the US in 2020 by featuring prominently on the packaging of Mrs. Paul's and Van de Kamp's frozen fish products. Conagra Brands, which acquired the iconic brands in 2018, has committed to sourcing 100% of its frozen wild fish products from MSC certified sources.

The engagement of Russian fisheries has further increased the supply of MSC certified whitefish on the market. The first Russian pollock fisheries were certified in the Sea of Okhotsk back in 2013, and in March 2021 the scope of their certification was extended to add another 110,000 tonnes. Meanwhile, the Russian Greenland halibut fishery achieved certification in April 2020, completing a commitment by the North West Fishing Consortium to get all its fisheries certified. Executive Director Sergey Nesvetov described their achievement as a "proud moment" for his organisation.

## 20 years of Kiwi hoki

March 2021 marked 20 years since New Zealand hoki became the first major whitefish fishery in the world to achieve MSC certification. Exports of New Zealand hoki are worth NZ\$230 million (US\$150 million) to the New Zealand economy. George Clement, Chief Executive of the Deepwater Group, said, "70% of the seafood from our deepwater fisheries, including hoki, is certified to the MSC Fisheries Standard. These fisheries support whanau (extended family), iwi (kinship groups), whole communities and New Zealand's economy."



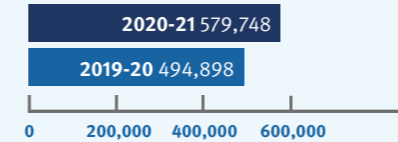
Sealord's Otakou trawler catching hoki in the Cook Strait, between New Zealand's North and South Islands, during the hoki spawning season in winter 2018 © Jason Thomas

## In numbers...

**5,914,000**  
tonnes MSC engaged catch\*

**69%**  
of global wild whitefish catch from MSC engaged fisheries\*\*

**MSC**  
www.msc.org  
Volume of MSC labelled sales (tonnes)



**177** MSC engaged fisheries

**133** Improvements made over last three years by certified fisheries

- 56** Endangered, threatened and protected species and bycatch
- 36** Ecosystems and habitats
- 35** Stock status and harvest strategy
- 6** Fishery management, governance and policy

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018

# Hake

“ There are generations of fishermen in our families and it’s really important for future generations that the hake is fished sustainably.

Ryan Davey, Skipper.  
Cornish hake fishery

”



## Sustainable hake on the up

Decades of work in Namibia’s hake trawl and longline fishery were recognised in November 2020 when it became the first fishery in the country to achieve certification.

When Namibia gained its independence in 1990, it inherited fish stocks devastated by industrial foreign fleets. Since then, the government, fishing sector and supply chain players have worked together to put the nation’s fisheries back on a sustainable footing. Hake plays a major part in Namibia’s fishing industry, generating US\$230 million per year and supporting more than 10,000 jobs, many filled by women who process the lucrative catch for export.

Support from supply chain partners has been crucial. “We have a key role to play in encouraging fisheries to improve their practices and have supported the Namibian hake trawl and longline fishery on its certification journey for a number of years,” says Stefan Descheemaeker, CEO of Nomad Foods. Nomad subsidiary Findus Italy was one of the first companies to launch an MSC labelled Namibian hake product.

The Namibian fishery meets stringent sustainability conditions and its certification more than doubled the amount of MSC certified Cape hake (including shallow and deep-water hake) on the market. It follows in the footsteps of the South African hake fishery, MSC certified since 2004, which supports some 27,000 jobs and generates more than US\$334 million in export revenue.

## Cornish hake recertified

Sustainable management is paying off for the Cornish hake fishery, recertified in December 2020. The 15 boats in this smaller-scale fishery have increased their total catch from 206 tonnes in 2008 to nearly 2,000 tonnes today.

“There are generations of fishermen in our families and it’s really important for future generations that the hake is fished sustainably,” says skipper Ryan Davey. Notably, the fishers use larger mesh sizes than are required by law, leaving smaller fish to swim free.

Support from Waitrose and other retailers has boosted sales of MSC certified Cornish hake, and demand continues to grow. A recent report from NEF Consulting showed that quayside prices for Cornish hake were 38% higher than for non-certified Scottish hake. MSC certification also brought reputational benefits and improved domestic market access.



# Small pelagics

Fast growing and short lived, small pelagics underpin marine food webs and support livelihoods from the Southern Ocean to the North Atlantic. A new briefing from MSC in 2021, *Small Pelagic Fisheries*, highlighted that certified small pelagic fisheries have become markedly more diverse in the last five years, and now include menhaden in the USA, sand eel and pout in the North Sea, anchovy in Cantabria and Argentina, and sardines in Australia and Mexico.

While direct human consumption is increasing, much of the global catch of these species is reduced to fishmeal, primarily for the aquaculture sector. With the FAO estimating that 59% of all fish consumed by humans will be farmed by 2030, the demand for fish feed will continue to grow. The number of fish oil products with the MSC label has also increased sharply over the past decade from four in 2008 to over 500 in 2020. Now, 21% of all MSC labelled products are made up of small pelagic species.

But nearly half (46%) of small pelagic stocks are overfished according to the IFFO, the trade organisation that represents the marine ingredients industry. Their productive but short-lived nature makes them vulnerable to swift population crashes. To complicate matters, warming waters as a result of climate change are pushing many small pelagic stocks towards the poles, causing disputes over fishing zones and quotas. Market and consumer awareness of the challenges facing these fish is vital to drive positive change.

“ We need international agreements to manage fisheries in an adaptive, scientific way, rather than managing fish resources based on short-term national and commercial interests. ”

Erin Priddle, North Europe Regional Director, MSC

## Action on North East Atlantic pelagics

Eight Atlanto-Scandian herring and blue whiting fisheries had their MSC certification suspended in December 2020, following the 2019 suspension of mackerel fisheries in the same region. The fisheries are jointly managed by the EU, Norway, Iceland, the Faroe Islands and, for the first time post-Brexit, the UK. There has been a failure to reach agreements over catch levels and quota sharing for several years with the result that total catches have been exceeding scientific advice – by 22% in 2020. The collapse of Atlanto-Scandian herring stocks in the 1960s is a reminder of the urgent need for good management: without it we will risk the future health of these stocks, as well as the livelihoods and socio-economic benefits they support.

“Migratory species like Atlanto-Scandian herring do not observe national boundaries,” says the MSC’s North Europe Regional Director, Erin Priddle. “We need international agreements to manage fisheries in an adaptive, scientific way, rather than managing fish resources based on short-term national and commercial interests.”

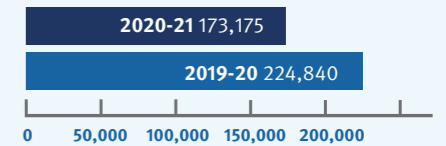
Small pelagic fish shoaling

## In numbers...

**4,946,000**  
tonnes MSC engaged catch\*

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

**MSC** Volume of MSC labelled sales (tonnes)^



**55** MSC engaged fisheries

**30** Improvements made over last three years by certified fisheries

**13** Stock status and harvest strategy

**10** Fishery management, governance and policy

**6** Endangered, threatened and protected species and bycatch

**1** Ecosystems and habitats

\*engaged means certified, suspended or in assessment to MSC

\*\*as of UN FAO data, 2018

^eco-labelled products largely destined for human consumption, engaged catch more representative of volumes destined for fishmeal/oil and human consumption.





# Tuna

2020-21 was a year of rapid growth for certified tuna, with a 50% increase in volume of MSC labelled products putting global sales on course to reach 110,000 tonnes.

The rise has been swift: the proportion of the global catch engaged in the MSC program has doubled since 2019-20. With 66 tuna fisheries now MSC certified, over half of the global catch of major commercial tuna species is either certified or in assessment to the MSC Fisheries Standard.

Growing consumer awareness and strong support from the retail and food-service sector have driven the growth in demand for sustainably sourced tuna. In the past year, global brands that have made a strong commitment to sourcing tuna from MSC certified fisheries include Edeka, Netto, Walmart, Bumble Bee and Lidl.

Because tuna are highly migratory fish, sustainability depends on good management across international waters – not just within individual fisheries. With our partners, we are supporting calls for the international commissions responsible for managing tuna stocks to set robust harvest strategies that include control measures and catch limits.

## Walmart's tuna commitment

In June 2020, Walmart – the largest retailer in the US – announced that by July 2020 it was moving to source all the canned tuna in its Great Value range from either MSC certified fisheries or from those actively working towards certification through a time-bound fishery improvement project. The goal, intended to deliver “affordable products in a way that helps preserve the planet” for customers in its US stores, was originally set for 2025, but Walmart decided to increase the pace. The company is leading positive global change, with a commitment to sourcing all its tuna from sustainable fisheries by 2025.

**Find out more about tuna and read our Sustainable Tuna Handbook**

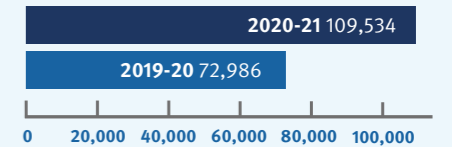
## In numbers...

**2,866,000**  
tonnes MSC engaged catch\*

**54%**  
of global wild tuna catch from MSC engaged fisheries\*\*



Volume of MSC labelled sales (tonnes)



**86** MSC engaged fisheries

**29** Improvements made over last three years by certified fisheries

**16** Fishery management, governance and policy

**11** Endangered, threatened and protected species and bycatch

**2** Stock status and harvest strategy

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018



# Octopus and squid

Demand is growing for MSC certified squid and octopus from the food-service industry and consumer markets, particularly in Asia and Southern Europe. As of 31 March 2021, two octopus and four squid fisheries have been certified to the MSC Standard, with several others now working towards MSC certification, including in Indonesia and along the east coast of Africa.

## Western Asturias octopus fishery sees benefits of certification

The artisanal octopus fishery based in Asturias, Spain earned a price premium of 15-25%, according to a study published in *Marine Policy* in September 2020. Certification has also helped the fishers access new markets in the USA, Switzerland, Denmark and Spain, and given them more control over sales and pricing.

## South African squid

South Africa's Cape Hope squid jig fishery – which can contribute up to US\$102 million a year to the local economy – took a step closer to sustainability. Part of our Fish for Good project, the fishery has developed an action plan in collaboration with WWF-South Africa to address the areas where it can make improvements measured against the requirements of the Fisheries Standard.

## Southwest Indian Ocean octopus fisheries

In October 2020, 88 people from 18 countries attended a three-day virtual event to discuss sustainable octopus fisheries in the Southwest Indian Ocean as part of our SWIOceph project, which aims to support octopus fishing communities in Kenya, Tanzania, Zanzibar, Comoros, Seychelles, Madagascar, Mozambique, Mauritius and South Africa to improve their sustainability.



Asturias octopus fisherman, Spain © Alvaro Fuente

## US East Coast squid fishery achieves certification

In June 2020, a fishery covering longfin squid and Northern shortfin squid (or Illex) caught by Seafreeze Ltd. and Sea Fresh USA off the US East Coast, achieved certification. The fishery landed over 35,000 tonnes in 2018.

Historically, most US shortfin squid has been sold as bait for other fisheries, though more recently it has been bought by food-service customers around the US, Europe and Asia. Longfin squid has predominantly served a domestic food-service market.

Two years ago, the US Northeast bottom trawl squid fishery operating in the same waters became the first ever to achieve certification to the MSC Standard.

“ MSC certification of longfin and Illex squid from the Northwest Atlantic is something that customers here in the US and overseas have been eager to see in our New England fishery for some time. As demands on the world's natural resources intensify, it is important for our customer base to understand what we already knew, that these fisheries are sustainable, well-managed US fisheries.

Chris Lee, Director of Sea Fresh USA

“ Earning MSC certification for our Atlantic squid harvests is an important milestone for Seafreeze. We have always been committed to providing the highest quality, most responsibly harvested squid available to our customers. Our goal is to be the industry leader in the species, and the MSC certification is a great step in that direction.

Chris Joy of Seafreeze Limited

## In numbers...

**76,000**  
tonnes MSC engaged catch\*

**2%**  
of global wild cephalopod catch from MSC engaged fisheries\*\*

 Volume of MSC labelled sales (tonnes)



**6** MSC certified fisheries

**3** Improvements made over last three years by certified fisheries

 **2** Fishery management, governance and policy

 **1** Endangered, threatened and protected species and bycatch

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018





# Crab and lobster

Crab and lobster have been part of the MSC story from the very beginning – Western Australian rock lobster became the first ever fishery to achieve MSC certification back in 2000.

This year brought certification for the rock lobster fishery operating around the remote island of St Paul in the southern Indian Ocean. Two snow crab fisheries were also certified: the Barents Sea Opilio trap fishery, which holds 70% of the commercial snow crab quota in Russian waters, and AQIP in the north of Canada’s Gulf of St Lawrence. The Argentine red king crab also entered full assessment.

In August 2020, the Maine lobster fishery certificate was suspended because of concerns over the federal government’s failure to protect North Atlantic right whales in US waters. Whales becoming entangled in fishing lines has emerged as an issue in recent years and had previously led to the suspension of the southern Gulf of St Lawrence snow crab trap fishery. Both fisheries have been working hard to make improvements to meet the MSC Standard’s criteria on minimising impacts on endangered, threatened and protected species.

## Lobster fishing and marine protection in Tristan da Cunha

The world’s most remote island community is showing that sustainable fishing and marine conservation can go hand in hand. In November 2020, the British Overseas Territory of Tristan da Cunha – population: 245 – announced that almost 700,000km<sup>2</sup> of its waters would become a marine protected area (MPA), the fourth largest such sanctuary in the world and the biggest in the South Atlantic.

Tristan’s rock lobster fishery, which has been MSC certified since 2011, makes up around 80% of the archipelago’s income. Careful management has ensured the marine environment around the islands is thriving. The new MPA closes over 90% of the islands’ waters to harmful extractive activities, while allowing local people to continue to fish sustainably.

[Find out more about lobster fishing and sustainability in Tristan da Cunha](#)

[Find out more about how crab fisheries are working towards certification](#)

## Crab fisheries working towards certification

Two Indonesian crab fisheries joined the In-Transition to MSC program this year via our Fish for Good project (see page 8). The Madura Island blue swimming crab fishery, which exports 90% of its catch to the US, hopes to enter MSC assessment by the end of 2022. Over the last few years, the fishery, under the Indonesian Blue Swimming Crab Association, has made significant efforts to improve fishing practices, increase stock levels, protect nursery grounds and develop a community-based management plan. Certification would be a major milestone and provide a local example of sustainable management: blue swimming crab is one of Indonesia’s most valuable exports, worth more than US\$300 million annually. It supports the livelihoods of at least 90,000 fishermen and 185,000 women who prepare and process the catch.

Also joining the program is a community-based mud crab fishery in the Kei Islands, Maluku province. Mud crabs, also known as mangrove crabs, are highly prized in domestic and international markets. The fishery is in an improvement program, supported by WWF-Indonesia, with the aim to enter full assessment by 2025.

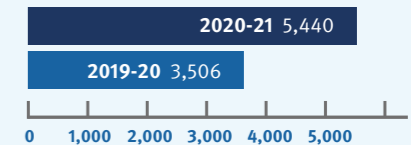
Blue swimming crab is one of Indonesia’s most valuable exports, annually worth more than **US\$300 million**

## In numbers...

**316,000**  
tonnes MSC engaged catch\*

**14%**  
of global wild crab and lobster catch from MSC engaged fisheries\*\*

 Volume of MSC labelled sales (tonnes)




**42** MSC engaged fisheries

**50** Improvements made over last three years by certified fisheries

 **28** Endangered, threatened and protected species and bycatch

 **11** Fishery management, governance and policy

 **8** Stock status and harvest strategy

 **3** Ecosystems and habitats

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018



# Salmon

Back in 2000, Alaska salmon became one of the first fisheries to achieve MSC certification. Today, almost all salmon harvested in Alaska comes from MSC certified fisheries. Five salmon species are harvested by seven different gear types across 14 diverse management areas, from the southeast near Canada to the small Native Alaskan communities in the far northwest. More recently, there has been a growth in the number of Russian salmon fisheries engaged in the MSC program.

## Sustainable salmon leap in Kamchatka

Salmon is central to the culture, economy and wild nature of the Kamchatka peninsula in the Russian Far East. The Ozernaya River sockeye salmon fishery was the first fishery in Kamchatka to achieve certification back in 2012, and several more have followed since. July 2020 brought a big leap forward, as 12 large fisheries on Kamchatka's western and eastern coasts successfully completed the assessment of their pink, chum and sockeye salmon. With the new certifications, the total number of Kamchatka salmon fisheries meeting the MSC Standard increased to 29. Together, these certified fisheries account for almost three-quarters of the region's yield, which fluctuates between 300,000 and 500,000 tonnes of salmon annually.



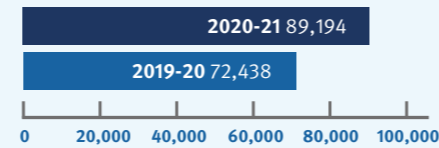
Fisherwoman Emily Taylor with salmon catch from Alaska salmon fishery in Bristol Bay © Kendall Rock

### In numbers...

**580,000**  
tonnes MSC engaged catch\*

**58%**  
of global wild salmon catch from MSC engaged fisheries\*\*

**MSC** Volume of MSC labelled sales (tonnes)



**39** MSC engaged fisheries

**9** Improvements made over last three years by certified fisheries

- 3** Endangered, threatened and protected species and bycatch
- 3** Stock status and harvest strategy
- 3** Fishery management, governance and policy

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018



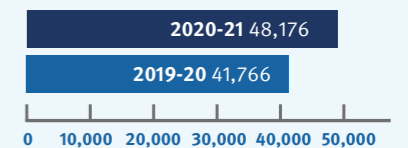
# Prawn and shrimp

### In numbers...

**365,000**  
tonnes MSC engaged catch\*

**11%**  
of global wild prawn and shrimp catch from MSC engaged fisheries\*\*

**MSC** Volume of MSC labelled sales (tonnes)



**47** MSC engaged fisheries

**43** Improvements made over last three years by certified fisheries

- 18** Ecosystems and habitats
- 11** Endangered, threatened and protected species and bycatch
- 9** Stock status and harvest strategy
- 5** Fishery management, governance and policy

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018

Despite their small size, these crustaceans play a big role in cuisines, cultures and ecosystems all over the world. From cold-water prawns in the Arctic to tropical seabob shrimp in the Caribbean, fisheries have made significant efforts to improve their sustainability, from reducing bycatch to using lighter gear that minimises damage to the seabed.

## Continued commitment in Australia

Over half of all the prawns caught in Australia come from an MSC certified fishery. Two fisheries off Western Australia – the Exmouth Gulf and Shark Bay prawn fisheries – were recertified with no conditions in December 2020. Both had made improvements since their first certification in 2015, ranging from improving habitat mapping to getting better information on bycatch rates.

The Shark Bay fishery – which adjoins an ocean wilderness with World Heritage status – also introduced a training program for crews on safely handling and releasing sea snakes.

The two fisheries were recertified just in time for Christmas, Australia's peak prawn-eating season. Once again, the MSC and partners ran a marketing campaign promoting sustainable prawns over the festive season. This included AU\$1 million (US\$769,000) worth of digital advertising on thousands of screens in 97% of gyms and 40 shopping centres across Australia, sponsored by retailer Coles. We also gained TV coverage and features in the national press, as well as YouTube ads and millions of impressions on social media, with influencers sharing our sustainable prawn and lobster recipes.

Freshly caught brown shrimp from the North Sea brown shrimp fishery © MSC / Saskia Lelieveld



# Bivalves

## 20 years up for Burry Inlet cockles

The first bivalve mollusc fishery in the world to achieve MSC certification – the UK’s Burry Inlet cockles – celebrated its 20th anniversary of certification this year. Using a technique that has changed little since Roman times, some 50 licensed gatherers rake the cockles from the mud at low tide then sieve out the larger ones. Fishery surveys are carried out twice a year to determine harvest levels, ensuring enough cockles are left to breed and as food for the birds that visit the estuary.

## MSC certified bivalves at Waitrose

British bivalve producers have been hit hard by Brexit, due to a combination of complex export processes and UK waters failing to meet EU standards. Lockdowns have also shut down high-end restaurant markets. But the Dorset Shellfish Company managed to buck the trend, reaching an agreement with Waitrose to sell the MSC certified clams and cockles it sources from Poole Harbour on fresh counters at 150 stores. At the fishery, Poole Harbour’s clam and cockle fishers are working with conservationists to reduce impacts on other species within this marine protected area thanks to a grant from the Ocean Stewardship Fund.

## South African mussels

An Ocean Stewardship Fund grant awarded in April 2020 is supporting the rope-grown mussel fishery in Saldanha Bay, South Africa to become more sustainable. Mussel growers in the bay have been making improvements towards the MSC Fisheries Standard since 2018, as part of our Fish for Good project, and are hoping to achieve certification by 2023.



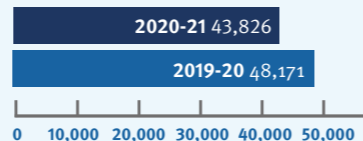
Bag of MSC certified mussels

## In numbers...

**417,000**  
tonnes MSC engaged catch\*

**18%**  
of global wild bivalve catch from MSC engaged fisheries\*\*

**MSC** Volume of MSC labelled sales (tonnes)



**56** MSC engaged fisheries

**22** Improvements made over last three years by certified fisheries

-  **13** Fishery management, governance and policy
-  **5** Endangered, threatened and protected species and bycatch
-  **2** Ecosystems and habitats
-  **2** Stock status and harvest strategy

\*engaged means certified, suspended or in assessment to MSC  
\*\*as of UN FAO data, 2018



# Seaweed

The joint ASC-MSC Seaweed Standard provides verification of sustainable and socially responsible seaweed production, at a time that the global market in seaweed is growing rapidly.

In South Korea, seaweed for human consumption has been in the sustainability spotlight. The first ever certified wakame products, produced by Gijang Mulsang, went on sale to consumers in September 2020, while in November the Wando Eco-Friendly Seafood Cooperative (WESC) became only the third producer in the world to attain certification to the ASC-MSC Seaweed Standard. Farming the traditional diet staples of kelp and hiziki, WESC is targeting its certified seaweed products at domestic retailers.

In January, Dutch biotech company Veramaris became the first producer of microalgae oil for fish feed to achieve the joint certification. Veramaris produces Omega-3 oil from microalgae at a land-based facility in the US, which is used to supplement feed for farmed fish.

The majority of Omega-3 for aquaculture is sourced from wild stocks of small pelagic fish, which are under increasing pressure. As the aquaculture sector continues to grow it is vital that feed is sustainably sourced. Veramaris’ certified oil can supply 15% of the global Omega-3 requirements for salmon farms.

Korean perilla seafood soup © iStock.com / GEOLLEE

## In numbers...

**1,195**  
tonnes of ASC-MSC engaged seaweed\*

**17**  
engaged farms

“After a lot of hard work, we are now very satisfied that we are following this global standard, which has encouraged us to think about our environmental impact and the true value of seaweed products. The market for responsible seafood is young and has a lot of potential, so it was well worth engaging with and demonstrating our good practices. We will continuously update our practices to maintain the certificate.

Woo Hyun-Kyu, Director of Marketing at WESC

**Find out more about sustainable and socially responsible seaweed**

\*engaged means certified, suspended or in assessment.



# Campaign highlights



Sustainable pollock tofu soup © Olivia



## World Ocean Day

We held our global World Ocean Day campaign on 8 June 2020, spreading the “Little Blue Label, Big Blue Future” message. Uptake was impressive, with an estimated 20 million people viewing the campaign video on traditional and streamed TV, and over 500 press articles. We achieved strong results online with 4 million views of the entire video attracting 77,000 website visitors during the campaign period. We engaged 82 ambassadors worldwide, supported by 159 social influencers, and 192 commercial and 43 non-commercial partners who campaigned with us across 23 countries.

## Influencers help reach millions

In China we launched two successful campaigns this year using KOL marketing. KOL, or key opinion leaders, is a type of influencer marketing popular in China. We invited six KOLs with audiences ranging from young people to mothers, fitness gurus and healthy lifestyle lovers across China. The campaigns encouraged the KOLs to share sustainable seafood recipes with their online following, using only MSC certified seafood. More than 40 sustainable seafood recipes were launched via social media platforms including Sina Weibo, WeChat, Sohu, Douguo, Xiachufang and Little Red Book.

## Healthy Heart, Happy Ocean

In South Africa, during Heart Awareness Month in September and National Marine Month in October, we launched a successful campaign in partnership with the Heart and Stroke Foundation South Africa (HSFSA). The campaign encouraged South Africans to choose seafood “that’s good for you and the ocean too”. The HSFSA’s Heart Mark logo is often seen next to the MSC blue fish label on seafood products, guiding consumers to make both healthier and sustainable choices. A host of sustainable seafood recipes were shared that feature both the MSC ecolabel and the Heart Mark.

## Shikaruneko collaborates with MSC

In Japan, we created a video with popular Twitter character Shikaruneko or “the scolding cat”. In the video, Shikaruneko explains what the MSC ecolabel means and the importance of choosing sustainable seafood. The video clocked up over a million views by the end of the campaign as Twitter users shared it for the chance to win prizes from our partners McDonald’s Japan, Aeon, Maruha Nichiro, Japanese Consumers’ Co-operative Union and Nippon Suisan.



New Zealand Prime Minister Jacinda Ardern supports Te Kawa O Tangaroa

## Educating the next generation

In March 2021, we announced a new education partnership with the National Aquarium of New Zealand – set to reach hundreds of schools across the country. At the launch event at the aquarium in Napier, Prime Minister Jacinda Ardern showed her support as she spoke of the importance of every child receiving an education on how to care for our oceans. The partnership helps to promote new MSC education resources for teachers and learners in a nine-topic series called Te Kawa O Tangaroa – Ocean-centred learning.



## New insights on global food supply

Seafood is a key source of nutrients and protein and plays a vital role in the diets of many. In January 2021, we published a MSC Insights Brief which detailed that the world is missing out on enough protein to meet the yearly needs of 72 million people because of overfishing. If all fishing was sustainable, it would provide enough additional protein for a population the size of the UK and Ireland combined.



Choon-taek Kwon, the secretary general of UN Global Compact Network Korea

## UN Global Compact Network Korea

In South Korea, we signed a memorandum with the UN Global Compact Network Korea to encourage Korean businesses to contribute to the SDGs. This included a campaign called “Pledge to Participate in Sustainable Oceans and Responsible Seafood Consumption”, focusing on SDG 12 (Sustainable Consumption and Production) and SDG 14 (Life Below Water). Partners involved in the pledge include the first hotel in South Korea to achieve MSC chain of custody certification: Conrad Seoul hotel made a commitment in 2021 to source 25% of its wild-caught seafood as MSC certified by 2022.



Seas Forever Week campaign visual

## First Spanish Seas Forever Week

Almost 60 organisations joined in the celebrations for our first “Semana Mares Para Siempre” or “Seas Forever Week” held during February 2021. This included several events such as a scientific forum on climate change, involving speakers from the FAO, local government and universities. Attendees discussed the link between sustainable fishing and SDG 14 (Life Below Water) and SDG 13 (Climate Action), concluding that sustainable fishing can help counteract the effects of climate change. We also conducted education outreach with more than 100 students on the topic.



# Our funding and donors

This year we would especially like to thank the many donors, including trusts, foundations and statutory bodies, from across the globe that have supported our work. We received significant and new generous support from the Mava Fondation pour la Nature for our Project MedPath work helping small-scale fisheries in the Mediterranean, as well as the A.G. Leventis Foundation for work in Greece, and the David and Lucile Packard Foundation for our East Asia Sea Pathway to Sustainability project.

We would also like to thank the Dutch Postcode Lottery for its continued support of the Fish for Good project in Indonesia, Mexico and South Africa, as well as ongoing core support; the Walton Family Foundation for its continuing generous support for projects around the world; the Adessium Foundation for supporting our work in the Mediterranean; WWF-Sweden for its support for our project in the Southwest Indian Ocean region; and the Remmer Foundation for a grant to work with small-scale fisheries in southern Africa.

Finally, we also continue to receive generous core support from the Triad Foundation, Holzer Family Foundation and Vowles Family Fund, for which we are truly grateful.

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

### US Foundations

- David and Lucile Packard Foundation
- Walton Family Foundation
- New Venture Fund
- Remmer Family Foundation
- Triad Foundation
- Holzer Family Foundation
- Vowles Family Fund

### UK Trusts and Foundations

- A.G. Leventis Foundation

### European Foundations

- Adessium Foundation (Netherlands)
- Dutch Postcode Lottery
- MAVA Fondation Pour la Nature (Switzerland)

### NGOs

- Resources Legacy Fund / Sustainable Fisheries Fund
- WWF-Sweden
- WWF-UK (for Project UK)

### Corporate

- Findus (Sweden)
- Project UK (various)

# Our finances 2020-21

## Report by the Trustees on the summarised financial statements

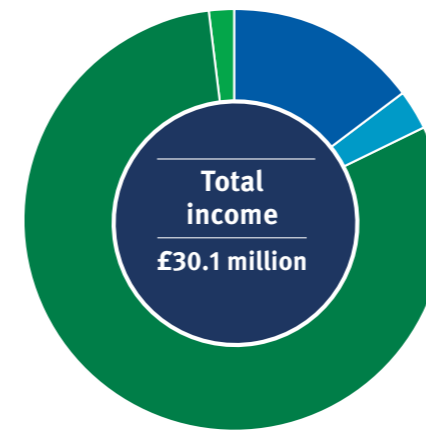
The summarised financial information is extracted from the full statutory trustees' annual report and financial statements which were approved by the trustees and signed on their behalf on 27 July 2021. An unqualified audit report was issued in relation to the full statutory trustees' annual report and financial statements by our auditors Crowe U.K. LLP on 6 August 2021.

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 2021. 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:

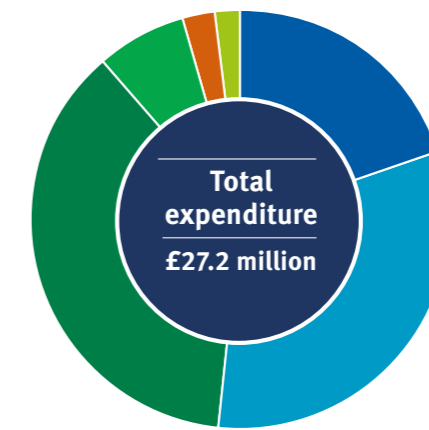


**Werner Kiene,**  
Chair, MSC Board of Trustees  
6 August 2021



### Where the money comes from

- 11.5% Donations and legacies
- 2.0% Other trading activities
- 85.1% Income from charitable activities (logo licensing)
- 1.4% Income from investments



### Where the money goes to

- 20.0% Policy and maintenance of Standard
- 31.7% Education and awareness
- 37.0% Commercial and fisheries servicing and outreach
- 6.9% Logo licensing
- 2.7% Ocean Stewardship Fund
- 1.7% Expenditure on raising funds

**Total funds at 31 March 2021: £38.8 million**

Compared with total funds of £32.8 million on 31 March 2020

Other gains and losses in the year not shown under income or expenditure amounted to a gain of £3.1 million



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

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

# Governance 2020-21

## The MSC Board of Trustees

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

**Dr Werner Kiene**  
Chair

**Mr Paul Uys**  
Chair, Marine Stewardship  
Council International Board

**Ms Amanda Nickson**  
Co-Chair, Stakeholder  
Advisory Council

**Ms Stefanie Moreland**  
Co-Chair, Stakeholder  
Advisory Council

**Mr Eric Barratt**

**Mr Giles Bolton**

**Ms Maria Damanaki**

**Mr Jim Leape**

**Mr David Lock**

**Welcome to new members:**

**Mr Stuart Green**

**Dr Kevin Stokes**

**Dr Christopher Zimmermann**  
Chair, Technical Advisory  
Board

**Thank you to  
departing members:**

**Dr Simon Jennings**  
Chair, Technical Advisory  
Board

**Mr Jean-Jacques Maguire**



## 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 fishery and supply chain certification and accreditation and reviewing the progress of fisheries certifications.

**Dr Christopher Zimmermann**  
(Germany) Chair

**Mr Adam Swan**  
(UK)

**Dr Tim Essington**  
(USA)

**Ms Lucia Mayer Massaroth**  
(Germany)

**Dr Keith Sainsbury**  
(Australia)

**Dr Victor Restrepo**  
(USA)

**Ms Michèle Stark**  
(Switzerland)

**Dr Florian Baumann**  
(Germany)

**Mr Sergey Sennikov**  
(Russia)

**Dr Rebecca Lent**  
(USA) (Co-opted Member)

**Mr José Augusto Pinto de Abreu**  
(Brazil) (Co-opted Member)

**Ms Kerry Smith**  
(Australia) (Co-opted Member)

**Thank you to departing members:**

**Dr Simon Jennings**

**Mr Alex Olsen**

**Dr Juan Carlos Seijo**

## The MSC Stakeholder Advisory Council

The MSC's Stakeholder Advisory Council provides advice to the MSC Board of Trustees and input into the MSC's review processes and provides a formal body through which stakeholders can provide their views to the MSC. It includes representatives from the seafood industry, conservation community, market sector and academia. The membership reflects diverse experiences, geographies, and interests in relation to the work of the MSC.

**Ms Amanda Nickson**  
Co-Chair, The Pew Charitable Trusts, USA

**Ms Stefanie Moreland**  
Co-Chair, Trident Seafoods, USA

**Mr Johann Augustyn**  
SADSTIA, South Africa

**Ms Heather Brayford**  
Government of Western Australia, Department of Primary Industries and Regional Development, Australia

**Mr Rory Crawford**  
Birdlife International/RSPB, UK

**Ms Agathe Grossmith**  
Carrefour, France

**Ms Yumie Kawashima**  
Aeon, Japan

**Mr Tor Larsen**  
Norwegian Fishermen's Association, Norway

**Dr Ghislaine Llewellyn**  
WWF International, Australia

**Ms Christine Penney**  
Clearwater Seafoods, Canada

**Mr Ivan Lopez Pesquera**  
Ancora, Spain

**Mr Marco Quesada**  
Conservación Internacional, Costa Rica

**Ms Carmen Revenga**  
The Nature Conservancy, USA

**Ms María José Espinosa Romero**  
Comunidad y Biodiversidad A.C (COBI), Mexico

**Thank you to departing members:**

**Mr Peter Trott**

## Marine Stewardship Council International Board

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

**Mr Paul Uys**  
MSCI Chair

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

**Mr Eric Barratt**

**Ms Valentina Tripp**

**Mr Jeff Davis**

**Mr Rupert Howes**  
MSC Chief Executive





“

The MSC would not be where it is today without its exceptional network of staff operating in more than 20 countries. Covid-19 has made this year particularly challenging for us all. MSC staff have worked exceptionally hard to adapt and maintain our program. Not only have they embraced working remotely, they have also revised plans to deliver communications, events, outreach and standards oversight through new digital tools and platforms. The MSC's Board and executive team would like to express our huge gratitude to all our staff. Your efforts over the past year are helping to sustain seafood supplies and healthy oceans for the future.

Thank you.

Rupert Howes, Chief Executive,  
Marine Stewardship Council

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All data in this report is correct as of 31 March 2021, unless otherwise stated. The reporting year is 1 April 2020 to 31 March 2021.

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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