How standards help promote sustainability.

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Marine Stewardship Council
The MSC Program

Fishery

Fishery Certification

Chain of Custody Certification

Ecolabel Licensing

Consumer Product
• 20 years of working with fisheries and markets to deliver sustainability
• 37% recognition by consumers (global average)
• 108 companies have commitments to source MSC certified seafood, 69 in Europe, 77 retailers, 14 brands, and 17 foodservice
• 24,000 MSC labeled products in 110 countries.
• 3700 MSC Chain of Custody certificate holders in 90 countries.
• 12% of global catch of wild caught seafood certified, +2% in assessment, 312 certified fisheries in 36 countries.
• Organisation 185 staff, £18m budget
Direct contribution to SDG Goal 14.4

MSC certified as % total marine capture

Certified % of Marine Capture

Cert & In Assess. % of Marine Capture
20 years of impact in MSC certified fisheries

The MSC certification program recognises, rewards, and incentivises sustainable fishing around the globe. This map highlights just a few of the improvements that certified fisheries have made since 1997.

- West Greenland coldwater prawn: New arctic research protects marine habitats (page 16)
- Scottish North Sea haddock: New measures and gear for bycatch reduction (page 14)
- Denmark Fisheries Producer Organisation (DFPO): Protecting corals and sponges in real time (page 11)
- Maldives pole & line tuna: Landmark precautionary harvest control rules (page 22)
- Ben Tre hard gathered clam: Community-led management in the 1st MSC certified fishery in Southeast Asia (page 30)
- Western Australia rock lobster: Long term commitment: the 1st MSC certified fishery (page 6)
- South Africa hake: Economic benefits and the sustainable development goals in action (page 36)
- Patagonian toothfish: Stamping out IUU in the Southern Ocean (page 36)

- 296 Certified fisheries
- 67 Fisheries in assessment
- 17 Suspended fisheries

94% of certified fisheries are required to make at least one improvement to maintain certification.
Vietnam Ben Tre clam - Economic benefits

• MSC certified in 2009
• New markets – Europe and US
• Solved illegal fishing problem
• Created cooperatives
• 30%-50% increase in price/kg
• Sold as fresh with shell: 165% increase in total value at landing
• Long-term sustainability of resources from improved management and increase in total landings thanks to resource protection in fishery
• Increased incomes of fishers (400%)
South African Hake: ecosystem impacts

Improvements of bird mortality (albatross particularly)
- Collaboration: Government, Industry, eNGOs
- Mitigation measures (reducing encounters)
- Observers (monitoring effectiveness)

<table>
<thead>
<tr>
<th>Season</th>
<th>Albatross catch rate (birds/haul)</th>
<th>2004-05</th>
<th>2006-09</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>0.448</td>
<td>0.057</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Summer</td>
<td>0.72</td>
<td>0.024</td>
<td>67%</td>
<td></td>
</tr>
</tbody>
</table>
Certification allowed SA Hake industry to benefit from fluctuating market conditions – *readiness to adapt to unforeseen market changes*.

Market diversification options gave them a competitive edge.

Greater stability and investment in local industry and infrastructure.

Clear employment benefits – without certification, Net Present Value (NPV) of the fishery would decrease by about 35% over a 5-year period, with a potential loss of about 12,000 jobs.

Thank you

For more information contact

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