

How standards help promote sustainability.

Geneva, Nov 2017

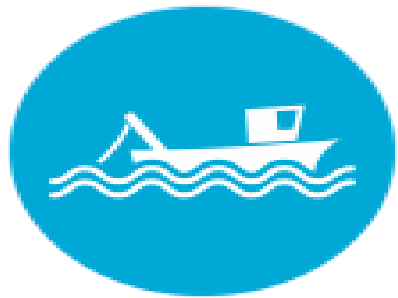
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The MSC Program



Fishery



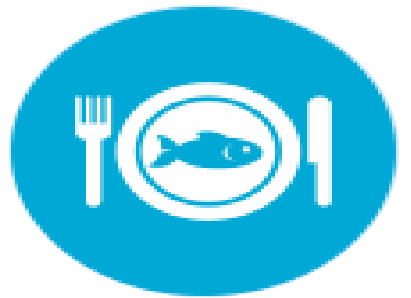
Fishery
Certification



Chain of Custody
Certification



Ecolabel
Licensing

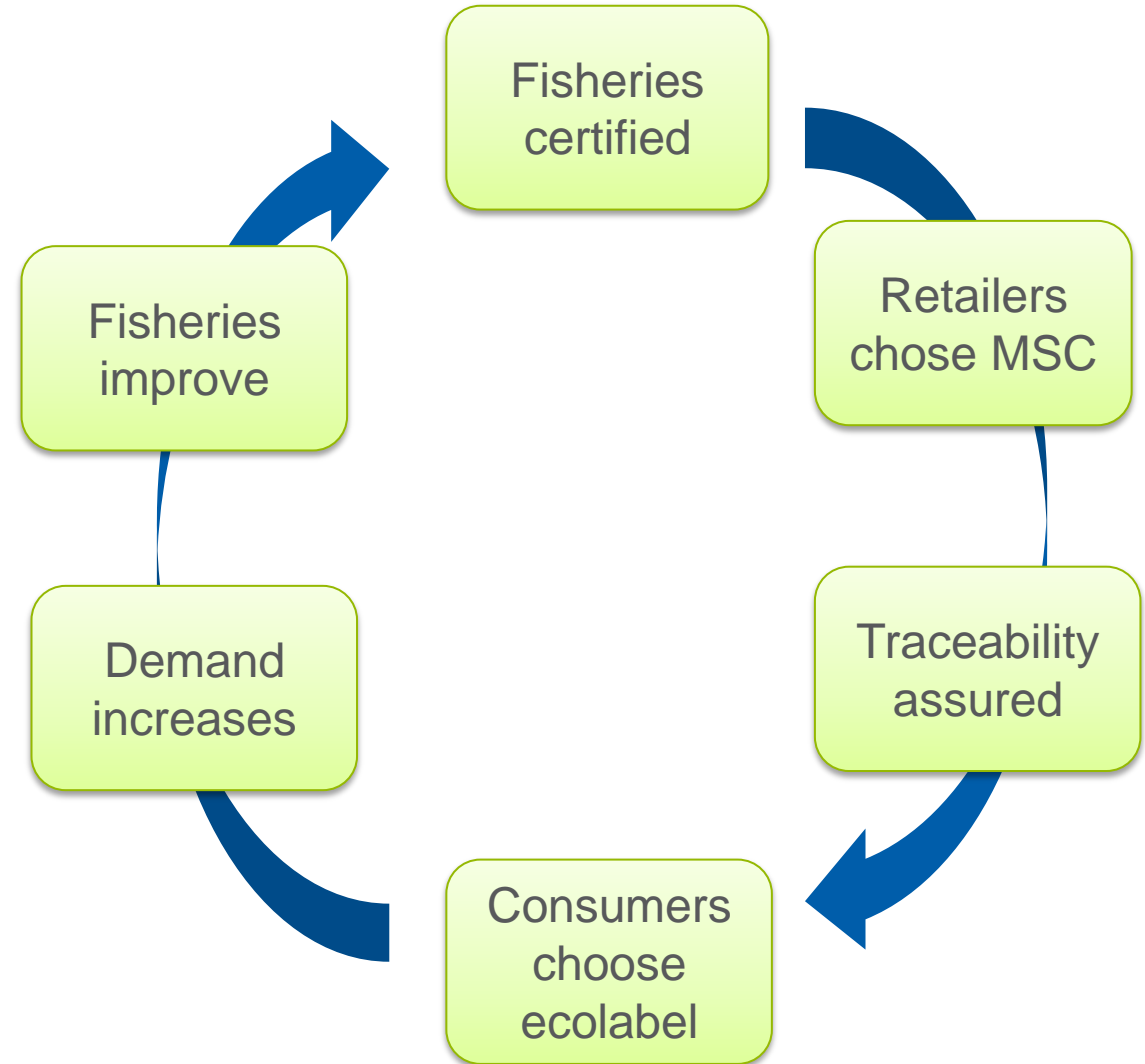


Consumer
Product

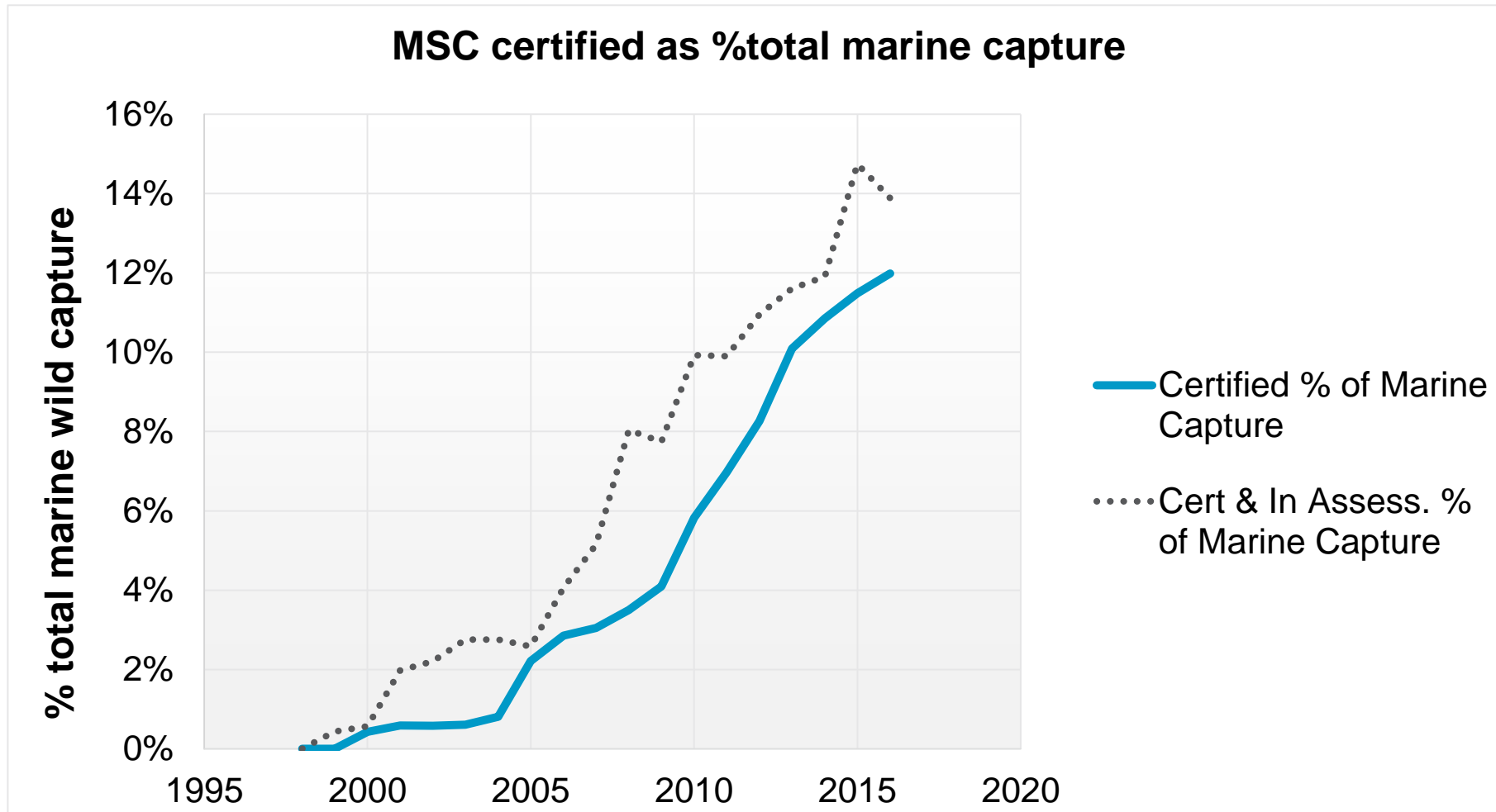
The Context: the theory of change



- 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



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.

1,238

Improvements have been made by certified fisheries

● 296 Certified fisheries

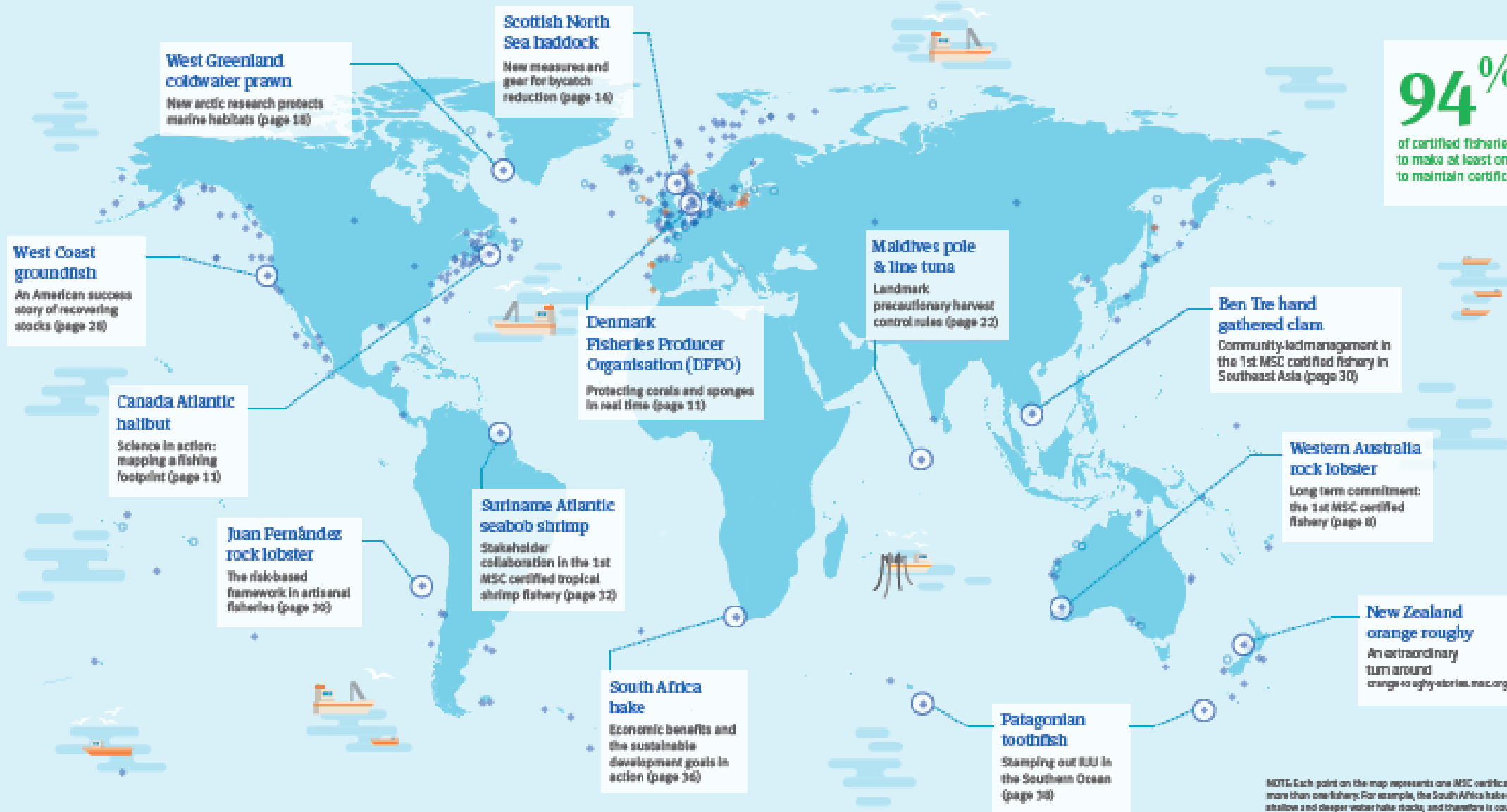
○ 67 Fisheries in assessment

● 17 Suspended fisheries



94%

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



NOTE: Each point on the map represents one MSC certificate. Certificates may cover more than one fishery. For example, the South Africa hake certificate includes both shallow and deeper water hake stocks, and therefore is counted as two fisheries.

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)

Season	Albatross catch rate (birds/haul)		
	2004-05	2006-09	
Winter	0.448	0.057	87% reduction
Summer	0.72	0.024	67% reduction



SA Hake - study on economic benefits

- 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.
- **Clear environmental benefits due to certification** Maree, B. A., Wanless, R. M., Fairweather, T. P., Sullivan, B. J. and Yates, O. (2014), Significant reductions in mortality of threatened seabirds in a South African trawl fishery. *Animal Conservation*. doi: 10.1111/acv.12126





Thank you

For more information contact

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