

THE BEST ENVIRONMENTAL
CHOICE IN SEAFOOD



Marine Stewardship Council

Certification, the MSC Theory of Change & Project UK Fisheries Improvements

Fishing into the Future



Outline to the Presentation



Fishing into the Future



Introduction to the MSC

- Background and Benefits
- Ecolabel and Sustainability
- MSC Theory of Change
- Market & Supply chain

Fisheries Improvement Projects in the UK

- Project UK Fisheries Improvements- Stage 1
- Project UK Fisheries Improvements- Stage 2



Our vision

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

Our Mission

to use our eco-label and fishery certification programme 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.

How do we achieve this?



MSC and the Eco-labelling concept



- Promotes and rewards sustainable fisheries
- Generates benefits for these fisheries, but also motivate less sustainable fisheries to work towards MSC
- To deliver a credible message from the supply side to the consumer

Background to the MSC



International non-profit organisation, independent since 1999



The MSC operates two leading, global standards to ensure credibility:

1. Standard for **sustainable and well-managed fishing**
2. Traceability standard called **Chain of Custody**

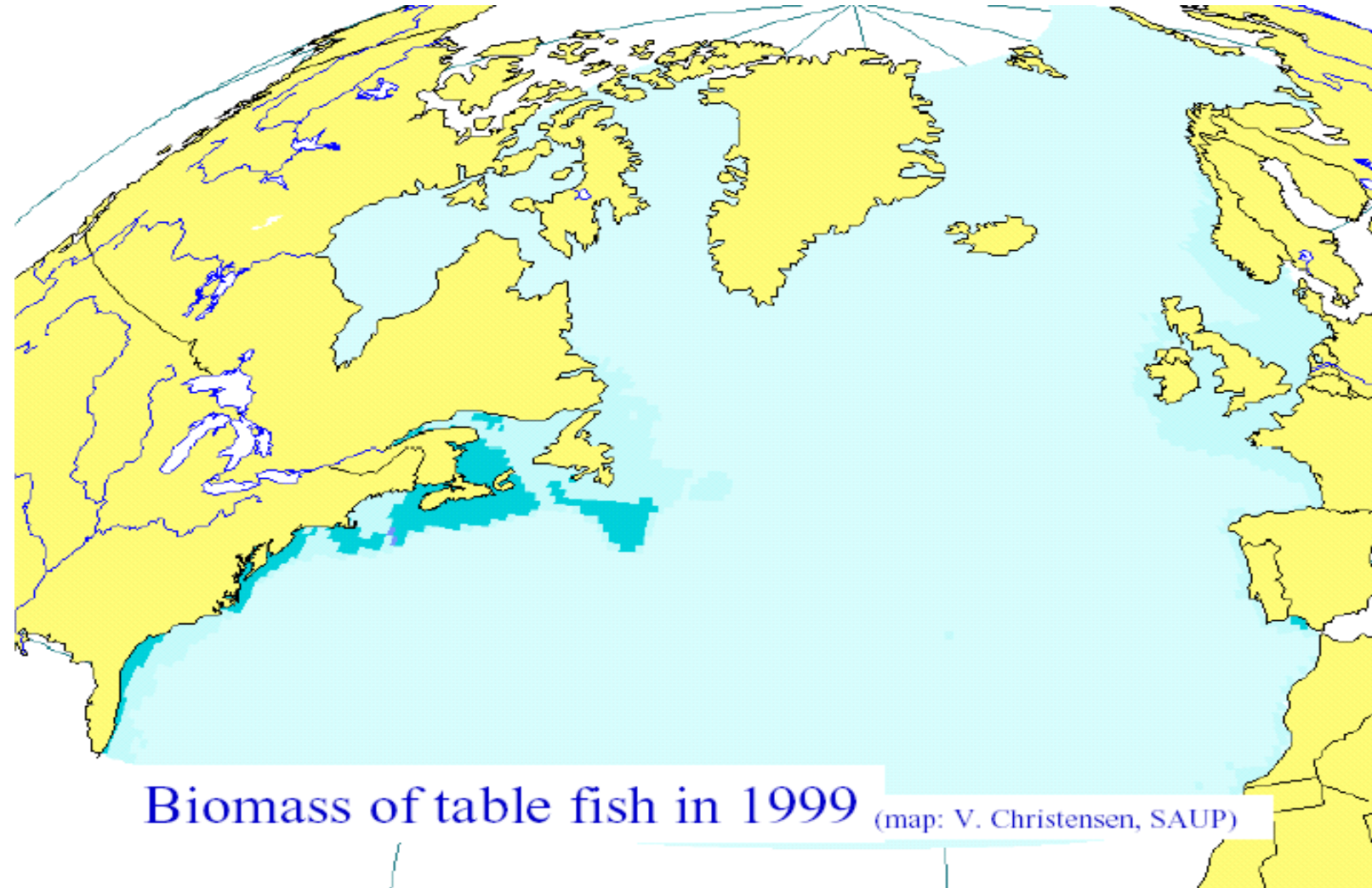
Marine Stewardship Council

<http://www.youtube.com/watch?v=LuntwfdQAsc&list=PLGzTXCkxRe-sjEi-pxR6o8E0z68Gyt1s>

Background to the MSC: North Atlantic example



International non-profit organisation, independent since 1999



Benefits of the MSC programme

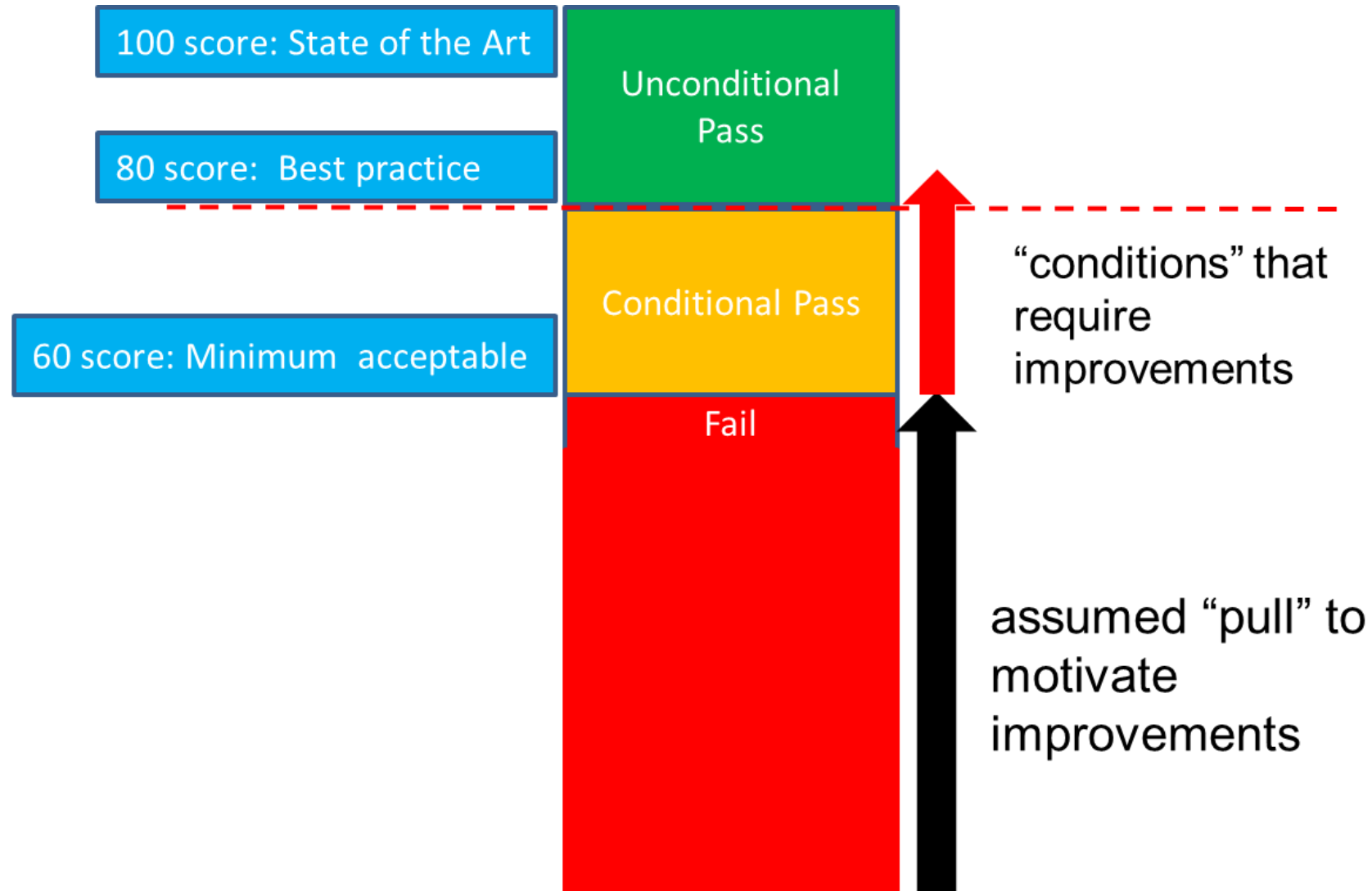


Potential benefits include:

- Sustainable fisheries
- Reputation enhanced
- Livelihoods protected
- Access to new markets
- Existing markets secured
- Market stability and security
- Product differentiation
- Possible price premiums



MSC Theory of Change





The MSC Fisheries Standard



1

The sustainability of stock

2

Ecosystem impact

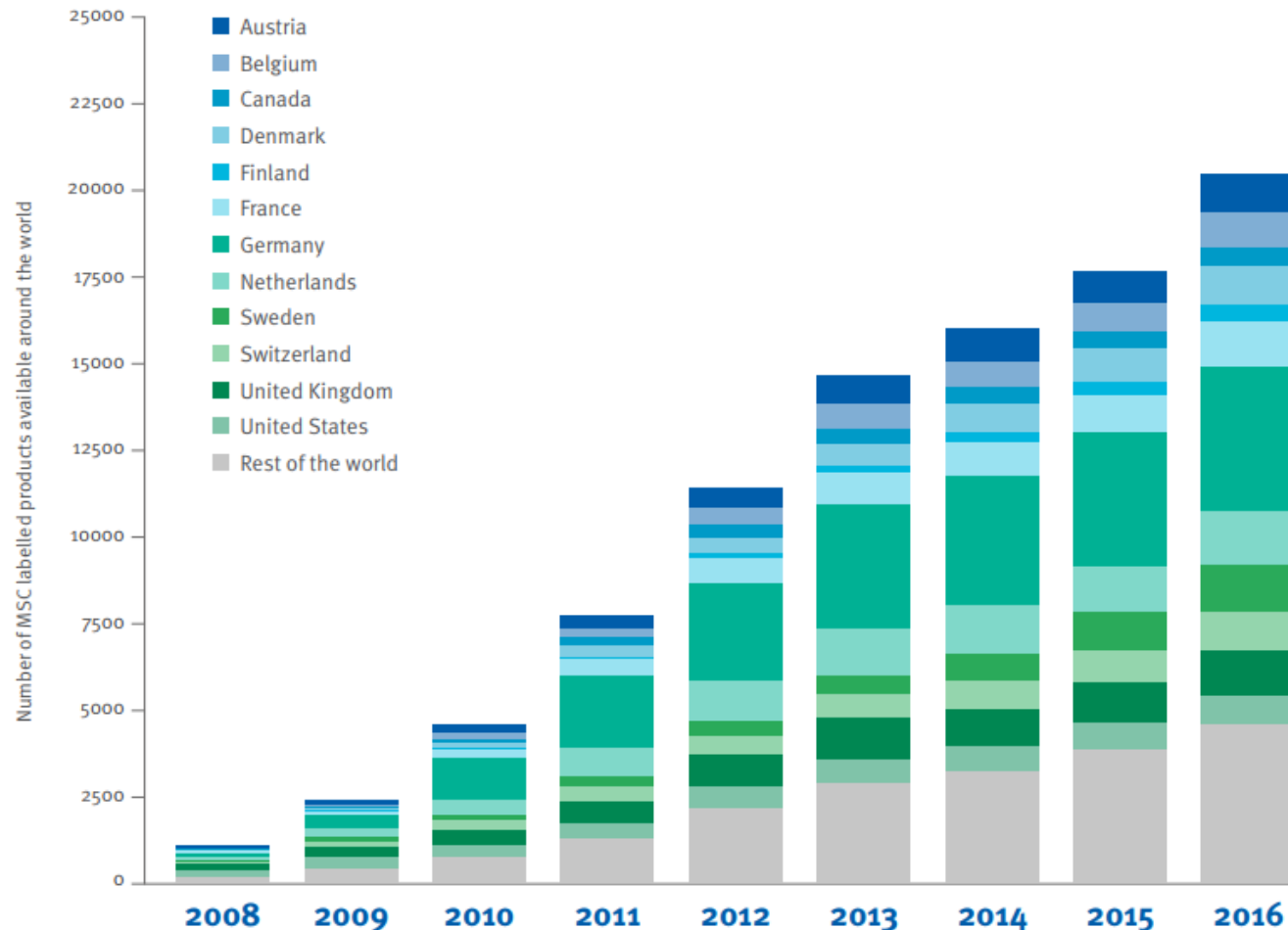
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Effective management

Global market and supply chain



Number of products with the MSC label



Find MSC labelled products

20,492*

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

659,399

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

Estimated

US\$ 4.6bn**

spent by consumers on
MSC certified seafood

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

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

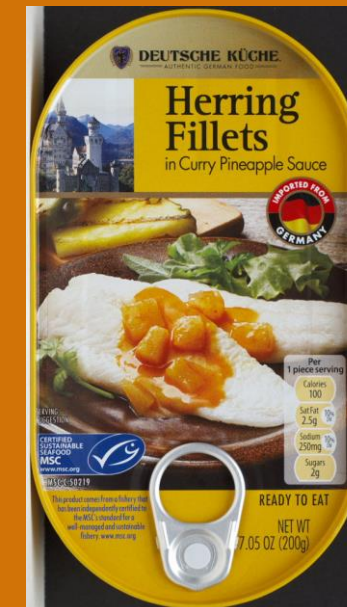
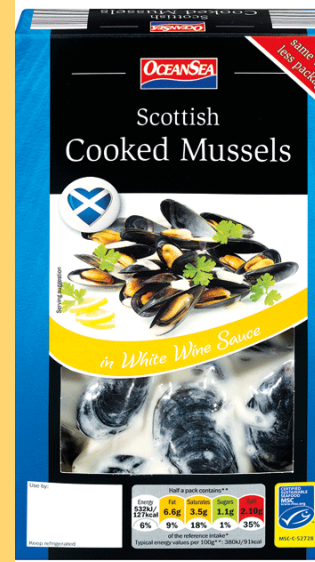
MSC products in stores at UK retailers



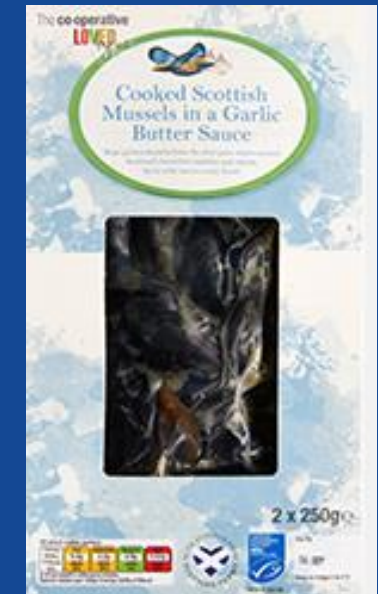
Sainsbury's



Waitrose



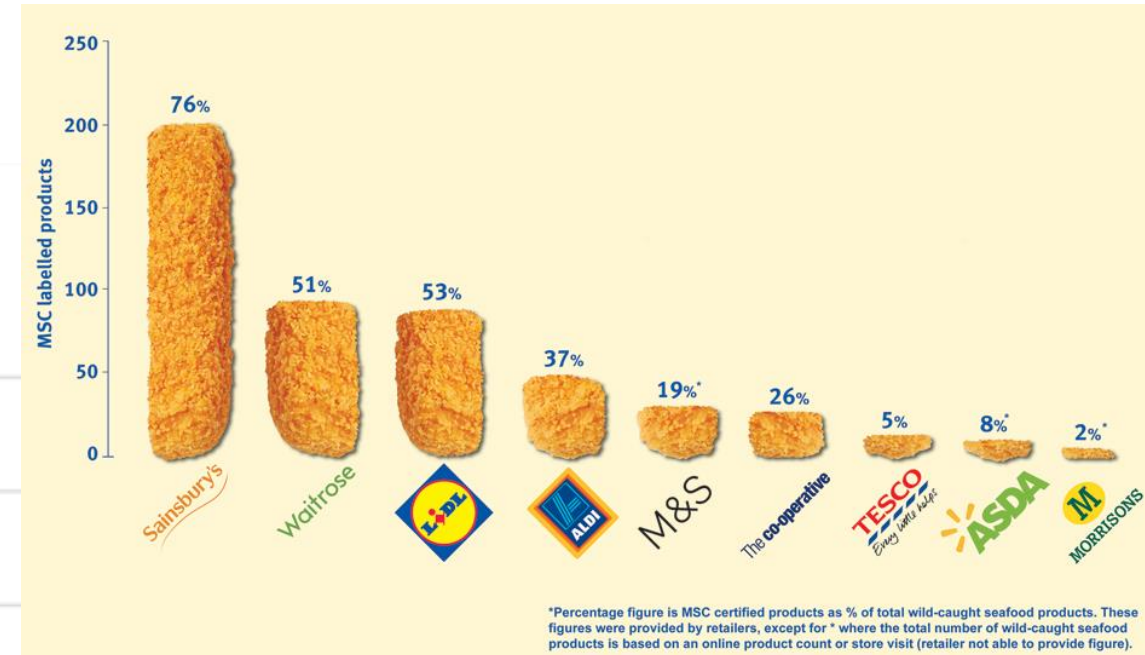
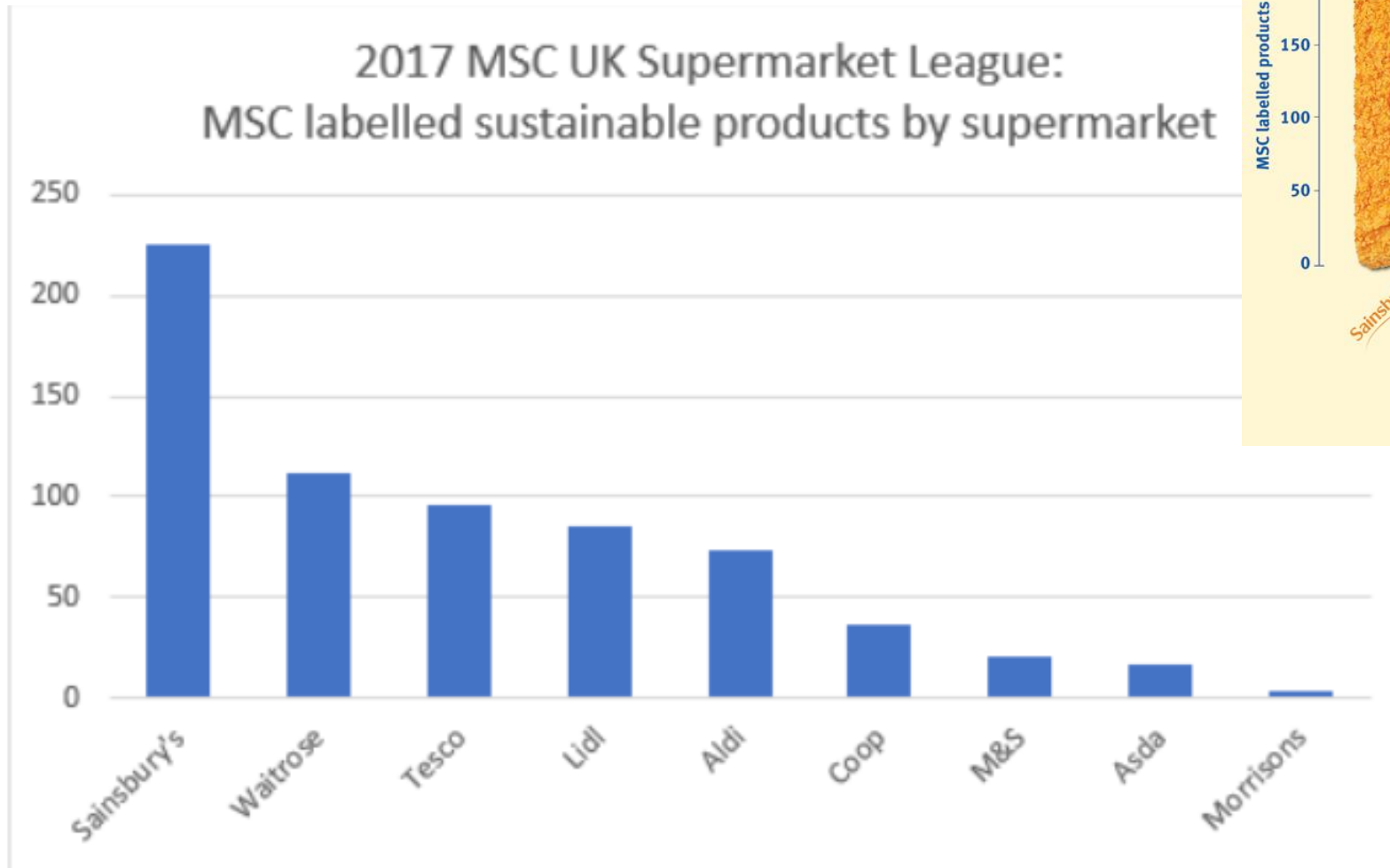
The co-operative



Retail Ranking: Number of MSC labelled products



2017 MSC UK Supermarket League:
MSC labelled sustainable products by supermarket



Foodservice and Fish & Chip shops serving MSC



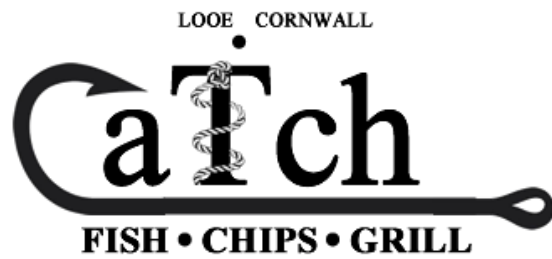
Premier Inn



HILTON
WORLDWIDE

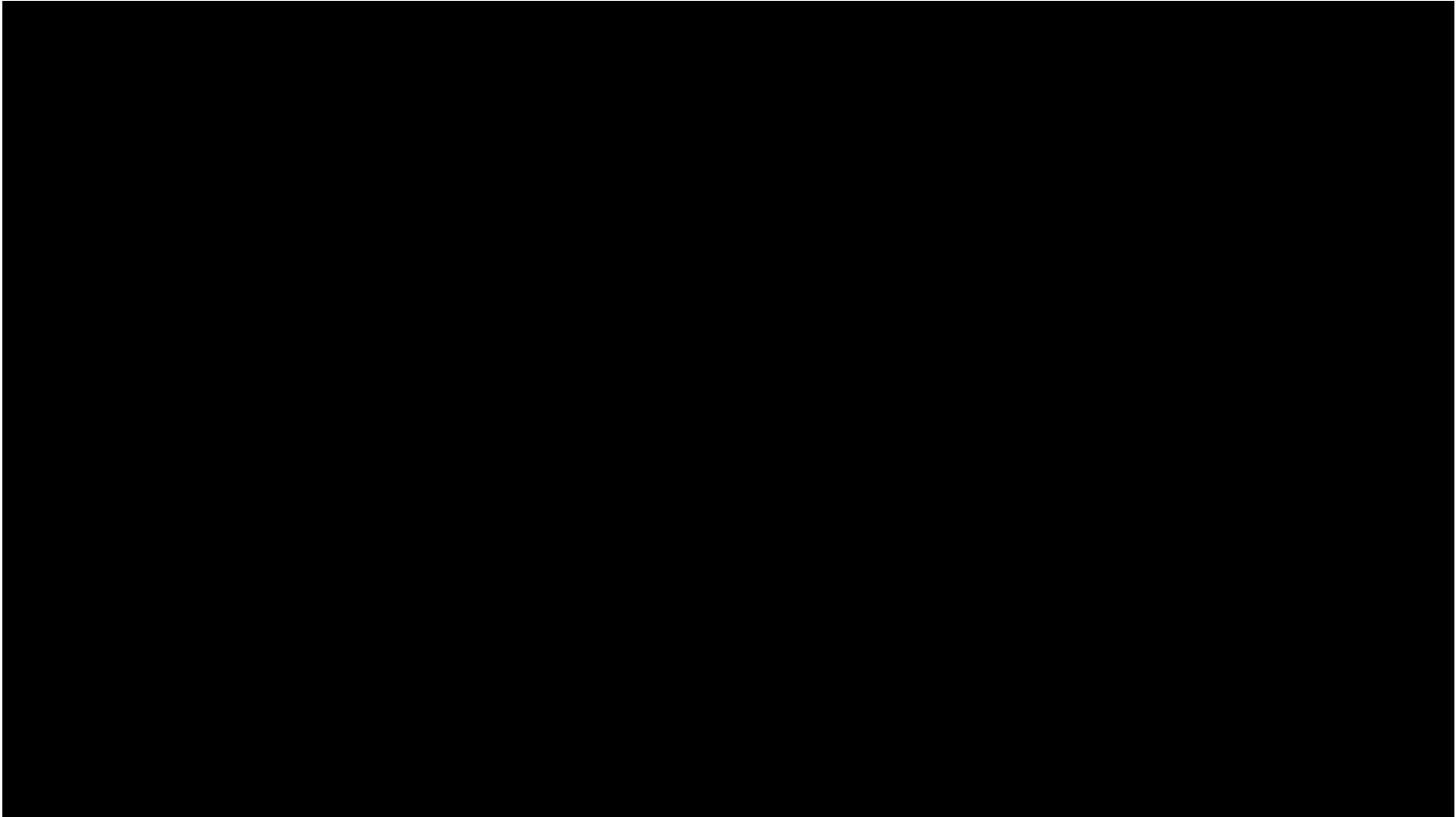


The Bay
• FISH & CHIPS •



wahaca
mexican
market
eating





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Fisheries Improvement Projects in the UK

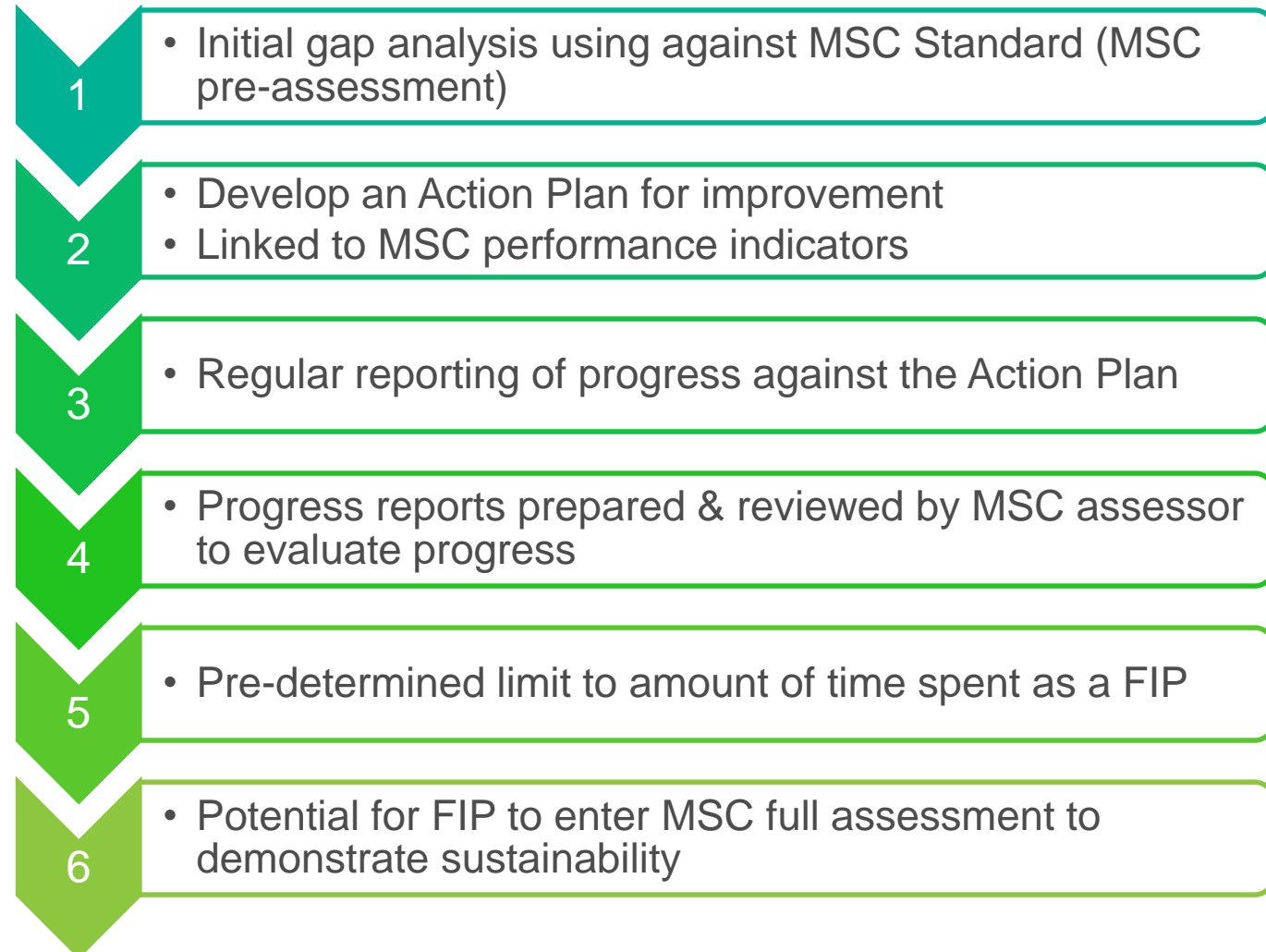
- Project UK Fisheries Improvements- Stage 1
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Project UK Fisheries Improvements: Credible FIPs



A roadmap towards sustainability

Credible FIPs make an important contribution to improving overall fisheries health and in promoting sustainable seafood – with potential market benefits.



Project UK Fisheries Improvements



A collaborative stakeholder partnership working towards an environmentally sustainable future for UK fisheries, facilitated by MSC

- Builds on the outputs and methods of Project Inshore: Pre-assessment process as a tool to inform management
- Supported by funding partners made up mostly of supply chain and retailers but also NGOs and the fishing industry
- Multi-stakeholder FIP Steering Groups

Working towards an environmentally sustainable future for UK fisheries.

Using the MSC FIP tools to drive fishery improvements.



Project UK Fisheries Improvements- Stage 1



Funders



Waitrose



MORRISONS

LYONS SEAFOODS



MARKS &
SPENCER



Direct Seafoods



flatfish
THE FUTURE OF FRESH OCEAN PRODUCE

coombe fisheries



MACDUFF
Wild about Shellfish



ICELANDIC
SEACHILL



Project UK Fisheries Improvements- Stage 1



Species: Scallop,
Pecten maximus

Area: Channel
(VllId,e)

Method: Dredge

Project UK Fisheries Improvements- Stage 1

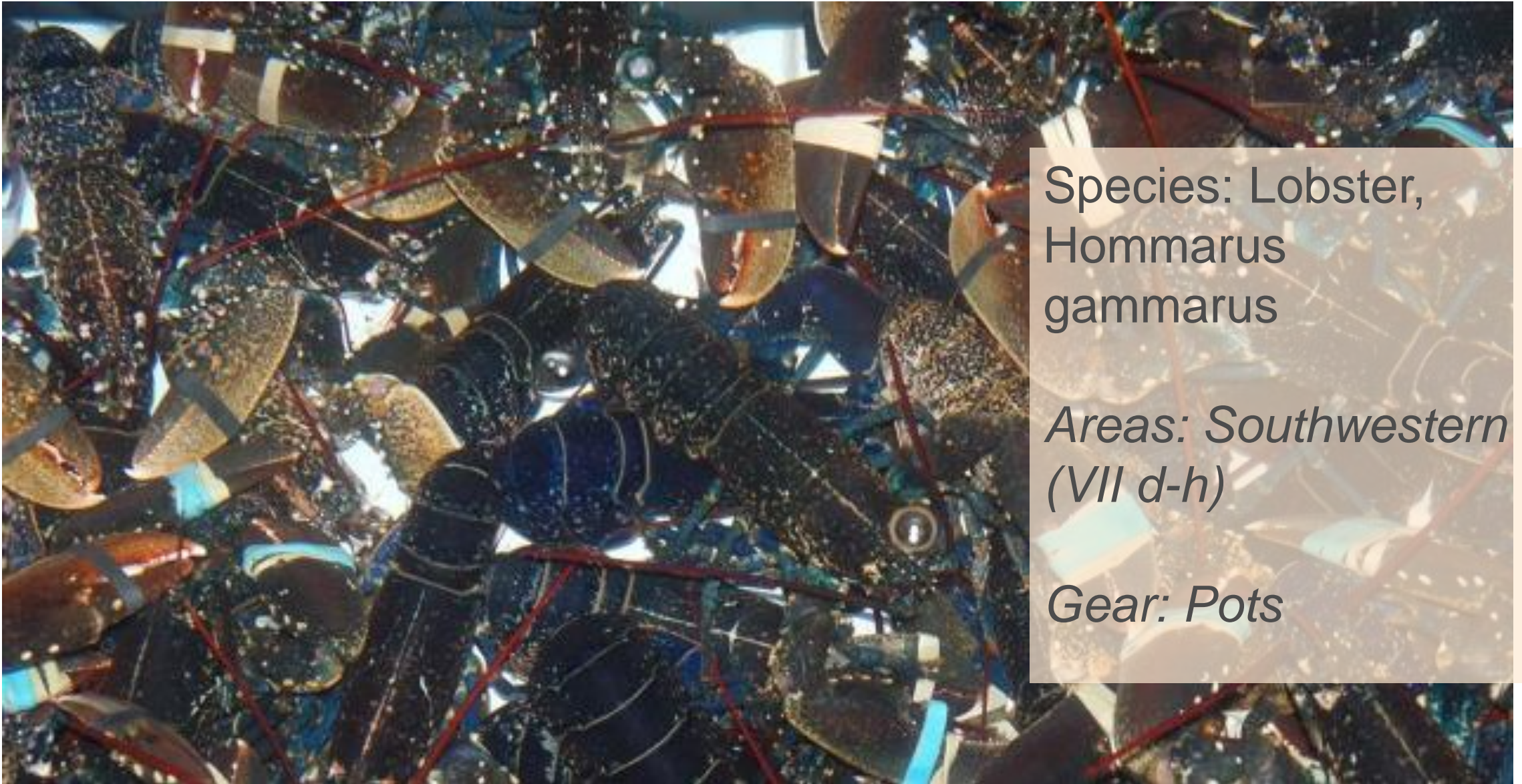


Species: Crab,
Cancer pagurus

Area: Western
Channel & Celtic Sea
(VIIId- h)

Gear: Pots

Project UK Fisheries Improvements- Stage 1



Species: Lobster,
Hommarus
gammarus

*Areas: Southwestern
(VII d-h)*

Gear: Pots

Project UK Fisheries Improvements- Stage 1



Species: Monkfish,
Lophius spp.

Area: Western &
Channel (VIIb-k,
VIIIa, b, d)

Gear: Demersal trawl
Beam trawl &
Tangle/trammel net

Project UK Fisheries Improvements- Stage 1



Species: Plaice,
Pleuronectes
platessa & Lemon
Sole, *Microstomus*
Kitt

Areas: North Sea
(IV)

Gear: Demersal
trawl, Seine, Beam
trawl

Project UK Fisheries Improvements- Stage 2



Nephrops

*Scottish Waters,
Irish Sea and
North Sea*

Trawl & Creel



King Scallops

*Scottish Waters
and Irish Sea*

Scallop Dredge



Project UK Fisheries Improvements- Stage 2



Funders



Waitrose



Sainsbury's



Thank you

For more information please contact:

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