



20 YEARS
OF THE
MSC

Sustainable Seafood Markets MSC & FIPs

Claire Pescod | May 2019

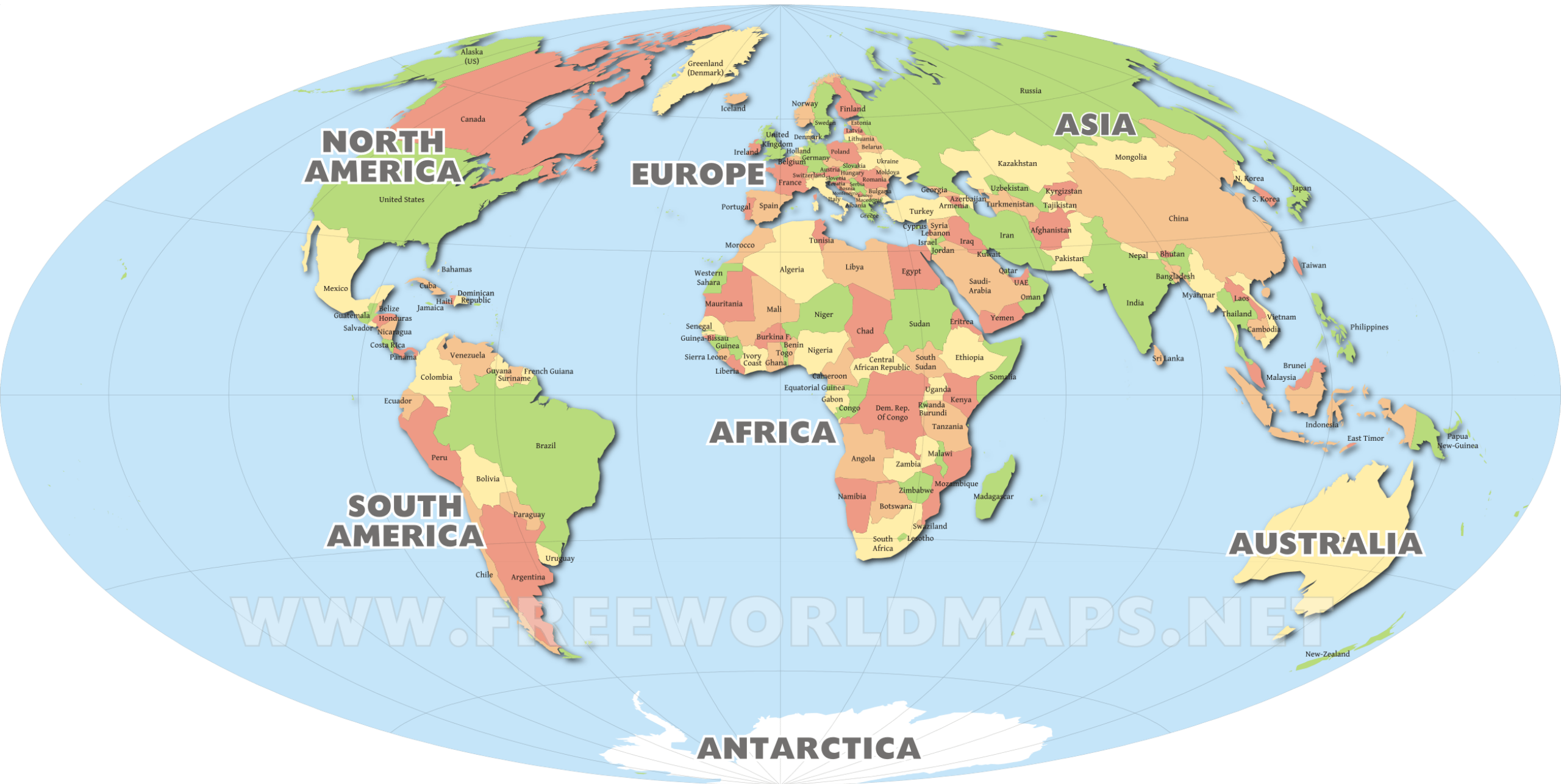


Outline

- Who am I & who are you?
- Your markets
- Sustainable seafood markets
- What is MSC?
- What are Fishery Improvement Projects?

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SEAFOOD
MSC
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**NORTH
AMERICA**

EUROPE

ASIA

AFRICA

**SOUTH
AMERICA**

AUSTRALIA

ANTARCTICA

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UK Retailer Sourcing Policies



Sainsbury's

100% of own-brand wild caught fish we sell will be independently certified as sustainable by 2020



We have an ambition for 100% of our seafood to be sustainably sourced. Since 2016, our range of MSC-eco-labelled products has increased from 16 to over 130. (72% of wild range MSC certified)



All of the fish we sell will be either Marine Stewardship Council (MSC) certified or in a Fisheries Improvement Project working towards MSC by 2020.



Lidl Ireland are committed to sourcing 100% of wild caught fish (with the exception of tuna) from MSC Certified fisheries or from Irish Fishery Improvement Projects (FIP) from 31st December 2019.*



100% of our own brand chilled and frozen wild caught lines must be sourced from MSC certified fisheries. 100% of wild caught seafood used as an ingredient in Lidl ready-meal products must be sourced from MSC certified fisheries

Waitrose

100% of our own-brand fish and shellfish will be from third-party verified responsible sources by year end 2016/17 (at 89.6% as of 2017/18)

MSC on menus



wahaca
mexican
market
eating

Premier Inn



Est. **CAFÉ ROUGE** 1989



HILTON
WORLDWIDE



LUSSMANN'S
FISH & GRILL

Our Vision

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

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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.



MSC certified fisheries

362

MSC
certified
fisheries in
36
countries

~16%

of the global
wild-caught
seafood
supply
is engaged



MSC certified fisheries

362

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fisheries in
36
countries

~16%

of the global
wild-caught
seafood
supply
is engaged

35,000+

consumer facing labelled products



The MSC's environmental standard



1

The sustainability of stock

2

Ecosystem impact

3

Effective management



28 indicators



Principle 2 – Minimising Environmental Impact

Principle 1 – Sustainable fish stocks

1.1 Stock evaluation (target catch)

- 1.1.1: Sustainable stock levels
- 1.1.2: Or, stock is rebuilding

1.2 Harvest Management Strategy

- 1.2.1: Precautionary harvest strategy + no shark finning
- 1.2.2: Harvest control rules and tools
- 1.2.3: Reliable information and monitoring
- 1.2.4: Robust assessment of stock status

2.1 Impact on primary species (non-target catch)

- 2.1.1: Sustainable stock levels
- 2.1.2: Management strategy + reduction of unwanted mortality
- 2.1.3: Reliable information

2.2 Impact on secondary species (non-target species)

- 2.2.1: No threat to stock levels
- 2.2.2: Management strategy + reduction of unwanted mortality
- 2.2.3: Reliable information on risk

2.3 Impact on endangered, threatened or protected (ETP) species

- 2.3.1: No threat to ETP species stock levels
- 2.3.2: Management strategy to protect ETP species
- 2.3.3: Reliable information on risk

2.4 Impact on habitats

- 2.4.1: No serious or irreversible harm
- 2.4.2: Strategy to protect habitats
- 2.4.3: Information on vulnerable habitats

2.5 Impact on the ecosystem

- 2.5.1: No serious or irreversible harm
- 2.5.2: Management strategy to protect the ecosystem
- 2.5.3: Reliable information on ecosystem function and impact

Principle 3 – Fishery Management

3.1 Governance and Policy

- 3.1.1: Effective legal or customary framework + recognises rights of people dependant on fishing for food or livelihood
- 3.1.2: Effective consultation process
- 3.1.3: Long term objectives

3.2 Fishery Specific Management System

- 3.2.1: Clear fishery specific objectives for achieving P1 & P2
- 3.2.2: Effective decision-making process
- 3.2.3: Compliance and enforcement systems
- 3.2.4: Management performance evaluation

Engine of change



Fisheries which meet the MSC Standard are independently certified as sustainable

Consumers preferentially purchase seafood with the MSC ecolabel



More fisheries choose to improve their practices and volunteer to be assessed against the MSC Standard



Retailers and restaurants choose MSC certified sustainable seafood



Market demand for MSC certified seafood increases

A traceable supply chain assures consumers that only seafood from an MSC certified fishery is sold with the MSC ecolabel





UK Retailer Sourcing Policies



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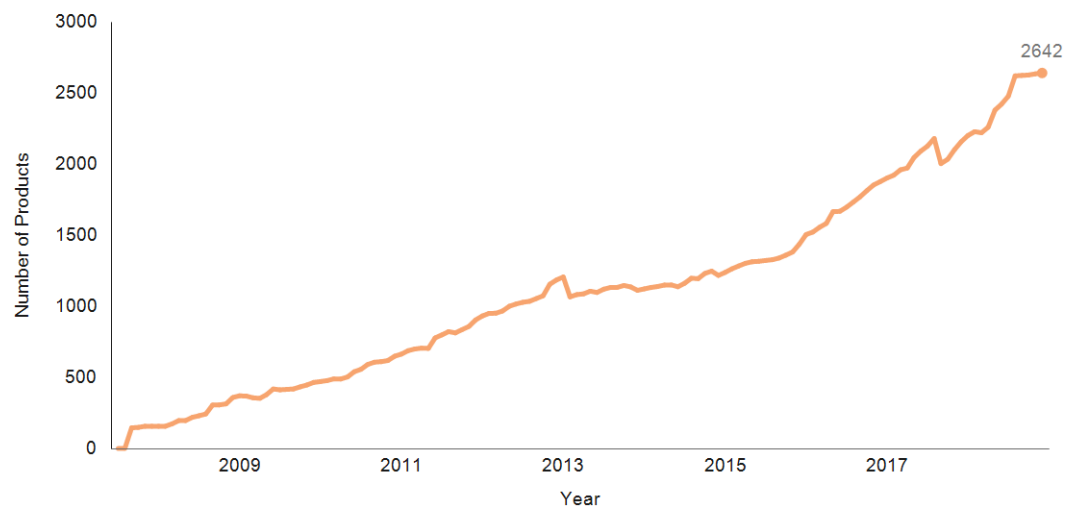
100% of our own brand chilled and frozen wild caught lines must be sourced from MSC certified fisheries. 100% of wild caught seafood used as an ingredient in Lidl ready-meal products must be sourced from MSC certified fisheries

Waitrose

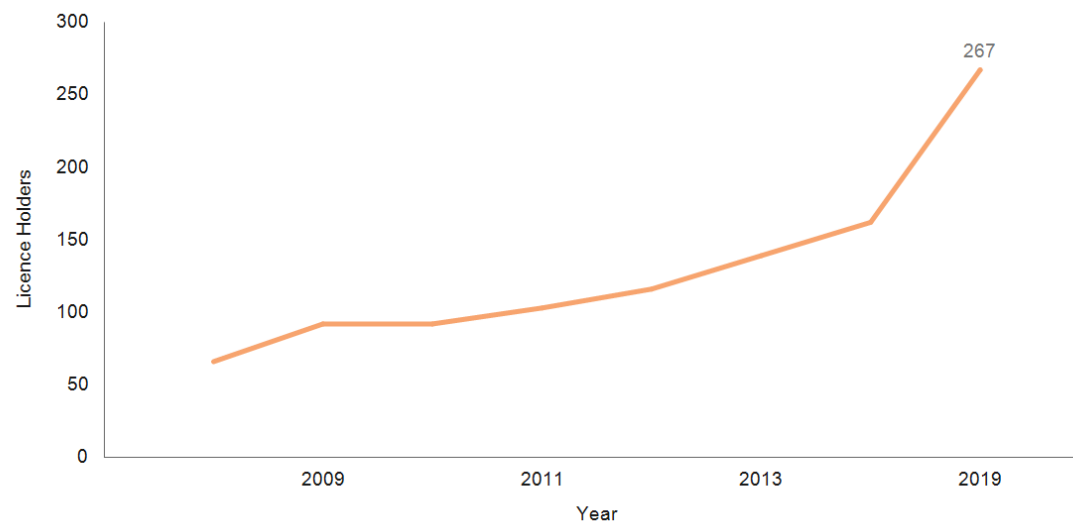
100% of our own-brand fish and shellfish will be from third-party verified responsible sources by year end 2016/17 (at 89.6% as of 2017/18)



Overview of MSC in UK Market



2,642 consumer facing products*

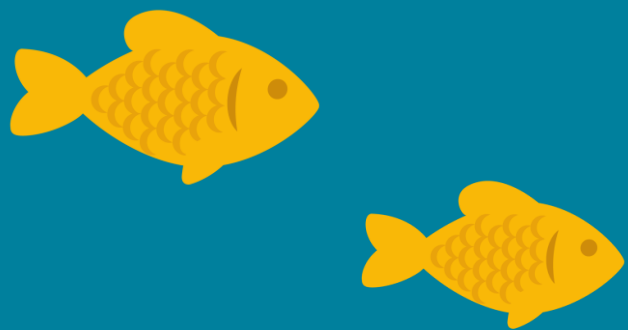


267 License holders*

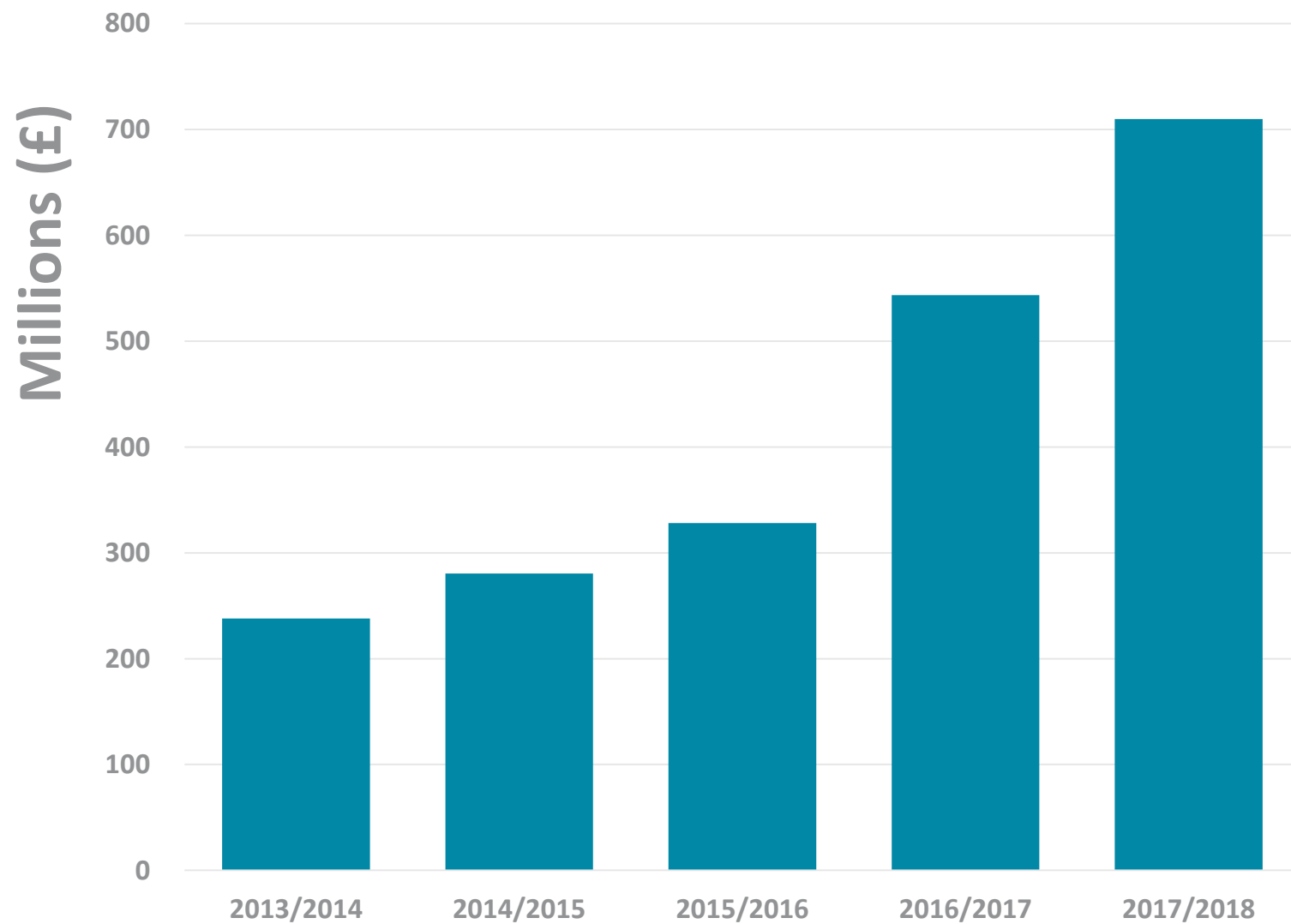
*As of May 2019



↑ 30%



Retail

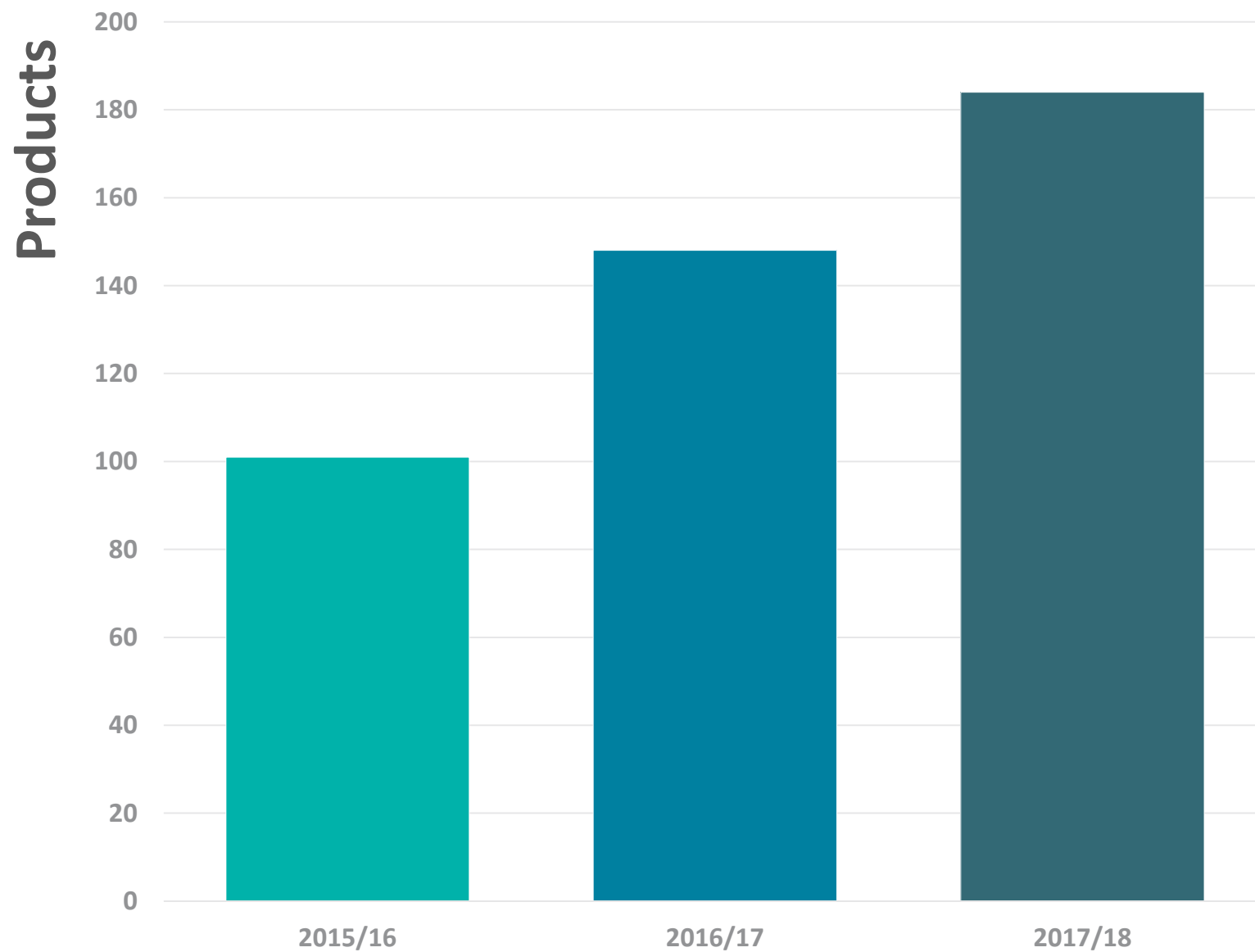




↑ 78%



Frozen and Canned Brands



MSC on menus



wahaca
mexican
market
eating

Premier Inn



Est. **CAFÉ ROUGE** 1989



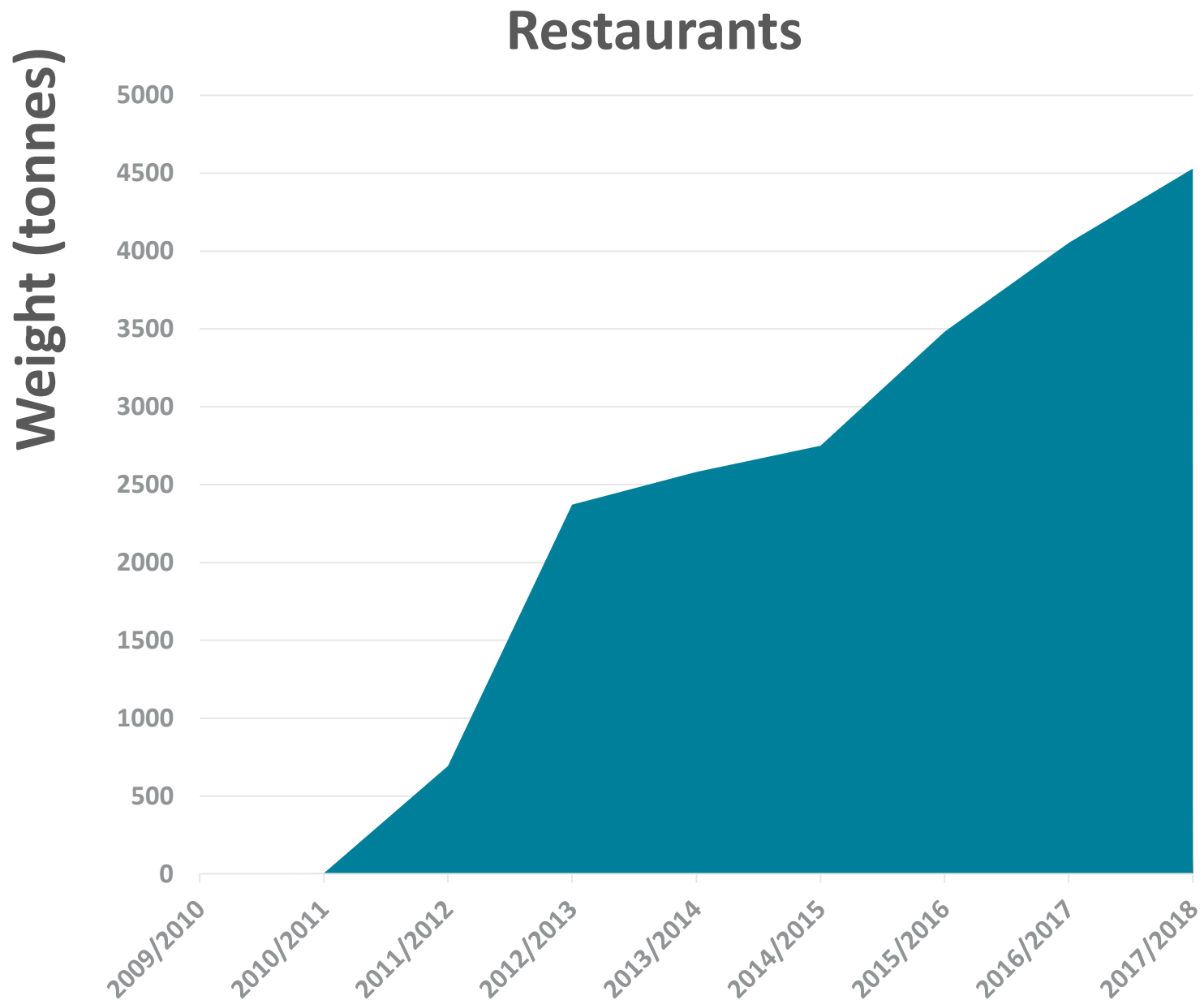
HILTON
WORLDWIDE



LUSSMANN'S
FISH & GRILL



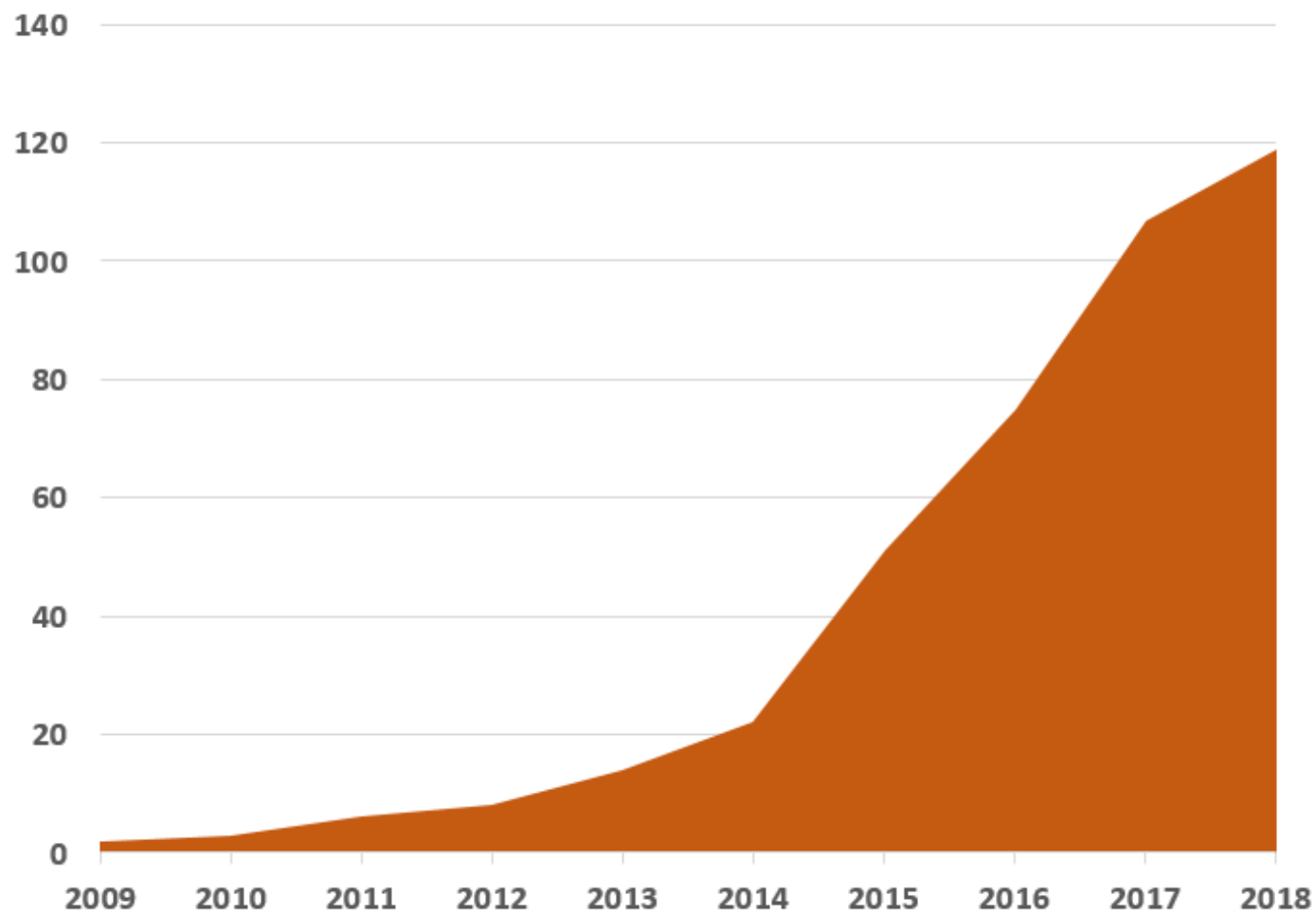
↑ 30%

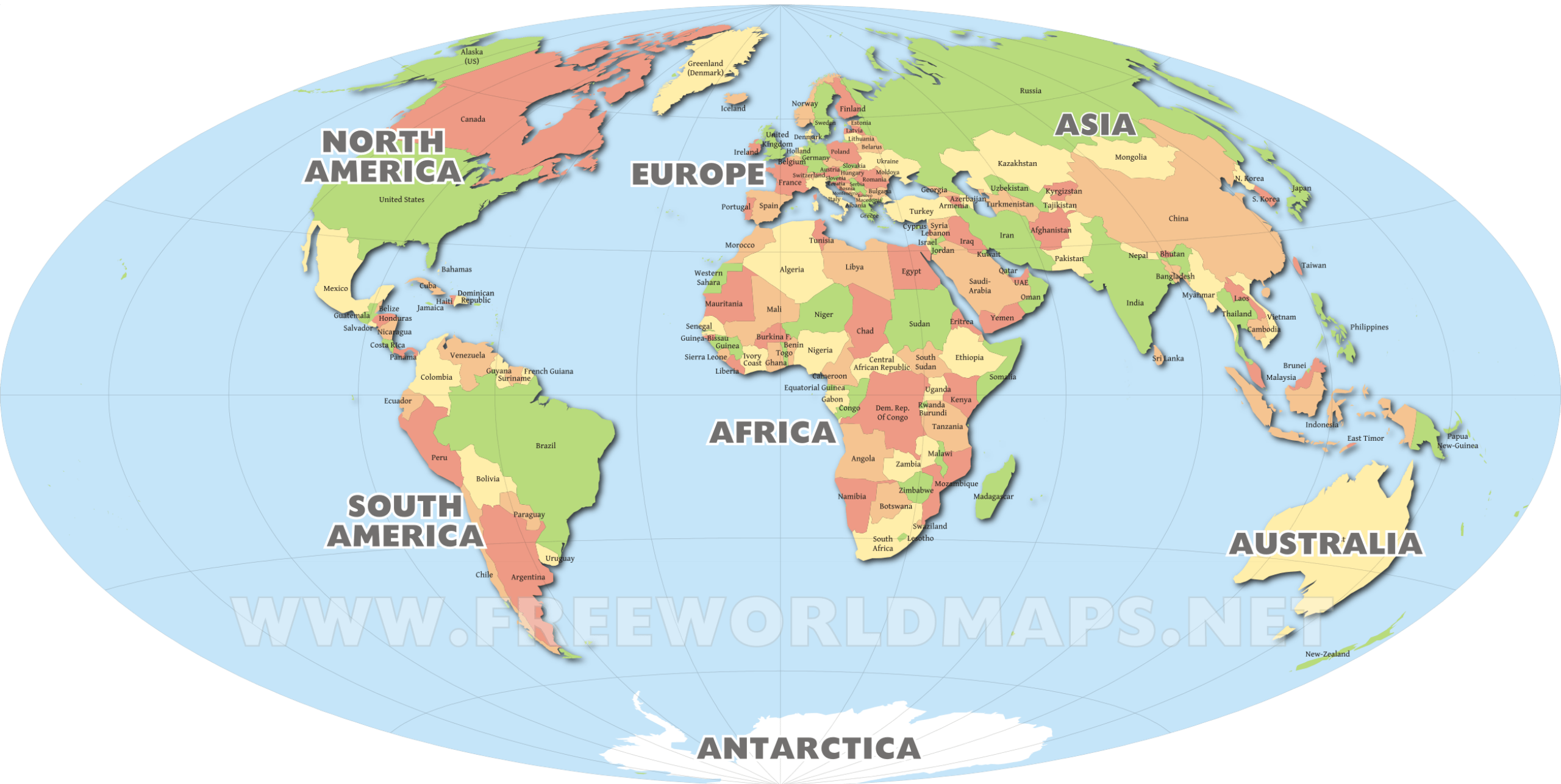


125



Number of Chippies





**NORTH
AMERICA**

EUROPE

ASIA

AFRICA

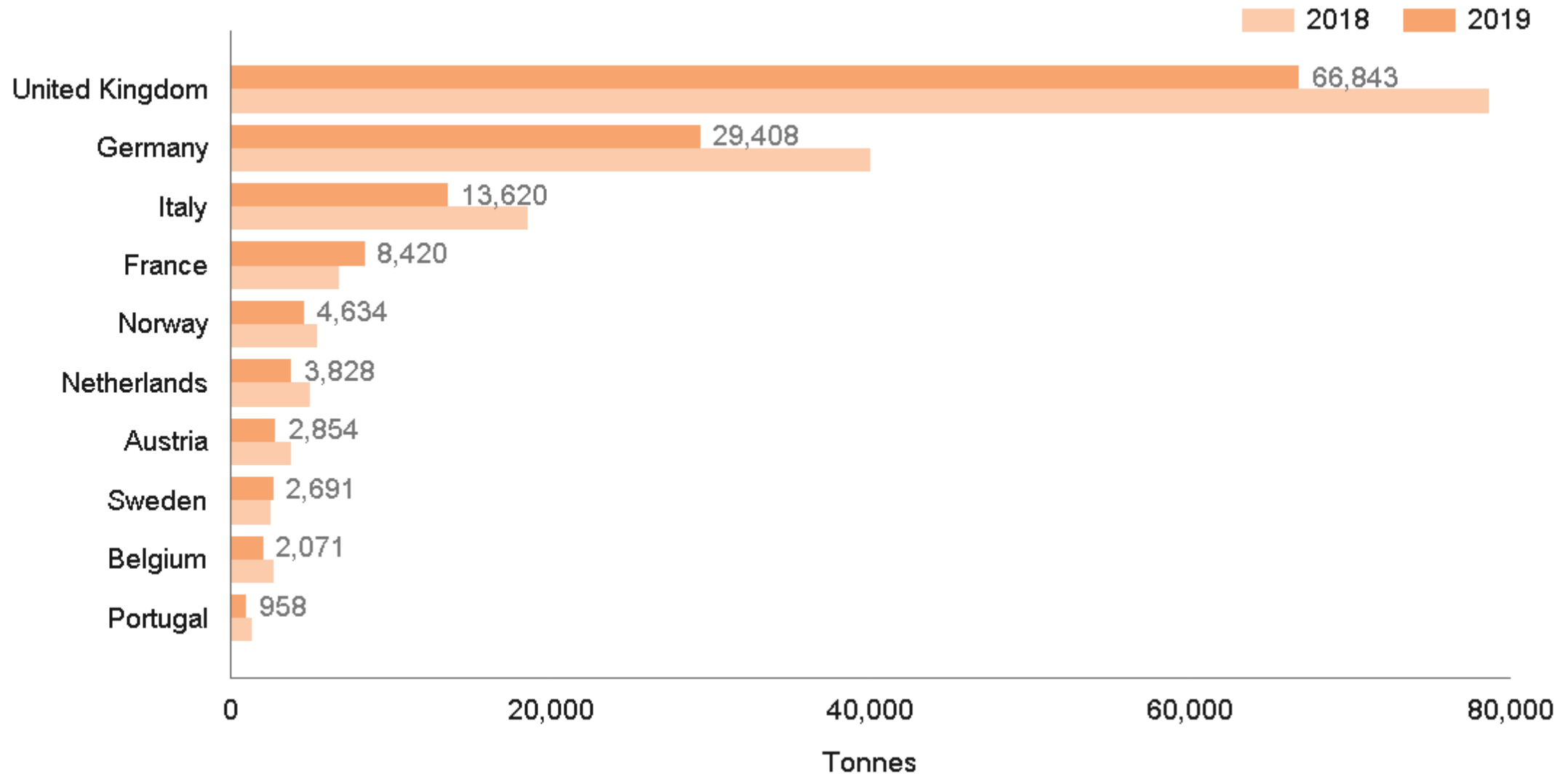
**SOUTH
AMERICA**

AUSTRALIA

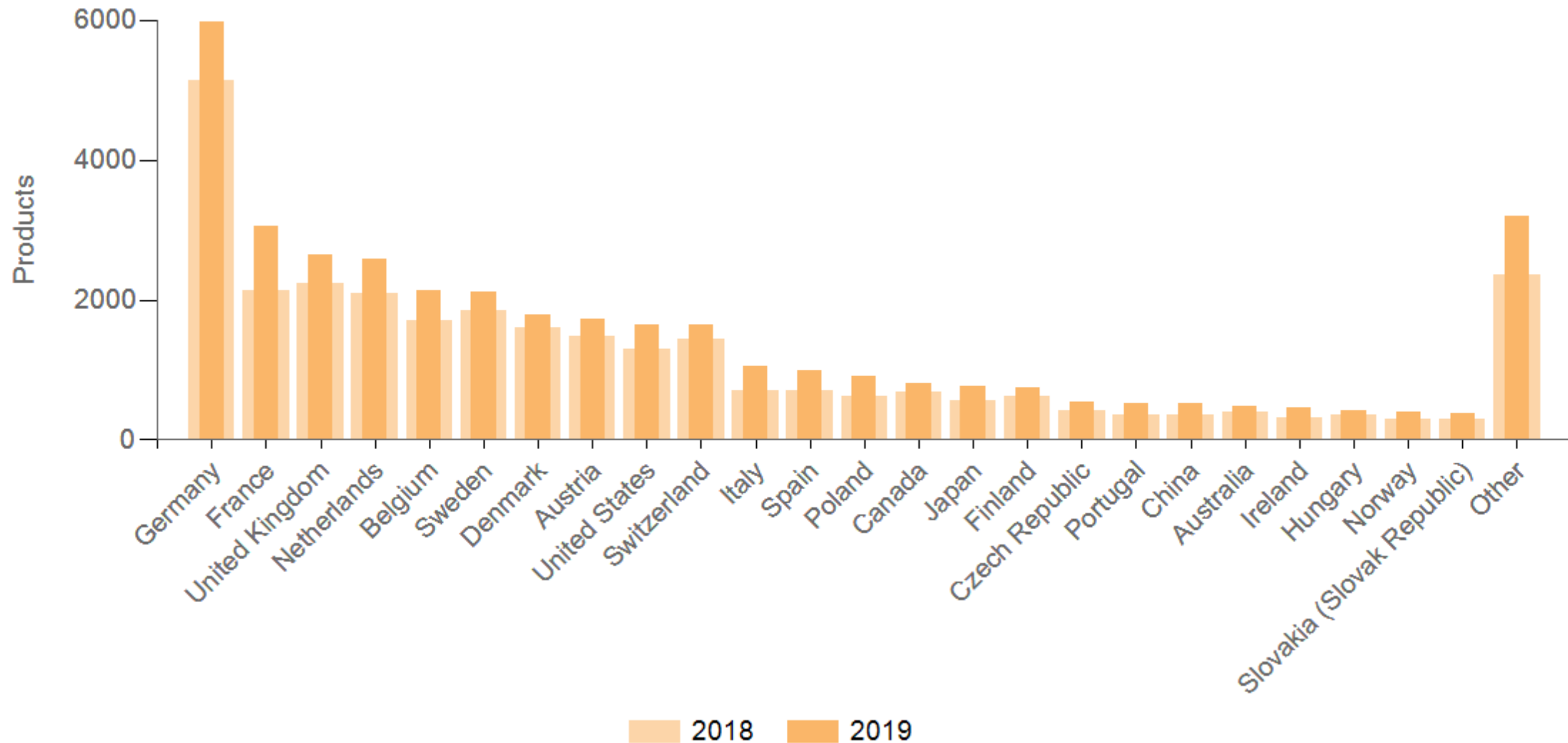
ANTARCTICA

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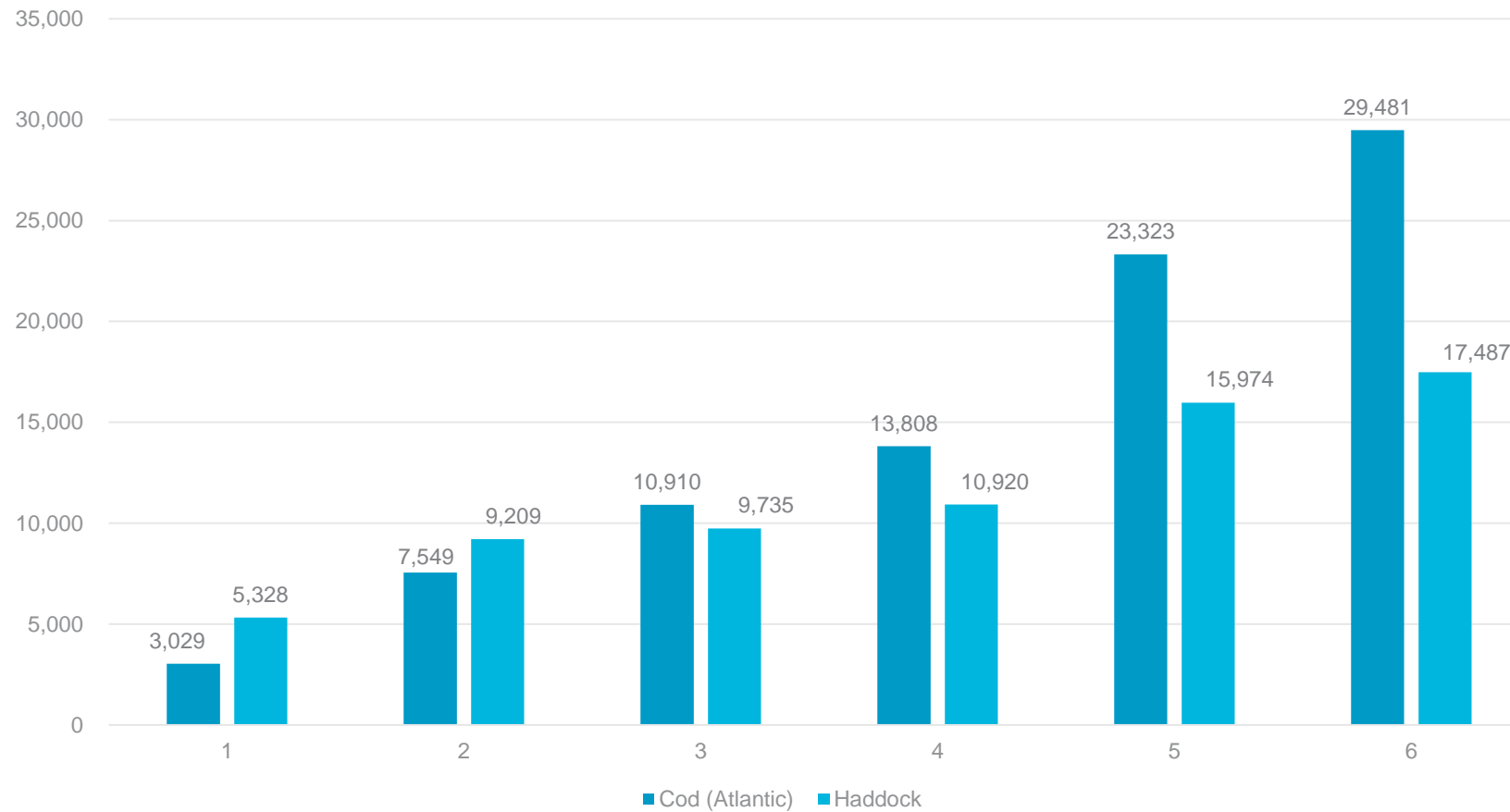
Distribution by Volume (in tonnes) of Wholesale MSC Products from the UK



Number of Consumer Facing MSC Product by Distribution Country



Volume (in tonnes) of MSC Labelled Atlantic Cod and Haddock Sold in the UK





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FIPs





Project UK Fisheries Improvements

Facilitated by MSC

Project UK Fisheries Improvements

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

- Where did it come from?
- Aim: to use the MSC tools to establish Fishery Improvement Projects & drive improvements on the water
- Supported by funding partners from the supply chain, retailers, NGOs and the fishing industry
- Focus on commercially important species identified by the supply chain
- Driven by multi-stakeholder Steering Groups



The PUKFI FIPs

Stage 1

- North Sea plaice & lemon sole
 - Demersal trawl
 - Beam trawl
 - Seine
- Channel scallops
 - Dredge
- Western Channel monkfish
 - Demersal trawl
 - Beam trawl
 - Gill net
- South West crab & lobster
 - pot

Stage 2

- Scallops
 - Dredge
- Nephrops
 - Creel/pot
 - Trawl



Stage 2 Areas

- North Sea
- West of Scotland
- Irish Sea



Funders Stage 1

Sainsbury's

MARKS &
SPENCER

Est. 1805
Young's

Waitrose

M

LYONS SEAFOODS



SEACHILL
SUSTAINABLE • ETHICAL • AUTHENTIC

falfish

MORRISONS



coombe fisheries

Clearwater

MACDUFF
Wild about Shellfish

flatfish
THE FUTURE OF FRESH OCEAN PRODUCE

coop

TESCO

coop

Direct Seafoods



Funders Stage 2

Waitrose



MARKS &
SPENCER

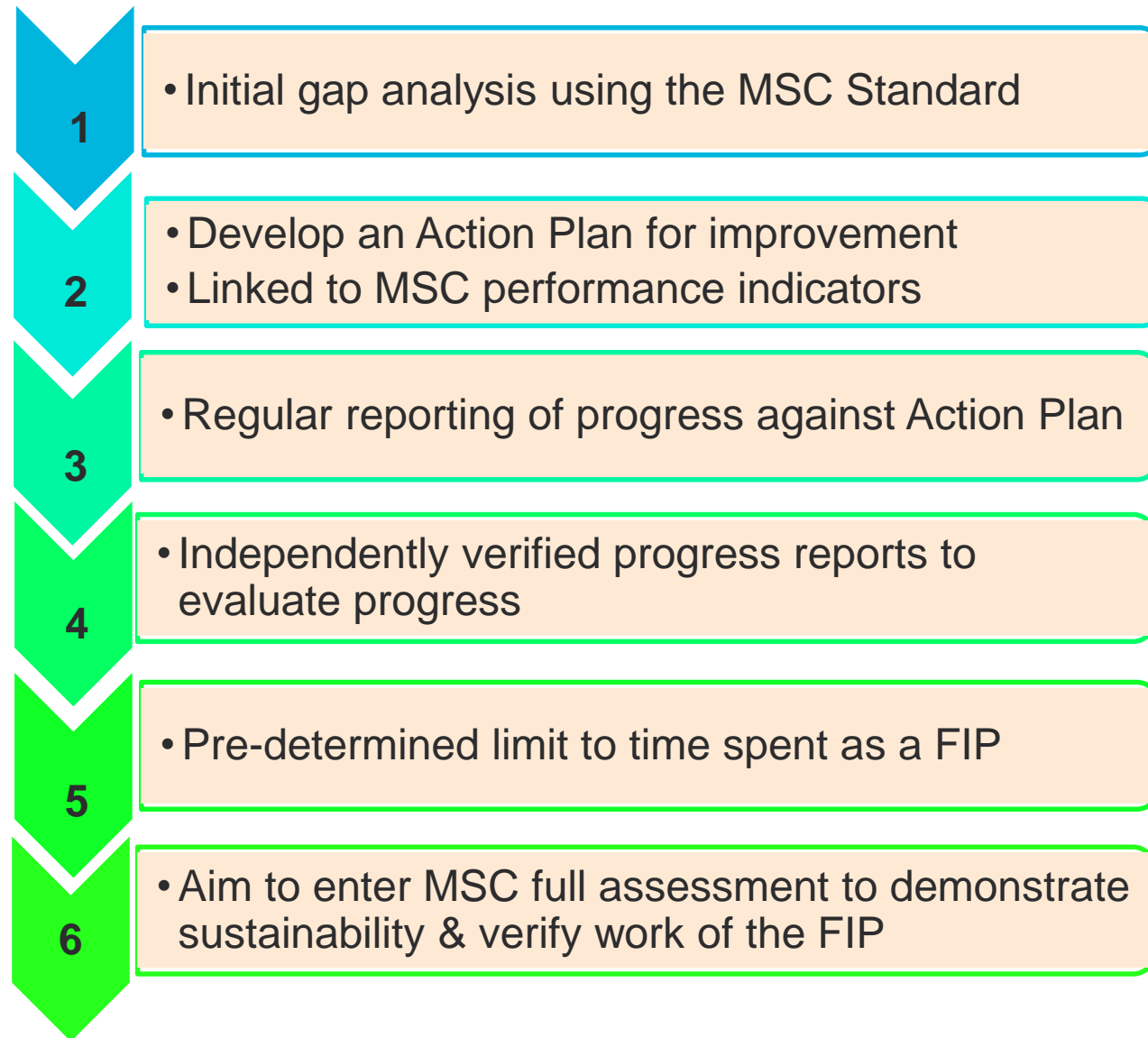


Sainsbury's

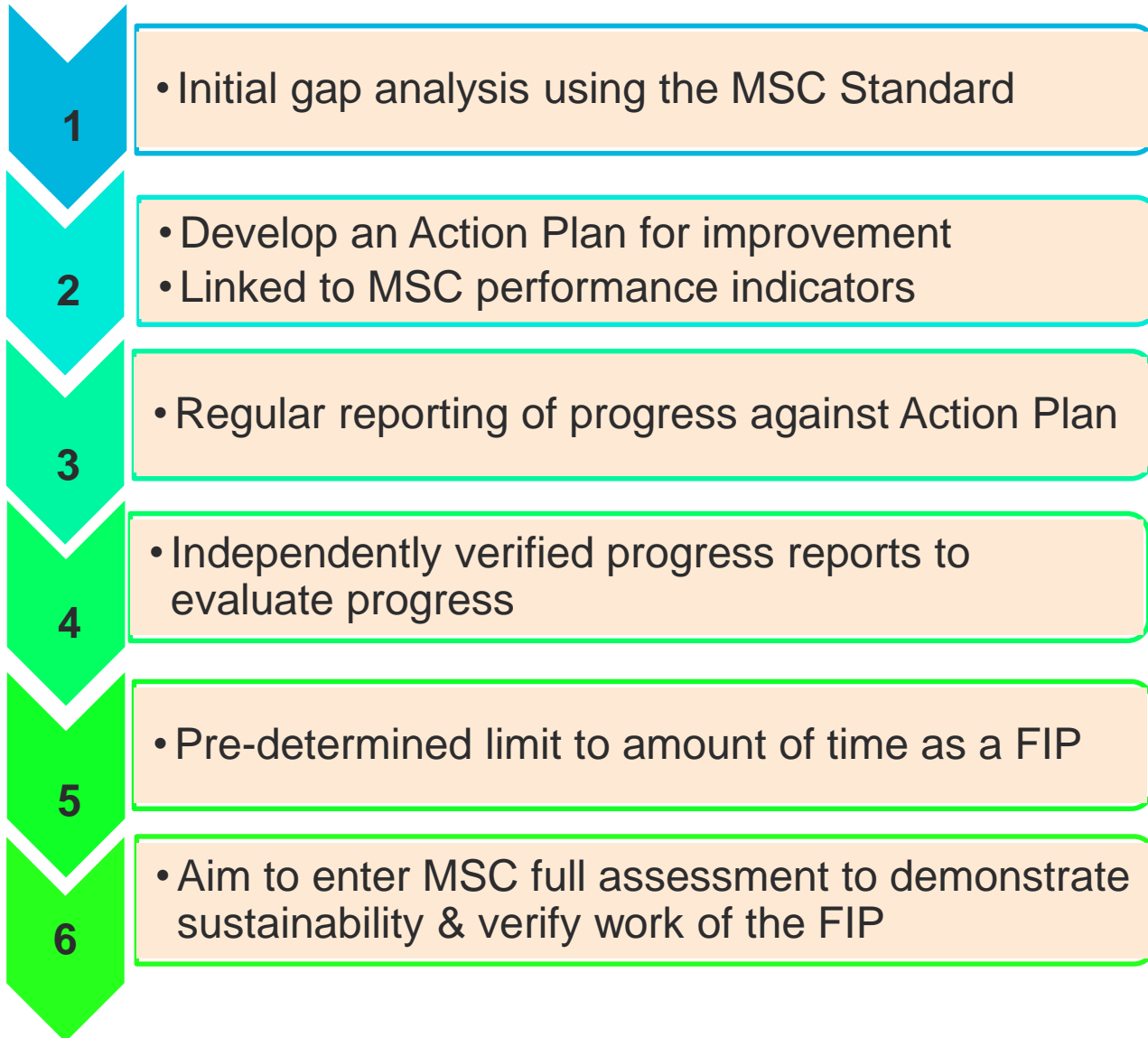
TESCO



MSC definition of a Credible FIP



A roadmap towards sustainability



MSC Pre-Assessment for English & Western Channel Scallop fishery (Scallop Dredge)

Project UK Fisheries Improvements

DRAFT REPORT

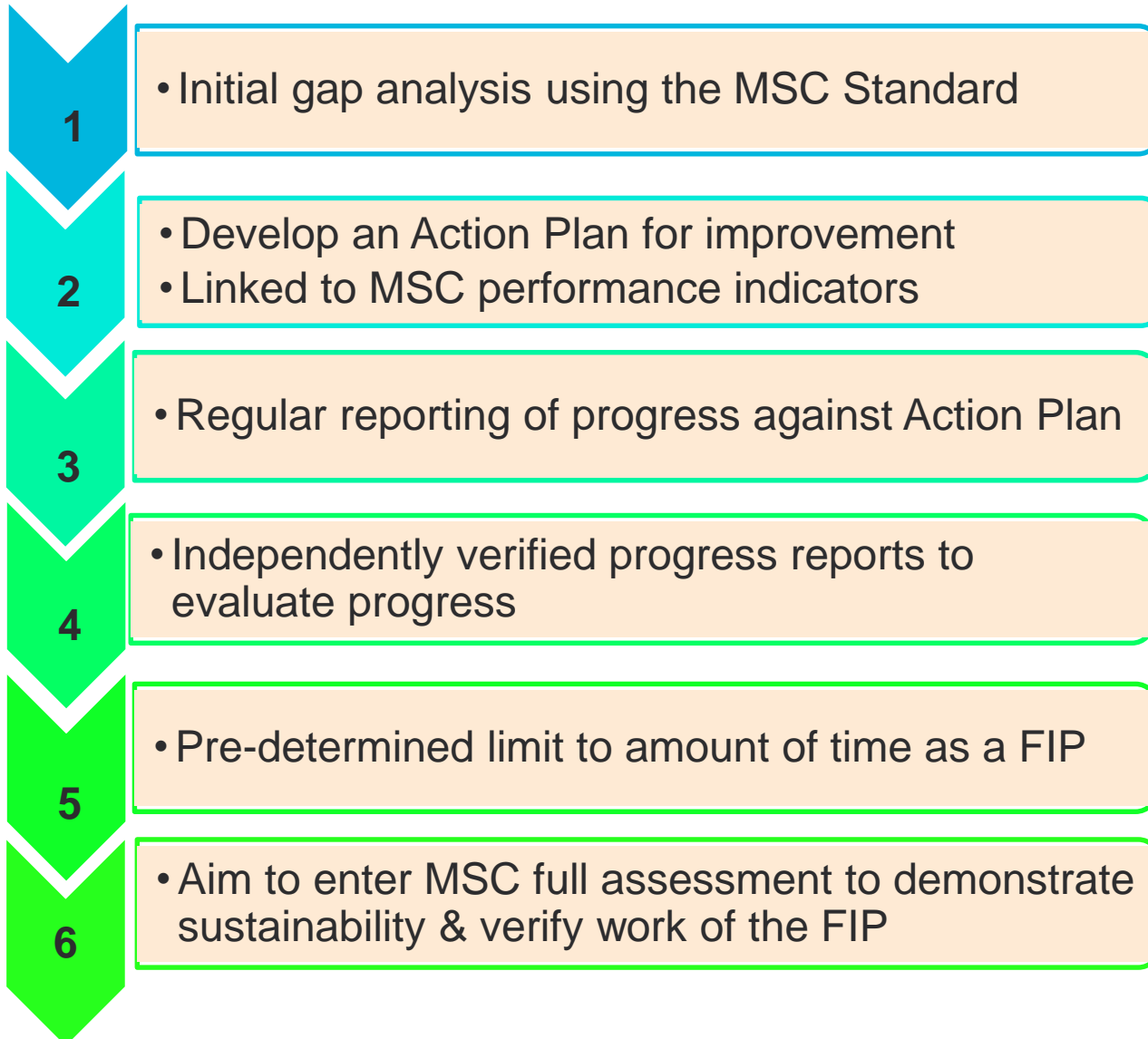
December 2016

Prepared For: Project UK Fisheries Improvements.

Claire Pescod

Prepared By: Southall, T.

A roadmap towards sustainability



Principle	Component	PI	Performance Indicator	Scallop Dredge
1	Outcome	1.1.1	Stock status	<60
		1.1.2	Stock rebuilding	
	Management	1.2.1	Harvest Strategy	<60
		1.2.2	Harvest control rules and tools	<60
		1.2.3	Information and monitoring	60-79
		1.2.4	Assessment of stock status	≥80
2	Primary Species	2.1.1	Outcome	≥80
		2.1.2	Management	≥80
		2.1.3	Information	60-79
	Secondary species	2.2.1	Outcome	≥80
		2.2.2	Management	≥80
		2.2.3	Information	60-79
	ETP species	2.3.1	Outcome	60-79
		2.3.2	Management	60-79
		2.3.3	Information	60-79
	Habitats	2.4.1	Outcome	<60
		2.4.2	Management	60-79
		2.4.3	Information	60-79
	Ecosystem	2.5.1	Outcome	60-79
		2.5.2	Management	≥80
		2.5.3	Information	≥80
3	Governance & policy	3.1.1	Legal and customary framework	≥80
		3.1.2	Consultation, roles responsibilities	60-79
		3.1.3	Long term objectives	≥80
	Fishery specific management system	3.2.1	Fishery specific objectives	60-79
		3.2.2	Decision making processes	60-79
		3.2.3	Compliance and enforcement	≥80
		3.2.4	Mgt performance evaluation	60-79

		Principle	Component	Performance Indicator	Actual Year 1	Expected Year 2	Expected Year 3	Expected Year 4	Expected Year 5		
1	Outcome	1		1.1.1 Stock status	<60	<60	60-79	≥80	≥80		
				1.1.2 Stock rebuilding	---	---	---	---	≥80		
	Management			1.2.1 Harvest Strategy	<60	<60	60-79	60-79	≥80		
				1.2.2 Harvest control rules and tools	<60	<60	60-79	60-79	≥80		
				1.2.3 Information and monitoring	60-79	60-79	≥80	≥80	≥80		
				1.2.4 Assessment of stock status	≥80	≥80	≥80	≥80	≥80		
2	Primary species	2		2.1.1 Outcome	≥80	≥80	≥80	≥80	≥80		
				2.1.2 Management	≥80	≥80	≥80	≥80	≥80		
				2.1.3 Information	60-79	60-79	≥80	≥80	≥80		
	Secondary species			2.2.1 Outcome	≥80	≥80	≥80	≥80	≥80		
				2.2.2 Management	≥80	≥80	≥80	≥80	≥80		
				2.2.3 Information	60-79	60-79	≥80	≥80	≥80		
	ETP species			2.3.1 Outcome	60-79	60-79	60-79	≥80	≥80		
				2.3.2 Management	60-79	60-79	60-79	≥80	≥80		
				2.3.3 Information	60-79	60-79	60-79	≥80	≥80		
	Habitats			2.4.1 Outcome	<60	60-79	60-79	≥80	≥80		
				2.4.2 Management	60-79	60-79	60-79	≥80	≥80		
				2.4.3 Information	60-79	60-79	60-79	≥80	≥80		
	Ecosystem			2.5.1 Outcome	60-79	60-79	≥80	≥80	≥80		
				2.5.2 Management	≥80	≥80	≥80	≥80	≥80		
				2.5.3 Information	≥80	≥80	≥80	≥80	≥80		
3	Governance and Policy	3		3.1.1 Legal and customary framework	≥80	≥80	≥80	≥80	≥80		
				3.1.2 Consultation, roles and responsibilities	60-79	60-79	≥80	≥80	≥80		
				3.1.3 Long term objectives	≥80	≥80	≥80	≥80	≥80		
	Fishery specific management system			3.2.1 Fishery specific objectives	60-79	60-79	60-79	≥80	≥80		
				3.2.2 Decision making processes	60-79	60-79	60-79	≥80	≥80		
				3.2.3 Compliance and enforcement	≥80	≥80	≥80	≥80	≥80		
				3.2.4 Management performance evaluation	60-79	60-79	60-79	≥80	≥80		
Total (1 + 2 + 3)					60-79	60-79	60-79	60-79	60-79		

Fisheries Improvement Action Plan



Table 1: Action Plan overview

Fishery name: English and Western Channel Scallop (<i>Pecten maximus</i>) Fishery		Start date: 01 January 2017
Fishery location: Western Channel (VIIe) and Eastern Channel (VIId)	Fishing method: Scallop dredge	End date (anticipated): 31 December 2021 (5 years)
Project leaders: Project UK Fisheries Improvements (PUKFI)		Improvements recommended by: Poseidon
<p>Overview of the Action Plan:</p> <p>The Channel scallop fisheries are of significant economic importance on both sides of areas VIId and VIIe. One of the main barriers to effective management has been the poor definition of stock management units, which has led to insufficient stock assessment and the lack of targeted harvest strategies and control rules. Under P1, this Action plan seeks to identify if this is being addressed by other work and if not, to address this through an initial identification of stock management areas, followed by the development of fisheries-stock specific harvest strategies, control rules and where appropriate, adaptive management systems.</p> <p>In P2, the Action Plan addresses the need for determining the catch (as opposed to the landings) of primary and secondary species caught in these fisheries. This will cover shellfish / finfish species, as well as out of scope organisms such as seabirds and marine mammals, as well as for ETPs. The Action Plan also looks at reducing the impact of these fisheries on habitats, especially VMEs. The plan also calls for a Scale Intensity Consequence Analysis (SICA) analysis of the impact of scallop dredging on the ecosystem.</p> <p>Under P3, following the identification and agreement of stock / fisheries management units, the plan seeks the development of a fisheries-specific management plan that includes explicit short and long-term objectives, together with an allocation of the roles and responsibilities for their precautionary and adaptive management. It also calls for external evaluation of the management of scallop fisheries, possibly through a final pre-assessment before the FIP is concluded when the fisheries might be considering entering into full MSC assessment process.</p> <p>Colour code in tables below: Principle 1 Principle 2 Principle 3</p>		

To discuss

► How to lay the foundation for a concerted management ?

- To avoid repeating the unfortunate incidents of this year
- To ensure the sustainability of the scallop stock

► How UK FIP and French FIP could collaborate ?

- Could we share the inventory of our scientific work and programs ?
- Could we coordinate them, combine them ?
- Is a French-English FIP Working Group possible ?

► NO SCALLOP'S FIP IN EASTERN CHANNEL WILL SUCCEED WITHOUT A COMMON WORK





Key Actions in Stage 1 scallops

Principle	Component	PI	Performance Indicator	Scallop Dredge
1	Outcome	1.1.1	Stock status	<60
		1.1.2	Stock rebuilding	
	Management	1.2.1	Harvest Strategy	<60
		1.2.2	Harvest control rules and tools	<60
		1.2.3	Information and monitoring	60-79
		1.2.4	Assessment of stock status	≥80
2	Primary Species	2.1.1	Outcome	≥80
		2.1.2	Management	≥80
		2.1.3	Information	60-79
	Secondary species	2.2.1	Outcome	≥80
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	Ecosystem	2.5.1	Outcome	60-79
		2.5.2	Management	≥80
		2.5.3	Information	≥80
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		3.1.2	Consultation, roles responsibilities	60-79
		3.1.3	Long term objectives	≥80
	Fishery specific management system	3.2.1	Fishery specific objectives	60-79
		3.2.2	Decision making processes	60-79
		3.2.3	Compliance and enforcement	≥80
		3.2.4	Mgt performance evaluation	60-79

1

SICG commissioned **research** on exploitable biomass and a UK-wide **scallop management plan**

2

CEFAS: Have identified that there are no gaps and no additional data required at the moment

3

CEFAS: Provide a **review of existing observer data**, analysing area & species composition

4

Imperial MSc student: Report on potential ETP species interacting with fishery in a **GIS-based study** including gap analysis and management recommendations

5

Bangor Post-doc student: **Fishery foot-print analysis and habitat mapping** to understand impacts of the fishery on habitats, also developing possible management approaches

6

Expert group formed to conduct a SICA on main ecosystems potentially impacted by scallop dredges

7

Development of a management plan from year 2

DRAFT Stage 2 results

Summary of pre-assessment scoring for king scallop fishery

Principle	Component	PI	Performance Indicator	Likely scoring level		
Principle 1 UoAs				Irish Sea, Southern Irish Sea / Cardigan Bay	East Coast, North East, North West, West of Kintyre	All other UoAs
1	Outcome	1.1.1	Stock status	60-79		
		1.1.2	Stock rebuilding			
	Management	1.2.1	Harvest Strategy	<60		
		1.2.2	Harvest control rules & tools	<60		
		1.2.3	Information and monitoring	280	280	60-79
		1.2.4	Assessment of stock status	280	280	60-79
Principle 2 UoAs				Scallop dredge		
2	Primary Species	2.1.1	Outcome	280		
		2.1.2	Management	280		
		2.1.3	Information	280		
	Secondary species	2.2.1	Outcome	60-79		
		2.2.2	Management	60-79		
		2.2.3	Information	60-79		
	ETP species	2.3.1	Outcome	60-79		
		2.3.2	Management	60-79		
		2.3.3	Information	60-79		
	Habitats	2.4.1	Outcome	<60		
		2.4.2	Management	<60		
		2.4.3	Information	60-79		
	Ecosystem	2.5.1	Outcome	60-79		
		2.5.2	Management	60-79		
		2.5.3	Information	280		
Principle 3 UoAs				Irish Sea, Southern Irish Sea / Cardigan Bay	All other UoAs	
3	Governance & policy	3.1.1	Legal and customary framework	60-79	280	
		3.1.2	Consultation, roles & responsibilities	60-79		
		3.1.3	Long term objectives	280		
	Fishery specific management system	3.2.1	Fishery specific objectives	60-79		
		3.2.2	Decision making processes	60-79		
		3.2.3	Compliance and enforcement	280		
		3.2.4	Management performance evaluation	60-79		

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Welcome to Fishery Progress

A fishery improvement project uses the power of the private sector to address challenges in a fishery. As the number of FIPs around the world has grown rapidly, businesses and conservation organizations need an easier way to access consistent, reliable information about FIP progress.

FisheryProgress.org gives you a range of information about global FIPs from a quick snapshot of progress and opportunities to get involved to detailed evidence for improvements.

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United Kingdom English and Western Channel great Atlantic scallop - dredge

[Overview](#)[Details](#)[Improvement Progress](#)[Actions Progress](#)[Red Indicator Progress](#)

Overview

FIP Description

Project UK Fisheries Improvements (PUKFI) is working towards an environmentally sustainable future for UK fisheries by running Fishery Improvement Projects (FIPs) on eight UK fisheries that have been selected by the UK supply chain.

[MORE](#)

FIP Objective(s)

By April 2022, the FIP aims to address the following:

- Meet the 80+ score for each MSC performance indicator within 5 years (April 2017- 2022) and be able to enter MSC full assessment.
- Support fisheries with the tools to implement changes and ensure their sustainable future as they move towards MSC certification
- Follow the step by step definition of a credible FIP involving four key stages, each with associated tools & support mechanisms:

1. Undertake MSC pre-assessment
2. Develop an action plan for improvement
3. Implement actions & track progress

[Follow this FIP](#)[Print](#)[PDF](#)[f](#)[t](#)[e](#)

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FIP at a Glance

FISHERY STATUS FIP is addressing 28 of 28 indicators

Current Status:

18%

46%

36%

Starting Evaluation: April 01, 2017

14%

46%

36%

4%

FIP PROGRESS

Progress
Rating

C

SOME RECENT
PROGRESS

Actions
Complete



Next Update
Due

MAY 2019

Target End
Date

APR 2022

→ [North Sea plaice & lemon sole, mixed gear FIP](#) | [Channel dredge scallop FIP](#) | [Western & Channel monkfish, multiple gear FIP](#) | [Southwest Crab & lobster pot FIP](#) |
← [Project UK](#) |



Project UK Fisheries Improvements

Project UK Fisheries Improvements (PUKFI) is working towards an



Contacts

For more information please
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UK Fisheries Outreach Officer
Marine Stewardship Council
Email: chloe.north@msc.org
Tel: 020 7246 8914

Thank you

20 YEARS
OF THE
MSC

Claire.Pescod@msc.org

@MSCintheUK #ProjectUK #PUKFI
