



Fisheries certification: rationales, practices and impacts...20 years after it started

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What are the rationales for fisheries certification?



**1. Problems in the water:
overfishing-ecosystem
degradation.**

**2. As a consequence
fisheries and fisheries
management lost confidence
from the public in many
places.**

**3. Need for additional
incentives to drive
sustainability improvements
and to restore trust and
confidence**



The UN Global Sustainable Development Goals



- Adopted September 2015 by 193 states, 17 goals, 169 targets.
- Many goals and targets have direct links with fisheries, seafood markets, and fisheries management.
- Recognition that credible standards can help governments and businesses to achieve SDG targets and goals.



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



Credible standards & certification programs:

1. *Global,*
2. *Non-profit mission,*
3. *Multi stakeholder,*
4. *Rooted in science,*
5. *3rd party assessment,*
6. *Including traceability,*
7. *Demonstrating impacts.*



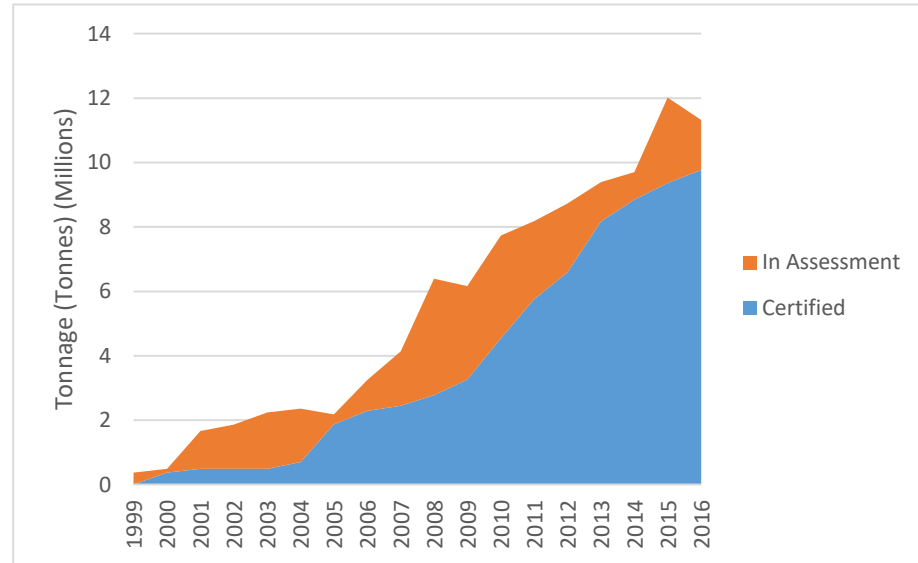
WHAT Are the impacts?



Fisheries in the MSC program



- Circa 400 fisheries certified or in assessment
- About 11 million MT/yr catch
- 12-14% of global catch
- 2016-17
51 new fisheries certified
27 fisheries recertified



Certified	~ 9,500,000 tons	315 fisheries
In assessment	~ 1,760,000 tons	86 fisheries
Total	~ 11,260,000 tons	401 engaged

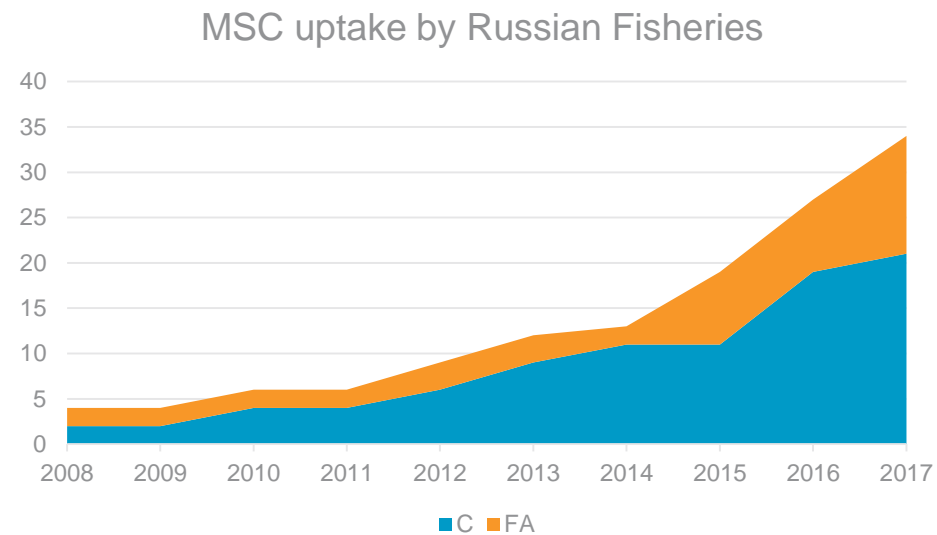
Fisheries in the MSC program in Russia



- 34 fisheries in MSC (C and FA)

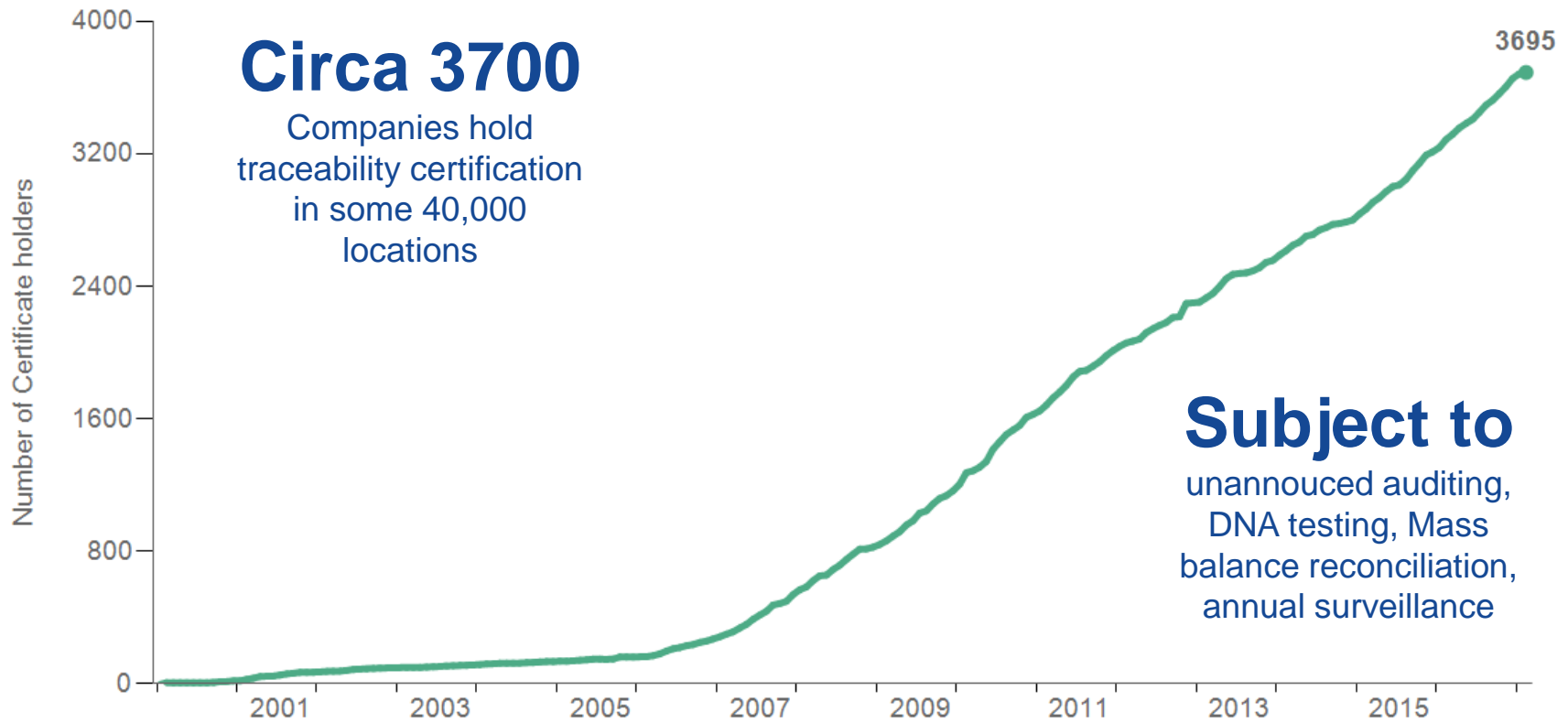
2016-2017

- 8 new fisheries certified
 - 2 perch
 - 3 salmon West Kamchatka
 - Cod and haddock
 - Saithe
- 3 fisheries recertified
 - Sockeye Salmon
 - Cod and haddock
- 1 suspended/exit
 - Pink Salmon Sakhalin



Approximately 20- 25% of total Russian catch volume in MSC program

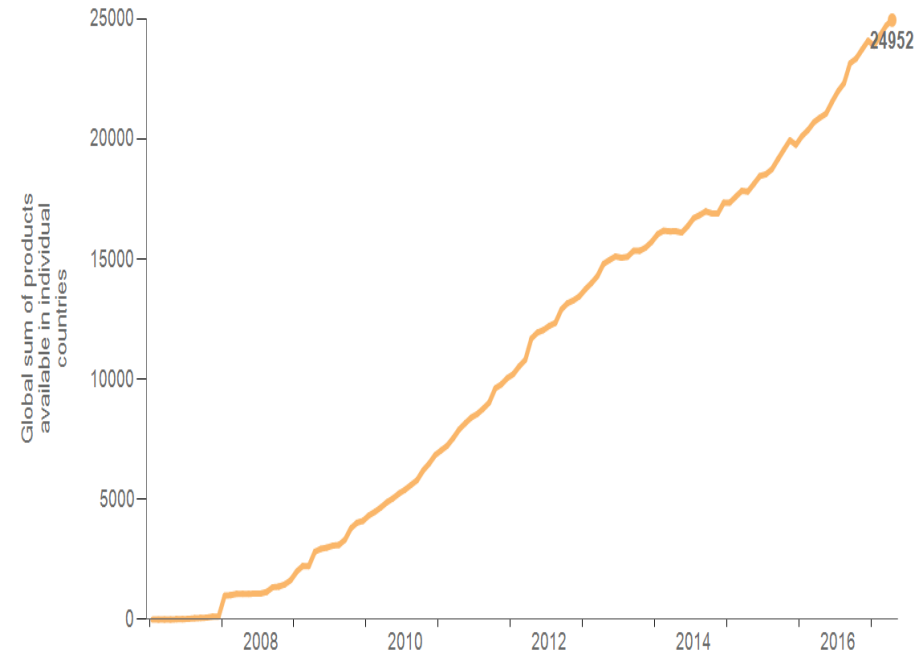
Traceability uptake over time



The market

693K MT product
weight labelled
products (+11% y/y)

Estimated **US\$5,2 billion**
spent by consumers on MSC
labelled products in 2016-17



25,000
PRODUCTS

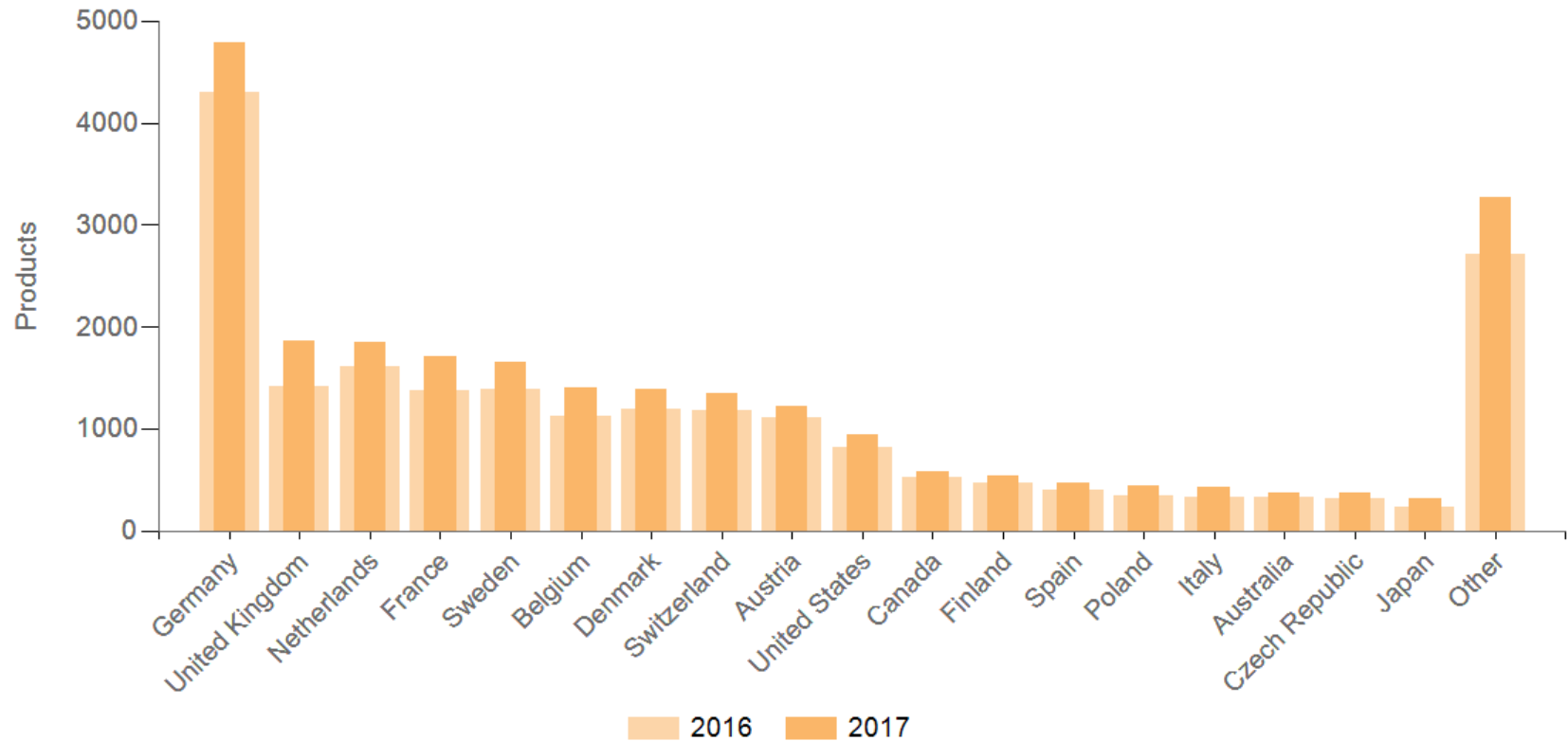


IN 100
COUNTRIES



now carry the MSC label

Nr of consumer facing MSC labelled products per country



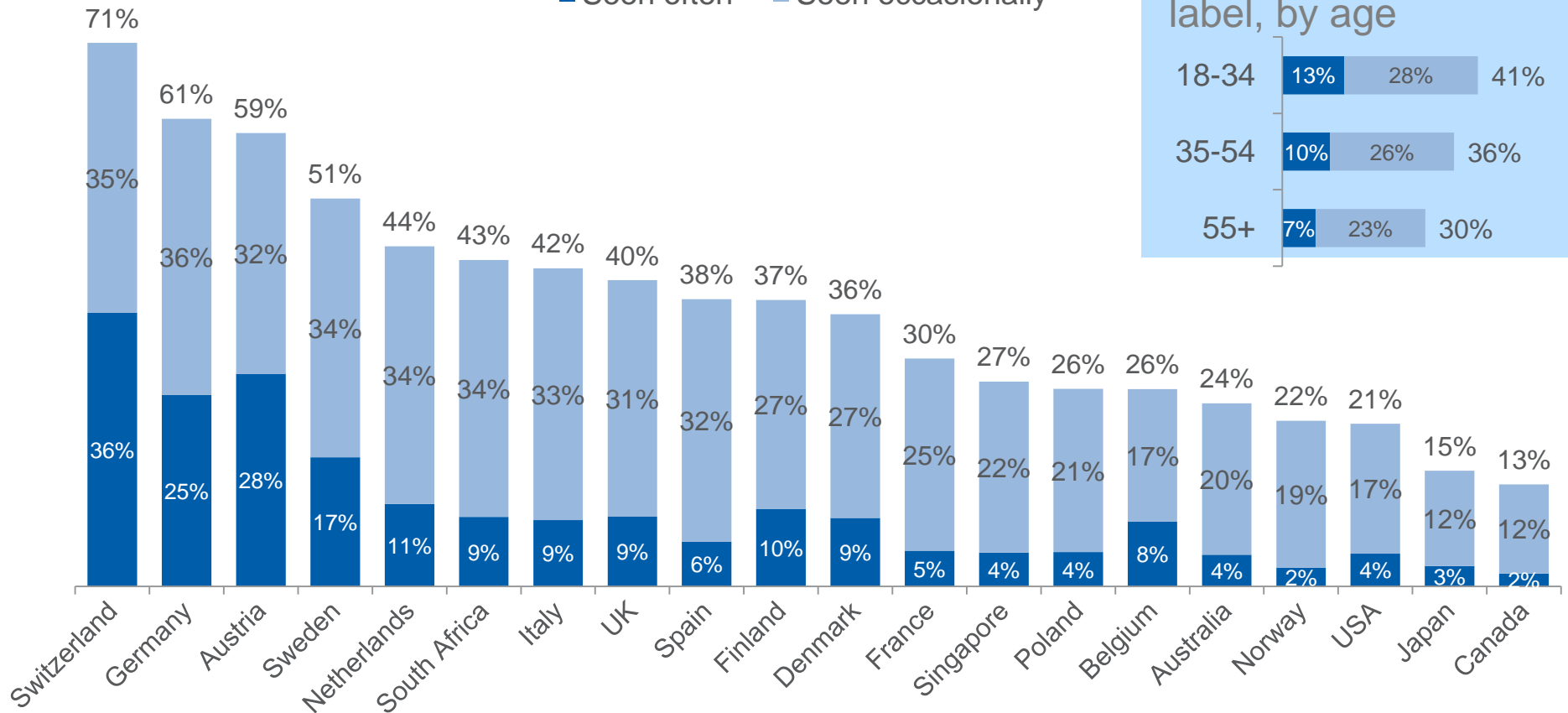
Awareness of MSC label among general public



The markets with the highest levels of MSC label awareness are the established markets Austria, Germany and Switzerland

Awareness of MSC label (seen often + seen occasionally), by country

■ Seen often ■ Seen occasionally



Base: General public, global by country, for n sizes please see Appendix

Question: 1. Have you ever seen the following logos?



**Engagement in MSC helps to drive
improvements in the water!**

Global Impacts Report 2017

Launched on June 8th on World Oceans Day

**From 876 (2016) to 1200+ (2017) Improvements documented in MSC
certified fisheries**



Thank you for being part of the solution!

Questions?