



2022 Fiskivinnustevnan

Presented by Gisli Gislason,
Program director North Atlantic
gisli.gislason@msc.org



Patagonian Toothfish fishery, on board the Hunter
Credit: Tony Fitzsimmons

Fisf

“Sustainable fisheries Greenland”

Hovedformål:

å søke bæredyktigheds sertifiseringer (MSC) av aktiviteter innen for grønlandske fiskerierhverv

•Medlemskab:

Enkelpersoner, foreninger og organisationer innen for det grønlandske fiskerierhverv

•Deltagelse af alle største firmaer i Grönland

“Iceland Sustainable fisheries”

Hovedformål:

- Søke og vedligeholde sertifiseringer (MSC) for nye fiskeslag

•Medlemskab:

- Åpen: medlemmer vokst fra 19-70 bedrifter
-

Er det en vei å gå at næringen i Færöyene etablerer:

“Faroe Island Sustainable fisheries” ?

- *Hele næringen involvert*
- *FISF bliver en “client” for den Færøyske fiskerier*
- *FISF ville da søke for nye arter?*
- *Det ville bygges op en kompetanse, som tjener hele næringen*

**2013 Framlögudagar Fiskivinnu
Gratulerer med Fisf**

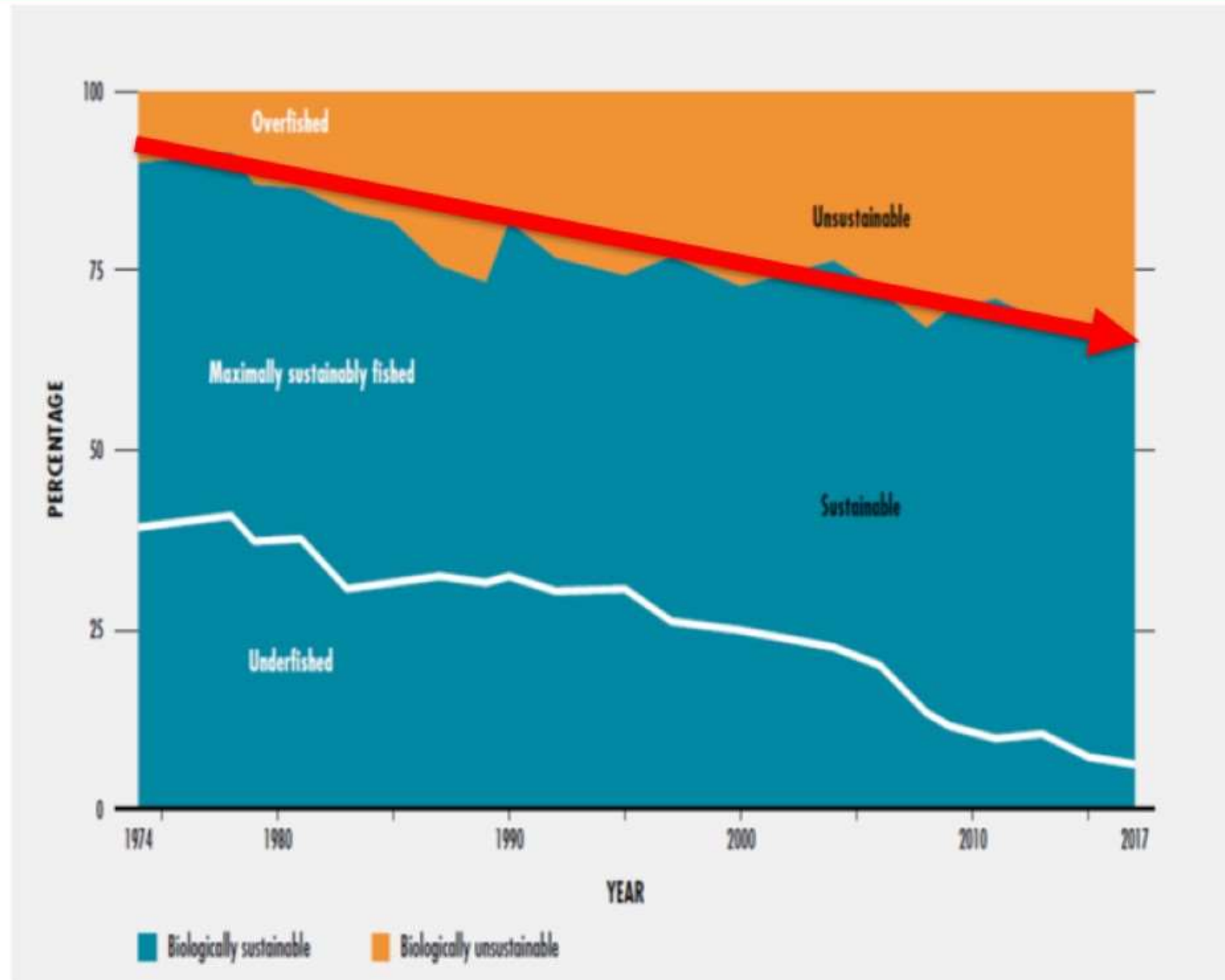


Patagonian Toothfish fishery, on board the Hunter
Credit: Tony Fitzsimmons

Hvorfor MSC

**Ikke
bærekraftige fiskerier**

Global utfordring !



FAO data andel overfiske



Overfiske:

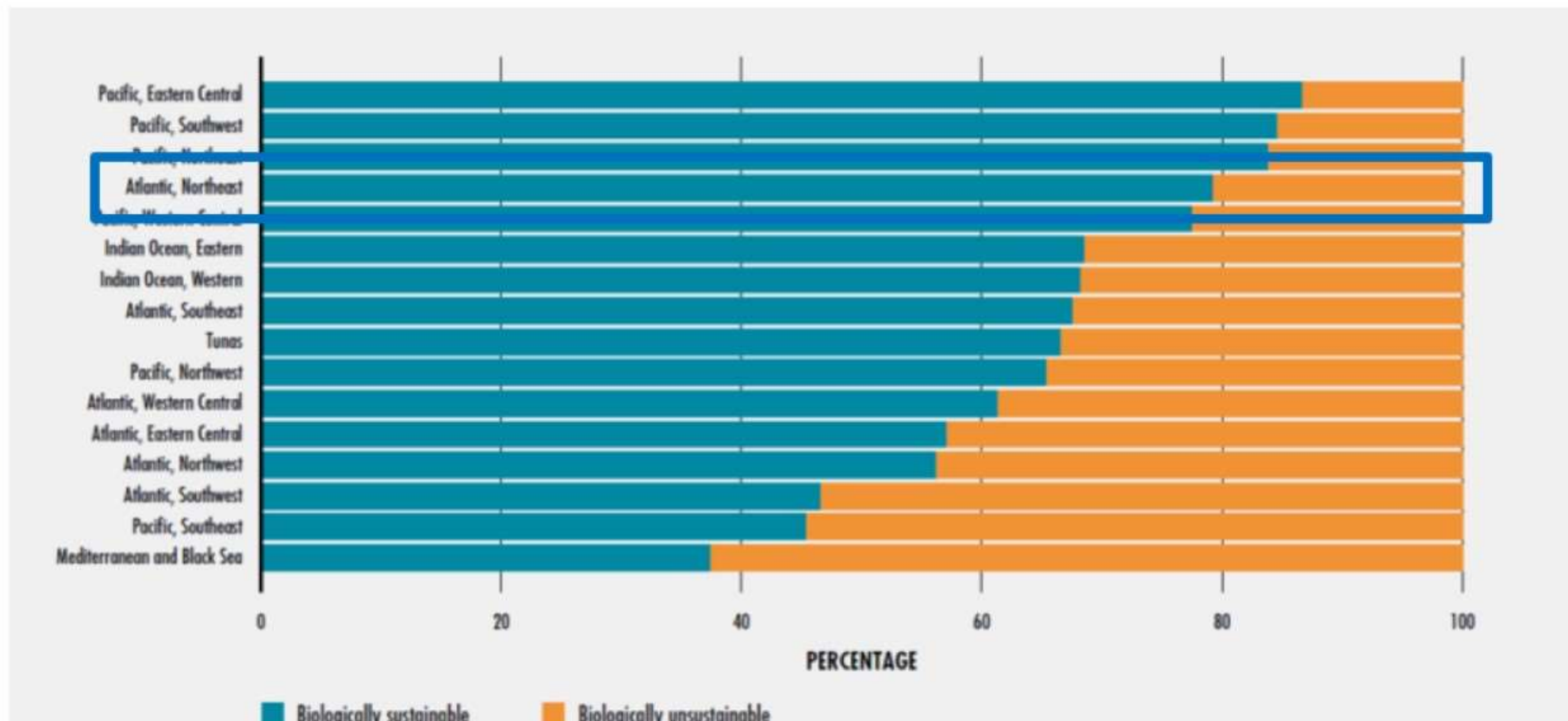
Også utfordring i Nord Atlanteren

Bærekraft:

Markedsnøkkel

Sertifisering

Nøkkel for å bekrefte bærekraften til fiskeriene





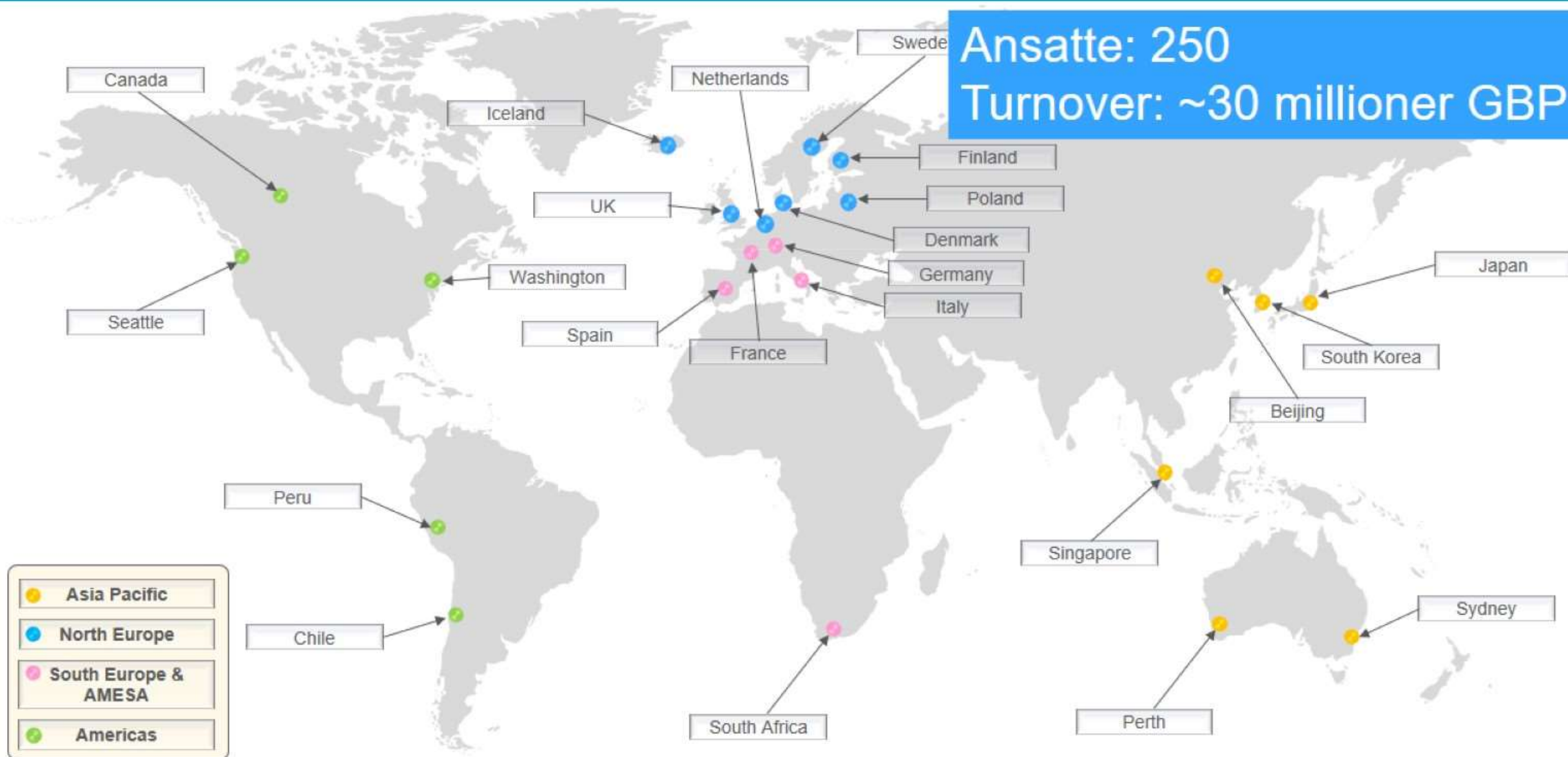
Patagonian Toothfish fishery, on board the Hunter
Credit: Tony Fitzsimmons

MSC standard organisasjon med vision

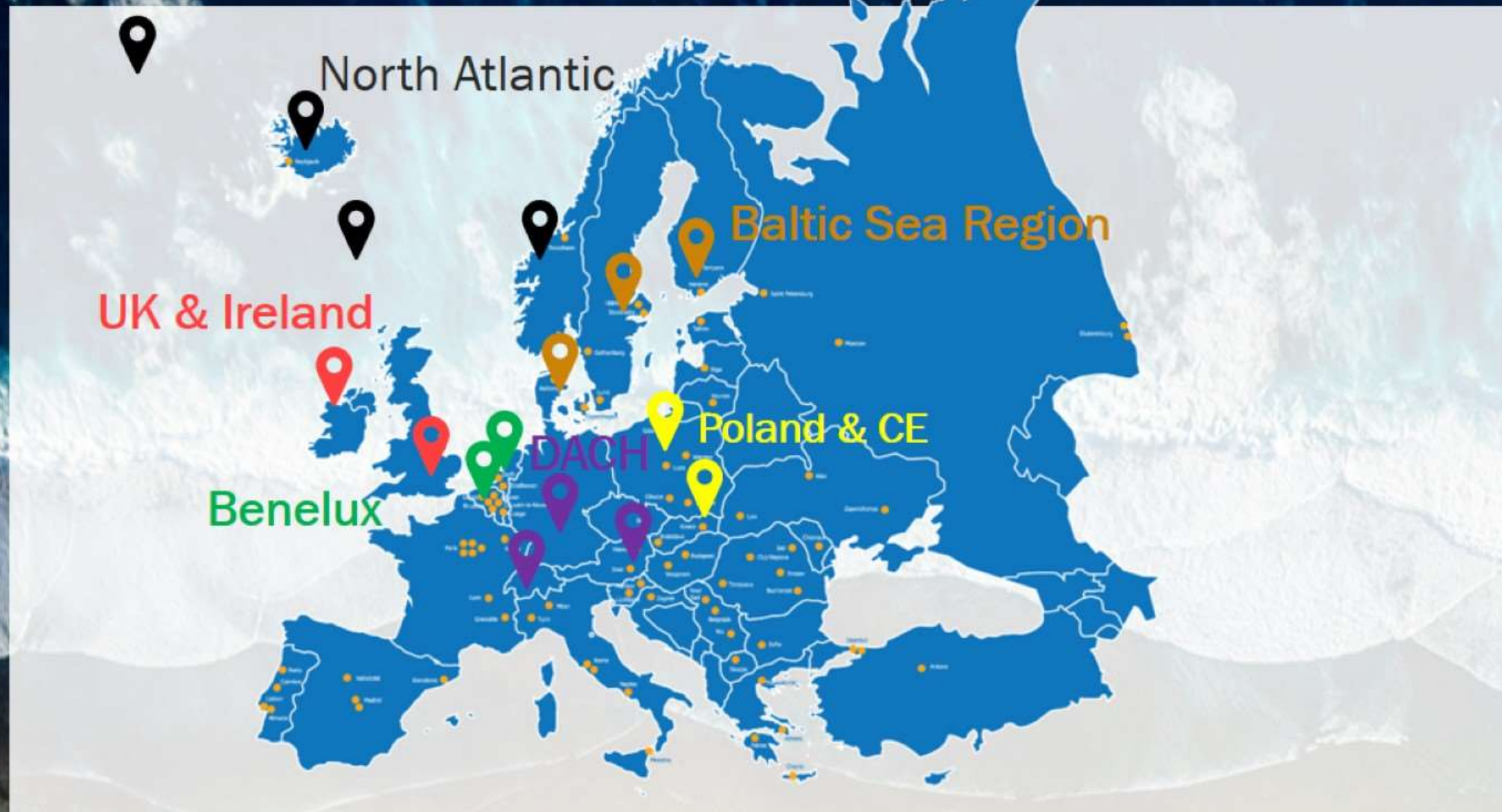
MSC kontorer



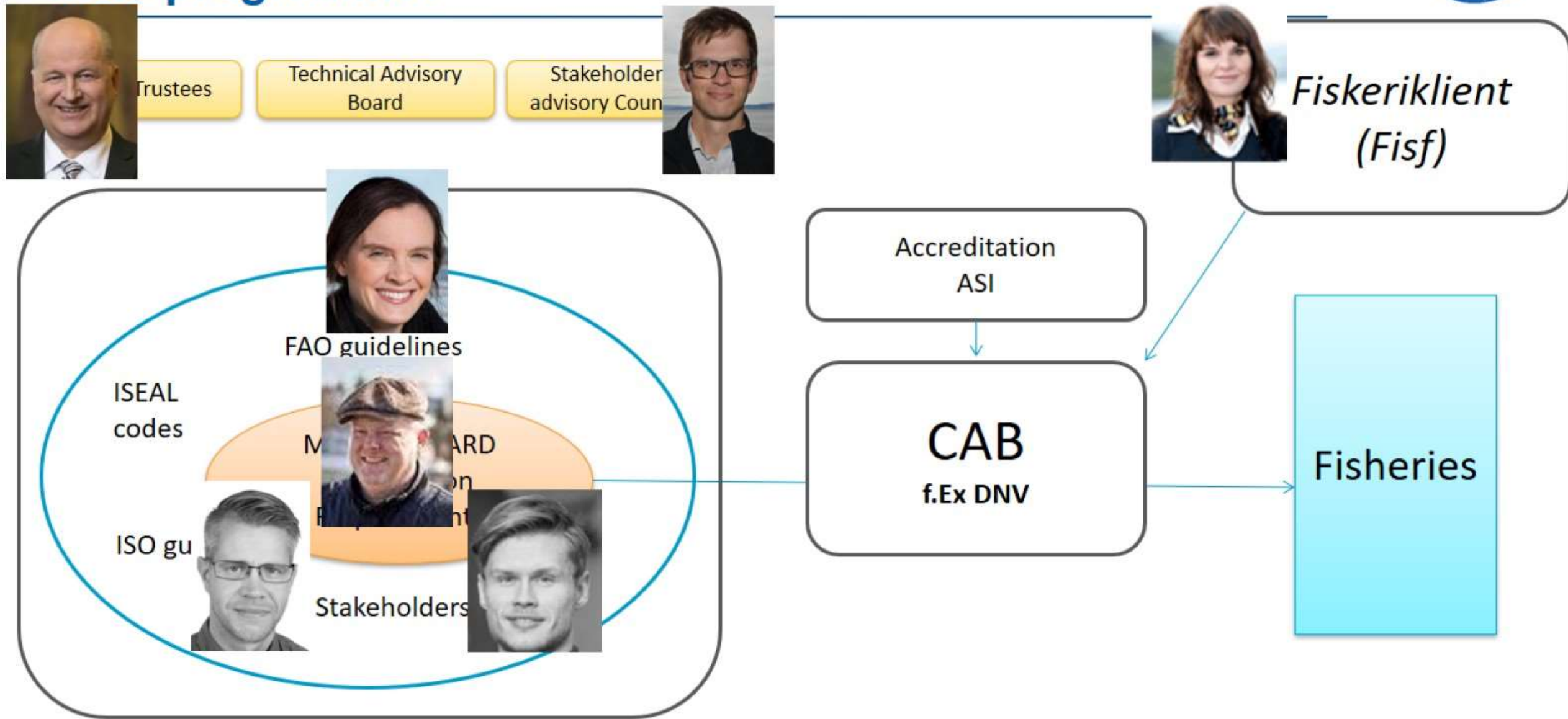
Ansatte: 250
Turnover: ~30 millioner GBP



North Europe team



MSC programmet





- **Internasjonalt anerkjent**
UNFAO, ISEAL & Global Sustainable Seafood Initiative
- **I samsvar med internasjonale normer**
- **Forsikring om opprinnelse fra et bærekraftig fiskeri**
- **Forsikring om sporbarhet**



iseal
alliance

Food and Agriculture Organization
of the United Nations



MSC Fisheries Standard three principles



The Standard has three core principles that every fishery must meet...



**Sustainability
of the
fish stock**

Fishing must be at a level that ensures it can continue indefinitely and the fish population can remain productive and healthy



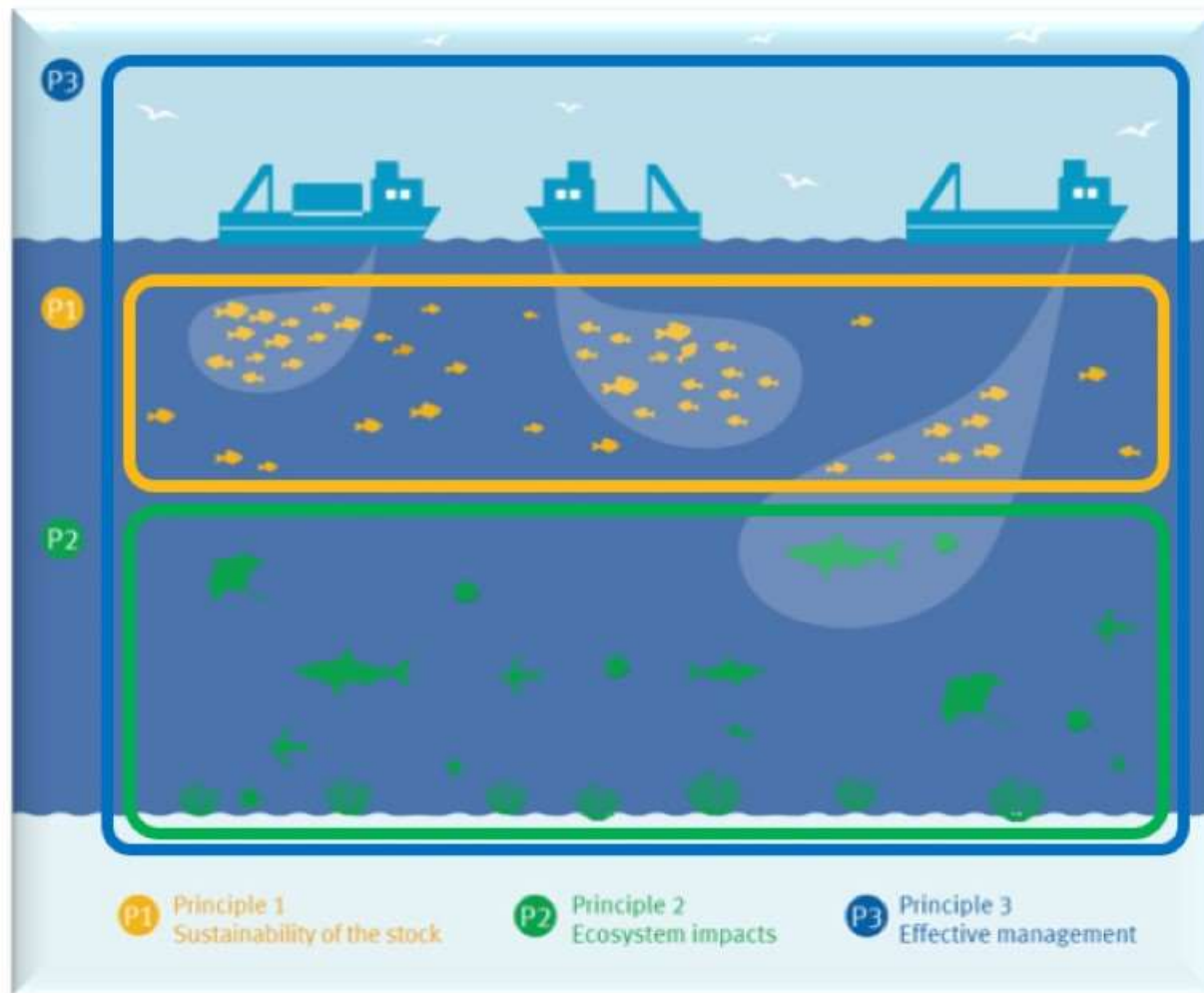
**Minimising
environmental
impact**

Fishing activity must be managed carefully so that other species and habitats within the ecosystem remain healthy



**Effective
fisheries
management**

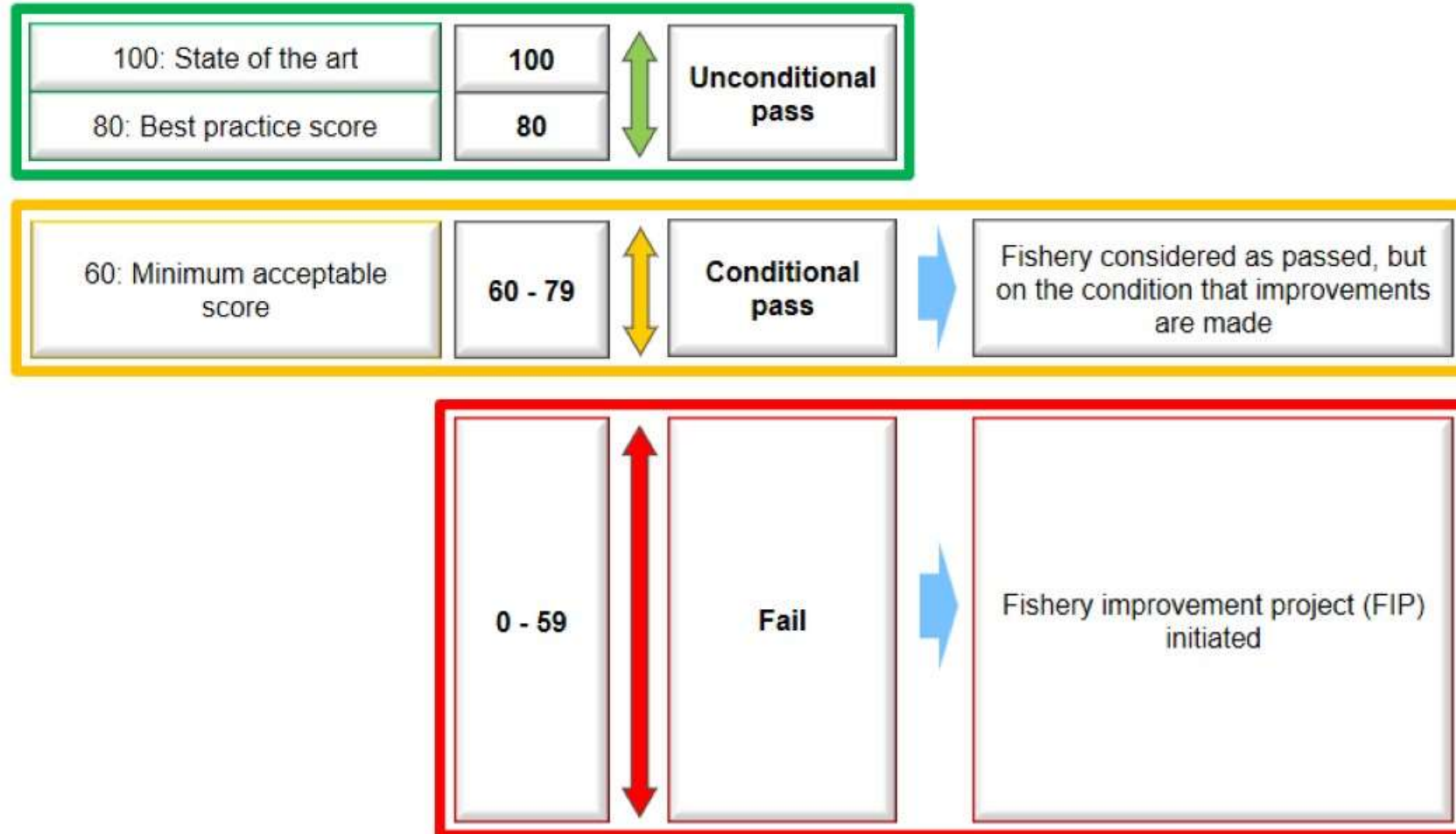
MSC certified fisheries must comply with relevant laws and be able to adapt to changing environmental circumstances



MSC Fisheries Standard scoring



Each principle must score ≥ 80 as the weighted average across the performance indicators within that principle, or the fishery fails





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MSC FSR

FAO og ISEAL krever at standard kraver revideres i 5 års sykluser

www.msc.org/fsr



A 60-day public review of the draft revised Fisheries Standard will launch on **Tuesday 01 February 2022.**

[Find out how you can get involved >](#)



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MSC, OSF, Ocean Stewardship Fund

OSF: Supporting oceans “teeming with life”

Our **Ocean Stewardship Fund** supports innovative research and fisheries that are committed to sustainability.

35 projects and fisheries supported

£1.3 million awarded in grants

2 years since the fund first opened

Muligheter for FISF å søke. Best hvis í samarbeid med andre f.ex:

- Havstovan
- Dr studenter å søke midler
- Andre fiskeriklienter



MSC: Nökker tall

MSC 2020-21: a year in numbers

MSC impact on the water:

19%

of all wild marine catch was engaged with the MSC

516

fisheries engaged in the MSC program

1,958

improvements made by MSC certified fisheries up to 31 March 2021



MSC impact on the market:

20,075

products with the blue MSC label

US\$12.9 billion

retail sales value

63

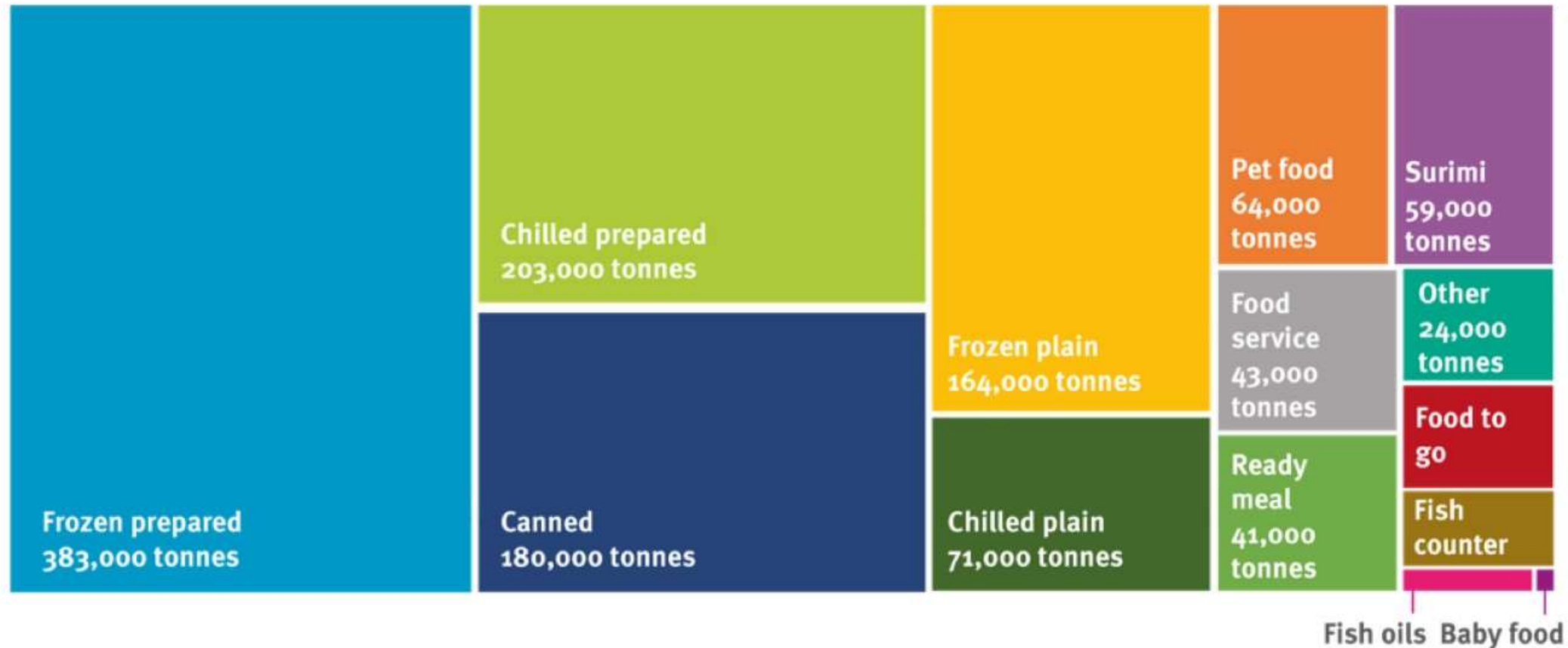
nations where consumers can buy products with the blue MSC label

46,205

sites with Chain of Custody certificate holders

Volume sold in 2020-21 by product type

1,267,000 tonnes total volume



MSC 4 hoved målgrupper



Fisheries



Processors / distributors



Retailers and restaurants



**MSC Fishery
Certification**



Chain of Custody



MSC ecolabel

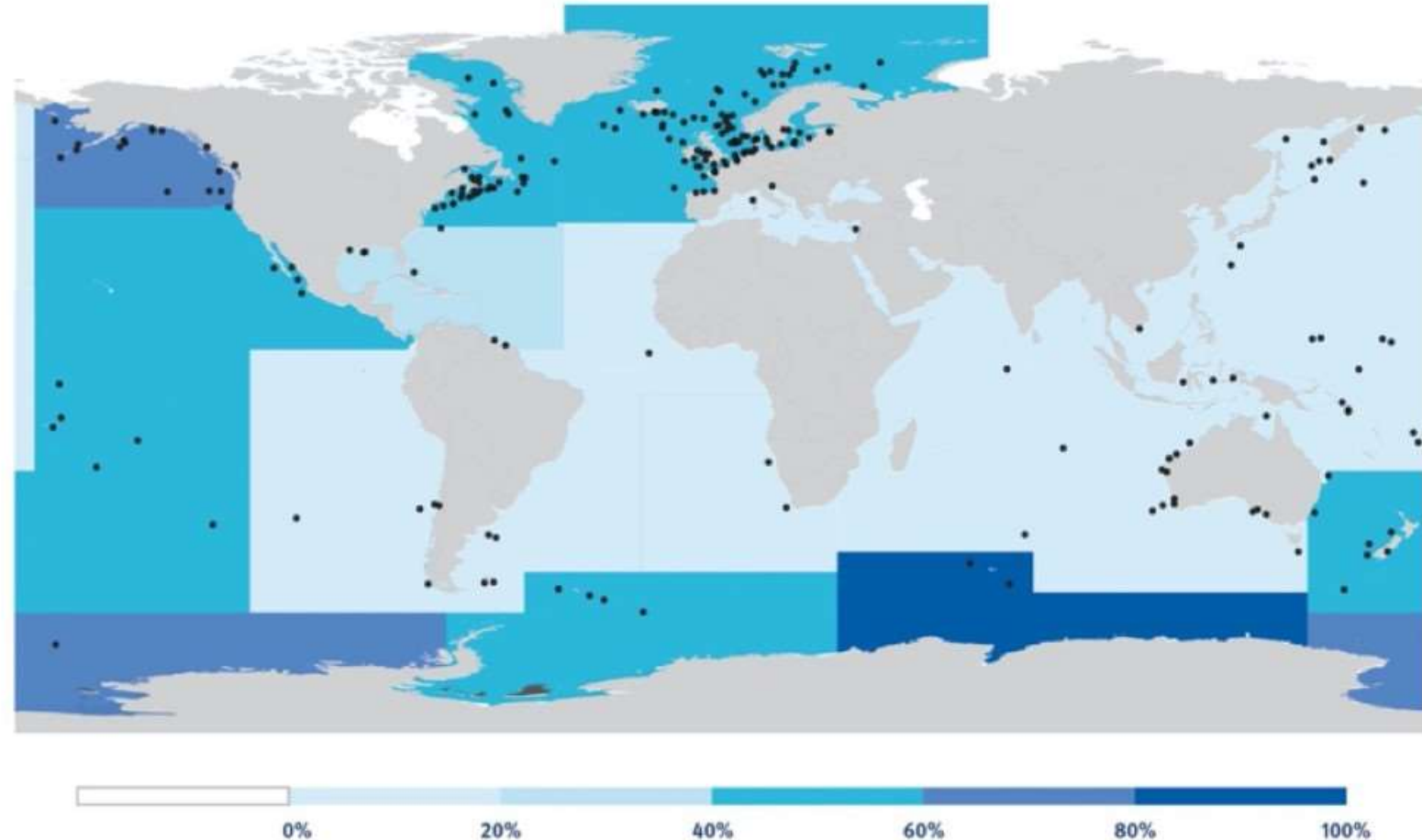


Consumers

Global progress in sustainable fishing

516 fisheries in
55 countries
engaged in the
MSC program
(2020-2021).

● Approximate location of
MSC certified fishing activity

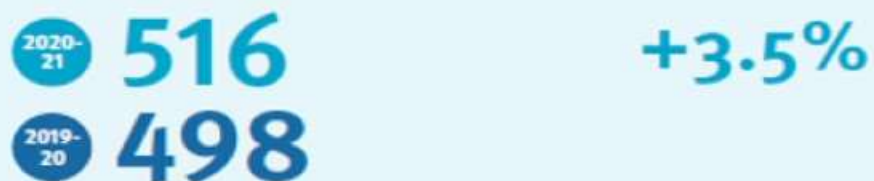


Global Fisheries

MSC engaged catch reached 16 million tonnes*



Number of fisheries engaged in the MSC program



55 countries engaged

*MSC 2020-21 marine catch (follows MSC exclusion policy and does not include farmed fish or inland fisheries) compared with latest UN FAO data (2018).

19% of all wild marine catch was engaged with the MSC*

14%

MSC certified

3%

MSC certified but suspended

2%

In assessment

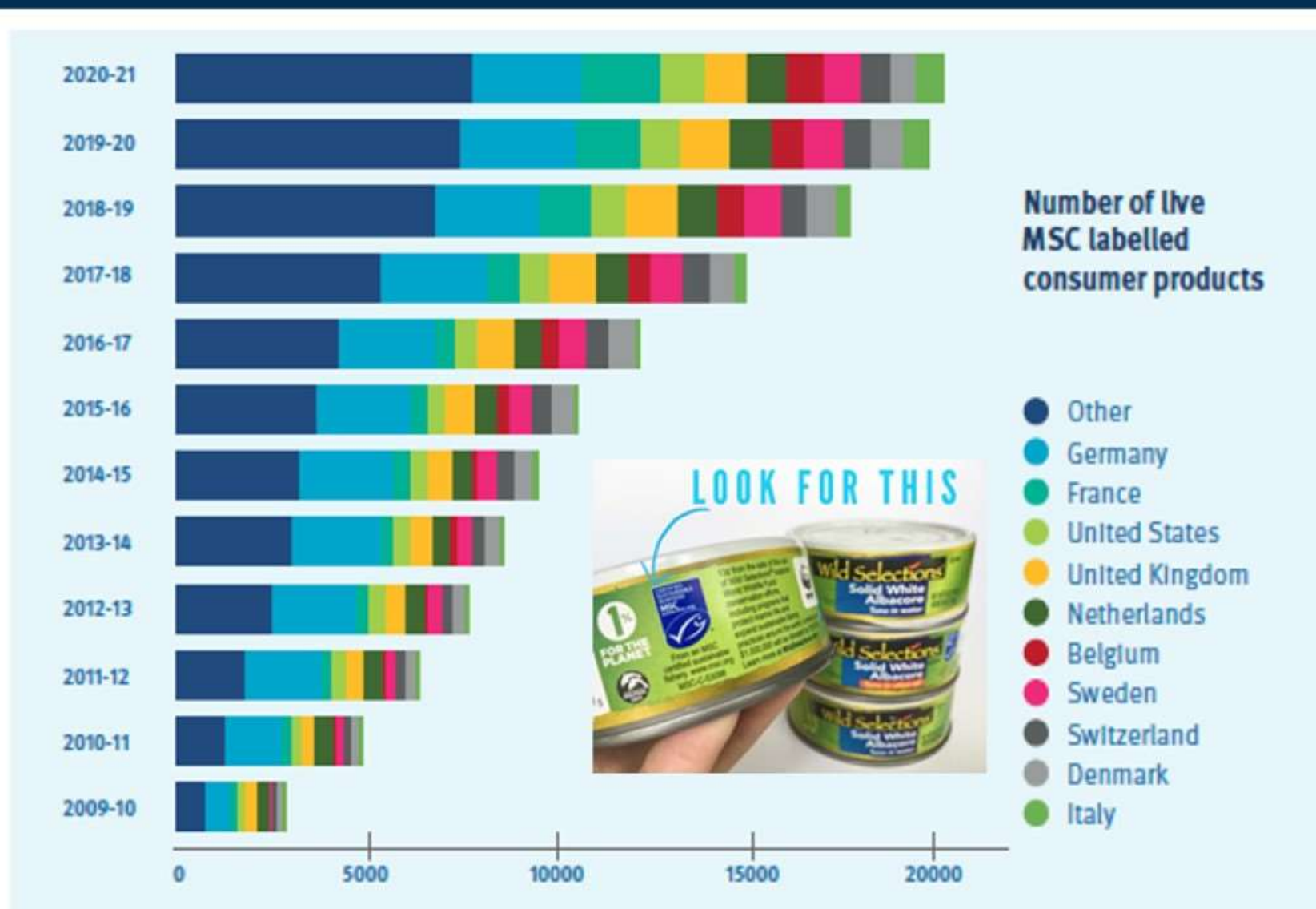
An additional 10% of global marine wild catch came from fisheries working towards MSC certification**

*Engaged means certified, suspended or in MSC assessment

**Fisheries working towards MSC certification comprise those in the In-Transition to MSC program, Pathway Projects at stage three or four, and comprehensive fisheries improvement projects listed on fisheryprogress.org that have MSC certification as an explicit end goal.



Global markets



Bevissthet om MSC-miljømerket



Global Awareness of the MSC Label

Awareness of the MSC label, by country



All EUROPE: GROWING EXPECTATIONS on sustainability and traceability of fish and seafood products.

87%

want **better information** so they can be confident that they are **not buying unsustainable** fish or seafood products*



71%

would like to **hear more from companies** about the **sustainability** of their fish and seafood products



66%

want to know that the fish they buy can be **traced back to a known and trusted source**



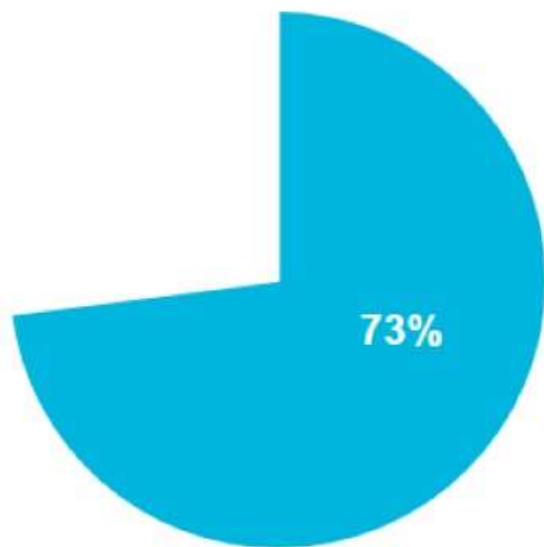
Base: Seafood consumers, Europe, $n=11,512$

*Q11.3: Please indicate how much you agree or disagree with the following statements; "agree" (3+4 on a 4-pt scale)

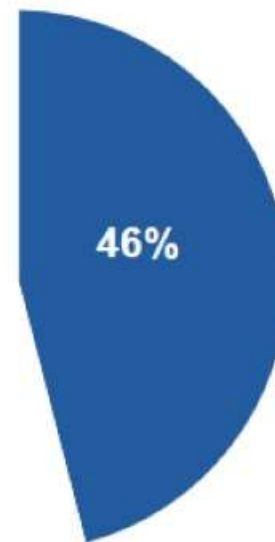
Q5.1: How well does each of the following statements describe your opinions?

All Europe: Nearly three-quarters agree that claims about sustainability should be labelled by an independent organisation while just under half say they notice ecolabels.

Supermarkets' and brands' claims about sustainability should be clearly labelled by an independent organisation



I notice ecolabelled products when I'm shopping



Base: Seafood consumers, Europe, n=11,512

Q5.1: How well does each of the following statements describe your opinions?

Q8.1: How well does each of the following statements describe your opinions about ecolabels?

Recognition of the MSC label has risen significantly in 2020, as has trust.

**54% of consumers
recall seeing the MSC
label
up from 47% in 2018**



**& 76%
of those aware
of the MSC
say they trust
the label
up from 69% in 2018**

Base: General population, Europe, $n=14,299$; MSC-aware seafood consumers, Europe, $n=6,529$

Q1.1: Have you ever seen the following logos?

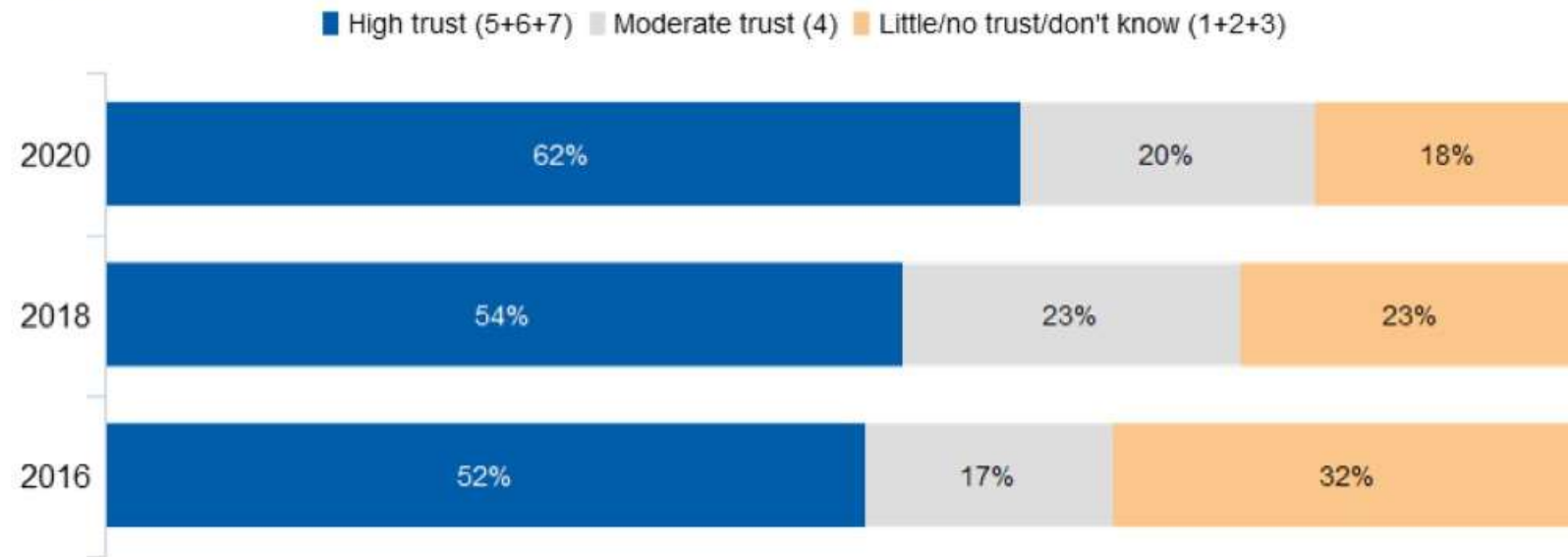
Q9.2: How much trust do you have in the claims of each of the following initiatives/organisations? 7-pt scale: 1 = "No trust," 7 = "A lot of trust"

Trust in the MSC Label

Trust in the MSC label is high among MSC-aware consumers and has increased significantly since 2018 (+8 percentage points).

KPIs on trust in the MSC label

Trust in MSC



Base: MSC aware, Norway

Q9.2: How much trust do you have in the claims of the following organisations? 7-pt scale: 1 = "No trust", 7 = "A lot of trust"

MSC: Utfordringer

P1

*Sustainability
of the
fish stock*

Holde total fiskedödelighet i henhold til vitenskaps råd (HCR).

>> Nationalt og international

Nok forskning på bestanden og fiskeriet

P2

*Minimising
environmental
impact*

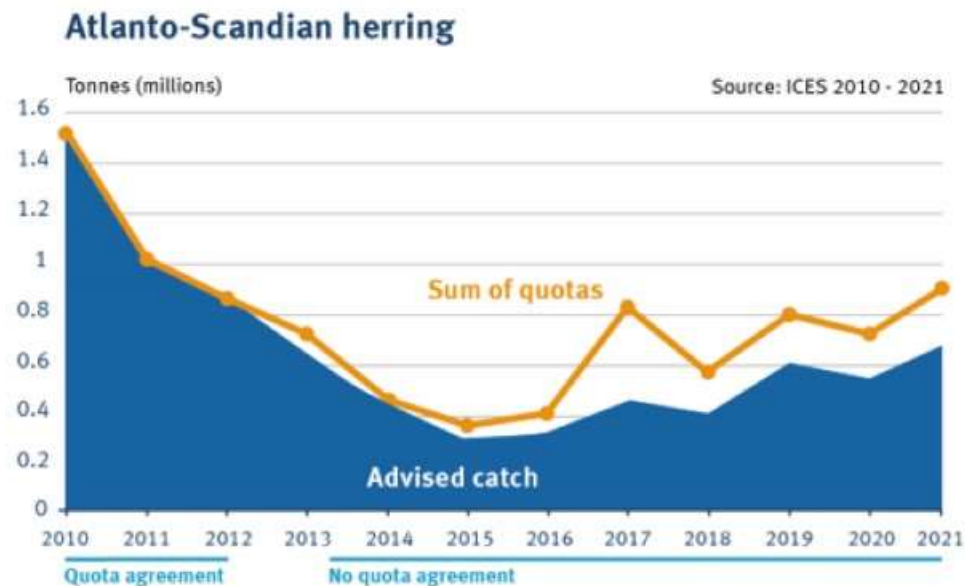
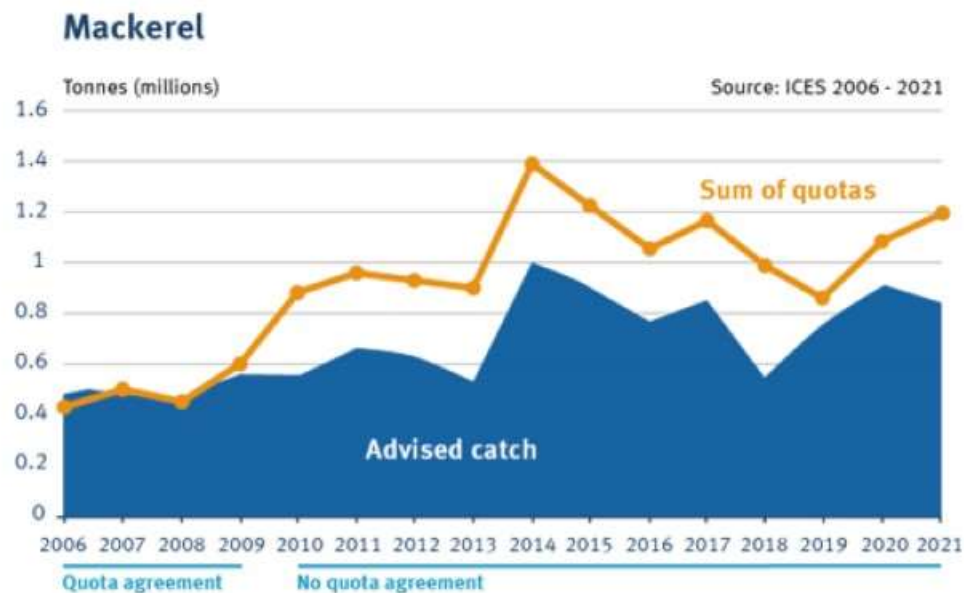
Bifangst, skal ikke true bifangst artene og ikke hindre oppbygning
Habitat og videre økosystem. Skal kunne påvise at man ikke skader VME

P3

*Effective
fisheries
management*

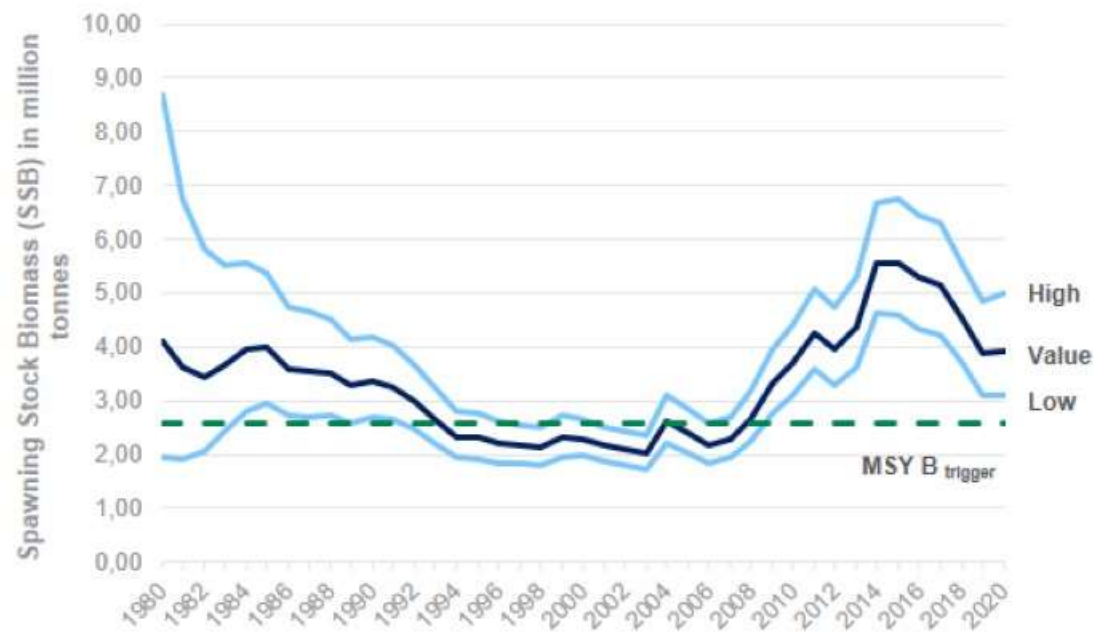
Vise at det er et effektivt forvaltningsystem som støtter P1 og P2

Sum of quotas exceeding scientific advice for more than a decade

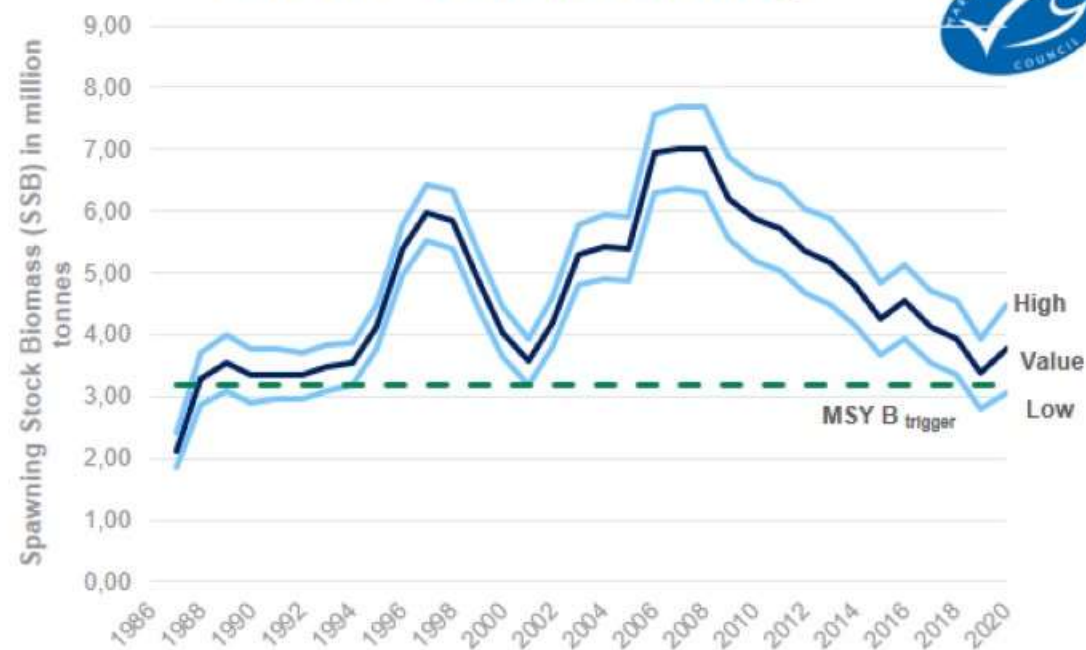


Declining stocks in the North East Atlantic

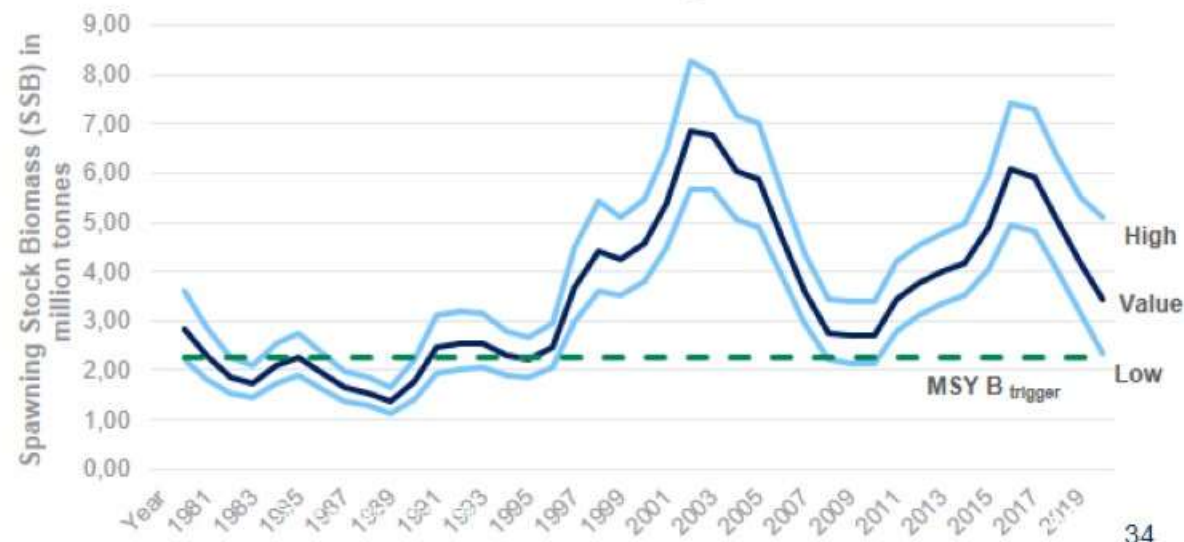
Mackerel



Atlanto-Scandian Herring



Blue Whiting



MSC certification withdrawn

January 2019 - all North East Atlantic mackerel fisheries in the MSC program had their MSC certification suspended.

December 2020 - eight Atlanto-Scandian herring and blue whiting fisheries had their MSC certification suspended.

These stocks represent one of the largest fish populations in Europe, and are fished by some of the richest nations in the world



2021 Totality of individual country quotas again set above scientific advice from ICES

41%

Mackerel

35%

Atlanto-Scandian herring

25%

Blue whiting



What is at risk

Stock Collapse?

Loss of Livelihoods and income?

Disrupted and lost supply chains?

Reputations?

Wider eco-system impacts and changes?





Patagonian Toothfish fishery, on board the Hunter
Credit: Tony Fitzsimmons

Hvorfor MSC

Bærekraftige fiskerier !



Oldefar og oldefarson

4 generasjoner

Familje bedrift

Samme område

Torsk

Gadus morhua





Takk !

Spørsmål ?

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gisli.gislason@msc.org