

Sustainable seafood . . .  
**MSC** the best environmental  
 choice in seafood!



MSCI 0263

Further information ▼

Marine Stewardship Council: <http://www.msc.org/>

WWF International: <http://www.panda.org/>

### Our oceans are being plundered

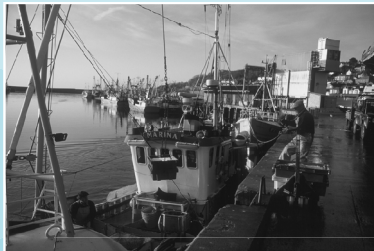
Valuable fish stocks, as well as a whole host of other marine life, are severely threatened by overfishing, caused largely by poor fisheries management. Food and Agriculture Organization

The global fishing fleet is currently 2.5x larger than what the oceans can sustainably support – meaning that humans are taking far more fish out of the ocean than can be replaced by those remaining. As a result:

- 52% of the world's fisheries are fully exploited, and 24% are overexploited, depleted, or recovering from depletion
- Seven of the top ten marine fisheries, accounting for about 30% of all capture fisheries production, are fully exploited or overexploited
- As many as 90% of all the ocean's large fish have been fished out
- Several important commercial fish populations have declined to the point where their survival is threatened.

### Why is this happening?

Many fishers are well aware of the need to safeguard fish populations and the marine environment. However, the greed and waste of some large commercial fleets combined with modern developments in fishing technology have had an enormous effect on fishing worldwide. Contributing factors to the current level of overfishing include: Technological advances, Subsidies, Unfair Fisheries Partnership Agreements, Pirate fishers, Bycatch, Destructive fishing practices and a lack of sound fisheries conservation and management.



UK fishing boats, Cornwall, United Kingdom

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### Promoting sustainable seafood products

WWF is working to ensure that consumers can identify and select sustainably caught seafood products, and to encourage consumer action to demand sustainable fisheries.

Consumer demand for sustainably harvested seafood can act as an extremely powerful incentive for better fisheries management. However, in most countries there is very little information available on which fish species or stocks are most threatened by poor fisheries management.

In 1997 WWF and Unilever, one of the world's biggest buyers of frozen fish, started an initiative to change the way fish are caught, marketed, and bought – and ensure the future of the world's fisheries.

Now an independent, non-profit organization, the Marine Stewardship Council (MSC) works with fisheries, retailers, and other stakeholders to identify, certify, and promote responsible, environmentally appropriate, socially beneficial, and economically viable fishing practices around the world.



MSC certified mackerel, Newlyn, Cornwall, United Kingdom

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### Eco-label

Only products from fisheries assessed by independent certifiers as meeting the MSC's standard for well-managed and sustainable fisheries are able to use the MSC logo on their products. For the first time, this gives consumers a way to identify – and the choice to purchase – fish and other seafood from well-managed sources.

### A good idea is now reality

The MSC has witnessed an enormous groundswell of support, including from retailers, governments, non-governmental organizations, processors, conservationists, and the fishing industry. Some 18 fisheries have been certified around the world and further 18 fisheries are undergoing assessment. There are currently over 370 MSC-certified fish products on sale in 26 countries – ranging from fresh, frozen, smoked, and canned fish to fish oil dietary supplements. Consumer access to sustainable seafood products is now a reality.



WWF is one of the world's largest and most experienced independent conservation organizations, with almost 5 million supporters and a global network active in more than 100 countries.

**WWF Japan**  
 Nihonseimei Akabanebashi Bldg. 6F  
 3-1-14 Shiba Minato-ku, Tokyo 105-0014 Japan  
 TEL:03(3769)1713 <http://www.wwf.or.jp>