

Look for the MSC blue fish label

Seafood is our last major food group that is truly wild.

Let's keep it that way.



Healthy oceans for the future

Overfishing is one of the biggest threats our oceans face today. Unsustainable fishing is harming fish populations, habitats, fishing communities and their livelihoods.

- Fish is the **main source of animal protein** for billions of people
- More than **½ billion people** rely on seafood for their income
- Seafood is the world's **most traded food commodity** – 10 times the volume of coffee

The Marine Stewardship Council (MSC) is a global non-profit organization created to address and reverse the problem of overfishing. We give consumers a clear symbol for certified, ocean friendly choices, and industry recognition and reward for the sustainable management of our wild fisheries.

The MSC is a certification and ecolabelling program that acts as a **change agent for the seafood industry** and **a trust mark for consumers**.

An easy choice seafood lovers can trust

The blue MSC label provides a simple, clear choice for certified sustainable seafood.

✓ Sustainable

Behind the MSC sustainability standard lies more than 20 years of collaboration with scientists, marine experts, industry and environmental NGOs, the culmination of which has produced what is now the world's most recognized sustainability program for wild-caught seafood.

MSC is a learning organization. Like the oceans we work to protect we are constantly changing and adapting to new science, developments and ways of thinking, always ensuring our standards reflect globally accepted best practices.

To achieve the MSC Fisheries Standard, fisheries must meet 28 performance indicators for sustainability across three principles:

1. Sustainable fish stocks
2. Minimizing environmental impacts
3. Effective management



✓ Traceable from ocean to plate

Food fraud and mislabeling is one of the biggest challenges our food system faces today. Not knowing exactly what you're buying or where it truly comes from – that's the challenge addressed by traceability.

To avoid these pitfalls, traceability through the supply chain is the best verification and proof that seafood truly comes from a trusted, sustainable source.

The Chain of Custody Standard in the MSC program is built so that every supply chain company that handles seafood from catch to consumer must be certified which ensure the seafood is:

- Only purchased from an MSC certified source
- Carefully segregated and never mixed with non-certified seafood
- Correctly labelled

The blue MSC label is only applied to sustainable fish and seafood products that can be traced back to MSC certified fisheries.

✓ Wild

The MSC program and blue fish label only apply to wild catch fisheries, no farmed fish or seafood.

Encouraging positive choices

The MSC recognizes and rewards leaders within the fishing industry and seafood sector who are addressing the problem of unsustainable fishing.

The MSC blue fish label allows consumers to make informed decisions to buy seafood from a sustainable source. This choice rewards sustainable fisheries and also incentivizes others to become more sustainable in order to meet a growing demand for certified sustainable seafood.

Measurable change

The best way to prove change is to be able to measure it.

- Annually, close to **15%** of the world's wild-caught seafood comes from MSC certified fisheries
- **More than 400 fisheries** are MSC certified as sustainable
- As part of their engagement in the MSC program these fisheries have delivered **1,600 tangible improvements** to strengthen or further monitor the sustainability of their practices

For more information please contact:

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