

NAPA meeting invitation to blue whiting catching sector

By email to:

Company	Country	Contact name	Contact email / phone
Sjomat Norge (The Norwegian Seafood Federation)	Norway	Kyrre Dale (Head of Pelagics)	kyrre.dale@sjomatnorge.no
Fiskebåt	Norway	Audun Marak (CEO)	audun@fiskebat.no
Pelagisk forening	Norway	Mariann Frantsen (CEO)	mariann@pelagisk.net
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		Tor Bjørklund Larsen (Senior Advisor)	tor@fiskarlaget.no ; fiskarlaget@fiskarlaget.no
Havforskningsintitutet (The Marine Institute)	Norway		post@hi.no
Norges Sildesalgslag (Norway Sales Organisation for Pelagic Fish)	Norway		sildelaget@sildelaget.no
Pelagic Freezer Trawler Association (PFA)	EU	Tim Heddema	info@pelagicfish.eu
Danish Pelagic Producers Organisation (DPPO)	EU	Esben Sverdrup-Jensen (Manager)	es@pelagisk.dk
Irish Pelagic Sustainability Association	EU		southwest@eircom.net
Irish Pelagic Sustainability Group	EU		kfo@eircom.net
Swedish Pelagic Federation Producers Organisation	EU	Anton Paulrud (CEO)	Anton.Paulrud@pelagic.se
Killybegs Fishermen's Organisation	EU	Sean O'Donoghue (CEO)	Sean@kfo.ie ; kfo@kfo.ie
Danish Fishermen's Producer Organisation	EU	Svend-Erik Andersen (Chairman of the Danish Fishing Association)	sea@dkfisk.dk ;
		Kenn Skau Fischer (Manager)	kfs@dkfisk.dk ; mail@dkfisk.dk
Iceland Sustainable Fisheries	Iceland	Kristinn Hjalmarrson (Exec Director)	KRISTINN@ISF.IS
Síldarvinnslan hf.	Iceland	Gunnthór Ingvason (Executive Director)	Gunnthor@svn.is ; svn@svn.is
SFS - Samtök fyrirtækja í sjávarútvegi (Fisheries Iceland)	Iceland	Heiðrún Lind Marteinsdóttir (CEO)	heidrun@sfs.is ;

	Hildur Hauksdóttir (sustainability officer)	hildur@sfs.is ;
	Hrefna Karlsdóttir (fisheries management and international affairs)	hrefna@sfs.is
Felagið Nótaskip - Faroese Pelagic Organisation	Faroese	notaskip@notaskip.fo
Føroya Reiðarafelagið	Faroese	Stefan í Skorini stefan@industry.fo

Letter sent 13 May 2024:

13 May 2024

Dear Sir/Madam,

I am writing on behalf of the [North Atlantic Pelagic Advocacy Group](#) (NAPA). NAPA is seeking your support in securing the sustainable management of Northeast Atlantic blue whiting and in raising awareness across government of the implications of the current challenges around Aquaculture Stewardship Council (ASC), Marine Stewardship Council (MSC) and MarinTrust (MT) certification on the catching sector, aquafeed industry, and the market.

NAPA is a collective of world leading retailers, food service companies, and supply-chain businesses. Together, our partners represent the unified voice of the marketplace for sustainable seafood in the Northeast Atlantic and are committed to achieving robust, long-term management of key pelagic fish stocks – mackerel, herring, and blue whiting. The long-term sustainable management of these fisheries is under threat, driven by a lack of cooperation by Coastal State ministers.

Since 2021, NAPA has progressed a blue whiting Fisheries Improvement Project (FIP) as part of the Marin Trust Improver Programme. This FIP has been key to enabling feed producers to continue to responsibly source blue whiting within a framework of improvement actions designed to achieve robust fishery management, ultimately creating a pathway for MSC, MT and ASC certification within supply chains. The initial three-year FIP is coming to an end soon and NAPA is seeking a further extension for two years, but this is conditional on NAPA securing a commitment from Coastal States that management action will be taken to ensure the long-term sustainability of this fishery. In the absence of such a commitment there is little hope of regaining effective management and therefore certification – meaning key customers of the fishery would cease sourcing blue whiting and instead look to alternative, certified stocks. We want to make sure the ramifications of this for the fishing industry and aquafeed sector, are understood. It is an outcome we are working to avoid at all costs.

NAPA intends to proactively engage with the Norwegian government to highlight the wider economic impacts of management failure. These impacts will be felt across the supply chain and the implications for the catching sector are stark. While NAPA already has key blue whiting processors as members, there is strength in numbers, and our hope is that achieving even greater representation across the catching sector may help NAPA increase pressure on the Norwegian government.

We would like to invite you to join an online meeting with members of NAPA's blue whiting sub-group on **Thursday 23 May at 16:00-17:00 BST**, to share NAPA's plans for blue whiting and discuss a way forward.

I would be grateful if you could please RSVP by responding to this invitation and cc my colleague Fiona Birch (fiona.birch@seafish.co.uk). A calendar invitation will also be shared with you.

Thank you for your time. If you have any questions, please do not hesitate to contact me.

Yours sincerely,



Aoife Martin
Independent Chair of NAPA

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Sea Fish Industry Authority

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