

## NAPA meeting invitation to salmon producers

By email to:

Company	Contact name	Contact email / phone
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Nordlaks	Eirik Welde (CEO)	<a href="mailto:eirik.welde@nordlaks.no">eirik.welde@nordlaks.no</a>
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	Stian Amble (Head of feed and sustainability)	<a href="mailto:stian@novasea.no">stian@novasea.no</a> +47 974 66 342

In CC:

Company	Contact name	Contact email / phone
Mowi (NAPA member)	Geir Småvik	<a href="mailto:geir.smavik@mowi.com">geir.smavik@mowi.com</a>
Grieg Seafood (NAPA member)	Kristina Furnes	<a href="mailto:kristina.furnes@griegseafood.com">kristina.furnes@griegseafood.com</a>

Letter sent 8 May 2024:

8 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 Norwegian aquafeed and salmon businesses.

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

your 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 – including the Norwegian government – 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 blue whiting will essentially not be available for salmon feeds that producers may wish to produce under the ASC Feed Standard. We want to make sure the ramifications of this for the blue whiting supply chain, an important raw material sourced within your own geographical area, are understood.

Following the North Atlantic Seafood Forum, 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 salmon sector are stark. While NAPA already has key salmon producers as members, there is strength in numbers, and our hope is that achieving even greater representation across the Norwegian salmon industry 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 to share NAPA's plans for blue whiting and discuss a way forward. We have three possible meeting dates for consideration; please let us know which you will be available for:

- Wednesday 15 May: 12:00-13:00 BST
- Wednesday 15 May: 13:30-14:30 BST
- Friday 17 May: 11:30-12:30 BST

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](mailto:fiona.birch@seafish.co.uk)). We will finalise the meeting date and time in due course, once we have received your response.

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

Director of Operations  
Sea Fish Industry Authority

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