

30 May 2024

Dear Sir/Madam,

I am writing on behalf of the [North Atlantic Pelagic Advocacy Group](#) (NAPA). NAPA invites you to work with its membership of world leading retailers, food service companies, and supply-chain businesses to secure the long-term, sustainable management of Northeast Atlantic blue whiting. We are specifically seeking solutions to current responsible sourcing challenges facing Norwegian aquafeed companies and salmon businesses.

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 Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certification. The initial three-year FIP is coming to an end in October and while NAPA members wish to extend the FIP for a further two years, this will only be permitted if there is sufficient evidence that change is likely over that period. As such, we need reassurance that you are committed to delivering an agreed catch sharing mechanism to ensure the long-term sustainability of this fishery.

If the FIP is not extended, there will no longer be a clear route to restore certification of the fishery and businesses will not be able to meet the requirements of the ASC Feed Standard. This in turn will have severe implications for salmon producers and consumers. It will also mean that businesses will need to source feed ingredients from other parts of the globe, which will also bring cost increases and carbon emissions challenges. We want to make sure the ramifications of this for the blue whiting supply chain and fishing industry, which rely on this important raw material sourced within your own geographical area, are understood. It is an outcome we are working to avoid at all costs.

We understand the complexities of the situation and the challenge presented by the political deadlock. We believe that a nation like Norway, world-leading in salmon production and at the forefront of ocean advocacy globally, should be an ally – not a target – in our own advocacy efforts.

We would welcome an opportunity to meet with you to discuss these issues and to explore how we can support you to take a leadership role in bringing about improvements to the management of this fishery.

We have three possible meeting dates for consideration; we would be grateful if you would please confirm which of these will be possible:

- Thursday 20 June: 09:00-10:00 BST
- Monday 24 June: 11:00-12:00 or 12:00-13:00 BST
- Friday 28 June: 12:00-13:00 BST

I would be grateful if you could please RSVP by responding to this invitation at neilauchterlonie@btinternet.com. We will finalise the meeting details with a calendar invitation 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,

A handwritten signature in black ink, appearing to read 'Neil Auchterlonie', with a long horizontal stroke extending to the right.

Neil Auchterlonie
NAPA Project Lead
neilauchterlonie@btinternet.com