

19 January 2024

Dear Minister Billmann Egede,

**We, [The North Atlantic Pelagic Advocacy Group](#) (NAPA), are writing to forewarn you that our three-year, policy-based Fishery Improvement Projects (FIP) for Northeast Atlantic mackerel, Atlanto-Scandian herring, and blue whiting, are nearing their end. Despite ample time, you have failed to secure a sustainable quota sharing arrangement. If you do not take clear and meaningful action soon, NAPA Partners will be forced to rethink their sourcing decisions. This could mean that we are forced to seek alternative sources of raw material beyond the Northeast Atlantic.**

NAPA is a collective of 70 world-leading retailers, food service companies, and suppliers spread across the globe, with the shared aim of sourcing sustainable and certified seafood from the Northeast Atlantic. Together, NAPA Partners have united in a pre-competitive collaboration in response to widely held concerns surrounding current levels of overfishing, which far exceed the recommendations of the International Council for the Exploration of the Sea (ICES). Our mission? To use market pressure to seek an agreement on total allowable catches for Northeast Atlantic pelagic fish stocks in line with ICES advice and secure a long-term science-based management agreement.

In 2021, NAPA launched the [Mackerel and Atlanto-Scandian Herring Fishery Improvement Project](#) (FIP) and the [Blue Whiting MarinTrust FIP](#), which allowed our Partners to keep sourcing from these fisheries – despite their poor management – while NAPA advocated for improvement. Within the framework of the FIPs, NAPA Partners have already committed to review, modify, or even stop sourcing if a sharing agreement cannot be struck, by setting out the actions they will take if the FIPs fails to achieve the desired outcome.

**We want you to know that the Mackerel and Atlanto-Scandian Herring FIP is due to conclude in April 2024, with the Blue Whiting FIP set to end in October 2024.**

**If a collective and sustainable agreement on quota allocations has not been reached before these dates, our Partners will be compelled to act on their sourcing statements. This will have stark implications for your own national fishing interests.**

**The obstacles are purely political. The solution is simple.** The answer lies entirely with you, your fellow Ministers, and your willingness to reach an agreement. We therefore urge you to act in accordance with your commitment to ‘follow the science’ and reach a sharing agreement as early as possible in 2024.

**Our global coalition of seafood businesses is becoming restless in the absence of a resolution. The market will act if governments do not.**

Thank you for your attention in this matter.

Regards,

The North Atlantic Pelagic Advocacy Group

