



Sustainable management of Northeast Atlantic blue whiting & implications for the marketplace: **A Call To Action**



20 August 2024

North Atlantic Pelagic Advocacy Group

- A market-led approach for sustainable seafood.
- A collective of retailers, food service companies, and supply-chain businesses committed to sourcing sustainable seafood and achieving robust management of Northeast Atlantic pelagic fisheries.
- Our focus is on securing Coastal State agreement on the sustainable, long-term management of Atlanto-Scandian herring, mackerel and blue whiting.
- Our **Mission** is simple -
 - Science based management
 - Agreement on a sharing arrangement
 - Dispute resolution mechanism - for when things go wrong



NAPA Membership



Over to our members



Is this the last chance for blue whiting?

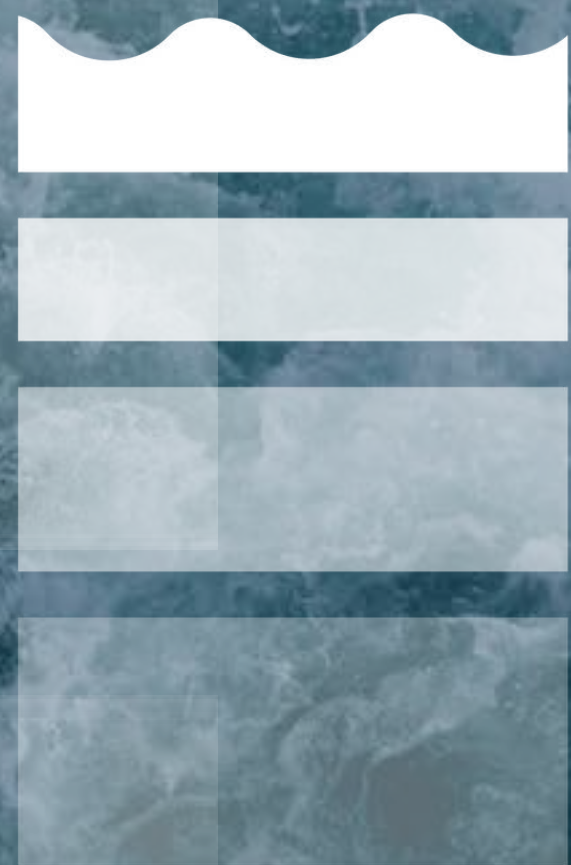
- NAPA's policy-based blue whiting Fishery Improvement Project (FIP) expires in October 2024.
- Aquafeed companies are already preparing for the future:



“As long as the FIP demonstrates progress against its goals, we will support the sector by purchasing marine ingredients with blue whiting. However, if the FIP fails, we will continue our stand **not to source** marine ingredients containing uncertified blue whiting.”



“We are participating in the NAPA blue whiting FIP and will start to source blue whiting if the FIP is implemented. Should progress falter, or the FIP fail, we will continue our stand to **not source** fishmeal containing uncertified blue whiting.”



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Why we are here

- Long term sustainable management of these fisheries is under threat – essential for MSC, ASC and MarinTrust certification.
- Lack of progress at Coastal State level – no progress, no certification.
- We want to make sure the ramifications of this for blue whiting, the wider blue whiting supply chain and the salmon sector, are understood.



What's next

- If the FIP fails businesses may need to stop purchasing blue whiting, resulting in wider economic impacts.
- This will impact all parts of the supply chain – so collectively we need to pay attention and act.
- We are working collaboratively with salmon producers and catching sector to encourage and support Coastal States to reach agreement.





Thank you

www.napafisheries.org

aoife.martin@seafish.co.uk
fiona.birch@seafish.co.uk