



# Sustainable management of Northeast Atlantic blue whiting & implications for the salmon industry: A Call To Action

15 May 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 long-term sustainable management of Northeast Atlantic pelagic fisheries.
- Our focus is on securing Coastal State agreement on 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 - because they will...





# NAPA Membership





# Why we are here

- Long term sustainable management of these fisheries is under threat - essential for MSC, ASC and MarinTrust certification.
- Lack of progress being made by Coastal State negotiators/decision makers. No progress, no certification.
- We want to make sure the ramifications of this for blue whiting, and the wider blue whiting supply chain, are understood.



**The Guardian**

Stop overfishing or we'll buy elsewhere, top UK fish firm warns European states

Young's Seafood joins calls for sustainable quotas of mackerel, herring and blue whiting to be agreed in line with scientific advice



▲ Mackerel catches have exceeded sustainable limits by hundreds of thousands of tonnes since 2008, leading the Marine Stewardship Council to withdraw its certification for the north-east Atlantic. Photograph: Nick Hanna/Alamy

The UK's largest seafood processor is threatening to stop sourcing fish from the north-east Atlantic unless coastal states, including the UK and countries in the EU, reach a suitable agreement on managing populations this month.

# 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.”





# What's next

---

- If the FIP fails businesses may need to stop purchasing blue whiting.
- This will impact all parts of the supply chain – so collectively we need to pay attention and act.
- We need to work collaboratively to encourage and support Coastal States to reach agreement.
- NAPA is focusing on the Norwegian government (in the first instance) to highlight the wider economic impacts if blue whiting management is not secured.
- Wider industry support is needed - please get engaged!



# Approach

---

- 'Targeted' Coastal State advocacy – a new approach for NAPA building on previous 'collective' advocacy.
- Initial focus on Norway, with the same model to be applied to other Coastal States in future.
- Open letter to the Norwegian government in sector press, calling out overfishing in light of Norway's conservation commitments.
- A shorter, punchier open letter in national press using advertising space.
- **Why?** Raise awareness of supply-chain impacts and drum up government interest in meeting with NAPA.





# Thank you

[www.napafisheries.org](http://www.napafisheries.org)

[aoife.martin@seafish.co.uk](mailto:aoife.martin@seafish.co.uk)  
[fiona.birch@seafish.co.uk](mailto:fiona.birch@seafish.co.uk)





NORTH  
ATLANTIC  
PELAGIC  
ADVOCACY  
GROUP