



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





NORTH
ATLANTIC
PELAGIC
ADVOCACY
GROUP



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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 long term the sustainable 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.
- Lack of progress being made by coastal state negotiators/decision makers.
- We want to make sure the ramifications of this for blue whiting, and the wider blue whiting supply chain, are understood.





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Leif Kjetil Skjæveland

Skretting

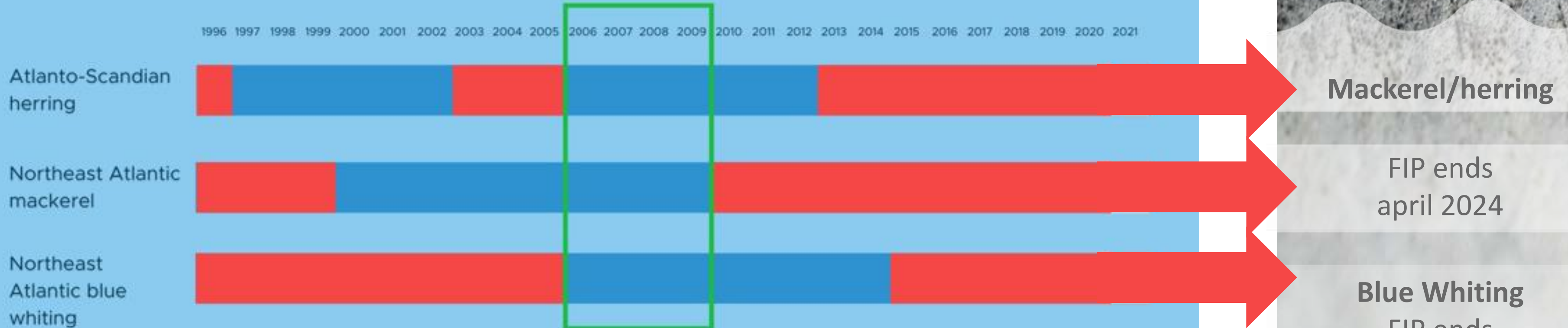
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Blue Whiting: What is the problem?

THE PARADOX: The best managers of the world can't agree

Period of Coastal States (dis) agreements



THERE HAVE BEEN JUST **FOUR YEARS** (2006-2009) IN WHICH ALL COASTAL STATES AGREED ON MANAGEMENT FOR PELAGIC STOCKS.

#CountdowntoCoastalStates