



The role of the market & consumers in promoting sustainable fisheries & delivering conservation outcomes

The Business and Biodiversity Forum, Cancun 2016



VISION



MISSION













MSC certified fisheries



310

fisheries certified to the
MSC Fisheries Standard

9.4 million

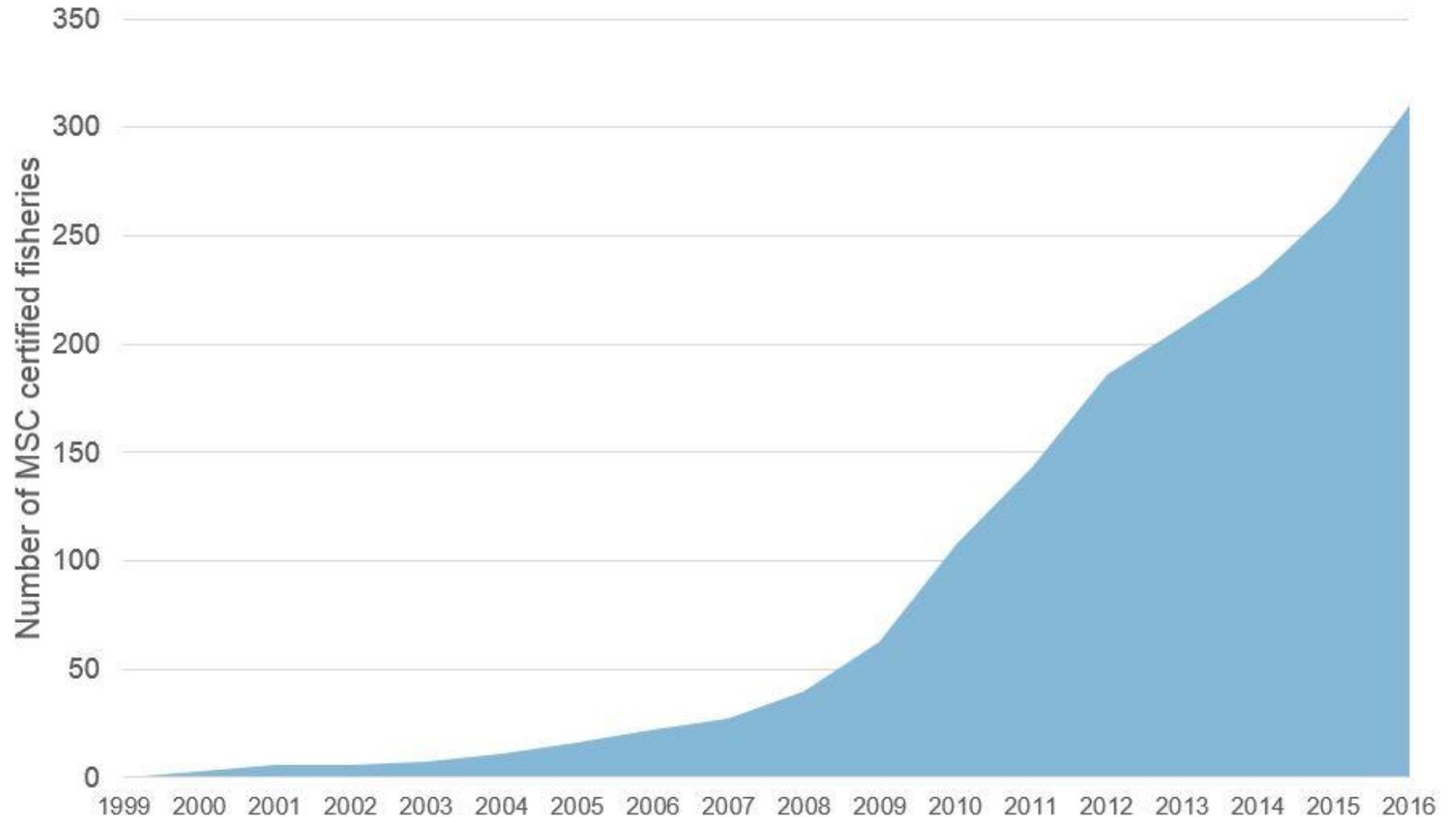
tonnes of seafood caught
per year is MSC certified

10%

of wild seafood catch is
now MSC certified

81

fisheries in assessment



The Market - Sustainability matters



Do 17 au 23 février 2011

Carrefour LABEYRIE Findus présentent

les JOURS BLEUS

PÊCHE DURABLE MSC www.msc.org/fr

Findus et Labeyrie se mobilisent aux côtés du MSC pour la protection de nos océans. Ensemble, agissons pour la pêche durable.



海のエコラベル MSC認証 www.msc.org.jp

未来まで、おいしく。海のエコ。

生魚は「海のエコラベル」商品を通して、海と魚にやさしい漁業を応援しています。



海のエコラベル MSC認証 www.msc.org.jp

無着色たらこ アラスカ産 / 70g (切り込み)

398円

生魚は「海のエコラベル」商品を通して、海と魚にやさしい漁業を応援しています。



Supercentre Walmart



Entrée

Sortie





*Available only
from sustainable
fish stocks*



Delivering economic, social & environmental improvements



Consumer perceptions of sustainable seafood

New insights from 2016
global consumer research



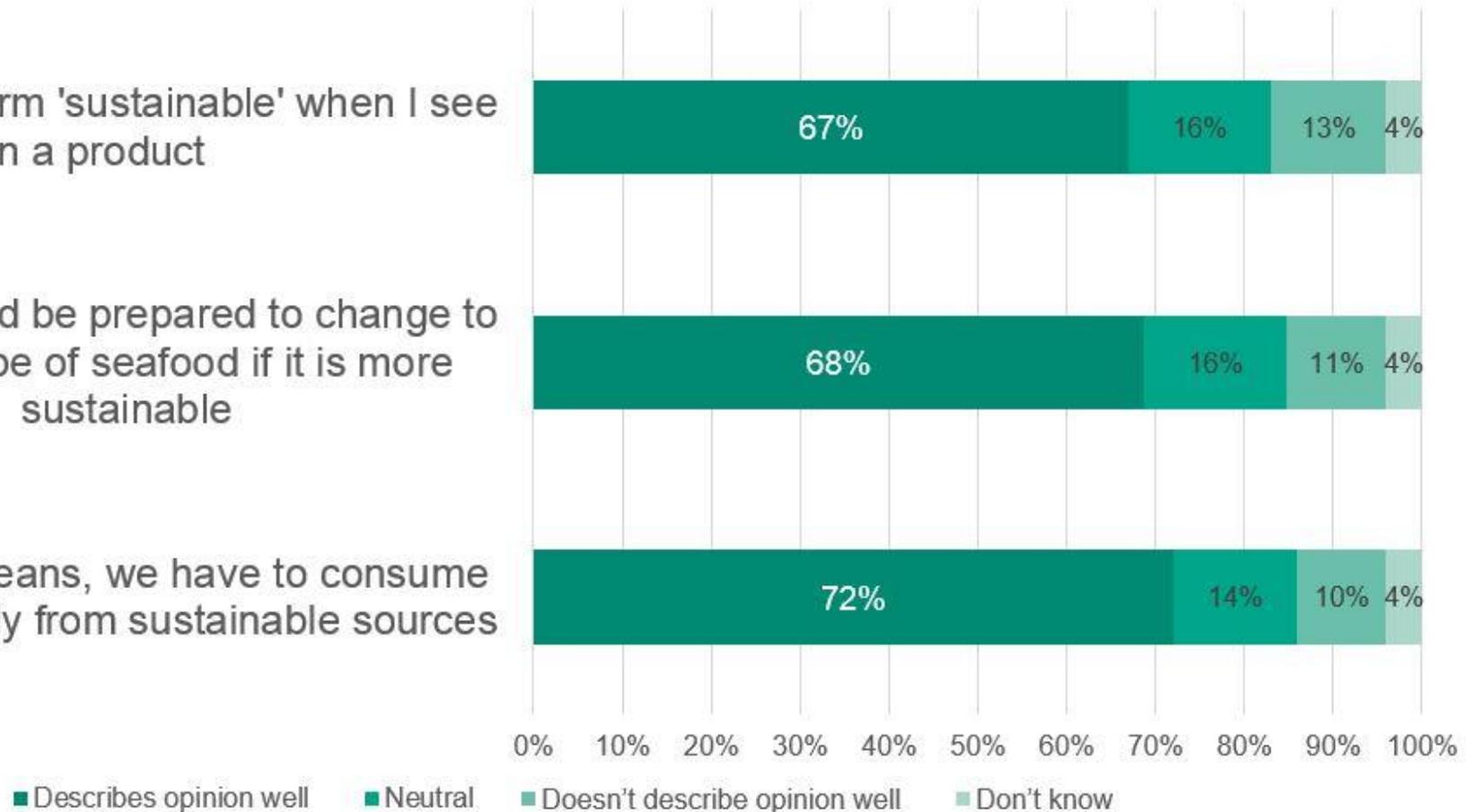
Wide understanding and demand for sustainable seafood



I understand the term 'sustainable' when I see it on a product

People should be prepared to change to another type of seafood if it is more sustainable

To save the oceans, we have to consume fish/seafood only from sustainable sources

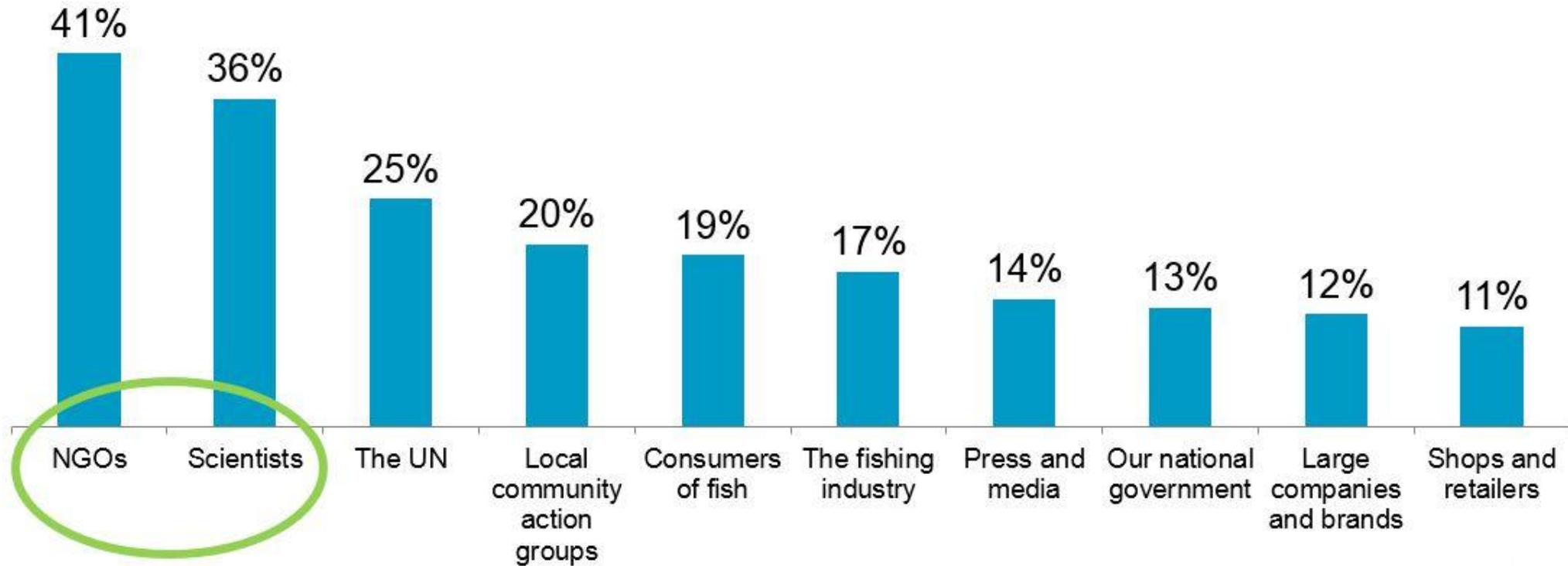


Question: How well does each of the following statements describe your opinions?

NGOs and scientists perceived as contributing most



Contributing well



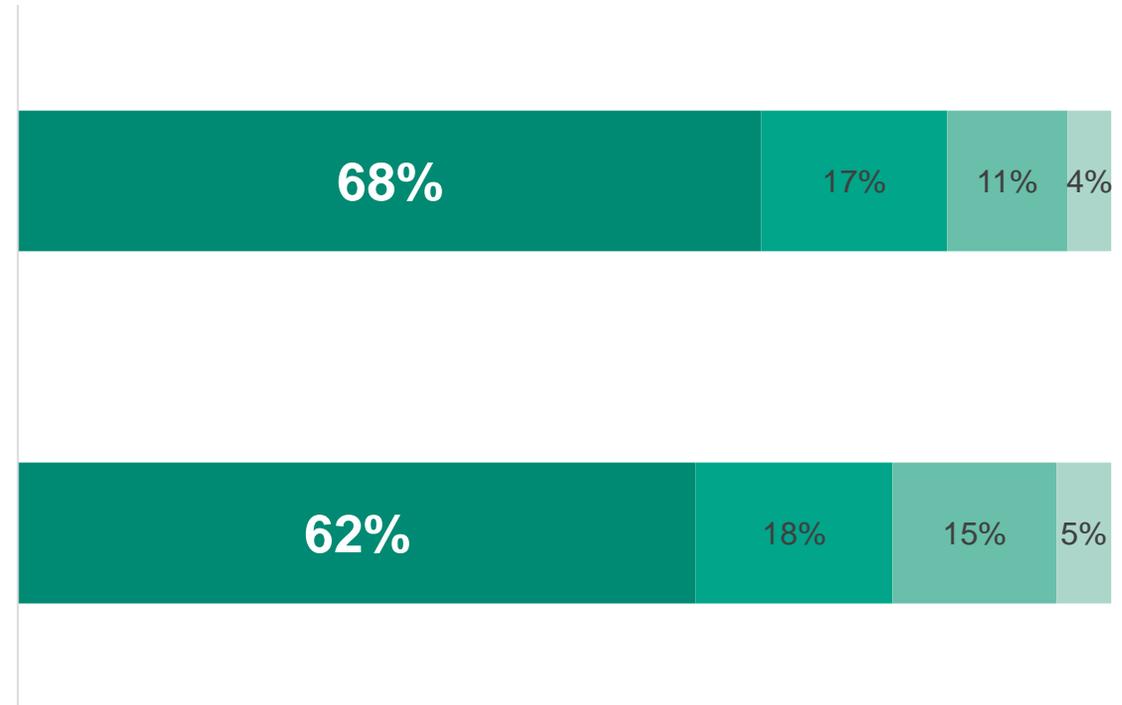
Question: How well do you think the following institutions are contributing to protecting the ocean environment?

Independent labelling contributes to brand trust



Supermarkets' and brands' claims about sustainability and environment need to be clearly labelled by an independent organisation

Ecolabels on seafood products raise my trust and confidence in the brand



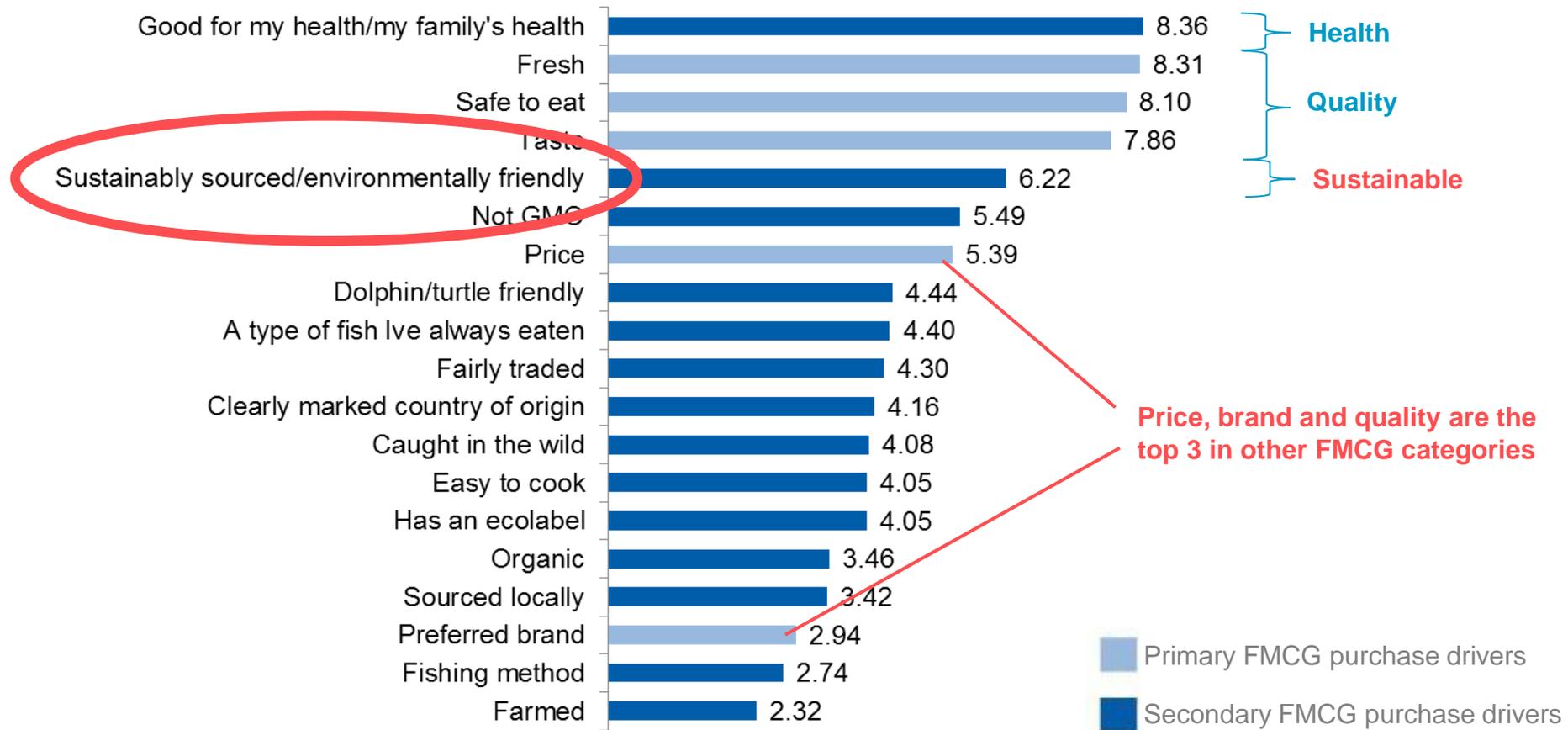
■ Describes opinion well ■ Neutral ■ Doesn't describe opinion well ■ Don't know



Question: How well does each of the following statements describe your opinions?

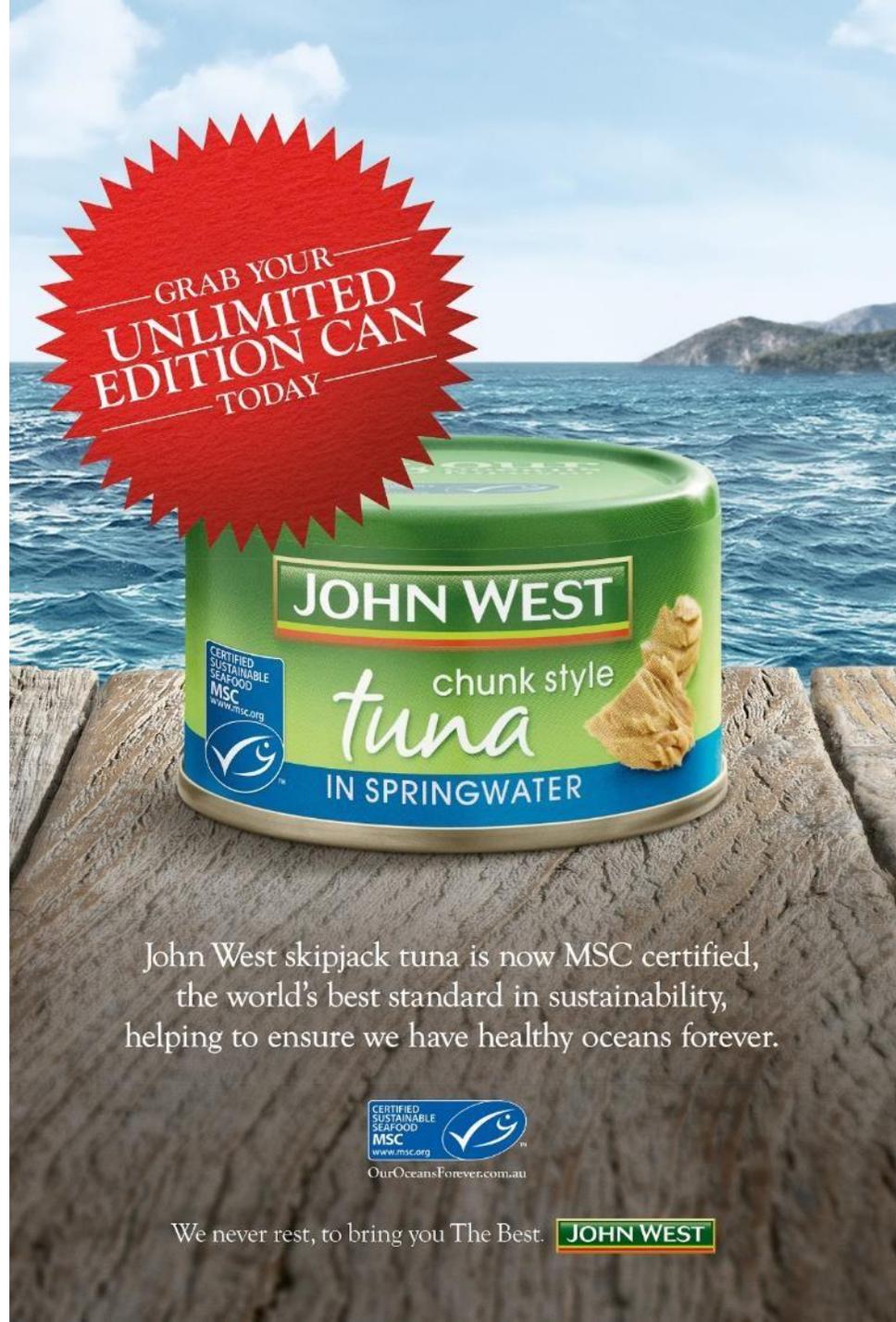
And they rate sustainability second to health and quality

Importance score (out of ten)



Base: Seafood consumers globally, n=16,876

Question: 4.2 Thinking about your recent purchase of '[answer from 4.1]', which of the following five considerations was the most important and which was the least important? [Each respondent sees eight sets of five statements rotated]



GRAB YOUR
UNLIMITED
EDITION CAN
TODAY

John West skipjack tuna is now MSC certified,
the world's best standard in sustainability,
helping to ensure we have healthy oceans forever.



OurOceansForever.com.au

We never rest, to bring you The Best. **JOHN WEST**

“Our commitment extends beyond sourcing policies and aims not only to educate, but also ingrain this perspective. We must position ocean sustainability as the ‘norm’ and only option moving forward.”

Graham Dugdale, Executive Commercial Director, John West Australia



WILD CAUGHT FISH



Our Lighthouse Bay wild-caught fish is sourced from MSC certified sustainable fisheries.

#LidlSurprises



RIKING





“Seafood is a popular choice with our guests, and it’s critical that we include sustainable fishing practices in our sourcing strategy if it is to remain available in the future.”

Maxime Verstraete, vice president, corporate responsibility, Hilton Worldwide



"I am really proud that our customers can enjoy tasty fish that has been responsibly produced by people with good working conditions. This is a result of our high ambitions and commitment regarding the whole value chain; from fisheries and farms to training of our co-workers and certification of the restaurants."

Michael La Cour, Managing Director of IKEA Food Services AB.

China Sustainable Seafood Week



8月6日
@深圳天虹超市



8月10日
@重庆 IKEA

Co-Organizers



Retailers



E-commerce Platform

京东生鲜

Hotels



Suppliers





MSC in Space

“Lots of ocean, but there's still overfishing and destruction of marine life. Sustainable fish is an alternative. Even in space we eat MSC-certified fish.”

Dutch astronaut André Kuipers on board the International Space Station enjoying MSC certified and labelled wild sustainable Alaskan Salmon