

A photograph of a smiling man, likely a fisherman, wearing a black beanie and a patterned sweater. He is holding a large fish, possibly a sea bream, which is facing the camera. The background is a blurred outdoor setting, possibly a harbor or fishing area.

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

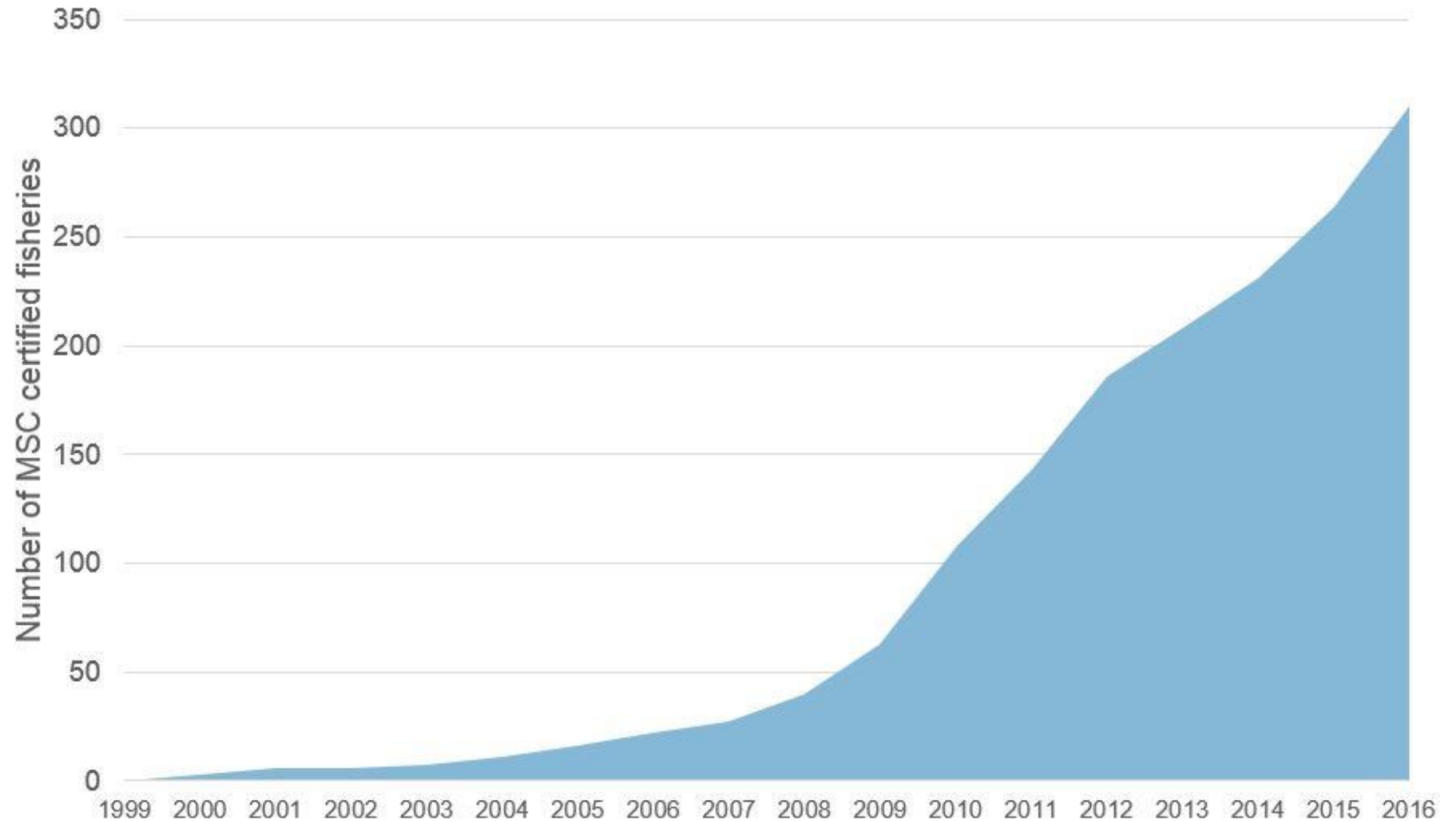
tonnes of seafood caught
per year is MSC certified

10%

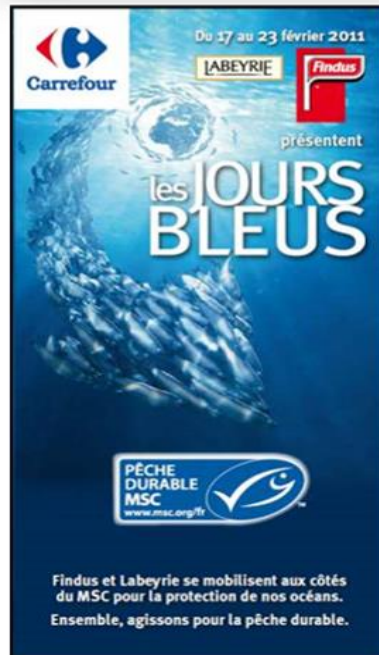
of wild seafood catch is
now MSC certified

81

fisheries in assessment



The Market - Sustainability matters



Supercentre
Walmart



Entrée

Sortie





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



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

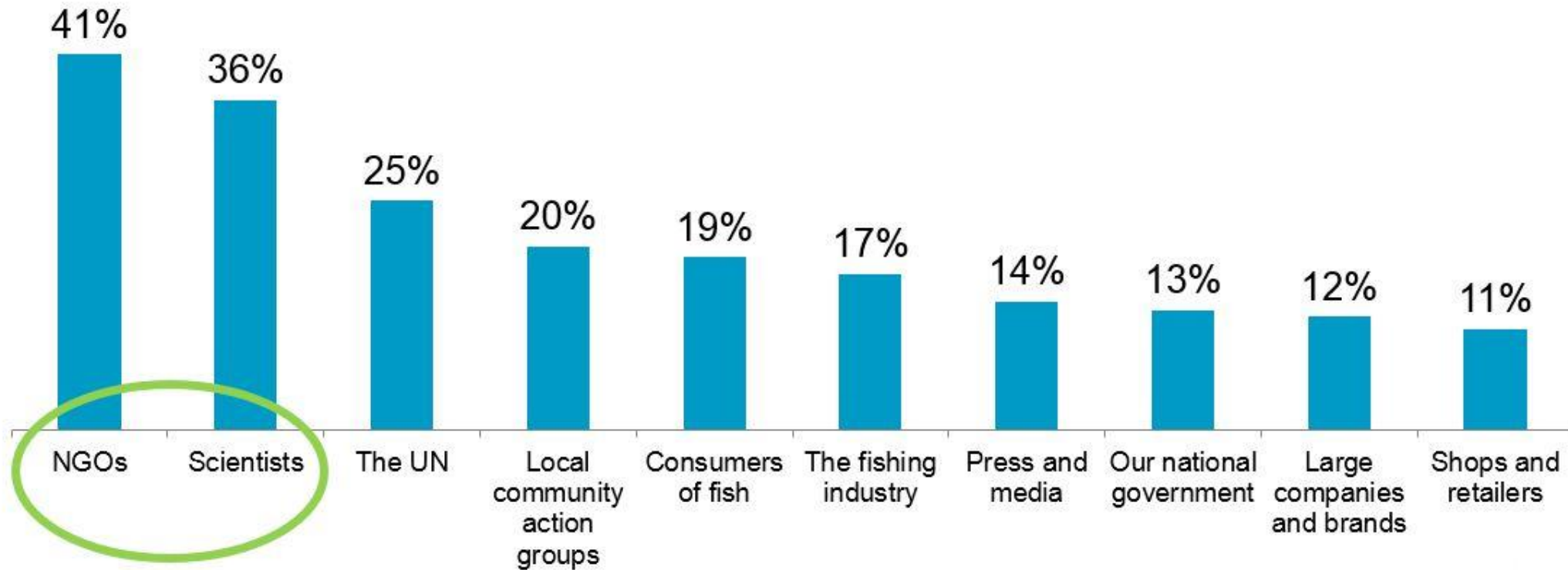


Question: How well does each of the following statements describe your opinions?

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?

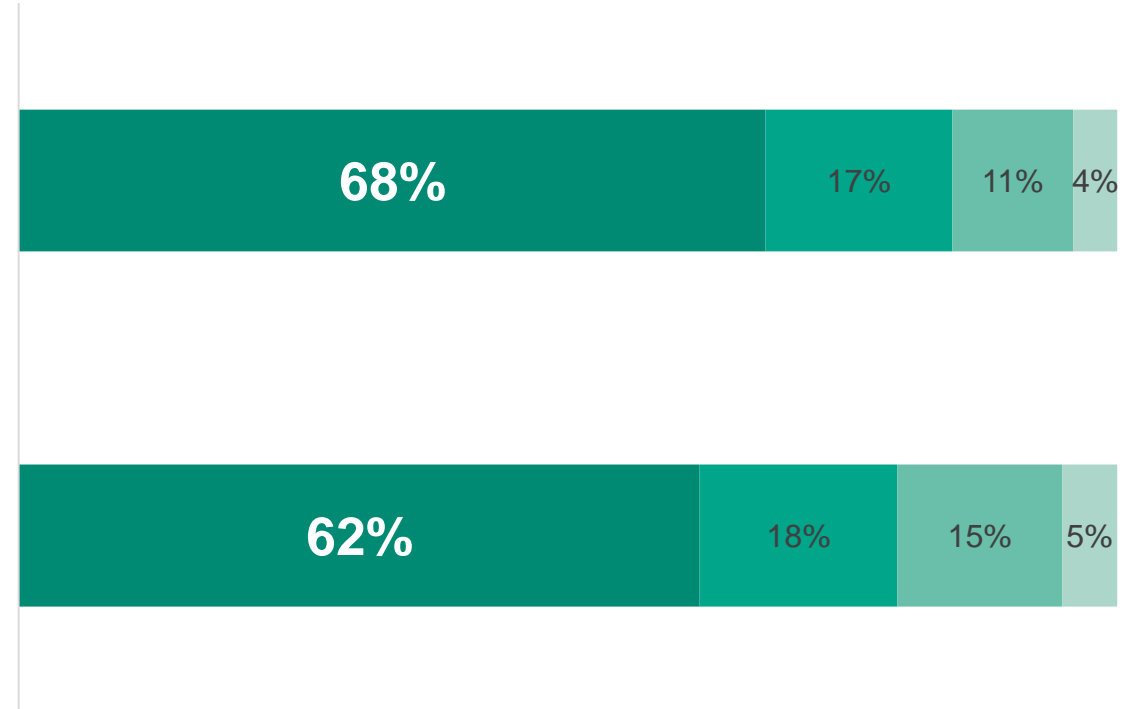
Independent labelling contributes to brand trust



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

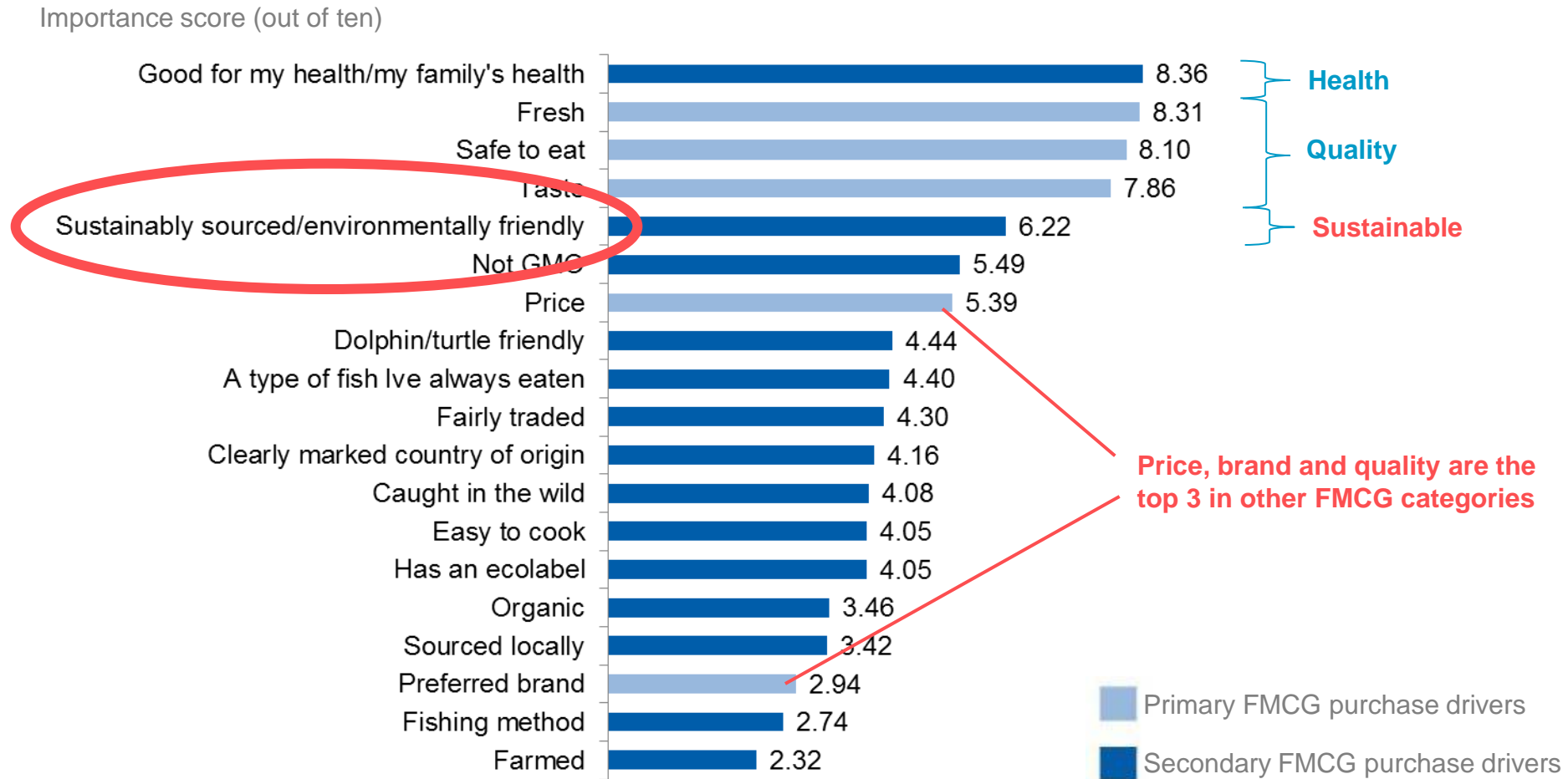
Ecolabels on seafood products raise my trust and confidence in the brand

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



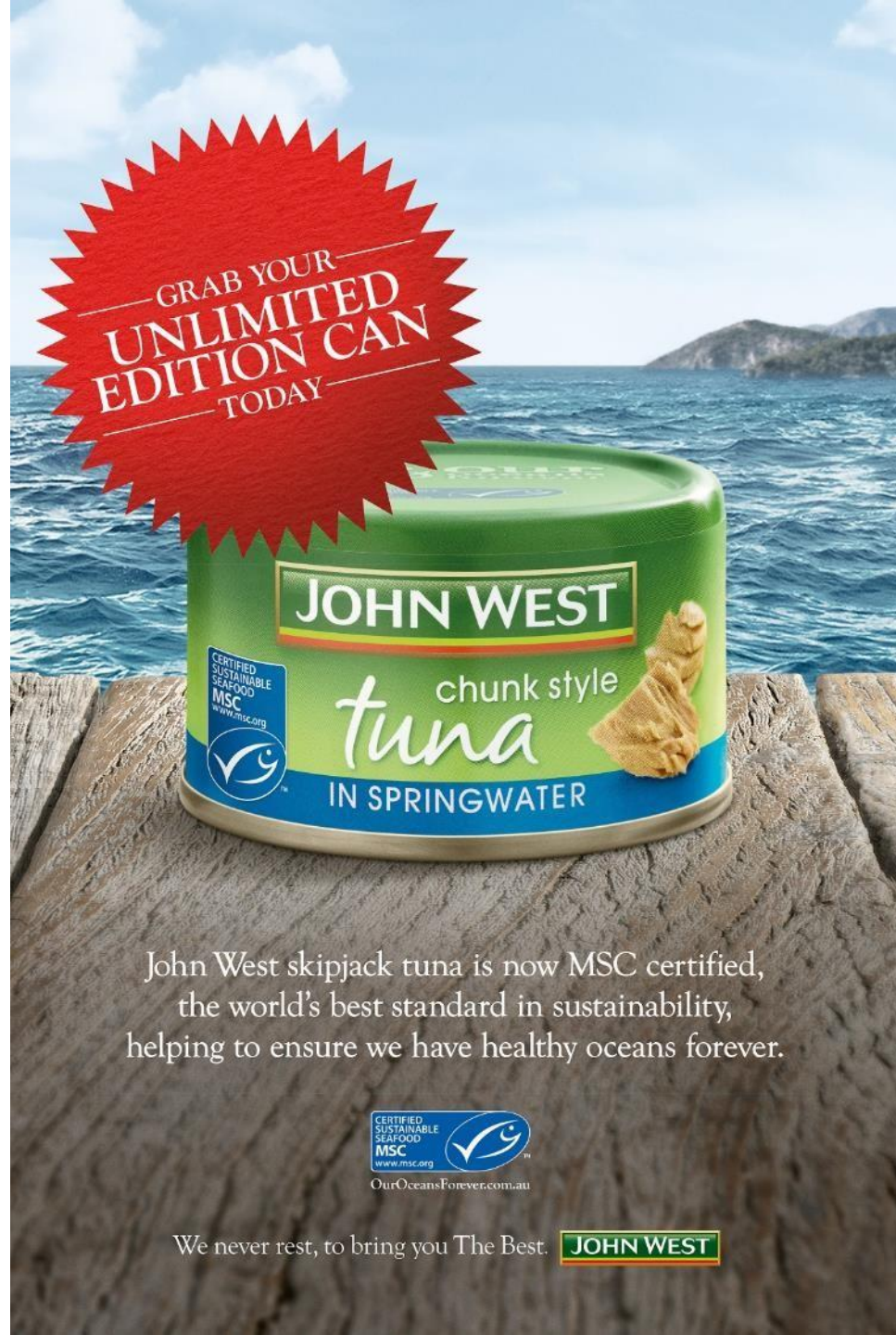
Question: How well does each of the following statements describe your opinions?

And they rate sustainability second to health and quality



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]



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



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



中国零售业可持续发展圆桌
China Sustainable Retail Roundtable



Retailers



宜家家居



麦德龙



天虹



supermarket



城市超市 城市生活



E-commerce Platform

京东生鲜

Hotels



香格里拉酒店集團
SHANGRI-LA
HOTELS & RESORTS

Suppliers



ZONECO 牌子島



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