



PROMOTE MSC CERTIFIED SUSTAINABLE SEAFOOD IN STORE

The MSC makes it easy for consumers and seafood buyers to identify seafood that meets the world's leading standard for sustainable fishing. With the MSC blue fish label, everyone has the power to help end overfishing and protect our ocean so it can continue to provide nutritious seafood for this and future generations. Learn more at msc.org

Promoting MSC certified sustainable seafood products is good for the ocean and for business

Most retailers have MSC certified items already on their shelves or in their freezers that can be highlighted for customers. Credible ecolabels on pack paired with impactful marketing messages can not only motivate sales of sustainable products, but also deepen trust and confidence in the brand and retailer.

Seafood consumers:

70% demand retailers' and brands' claims about sustainability and the environment be clearly labeled and third-party verified*

69% would like to hear more from companies about the sustainability of their seafood products*

55% say the MSC label makes them more likely to purchase a product*

73% have a high level of trust in the MSC**



3 – 6% average sales lift (conservative estimates) as a result of point-of-sale signage. When paired with an environmental message, the lift can be even greater.



Source: MSC GlobeScan Consumer Perceptions Survey 2024
Base: Seafood Consumers, USA (n=2,572)*
Base: MSC-aware Seafood Consumers, USA (n=844)**

MSC POINT OF SALE SIGNAGE AVAILABLE

The assets contained in this kit can only be used to promote seafood products in tamper-proof packaging that carry the MSC ecolabel.*

The MSC has the following printed POS materials available:

AISLE VIOLATORS (5" X 8")



FRIDGE CLINGS (4" X 6")



SHELF WOBBLERS (3.75" X 5")



You can find MSC certified sustainable products in most every aisle. Look for the MSC blue fish label in the chilled, frozen, and canned food sections. Even the health supplements and pet food sections are likely to have MSC certified options available.

Interested in additional formats and/or customized versions featuring your brand?

Contact us at NAmarketing@msc.org

*The MSC owns the trademark of the ecolabel, the abbreviation "MSC" and its name "Marine Stewardship Council," and reserves all rights in relation to these trademarks. The MSC ecolabel, MSC claims, and the assets contained in this kit can only be used to promote seafood products in tamper-proof packaging and that carry an MSC ecolabel, a valid MSC Chain of Custody code, and MSC claim on pack, all approved by MSC Licensing. Only organizations that have signed a formal written agreement with the MSC's Licensing team may access and use the MSC ecolabel. The MSC ecolabel and language contained in these materials may not be altered in any way, shape or form without written permission from the MSC team.

HOW WELL DO YOU KNOW MSC CERTIFIED SUSTAINABLE SEAFOOD?

The MSC blue fish label on a product means:

SUSTAINABLY FISHED

The MSC Fisheries Standard ensures stocks are fished in a way that does not threaten the population's long-term health and minimizes the impacts of fishing to the surrounding wildlife and ecosystem.

FULLY VERIFIED

The MSC requires tracking and accountability through the entire supply chain enabling consumers to make an informed choice, and helps protect them from seafood fraud.

WILD-CAUGHT

The seafood comes from the ocean, lakes, or rivers from wild populations.

How does purchasing MSC certified products help the ocean?

Every purchase of an MSC certified sustainable seafood product sends a message through the industry and to fisheries that consumers and businesses want and demand better sustainability standards for their seafood.

The more demand increases, the more fisheries are incentivized to achieve MSC certification, leading to healthier fish stocks and fewer impacts on marine ecosystems.

What do retailers and brands support when they partner with the MSC?

Retailers and brands that purchase and promote MSC certified seafood play a crucial role in helping us end overfishing and keep our ocean healthy. This way, the ocean can continue to feed us with nutrient-rich, sustainable wild seafood for this and future generations.

The MSC can demonstrate that its program contributes to:

- Healthier fish stocks and fishery sustainability scores that continue to improve over time.
- Over 2,200 improvements implemented by MSC certified fisheries that benefit things like threatened and endangered species; key marine habitats and ecosystems; and fish stock health.
- Progress towards achieving 5 of 17 United Nations Sustainable Development Goals to end poverty, protect the planet, and ensure prosperity for all.
- More credible sustainability claims and less seafood fraud.

The MSC blue fish label means wild, certified, sustainably fished seafood, harvested from healthy populations, with minimal environmental impact.



DID YOU KNOW?

The ocean & seafood

- For almost 2 million years⁽³⁾ the ocean has provided us with natural, wild, renewable, and highly nutritious food.
- Fish and seafood remain our last major source of truly wild food on the planet.
- Close to 1/3 of the global population⁽⁴⁾ (more than 3 billion people) rely on seafood as a major source of protein.
- Fishing and seafood support jobs and livelihoods for 600 million people around the world.

Ocean and planet-friendly seafood

- Wild seafood produces less than 1/10⁽⁵⁾ the carbon emissions of red meat and has a lower carbon footprint than chicken or cheese⁽⁶⁾.
- It doesn't contribute to deforestation, depletion of freshwater resources, and doesn't require the use of harmful pesticides, fertilizer or animal feed⁽⁶⁾.
- When MSC certified sustainable, seafood can also help maintain healthy fish populations and marine ecosystems, eliminate illegal seafood, and prevent seafood fraud.

Sustainable seafood means MORE

If all fisheries were sustainably managed, we could produce 16 million more metric tons⁽⁷⁾ of wild seafood, or enough to feed an additional 72 million people a year⁽⁸⁾.

When we take care of the ocean, it takes care of us.

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7. Costello, C et al. (2016), Global fishery prospects under contrasting management regimes. *Proceedings of the National Academy of Sciences*, 113, 13 0.1073/pnas.1520420113.
8. Marine Stewardship Council (2021) World missing out on nutrition for 72 million due to overfishing. msc.org.



Contact us

For more information about the MSC, education resources available, how to print additional POS materials and more, contact our team today! NAmarketing@msc.org

Established in 1997, the Marine Stewardship Council (MSC) is a global, science-based non-profit dedicated to restoring global fish stocks and safeguarding seafood supplies for future generations. msc.org