



MSC Program

Anna Debicka,

5th March 2025

Prague, Czech Republic

CERTIFIKOVANÉ
UDRŽITELNÉ
MOŘSKÉ POTRAVINY
MSC
www.msc.org



Why?

- 1: Děkujeme vám, že jste zvolili potraviny z mořských živočichů, které splňují globální standard udržitelnosti MSC. Společně tak můžeme pomáhat chránit **stav zásob ryb** pro budoucnost.
- 2: Tento výrobek pochází z oblasti rybolovu, která obdržela **samostatný certifikát** oblasti splňující kritéria MSC pro efektivní a udržitelný lov ryb.
- 3: XXXXXX (**vložte mořské druhy**) v tomto produktu pochází z rybolovu, který byl nezávisle certifikován podle standardu MSC pro efektivní a udržitelný lov ryb.
- 4: Tyto mořské produkty splňují **globální normy MSC** na trvalou udržitelnost.
- 5: Z **udržitelného rybolovu** s certifikátem MSC.



Our oceans ARE VITAL

1/2 billion

RELY ON SEAFOOD FOR
INCOME

Billions*

RELY ON SEAFOOD AS A
**Main source of
Animal protein**

SEAFOOD IS THE
**MOST TRADED
FOOD
COMMODITY
IN THE
WORLD**

*By 2048, an estimated 1 billion more people living on the planet

And take care of US by...



Regulating climate

91%

of global carbon cycle circulated through the ocean*

93%

of excess heat from greenhouse gas emissions absorbed by the ocean since the 1970s**



In the past 30 years, marine heatwaves estimated to have increased by more than

50%*

Globally, ocean temperatures predicted to increase by

2.3 to 4.1°C

by 2100**



Biodiversity

71%

of the planet's surface

2,000

new marine species added to the World Register of Marine Species every year*

25%

of marine mammals estimated at risk of extinction**



Meanwhile !

37%

OF THE WORLD'S
FISHERIES ARE

OVERFISHED

up to

15%

OF GLOBAL CATCH IS FROM

**ILLEGAL, UNREPORTED
AND UNREGULATED**

(IUU) FISHING

approx

30%

OF SEAFOOD SOLD
GLOBALLY IS

MISLABELLED



Our vision

The world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

WILD
CERTIFIED
SUSTAINABLE

Our mission

Use our ecolabel and certification program to contribute to the health of our oceans by:

Recognizing and rewarding sustainable fishing practices.

Influencing the choices people make when buying seafood.

Working with our partners to transform the seafood market to a sustainable basis.



Our theory of change



Our partners have the **power to change** the way our oceans are fished.

Their consumers can in turn effect positive change and **feel empowered** to **vote with their crowns (in Czechia)**



MSC Fisheries Standard three principles



The Standard has three core principles that every fishery must meet...



**Sustainability
of the
fish stock**

Fishing must be at a level that ensures it can continue indefinitely and the fish population can remain productive and healthy



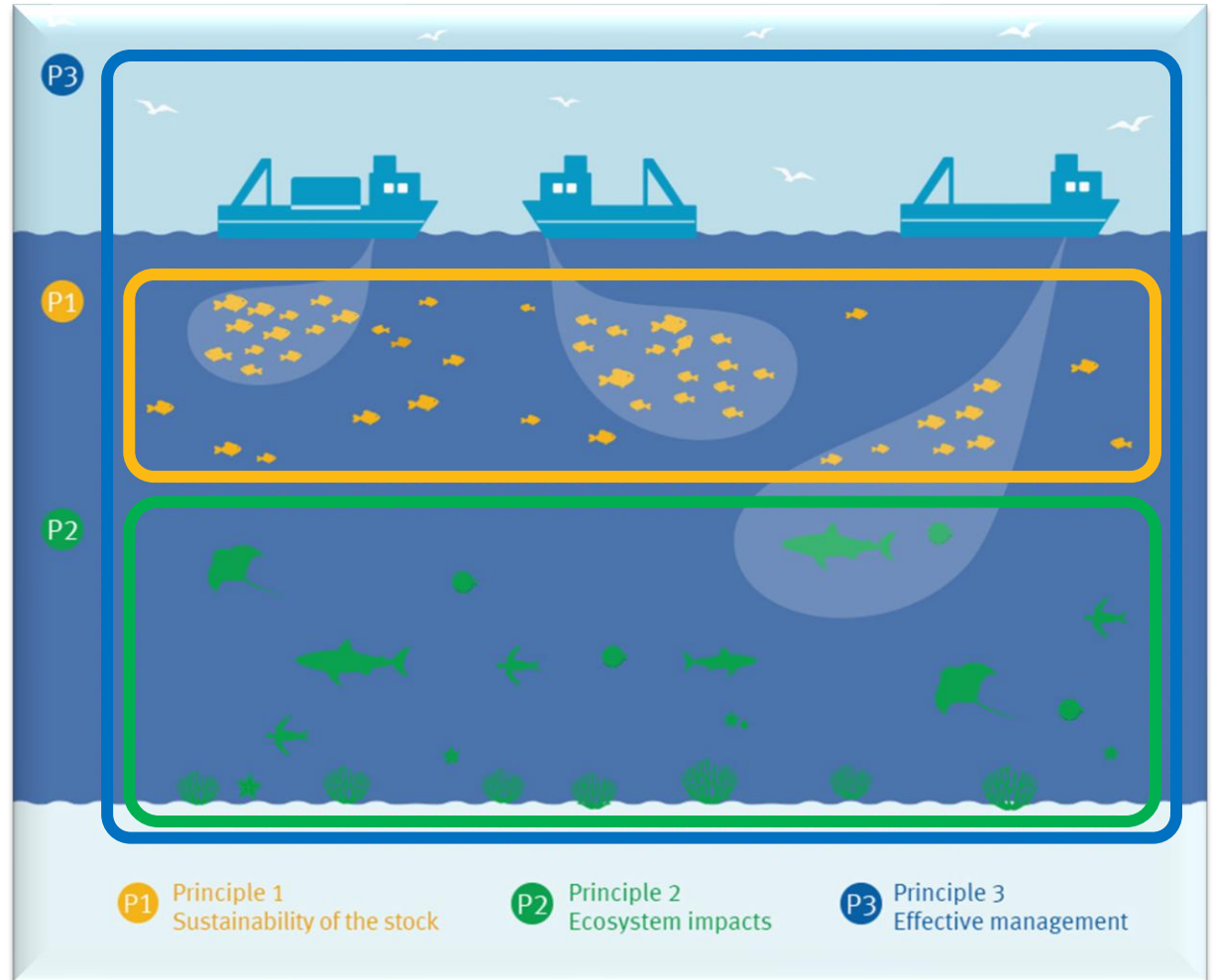
**Minimising
environmental
impact**

Fishing activity must be managed carefully so that other species and habitats within the ecosystem remain healthy



**Effective
fisheries
management**

MSC certified fisheries must comply with relevant laws and be able to adapt to changing environmental circumstances



What the fishery is ?



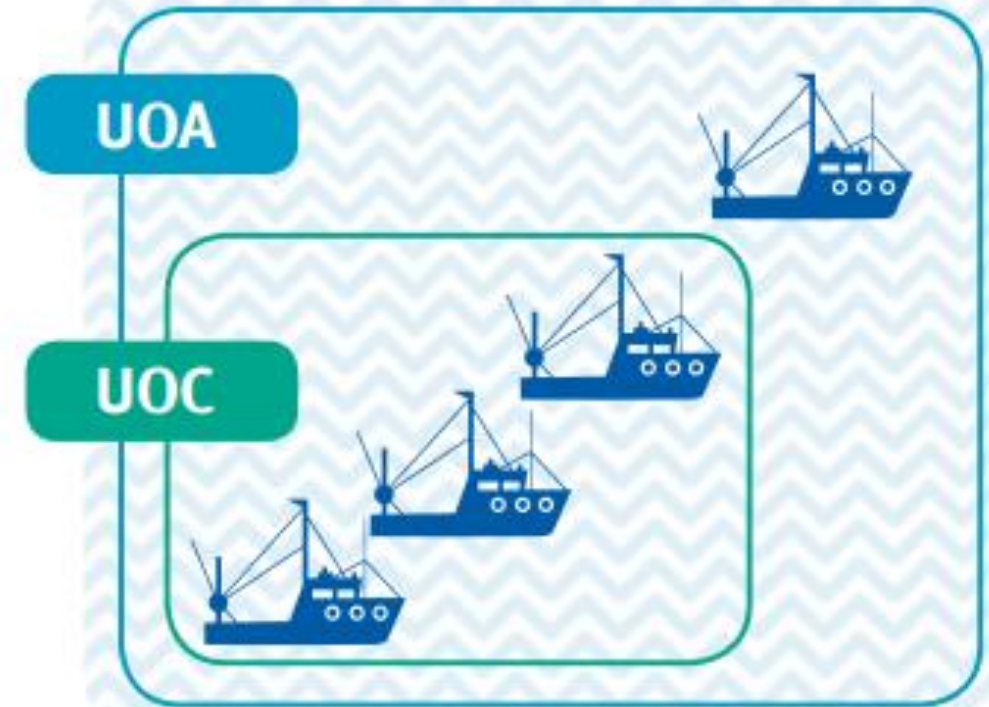
Unit of Assessment (UoA)

- The target stock(s)
- Fishing gear
- Vessels or fleets
- Other eligible fishers that are included in an MSC fishery assessment
- Specific fishing seasons and/or areas

Unit of Certification (UoC)

- The target stock(s)
- Fishing gear (including vessel/s)

Defining the Unit of Assessment



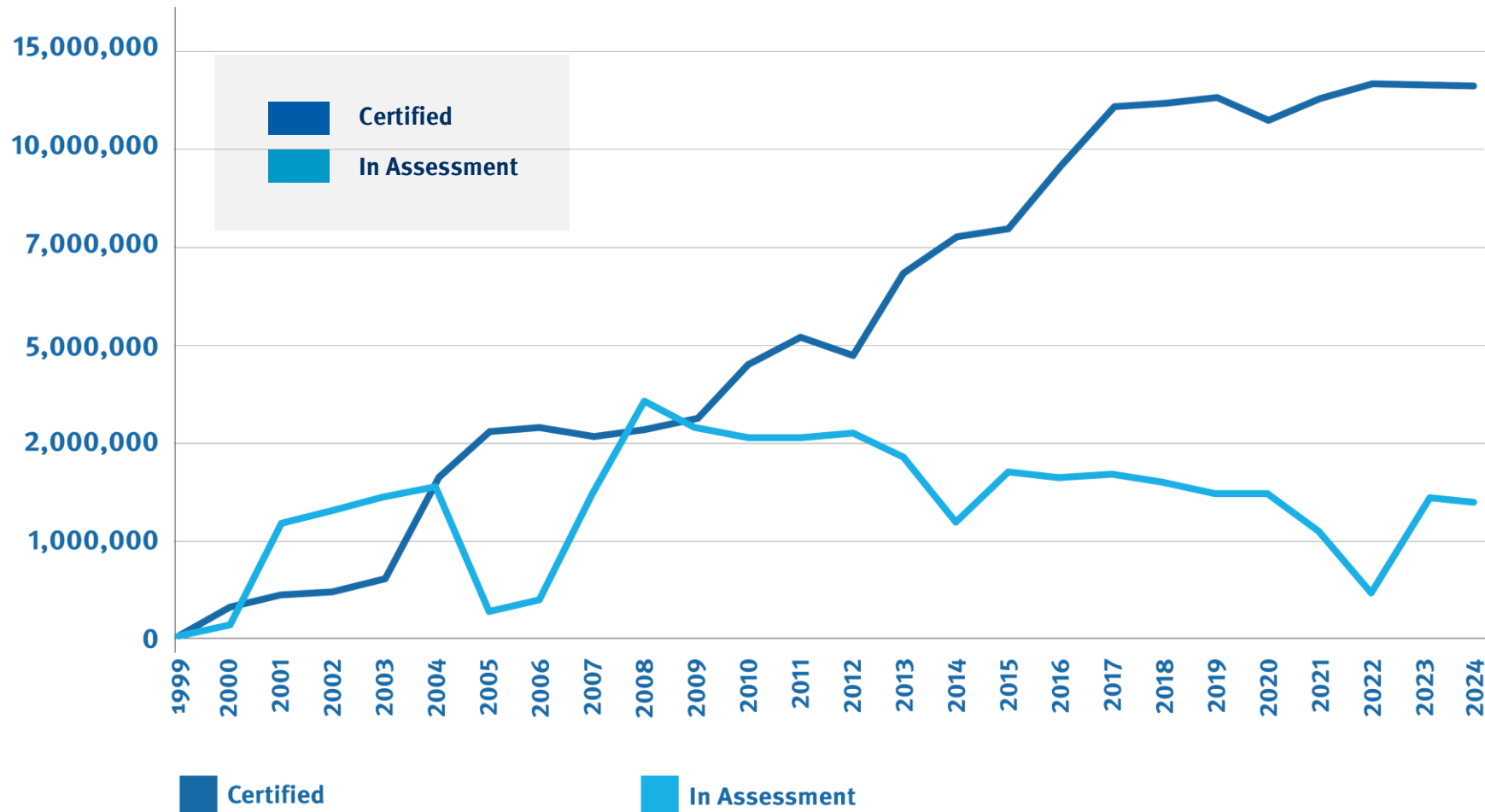
UoA = Unit of Assessment

UoC = Unit of Certification

Growth in MSC certified catch



Volume of MSC certified catch (tonnes)



2024 **716** fisheries

 **63** countries

Progress on the water



2,362

Improvements
made by MSC certified
fisheries



146

for endangered,
threatened and
protected species,
and reducing bycatch



118

for stock status and
harvest strategies



74

for fishery
management,
governance and
policy



79

for ecosystems
and habitats

417

Improvements over the
last three years:

The Ocean Stewardship Fund

US\$6.43
million

total grants awarded

140

grants were awarded

32

grants in the latest round
of funding

40%

supporting developing
economy fisheries

19


countries covered

Data correct as of September 2024



Mexican Pacific artisanal shrimp fishery © Alicia Ramírez

THE SUSTAINABILITY and MARKET CHALLENGE:




19%
marine wild catch

700
Fisheries engaged
with MSC*



**MSC Improvement
Program (ITM)**
incentivises progress to
certification



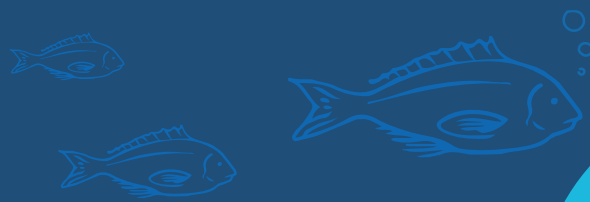
Over **1/3**
marine wild catch
engaged with MSC



**Ocean
Stewardship
Fund**



**Ecological
progress**



CONTRIBUTION TO SUSTAINABLE DEVELOPMENT



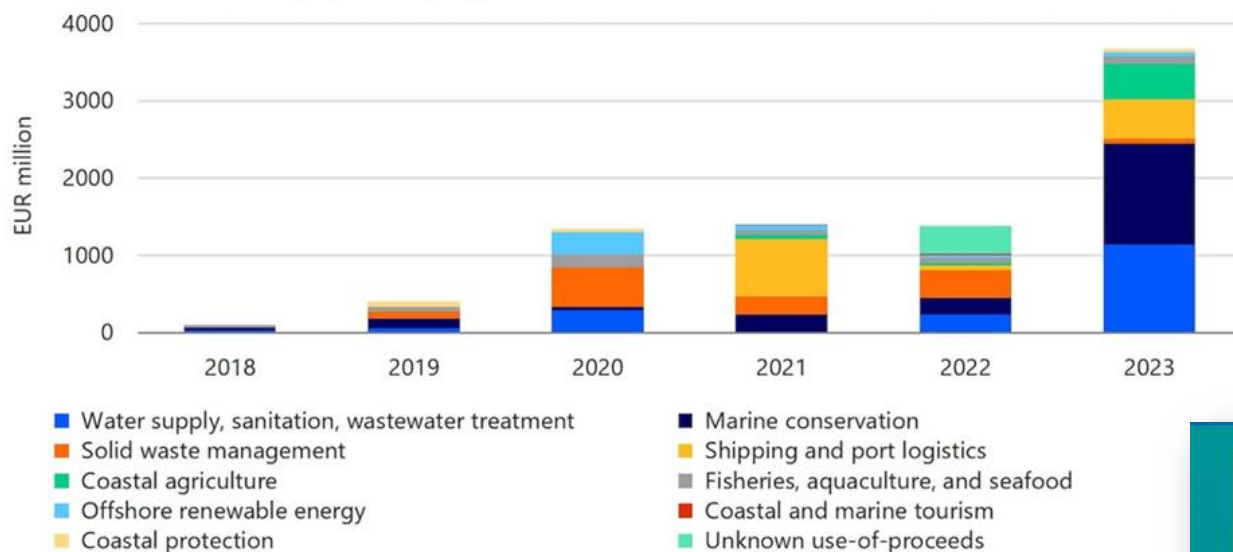
Fisheries meeting the MSC Fisheries Standard are helping to deliver on at least 34 different SDG targets.



Capital Market – added value of MSC



An overview of blue finance projects and programs since 2018



asc MSC

BNP PARIBAS

NORGES BANK INVESTMENT MANAGEMENT

T. Rowe Price

BUILDERS VISION

IFC

WWF

NORINCHUKIN 農林中央金庫

Engagement Examples-Global

ROCKEFELLER ASSET MANAGEMENT

OECD

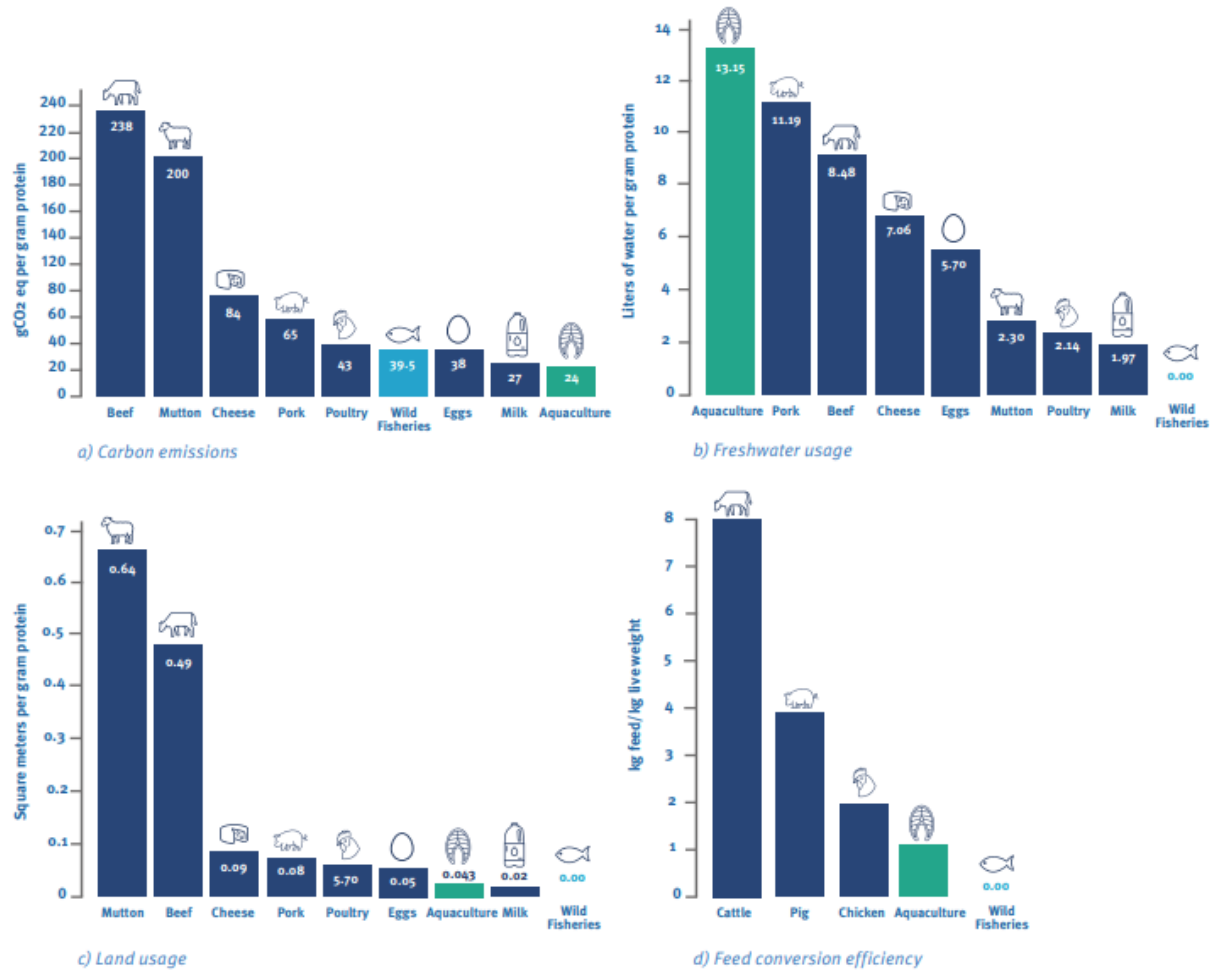
MUFG

J.P. Morgan

Blue Food



Figure 2: Environmental performance of wild fisheries compared with other sources of protein



Blue foods are those we get from water: fish, seafood, and seaweed (algae). In other words, it's food we harvest from the ocean, rivers, and lakes, and includes wild and farm seafood.



The MSC solution for market



The MSC program is the **only global supply chain traceability program** for sustainable seafood. To be effective, every link in the chain must be involved. This means brokers, exporters, processors, packers, distributors, retailers seafood counters and restaurants all must be certified to the MSC CoC Standard.



Availability of MSC products



in **2014 MSC** Labeled products was **8,583**

in **2025** is almost **21,000**



- **66 nations** where consumers can buy MSC labelled products
- **1,276,000 tonnes**
- **£7.8 billion** (in wholesale value)

in CE is **1,139**

in CE was **203**

- **200 mln** population
- **10 nations** where consumers can buy MSC labelled products
- **60,000** tonnes retail volume

MSC products in Central Europe





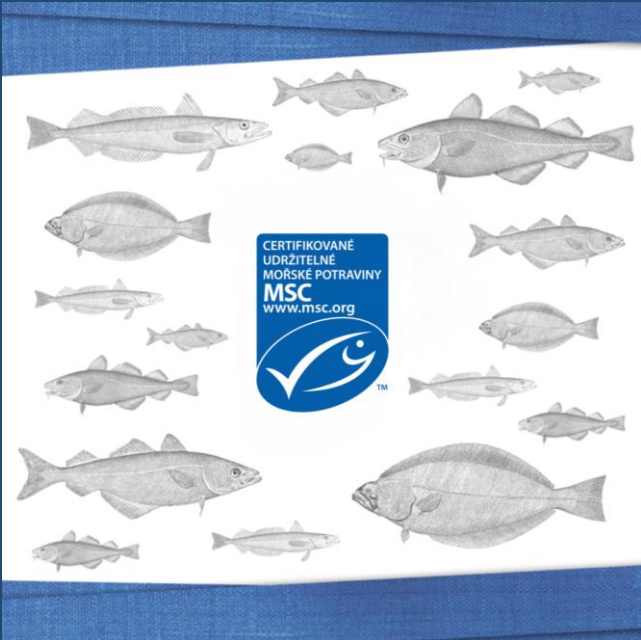
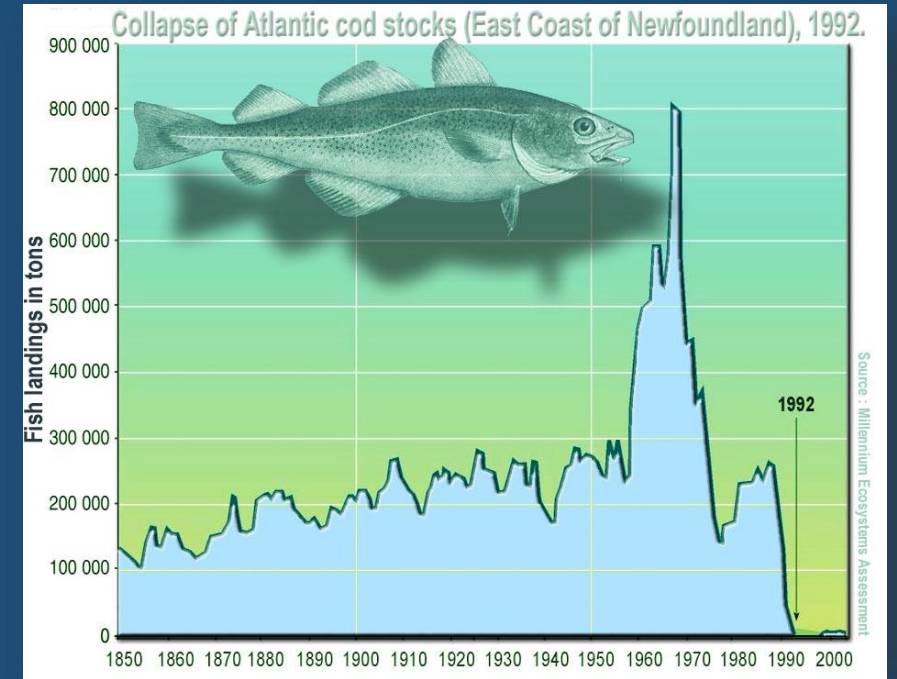
Species selection in the MSC



Whitefish

Challenges

- Huge overfishing from 1980s up to ~2015
- Climate Change Impact (stock status, management)
- Market Volatility & Global Supply Chains (Fluctuations in demand, geopolitical issues, and economic instability impact whitefish pricing and supply)



Opportunities

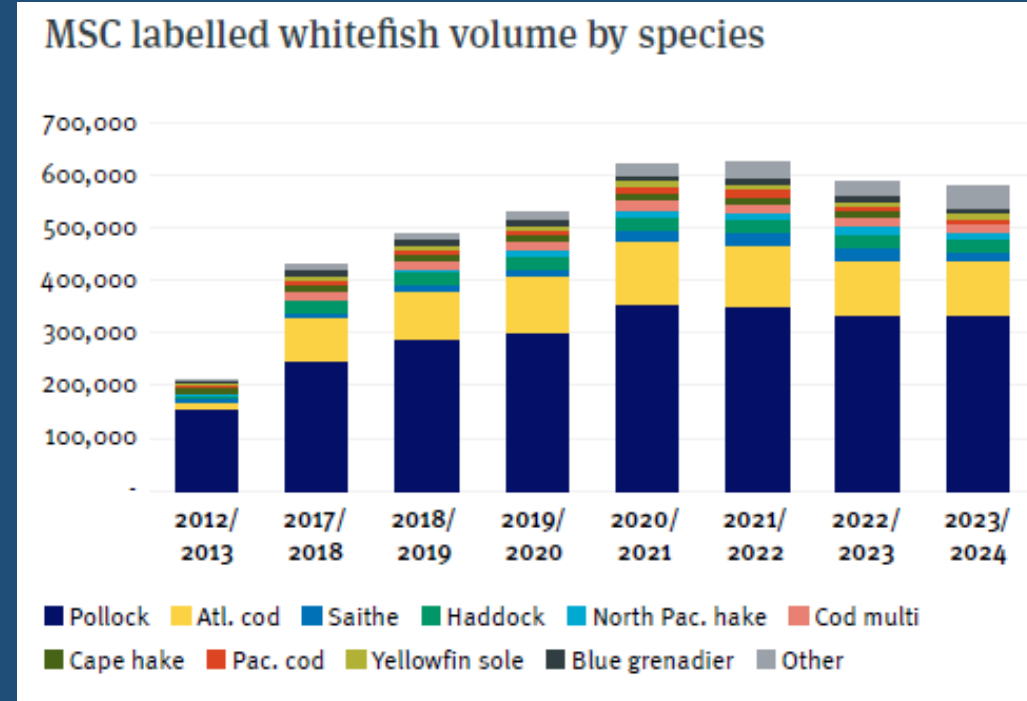
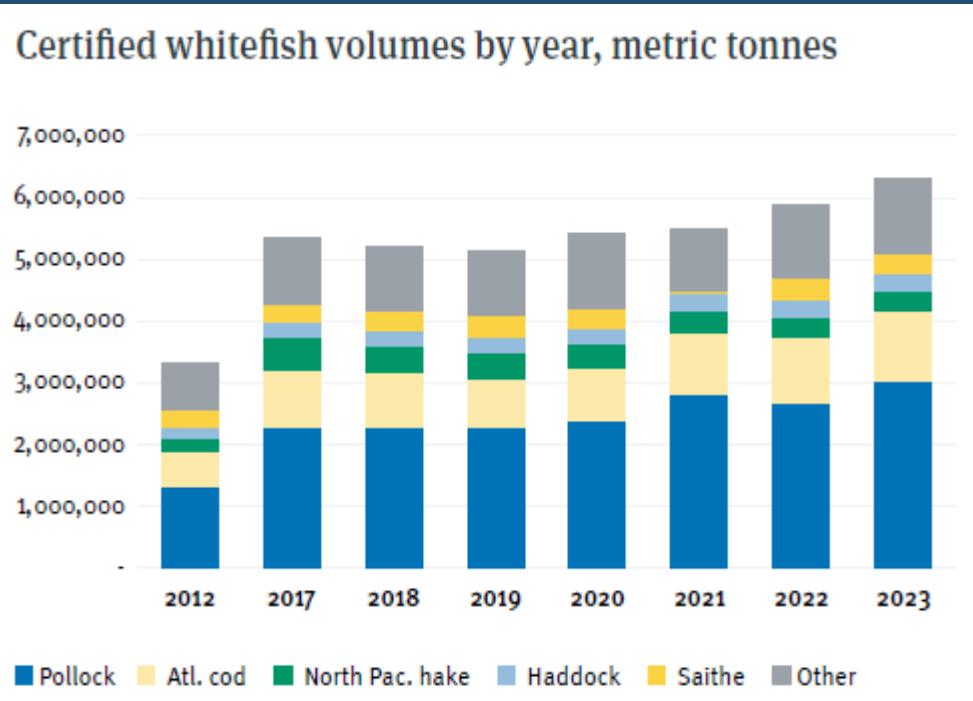
- Very healthy proteins, very popular among consumers
- Huge selection of species and formats :

Fresh fillets, frozen fillets, whole fish, portions/loins, steaks, minced whitefish, breaded/battered fillets, fish fingers/fish sticks, surimi, smoked whitefish, canned whitefish, marinated whitefish, pre-cooked whitefish meals, fish burgers/patties, whitefish sausages, protein-packed whitefish snacks.

- Brand Differentiation & Value Addition

Whitefish in the MSC Program

cod, pollock, saithe, hake, haddock



- 6.2 MT of MSC certified catch
- 203 engaged fisheries harvesting



- 74% of global catch
- 136 improvements in 3 years

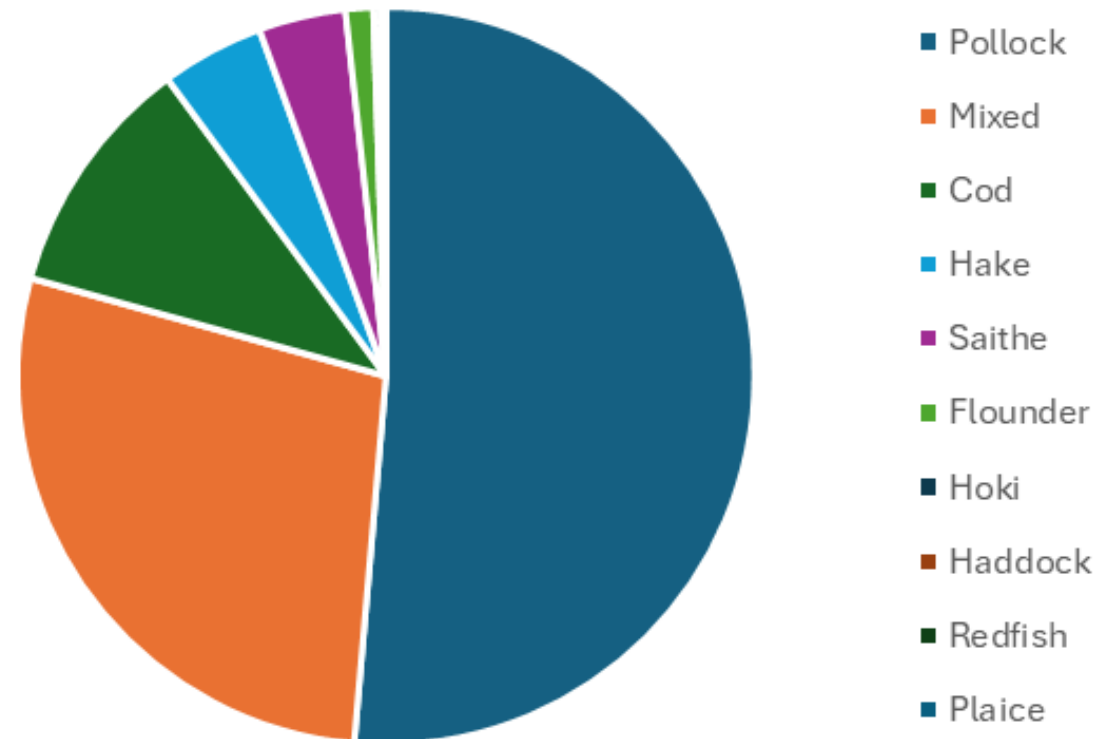
Whitefish in Central Europe



- **37,000 tons** MSC White fish products ; + 11% YtY
- **580 SKU** (70% frozen, 20% chilled, surimi, petfood, food to go, fish oil, baby food)
- 18 brands across Czech Republic

Species	% YtY
Haddock	407.1%
Hoki	216.6%
Flounder	41.9%
Saithe	34.1%
Mixed	24.0%
Hake	23.3%
Cod	18.1%
Plaice	17.3%
Pollock	7.0%
Redfish	-1.1%

White fish in Central Europe



Small Pelagics

Herring, sprat, sardine, mackerel, blue whiting ...

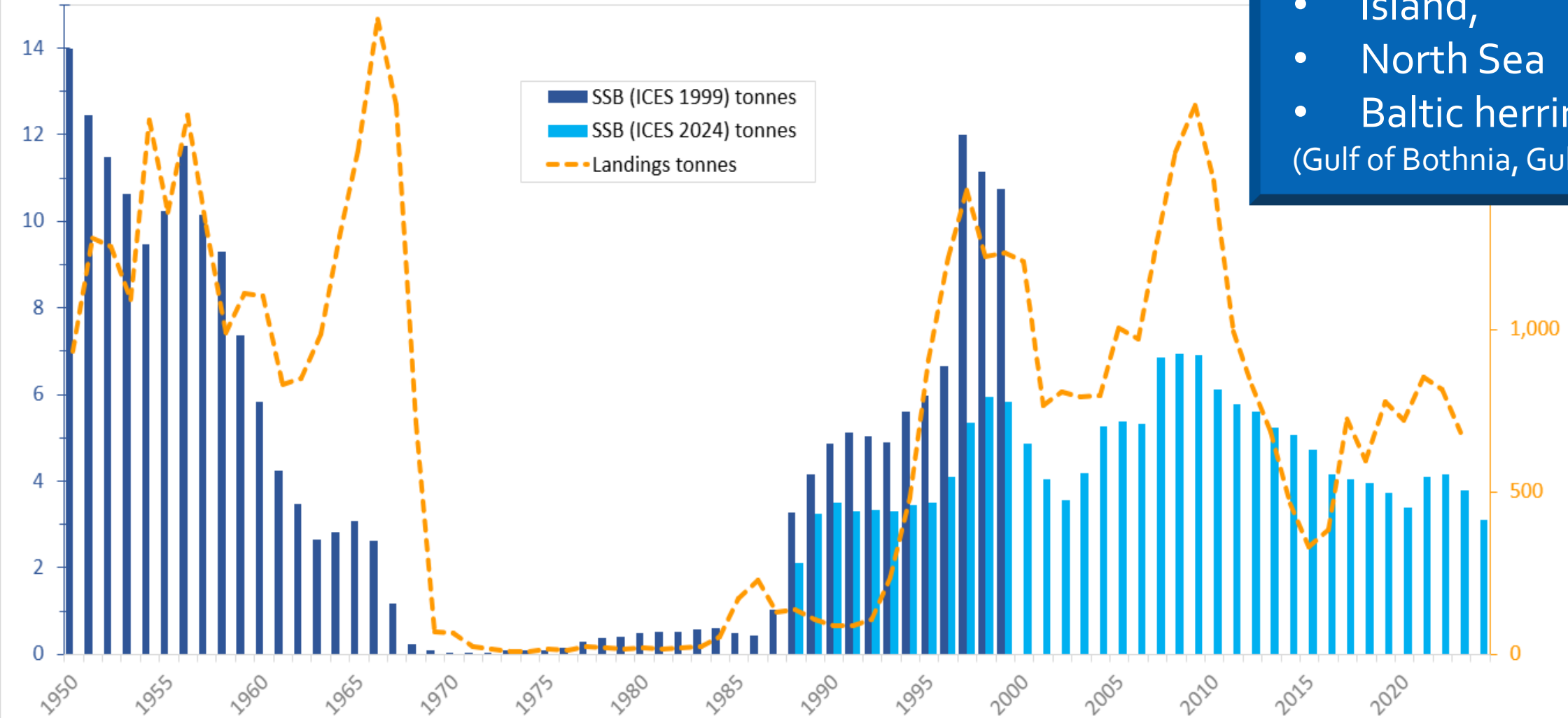
ASH herring suspended since 2020

BUT More than

500,000 t

MSC Herring catch from

- Island,
- North Sea
- Baltic herring
(Gulf of Bothnia, Gulf of Riga)

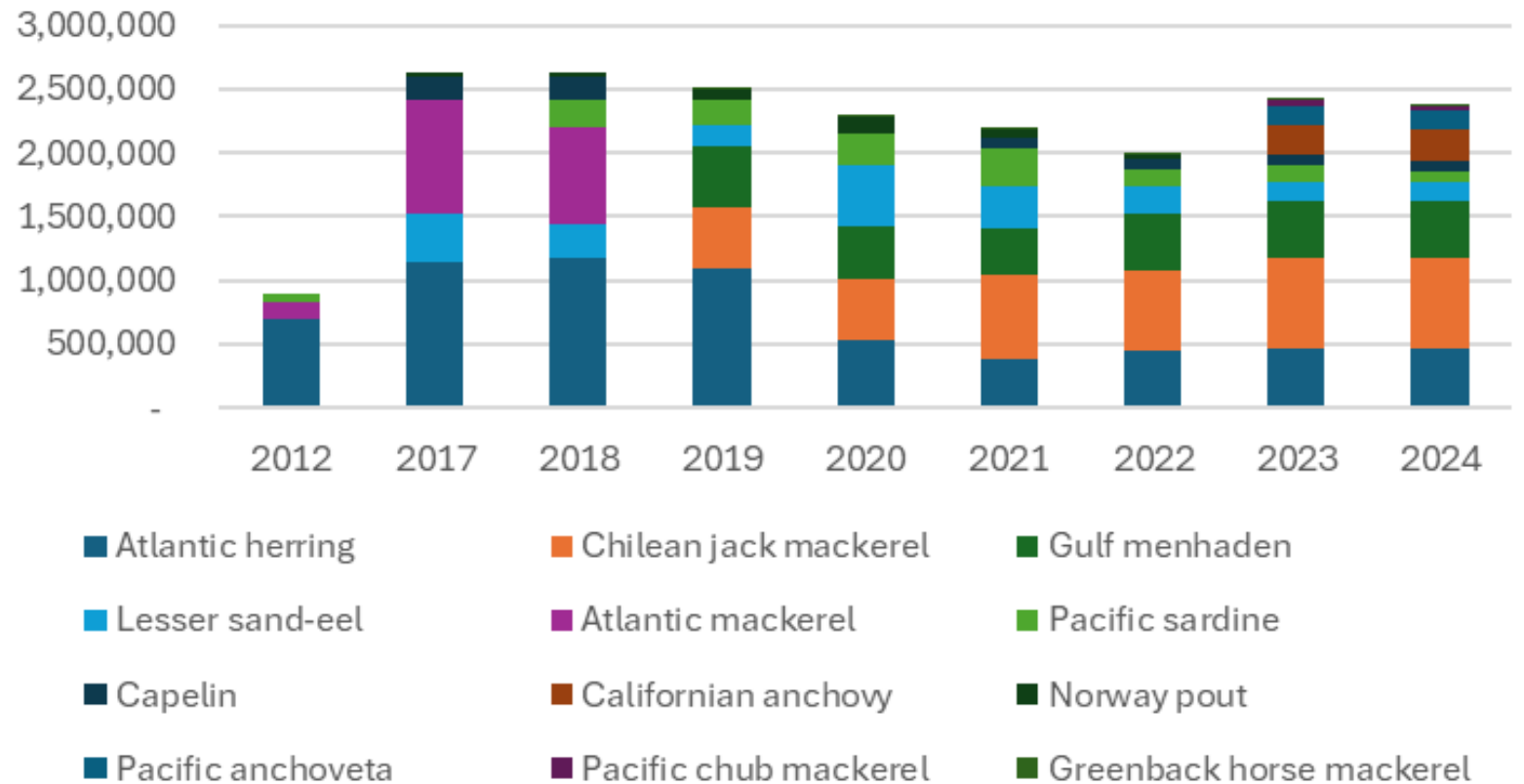


Small Pelagics in the MSC Program

herring, sprat, mackerel



MSC certified small pelagics catch, mt



Small Pelagics in Central Europe



- Despite challenges Herring in Czechia, has the biggest grow in the region , with more then 50 SKU



Tuna

Challenges (not for more) and opportunities



At the beginning of XXI most stocks overfished. Iconic Blue fin close to extinction in 2009.

A movie poster for 'The End of the Line' with a blue and purple background showing a school of fish. The text includes the title, director, narrator, and production credits.

WHERE HAVE ALL THE FISH GONE ?

THE END OF THE LINE

A FILM BY RUPERT MURRAY

COMING SOON TO A CINEMA AND OCEAN NEAR YOU

NARRATED BY TED DANSON

ARCANE PICTURES, CALM PRODUCTIONS, DARTMOUTH FILMS PRESENT "THE END OF THE LINE" BASED ON THE BOOK BY CHARLES CLOVER
EXECUTIVE PRODUCERS CHRISTOPHER HIRD, JESS SEARCH EDITOR CLAIRE FERGUSON PRODUCERS CLAIRE LEWIS, GEORGE DUFFIELD DIRECTED BY RUPERT MURRAY.

www.endoftheline.com

dogwoof

THE WAITROSE FAMILY FOUNDATION

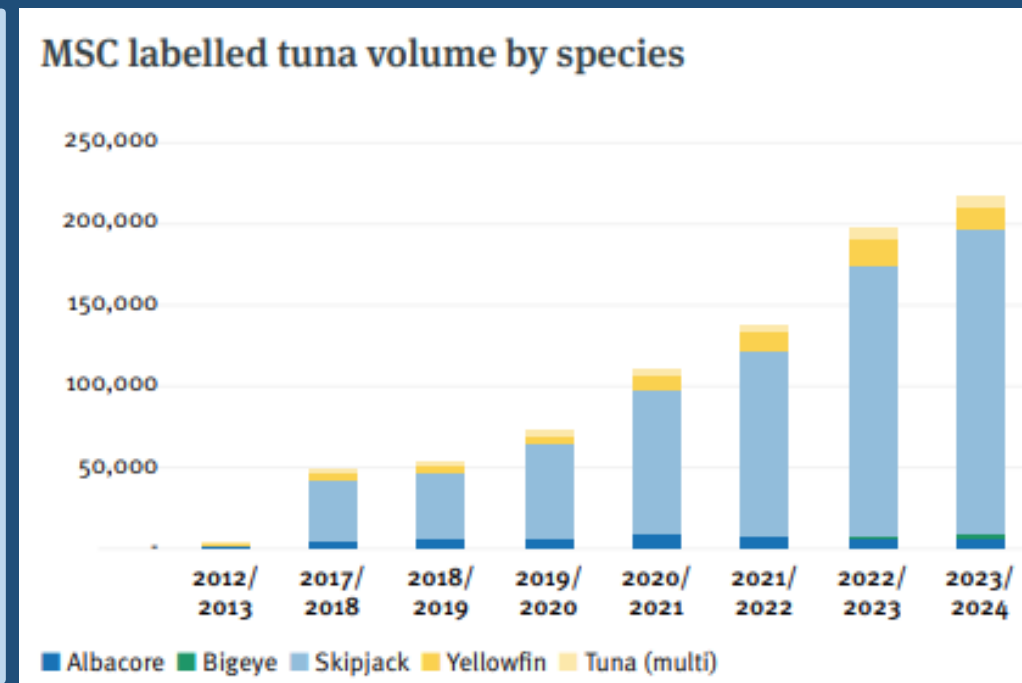
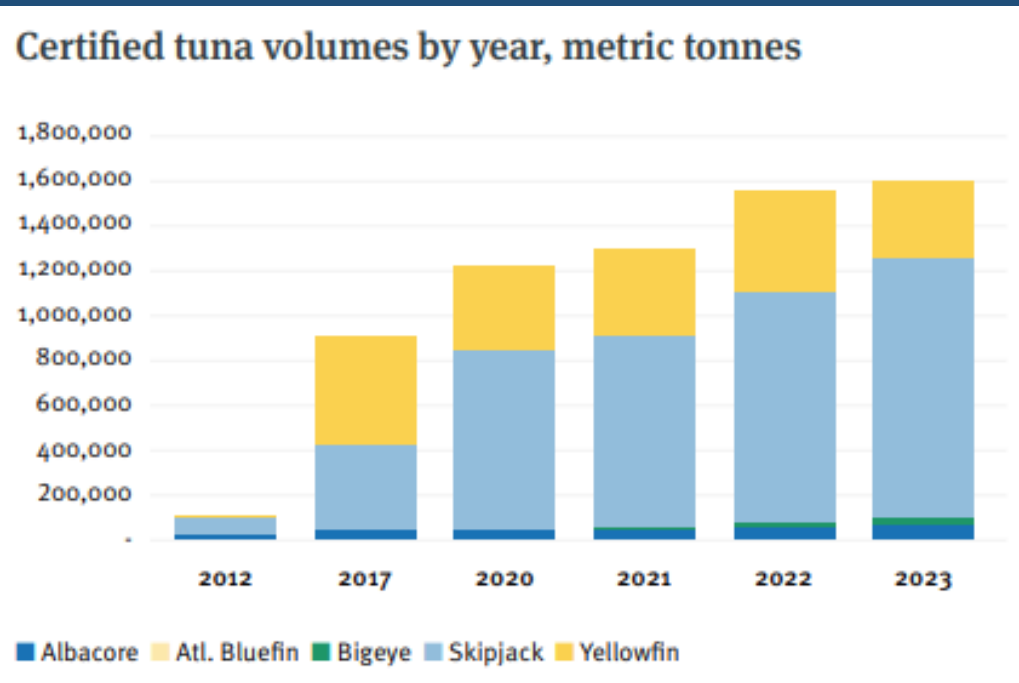
THE OCEANIC FOUNDATION

MAR VIVA

PROUDLY SUPPORTED BY Waitrose

Sundance Film Festival, Toronto Film Festival, Hot Docs, Toronto, Berkshire International Festival, Seattle International Film Festival

Tuna in the MSC Program



- **1.6 million** tones of MSC certified tuna catch
- More than **200,000** tones of MSC labelled canned tuna
- **138** engaged fisheries harvesting **53%** of global tuna catch



Tuna in Central Europe and Czech Rep



- More than 7,000 tones of MSC labelled canned tuna
- More than 20 brands using MSC label
- More than 20 active tuna suppliers with valid MSC Chain of Custody

+300%
in Czechia
Last year

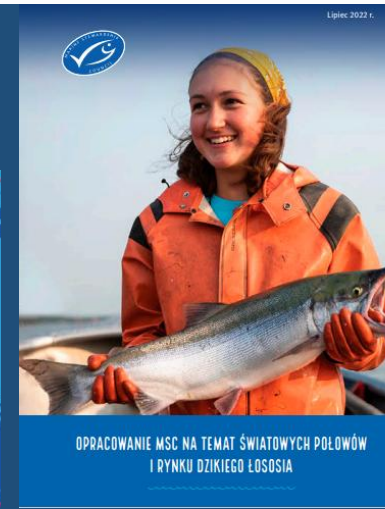
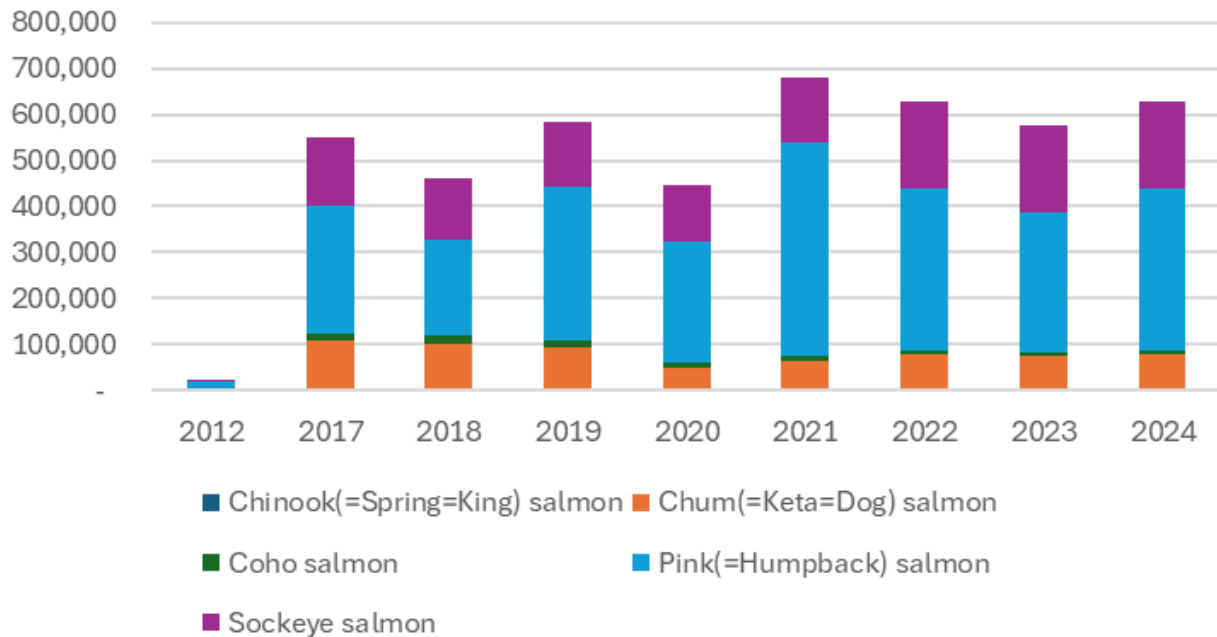


Salmon in the MSC Program

- 630,000 mt of MSC certified catch
- 81,000 tons MSC ecolabel products on 30 markets

+100%
in Czechia
since 2022

MSC certified salmon catch, mt



MSC & Retailers partnership



Level 1:
Formal
commitment
to sustainable
wild seafood

Level 2: Sourcing MSC

- *Sourcing certified species
- *Suppliers encouraged to be CoC certified
 - *Working to achieve sustainability objectives

Level 3: Promote MSC products

- *Privat label products with MSC
- *Marketing Undertaking Agreement (MUA) in place to make claims about MSC
- *Use MSC support (e.g. toolkits, PR, stories, expertise) to rise awareness among consumers (leaflets, POS, commercials ...)

Level 4: Seafood Counters - CoC certified

- *Retailer obtains CoC for operations
- *MSC messaging in store, marketing initiatives increased
 - *Training of all relevant staff - education on MSC

Whitefish - consumers' activation in 2025



"Kreativiteten är enorm i vad man kan göra med vit fisk! Grytor, soppor, grillat är några av mina favoriter. - Desirée Jaks, Årets Köck 2023"



Ett hållbart fiske från Sverige

"Vit fisk som vi fångar här i Sverige, som torsk, är och alltid, är inte bara god och smagrik, den är också en del av ett hållbart fiskeri. Genom att välja varor från fiskerier som följer de bästa miljöstandarderna, fiskare och fiskare till ett bevarat vilt har för fjärdedels generationer. Vi arbetar hårt för att få hållbara metoder som varar om både fiskeriet och miljön. Dessutom har svensk vit fisk en lagom mängd kväve, så när du väljer det bidrar du till en mer hållbar värld."

- Anna Eriksson, fiskare i Bohuslän

Kocken berättar om sitt hållbara val

"Må färdiga rätter vi äter idag, och många av dem är inte våra favoriter. Det är väl naturligt - ganska ofta har man väl inte någon som älskar dem så. Om man är en god grillare eller en god matlagare, så är det ofta fisk som är det bästa valet. Det är också fisk som är MSC-certifierad. Då vet man att man väljer ett hållbart val. Om man väljer fisk som är MSC-certifierad, så vet man att man väljer ett hållbart val."

- Namn Efternamn, köck på Feldts Fisk



STEAMED HAKE WITH VEGETABLES

Try it with planet-friendly seafood

Get the full recipe!

FORUM ODPowiedzialnego BIZNESU Kim Jesteśmy Co robimy Baza wiedzy o CSR Partnerstwo

Niebieski certyfikat w trosce o zdrowe oceany

22 lutego 2021

Białe ryby to jedne z najpopularniejszych ryb wśród polskich konsumentów. Kiedyś kojarzone głównie z płytowym obiedem na szkolnej lub pracowniczej stołówce, dziś stają się coraz bardziej popularne wśród wszystkich tych, którzy w trosce o swoje zdrowie i dietę szukają łatwiej przyswajalnego i wartościowego mięsa. Wybierając dorsza, mintaja, mirona, morskuszka czy halibuta warto sprawdzić także czy posiadają one niebieski certyfikat MSC, dzięki czemu nasz wybór przyczyni się zachowaniu zrównoważonych ekosystemów morskich.

Zdrowe dla Ciebie, dobre dla oceanów - pod tym hasłem organizacja partnerstwo MSC (Marine Stewardship Council) prowadzi od 15 lutego działania, mające edukować i zachęcać konsumentów do wyboru stałych ryb, pochodzących ze zrównoważonego rybołówstwa.

Skrajnie w sklepach Lidl dorsza, halibuta, mintaja i morskuszka z certyfikatem MSC.

To gwarancja, że ryby pochodzą ze zrównoważonych połowów, spełniających najbardziej rygorystyczne światowe normy środowiskowe.

Dzięki temu oceany pozostaną zdrowe i łepięcie żyć, a my będziemy mogli cieszyć się pysznymi rybami nie tylko dziś, ale i w przyszłości!

Lider programu MSC w Polsce

Lidl Polska

Jedli Kochasz ryby tak samo, jak naszą planetę, to z pewnością wiesz, jak ważna jest ochrona mórz i oceanów. Jako Lidl Polska gorąco zachęcamy Cię do odpowiedzialnych decyzji zakupowych. Szukaj w naszych sklepach morskuszka, halibuta, mintaja, dorsza atlantyckiego i łupacza z certyfikatem MSC Polska - chroń mórz i oceany. Wybierając białe ryby z takim właśnie oznaczeniem masz pewność, że pochodzą one ze zrównoważonych, legalnych połowów, spełniających najbardziej rygorystyczne światowe normy środowiskowe. Pomyśl o przyszłości mórz i oceanów, która pełnią kluczową rolę dla życia Ziemi! <https://rak.to/Ryba>

Zdrowe dla Ciebie, dobre dla oceanów

Marta Potocka i 54 innych użytkowników · 26 komentarzy

davidgaboriau · Obserwowanie · Warszawa, Poland

davidgaboriau · Dorsz. Czy wiesz, że to jedna z najbardziej popularnych białych ryb, którą konsumują Europejczycy?

Kupując białe ryby warto zwrócić uwagę na to, czy pochodzą one ze zrównoważonych połowów. Takie połowy w mniejszym stopniu wpływają na ekosystemy morskie i pozwalają zachować stada ryb na stabilnym poziomie.

Niebieski certyfikat MSC gwarantuje, że ryby i owoce morza pochodzą od odpowiedzialnych rybaków, którzy prowadzą połowy zgodnie z najlepszymi światowymi praktykami, a ich działania są regularnie kontrolowane przez niezależnych

Lubię to mscopolska i innych użytkowników · 1021EN TEMU

Dodaj komentarz... Opublikuj

RESOURCES FOR MSC PARTNERS

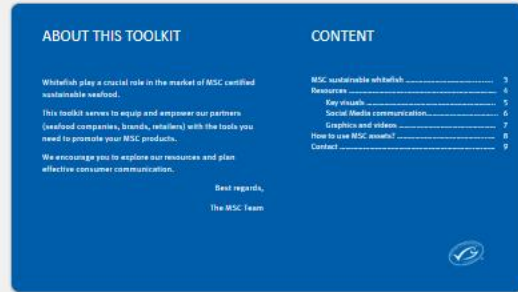
GOOD FOR YOU AND THE OCEAN TOO

Whitefish with MSC ecolabel

WHITE FISH – DEDICATED TOOLKIT FOR THE ENGAGED PARTNERS



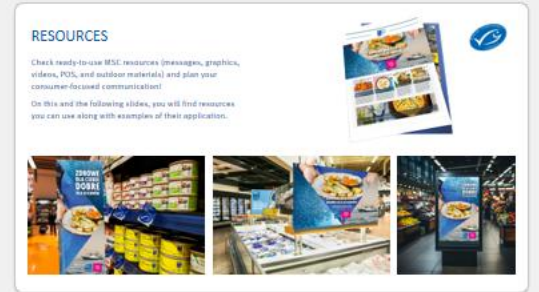
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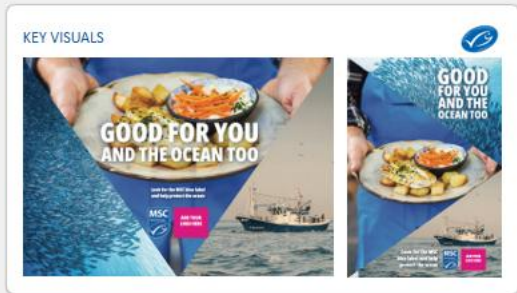
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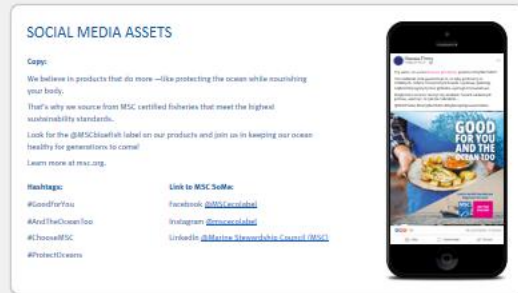
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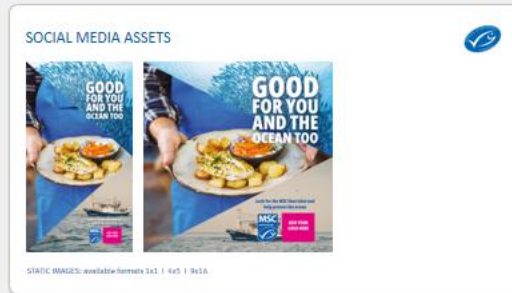
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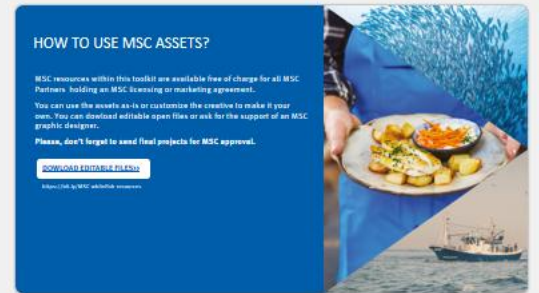
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We are here to help you



Anna Dębicka
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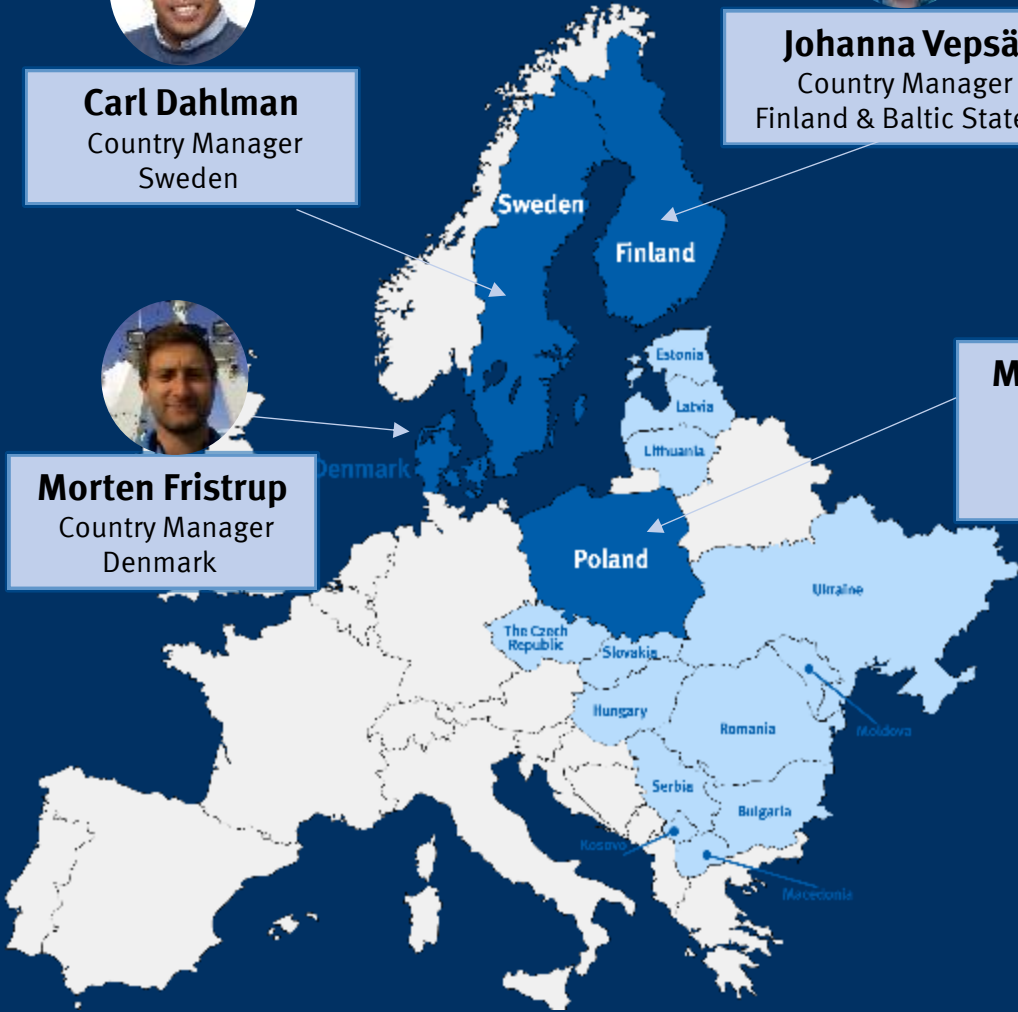
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THANK YOU

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