



MSC Program Overview

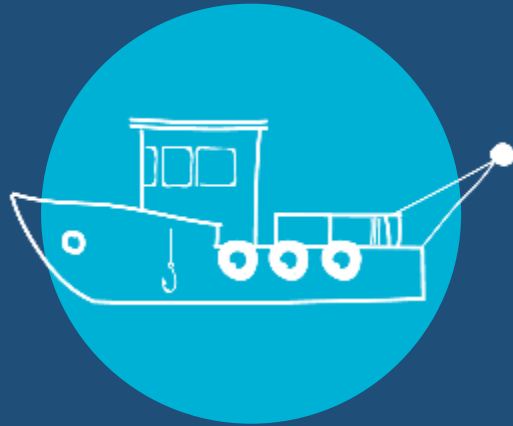
Erin Priddle, Regional Director, North Europe

12 September, Gdańsk, POLFISH 2024

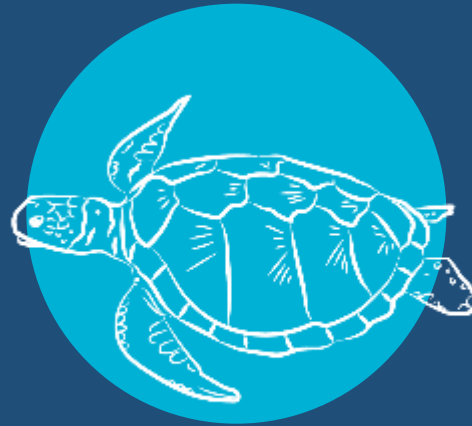
MORE THAN 25 YEARS OF PARTNERSHIP



19%
of wild marine
catch engaged



713
fisheries
engaged



2 225
fishery
improvements made



\$12.6 billion
retail sales
value

*engaged = certified, suspended, and in assessment; certified includes suspended fisheries; Data: fishery data March 2023 and FAO 2022, improvement data as of March 2022, retail sales forecast for 2022/23.

OUR NEW STRATEGIC PLAN



OUR VISION

For the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations

2030 GOAL

Over one-third of global marine catch comes from MSC certified or engaged fisheries, supporting productivity and resilience in the world's oceans

Recognising and rewarding sustainable fisheries and incentivising improvement globally

Ensuring MSC Standards and certifications are highly credible and reflect global best practice

Cultivating and expanding sustainable seafood markets

Building public awareness and support and demonstrating science and impact

Amplifying policy advocacy activity and deepening engagement with broader range of stakeholders

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT



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



IMPROVING MSC'S TOOLS



- **Ocean Stewardship Fund (OSF)**
- **MSC Improvement Program**
- **Revised Fisheries Standard (V3)**
- **Chain of Custody Review**
- **Traceability Enhancement Project (TEP)**

OCEAN STEWARDSHIP FUND

40 awards



£1,364,000

19 countries

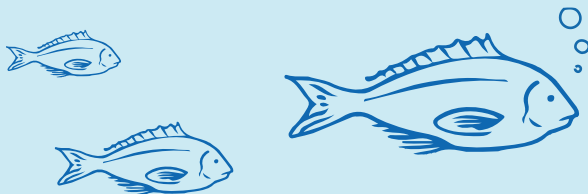
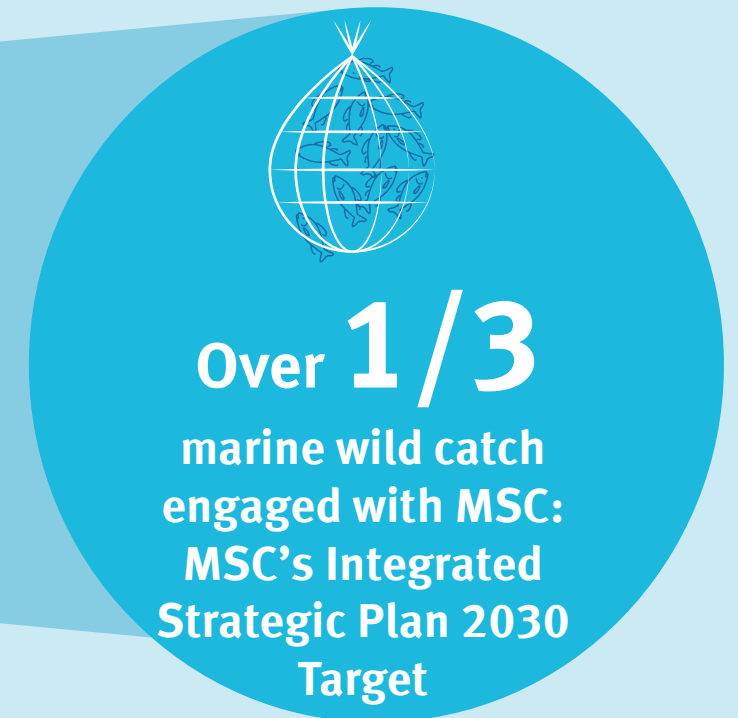
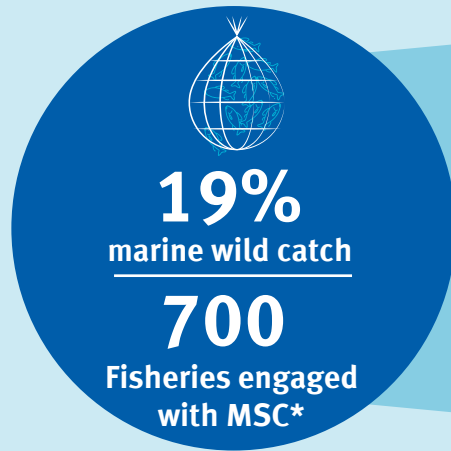


45% grants to emerging economies

*Data from 2023/24

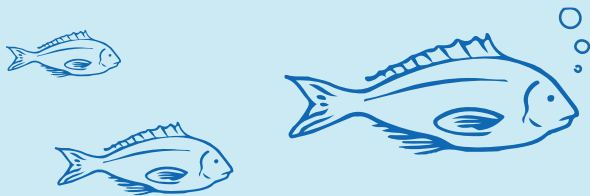


THE SUSTAINABILITY CHALLENGE: INCENTIVISING CERTIFIED, SUSTAINABLE SEAFOOD



Engaged means certified, in assessment, suspended, in the Improvement Program

MSC IMPROVEMENT PROGRAM: ACCELERATING OCEAN PROGRESS



EVOLVING THE IMPROVEMENT PROGRAM



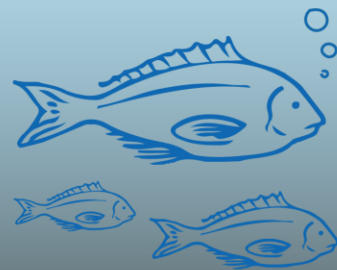
2019

Pilot program called In Transition to MSC begins



December 2023

First ITM fishery enters assessment



August 2024

Fishery gains MSC certification

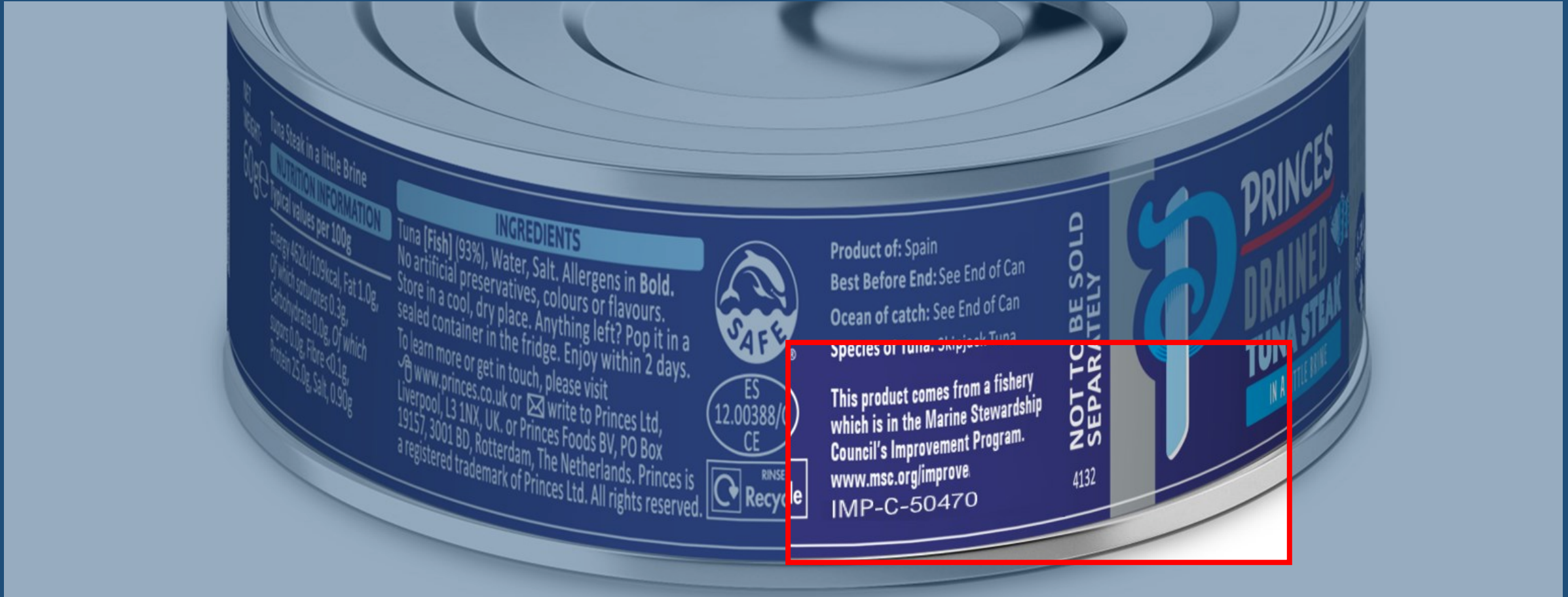


October 2024

Pilot ITM program becomes permanent as MSC Improvement Program



BACK OF PACK SENTENCE



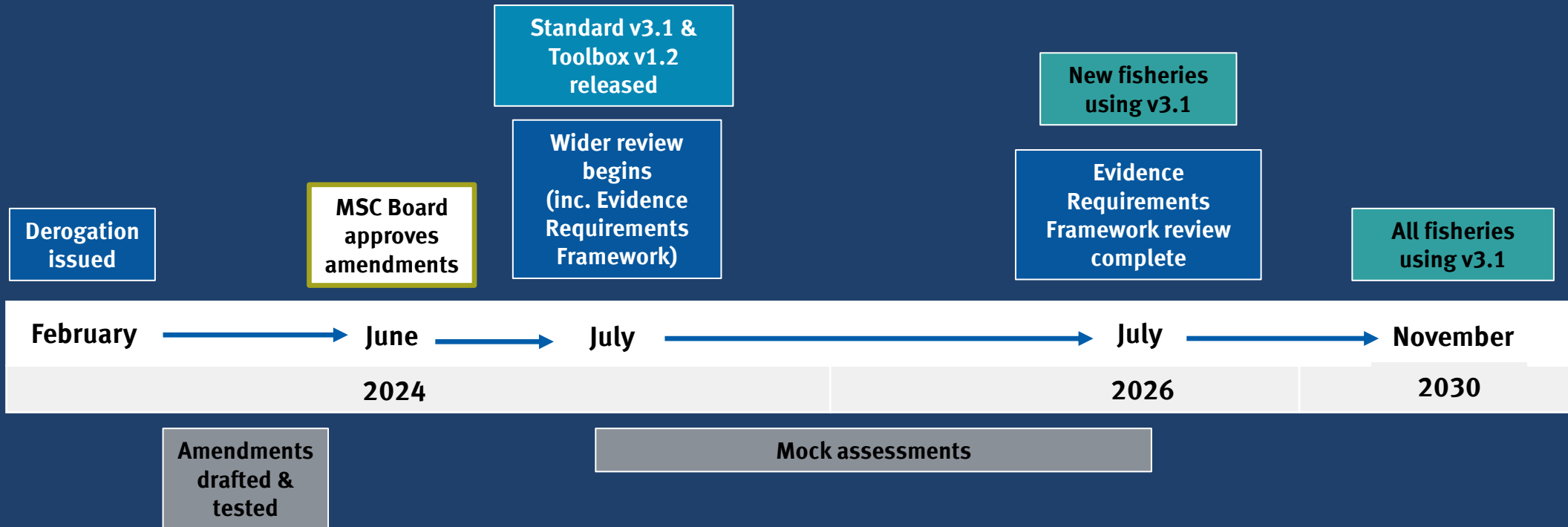
Please note that this CoC code and URL is subject to change

V3 FISHERIES STANDARD – A REVISED APPROACH

The MSC is addressing concerns about Version 3 of its Fisheries Standard and the new Evidence Requirements Framework.

- Stakeholder feedback showed there were important issues which were not identified before release.
- It is essential that our Standard delivers its intent of driving progress in sustainable fishing, without adding undue complexity and cost.

TIMELINE OF V3



COC REVIEW 2023-2025

Review of MSC Chain of Custody Standard

- Normal revision cycle approx. every 5 years
- Objective: Improve requirements & accessibility
- Includes comprehensive research & analysis
- Includes stakeholder engagement & consultation
- 8 workstreams identified:



1. Standard Effectiveness	5. CoC at-sea / vessel level
2. Program Accessibility	6. Role of Remote Auditing
3. Enhanced Traceability	7. Credibility & Incident Management
4. Integrity & Food Fraud Vulnerability	8. Alignment with Other Standards

ASSURING MSC CLAIM THROUGH TRACEABILITY



Principle 1
SOURCE

Principle 2
IDENTIFY

Principle 3
SEGREGATE

Principle 4
TRACE + RECORD

Principle 5
MANAGEMENT
SYSTEMS



Companies must purchase certified product from a certified supplier



Certified products are clearly identifiable



Certified products are separated from non-certified



Certified products are traceable and volumes are recorded



The company's management system addresses the requirements of the CoC Standard

TRACEABILITY ENHANCEMENT PROGRAMME



Landing



Processing



Shipping/Receiving



Traceability
Standard

Digitalised and standardised
traceability data

Digital audit solution
for real-time assurance

BENEFITS OF THE TEP



For Certificate Holders:

- Facilitate compliance with other schemes and/or regulatory requirements.
- Reduce the time spent on traceability tests during audits.
- Leverage investment in digital traceability.
- Benefit from sector alignment data-standardization / interoperability.
- Reduce duplicate data capture and audit effort.

For the MSC:

- Increase level of assurance for MSC products through more frequent, automated traceability data verifications.
- Increase speed of traceback investigations.



THANK YOU