

Sustainable Seafood Certification Labels

The Case For and Against Menhaden



pinterest.com/bdaish/



COD, Fillet
Wild, previously frozen
Canada, East Coast
Wild farmed
Bake, broil, deep-fry, pan-fry,
saute, grill

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org

Sockeye Salmon, Fillet
Wild, Fresh
USA, West Coast
Medium and Large
Bake, broil, grill, steam

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org

Haddock, Fillet
Wild, previously frozen
Canada, East Coast
Delicate, mild flavor
Bake, broil, deep-fry, pan-fry



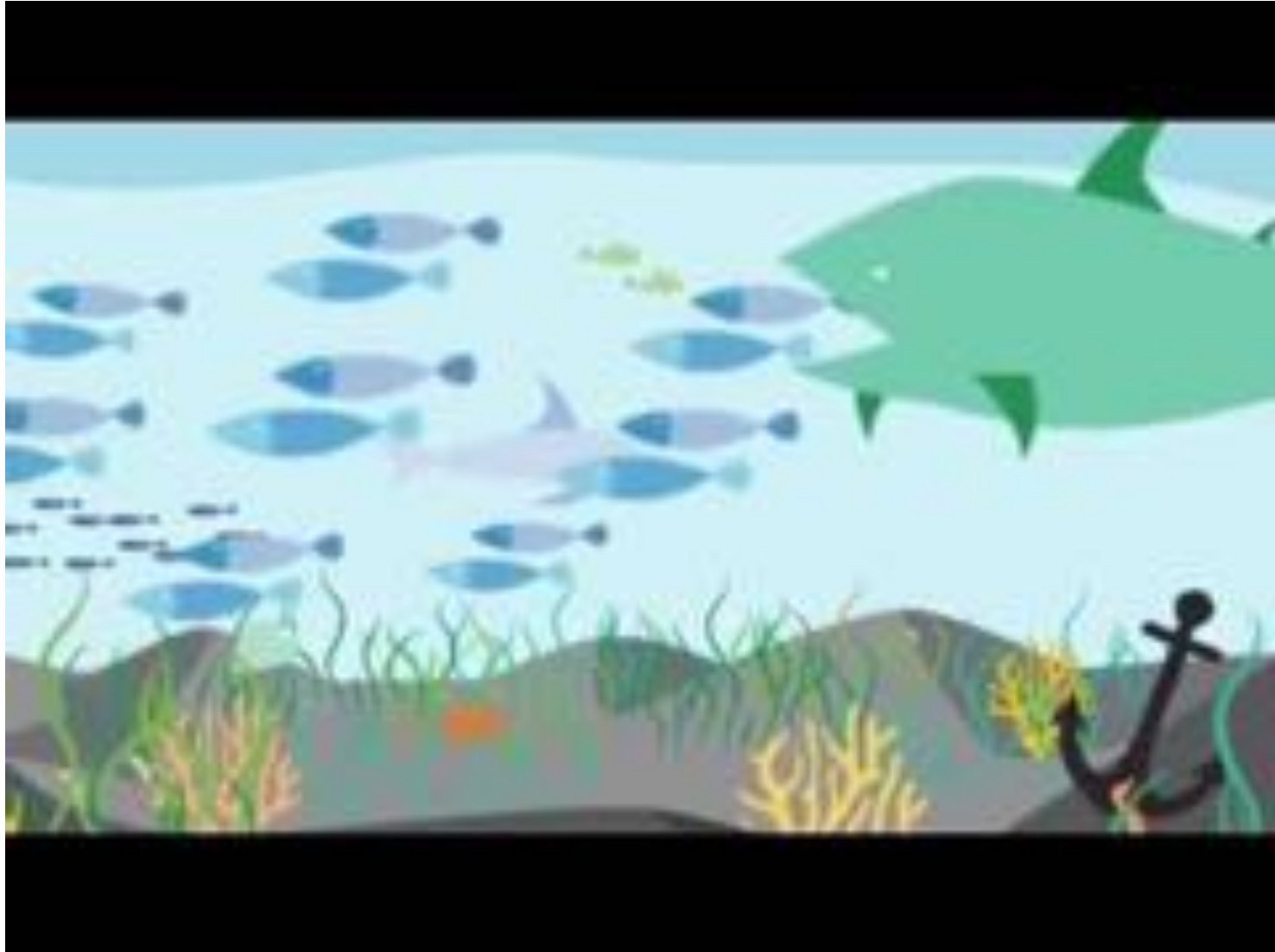
japantimes.co.jp



Haddock, Fillet ★★
Wild, previously frozen
Canada, East Coast
Delicious, mild flavor
Bake, broil, deep-fry, pan-fry

msc.org

Marine Stewardship Council (MSC)



MSC-certified fisheries catch:

- 10 million tonnes of seafood across
- 338 fisheries
- 141 different species
- 13% of the global catch
- Market value of more than \$8 billion

Source: Marine Stewardship Council. 2018. *Seafood for future generations: The MSC Annual Report 2017-18*. Retrieved from

<https://www.msc.org/about-the-msc/reports-and-brochures>

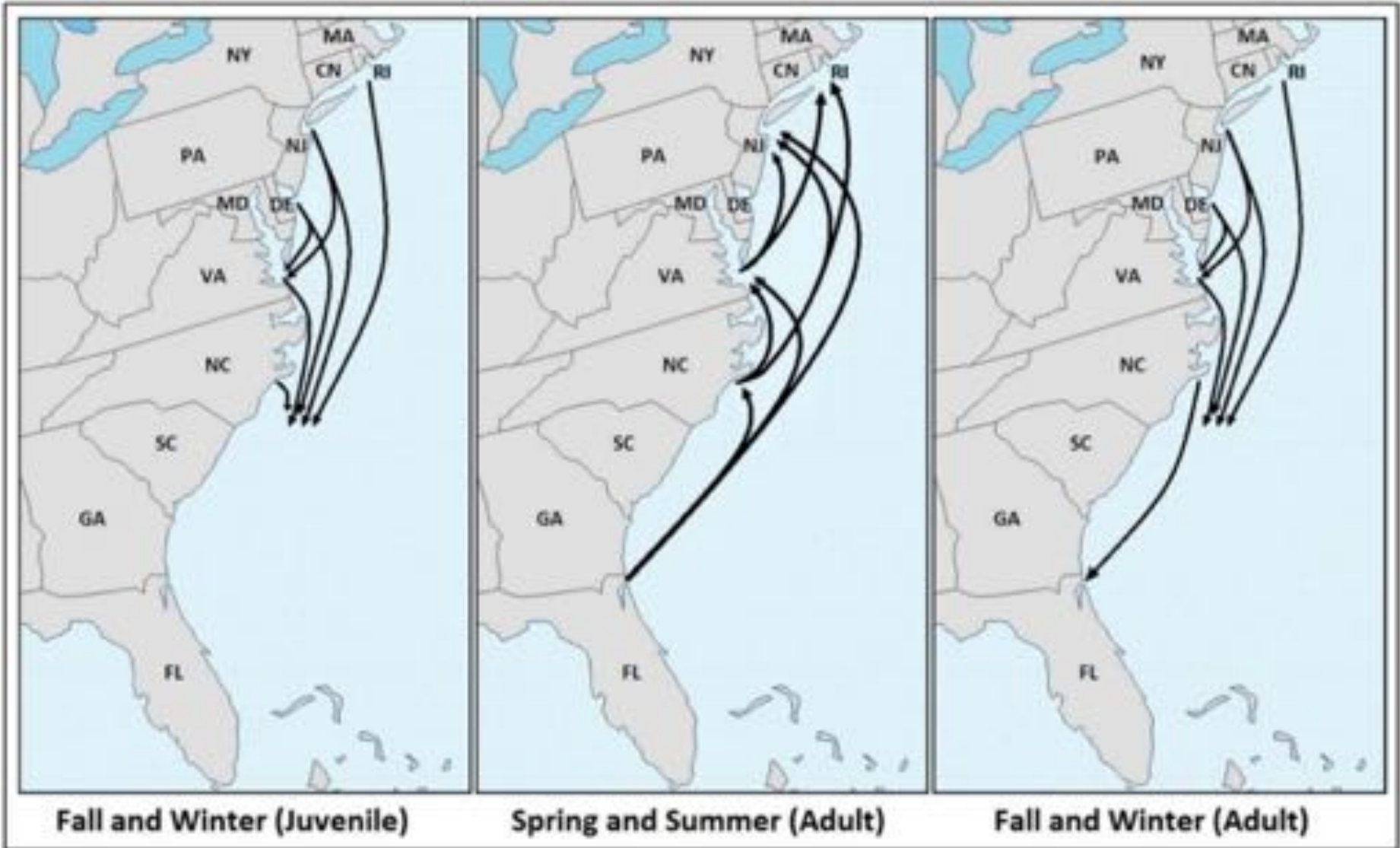
News & Media

Discover the latest news and updates from Omega Protein.

Auditors Officially Recommend MSC Certification For Atlantic Menhaden Fishery



Migratory Species



Reduction fishery



Source: By Narek75 - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=51637259>

Reduction fishery



Source: By Oddman47 - Own work, CC0,
<https://commons.wikimedia.org/w/index.php?curid=17699561>

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Fishing Groups Object to “Sustainable” Stamp on Menhaden Fishery

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Recreational fishing groups formally object to menhaden’s MSC nod

By Chris Chase
March 29, 2019

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Does the Atlantic menhaden fishery satisfy Principle 1: Sustainable target fish stocks?

A fishery must be conducted in a manner that does not lead to overfishing or depletion of the exploited populations and, for those populations that are depleted, the fishery must be conducted in a manner that demonstrably leads to their recovery.



UNDER UTILISATION



OPTIMAL YIELD



OVER FISHING

Does the Atlantic menhaden fishery satisfy Principle 2: Environmental impact of fishing?

Fishing operations should allow for the maintenance of the structure, productivity, function and diversity of the ecosystem (including habitat and associated dependent and ecologically related species) on which the fishery depends.

Overfishing vs. Overfished

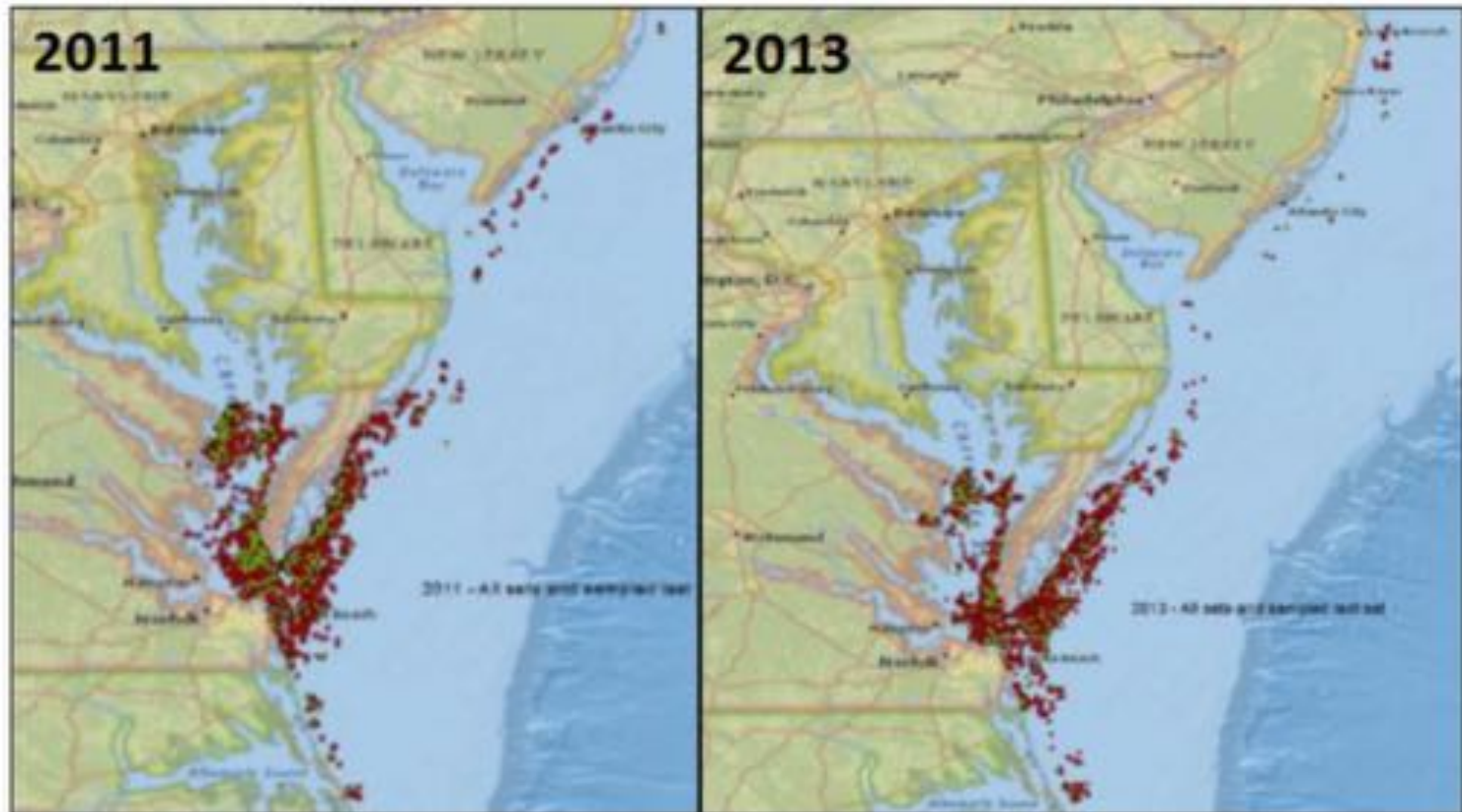
Overfishing is based on fishing mortality (F):

- F_{MSY} = Fishing level at maximum sustainable yield (MSY)
- If $F > F_{MSY}$ then overfishing is happening

Overfished is based on fish biomass (B):

- B_{MSY} = Biomass of fish in the water at MSY
- Usually, $B/B_{MSY} < 0.5$ means the stock is overfished

Location of Menhaden Fishery



In recent years the Atlantic menhaden fishery has primarily taken place in waters off the U.S. states of Virginia, Maryland, Delaware, New Jersey and North Carolina and in Chesapeake Bay.

Does the Atlantic menhaden fishery satisfy Principle 3: Effective management?

The fishery is subject to an effective management system that respects local, national and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.

Violations of marine resource protection laws

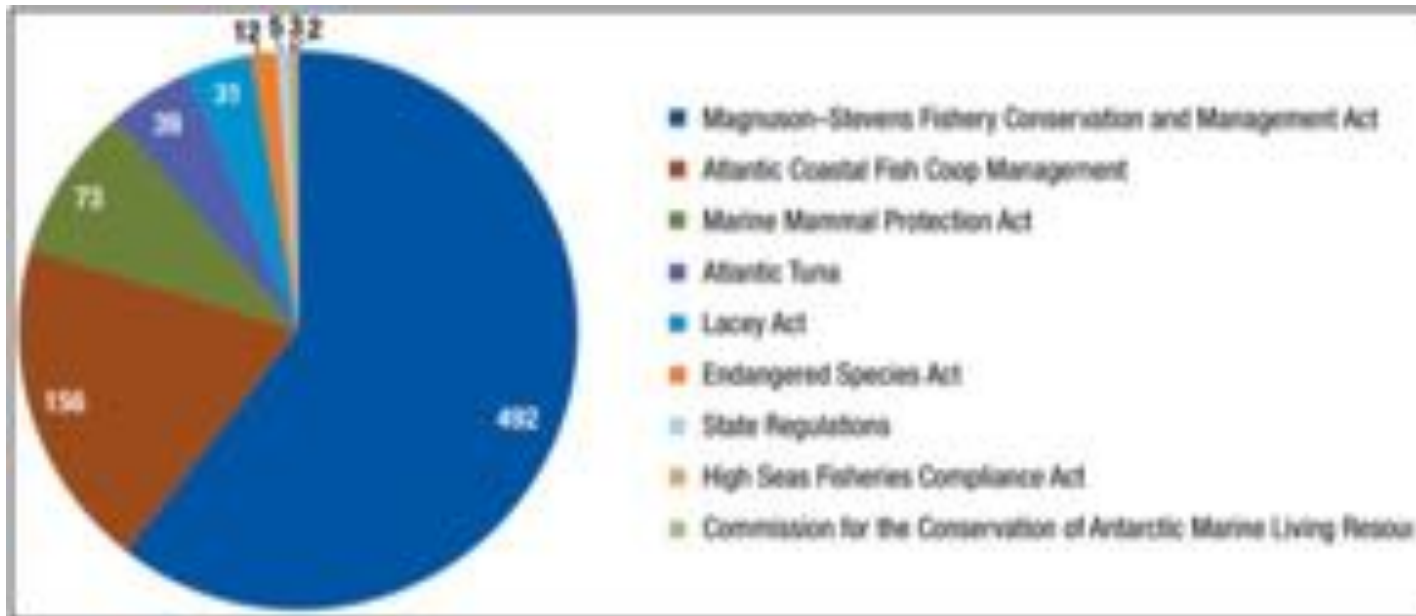


Figure 38. Disposition of Incidents by Federal Statute for Fiscal Year 2015 - NED
Source: OLE Annual Report FY 2016.

Violations of marine resource protection laws

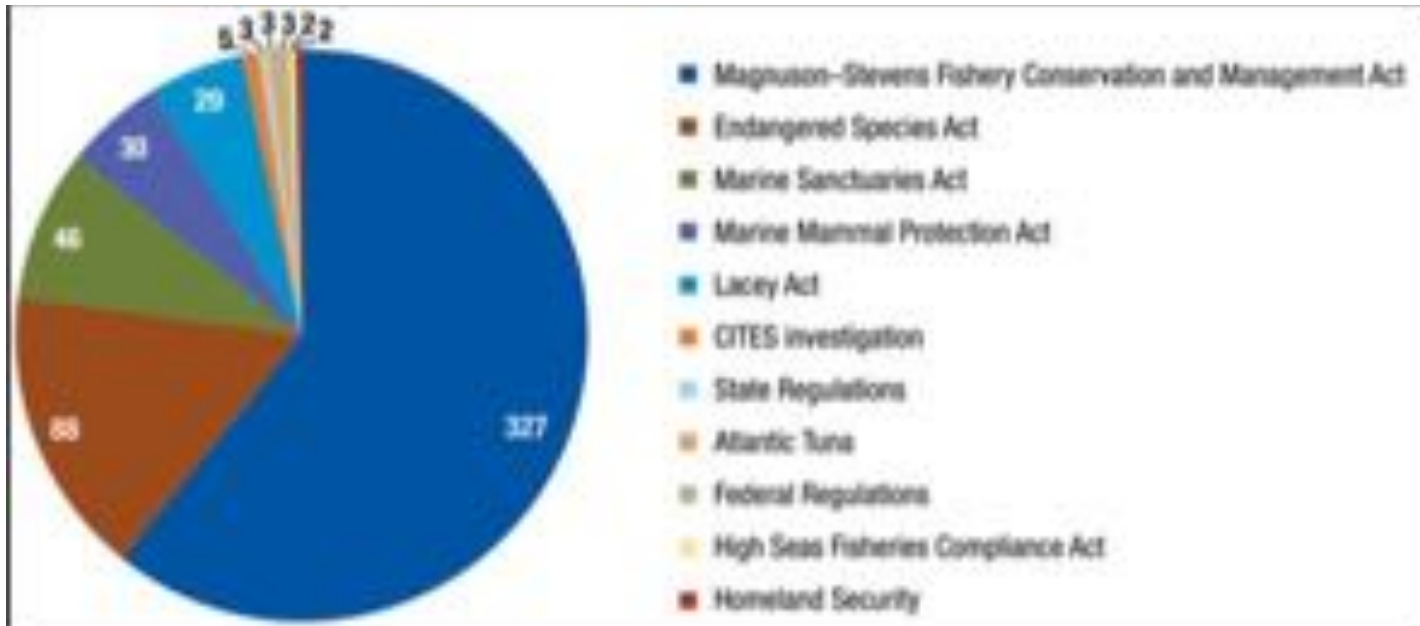


Figure 38. Disposition of Incidents by Federal Statute for Fiscal Year 2015 - SED
Source: OLE Annual Report FY 2016.

Virginia Marine Police fisheries inspections

Table 18. Menhaden specific enforcement data for Virginia State waters (0 to 3 nm from shore) for years 2014 to 2017⁵⁶. Source: VMRC's Basic Activity Summary Report.

| Year | Menhaden | | Overall | | Total | |
|--------------------|----------|-------------|---------|-------------|---------|-------------|
| | Hours | Inspections | Hours | Inspections | Hours | Inspections |
| 2017 ⁵⁶ | 16.5 | 102 | 8,892 | 81,564 | 57,049 | 264,743 |
| 2016 | 60.5 | 53 | 16,447 | 140,301 | 100,472 | 424,921 |
| 2015 | 44.5 | 194 | 16,950 | 134,739 | 104,991 | 404,410 |
| 2014 | 37.0 | 225 | 16,595 | 139,096 | 100,203 | 388,107 |

Actual certification results according to auditing company

SAI GLOBAL Assessment Team's final sustainability scores:

Principle 1: 82.5

Principle 2: 86

Principle 3: 92.2

How does the certification process work

1. Fishery hires an auditing firm (not MSC) to examine their management and operations practices
2. If they meet the three core principles, they are certified for five years
3. They must be audited every year during those five years to make sure there are no major changes and/or that they are making improvements (conditional certification)
4. After five years, they must apply for re-certification

Strengths and weaknesses of (MSC) sustainable certification labels

Weaknesses:

- Majority of certified fisheries are ALREADY well-managed
- Fisheries can be given “conditional” pass marks so long as they demonstrate improvements, but nevertheless benefit from the “sustainable” label
- Only 10% (by weight) of MSC-certified fisheries are from developing countries
- Third-party auditors are contracted by the fishery: leading to inconsistencies and potential conflicts of interest

Strengths:

- Increased public awareness of the MSC label > more incentive for fisheries
- Fisheries that are given a “conditional” pass are required to make improvements: 1,238 positive changes (2000-2015)
- Great potential (338 fisheries, 141 species, 13% of global catch and growing)

Sources: Kalfagianni, Agni, and Philipp Pattberg. 2013. Global fisheries governance beyond the State: Unraveling the effectiveness of the Marine Stewardship Council. *Journal of Environmental Studies and Sciences* 3: 184–193. doi:10.1007/s13412-013-0118-z.

Marine Stewardship Council. 2018. *Seafood for future generations: The MSC Annual Report 2017-18*. Retrieved from <https://www.msc.org/about-the-msc/reports-and-brochures>