

Dear Sir/Madam,

SEAFOOD THAT DOESN'T COST THE OCEAN

Today I visited your shop/restaurant to fulfil my recent commitment to support sustainable fishing by buying fish carrying the Marine Stewardship Council's (MSC) eco-label.

I was disappointed that I couldn't find any, and I would like to ask you to offer it in future. I am certain that, like me, many of your customers are concerned about the impact of overfishing on marine life.

For example, did you know that:

- if stocks continue to decline at the current rate, there will be no more Atlantic cod in less than 15 years;
- nearly one bluefin tuna in three is caught illegally in the Mediterranean;
- around half the plaice catch in Europe is discarded, usually dead, overboard;
- as much as 7kg of marine animals are killed to produce 450g of marketable sole;
- some swordfish longliners catch over 3 tonnes of shark for every 1 tonne of swordfish;
- around 16,000 dolphins are killed each year in Morocco's illegal driftnets set for swordfish.

A recent study found that 86% of consumers would prefer to buy seafood that is labelled as environmentally responsible. The MSC label is an easy way for consumers to make the best environmental choice in seafood and it gives your company an opportunity to show that you are making responsible choices too. Many of Europe's leading fish retailers and restaurants are now offering MSC-labelled fish, and as one of your regular customers I would love it if you could join them.

I am enclosing a leaflet on the MSC. You can also find out about the benefits of offering MSC-labelled fish at www.msc.org or by contacting the MSC directly on +44 (0) 207 811 3300.

Yours faithfully,

Add value with the Marine Stewardship Council (MSC)



You and your customers need a secure supply of seafood

Certification – a big commitment, but worth it

A rigorous and robust international standard

The MSC is the only international accreditation body for sustainable fisheries

Millions of people around the world depend on fish every day. A world without fish is hard to imagine, yet overfishing is one of today's most urgent environmental problems. The MSC is an international non-profit organisation. It works to enhance and reward responsible management of seafood resources, and has developed a voluntary and independent certification standard for sustainable and well-managed fisheries. The MSC harnesses consumer purchasing power by identifying sustainable seafood products through an eco-label.

Intense public scrutiny surrounds fisheries in many parts of the world, both in the areas where fishing occurs and where seafood products are sold. Self-declaration of good practice does not convince sceptics – an independent evaluation can. Applicants for MSC certification have included fisheries agencies and industry groups. Reasons for involvement vary from wanting to tap into new markets; to demonstrating good stewardship to the public; to seeking price premiums and to supporting claims for resource access. Certification does require ongoing improvement but it also gives the fishing industry greater responsibility in charting a sustainable future.

At the heart of the MSC programme is a set of *Principles and Criteria for Sustainable Fishing* that are used as the Standard in the certification programme. These have been developed through an extensive, international consultative process with scientists, NGOs, the fishing industry and other interested parties.

The three principles of the MSC Standard consider:

1. The condition of the fish stock(s)
2. The impact of the fishery on the marine ecosystem
3. The fishery management system

The MSC is an accreditation body which approves certification bodies to assess fisheries against the MSC's Standards (Fishery and Chain of Custody). The MSC is founded on the principles of the third party verification model, which is recognised internationally for delivering credible, independent outcomes. This means that certification bodies are independent, ensuring evaluations are not biased or unduly influenced. The accreditation process is tightly controlled to ensure that certification bodies meet all of the MSC's requirements.

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MSC – the best environmental choice in seafood

www.msc.org



Add value with the Marine Stewardship Council (MSC)



The MSC can deliver the assurance your customers need

Commercial benefits

Use of the MSC eco-label

How to get involved

The MSC's environmental standard for sustainable fishing is based upon the United Nations Food and Agriculture Organisation's (FAO) Code of Conduct for Responsible Fisheries. Fisheries irrespective of size, scale, type, location or intensity, can apply to be independently assessed against the environmental standard by impartial third parties approved by the MSC. If a fishery is certified to the MSC Standard, companies wishing to use the MSC eco-label on products undergo a 'Chain of Custody' certification to ensure traceability of the certified fish. The vision is to build a brand which adds value to seafood products and protects seafood businesses. Independent, third party eco-labelling is changing the seafood marketplace - by thinking long term the MSC is helping shape the future of the industry.

In an age when retailers and processors are increasingly accountable to consumers concerned about the future of our global environment, the MSC offers a positive, credible response to questions about over-fishing. Several processors and retailers have already adjusted their buying practices in favour of MSC-labelled seafood as more and more products become available. It is because the MSC awards 'gold stars' to fisheries that are behaving responsibly, without handing out 'black marks' to those who are not, that the programme is gaining momentum around the world. By working with the MSC, you can be part of the solution not the problem.

Any organisation wishing to apply the MSC eco-label to a fish product must first obtain Chain of Custody certification. As with any trademark, careful control of the MSC eco-label is important to maintain its value to legitimate users. This control is exercised through a licence agreement between the certified company and the trading arm of the MSC (Marine Stewardship Council International - MSCi), which licenses the use of the MSC logo.

Play your part in safeguarding the world's seafood supply by working with the MSC. Here's how:

Processors, retailers, restaurants

- Encourage new fisheries and suppliers to come forward for MSC certification
- Apply for MSC Chain of Custody certification
- Enter into a logo licensing agreement with MSCi
- Choose products that have been certified to the MSC Standard

Certification bodies

- Apply to become MSC accredited

Everyone

- Promote sustainability and the MSC programme to your staff, customers, partners and investors

The MSC relies on trusts, foundations, corporate and individual support to fund the work of the organisation.

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