

# Marine Stewardship Council – TUCO Conference 2016

## **Sustainable Fish Sourcing and MSC certification for universities**

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**July 2016**

## **Our Vision**

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

# The MSC - Our Origins



International non profit organisation,  
independent since 1999. Founded by:



**MSC operates two leading, global standards to ensure credibility**

Standard for **sustainable and well-managed fishing**

Traceability standard called **Chain of Custody**



## Our Mission

is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognizing and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.

# How MSC Standard evaluates fishing sustainability



**1**

The sustainability of stock

**2**

Ecosystem impact

**3**

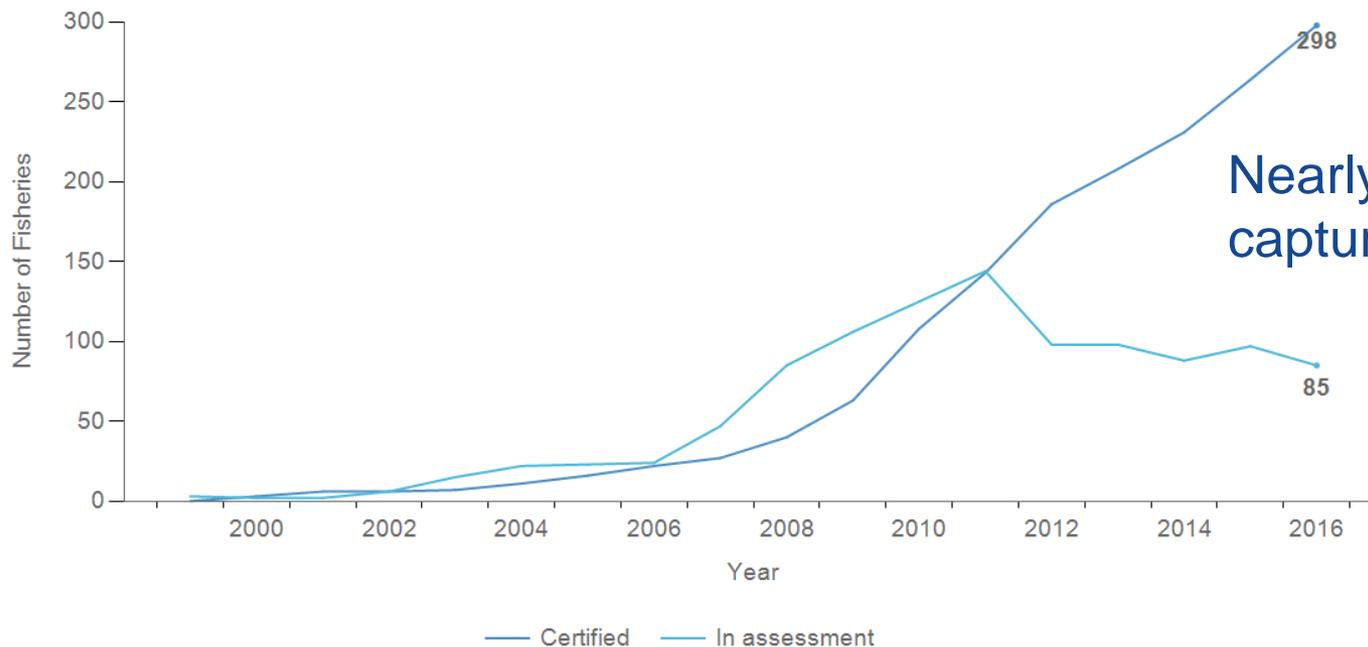
Effective management



# Fishery Progress



Around 9 million tonnes of the world's wild capture harvest is MSC-certified or under assessment

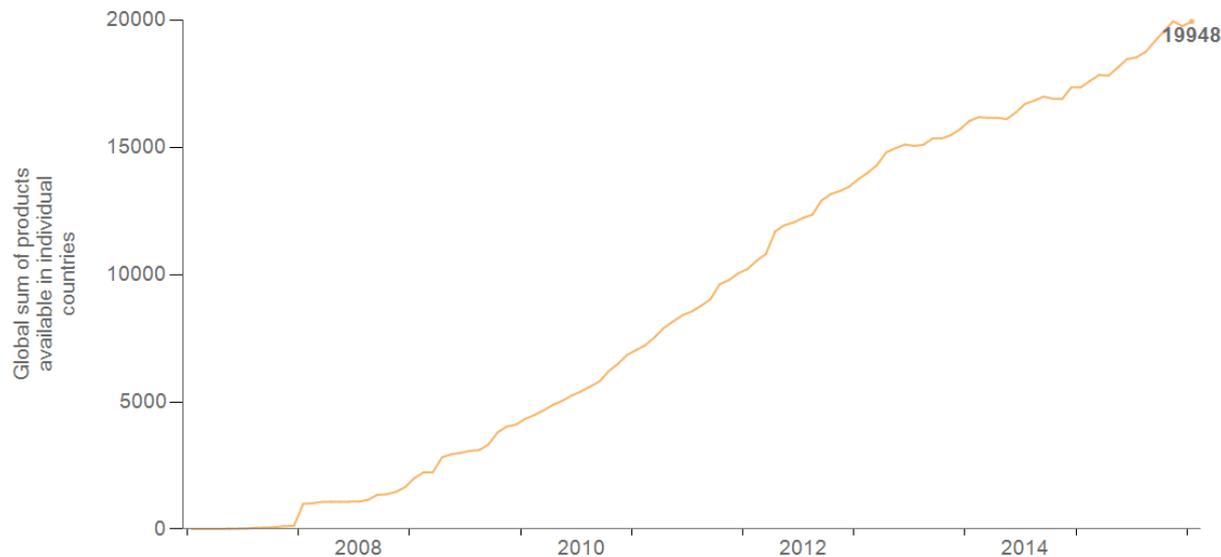


Nearly 10% of all wild capture seafood

# Increasing demand for sustainable seafood



- Major global buyers have made strong commitments to source their wild-capture fish from MSC-certified fisheries
- Global market for MSC products over \$4 billion annually
- Nearing critical mass in some early adopting markets

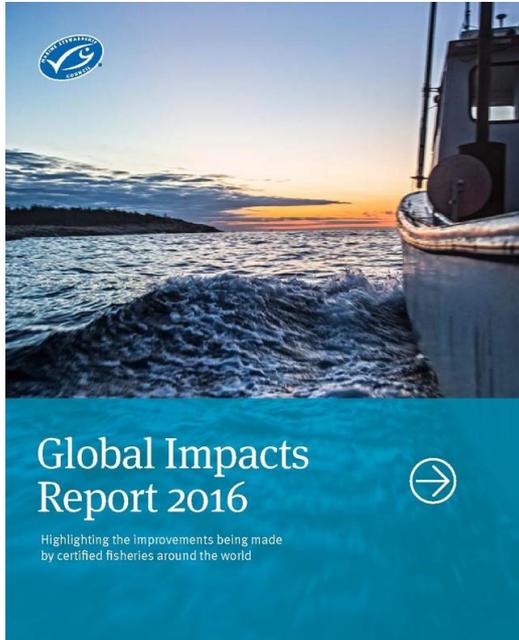


# Product Progress



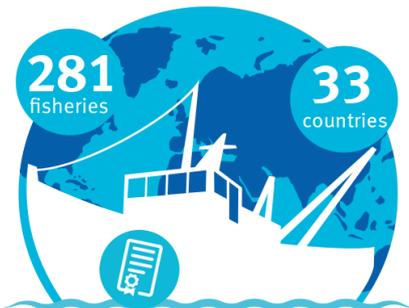
- 1543 consumer facing products on sale in the UK today (18% change from last year)
- First MSC certified tuna product for foodservice enters the UK market
- Newly certified Cornish Hake fishery
- Re-certified Mackerel fishery
- Increasing availability of a range of MSC certified products in fresh/chilled format





## Key Highlights

- Global collaboration has doubled sustainable MSC catch and tripled chain of custody commitment since 2010.
- 94% of MSC certified fisheries made at least one improvement to strengthen the sustainability of their operations.
- MSC certification has resulted in 876 positive changes, with many more in development.
- 36% of fishery assessments received stakeholder inputs, 12.5% lead to changes in scores, and 5-6% commented fishery assessment with added conditions.
- Stocks targeted by MSC fisheries are well managed. Targeted European stocks are more sustainable than before MSC certification.

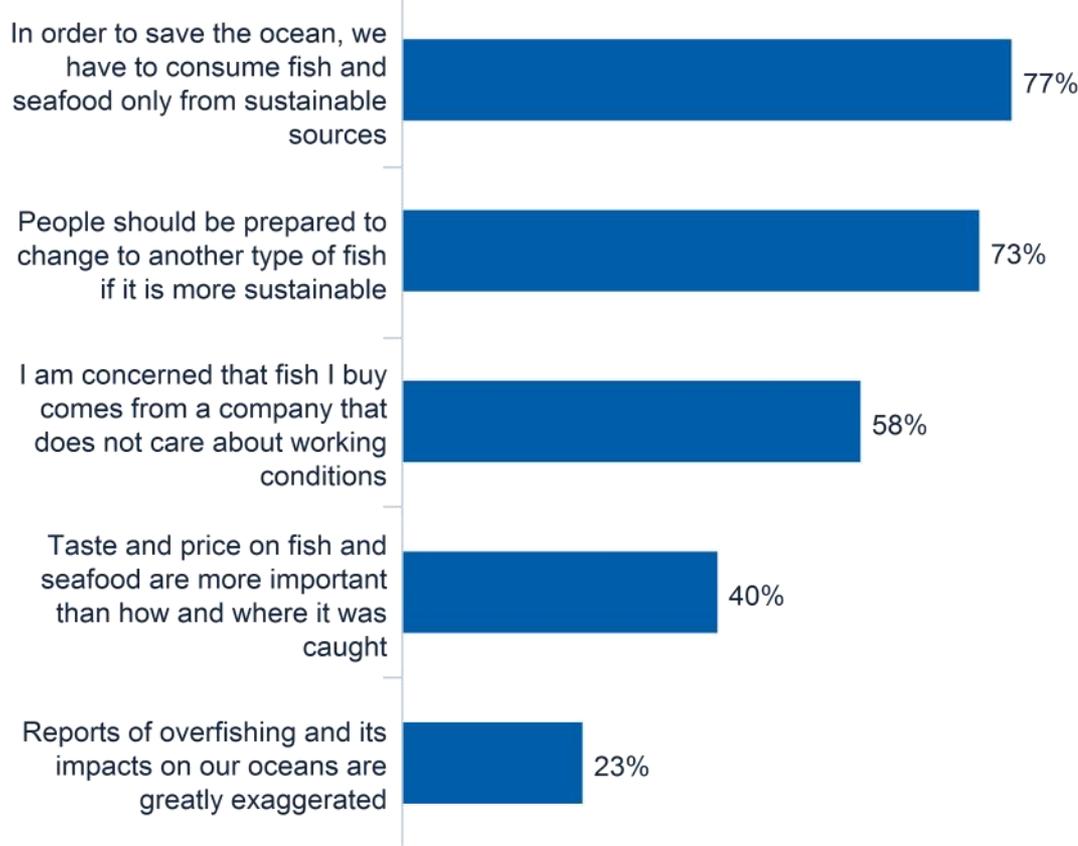


# Consumer perception on fish and seafood



Over three quarters of seafood consumers believe that we need to source fish sustainably and nearly the same number agree that people should be prepared to switch to more sustainable fish

Describes opinion well, top three (5+6+7 on 7-pt scale)



# 77%

Agree that in order to save the oceans, we should only consume seafood from sustainable sources

Base: Seafood consumers, UK

n= 1006

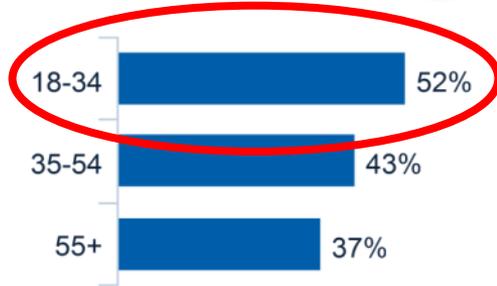
Question: 5. How well does each of the following statements describe your opinions? Please use a scale from 1-7 where 1 means "Does not describe my opinion very well" and 7 means "Describes my opinion very well"

# Younger consumers prefer ecolabelled fish

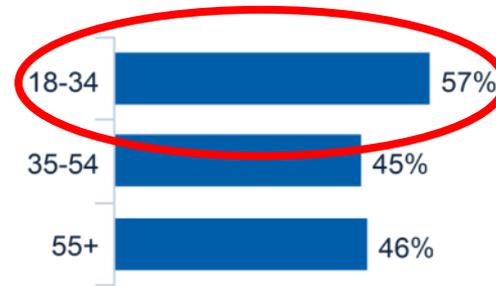


Describes opinion well, top three (5+6+7 on 7-pt scale)

Whenever possible I prefer ecolabelled fish and seafood



Buying ecolabelled fish expresses my values and lifestyle



Preference for ecolabelled fish and seafood is particularly high among younger seafood consumers

Base: Seafood consumers, UK

n= 1006

Question: 8 How well does each of the following statements describe your opinions about ecolabels? Please use a scale from 1-7 where 1 means "Does not describe my opinion very well" and 7 means "Describes my opinion very well"

# MSC Chain of Custody



## Fish to dish:

The MSC Chain of Custody



# New MSC Standard for Restaurants



## Five key principles of the MSC Chain of Custody Standard



### MSC Chain of Custody Standard



#### Principle 1:

Purchasing from a certified supplier



#### Principle 2:

Certified products are identifiable



#### Principle 3:

Certified products are segregated



#### Principle 4:

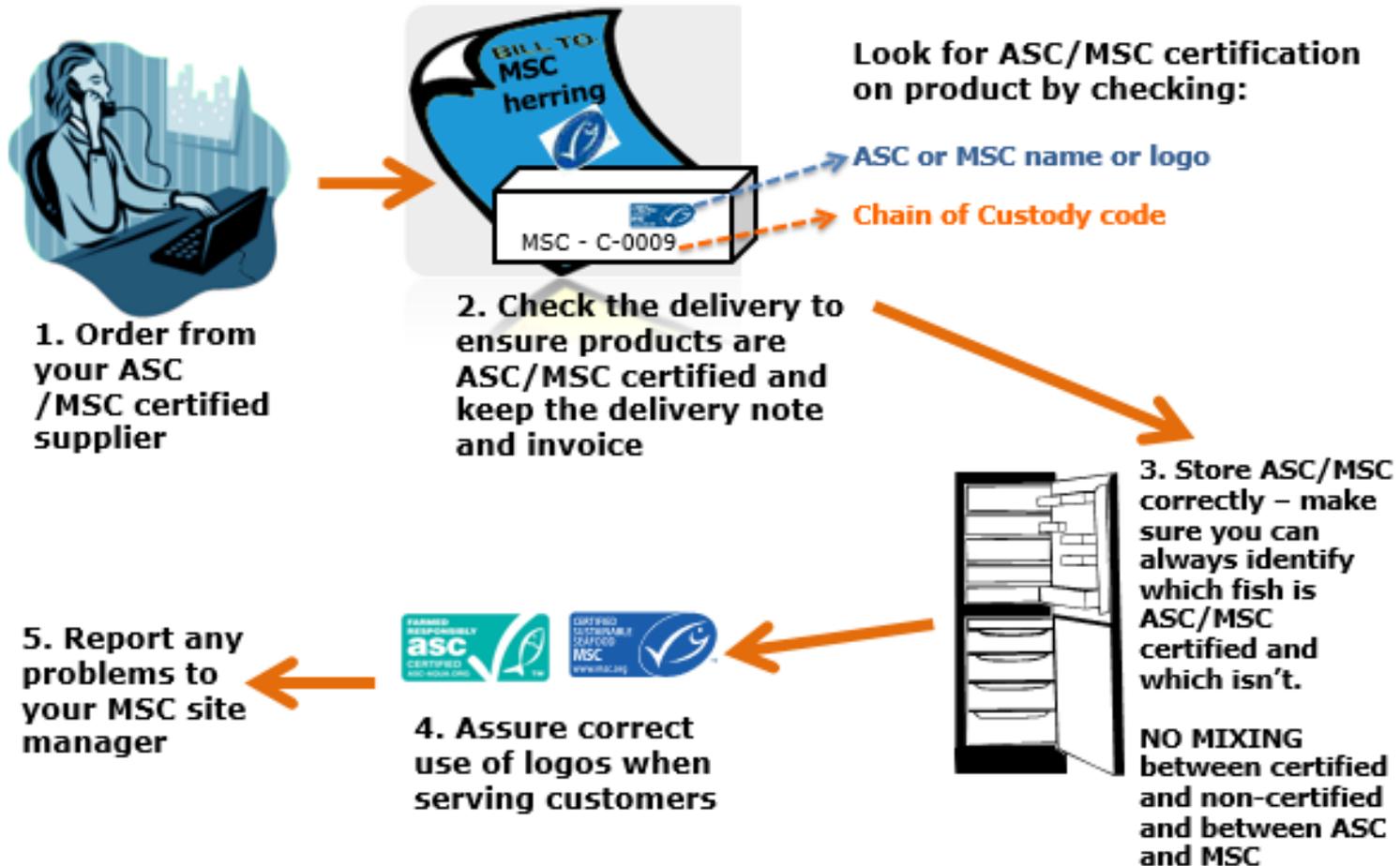
Traceable and volumes are recorded



#### Principle 5:

The organisation has a management system

## WORKING ROUTINES





# The Ecolabel - Benefits and Uses



## Communication

- The MSC ecolabel is used by the world's leading retailers and seafood brands as well as certified fisheries to demonstrate their company's commitment to sustainability
- Helps standing out from competitors and attract new business
- Confirmation that fish is sourced from a traceably sustainable source

## Rules for MSC ecolabel use

- As a certification mark and trademark, strict rules govern the use of the MSC ecolabel both on-product and off-product
- Guidelines are specified in the [Ecolabel User Guide](#)

## Traditional Fish & Chips

Fried in Rockfish crisp batter & served with fresh cut chips

Our cod and haddock is caught off the coast of Norway from the Barents Sea where the stocks have been certified as sustainable by the MSC. It is the best we have ever found.

-  Prime Cod Fillet  
Large £11.95      Regular      £8.95
-  Line Caught Haddock      £11.95
-  Cod & Haddock Platter      £10.95
- Rockfish Scampi      £16.95  
Prime sweet Scottish langoustine tails prepared in the kitchen each day and fried crisp in a light breadcrumb



## Platos fuertes

*Bigger plates - easy to share or perfect for one*



## From the grill

**MSC fish a la Pimienta** £9.95

Grilled fresh MSC haddock with a melting onion, black pepper, fresh lime and pumpkin seed sauce, served with green rice and salad.

**British steak, the Mexican way** £9.95

Strips of British steak, grilled and served with green rice, charred spring onions and our special house salsas.

**Marinated, grilled chicken** £9.95 ●

Chargrilled chicken breast in our spicy Yucatecan marinade of cumin, oregano and spices. Served with green rice and spicy pickled onions.

Mexican market eating





# TUCO

Share. Learn. Buy. Grow.

## Certification via TUCO

# Audit Process – The TUCO Group



The University of  
**Nottingham**

UNITED KINGDOM • CHINA • MALAYSIA



University of the  
West of England



University of Brighton



# TUCO

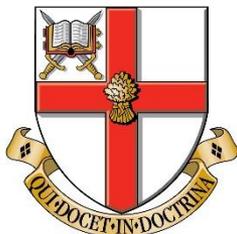
Share. Learn. Buy. Grow.



University of  
**Reading**



**Harper Adams**  
University



University of  
**Chester**



UNIVERSITY OF  
**WOLVERHAMPTON**

1. Receive Pre-Audit Checklist
2. Internal Training
3. Pre-Audit Checklist returned to TUCO
4. Receive Certification Handbook
5. Internal Auditing
6. Certification
7. Licensing



**Cost of certification:**  
**TUCO → £300 per site**  
**Ecolabel licence → FREE**



# University Engagement



- #fishface campaign
- Social media promotion
- Marketing material
- Press

# Thank you. Any questions?

For more information contact:

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