



LEADING THE WORLD IN SUSTAINABLE FISHING

Globally, 15% of all wild-caught seafood is MSC certified sustainable. New Zealand leads the way with almost 50%. But despite consumer demand for sustainability, are their needs being met?

This poster shows what consumers think and expect alongside the ecological improvements being achieved by fisheries in New Zealand through their engagement in the MSC programme.



NEW ZEALAND ALBACORE TUNA TROLL

Certified since 2011 and then recertified in 2016, this fishery has had six surveillance audits. The fishery passed with over 80 scores in all three principles and has worked on improvements relating to three conditions. These include alignment with the Western and Central Pacific Fisheries Commission (WCPFC) on stock management and harvest control rules. Its latest surveillance audit in February 2019 showed the fishery remains on track to resolving its conditions.



TALLEY'S NEW ZEALAND SKIPJACK TUNA PURSE SEINE

Certified since 2017, this fishery has improved its level of bycatch to less than 1%. The fishery had its first surveillance audit in September 2018 and is on target to meet all three of its conditions. These include improving its harvest strategy, harvest control rules and management of Endangered, Threatened or Protected species.

NEW ZEALAND ORANGE ROUGHY

As conditions of MSC certification, the Orange Roughy fishery has improved its stock levels and completed an external review of its fishery-specific management system. Both were completed at the second surveillance audit with scores improving from 70 to 90 out of 100.

The fishery is now working hard to ensure that by 2021 impacts to endangered and threatened coral species are further minimised.



(Hake and Hoki)

(Hake and Hoki)

NEW ZEALAND HAKE, HOKI, LING AND SOUTHERN BLUE WHITING

The New Zealand hoki fisheries have been certified since 2001 and are the longest standing MSC certified whitefish fisheries in the world. New Zealand southern blue whiting fisheries were first certified in 2012 and those for hake and ling in 2014.



(Ling)

WHAT CONSUMERS IN NEW ZEALAND THINK

74% believe we need to consume seafood only from sustainable sources

66% agree brands and retailers' claims about sustainability should be independently verified

Most concerning threats to the ocean are pollution (68%), overfishing (55%) and illegal fishing (34%).



(Southern Blue Whiting)

ROSS SEA TOOTHFISH LONGLINE

Certified since 2010 and then recertified in 2016, this fishery has had seven surveillance audits. The fishery passed with over 80 scores in all three principles and has worked on improvements relating to six conditions. These include research to understand the life history of the stock and ecosystem impacts, a tagging programme to improve data on stock levels and management plans for bycatch and areas closed to fishing.



14 LIFE BELOW WATER

