



# NAPA Marin Trust Improver Program (IP) - North East Atlantic Blue Whiting

## Memorandum of Understanding

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Prepared by



**TOMOLAMOLA  
CONSULTING**

SUSTAINABLE SEAFOOD GUIDANCE

## 1. IP stakeholders:

The following are project participants, as of April 2021:

IP Coordination		
Seafish		
Tomolamola Consulting		
NAPA partners		
Ahold DelHaize	Friesenkrone	New England Seafood
Aldi North Group	Hilton Seafood UK	Northeast Nutrition Ltd.
Aldi South Group	Havsbrún P/F	Princes Ltd
Appel Fine Foods	Hofseth	Saeby
Aquascot Ltd	Holtermann	Sainsbury's Plc
ASDA Stores Ltd	Interfish Ltd.	Scottish Sea Farms
Biomar	International Fish Cannery	Skretting
Cargill	Karavela	Tesco Plc
Co-operative Group Ltd	Labeyrie Fine Foods (Lyons)	Thai Union
Dawnfresh	LDH (La Doria) Ltd	TripleNine
Karsumund Protein AS	Marks and Spencer Plc	Waitrose Ltd
EU Fishmeal	Morrisons Plc	Young's Seafood
Flatfish Ltd	Mowi	Groupe Gendreau
Icewind		
Additional stakeholders, who are not formal IP participants		
Provision Trade Federation		
British Retail Consortium		
Eurocommerce		
Sweden Seafood Federation (Fiskbranchen)		
WWF		
Sustainable Fisheries Partnership		
Client Earth (Sustainable Seafood Coalition)		

## 2. The Project.

The Parties agree that the Project is a long-term endeavour that aims to result in the certification of North East Atlantic blue whiting fisheries to the MarinTrust Standard, and which consists of implementing management improvements in the North East Atlantic blue whiting fisheries as outlined in the Fishery Action Plan agreed between the Parties.

Each party to the MOU agrees to play a role in implementing the IP as provided in the action plan, and which may be amended from time to time by written agreement by all the Parties. In carrying out their responsibilities, each Party may collaborate with consultants and fishery stakeholders as needed. Seafish & Tomolamola Consulting (through NAPA) will coordinate and manage the implementation of the IP in collaboration with each party to the MOU. The Parties agree to attend meetings as needed to ensure that the IP is progressing in a timely and effective manner, and to ensure that deliverables are helping the fishery move towards the MarinTrust standard.

## 3. The Parties' Roles and Responsibilities.

- i. Seafish & Tomolamola Consulting (through NAPA) shall:
  - a) manage the implementation of the Fishery Action Plan, the Project, and the IP;
  - b) monitor and review IP progress and how the fishery is advancing towards being able to meet the MarinTrust standard. Seafish & Tomolamola Consulting (through NAPA)

may choose to engage one or more consultants familiar with the MarinTrust Certification Requirements to aid in the annual review of progress and deliverables.

- ii. IP Participants shall:
  - a) within the timeframe specified in the Fishery Action Plan, engage in advocacy efforts to support the coastal states in securing an agreement on total allowable catches for the North East Atlantic blue whiting fisheries in line with scientific advice, and for a long-term science-based management agreement; and
  - b) cooperate in good faith with the other Parties' efforts and activities under this MOU, including but not limited to providing such documents, information, and materials as they may reasonably request to further the purposes of this MOU.

#### 4. Agreed-Upon Principles.

The Parties agree to the following principles in carrying out their respective roles under this MOU: an IP is defined as a multi-stakeholder effort to improve a fishery. IPs are unique because they utilize the power of the private sector to incentivize positive changes in the fishery towards sustainability. IP participants may vary depending on the nature of the fishery and the IP, and may include stakeholders such as producers, NGOs, fishery managers, government, and members of the fishery's supply chain.


The ultimate goal of an IP is to have the fishery performing at a level consistent with a pass of the MarinTrust standard. Additionally, Seafish & Tomolamola Consulting (through NAPA) will encourage the fisheries to become MarinTrust approved once they are performing at a level consistent with the standard, but recognize that we will not always be able to control this outcome.

#### 5. Assurance on IP claims

MT fish meal / fish oil factories in scope of this IP will follow the *MarinTrust Improver Programme Accepted Sites Claims Agreement*. Whilst those that are accepted onto the MarinTrust Improver Programme (MarinTrust IP) are not able to use the MarinTrust logo, they may sell products within the approved scope as MarinTrust Improver Programme material.

In order for a site to make a MarinTrust Improver Programme claim, a site must be listed in the MarinTrust Improver Programme Accepted Sites list on the MarinTrust website and they must also be listed as a stakeholder in a MarinTrust accepted Fishery Improvement Project (FIP) on the MarinTrust website. The species being used as a raw material for the MarinTrust IP claim must also be listed within the relevant FIP scope on the MarinTrust website.

It should be noted that an Improver Programme Claim will only be made on blue whiting sourced from pelagic vessels specifically targeting blue whiting and selling to MarinTrust certified fish meal / fish oil factories.

<b>Signed</b>		<b>Signed</b>	
<b>Name</b>	Tom Pickerell	<b>Name</b>	Aoife Martin
<b>Position</b>	NAPA Project Lead	<b>Position</b>	NAPA Steering Committee Chair
<b>Date</b>	10/6/21	<b>Date</b>	10/6/21