

Aoife Martin

NAPA Independent Chair



NORTH
ATLANTIC
PELAGIC
ADVOCACY
GROUP

North Atlantic Pelagic Advocacy Group

Market-led approach

Supply-chain businesses committed to sourcing sustainable seafood **BUT** this is challenging

Securing coastal state agreement on long term sustainable management of blue whiting, herring and mackerel.

Our Mission is simple -

- Science based management
- Agreement on a sharing arrangement
- Dispute resolution mechanism - for when things go wrong - because they will...

NAPA Membership



How We Work?

- Established two FIPs – Blue Whiting part of Marin Trust IP.
- Collective approach but species focused - the issues and outcome are common - but route to success differs by fishery.
- How we work: Comms / Advocacy / Engagement/ Analysis.



Blue Whiting Subgroup



SALMON
GROUP



HOFSETH



CERMAQ



INTERFISH Ltd

MOWI



LABEYRIE
FINE FOODS



TripleNine



“Today, the blue whiting fishery is out of control; catch rates far exceed what the management authorities propose for a sustainable fishery and there is a real danger for collapse of the stock. The driving force in this development refers to the fact that the coastal states that are involved in the blue whiting fisheries, are not able to agree on the distribution of the migrating blue whiting stock.”

Dag Sandal - SINTEF (Marine Policy 2006)

Why we are here: Blue Whiting

- Long-term sustainability under threat.
- No agreed catch sharing mechanism/ no evidence of progress
- Perception v Reality
 - Fishery has crashed in the past – very low recruitment from 2006-2010 led to 40,000 t fishery in 2011.
 - Catches above scientifically advised limits almost every year since 1995 (only at or below advice 2010-2013).
 - 2014-2023: Catches exceeded the advice by 33% on average
 - ICES estimated 2024 catch exceeded advice by ≈ 350 Kt (23%)
 - SSB is now declining (“caused by high F and recent low recruitment”).



Blue Whiting: Best supporting fish

Unsung hero

- Vital to Norwegian economy – salmon exports were 2% of GDP and worth \$11.2billion in 2023.
- c50% of the fish feed used in Norway is produced from blue whiting
- Supply chain demands certification
- Blue whiting FIP is a temporary solution - will end in 18 months

Implications

- Blue whiting cannot be used for ASC feed
- Feed producers may have to source other species from other regions
- Supply chain will have to find new markets, potentially at lower prices
- NAPA members have already confirmed they will not source if FIP fails.

What businesses are saying

SALMON
GROUP

“In the event that the current FIP is unsuccessful and certification is not achieved, Salmon Group will not accept blue whiting in any feed supplied to the Salmon Group companies. Our commitment to sustainability and the responsible management of marine resources remains steadfast, and We will not accept marine raw material sourced from uncertified fisheries.”

CERMAQ

“Our sourcing policy prioritizes fish meal and fish oil derived from fisheries that are either certified sustainable, engaged in recognized Fishery Improvement Programs (FIPs), or otherwise subject to rigorous sustainability assessments overseen by MarinTrust.”



“While the Marin Trust FIP for Blue Whiting fishmeal and oil remains active, BioMar will continue to purchase this material. If, however the FIP should fail we will stop purchasing this material as we, our customers and stakeholders follow the highest ethical and sustainability standards.”

Where does this leave us....

- Data and evidence rich fisheries
- Modern, innovative and technologically advanced catching sector
- World leading food production systems
- Strong governance institutions
- Reputation & credibility

BUT....

A politically driven fisheries management system that is putting all of this at risk.



Thank you.