

BLUE WHITING & NORTH ATLANTIC SEAFOOD FORUM

Feb – Mar 25



BLUE WHITING CAMPAIGN

Leveraged the overlapping timings of the Oscars and the North Atlantic Seafood Forum to draw parallels between the attention and accolades given to best supporting actors, while the pressing challenges faced by the NE Atlantic's best supporting fish remain unsolved.

Media:

- Opportunity to talk about how blue whiting is a vital supporting fish for the aquafeed industry.
- Spotlights NAPA's position to drive sustainability in North East Atlantic pelagic fisheries.
- 2 key interviews.
- Media pieces across a range of sectoral outlets.

Social Media:

- Emulated the typical 'awards cycle' of hype > controversy > what next?

Postcards:

- Physical prop with a QR code to direct potential supporters to NAPA website.

Events team support.



[Home](#) [About](#) [Submit](#) [Editorial Disclaimer](#) [Privacy Policy](#)

Fish Focus, Feb 28

FishFocus
AQUACULTURE / CATCHING / PROCESSING

[Home](#) [News](#) [Focus on](#) [Events](#) [Recipes](#) [Subscribe](#) [Pu](#)

COMMERCIAL FISHING

BEST SUPPORTING FISH IS WORST SUPPORTED FISH, SAY NAPA

 Fish Focus

Blue whiting: 'best supporting fish' is worst supported fish, say NAPA

The North Atlantic Pelagic Advocacy Group (NAPA) renews warnings that continued mismanagement of North East Atlantic blue whiting stocks and ongoing political inaction on sharing pelagic quotas pose a very real threat to Coastal States' economies and the environment.

WORLD FISHING
& AQUACULTURE
SINCE 1952

World Fishing & Aquaculture, Mar 3

SPECIAL REPORTS [▼](#) [EVEN](#)

NAPA urges action on blue whiting
03/03/2025

The North Atlantic Pelagic Advocacy Group has stepped up efforts to combat the alleged mismanagement of North East Atlantic blue whiting stocks and lack of political action on sharing pelagic quotas

A key ingredient in fishmeal for farmed salmon, blue whiting is being critically overfished, says NAPA.

The blue whiting fishery has already seen its sustainability certifications suspended, prompting NAPA to launch a fishery improvement project in 2021.

The Fishing Daily
YOUR INDUSTRY. YOUR NEWS TODAY

Blue Whiting: 'Best Supporting Fish' is Worst Supported Fish, say NAPA
by Oliver McBride | Mar 3, 2025 | European Fishing Industry, Latest News



NAPA has described blue whiting as the best supporting fish for the fishmeal industry, but the worst supported fish by those who exploit it. Photo: Røn/Peter Hegre Pedet AS

The North Atlantic Pelagic Advocacy Group (NAPA) renews warnings that continued mismanagement of North East Atlantic blue whiting stocks and ongoing political inaction on sharing pelagic quotas pose a very real threat to Coastal States' economies and the environment.

Master Hayden Reveals Industr

How Se Modern Fishing

Recent

UK Retail Processo

Over Russ

Whitefish

24, 2025

Danish Fo

Record €

Fish Still

2025

Pelagic A

Offshore

ARTICLES

Fishfarmingexpert [About us](#) [Contact](#) [JOBS](#) [FFE Newsletter](#) [Calendar](#)



FishFarmingexpert, Mar 3

Blue whiting. Photo: Scottish Pelagic Fishermen's Association

'Time running out' for blue whiting as a salmon feed ingredient

Advocacy group renews warning that fish farmers and retailers will boycott the fish if states can't agree sustainable catch limits in Northeast Atlantic

BLUE WHITING CRUNCH TIME

By the end of this year heavyweight producers will have to choose between two options which could have serious implications for the European fishery along the chain of production.

Kim Hansen



Hook and Net, Kim Hansen, Mar 9

INTERVIEWS



Lack of action on pelagic sharing threatens Coastal States' economies and environment

March 3, 2025 • Quentin

🕒 Date: 03/03/2025 kl. 00:04

📁 Kategori: Associations, Environment, Fisheries Management


🏷️ Tags: Blue Whiting, Coastal states, NAPA, North Atlantic, North Atlantic Seafood Forum, Pelagic

📍 Land: North Atlantic

ANNONCE



The North Atlantic Pelagic Advocacy Group (NAPA) is renewing its warnings that continued mismanagement of North East Atlantic blue whiting stocks and ongoing political inaction on sharing pelagic quotas pose a very real threat to Coastal States' economies and the environment.

Besøg Os På 

FiskerForum, Quentin Bates, Mar 3

 North Atlantic Pelagic Advocacy Group (NAPA) reposted this

 **Undercurrent News**
9,164 followers
2w • 🌐

Salmon farmers feel the fear as blue whiting deadline looms

Between March 2024 and March 2025, the number of Norwegian salmon farmers in the North Atlantic Pelagic Advocacy Group, which is campaigning to secure a quota-sharing agreement between coastal states for mackerel, herring, and blue whiting, rose from one to eight.

Click below to read the full story from [Neil Ramsden](#) reporting live from [North Atlantic Seafood Forum](#). [Undercurrent News North Atlantic Pelagic Advocacy Group \(NAPA\)](#) [Lerøy Seafood Group](#) [ASA Jørgen Skeide](#)

Norway salmon farmers feel the fear as vital feed ingredient sustainability deadline looms


'How does it sound that the Norwegian [feed] industry will have to source raw materials from Peru for us to be responsible farmers while Norwegian-produced fishmeal is sent to China to feed piglets?'

By [Neil Ramsden](#) | March 6, 2025 07:49 GMT



 Norwegian blue whiting fishing. Credit: Sliktlaget/ Torbjørn Håke, 2025

Related

 **Germaq CEO:** Canadian salmon sector can't switch focus to Asia from US after 25% tariffs



NASF 2025: High Liner woos young North Americans to replace red meat, poultry with seafood



Norway blue whiting landings healthy early in season



Landings of blue whiting in Norway pick up, herring continue



DAILY RECAP: Maruha Nichiro to change name; Trump tariffs make 2x pollock fillets match Alaskan single-frozen



PRICE WATCH: US wholesale: Week 13 'market pulse' updates available on key seafood commodities



Undercurrent News, Neil Ramsden, Mar 6

SOCIAL MEDIA - ENGAGEMENT ON OUR POSTS



North Atlantic Pelagic Advocacy Group (NAPA)

576 followers

3w • Edited •

Next week's Oscars may be the talk of the town...

...but it's not the only time we'll see globally important 'storylines' talked about passionately on a stage.

The [North Atlantic Seafood Forum](#) also convenes next week from 4-6 March and the discussions set to take place can rival the plotlines in this year's blockbusters. One of the biggest is the ongoing and long-term mismanagement of the North East Atlantic blue whiting fishery and the failure of political powers in Coastal States to act, threatening both the environment and business security.

NAPA will be hosting a session on 5th March at 16.15 (CET) in which we'll continue to sound the alarm on the real consequences of further political inaction to protect this 'North Atlantic star' - and the very real threat this poses to the Norwegian salmon industry. If you're joining us, we look forward to seeing you there.

THIS YEAR'S MUST SEE

BLUE WHITING

RED ALERT!


A true, nail-biting tale of overfishing and its consequences...



NORTH ATLANTIC PELAGIC ADVOCACY GROUP



Natalie Greig and 18 others



North Atlantic Pelagic Advocacy Group (NAPA)

576 followers

3w •


With Oscars talk all over the headlines and the winners much debated, the stars of the marine world continue to be overlooked and underappreciated.

And as tomorrow's [North Atlantic Seafood Forum](#) (NASF) convenes, a key contender for Best Supporting Fish will in fact be revealed as the worst supported fish.


North East Atlantic blue whiting underpins nationally significant and culturally essential industries across the region and yet, year after year, the overall catch has been far more than the science recommends - and by those with the responsibility to protect the stock.

Our session at NASF will put a spotlight on the very real consequences of political inaction and the failure to reach a comprehensive sharing agreement for key pelagic quotas.


PUT YOUR HANDS TOGETHER FOR ~~BEST SUPPORTING FISH~~ **WORST SUPPORTED FISH**



NORTH ATLANTIC PELAGIC ADVOCACY GROUP



Natalie Greig and 11 others



North Atlantic Pelagic Advocacy Group (NAPA)

576 followers

2w •

The [North Atlantic Seafood Forum](#) (NASF) has drawn to a close, but NAPA will not stop demanding action to tackle the ongoing mismanagement of the North East Atlantic blue whiting fishery.


And time is running out: our Fishery Improvement Project to help blue whiting regain its MSC certification ends in 2026. Recertification is the only way for our members to evidence responsible and sustainable business practices to consumers - but it's impossible without Coastal States coming to a science-driven sharing agreement.

Join us in encouraging decision-makers to adopt science-based management of this fishery and safeguard businesses, communities and the environment for the future.


BLUE WHITING:

WHAT NEXT FOR OUR NORTH ATLANTIC STAR?

Help us make sure the Best Supporting Fish is **better supported** from now on.



NORTH ATLANTIC PELAGIC ADVOCACY GROUP



Katrina Ryan and 5 others



North Atlantic Pelagic Advocacy Group (NAPA)

576 followers

1w •

NAPA's successful session at the [North Atlantic Seafood Forum](#) (NASF) highlighted the very real consequences of political inaction on the North Atlantic blue whiting stock, the global supply-chain, and salmon sector.

[Dave Robb](#), Group Sustainability Lead at [Cargill](#)'s aqua nutrition business and chair of NAPA's Blue Whiting Sub-group, took away some key insights from the event:

- The seafood sector's reputation hinges on sustainable management of supply chains.
- Multiple industries - including the catching sector and salmon aquaculture - are at risk of severe negative economic impacts if blue whiting quotas are not equitably shared to keep catches within scientific limits.
- NAPA will keep making our presence felt at international gatherings, such as NASF, to amplify the voice of the marketplace.
- It is essential that countries work together to achieve long-term, robustly managed pelagic fisheries.

NORTH ATLANTIC SEAFOOD FORUM

2025




NORTH ATLANTIC PELAGIC ADVOCACY GROUP



Katrina Ryan and 15 others

1 comment

SOCIAL MEDIA - MENTIONS OF NAPA AT NASF



Esben Sverdrup - Jensen · 2nd

CEO at Danish Pelagic Producers Organisation (DPPO)

2w · 🌐


Great opportunity to discuss lack of coastal states agreements on mackerel, blue whiting and Atlanto herring @North Atlantic Seafood Forum with [Heidrun Marteinsdottir](#) and [North Atlantic Pelagic Advocacy Group \(NAPA\)](#) and an engaged audience.

After 11 years of no comprehensive agreements, more than 25 fruitless rounds of negotiations on mackerel alone, and a tri-party agreement between NO-UK-FO that condones and consolidates structural overfishing, the marine environment and the EU fleet is now facing the serious consequences and the steep price of reckless fishing by others. 2025 quota is down 22%.


Time is ripe for a new approach to building trust, respect and securing long term sustainability.

Industry partners including [European Association of fish Producers Organisations \(EAPO\)](#) are ready to succeed where North Atlantic countries and institutions have failed.

[Gísli Gíslason Marine Stewardship Council \(MSC\)](#)



Three people are seated on a stage for a panel discussion. A man on the right is speaking into a microphone. A woman in the middle and another man on the left are listening. An audience member's head is visible in the foreground.

 You and 88 others

1 comment



Dave Robb · 2nd

SeaFurther(TM) Sustainability Program Lead

3w · 🌐


Looking forwards to joining the [North Atlantic Seafood Forum](#) this week and the panel on the importance of managing small pelagics in a sustainable manner. Sustainably sourced fishmeal and oil are key ingredients for aquaculture feeds, but in the North East Atlantic, regulators are not collaborating on setting quotas for shared fisheries such as blue whiting, herring and mackerel. [Cargill](#) and other members of [North Atlantic Pelagic Advocacy Group \(NAPA\)](#) will be working to raise awareness of the growing risk of the NE Atlantic pelagic stocks. Join us in the Pelagic forum on Tuesday and on Wednesday in the NAPA session.



A green poster for the North Atlantic Seafood Forum. It features a quote from Dave Robb: "Sustainable fishmeal and oil are vital for us and our customers. Cargill calls for a resolution on blue whiting to protect feed, salmon, and responsible fishermen." Below the quote is a photo of Dave Robb, Group Sustainability Lead at Cargill. The poster also includes the forum logo and location: Bergen, Norway, March 4 - 6.

 You and 117 others

1 comment · 5 reposts



North Atlantic Seafood Forum


2,673 followers

6d · ⋮


We are delighted to have the [North Atlantic Pelagic Advocacy Group \(NAPA\)](#) as one of our partners. NAPA brings value and perspectives to NASF that our delegates rely on. It's during sessions like these that the industry unites, and collectively shapes the path forward, taking meaningful steps in the right direction.

Like · 🌐👍👎 5 | Reply

Organic impressions: 402 Impressions Preview results ▾



North Atlantic Pelagic Advocacy Group (NAPA) reposted this




Andrew Davie · 2nd

Head of Aquaculture at Aquascot


3w · 🌐

It is an important week at the [North Atlantic Seafood Forum](#), hopefully the representatives of the Coastal States will listen to the collective views of [North Atlantic Pelagic Advocacy Group \(NAPA\)](#) and concede that 'Time is running out' for blue whiting unless they change tack. Thank you [Dave Robb](#), [Aoife Martin](#), [Rob Blyth-Skyrme](#) and everyone else in the Blue Whiting working group for your hard work to highlight this pressing challenge facing our sector.





'Time running out' for blue whiting as a salmon feed ingredient


fishfarmingexpert.com


 24

1 repost

 ▾

 Like

 Comment

 Repost