

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.
- Spotlighted 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.







World Fishing & Aquaculture, Mar 3 SPECIAL REPORTS ~ EVEN

NAPA urges action on blue whiting

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.

ARTICLES



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'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 heavyweight producers will have have serious implications for the Europe Hook and Net, Kim which could have serious implications for the Europ along the chain of production.

24,2025 Danish! Record (Fish Still

Whitefir

Pelagic Offshor

Hansen, Mar 9



INTERVIEWS



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

March 3, 2025 . Quentin

- @ Date: 03/03/2025 ki 00:04
- C Kategori: Associations, Environment, Fisheries Management
- Tags: Blue Whiting, Coastal states, NAPA, North Atlantic, North Atlantic

ANNONCER







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 f



FiskerForum, Quentin Bates, Mar 3

North Atlantic Pelagic Advocacy Group (NAPA) reposted this



Undercurrent News

9,164 followers

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?



Related Cermaq CEO: Canadian saln

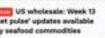
sector can't switch focus to Asia

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match Alaskan single-frozen





SOCIAL MEDIA - ENGAGEMENT ON OUR POSTS



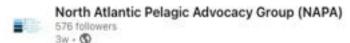
Next week's Oscars may be the talk of the town...

...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.





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

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.



CCP Natalie Greig and 11 others



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 sciencedriven 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





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.

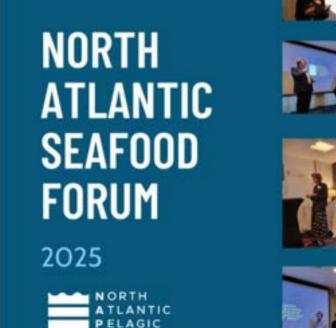
Dave Robb, Group Sustainability Lead at Cargill's agua nutrition business and chair of NAPA's Blue Whiting Sub-group, took away some key insights from the

The seafood sector's reputation hinges on sustainable management of

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.







CCP Katrina Ryan and 5 others

ADVOCACY GROUP

SOCIAL MEDIA - MENTIONS OF NAPA AT NASF



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.

Gisli Gislason Marine Stewardship Council (MSC)





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 guotas 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.



