

[Name]

[Business]

[Email]

[XX August/September] 2025

Dear [Name],

A Call for Collective Action: Supporting Sustainable Management of North East Atlantic Mackerel

We are writing to introduce the [North Atlantic Pelagic Advocacy Group \(NAPA\)](#) and to invite your business to play a meaningful role in ensuring the long-term sustainability of a vital seafood resource: **North East Atlantic mackerel**.

Who We Are.

NAPA is a pre-competitive coalition of retailers, suppliers, foodservice companies, fishmeal producers, feed companies, and salmon farmers committed to improving the sustainable management of key pelagic fisheries in the North East Atlantic – including mackerel, Atlanto-Scandian herring, and blue whiting. Formed in 2020, NAPA represents over 55 global supply chain businesses, collectively sending a unified, market-driven message to Coastal States and fishery managers who are responsible for the poor management of this stock, that sustainability is essential for shared long-term benefits.

Concern for North East Atlantic mackerel.

North East Atlantic mackerel is a highly valued species in global trade, especially for its nutritional benefits, availability, and consumer appeal. However, in 2019, the fishery lost its [Marine Stewardship Council \(MSC\)](#) certification due to persistent overfishing and a lack of agreement among Coastal States on how to share and manage the stock sustainably.

Without urgent action, this continued mismanagement threatens not only the health of mackerel stocks, but also the future of businesses and communities that depend on them. NAPA was formed to help reverse this trajectory by applying market pressure in support of long-term, science-based management.

Why this matters.

Japan is a major importer, processor, and consumer of mackerel products, with North East Atlantic mackerel making up a significant share of imports due to its quality and reliability. Japan's strong and highly respected position in the global seafood market gives it an important and influential voice in encouraging sustainable management.

When Japanese seafood buyers and retailers demand sustainably sourced mackerel, this creates a powerful incentive for fishery managers and Coastal States to reach the agreements needed for MSC re-certification. Your powerful voice, aligned with others in the supply chain, sends a clear message that sustainable fisheries are not just a Western or European concern – they are a **global imperative**.

How you can help us.

We are turning to you for guidance and leadership. In doing so, we invite your company to:

- **Engage directly with NAPA** to explore how your business can be part of a collective, international effort to restore MSC certification and ensure the sustainable management of this iconic fishery.
- **Publicly express your support** for science-based catch limits and cooperative quota sharing among the Coastal States, helping to send a strong signal to decision-makers that the Japanese market values responsible sourcing.
- **Demonstrate leadership** by communicating your commitment to sustainable North East Atlantic mackerel sourcing to your suppliers, customers, and relevant authorities. These signals matter — especially as 2026 approaches and sourcing decisions are re-evaluated across global supply chains.

Japan has long held a cultural and culinary respect for the ocean's bounty. By aligning with NAPA's mission, your business can help secure the future of North East Atlantic mackerel and demonstrate leadership in sustainable seafood sourcing, to inspire Coastal States to learn from Japan's experience.

We would gratefully welcome the opportunity to speak with you further and explore how we can work together to drive meaningful change. If you would like to continue this conversation, we would be delighted to hear from you. You can reach us by emailing aoife.martin@napafisheries.org.

Yours sincerely,



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