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<p>It's wonderful to see NAPA recognised as the top performing industry association group in this analysis of biodiversity-related lobbying efforts, receiving an A- grade for our work </p> <p>The report outcome recognises what lies at the heart of NAPA's approach - good environmental outcomes mean good business outcomes.</p> <p><u>Maintaining North East Atlantic pelagic stocks is fundamental to ensuring prosperous oceans, fisheries and business security for the future. To safeguard a sustainable future for North East Atlantic mackerel, Atlanto-Scandian Herring and North East Atlantic blue whiting, science needs to be at the forefront of management decisions.</u></p> <p>A recent study explored changes in distribution of these iconic species, responding to shifts in suitable habitats as a result of climate change. The findings predicted a shift in location, with stocks moving further north.</p> <p>With the potential for climate change to affect the ranges of key pelagic species, it's vital that we secure the long-term sustainable management of fisheries, able to respond to changing conditions and ensure that stocks are healthy and resilient, ready for whatever environmental challenges may come.</p> <p>Delve deeper into these findings here: https://lnkd.in/g6Qb--v</p> <p>Today is hashtag#WorldOceanDay. This year's theme is 'Sustainable Fishing Means More', underscoring a global need for sustainable practices that ensure the abundance of marine resources for generations to come.</p> <p>This theme is at the heart of what NAPA strives for, and on this Ocean Day, we are calling on Coastal States to recognise this simple truth and come to comprehensive catch sharing agreements that keep catches within scientific advice. For too long, Coastal States have been taking too much from the stocks of North East Atlantic mackerel, Atlanto-Scandian herring, and North East Atlantic blue whiting, and time is running out.</p> <p>To find out more about NAPA's mission, head over to our website: https://lnkd.in/gAdbZkBs</p>	https://www.linkedin.com/feed/update/urn:li:activity:7326613052944957440	NAPA	09/05/2025	All followers
<p>At NAPA, we are working to deliver sustainable North East Atlantic pelagic fisheries through two Fishery Improvement Projects (FIPs) - one covers mackerel and herring while the other covers blue whiting. Both FIPs include a series of timebound actions and targets to drive progress towards sustainable management. One of these actions is the development of independent sourcing statements by each NAPA Partner, outlining their individual position on the continued sourcing of these stocks if Coastal States fail to deliver strong governance and effective management by the time the FIPs end. They are a crucial way to convey to Coastal States just what's at stake: if improvements are not delivered - and urgently - there are serious ramifications for seafood businesses across the North East Atlantic.</p> <p>Our FIPs are independently assessed to ensure we stay on track. We're delighted that the Sustainable Fisheries Partnership's latest review of our mackerel and herring FIP recognises the hard work and commitment of our Partners in developing these statements, leading to an improvement in the FIP's grade!</p> <p>To find out more about our FIPs, go to https://lnkd.in/ehaVc9R</p> <p>You can read our Partners' sourcing statements here https://lnkd.in/eSBHDCWz. We'll be sharing more about them over the coming months so stay tuned.</p> <p>"Our markets cannot rely on good luck and extraordinary productivity in the blue whiting stock any longer; the consequences of years of political inaction and poor governance have already arrived."</p>	https://www.linkedin.com/feed/update/urn:li:activity:7340672078838214656	NAPA	17/06/2025	All followers
<p>Following this month's animated Coastal States meetings in London, NAPA has made clear its stance on the continued mismanagement of this stock in a new article with Seafood Source. Read more about our position here: https://lnkd.in/ehZkUfJ8</p> <p>NAPA's global coalition of seafood businesses is here to demand better management of North East Atlantic mackerel, Atlanto-Scandian herring, and North East Atlantic blue whiting. All three stocks are being fished beyond recommended limits, and Coastal States must come together to agree to share quotas and bring the fisheries back into line with scientific advice.</p> <p>Each of our partners has provided an individual sourcing statement outlining their position on the continued sourcing of these stocks should quota sharing agreements not be reached. Over the next few months, we will be spotlighting some of these positions, showcasing the dedication of the marketplace in driving forward agreements and overcoming this political impasse.</p> <p>BioMar has been with NAPA since its inception, and have committed to responsible sourcing and sustainable fisheries management.</p> <p>In addition, each of our species has a dedicated subgroup, drawing together insights from across our partners to support tailored campaigns and advocacy. Biomar is part of all three subgroups, advocating for mackerel, herring and blue whiting.</p> <p>You can read their sourcing statement below and here https://lnkd.in/gvYfYH8</p> <p>North East Atlantic blue whiting is a crucial pelagic fish that contributes heavily to the aquaculture industry, particularly farmed salmon. As reports covering the latest Coastal States negotiations on blue whiting show, this migratory species is also hugely important for the fishing industries of many countries, including Norway and the EU.</p> <p>Despite this species visiting multiple countries' waters every year, there are no long-term quota sharing agreements in place between the Coastal States that catch it. Consequently, catches have been above scientific limits since 2014, and the stock is showing signs of decline. Scientists warn that continued high catches increase the risk of the stock falling further.</p> <p>Having been stripped of its Marine Stewardship Council (MSC) certification in 2020 for just this reason, eyes have been on the stock ever since. Coastal States are gambling with the future sustainability of their own industries and NAPA is calling urgently for them to work together to share quotas and keep total catches within limits.</p> <p>Read more about the latest news to emerge from the blue whiting negotiations here: https://lnkd.in/gXkUJdSZ</p> <p>NAPA has been pushing for better management of North East Atlantic blue whiting fisheries for the last 4 years, but we're not the only ones watching.</p>	https://www.linkedin.com/feed/update/urn:li:activity:7343587870609223682	Blue Whiting	25/06/2025	All followers
<p>The Sustainable Fisheries Partnership recently released a report taking a global look at 'reduction fisheries' (where catches are used to make ingredients, e.g. for fish feed). There were worrying declines in performance in a number of key fisheries, but most concerningly to NAPA and our partners, North East Atlantic blue whiting has dropped to "Poorly Managed" - the lowest level.</p> <p>The cause? Ongoing management challenges.</p> <p>SFP highlights unilateral quota-setting by Coastal States, and the excessive total catches that have consistently surpassed scientific recommendations over the past 10 years.</p> <p>This is one of the world's largest fisheries, but without better management, the prospects for its future are shrinking.</p> <p>With our blue whiting Fishery Improvement Project coming to a close in 2026, we are urgently calling for comprehensive catch sharing agreements that keep catches within scientific advice.</p> <p>Read the full story here: https://lnkd.in/euAqCXA</p> <p>And get the report here: https://lnkd.in/gZ10Cxc</p>	https://www.linkedin.com/feed/update/urn:li:activity:7349453157925576704	Sourcing Statements	01/07/2025	All followers
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<p>New Partner sourcing statement: International Fish Cannery / NOR-SEA FOODS LTD.</p> <p>International Fish Cannery is a member of our Mackerel Sub-group, using their voice to advocate for the improved management of North East Atlantic mackerel. Within their statement, they reaffirm NAPA's interim asks for this stock and outline the steps they will take if these are not fulfilled by Coastal States.</p> <p>There is no time to delay - Coastal States need to wake up to the calls of the marketplace and take immediate action.</p> <p>Read International Fish Cannery position below, or head over to https://lnkd.in/esYZzpp to find more.</p>	https://www.linkedin.com/feed/update/urn:li:activity:7369297215774760960	Sourcing Statements	22/07/2025	All followers
<p>Thai Union Group PCL, a global seafood brand based in Thailand, has been a member of NAPA's herring and mackerel sub-groups since 2021, working as part of our global coalition to highlight the urgent need for catches of these stocks to remain within scientifically-advised limits.</p> <p>As with all of our Partners, Thai Union has issued an independent sourcing statement that highlights the consequences should Coastal States fail to agree quota sharing agreements that end excessive catches of North East Atlantic mackerel, Atlanto-Scandian herring and North East Atlantic blue whiting.</p> <p>The time to act is now - Coastal States, the global marketplace is watching.</p> <p>Find their statement at https://lnkd.in/esYZzpp.</p>	https://www.linkedin.com/feed/update/urn:li:activity:7369297215774760960	Sourcing Statements	04/09/2025	All followers

<p>Joining the NAPA collective 3 years ago, North American tinned seafood powerhouse Fishwife is part of our North East Atlantic mackerel sub-group, advocating for better management of this fishery.</p> <p>As part of NAPA's North East Atlantic mackerel and Atlanto Scandian herring Fishery Improvement Project, all of our partners have made clear statements on the sourcing decisions they will make if management doesn't get these fisheries back on track.</p> <p>There is no time to delay. Coastal States must come to science-based catching agreements, or risk the future of some of our most iconic pelagic fisheries.</p> <p>You can read Fishwife's sourcing statement below, and head over to https://lnkd.in/evyYxH8 to explore the other members of NAPA.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7371834721886937600</p>	<p>Sourcing Statements</p>	<p>11/09/2025</p>	<p>All followers</p>
<p>Our Partner sourcing statements make up a vital part of our advocacy efforts, showing Coastal States just what is at stake if comprehensive catch sharing agreements aren't reached. Over the past couple of months, we have been shining a light on each individual Partner's stance, and today we are looking at Waitrose & Partners, a British supermarket chain with goods found across more than 40 countries.</p> <p>Waitrose has been a partner of NAPA since its inception, acting within the herring and mackerel sub-groups to ensure sustainable catches of these stocks. The sourcing statement below demonstrates their commitment to sustainability for North East Atlantic mackerel and Atlanto-Scandian herring. 1</p> <p>It's not just Waitrose calling for action. We are a powerful collective and together we are all fighting for a sustainable future for North East Atlantic fisheries.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7373689327067156480</p>	<p>Sourcing Statements</p>	<p>16/09/2025</p>	<p>All followers</p>
<p>Today, ICES - ICES - International Council for the Exploration of the Sea, has released its latest research and advice on key pelagic species in the North East Atlantic, including mackerel, blue whiting and Atlanto-Scandian herring (ASH).</p> <p>It's a worrying picture for all three stocks:</p> <ul style="list-style-type: none"> 🔴 Blue whiting, whilst currently healthy, continues to decline and has seen a reduction in advised catch of over 40%. It is vital to ensure that comprehensive catch sharing agreements are in place to ensure that future fishing pressure is aligned with recommended catch limits. 🔴 Whilst Atlanto-Scandian herring has seen an increase in advised catch, the stock has shown a significant decline and now sits at a level where the stock could struggle in the future if fishing pressure is not kept in line with scientific advice. 🔴 Mackerel is the cause for greatest concern. The stock has now declined below sustainable levels, reaching the point at which it could struggle to recover. The latest catch advice has dropped by 70%. Coastal States must work together to end excessive catches to have any chance of future recovery. <p>We are concerned by the latest decline in the mackerel stock, coming after more than 20 years of excessive catches. This could have devastating consequences for the fishery and for everyone who relies on it. The need for a comprehensive catch sharing agreement has never been more pressing. There is no other alternative.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:73794761886546206720</p>	<p>ICES</p>	<p>30/09/2025</p>	<p>All followers</p>
<p>Earlier this week, ICES - International Council for the Exploration of the Sea released their latest advice on fish stocks in the North East Atlantic. The findings, particularly for North East Atlantic mackerel, were cause for significant concern amongst supply chain businesses that rely on this fishery.</p> <p>Aoife Martin, NAPA Independent Chair, shared her thoughts on the situation: "The latest update on the state of the mackerel stock is shocking - but not surprising. The latest advice creates stark consequences not only for the species, but for all who depend on it for their livelihoods. If Coastal States don't deliver a comprehensive catch sharing agreement in the next 6 months, many of our Partners will be faced with difficult decisions about where they source product from. This is categorically not what NAPA wants to see happen - but there needs to be evidence that a resolution is possible, if businesses are to continue to source from these fisheries."</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7379443308080607232</p>	<p>ICES</p>	<p>02/10/2025</p>	<p>All followers</p>
<p>Find our full statement on our website at https://lnkd.in/g/maRn78S</p> <p>As crucial Coastal States negotiations for pelagic fisheries in the North East Atlantic will be held over the coming weeks, it is a busy period for NAPA as we advocate on behalf of businesses across the seafood supply chain for improved management of these fisheries.</p> <p>NAPA, the North Atlantic Pelagic Advocacy Group, is an international collective of over 50 retailers, food service providers, and supply chain businesses united by a shared goal: long-term, science-based management of three key North East Atlantic pelagic stocks.</p> <ul style="list-style-type: none"> 🔴 North East Atlantic mackerel 🔴 North East Atlantic blue whiting 🔴 Atlanto-Scandian herring (ASH) <p>These stocks are found in the open waters of the North East Atlantic Ocean, where they are fished by multiple Coastal States: nations with authority over the waters - and resources - off their shores. With uses ranging from human consumption to fishmeal and fish oil, these fisheries are some of the largest and most commercially significant worldwide. However, ongoing disputes between Coastal States over quota shares continue to threaten the long-term health of these stocks and the security of the supply chain.</p> <p>NAPA was formed in response to these threats and uses the unique position that supply chain businesses have to advocate for improvements in the management of these fisheries. Since our formation in 2020, we have been calling for fair, robust, and long-term management to ensure sustainable fishing for generations to come. As this year's negotiations for pelagic quotas begin, while our message remains the same, following recent scientific advice on the health of these stocks, the urgency for action is greater than ever.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7383475228875698177</p>	<p>Coastal States</p>	<p>13/10/2025</p>	<p>All followers</p>
<p>Find out more about NAPA and our purpose here: https://lnkd.in/g/4b7y8c</p> <p>For the last five years, NAPA has been warning that excessive catches and unilateral quota setting could lead to a critical decline in the North East Atlantic mackerel stock. Last week's ICES - International Council for the Exploration of the Sea announcement, calling for a 70% reduction in advised catches of mackerel, was hugely disappointing and means that mackerel continues to dominate the news for all the wrong reasons.</p> <p>Whilst the ICES announcement drew public attention last week, the science advice was not surprising - the stock has been in decline for several years. NAPA is frustrated that a collaborative approach to responsible stewardship of one of the world's most iconic and understood fisheries has been impossible to secure. This could have significantly improved the outcome for the stock and the businesses and communities that depend on it.</p> <p>NAPA member businesses have been monitoring this situation closely and preparing in case difficult sourcing decisions are needed. The latest advice has meant some members have taken the difficult step to move away from sourcing North East Atlantic mackerel. Albert Heijn announced that it would be removing mackerel from the northeastern Atlantic Ocean from its product range. Lidl Nederland will be phasing out North East Atlantic Mackerel from its range from November, gradually replacing it with Chilean Jack Mackerel. Other retailers in the Dutch market, including Jumbo Supermarkten, are following suit and announcing changes. And, from this month, MSC-certified Jack Mackerel from South America will start to appear on shelves in the Princes Group brand in both the UK and the Netherlands - a decision that the brand has not taken lightly, says David McDiarmid, Corporate Relations Director.</p> <p>"The industry's part in advocating for coastal states to reach a science-based sharing agreement for North East Atlantic Mackerel has always been driven by the need to offer consumers fish products that meet internationally recognized criteria for responsible fishing. It's a key component of a sustainable business model. With this stock, the continued and entrenched overfishing was indicative of the current outcome. Sadly, the writing has been on the wall for some time, but whilst we want and need to be able to provide nutritious and sustainable canned mackerel under our brand currently, we are still hopeful that we can turn the situation around long-term."</p> <p>NAPA's mackerel and herring Fisheries Improvement Project ends in April, and whilst we remain dedicated to finding a way forward, without meaningful progress towards a sharing agreement, tough decisions will continue to be made. This is not what anyone wants - least of all the businesses across the supply chain that rely on a sustainable mackerel fishery.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7384248101701660672</p>	<p>Coastal States</p>	<p>15/10/2025</p>	<p>All followers</p>

<p>This week marks the start of annual Coastal State negotiations, where fishing nations meet to decide the quotas for key North East Atlantic pelagic fish stocks for the year ahead.</p> <p>Earlier this week we shared a reminder on why NAPA was established and our ongoing focus. Today, we will unpack the Coastal States negotiations and how they are fundamental to achieving long-term sustainability for NEA stocks and the supply chain.</p> <p>NAPA was created in response to the overfishing of three key pelagic stocks: North East Atlantic mackerel, North East Atlantic blue whiting, and Atlanto-Scandian herring (ASH). These migratory species extend across a number of different nations' boundaries and into international waters, creating management challenges for how catch limits are set, and shared equitably.</p> <p>So where do the negotiations come into play?</p> <ul style="list-style-type: none"> Each of the three NAPA stocks is fished by multiple Coastal States, namely the EU, Norway, Iceland, Greenland, the Faroe Islands, Russian Federation and the UK, and each shares its access to these stocks through annual international negotiations. <ul style="list-style-type: none"> These conversations bring together representatives from Coastal States to discuss catch limits and quota allocations for each stock. <ul style="list-style-type: none"> However, sharing agreements haven't been achieved for any of the three fisheries since 2014. <p>These talks are now underway once more, with mackerel negotiations taking place today and tomorrow. Following September's scientific assessment of the species, highlighting that it was below safe biological limits, they couldn't come at a more critical time. It is imperative that these discussions are laser focused on recovering the mackerel stock from its current critically low levels. Coastal States must put aside their differences, look to the science and the needs of business and coastal communities, and find a solution.</p> <p>With blue whiting and herring negotiations to follow next week, we will be watching these negotiations closely. The future of the Northeast Atlantic's pelagic fisheries hangs in the balance. Failure to act is no longer an option.</p> 	<p>https://www.linkedin.com/feed/update/urn:li:activity:7384561522259304448</p>	<p>Coastal States</p>	<p>16/10/2025</p>	<p>All followers</p>
<p>Visit nanafisheries.org for more information</p> <p>As Coastal State negotiations continue this week, attention turns to North East Atlantic blue whiting and Atlanto-Scandian herring (ASH).</p> <p>These negotiations are complicated, shaped by scientific evidence, political dynamics, and wider economic pressures. But for NAPA, the priorities remain clear: long-term management plans and comprehensive sharing agreements based on scientific advice and shared responsibility. Concession and compromise are essential to protect these stocks.</p> <p>That's the driving force behind our Fisheries Improvement Projects (FIPs), which were created to drive collaboration between Coastal States and enact robust and sustainable management strategies.</p> <p>However, time is running out.</p> <ul style="list-style-type: none"> Our mackerel and herring FIP ends in April, and blue whiting the following October. Without meaningful steps forward in the negotiation process, the marketplace could soon be faced with a tough decision. The latest scientific assessment shows that blue whiting is currently healthy, but declining - and this will inevitably be accelerated by continued excessive catches. The population of ASH is below recommended levels, indicating that fishing pressure must be reduced. Long-term management plans must be implemented to support the species' return to healthy levels. <p>As negotiations progress, NAPA continues to urge Coastal States to set aside individual political goals and adopt a collaborative approach to end mismanagement in the North East Atlantic once and for all. The marketplace is watching.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7386412631781462016</p>	<p>Coastal States</p>	<p>21/10/2025</p>	<p>All followers</p>
<p>In recent months, we've been spotlighting our Partner's positions on the management of three key pelagic species: North East Atlantic mackerel, North East Atlantic blue whiting, and Atlanto-Scandian herring. Our Partner sourcing statements play a crucial role in our advocacy work, demonstrating to Coastal States the risks involved if comprehensive catch-sharing agreements aren't secured.</p> <p>Ahead of today's blue whiting Coastal States negotiations, we're looking at Skretting, a Norwegian manufacturer and supplier, and the world's largest producer of farmed fish feed. Skretting joined the NAPA collective five years ago to demand action on the continued mismanagement of NEA blue whiting.</p> <p>Blue whiting is a vital feed ingredient for the aquaculture industry, but the stock is in decline. Skretting is committed to ending its use of blue whiting if the stock does not regain sustainable status.</p> <p>Coastal States must come to science-based catching agreements, or risk the future of one of our most important pelagic fisheries.</p> <p>Find Skretting's sourcing statement at https://lnkd.in/gvYyH8.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7386707365976358912</p>	<p>Sourcing Statements</p>	<p>22/10/2025</p>	<p>All followers</p>
<p>This week, Coastal States have gathered in London to negotiate shares of North East Atlantic blue whiting and Atlanto-Scandian herring (ASH). Yesterday, we spotlighted Skretting, a major manufacturer and supplier of blue whiting. Today we're focusing on Orkla Foods, a leading food producer based in Norway.</p> <p>Orkla joined NAPA's mackerel and herring subgroups to advocate for sustainable management of these stocks. As we approach the final six months for the mackerel and herring FIP, we are using our collective voice to put pressure on Coastal States to come to comprehensive sharing agreements and protect the future of these stocks. Time is running out.</p> <p>You can find Orkla's sourcing statement, accompanied by statements from our other members, on our website: https://lnkd.in/gvYyH8.</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7387055801833566208</p>	<p>Sourcing Statements</p>	<p>23/10/2025</p>	<p>All followers</p>
<p>REPOST: If you follow the world of pelagic fisheries - or indeed NAPA's own channels - you'll know that earlier this month, Coastal States representatives gathered in London to discuss catch shares and quota allocations for North East Atlantic (NEA) blue whiting, as well as mackerel and Atlanto-Scandian herring.</p> <p>Blue whiting can be overlooked as a species: you're unlikely to see it on supermarket shelves or restaurant menus. However, it is one of the largest fisheries in the world and is a crucial source of feed for farmed fish such as Atlantic salmon. Despite the stock's importance, combined catches of blue whiting have exceeded scientific advice for the past decade, threatening the viability of the fishery and the industries that rely on it.</p> <p>With aquaculture becoming an increasingly important source of protein for our growing global population, ensuring its long-term sustainability is of vital importance. Continued excessive catches of this species could exacerbate the recent stock decline, with consequences for wider food production and security. NAPA and the Aquaculture Stewardship Council (ASC) have put pen to paper to highlight the growing risk created by the lack of a catch-sharing agreement for NEA blue whiting, and the urgent need for a resolution.</p> <p>In the words of our Independent Chair Aolfe Martin, "We have the science: we all know what needs to be done, and we know what's at stake. We are determined to see North East Atlantic blue whiting reach the point where it is well managed and sustainable, but ultimately it's in the hands of Coastal States."</p> <p>Read the article below, and find more information on blue whiting here: https://lnkd.in/gSgof4B</p>	<p>https://www.linkedin.com/feed/update/urn:li:activity:7388888589842931712</p>	<p>Blue Whiting</p>	<p>28/10/2025</p>	<p>All followers</p>