Purpose

- Summary of the Marine Stewardship Council
  - Motivations for changes in fishery management
  - Can define emerging issues
Introduction

CSU COAST Intern - Deena Strunk

• Graduated Cal Poly SLO with Environmental Management and Protection
• Dedicated to ocean sustainability
• Researched and developed paper on the Marine Stewardship Council (MSC) program
Outline

• What is MSC
• Process for Certification
• Challenges
• Fisheries with Certification in the Pacific
• Emerging issues
What is the MSC?

• Marine Stewardship Council
• Started in early 90s
• More than 280 fisheries certified today
Global Markets

• More than 38,000 locations
• 12% of marine catch is MSC certified
  • 23-25% of all tuna fisheries
• Developed countries have high demand for MSC
• Partners with MSC:
  • Walmart
  • Whole Foods
  • McDonald’s
Process for MSC Certification

1. Pre-assessment (optional)
2. Full assessment (12 - 18 months)
3. Certification
4. Annual audits
5. Reassessment (after 5 years)

Costs: $15,000 - $120,000
Principles for Assessment

1. Sustainable Fish Stocks

1. Minimizing Environmental Impact

1. Effective Fisheries Management
Who does the Assessment?

• Third-party certifiers
  • Experts, scientist, managers, etc.
  • Collaboration with stakeholders
  • MSC technical oversight

What do they assess?

• target stocks
• the fishing method or gear
• the fleets, vessels, individual fishing operators
Scoring Method

- Three Core Principles
- 28 Performance Indicators
  - 60: Minimum acceptable performance
  - 80: Global best practice
  - 100: Near perfect performance

- 60 - 79: Conditional pass
- 80 - 100: Unconditional pass
Marine Stewardship Council
Default Assessment Tree Structure

MSC Fisheries Standard

Principle 1

Outcome

PI 1.1.1: Stock Status
PI 1.1.2: Stock Rebuilding

Principle 2

Harvest Strategy (Management)

PI 1.2.1: Harvest Strategy
PI 1.2.2: Harvest Control Rules & Tools
PI 1.2.3: Information/Monitoring
PI 1.2.4: Assessment of Stock Status

Principle 3
### Fisheries in Inter-American Tropical Tuna Commission (IATTC) with MSC in the Eastern Pacific Ocean

<table>
<thead>
<tr>
<th>Fishery</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeastern Tropical Pacific Purse Seine Yellowfin and Skipjack Tuna</td>
<td>Mexico (Certified)</td>
</tr>
<tr>
<td>AAFA and WFOA North Pacific Albacore Tuna</td>
<td>United States (Certified)</td>
</tr>
<tr>
<td>Mexico Baja California Pole and Line Yellowfin Tuna</td>
<td>Mexico (In assessment)</td>
</tr>
<tr>
<td>Tropical Pacific Yellowfin and Skipjack Purse Seine Tuna</td>
<td>Panama (In assessment)</td>
</tr>
<tr>
<td>American Western Fish Boats Owners Association (WFOA) Albacore Tuna</td>
<td>United States (Withdrawn, 2015)</td>
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# Fisheries with MSC in Western Pacific Ocean

<table>
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<tbody>
<tr>
<td>Tri Marine Western and Central Pacific Skipjack and Yellowfin Tuna</td>
<td>United States (Certified)</td>
</tr>
<tr>
<td>PNA Western and Central Pacific Skipjack and Yellowfin</td>
<td>Parties to Nauru Agreement (Certified)</td>
</tr>
<tr>
<td>Fiji Albacore and Yellowfin Tuna Longline</td>
<td>Fiji (Certified)</td>
</tr>
<tr>
<td>SZLC, CSFC, &amp; FZLC Cook Islands EEZ South Pacific Albacore and Yellowfin Longline</td>
<td>China, Cook Islands (Certified)</td>
</tr>
<tr>
<td>WPSTA Western and Central Pacific Skipjack and Yellowfin</td>
<td>United States and China (Certified)</td>
</tr>
<tr>
<td>AAFA and WFOA South Pacific Albacore Tuna</td>
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Emerging Issues

• Dorado imports to the United States
  • Imports from Ecuador/Peru
    • Want MSC certification
    • Need harvest control rules (HCRs) from IATTC
Emerging Issues (Cont.)

• MSC typically does not certify
  • Fishing aggregating devices (FADs)
• Exceptions exist for:
  • Solomon Islands skipjack and yellowfin tuna fishery
  • Maldives pole and line tuna fishery
• MSC new regulation with FADs
Questions?
Importance
Thank You!