



# MSC

Marine Stewardship Council

**Annual Report 2006/07**

English

# Foreword



A handwritten signature in black ink that reads "Rupert Howes".

The MSC's mission is to improve the health of the world's oceans and contribute to creating a sustainable global seafood market. We want to encourage fisheries around the world to meet our rigorous, science-based standard for environmentally responsible and sustainable fishing.

This year has seen tremendous progress as more and more retailers and processors put independent assurance of sustainability at the heart of their seafood procurement strategies. In turn, this 'demand pull' has encouraged new fisheries to come forward into the assessment process. Most importantly, there is also a growing ecological case for certification. Our challenge now is to build consumer awareness of the MSC brand within our key target markets and to continue to improve the overall quality and consistency of individual fishery assessments. We will be investing over the coming year to help achieve this.

My personal highlights in 2006/7 include the recruitment of the MSC's first Programme Director for Japan and the opening of our Tokyo office. It is also fantastic to have completed the development of a trial methodology that will enable small-scale, community based fisheries to participate in the MSC programme.

I remain extremely grateful for the continued commitment of our funders and other stakeholders who share our vision of productive and healthy marine ecosystems. This support, together with the dedication of the MSC team, Board, Stakeholder Council and Technical Advisory Board, has been essential to deliver the achievements you will read about in this report.

**Rupert Howes**  
Chief Executive

*Cover photo:* On route to the Yukon delta, our Chief Executive Rupert Howes, caught the fantastic moment of a bear enjoying MSC-certified Alaska salmon.

# This year's highlights



## From April 2006 to March 2007:

- Six new fisheries achieved certification bringing the total to 22. Chefs and shoppers enjoyed MSC-certified scallops, sablefish, halibut and pikeperch for the first time.
- 26 different species were certified or in assessment including salmon, sardines, tuna, prawn, crab, hake and Dover sole.
- Close to four million tonnes of fish were either certified or in assessment, representing seven per cent of the world's edible seafood catch.
- The number of businesses that trade in MSC-certified fish rose from 237 to 433 – all within an audited, traceable supply chain.
- The number of seafood products displaying the MSC label hit 500 and has kept rising. Over the year there was a 76 per cent rise in MSC-labelled products.

The Marine Stewardship Council's vision is to create change in the way the seas are fished. We seek to reverse the decline of fish stocks, safeguard livelihoods and deliver improvements in marine conservation worldwide.

We have developed the world's leading independent, international fishery certification and eco-labelling programme that is fully consistent with the UN Food and Agriculture Organization's guidelines on eco-labelling. More than ever, people are asking for seafood marked with the MSC's bold, blue eco-label.



Help us celebrate  
the MSC's 10th  
anniversary  
in 2009

# Rewarding sustainable fishing



## FOCUS ON Patagonian scallops

Certified in December 2006, the Patagonian scallop fishery in Argentina was commended by certification body OIA for its effective management and co-operative approach. "Ever since the inception of the fishery in 1996, the Federal Fisheries Council has taken positive action to guide its sustainable development. This includes the establishment of unfished reserves, 100 per cent observer coverage on all trips and high quality research," said OIA's Pedro Landa. The fishery quickly succeeded in marketing its product in Europe where several retailers and seafood brands will be offering MSC-labelled scallops.



## Safeguarding livelihoods and global resources

The UN predicts that another two billion people will join the world's population within 20 years, increasing demand for food and other resources. Add to this scenario the surge in consumption that is expected as the world's emerging economies develop and expand, and it is obvious that sustainable development is a necessity, not a luxury.

Healthy oceans provide nutritious daily food to millions of vulnerable people, and a thriving fishing industry offers economic security to many more. The seafood we enjoy today will be essential for future generations, yet too many fisheries are being overexploited and illegal fishing is widespread. Uncontrolled bycatch and habitat damage put further pressure on the ocean ecosystem and the rich diversity of marine life that is needed to maintain healthy, productive fisheries.

## The MSC's eco-label is a practical solution to the threat of overfishing



### What our stakeholders say

"The problems caused by fisheries to valuable marine ecosystems are enormous. Being involved in the Marine Stewardship Council makes you part of the solution. This creates a positive drive for change."

*Dr Esther Luiten, North Sea Foundation.*



The latest UN Food and Agriculture Organization (FAO) figures from 2006 show that catches of the world's top ten species cannot increase further and many of them need rebuilding simply to feed current demand. It is clear that urgent solutions are needed.

Although the scale of the challenge is global, it is not insurmountable. Some fisheries have pioneered sustainable management for many years and others are taking action now to protect the resource they – and we – rely on. Their stewardship of the oceans is recognised through the MSC's environmental standard – the world's leading independent, international certification programme for wild capture fisheries.

Half of all seafood entering international trade comes from developing country fisheries, and we have forged strong links with fisheries in

Africa, Latin America and Asia. This year, we stepped up our work to engage developing countries, and seven small-scale fisheries will take part in a pilot project in 2007, improving access to the benefits of certification and helping to safeguard food resources for the future.

Our independent eco-label is giving fishers an incentive to promote sustainable practices; it is giving consumers an easy way to make the 'right choice' and is helping to protect the diverse ecology of the seas. Finally, it is giving fishers a real chance to protect their livelihoods for the future.



# The business case for fisheries



## FOCUS ON

### Western Australia rock lobster



Recertified this year, Western Australia rock lobster was the first fishery to meet the MSC standard. The fishery uses escape hatches to reduce the numbers of undersize lobsters that could get caught inside the lobster pots, and has implemented Sea Lion Excluder Devices to eliminate bycatch of young sea lions. The fishery also improved its environmental performance beyond the scope of the MSC programme by reducing waste and polling fishers to gather new ideas on sustainable management including ways to improve economic performance.



1. Increasing numbers of fisheries are reporting benefits from joining the MSC programme – including better prices and market stability.

## Meeting buyers' expectations

Consumer-facing seafood businesses are increasingly asking their suppliers to provide proof that their seafood purchases come from a sustainable source. "Being an international retailer, corporate social responsibility has always been integrated in the way we do business," says Hans-Jürgen Matern of METRO Group. "We are committed to sustainability and environmental protection in the same way as we are guaranteeing high standards in quality assurance." The MSC fishery certification programme can improve access to markets, enable producers to differentiate their products in increasingly competitive markets and gain 'preferred supplier' status. Additionally, the MSC's Chain of Custody certification ensures that any product carrying the MSC label is part of an audited supply chain that is fully traceable – an attractive 'bonus' for seafood buyers.

## What our stakeholders say

“As the largest fish retailer in Europe, we co-operate closely with the independent MSC to promote sustainable fishing. The MSC gives credibility and transparency to sustainable and well-managed fisheries.”

*Hans-Jürgen Matern, METRO Group.*

## Not just higher prices

Fisheries look towards the MSC for a range of benefits. For some, third-party assurance of sustainability is now a market requirement, demanded by major buyers around the world. For others, better prices are the goal.

Fisheries such as the Pacific cod freezer longline fishery reported price benefits immediately after certification, and many more have seen price improvements over time.

“MSC certainly led to higher prices as some buyers will only source products with the MSC label,” says David Muirhead of the South West handline mackerel fishery, which was recertified this year. But it’s not just about the bottom line. Certification shows local communities that fisheries are well managed and sustainable. It also gives consumers a chance to support sustainable fisheries by choosing from the wide range of competitively priced MSC-labelled seafood now available.

## New fisheries seek the MSC label

The number of fisheries certified as sustainable has almost tripled in three years, and was at 22 by the end of 2006/07. In 2006/07 six new fisheries were certified (North Pacific halibut, North Sea herring, Alaska sablefish, two Lake Hjälmaren pikeperch fisheries and Patagonian scallops) and a further three were recertified (Burry Inlet cockles, Western Australia rock lobster and South West handline mackerel). At the end of the year MSC-certified fisheries represented 18 different species from nine countries and four oceans. A further 18 fisheries were in full assessment, including the Gulf of California sardine fishery, Canadian prawn and shrimp fisheries and the German North Sea saithe fishery, adding new variety to the MSC programme.

2. The Pacific halibut fishery was certified as sustainable this year. The fishery quickly found a retail buyer who launched new MSC-labelled products in store.

3. Alaska pollock fishermen bring in the biggest catch in the MSC programme – about 1.5 million tonnes annually – and sell it as fillets, surimi and roe in Japan, the USA and Europe.



# Global momentum



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## What our stakeholders say

“It’s very exciting that, in less than a decade, the MSC has demonstrated the market can create powerful incentives for global sustainable fisheries management.”

*Dr Cathy Roheim, University of Rhode Island.*



1. Whole Foods Market introduced shoppers to MSC-labelled Pacific halibut soon after the fishery was certified.

2. In the UK Sainsbury's helped to build the MSC brand through promotions on the wet fish counter.

## Growth in North America

The USA is the fastest growing market for MSC-labelled products, with strong interest in domestic fisheries such as Alaska salmon, Alaska pollock and Pacific sablefish. Whole Foods Market launched the first MSC-labelled North Pacific halibut and introduced MSC-labelled South Georgia Patagonian toothfish, accompanied by a shopper's guide for customers. The New York-based company Fresh Direct, brought sustainable seafood to a new group of shoppers by offering MSC-certified products through its online service. Meanwhile, Wal-Mart's commitment to support the MSC programme is having a noticeable 'ripple' effect on fisheries, processors and the retail sector. Fifty North American processors were certified this year for Chain of Custody – the MSC's traceability standard – to help meet demand from the USA, Europe and Japan.

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# The market for sustainable seafood is rising rapidly



3. The MSC put down roots in Japan for the first time this year, with new product launches and promotion of the MSC label to shoppers.

4. Lidl's bold packaging puts the MSC label upfront on a wide range of products to drive shoppers towards sustainable seafood.

## Japan leads Asia-Pacific

This year every month brought more MSC news from Japan. Since July 2006, when Tokyo's National Azabu supermarket introduced the first MSC-labelled product to Japanese shoppers, this influential seafood nation has embraced the MSC's message. Aeon, a national retail chain with 1,200 stores, launched a wide range of MSC-labelled products in November 2006, and wholesalers have also taken part. Media coverage of the MSC has been consistently high, and the MSC ended a very exciting year by appointing a Programme Director in Tokyo to support future growth. Elsewhere in the Asia-Pacific region, 29 suppliers in Vietnam, Malaysia and China became certified to process, pack and distribute MSC-labelled products around the world.

## FOCUS ON

### Gulf of California sardines



The Gulf of California sardine fishery in Mexico entered full assessment against the MSC standard this year. It brings a new species to the MSC programme and is important for

including feed-grade fish in its catch. Many people are concerned about the impact of rising demand for fishmeal on the sustainability of this industry. "In seeking MSC certification we have the long-term success of our fishery in mind. We believe the sardine fishery operates sustainably and are looking for independent confirmation of our fishers' good practices", said Leon Tissot Plant from the National Chamber of the Fishing Industry.

## Europe backs the MSC

Europe remains the most mature market for the MSC eco-label and this year companies operating in Germany, the UK, Sweden, Switzerland and the Netherlands were dominant. In foodservice, Deutsche See introduced 19 MSC-labelled products, while Brakes in the UK and Findus in Sweden expanded their established ranges. The first MSC-labelled snack foods in Europe came through Coraya's surimi products in Switzerland and Friedrich's salmon sticks in Germany. Swedish retailer ICA presented MSC ready meals, while Lidl became the first multi-national discount store to promote the MSC label. In terms of product range, Sainsbury's and Young's Seafood in the UK continued to lead the European market with nearly 30 MSC-labelled products each, while Marks & Spencer announced that all of its fish would come from MSC-certified sources or equivalent by 2012.

# Sustainable seafood

In 2006/07 the following companies, supported by our Chain of Custody traceability programme, were trading in MSC-labelled seafood with a global retail value of \$509,885,254 (US). This marks a 116 per cent increase on last year's figure.

## MSC-labelled products

### Retailers

360 (Hong Kong)  
 Aeon (Japan)  
 ALDI Süd (Austria, Switzerland, Germany, UK)  
 Asda (UK)  
 Coop (Switzerland)  
 Costo (USA)  
 Delhaize (Belgium)  
 ED (France)  
 Frank's Smoke House (Netherlands)  
 Globus (Sweden)  
 Hemköp (Sweden)  
 ICA (Sweden)  
 Iceland (UK)  
 Judge's Bakery (UK)  
 Lidl (Germany, Denmark, Netherlands, Belgium, Austria, France, Italy, UK, Norway, Sweden, Finland, Ireland, Spain, Portugal, Greece)  
 Marks & Spencer (Ireland, UK)  
 Migros (Switzerland)  
 Monoprix (France)  
 Morrisons (UK)  
 Peltcan (Migros) (Switzerland)  
 Rock-a-Nore Fisheries (UK)  
 Safeway (USA)  
 Sainsbury's (UK)  
 Sarni's Club (USA)  
 Seiyu (Japan)  
 Somerfield (UK)  
 Takustore (USA)  
 Target (USA)  
 Tesco (UK)  
 The Fresh Market (USA)  
 U (France)  
 United Co-op (UK)  
 Volg (Switzerland)  
 Waitrose (UK)  
 Wal-Mart (USA)  
 Whole Foods Market (USA, Canada)  
 Willys (Sweden)  
 Woolworths (South Africa)

### Manufacturers' brands

Almara (Austria)  
 Aquameal (USA)  
 Birds Eye (Ireland, UK, Australia)  
 Bristol Bay (USA)  
 Bruce Göre (Japan)  
 Clearwater (Argentina)  
 Colesson's Catch  
 Coraya (Switzerland)  
 CT Océane (Switzerland)  
 Duchy Selections (UK)  
 Ducktrap River Fish Farm (USA)  
 Dyhrberg (Switzerland)  
 Enghav (Sweden, Denmark)  
 Findus (Sweden, France)  
 Fishery Products International (USA)  
 The Fishin' Company (USA)  
 Full Circle (USA)  
 Friedrichs (Germany, Switzerland)  
 Frosta (Germany)  
 Gold Seal (USA)  
 Gooday (USA)  
 Hellogo Shellfish (UK)  
 Iglo (Austria, Belgium, France, Germany, Greece, Portugal)  
 I&J (South Africa, Switzerland, Italy, France, Portugal, Spain, Namibia)  
 Independent Fisheries (New Zealand)  
 John West (Australia, New Zealand)  
 Mare Seafood (Germany)  
 Market Pantry (USA)  
 McCain (Belgium)  
 Mövenpick (Switzerland)  
 Norm Thompson (USA)  
 Northern Chef (USA)  
 Portlock (USA)  
 Rahbek (Denmark)  
 Salmon House (Austria)  
 Sanford (New Zealand)  
 Seabear (Ireland, USA)  
 Sea Choice (USA)  
 Seafood Producers Cooperative (USA)  
 Sealord (New Zealand)  
 Sea Harvest (South Africa)  
 Tally's (Australia)  
 Trans Ocean (USA)  
 Trident (USA)  
 Vital Choice Seafood (USA)  
 Wildcatch (USA)  
 Wildcatch (USA)  
 Youkon Wilder Lachs (Austria, Germany)  
 Young's Seafood (Malta, UK)

### Foodservice

Brakes (UK)  
 Deutsche See (Germany)  
 Feldt's (Sweden)  
 Findus (Scandinavia)  
 London Tower Hamlets (UK)  
 M & J Seafoods (UK)  
 Metro Cash and Carry (Germany, Austria)

Pisarro's (UK)  
 The Place (Camber Sands (UK)  
 Quick (Belgium, Luxembourg)  
 Sardus Foodpartner (Sweden)  
 Severa (Sweden)  
 Surrey Commercial Services (UK)  
 Xanterra (USA)

### Business-to-business suppliers

**Asia-Pacific**  
 Amalfi Corporation Ltd  
 Austral Fisheries Pty Ltd  
 Bleuwater Grill  
 Clancy's Fish Pub  
 Dalian Baodong Aquatic Foods Co Ltd  
 Dalian Hongsheng Foods Co Ltd  
 Dalian Hongting Food Co Ltd  
 Dalian New Haiyang Foods Co Ltd  
 Dalian Rich Seafood Co Ltd  
 Dalian Shinko Marine Co Ltd  
 Dalian Tongyuan Foodstuffs Co Ltd  
 Dalian Yanjie Foods Co Ltd  
 Dalian Yonghe Seafoods Co Ltd  
 Dalian Zhongtai Aquatic Products Co Ltd  
 Festival Fish Market (Herdsmen Fresh)  
 Frozen Quality Foods Co Ltd  
 Golden Fresh  
 Hakata Marukita Co Ltd  
 Hanuo Syokuhin Co Ltd  
 Incomis  
 Independent Fisheries Ltd  
 James Bowers Pty Ltd  
 Kallis Bros Pty Ltd  
 Kallis Bros (Retail Store)  
 Kamewa Shouten Co Ltd  
 Kyokuto Co Ltd  
 Lucky Union Foods Co Ltd  
 Maruichi Foods Co Ltd  
 Meads  
 Must Winebar  
 Narong Seafood Co Ltd  
 Neptune BV  
 Nichiro Corporation  
 Nippon Suisan Kaisha Ltd  
 Ocean Stone (Dalian) Foodstuff Co Ltd  
 Pacific Andes Food Ltd  
 Pacific Andes Food Ltd (Rushan Huagreat Aquatic Products Co Ltd)  
 Port Lincoln Tuna Processors Pty Ltd  
 Pyramid Pacific Ltd  
 Qingdao Fucheng Foodstuffs Co Ltd  
 Qingdao Hairong Foodstuff Co Ltd  
 Qingdao Honiu Yinghui Foods Co Ltd  
 Qingdao Kangbao Foodstuffs Co Ltd  
 Qingdao Longyuan Aquatic Products Co Ltd  
 Qingdao Sanyang Aquatic Products Company Ltd  
 Qingdao Shuncheng Foodstuffs Co Ltd  
 Qingdao Unibond Premium Seafood Processing Ltd

Qingdao UZP Foods Processing Ltd  
 Qingdao Yiluta Foodstuffs Co Ltd  
 Rizhao Smart Foods Co Ltd  
 Rizhao Changhua Aquatic Foodstuff Co Ltd  
 Rongcheng Yinhai Aquatic Foods Co Ltd  
 Sanford Ltd  
 Sanford South Island Ltd  
 Seafaire Cuisine  
 Seafood Secrets  
 Seafresh Fish Market  
 Sealord Group Ltd  
 Shandong Sanford Group Co Ltd  
 Simplot (Australia) Pty Ltd  
 Stenunovich Fisheries Ltd  
 Tally's Fisheries Ltd  
 Toyo Suisan Kaisha  
 Trawpac Seafoods Ltd  
 Trident Seafoods (Asia) Inc  
 Vela Fishing Ltd  
 Vina Seafood Exporters  
 Wafarai Company Ltd  
 Weihai Dong Won Foods Co Ltd  
 Wester Lobster Pty Ltd  
 Yantai Liming Aquatic Products Co Ltd  
 Yantai Longwin Foods Co Ltd  
 Yantai M & K Foods Co Ltd  
 Ze Hui Co Ltd  
 Zhejiang Industrial Co Ltd

### Europe

Acqua Terra  
 AgriFrance SA  
 Anchor Seafoods Ltd  
 Arctic Traders  
 Argos Atlantic Ltd  
 Argos Froyanes Ltd  
 Argos Georgia Ltd  
 Argos Oceanic Ltd  
 Argos Pereira Espana Ltd  
 Ben's Fish  
 BG/CUBIMER SAS  
 Bligh's Ltd  
 Birds Eye Limited  
 Bluesail Fish Company  
 Brakes Limited  
 Cardium Shellfish  
 Ché Marine  
 Colchester Fish Supplies  
 Coldwater Seafoods Ltd  
 Croeso Ltd  
 The Company Shed  
 The Cromer Crab Company  
 Crustimex Seafood GmbH  
 CT Océane SA  
 Deutsche See GmbH Co LG  
 Die Räucherlei  
 Dockside Ltd  
 Domstein Enghav Sverige AB  
 Dyhberg AG



# Where to buy sustainable seafood



Elba Seafoods  
 Ernst Kratzstein & Co GmbH  
 Euro-Baltic Fischverarbeitung GmbH  
 F Baracough Ltd  
 Falmouth Fishselling Co Ltd  
 Farne Salmon and Trout Ltd  
 Findus France SA  
 Findus Sverige AB  
 Fishes Holding BV  
 Five Star Fish  
 Fjord Import  
 Frosti AG  
 Frozen Fish International GmbH  
 Förgers Finkost GmbH & Co KG  
 Gaudis NV  
 Green Gourmet  
 Gottfried Friedrichs KG  
 Hastings Fishery Management Group  
 Hölmarslök AB  
 Holland Shellfish BV  
 Interfish  
 Interpal  
 Jac Den Dulk & Zonen BV  
 JP Klausen  
 JP Salmon  
 JSC 'Kraitene'  
 Ken Green Fish Merchants  
 Ken & Essex Sea Fisheries Committee  
 Laschinger GmbH  
 Mardon plc  
 Marine Harvest Belgium NV  
 Marinus Sp Zoo  
 McCain Foods Belgium NV  
 MCM Select Foods  
 Mørup SA  
 Mrs Cod  
 National 1  
 Neue Rügen Fisch GmbH & Co  
 New England Seafoods International  
 Nordic Seafood AS  
 Nowaco AS  
 Ocean Fish (Vistgate) Ltd  
 Ocean Gold Seafoods Ltd  
 Ostseefisch GmbH & Co Produktions- und Vertriebsgesellschaft  
 Ozean Fisch- und Feinkostherstellung GmbH  
 Patchwork Traditional Food Company Ltd  
 Pendlewood Shellfish Processing Ltd  
 PH Fish  
 Plückenpack Gelmer  
 Plückenpack – Hüssmann & Hahn Seafood GmbH  
 Pidtsk  
 Pizol AG  
 Planet Caviar  
 Popp Finkost  
 Prince's  
 Pro offa GmbH  
 Rahbekfisk  
 Ridders  
 Royal Greenland Seafood GmbH

Rügen Finkost GmbH  
 Rügener Fischspezialitäten GmbH  
 SafirFisch GmbH  
 Schloss Görde GmbH  
 Seachill Limited  
 Sealord Europe  
 Sime's Fischverarbeitung  
 Smalas  
 Sovintex SA  
 Stolt Sea Farm NV  
 Strathaird Salmon Ltd  
 Suempod Sp Zoo  
 Thames Estuary Herring Management Group  
 Thisle Seafoods Ltd  
 Thobani Frozen Foods Ltd  
 Thorlfs AS  
 Three Oceans Ltd  
 TOFIS CO  
 Top Toque Bell AG  
 Unibond Trading Ltd  
 Uniq Prepared Foods - Pinney's of Scotland  
 Väskustööle  
 Versvishandel Jan Van As  
 Vidunai Group  
 W Simpson Limited  
 Welmar Europe BV  
 West Country Smokehouses Ltd  
 West Fish GmbH  
 Young's Seafood Ltd  
 Young's Seafood Ltd (incorporating Macrae Foods Ltd, B Midgley's Seafood Ltd, Polar frost)  
 Zalmhuis Steur

**North America**

10th & M Seafoods Inc  
 ACME Smoked Fish Corporation  
 Alaska Glacier Seafoods Inc  
 Alaska Ocean Seafoods Ltd  
 Alaska Peninsula Fisherman's Co-op  
 Albion Fisheries Ltd  
 Alyeska Seafoods Inc  
 American Seafoods Company LLC  
 Arctic Fiord Inc  
 Arctic Storm  
 Aqua Cuisine Inc  
 Aquamar  
 Aquastar  
 Arrowiac Fisheries  
 Bear and Wolf Salmon Co  
 Beaver Street Fisheries Inc  
 Berlin Select Seafoods  
 Blue North Trading Company Ltd  
 Blundell Seafoods Ltd  
 Callaway Consumer Products LLC dba Organic Bistro Whole Life Meals  
 Canada Food Sales Ltd  
 Canadian Fishing Company/Alaska General Seafoods Canada  
 Cannon Fish Company  
 Clearwater Seafoods Limited Partnership  
 Coastal Villages Seafoods LLC

Coffee Point Seafoods of Washington LLC  
 Copper River Seafoods  
 Cresting Wave Seafoods Inc  
 D Jay Enterprises dba norFrozen Foods & Swiftsure Foods  
 Dallan New Halyang Foods Co Ltd  
 Downstream Seafood Market Development  
 Ducktrap River Fish Farm LLC  
 E & E Foods  
 E & R International  
 EC Phillips & Sons Inc  
 EcoFish Inc  
 Ed Bahrt Management Co LLC, Pelican Seafoods Plant  
 Elkul Fisheries LLC  
 Engelhart Gourmet Foods Inc  
 The Fish Factory  
 Fishery Products International  
 The Fishin' Company  
 Fresh Direct  
 Glacier Fish Company  
 Gortons  
 Grand Hale Marine Products Co Ltd  
 Great Lands Seafoods LLC  
 Great Northern Packing Ltd  
 Great Pacific Seafoods Inc  
 Hai Yang International  
 Highland Light Seafoods LLC  
 Hi-Fi Fisheries Ltd  
 Honan Cold Store  
 Icelandic USA Inc  
 Icicle Seafoods Inc  
 Icy Strait Seafoods Inc  
 Inlet Fish Producers  
 Inter ocean Inc  
 Inter ocean Seafood  
 Inter sea Fisheries West  
 JS McMillan Fisheries Ltd  
 Kake Seafood AK  
 Kenai River Seafoods  
 Kenbourn International Inc  
 Klawock Oceanside Inc  
 Leader Creek Fisheries LLC  
 Mak Foods Inc  
 Middlebury College Dining Services  
 National Fish & Seafood Inc  
 NorQuest Seafoods Inc  
 Norm Thompson  
 North Coast Seafoods  
 North Pacific Seafoods Inc  
 Northern Keta Caviar  
 Northern Ocean Marine Inc  
 Northern Products  
 Ocean Beauty Seafoods Inc  
 Ocean Fisheries (BC) Canada  
 Ocean Fresh International Co Ltd  
 Ocean King Enterprises Inc  
 Odyssey Corporation  
 Orca Bay Seafoods  
 Orca Specialty Foods Ltd  
 Pacific Seafood Group - Island Seafood and Sea Level Seafood

Pacific Star Seafoods Inc  
 Paramount Seafood International Ltd  
 Pelican Seafoods  
 Peter Pan Seafoods  
 The Puffin Company  
 Polar Seafoods Inc  
 Premier Pacific Seafoods  
 SM Products (BC) Ltd  
 Salamato! Seafoods  
 SeaBear  
 Seafood Producers Cooperative  
 Seafresh Marketing LLC  
 Sea One Seafoods  
 Sea Supreme Inc  
 Signature Seafoods Inc  
 Glade Gorton  
 Showpac Products Inc  
 Snug Harbor Seafoods  
 Southern Southeast Regional Aquaculture Association  
 Starbound LLC  
 Stavis Seafoods Inc  
 Tai Fong USA  
 Taku Fisheries/Taku Smokeries  
 Tampa Bay Fisheries Inc  
 Tradex Foods Inc  
 Trans-Ocean Products Inc  
 Trapper's Creek Smoking Company  
 Trafal Fisheries Ltd  
 Trident Seafoods Corporation  
 True World Foods - Alaska  
 Unisea Inc  
 Viking Seafoods Inc  
 Vital Choice Seafoods  
 Walker Seafood Inc  
 Wards Cove Packing Co  
 Welmar Pacific Inc  
 Westward Seafoods Inc  
 WFM Select Fish Inc  
 Wildcatch  
 Worldcatch LLC  
 Worldwide Inc  
 Wrangell Seafoods Inc  
 Xanterra Parks & Resorts  
 Yardarm Knot Fisheries LLC  
 Yakutat Seafood LLC

**Africa**

Belharbor Shipping Services (PTY) Ltd  
 Ivin & Johnson Limited  
 Marpro Trawling  
 Sea Harvest Corporation Ltd

**South America**

Aston Seafood Corporation SA  
 FE DE COOP  
 Glacial Pesquera SA  
 Plafla Holding



# The Quality and Consistency Project



## FOCUS ON

### Quality and Consistency project



The MSC's Principles and Criteria for Sustainable Fishing were developed following extensive international stakeholder discussion between 1997 and 1999. They were based on the United Nations FAO Code of Conduct for Responsible Fisheries and were validated through the first MSC fishery assessments of 1999. Now, with over 30 individual fishery assessments and recertifications complete, we have sufficient practical experience to examine how we can further improve the overall quality and consistency of the assessment process. The MSC's Quality and Consistency project was started in 2006 to achieve this aim.

It is hoped that this ambitious project will deliver standard performance indicators and scoring guideposts for fishery assessments by July 2008. These will provide fisheries with greater clarity about what the MSC

process actually entails before they enter assessment and will help them better understand the level of performance they need to meet to become certified. It is important to note that the MSC is not revisiting its standard or where 'the bar' for certification is set. The project's aim is to improve the overall efficiency of the third-party assessment process and how the standard is applied to individual fisheries. It will also reduce uncertainty for certified fisheries approaching the reassessment process. Finally, it will ensure consistent and high quality assessments for the rapidly expanding number of fisheries now coming forward to be certified.

**Here, some of the participants in the 'Q&C' project explain why this work is so important.**

"It is a daunting challenge to evaluate diverse fisheries against a single sustainability standard. If this project can distill lessons learned and deliver consistent application of the MSC standard, all stakeholders will benefit."

*Jim Gilmore, At-sea Processors Association.*





“Q&C is a critical initiative to resolve wrinkles in how the MSC standard is applied. It is important that the MSC standard is consistent across all fisheries so that industry is assured of a level playing field, and consumers can be confident that MSC fish meets the most environmentally rigorous standard.”

*Lorraine Hitch, WWF Australia.*



“The successful completion of the Q&C project is essential for existing and aspiring certified fisheries to ensure that, as much as possible, assessment team members remain objective and unbiased in their commentary and scoring of fisheries.”

*David Carter, Austral Fisheries Pty Ltd.*



“It is important for fisheries' interests that the Q&C project successfully meets its objectives. A transparent and stable standard, supported by an efficient certification process is critical to the continued growth and credibility of the MSC programme.”

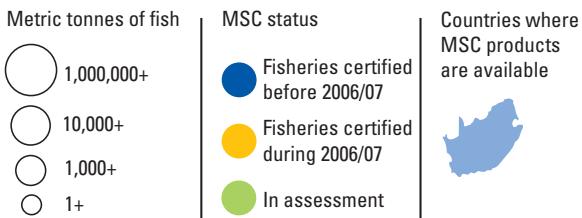
*Christine Penney, Clearwater Fine Foods Inc.*



# Engaged fisheries

From Alaska to New Zealand people are talking about the MSC as more fisheries, businesses and consumers look for evidence of sustainability.

## Map Key



### Fisheries certified before 2006/07

Fishery	Country	Client
1 Alaska pollock (BSA)	USA	At-sea Processors Association
2 Alaska pollock (GDA)	USA	At-sea Processors Association
3 Alaska salmon	USA	Alaska Department of Fish and Game
4 Australian mackerel icefish	Australia	Austral Fisheries Pty Ltd
5 Burry Inlet cockles	UK	South Wales Sea Fisheries Committee
6 Hastings Dover sole	UK	Hastings Fishery Management Group
7 Hastings pelagic (mackerel, herring)	UK	Hastings Fishery Management Group
8 Loch Torridon nephrops	UK	Shieldaig Export Company
9 Mexican Baja California spiny lobster	Mexico	Federacion Regional de Sociedades Cooperativas de la Industria Pesquera
10 New Zealand hoki	New Zealand	The Deepwater Stakeholder Group
11 Pacific cod freezer longline (BSA)	USA	Bering Select Seafoods Company
12 South African hake	S Africa	South African Deep-Sea Trawling Industry Association
13 South Georgia toothfish	S Georgia	Government of South Georgia and the South Sandwich Islands
14 South West mackerel handline	UK	South West Handline Fishermen's Association
15 Thames herring	UK	Colchester Borough Council
16 Western Australia rock lobster	Australia	Western Australia Fishing Industry Council

### Fisheries certified during 2006/07

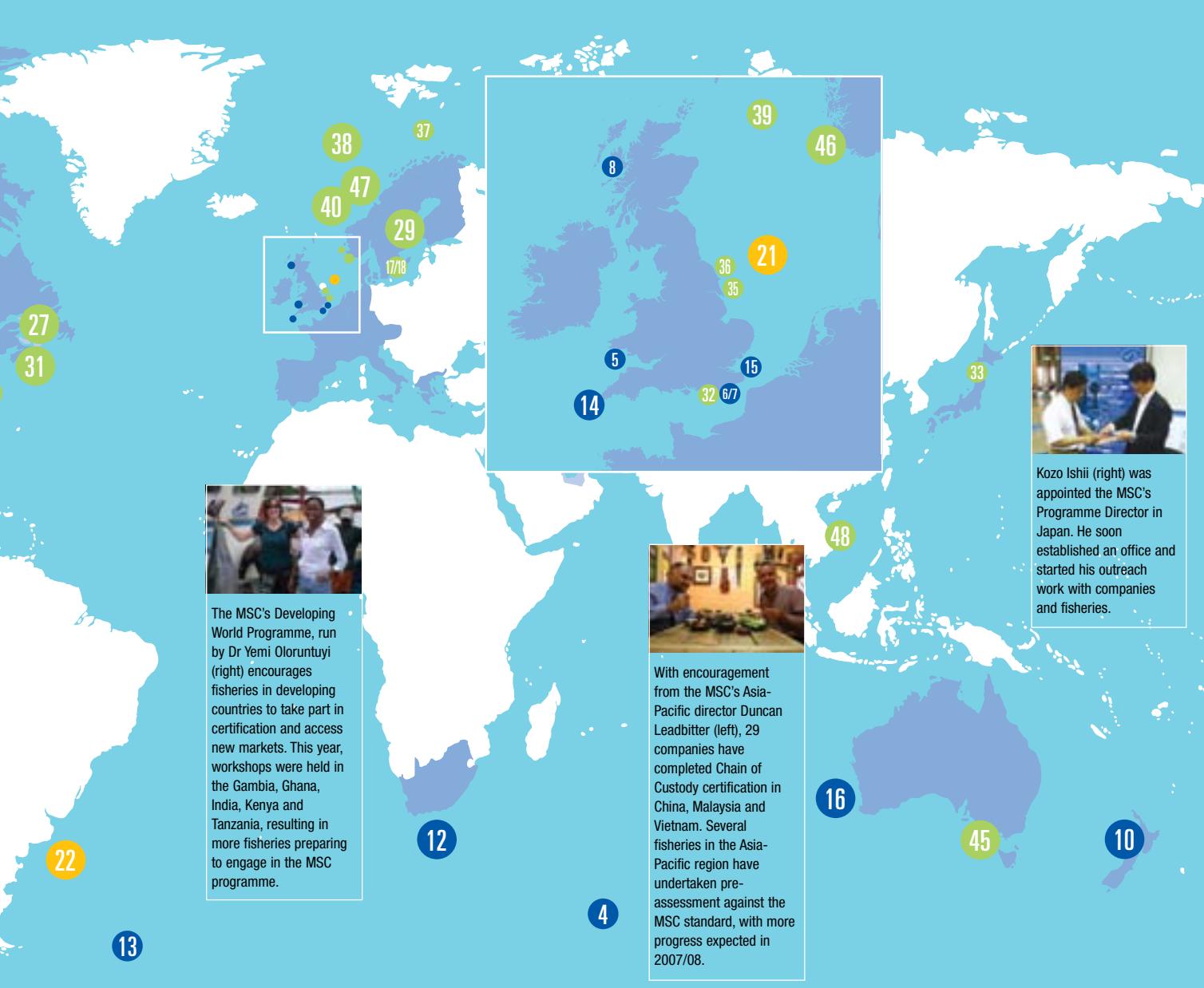
17 Lake Hjälmmaren pikeperch gill net	Sweden	WWF Sweden Marine Programme
18 Lake Hjälmmaren pikeperch fish trap	Sweden	WWF Sweden Marine Programme
19 North Pacific halibut (Alaska, Washington, Oregon)	USA	Fishing Vessel Owners' Association
20 North Pacific sablefish	USA	Fishing Vessel Owners' Association
21 North Sea herring	Netherlands	Pelagic Freezer-Trawler Association
22 Patagonian scallop	Argentina	Glaciar Pesquera S.A.



Fisheries outreach in South America is led by the MSC's consultant Ernesto Godelman (far left). Ernesto is based in Argentina, but this year met fishers throughout South and Central America and reports growing interest from this part of the world.

### Fisheries in full assessment at time of print

23 AAFA Pacific albacore tuna North and South	USA	American Albacore Fishing Association and WWF California Office
24 British Columbia salmon	Canada	BC Salmon Marketing Council
25 California Chinook salmon	USA	California Salmon Council
26 California Dungeness crab	USA	Pacific Coast Federation of Fisherman's Associations and WWF California Office
27 Canadian Northern prawn trawl	Canada	Association of Seafood Producers
28 Chilean hake	Chile	Congelados Pacifico S.A. and "El Golfo"
29 German North Sea saithe	Germany	Erzeugergemeinschaft der Hoschsee - und Kutterfisher GmbH
30 Gulf of California sardines	Mexico	Camara Nacional de la Industria Pesquera



31	Gulf of St Lawrence Northern shrimp	Canada	Association Quebecoise de l'Industrie de la Peche
32	Hastings Dover sole trawl and gill-net	UK	Hastings Fishery Management Group
33	KOSFF snow crab and flathead flounder	Japan	Kyoto Danish Seine Fishery Federation
34	Maryland striped bass	USA	EcoLogix Group and Maryland Department of Natural Resources
35	NESFC lobster	UK	North Eastern Sea Fisheries Committee
36	NESFC sea bass	UK	North Eastern Sea Fisheries Committee
37	North East Arctic cod and haddock	Norway	Domstein Longliner Partners
38	North East Arctic saithe	Norway	The Norwegian Fishing Vessel Owners Association
39	North Sea herring Swedish pelagic	Sweden	Astrid Fiske AB

40	North Sea saithe	Norway	The Norwegian Fishing Vessel Owners Association
41	Oregon Dungeness crab	USA	Oregon Dungeness Crab Commission and ShoreBank Enterprise Pacific
42	Oregon pink shrimp	USA	Oregon Trawl Commission
43	Pacific hake mid-water trawl	Canada	PWCC, Oregon Trawl Commission, APHF
44	Pacific halibut (British Columbia)	Canada	Pacific Halibut Management Association
45	South Australia Lakes and Coorong	Australia	Southern Fisherman's Association
46	SPSG North Sea herring	UK	Scottish Pelagic Sustainability Group Ltd
47	SPSG Western mackerel	UK	Scottish Pelagic Sustainability Group Ltd
48	Vietnamese Ben Tre clam	Vietnam	Ben Tre Peoples Committee Department of Fisheries

# Science and policy



## 'On the water' changes

Fisheries make the most significant changes to reduce their environmental impact shortly before they begin the MSC assessment process, according to the expert panels that reviewed the MSC programme in 2006/07. At a series of workshops for the MSC's Environmental Benefits project, participants concluded that the period before fisheries commence their MSC assessment is when they are most likely to introduce new conservation or sustainability measures, rather than at later stages or post-certification. The finding will help the MSC identify new evaluation tools to track the impact of certification on fisheries and maximise its potential to deliver environmental gains. Already it is clear that a strong market incentive is a powerful way to persuade more fisheries towards sustainable practices.



1. In the Netherlands, a Dutch shrimp fishery is working to improve its environmental impact before starting assessment against the MSC standard.

## Secure supply chains

All buyers of MSC-labelled seafood need to trust that it has indeed come from an MSC-certified fishery. This is why every link in the supply chain, 'from boat to plate', undergoes a Chain of Custody audit for traceability. In essence, the audit ensures that certified fish is separated from non-certified fish at every stage of processing and transport. This requirement is a unique feature of the MSC programme and differentiates it from other seafood initiatives. In February 2007 we launched our Traceability and Assurance in the Supply Chain (TASC) project to make our Chain of Custody programme even more robust. The project is likely to see the introduction of random supplier audits, product tracebacks and DNA testing to further improve confidence in the MSC eco-label.

# More fisheries put conservation at the heart of fishery management



## What our stakeholders say

“In the past I believed that MSC certification was a barrier to trade for developing countries. Now I see it is a useful tool for conservation and marketing.”

*Nancy Gitonga, former Director of Fisheries, Kenya, now a Fisheries Consultant with FishAfrica.*

## A world class standard

This year the MSC became fully consistent with guidelines on fisheries eco-labelling established by the UN's Food and Agriculture Organization. The guidelines are among the few documents to capture international consensus on key features of a credible certification programme for marine fisheries. Embedded in these guidelines are the MSC's core principles of independence, transparency, impartiality and stakeholder consultation. Built on a science-based standard and an open governance structure, the MSC also became the only seafood eco-label to meet the Code of Good Practice of the International Social and Environmental Accreditation and Labelling Alliance. The MSC programme also meets ISO requirements for standard setting, certification and accreditation organisations.



2

## FOCUS ON

### Lake Hjälmmaren pikeperch x 2



In August 2006 two Lake Hjälmmaren fisheries became the first freshwater and first Swedish fisheries to meet the MSC standard. The fishers use gill nets during the ice season and catch pikeperch, also known as zander, with traps during the rest of the year – hence it is counted as two fisheries. “Sweden has more than 100,000 lakes and most of its people live close to water. Fishing has always been an integral part of Swedish society. To make sure it stays this way, the fishers at Lake Hjälmmaren have chosen MSC certification”, says Inger Näslund of WWF Sweden.



2. Barcode scanning at the MSC-certified South Georgia Patagonian toothfish fishery ensures illegally caught fish are excluded from the supply chain.

3. The MSC is open to all fisheries, whatever their size, type or location.



3

# Building a global brand

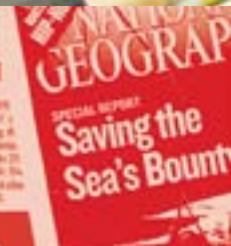


## MSC labelling surge as popularity grows

Eco-labelling looks set to take off this year

My Bloody Salmon

INCREASED demand for MSC-labelled fish



**US supermarket MSC-certified**

Many US-based supermarket chains are now using MSC-labelled products. The National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service has established a programme to encourage supermarket chains to use MSC-labelled products.

## MSC in the headlines

Controversial headlines on illegal fishing, collapsing fish stocks and climate change triggered a wave of media interest in fishing and seafood that put the MSC in the spotlight. Offering shoppers a simple, positive solution to questions about what fish to buy, the MSC's blue eco-label featured in articles around the world and won public support for the pioneering fisheries that meet the MSC's environmental standard. With conservation groups raising awareness of marine issues, many consumers discovered the MSC for the first time and visits to our website increased by 60 per cent over the year. A major website overhaul is now underway to provide more consumer friendly information and help build the MSC's global brand.

## FOCUS ON Alaska pollock



In 2006/07 MSC-labelled fish was available in 27 countries and one species could be found in almost every market. As surimi, fish sticks or fillets, Alaska pollock is popular with consumers worldwide for its succulent white flesh and light flavour – although many home cooks do not know its real name. The fishery provides livelihoods for approximately 5,000 people in Alaska, from fishers operating big catcher-processor boats or smaller coastal vessels, to others involved in processing, transporting and marketing this plentiful and versatile species.



Pollock dishes are highly popular with consumers, and an increasing range of products now carry the MSC eco-label.

## Shoppers are being urged to look for the MSC label



### What our stakeholders say

“Six months after we launched the first MSC products, our customers had bought ten million items of MSC-labelled seafood. We feel the message on fishery resources is gradually but steadily penetrating into Japanese customers’ awareness.”

*Yasuyuki Yamamoto, Aeon Co Ltd.*



2

3

### Teaching tomorrow's shoppers

The MSC won a coveted Green Award in November 2006 for outstanding communications work in its Fish & Kids project. The project works with Local Education Authorities in England to increase uptake of MSC-labelled fish in school meals and teaches children about sustainable fishing through a learning pack and website ([www.fishandkids.org](http://www.fishandkids.org)). Foodservice provider Brakes pioneered the pilot project and has quickly introduced the MSC label to 250,000 children in 1,200 schools. The project is highly popular with children who love the project's mascot – Murdock the Fisherman's Cat. As the star of Fish & Kids, Murdock leads the children through the issue of sustainable fishing and encourages them to eat a delicious meal of MSC-labelled fish.



1. Murdock the Fisherman's Cat helps children learn about sustainable fishing.

### Consumer outreach

Working with partners around the world, the MSC eco-label is now being widely promoted to consumers in Europe, Japan, North America and Australia. Seafood cards are one of the most popular ways to access information, and many now feature MSC-labelled choices. Magazine articles and website campaigns are also asking consumers to look for the MSC eco-label when shopping for fish. Retailers often see benefits for themselves in promoting the MSC to enhance brand loyalty. Many now advertise the MSC-labelled products on their shelves and explain to customers why they support the MSC. In Australia, a second Sustainable Seafood Day repeated last year's success with nationwide coverage via TV and radio advertisements broadcast through major media outlets.

2. First eat it, then learn about it: children are responding with enthusiasm to the Fish & Kids project, which brings a positive approach to lessons about sustainable fishing.

3. Car park communication: UK chain Asda wants its customers to know what the MSC label looks like and means by using massive banners in the car park and in store.

# Secure funding



## What our stakeholders say

“We’re very impressed by the wide ranging impacts that the MSC achieves. This is a highly professional organisation that makes its promises come true.”

*Jeffrey Prins, DOEN Foundation.*

## Financial support since April 2006

The MSC would like to thank the following organisations for their recent support:

### US Foundations

Commonweal  
David and Lucile Packard Foundation  
Freed Foundation  
Marisla Foundation  
Resources Legacy Fund  
Skoll Foundation  
Tinker Foundation  
Triad Foundation  
Walton Family Foundation

### Statutory

Defra (UK Dept for Environment, Food and Rural Affairs)  
Sida (Swedish International Development Agency)

### UK Trusts and Foundations

Cohen Foundation, John S  
Dulverton Trust  
Edith Mary Sage Charitable Trust  
Esmée Fairbairn Foundation  
Garfield Weston Foundation  
Gladys Wightwick Trust  
Golden Bottle Trust  
Marsh Christian Trust  
Mary Webb Trust  
Mercers' Company  
Project AWARE Foundation  
Roger Vere Foundation  
Rufford Maurice Laing Foundation  
Swire Charitable Trust

### Other European Foundations

Hivos-Novib Biodiversity Fund (Netherlands)  
DOEN Foundation (Netherlands)

### Corporate

Fish Society  
Marks & Spencer  
Microsoft (Employee Giving Campaign)  
Tesco  
Unilever

### Other NGOs

ComMark Trust (South Africa)  
North Sea Foundation (Netherlands)  
SSNC (Sweden)  
WWF International  
WWF UK  
WWF US

### In-kind support

Brakes  
Sirichai Fisheries Co Ltd

## New funding sources help drive projects forward



1. The MSC's Chief Executive Rupert Howes (centre) received the Skoll Foundation Award in March 2007.

Also pictured (left to right) are Sally Osberg, Peter Gabriel, Muhammad Yunus and Jeff Skoll.

2. The highly-praised Fish & Kids education project has initially been funded for England only, but there is a strong demand for it to be rolled out in Europe, the USA and Australia.



3. The MSC was recognised by intelligentgiving.com as one of its Top Ranked Charities, scoring 79 per cent for high quality and transparent reporting.

### The biggest thank you

The consistent support of our core funders underpins all that we do. With the MSC pursuing an ambitious programme of growth and seeking to transform global seafood markets, a firm financial foundation is vital. For this reason we especially acknowledge and thank the Esmée Fairbairn Foundation, the David and Lucile Packard Foundation, the Walton Family Foundation and the DOEN Foundation. The funding from these foundations has enabled the MSC to recruit key staff, to expand operations and to stimulate continued commitment to sustainable fishing practices from the industry. The achievements presented in this Annual Report flow directly from the visionary support and generosity of our funders, who share our belief that market forces can be harnessed to promote sustainable practices and marine conservation.

### MSC recognised by the Skoll Foundation

The Skoll Foundation Awards for Social Entrepreneurship honour individuals leading organisations that offer the most innovative and effective approaches to resolving critical social issues. This year, the MSC's Chief Executive, Rupert Howes, was chosen to receive one of the Skoll Foundation's prestigious awards. As a result, the MSC received a major three-year grant from the Skoll Foundation. Sally Osberg, President and CEO of the Skoll Foundation said: "The MSC is tackling a complex social problem with a sustainable, scalable solution. We believe their work has the potential for transformational benefit to the area of sustainable seafood, and we're honoured to support their continued commitment to systemic change at the grass-roots level."

### Exciting projects attract new support

Discrete MSC projects to educate school children about sustainable fishing, present the MSC programme to fisheries and research environmental impacts were among those to win funding this year. As part of our Developing World Programme, preparatory work for a major project in southern Africa was funded by the ComMark Trust, while outreach workshops with fishers in Senegal and Mauritania were supported by the Swedish Society for Nature Conservation. The Rufford Maurice Laing Foundation kindly funded a new project analysing markets for seafood from developing countries and Tesco supported an experts workshop to establish a methodology for environmental monitoring and evaluation. In the UK, the Fish & Kids project entered its second year thanks to support from Defra and the Project AWARE Foundation.

# Financial report 2006/07

## Independent Auditor's statement to the Trustees of Marine Stewardship Council Charity.

We have examined the summarised financial statements of Marine Stewardship Council.

## Respective Responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the summarised financial statements in accordance with the recommendation of the charities SORP.

Our responsibility is to report to the Trustees our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the summarised annual report and consider the implication for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

## Basis of opinion

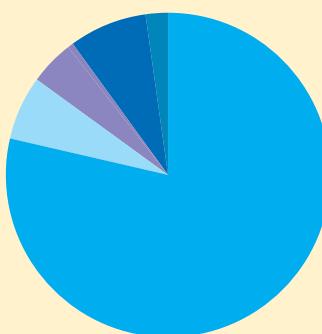
We conducted our work in accordance with Bulletin 1999/6. The auditors' statement on the summary financial statement issued by the Auditing Practices Board for use in the United Kingdom.

## Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees' Annual Report of Marine Stewardship Council for the year ended 31 March 2007.

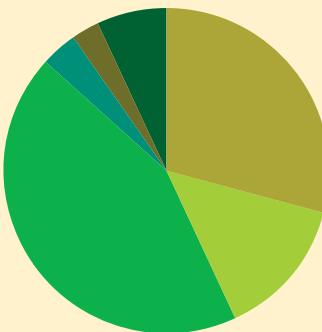
Sobell Rhodes,  
Registered Auditors & Chartered Accountants  
Monument House  
215 Marsh Road  
Pinner  
Middlesex HA5 5NE

24 September 2007



### Where the money comes from

79%	Charitable grants
6%	Government agencies
4%	Companies
1%	Individual donations / other
8%	Charitable activities (logo licencing)
2%	Investment



### Where the money goes

29%	Policy and maintenance of standard
14%	Education and awareness
43%	Commercial and fisheries outreach
4%	Logo licencing
3%	Governance costs
7%	Fundraising

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2007**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2007 £	Total Funds 2006 £
<b>Incoming resources</b>				
Donations and voluntary incoming resources	2,263,899	377,683	2,641,582	2,283,894
Incoming sources from charitable activities	224,090	0	224,090	173,768
Investment income	64,856	0	64,856	44,540
<b>Total incoming resources</b>	<b>2,552,845</b>	<b>377,683</b>	<b>2,930,528</b>	<b>2,502,202</b>
<b>Resources expended</b>				
Cost of generating funds	179,403	0	179,403	186,694
	<u>179,403</u>	<u>0</u>	<u>179,403</u>	<u>186,694</u>
<b>Charitable expenditure</b>				
Costs in furtherance of the charity's objectives	1,822,004	612,544	2,434,548	1,533,905
Governance costs	78,564	0	78,564	79,067
Total charitable expenditure	<u>1,900,568</u>	<u>612,544</u>	<u>2,513,112</u>	<u>1,612,972</u>
<b>Total resources expended</b>	<b>2,079,971</b>	<b>612,544</b>	<b>2,692,515</b>	<b>1,799,666</b>
<b>Net incoming/(outgoing) resources before transfers</b>				
	<u>472,874</u>	<u>(234,861)</u>	<u>238,013</u>	<u>702,536</u>
Transfers	<u>(123,162)</u>	<u>123,162</u>	<u>0</u>	<u>0</u>
<b>Net incoming/(outgoing) resources after transfers</b>	<b>349,712</b>	<b>(111,699)</b>	<b>238,013</b>	<b>702,536</b>
<b>Funds at 1 April 2006</b>	<b>1,288,544</b>	<b>231,049</b>	<b>1,519,593</b>	<b>788,374</b>
(Losses) / surplus on disposal of fixed assets	(85)	0	(85)	4,454
Exchange (losses) / gains on translation of foreign assets	(26,026)	(7,591)	(33,617)	24,229
<b>Funds at 31 March 2007</b>	<b>1,612,145</b>	<b>111,759</b>	<b>1,723,904</b>	<b>1,519,593</b>

There were no recognised gains or losses other than those included in the Statement of Financial Activities.

All incoming resources and resources expended derive from continuing activities.

**CONSOLIDATED AND CHARITY BALANCE SHEET AS AT 31 MARCH 2007**

	Group 2007 £	Group 2006 £	Charity 2007 £	Charity 2006 £
<b>Fixed assets</b>				
Tangible assets	111,550	22,461	101,968	13,214
Investments	1	1	2	2
	<u>111,551</u>	<u>22,462</u>	<u>101,970</u>	<u>13,216</u>
<b>Current Assets</b>				
Trading stock	0	13,177	0	0
Debtors	288,957	217,962	335,841	293,193
Cash at bank and in hand	2,009,353	1,527,671	1,407,865	1,057,442
	<u>2,298,310</u>	<u>1,758,810</u>	<u>1,743,706</u>	<u>1,350,635</u>
<b>Creditors:</b>				
<b>Amounts falling due within one year</b>	<b>(685,957)</b>	<b>(261,679)</b>	<b>(575,861)</b>	<b>(186,044)</b>
<b>Net current assets</b>	<b>1,612,353</b>	<b>1,497,131</b>	<b>1,167,845</b>	<b>1,164,591</b>
<b>Total assets less total liabilities</b>	<b>1,723,904</b>	<b>1,519,593</b>	<b>1,269,815</b>	<b>1,177,807</b>
<b>Funds</b>				
Unrestricted funds - general	1,612,145	1,288,544	1,228,045	1,020,229
Restricted funds	111,759	231,049	41,770	157,578
<b>Total funds</b>	<b>1,723,904</b>	<b>1,519,593</b>	<b>1,269,815</b>	<b>1,177,807</b>

The information within this Annual Report reflects the Trustees report in the full financial statements for the year ended 31 March 2007, which are available from Companies House.

# Governance and participation



Left to right: Dr Euan Dunn, Jeff Davis, John Connelly, Professor Cathy Roheim, Dr David Agnew, Will Martin, Kees Lankester, Dr Keith Sainsbury, Mike Parker, Annie Jarrett, Javier Corcera, Margaret Wittenberg. Missing from the photo: Wicharn Sirichai-Ekawat.



## Chairman's letter

When I look into the not-too-distant future, I see that the sustainability of marine fish resources will be as commonly demanded in the marketplace as health and sanitary issues. The era of overfishing and irresponsible overexploitation will be seen as a curious relic of a wasteful past.

We thank our partners in the catch, commercial and conservation sectors for helping make sustainability a significant issue in the marketplace, as at the policy tables. The MSC has been a leader in this movement, providing an independent, impartial, professional third-party assurance programme that is considered a global gold standard.

We are proud to be a part of a new and important chapter in sustainable development. To the rapidly growing number of buyers in the processing sector, the retail sector and public who discriminate based on the sustainability of

## What our stakeholders say

“What attracts me to the MSC is how it can serve as a force to seriously reduce the environmental impact of fisheries, like curbing bycatch of seabirds and other marine wildlife.”

*Dr Euan Dunn, BirdLife International.*

their sources, we furnish the expert and unbiased assurance that the MSC-certified wild-caught fish they purchase is from sustainable and well-managed fisheries.

The MSC has made tremendous progress during this past year. Our programme is robust, credible, balanced and fair; our certified fisheries are among the best in the world and more are joining; top processors and retailers are demanding certified product from their suppliers; and our certified products are given prominence in significant markets.

Challenges remain, but our programme is sound. And, the time when sustainability is a necessary feature in the marketplace for fish and fish products is coming even faster than we expected.

### **Will Martin**

Chair of the MSC Board of Trustees

# We extend our thanks to those who strengthen the MSC through good governance.



## The Board of Trustees

### Will Martin (USA) – Chair

Will Martin is a businessman, lawyer and Senior Fellow for WWF-US. Previously he was the head of international policy for the US National Oceanic and Atmospheric Administration (NOAA) and he served as Chairman of the UN FAO Committee on Fisheries.

### Dr David Agnew (UK) – TAB Chair, joined May 2007

Dr Agnew is a Reader in Fisheries and Population Biology at Imperial College London. He has extensive experience in the assessment, conservation and management of marine living resources, particularly Southern Ocean fisheries.

### John Connelly (USA), joined May 2007

John Connelly has been President of the National Fisheries Institute since 2003 and recently served as Chairman of the International Coalition of Fisheries Associations.

### Javier Corcuera (Argentina), joined May 2007

Javier Corcuera is a marine biologist and is currently representing Latin America for the Coasts and Water Programme of the Avina Foundation. Javier is co-author of the books *The Environmental State of Argentina* in 2000 and 2005.

### Jeff Davis (USA), joined May 2007

Jeff Davis is a director of American Seafoods and is the 2007 Chairman of the National Fisheries Institute, the trade association for the American seafood industry.

### Dr Euan Dunn (UK), joined May 2007

Dr Dunn is Head of Marine Policy at the Royal Society for the Protection of Birds, Europe's largest wildlife charity, which leads BirdLife International's Global Seabird Programme.

### Annie Jarrett (Australia) – Stakeholder Council Co-Chair, joined June 2006

Annie Jarrett is Executive Officer of the Northern Prawn Fishery Management Advisory Committee and a member of the Australian Commonwealth Fisheries Association. She also manages her own consultancy company, Pro-Fish Pty Ltd.

### Kees Lankester (Netherlands)

Kees Lankester is founding director of Scomber Consultancy that advises on fisheries management and ocean wildlife in the international dimension.

### Mike Parker (UK) – Finance Committee Chair

Mike Parker is Deputy Chief Executive of Young's Seafood Ltd, the UK's largest seafood company with an approximate 40 per cent share of the UK consumer market. He is also on the Board of Seafish in the UK.

### Dr Keith Sainsbury (Australia) – Vice Chair

Dr Keith Sainsbury has conducted research on the assessment, ecology, exploitation and conservation of marine resources and ecosystems for over 25 years. In 2004 he was awarded the Japan Prize for outstanding achievements in science and technology.

### Wicharn Sirichai-Ekawat (Thailand)

Wicharn Sirichai-Ekawat is the Managing Director of various fishery and industry organizations in Thailand, Singapore, Indonesia, Yemen and Mozambique.

### Margaret Wittenberg (USA)

Margaret Wittenberg is Global Vice President for Quality Standards and Public Relations for Whole Foods Market, Inc.

### Thank you to the following MSC Board members who left the Board this year:

Scott Burns (USA), resigned January 2007.

Murray France (Australia), resigned December 2006.

Mercedes Lee (USA), resigned May 2006.

Chris Nissen (South Africa), resigned November 2006.

Professor Cathy Roheim (USA) – Stakeholder Council Co-Chair, joined June 2006 and resigned August 2007.

Mike Sutton (USA), resigned May 2007.

## Technical Advisory Board

### Dr David Agnew (UK) – Chair

Imperial College, joined November 06.

### Dr Lee Alverson (USA)

Natural Resources Consultants Inc.

### Jim Cannon (Belgium)

Sustainable Fisheries Partnership.

### Dr Shelley Clarke (Hong Kong and Japan)

Independent consultant.

### Henrik Gislason (Denmark)

Danish Institute for Fisheries Research.

### Dr Martin Hall (USA)

Inter-American Tropical Tuna Commission.

### Howard Johnson (USA)

HM Johnson & Associates.

### Volker Kuntzsch (Namibia)

Hangana Seafood.

### Alastair Macfarlane (New Zealand)

New Zealand Seafood Industry Council.

### Dr Rich Marasco (USA)

Alaska Fisheries Science Center (retired), joined August 07.

### Dr Purwito Martosubroto (Indonesia)

Bogor Agricultural University, joined August 07.

### Cliff Morrison (UK)

Young's Seafood.

### Dr Keith Sainsbury (Australia)

Sainsolutions.

### Matthew Wenban-Smith (UK)

OneWorld Standards Ltd.

### Dr Chang Zhang (Korea)

Pukyong National University.

Permanent observers:  
Stakeholder Council Co-Chairs.

## Stakeholder Council

### Professor Cathy Roheim (USA) – Co-Chair

University of Rhode Island, resigned August 2007.

### Annie Jarrett (Australia) – Co-Chair

Pro-Fish Pty.

### Daniel Bailey (South Africa)

Batostar, resigned June 2007.

### Mike Boots (USA)

Seafood Choices Alliance.

### Dr Luis Bourillón (Mexico)

COBI.

### Isabel de la Torre (USA)

Industrial Shrimp Action Network, resigned June 2007.

### Professor Eyiwunmi Falaye (Nigeria)

University of Ibadan.

### Jim Gilmore (USA)

At-sea Processors Association.

### Dr Patrice Guillotreau (France)

University of Nantes.

### Carol Haest (Belgium)

World Organic Supermarketing Club.

### Burr Heneman (USA)

Commonweal Ocean Policy.

### Eddie Hegerl (Australia)

Marine Ecosystem Policy Advisors.

### Jens Peter Klausen (Denmark)

JP Klausen & Co.

### Otto Langer (Canada)

David Suzuki Foundation.

### Gerry Leape (USA)

National Environmental Trust.

**Guy Leyland (Australia)** Western Australia Fishing Industry Council.

**Dr Esther Luiten (Netherlands)** North Sea Foundation.

**Hans-Jürgen Matern (Germany)** METRO Group International.

**Cliff Morrison (UK)** Youngs Bluecrest.

**Christine Penney (Canada)** Clearwater Seafoods, joined July 2007.

**Dr Dierk Peters (Germany)** Unilever, on secondment to WWF.

**Peter Redmond (USA)** Wal-Mart.

**Dr Enir Reis (Brazil)** Universidade de Rio Grande.

**Dr Uwe Scholz (Philippines)** Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

**Alfred Schumm (Germany)** WWF Germany.

**Dr Ussif Rashid Sumaila (Canada)** University of British Columbia.

**Per Swensson (Norway)** Binor Products AS.

**Brid Torrades (Ireland)** Eurotoque International.

**Knut Vardal (Norway)** Vardal Seafood.

**Margaret Wittenberg (USA)** Whole Foods Market.

# Moving ahead in 2007/8

This report covers achievements up to the end of March 2007. Here we present some of our more recent successes.



The first tuna fishery was certified in September 2007 – congratulations to the AAFA Pacific albacore tuna fishery.



More schools started serving MSC-labelled fish as part of the Fish & Kids project in England, and the MSC explored opportunities to expand the project internationally.



More than 800 products carrying the MSC label, including Birds Eye's new Omega 3 Alaska pollock fish fingers in the UK.



A manga-style *Big Comic* story in Japan promoted the MSC's adventures at Tokyo's Tsukiji fish market.

In the Netherlands, the Fishes fishmonger chain launched seven MSC-labelled species as part of a policy to become a fully sustainable business.



The Ben Tre clam fishery in Vietnam announced it was entering the MSC's full assessment process. It is the first fishery in South East Asia and the first clam fishery to seek the MSC eco-label.



In France, Findus put a full page advert into national newspaper *Le Monde* featuring the MSC label, and a national TV advert for Iglo products showed a son telling his mother he chose this fish supper because of the MSC label.



Please help the MSC to succeed  
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Registered charity (UK): 1066806 Non-profit status (USA): 501(c)(3) ABN (Australia): 69 517 984 605

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Design: Redesign +44 (0)20 8805 9585

Printing: Polar Print Group Limited

Paper: Greencoat Plus Velvet FSC from  
Howard Smith

**Photographs:**

Cover: R Howes/MSC  
Page 1: Seguin/Andia/Still Pictures, A Aitchison, ASDA,  
American Seafoods Co, A Izawa/WWF-Canon, J White/MSC,  
D Leadbitter/MSC.

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Sea Harvest.

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Page 22/23: A Aitchison.

Page 24: C Schumacher, A Aitchison, Fishes, Big Comic, D Leadbitter/MSC.

Inside back: At-sea Processors Association, D Reinhardt.

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