



**Engagement Resources & Templates for Partners –
Coastal States 2021**

Introduction

- This resource is intended to support NAPA members in their engagement.
- Individual engagement by members of the supply chain is essential to build on the engagement carried out by NAPA.
- Individual engagement allows you to present individual business economic arguments for action, and to demonstrate the consequences of inaction with regards to your own purchasing.

Actions

NAPA Partners To-Do List

Task Description	Due Date	Template
Send letter to the fishery minister of the country/ countries you are based in (or have business interests in).	w/c 27/9	Letter 1
Send letter to each of the Coastal State delegations.	w/c 27/9	Letter 2
Send letter to all your suppliers of NE Atlantic pelagics to demonstrate your priorities and to urge them to get involved in engagement. It could also highlight consequences of inaction.	w/c 27/9	Letter 3
Send letter to your representative or membership bodies to support NAPA calls for action.	w/c 27/9	Letter 4
Amplify NAPA social media outputs	From w/c 20/9	Resource 1

1. Template letter from NAPA members to NE Atlantic Coastal State Fishery Ministers

To: Fishery Minister

[*Insert company name*] have made public commitments to sourcing seafood, including mackerel, Atlanto-Scandian herring and blue whiting [*include as needed*] from the North East Atlantic, responsibly. As one of the decision-makers in the management of these fisheries we are calling on you to take the following actions and show leadership. We need your support to improve the sustainability of these fisheries.

We are alarmed by the continuing dispute over quota allocation of these species resulting in annual catches well in excess of the advised quota. The agreed quotas for 2021 reveal that ICES advice is being exceeded by 42% for mackerel, 39% for Atlanto-Scandian herring and 30% for blue whiting.

This is having major implications for our business. The mismanagement of these fisheries has so far resulted in the loss of Marine Stewardship Council (MSC) certification. Loss of certification implies that fisheries are no longer publicly recognised against well-known independent certification programs for fisheries sustainability. Furthermore, blue whiting has lost MarinTrust certification - which is conditional on MSC certification. The knock-on effect on the biggest customer of the fishery, salmon aquaculture, is a significant step back in responsible business practice and will impact retailer and foodservice companies, as well as consumers, who demand sustainable marine ingredients in feed.

The issue is entirely political; Coastal States merely need to agree on catch shares that follow the ICES advice.

Commitments to sustainable fishing have also been made by all Coastal States involved in North East Atlantic fisheries through the adoption of the Sustainable Development Goals (SDGs), in particular SDG 14 on 'life below water'. For convenience SDG 14.4 states:

by 2020, effectively regulate harvesting, and end overfishing, illegal, unreported and unregulated (IUU) fishing and destructive fishing practices and implement science-based management plans, to restore fish stocks in the shortest time feasible at least to levels that can produce maximum sustainable yield as determined by their biological characteristics

We also have SDG related targets and objectives, and certification offers a credible impartial tool to demonstrate we meet our ambitions to contribute to a healthy planet for future generations. Loss of certification would reduce our progress against the SDGs.

We are seeking to ensure that the [*insert relevant country*] government is fully behind the drive for sustainable pelagic fisheries and that the [*insert relevant country*] position on these issues at the upcoming coastal states meetings, followed by the North East Atlantic Fisheries Commission (NEAFC) meeting November will testify to that commitment.

We are calling on you to:

- **Follow the ICES advice**
All NEAFC contracting parties should ensure that the overall catch for each stock does not exceed scientific advice.
- **Implement Management Plans**
Multi-annual management should be the underlying approach by default. All stakeholders benefit from agreeing to and working toward long-term sustainable management objectives. That includes stable sharing arrangements and harvest strategies that include precautionary harvest control rules for setting catch limits, a periodic review process, and any necessary mechanisms to transition from previous arrangements to a new system.
- **Allocation**

Prioritise resolving the allocation issues around these stocks and re-establish the NEAFC WG on Allocation as a first step. In addition, a dispute resolution mechanism should be employed at both the coastal States meeting and NEAFC.

We need your support to improve the sustainability of these fisheries and would like to meet with you to express the wide-ranging support for these actions from the market.

If no improvements, in line with scientific advice, are made we will [*insert relevant consequence from sourcing statement*]

Thank you for your attention in this matter.

2. Template letter from NAPA members to NEAFC Heads of Delegations

To: Head of Delegation

[*Insert company name*] have made public commitments to sourcing seafood, including mackerel, Atlanto-Scandian herring and blue whiting [*include as needed*] from the North East Atlantic, responsibly. As one of the delegations in NEAFC we are calling on you to take the following actions and show leadership. We need your support to improve the sustainability of these fisheries.

We are alarmed by the continuing dispute over quota allocation of these species resulting in annual catches well in excess of the advised quota. The agreed quotas for 2021 reveal that ICES advice is being exceeded by 42% for mackerel, 39% for Atlanto-Scandian herring and 30% for blue whiting.

This is having major implications for our business. The mismanagement of these fisheries has so far resulted in the loss of Marine Stewardship Council (MSC) certification. Loss of certification implies that fisheries are no longer publicly recognised against well-known independent certification programs for fisheries sustainability. Furthermore, blue whiting has lost MarinTrust certification - which is conditional on MSC certification. The knock-on effect on the biggest customer of the fishery, salmon aquaculture, is a significant step back in responsible business practice and will impact retailer and foodservice companies, as well as consumers, who demand sustainable marine ingredients in feed.

The issue is entirely political; Coastal States merely need to agree on catch shares that follow the ICES advice.

Commitments to sustainable fishing have also been made by all Coastal States involved in North East Atlantic fisheries through the adoption of the Sustainable Development Goals (SDGs), in particular SDG 14 on 'life below water'. For convenience SDG 14.4 states:

by 2020, effectively regulate harvesting, and end overfishing, illegal, unreported and unregulated (IUU) fishing and destructive fishing practices and implement science-based management plans, to restore fish stocks in the shortest time feasible at least to levels that can produce maximum sustainable yield as determined by their biological characteristics

We also have SDG related targets and objectives, and certification offers a credible impartial tool to demonstrate we meet our ambitions to contribute to a healthy planet for future generations. Loss of certification would reduce our progress against the SDGs.

We are seeking to ensure that the [*insert relevant country*] delegation is fully behind the drive for sustainable pelagic fisheries and that the [*insert relevant country*] position on these issues at the upcoming coastal states meetings, followed by the North East Atlantic Fisheries Commission (NEAFC) meeting November will testify to that commitment.

We are calling on you to:

- **Follow the ICES advice**
All NEAFC contracting parties should ensure that the overall catch for each stock does not exceed scientific advice.
- **Implement Management Plans**
Multi-annual management should be the underlying approach by default. All stakeholders benefit from agreeing to and working toward long-term sustainable management objectives. That includes stable sharing arrangements and harvest strategies that include precautionary harvest control rules for setting catch limits, a periodic review process, and any necessary mechanisms to transition from previous arrangements to a new system.
- **Allocation**
Prioritise resolving the allocation issues around these stocks and re-establish the NEAFC WG on Allocation as a first step. In addition, a dispute resolution mechanism should be employed at both the coastal States meeting and NEAFC.

If no improvements, in line with scientific advice, are made we will [*insert relevant consequence from sourcing statement*]

Thank you for your attention in this matter.

3. Template letter from NAPA members to suppliers not engaged with NAPA already

Dear [*supplier*]

[*Insert some text here about your relationship with your supplier e.g. size and scale of business, etc*]

The sustainability of North East Atlantic mackerel, Atlanto-Scandian herring and blue whiting [*include as needed*] stocks is of significant interest to our businesses, as well as the health of the marine environment and critical to many livelihoods. Unfortunately, the Coastal States involved in these fisheries need to take urgent action on a number of areas to ensure our required level of sustainability is met and we can continue sourcing from the region.

The annual negotiations for North East Atlantic pelagic fisheries take place in October and November and we are seeking your support in requesting the [*insert relevant country*] government to instruct their negotiators to commit to and establish binding fisheries management strategies, and to agree sustainable quota shares for the shared stocks in the North East Atlantic that follow scientific advice.

We have attached a copy of the letter we have sent the [*country*] delegate; please use the contents in your engagement.

Thank you for your support in this matter. Please let me know the outcome of your communication.

4. Template letter from NAPA members to representative or membership bodies (i.e. CBL, AIPCE etc.)

Dear [*Representative Body*]

The sustainability of North East Atlantic mackerel, Atlanto-Scandian herring and blue whiting [*include as needed*] stocks is of significant interest to our business, as well as the health of the marine environment and critical to many livelihoods. Unfortunately, the Coastal States involved in these fisheries need to take urgent action on a number of areas to ensure our required level of sustainability is met and we can continue sourcing from the region.

The annual negotiations for North East Atlantic pelagic fisheries take place in October and November and we are seeking your support in requesting the [*insert relevant country*] government to instruct their negotiators to commit to and establish binding fisheries management strategies, and to agree sustainable quota shares for the shared stocks in the North East Atlantic that follow scientific advice.

We have attached a copy of the letter we have sent the Fisheries Ministers; please use the contents in your engagement.

The contact details for the Fisheries Ministers are below:

- EU:
 - Commissioner: cab-sinkevicius-contact@ec.europa.eu
 - Denmark: Rasmus Prehn fvm@fvm.dk
 - France: Mr Julien Denormandie, via <http://contact.mer.gouv.fr/>
 - Ireland: Mr Charlie McConalogue info@agriculture.gov.ie
 - Netherlands: Ms Carola Schouten, via <https://www.government.nl/contact/contact-form>
 - Poland: Grzegorz Puda kancelaria@minrol.gov.pl
 - Sweden: Ibrahim Baylan naringsdepartementet.registrator@gov.se
- Faroe Islands: Jacob Vestergaard fisk@fisk.fo
- Greenland: Jens Immanuelson apnn@nanoq.gl
- Iceland: Kristján Þór Júlíusson kristjanj@althingi.is
- Norway: Odd Emil Ingebrigtsen postmottak@nfd.dep.no
- Russian Federation: Dmitry Patrushev, via <http://services.government.ru/en/letters/form/>
- UK: Victoria Prentis victoria.prentis.mp@parliament.uk
 - Scotland: Mairi Gougeon CabSecRAI@gov.scot

Thank you for your support in this matter.

5. Contact details

NE Atlantic Coastal State Fishery Ministers

- EU:
 - Commissioner: cab-sinkevicius-contact@ec.europa.eu
 - Denmark: Rasmus Prehn fvm@fvm.dk
 - France: Mr Julien Denormandie, via <http://contact.mer.gouv.fr/>
 - Ireland: Mr Charlie McConalogue info@agriculture.gov.ie
 - Netherlands: Ms Carola Schouten, via <https://www.government.nl/contact/contact-form>
 - Poland: Grzegorz Puda kancelaria@minrol.gov.pl
 - Sweden: Ibrahim Baylan naringsdepartementet.registrator@gov.se
- Faroe Islands: Jacob Vestergaard fisk@fisk.fo
- Greenland: Jens Immanuelson apnn@nanoq.gl
- Iceland: Kristján Þór Júlíusson kristjanj@althingi.is
- Norway: Odd Emil Ingebrigtsen postmottak@nfd.dep.no
- Russian Federation: Dmitry Patrushev, via <http://services.government.ru/en/letters/form/>
- UK: Victoria Prentis victoria.prentis.mp@parliament.uk
 - Scotland: Mairi Gougeon CabSecRAI@gov.scot

NEAFC Heads of Delegations

Faroe Islands:

Jóannes V. Hansen JoannesV@uvmr.fo

Herluf Sigvaldsson hs@fisk.fo

Greenland:

Jákup Emil Hansen jaeh@nanoq.gl

Emanuel Rosing emro@nanoq.gl

EU:

Fabrizio Donatella Fabrizio.Donatella@ec.europa.eu

Jessica Demblon Jessica.demblon@ec.europa.eu

Cannelle.Beauchesne cannelle.beauchesne@ec.europa.eu

Norman Graham Norman.graham@ec.europa.eu

UK:

Colin Faulkner Colin.Faulkner@defra.gov.uk

Lauren Ferrari Lauren.Ferrari@gov.scot

Iceland:

Kristjan Freyr Helgason kristjan.freyr.helgason@anr.is

Stefán Ásmundsson stefan.asmundsson@anr.is

Norway

Ann Kristin Westberg Ann-Kristin.Westberg@nfd.dep.no

Christian Wormstrand Christian.Wormstrand@nfd.dep.no

Russian Federation:

Представительство в Норвегии pr-norway@fishcom.ru

a_krysov@pinro.ru

R1. NAPA Partner Social Media Strategy

We will be sharing between three and five tweets per week on the [NAPA twitter account](#) in the run up to the October Coastal State negotiations. We will also share these on the [NAPA linkedIn page](#) as they are published.

We will be using the hashtag **#CountdowntoCoastalStates** and the [following](#) content will be published from w/c 20th September to the week following the NEAFC meeting. As we get more sourcing statements, we will include them.

PLEASE RETWEET/SHARE

Week 1 (w/c 20th September): THE PROBLEM WITH PELAGICS:

With 1 month to go until the Coastal State negotiations on the management of mackerel, herring & blue whiting, we are starting the #CountdowntoCoastalStates. Over the next month, we'll detail the critical importance of these negotiations for the #sustainability of key #pelagics.



*#Pelagic stocks extend across a number of Exclusive Economic Zones & into international waters. This creates a number of #management challenges for how catch limits are set & monitored.
#CountdowntoCoastalStates*



There is no agreed mechanism for sharing mackerel, herring & blue whiting quotas, causing catch allowances to be exceeded year on year. #Scientific advice is ignored, challenging #cooperative & #sustainable management. #CountdowntoCoastalStates



Coastal State quotas for 2021 reveal that @ICES_ASC advice is being exceeded by 30-40% for all 3 #pelagic stocks - NE Atlantic mackerel, herring & blue whiting. This is an *unacceptable* threat to shared-stock #fisheries. #CountdowntoCoastalStates



A lack of cooperation & #fishing agreements between Coastal States led to loss of @MSCecolabel certification in 2019-20. NAPA members committed to sourcing #sustainable #seafood are being thwarted by #certification loss. #CountdowntoCoastalStates



Week 2 (w/c 27th September): ORIGIN OF NAPA:

NAPA was launched in 2020 in response to loss of @MSCecolabel certification for mackerel, herring & blue whiting. We are a retail-led initiative: a shared & non-competitive solution to #sustainability issues in #pelagic #fisheries. #CountdowntoCoastalStates



NAPA partners are a collective of over 40 retailers, food service companies & suppliers, representing the majority of the purchasing power for mackerel, herring & blue whiting in the North East Atlantic. <https://buff.ly/2Rk3QbU> #CountdowntoCoastalStates



Our ambition is to drive #sustainability into NE Atlantic #pelagic fisheries by advocating for long-term, science-based management: for prospering oceans and fisheries, and business security. Learn more: <https://buff.ly/2Rk3QbU> #CountdowntoCoastalStates



Week 3 (w/c 4th October): WHAT'S THE SCIENCE SAY?:

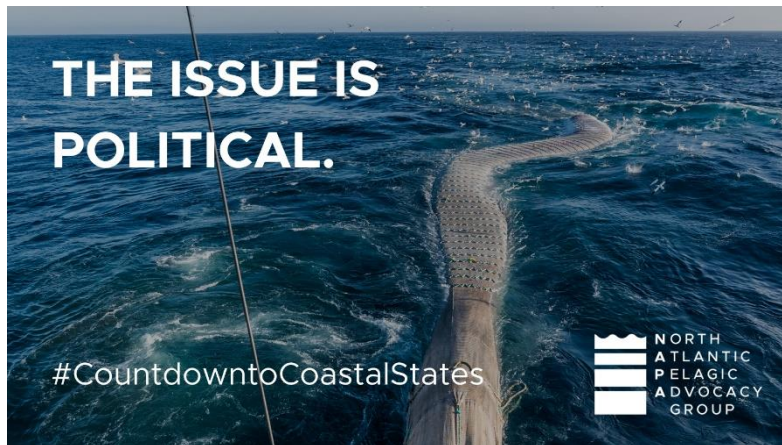
Only 2 weeks until Coastal States negotiate management agreements for NE Atlantic mackerel, herring & blue whiting. So far, our #CountdowntoCoastalStates has touched on the problem with #pelagics & the origin of NAPA, but what does the science say? Come back tomorrow to find out.



Agreed quotas for 2021 reveal that @ICES_ASC advice for 3 key #pelagic stocks - NE Atlantic mackerel, herring & blue whiting - is being exceeded by 30-40%. We are seeing the tragedy of the commons played out in real-time. #CountdowntoCoastalStates



Despite unilateral quota setting by Coastal States, mackerel, herring & blue whiting stocks are not yet in crisis. Loss of @MSCeco label certification was driven by #political factors rather than concerns for stock biomass. #CountdowntoCoastalStates



Week 4 (w/c 11th October): NAPA's PLAN OF ACTION

To address the governance issues affecting mackerel & herring, we set up a policy FIP to drive political will for cooperative decision-making, sustainable quota agreements & robustly managed #fisheries. #CountdowntoCoastalStates <https://buff.ly/3g8cvGR>



To ensure full transparency of our work, NAPA's policy FIP for mackerel & herring is independently audited & follows @MSCeolabel criteria as benchmarks for #sustainable practices. #CountdowntoCoastalStates

Find out more: <https://buff.ly/3g8cvGR>



Our members are taking a stand against uncooperative fisheries management - releasing sourcing statements evidencing their commitment to #sustainability. The supply chain is calling for action - Coastal States, that means you. #CountdowntoCoastalStates



MEMBER SOURCING STATEMENT



Labeyrie-Fine-Foods currently sources Mackerel and Herring from FAO27 and actively supports NAPA's Northeast Atlantic mackerel and Atlanto-scandian herring fishery improvement programme (FIP) as a stakeholder, to restore the Fisheries MSC certification.

If these fisheries continue to fail to deliver the requirements of our sourcing policy and cannot agree on quota allocation and the implementation of an effective dispute mechanism, we will re-evaluate our sourcing choices with a view to only select Coastal States championing sustainability that actively support NAPA.

Our Policy FIP provides a clear pathway to science-based #fisheries management:

1. Sustainable harvest strategies
2. Dispute resolution
3. Science-based decision-making

The tools are at hand - Coastal States' only need to grasp them. #CountdowntoCoastalStates



Week 5 & 6 (w/c 18th October and w/c 25th October): THE DESIRED OUTCOMES OF THE NORTHEAST ATLANTIC CS MEETING

w/c 18th October - blue whiting and herring negotiations

w/c 25th October - mackerel negotiations

The #CountdowntoCoastalStates is up.

Over the next 2 weeks, Coastal States will negotiate shared-stock management agreements for NE Atlantic mackerel, herring & blue whiting. But what commitments are needed & what outcomes will NAPA be watching for? Come back tomorrow to find out.



*We are calling on Ministers to: *Follow @ICES_ASC advice*
All NEAFC parties should ensure overall catches for NE Atlantic mackerel, herring & blue whiting do not exceed #scientific advice. #CountdowntoCoastalStates*



Long-term science-based management of NE Atlantic #pelagic stocks is the only option. If Coastal States fail to act responsibly, NAPA members may be forced to re-evaluate their purchasing decisions. #CountdowntoCoastalStates



SKRETTING
© Nutreco company

**MEMBER SOURCING
STATEMENT**



NORTH
ATLANTIC
PELAGIC
ADVOCACY
GROUP

Skretting Norway only buys marine raw materials from whole fish that are certified or subject to a Fishery Improvement Project (FIP). So, we stopped sourcing fish meal and fish oil containing blue whiting when the MSC certification for blue whiting was suspended earlier this year — due to continuing dispute over quota allocation of blue whiting resulting in overfishing to continue.

We are calling on the North East Atlantic Fisheries Commission (NEAFC) Coastal States to agree quotas in line with scientific advice and implement a long-term science-based management plan for blue whiting.

To encourage this, we are participating in the North Atlantic Pelagic Advocacy Group (NAPA) blue whiting fishery improvement plan (FIP) and will start to source blue whiting if the FIP is implemented. Should progress falter, or the FIP fail, we will continue our stand to not source fishmeal containing uncertified blue whiting.

We are calling on Ministers to: **Implement Management Plans**
Use the information at hand to put systems in place to protect the #environment, #fisheries resources & #business security. #CountdowntoCoastalStates



Unilateral quota setting & uncooperative #pelagic fisheries management by Coastal States must end. If not, NAPA members committed to responsible sourcing will take their business elsewhere.
#CountdowntoCoastalStates



**MEMBER SOURCING
STATEMENT**



In the event of a failure of the Blue Whiting FIP, Aquascot will review our sourcing policy for feed used by our Scottish salmon farming suppliers and will aim to source this product only from Coastal States that are reviewing their fishery management plans in line with NAPA's recommendations.

We are calling on Ministers to: **Resolve allocation issues**
 Establish a dispute resolution mechanism between contracting parties for key #pelagic stocks.
 #CountdowntoCoastalStates



The supply chain is publicly calling for #cooperation & science-based decision-making. If Coastal States fail to listen to our message, NAPA members will review their purchasing decisions.
 #CountdowntoCoastalStates



MEMBER SOURCING STATEMENT



TripleNine advocates for sustainable fishing and long-term stable management plans. With blue whiting being a very important raw material source for our European productions, we were very disappointed when the MSC certification for blue whiting was suspended earlier this year, due to continuing dispute amongst the Coastal States over quota allocation of blue whiting resulting in fishing above the scientific advice.

We are calling on the North East Atlantic Fisheries Commission (NEAFC) Coastal States to agree a quota allocation model ensuring total catches in line with scientific advice and implementation of a long-term science-based management plan for blue whiting.

To encourage this, we are participating in the North Atlantic Pelagic Advocacy Group (NAPA) blue whiting fishery improvement plan (FIP). Should progress falter, or the FIP fail, lower market demand for uncertified blue whiting fishmeal and fish oil will reduce the volumes and prices we are able to pay for this raw material significantly with a risk that we cannot produce this species at all.

Week 7 (w/c 1st or 8th November): WHAT ACTUALLY HAPPENED AT THE 2021 CS MEETING

- What agreements were / were not made
- What needs to happen next