

NAPA draft social media content
#CountdowntoCoastalStates - Weeks 1-6

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.



The problem with pelagics - part 1

#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



The problem with pelagics - part 2

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



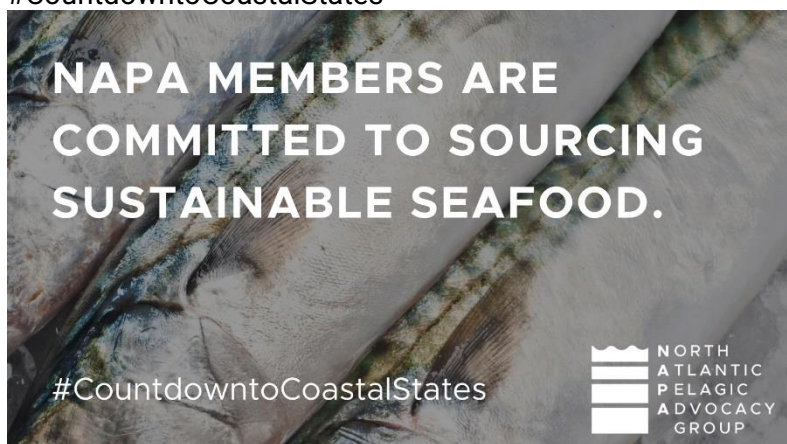
The problem with pelagics - part 3

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



The problem with pelagics - part 4

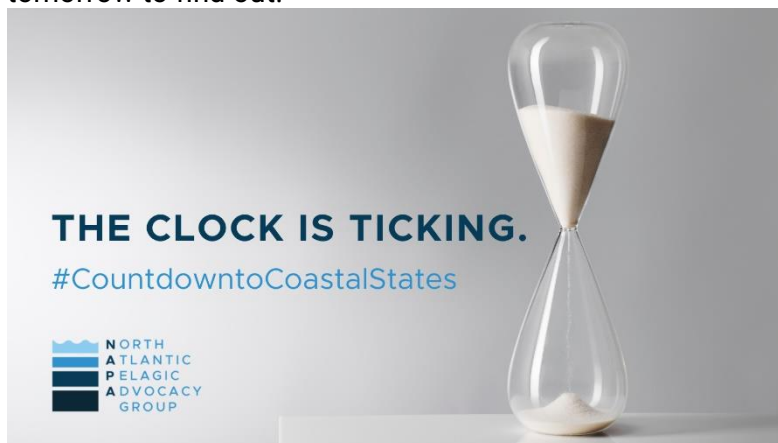
A lack of cooperation & #fishing agreements between Coastal States led to loss of @MSCecolabel certification in 2019-20. NAPA members committed to sourcing #sustainable #seafood are being thwarted by #certification loss. #CountdowntoCoastalStates





Week 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.



What's the science say? - part 1

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



What's the science say? - part 2

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



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

NAPA plan of action - part 1

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>



NAPA plan of action - part 2

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

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



NAPA plan of action - part 3

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

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.

NAPA plan of action - part 4

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.

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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.



Desired outcomes of 2021 Coastal States meeting - part 1
 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



Desired outcomes of 2021 Coastal States meeting - part 2
 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 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.

Desired outcomes of 2021 Coastal States meeting - part 3

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



Desired outcomes of 2021 Coastal States meeting - part 4

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.

Desired outcomes of 2021 Coastal States meeting - part 5

We are calling on Ministers to: *Resolve allocation issues*

Establish a dispute resolution mechanism between contracting parties for key #pelagic stocks. #CountdowntoCoastalStates



Desired outcomes of 2021 Coastal States meeting - part 6

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