

NAPA's call for sustainability in pelagic fisheries draws support from retail in Asia

The North Atlantic Pelagic Advocacy Group (NAPA) has announced its first member company from Asia. Calling for joint Coastal States' action on collaborative management of blue whiting, mackerel, and herring, NAPA says the accession of the Japanese Consumers' Co-operative Union (JCCU) to its supply chain coalition shows the global reach of its message.

FOR IMMEDIATE RELEASE

Date: Monday 19th July 2021

"NAPA is growing and growing - and we are delighted to welcome the Japanese Consumers' Co-operative Union (JCCU) to our collective of supply chain businesses who are vocal about their investment in a long-term, sustainable future for seafood from the Northeast Atlantic. This really underlines the global importance of getting management for these pelagic stocks right - buyers, processors and consumers everywhere want to see Coastal States in the region stepping up and taking collaborative action" says Aoife Martin, NAPA Chair.

[NAPA](#) was launched in 2019, in response to loss of MSC certification for several key pelagic stocks, and an emergent trend for unilateral quota-setting above the scientific advice within the Northeast Atlantic region. Since its inception, NAPA has attracted over 40 members - covering food service businesses, processors, buyers and retailers.

In June of this year, NAPA launched a new take on a traditional Fishery Improvement Programme - [the NAPA 'policy FIP'](#), which covers actions to drive sustainable management for Northeast Atlantic mackerel and Atlanto-Scandian herring. Dr Tom Pickerell, NAPA Project Lead, says *"the barriers to enacting sustainable management centre around decision-making and political will - the policy FIP is a tailored programme of activity to address this, through advocacy and using the collective voice of the marketplace. It's fantastic that this collective voice now includes seafood retail in Japan, too"*.

Alongside JCCU, other recent recruits to NAPA include [Friesenkroner](#), [Iceland](#), [Groupe Gendreau](#) and [Karsmund Protein](#).

Looking ahead to the Northeast Atlantic Coastal States meeting in October, NAPA has already announced its intention to launch a MarinTrust 'improver programme' to cover blue whiting - the third pelagic stock under NAPA's remit. Tom Pickerell commented: *"We're drawing in members from all over the world - a huge array of supply chain businesses - we've come to the table with tools to deliver against our goals, and we know the science is already in place for these pelagic stocks. It really is a case of Governments listening to the marketplace AND the science, and we hope to see real change in October"*.

Find out more about NAPA:

<https://www.seafish.org/responsible-sourcing/fisheries-management/north-atlantic-pelagic-advocacy-group/>

Find out more about NAPA's policy FIP for NEA mackerel and Atlanto-Scandian herring on here: <https://fisheryprogress.org/fip-profile/northeast-atlantic-ocean-mackerel-and-herring-hook-line-trawl-and-purse-seine>

****ENDS****

For further information, images or quotes, please contact:

- Katrina Ryan or Fiona Birch, NAPA Communications
 - katrina@mindfullywired.org / fiona@mindfullywired.org
- Dr Tom Pickerell, NAPA Executive Director
 - tom@tomolamolaconsulting.com

Notes to Editors

The below is additional quotable content on the NAPA policy FIP, to be attributed to NAPA as a collective if used.

- **So, how will the policy FIP work?**

The policy FIP is a concept designed, scoped and executed by NAPA to drive sustainability in Northeast Atlantic mackerel and Atlanto-Scandian herring fisheries. Using the framework of a traditional, science-based FIP as a guide for driving policy / political action towards the desired, sustainable outcome.

Responding to the removal of MSC certification for both of these fisheries in 2019 (mackerel) and 2020 (herring), the policy FIP uses the framework of MSC assessment to identify specific areas for action, leading to a programme of work and engagement to be undertaken between 2021-2024. The FIP was published on FisheryProgress.org in April 2021.

- **How will NAPA members drive this forward?**

Chaired by Aoife Martin of Seafish and run by Project Lead, Dr Tom Pickerell of Tomolamola Consulting, NAPA members meeting regularly to review priorities, assess progress against goals and determine approaches to advocating for sustainable pelagics

management in the NEA. Individual members will support the policy FIP through their own correspondence with Coastal States ahead of the CS meeting in October 2021, as well as collectively - through NAPA. Members share their perspectives on the market and their expertise to make NAPA a powerful collective voice. NAPA members represent the majority of NEA pelagics purchasing.

- **Does the FIP expect certain catch levels?**

The FIP calls for Coastal States to follow ICES advice for total catches for the two stocks covered. Total quota taken collectively by each of the Coastal States should not exceed the ICES advice.

- **What implications does Norway and the Faroes' unilateral increased quota have for the NAPA FIP?**

The FIP is a three-year programme, so there are no immediate implications - although NAPA views this as a poor start, and a sign of how entrenched the habit of unilateral quota-setting has become. NAPA sincerely hopes that other Coastal States will take an approach that is more respectful of the ambition for long-term, science-based management of the stock, and that total catches won't exceed the advised ICES TAC.