



North Atlantic Pelagic Advocacy Group (NAPA)

Global supply chain unites in support of sustainable Northeast Atlantic pelagics, as NAPA nets top organisations from Canada, Australia, and Italy

Three more major organisations have pledged their support to the [North Atlantic Pelagic Advocacy Group](#) (NAPA). The accession of Ocean Brands of Canada, Simplot Australia, and Bolton Group of Italy to the supply chain coalition sends a clear message to Coastal States – their historical lack of political will to agree on quota shares is prompting the marketplace to unite and speak out on a global scale.

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FOR IMMEDIATE RELEASE

The ever-increasing recognition of NAPA's mission to secure long-term, science-based management of Northeast Atlantic pelagic stocks in the wake of a decade of deadlock by Coastal States, is catching the interest of companies with a commercial interest in pelagics across the world.

One of NAPA's newest partners, **Simplot Australia**, said:

"As one of Australia's leading food manufacturers and producers of products under the John West Australia brand, Simplot Australia is committed to sourcing seafood responsibly. This is about advancing practices to ensure the fish we rely upon today are here for future generations. Joining NAPA supports this commitment and endeavours to help advance the management of pelagic stocks in the Northeast Atlantic. Through working with stakeholders across our broad industry, we hope to expedite improvements that will enhance the sustainability of these fisheries."

Last year, NAPA welcomed 21 new businesses to its 50-strong membership, including Woolworths South Africa and Japanese Consumers' Co-operative Union (JCCU). The recent addition of NAPA's first partners from Canada, Australia, and Italy underpins the world-wide significance and far-reaching impacts of certification loss in these fisheries for the global supply chain.

NAPA Project Lead, Dr Tom Pickerell, commented:

"We're delighted to welcome three new partners to NAPA's growing collective who are invested in restoring the sustainability credentials of Northeast Atlantic mackerel, Atlanto-Scandian herring, and Northeast Atlantic blue whiting. We now have partner companies from Asia, Africa, North America,



Australia, and Europe on board. The Northeast Atlantic is incredibly productive, busy, and lucrative when it comes to commercial fisheries. The rapid growth in NAPA membership goes to show the importance that food service businesses, processors, brands, buyers, and retailers everywhere are placing on the sustainable management of these pelagic stocks.”

NAPA was launched in 2019 in response to an emergent trend for unilateral quota-setting above the scientific advice within the Northeast Atlantic region. This compromised sustainability, provoked overfishing, and forfeited Marine Stewardship Council (MSC) certification for all fisheries from three key pelagic stocks – Northeast Atlantic mackerel, Atlanto-Scandian herring, and blue whiting.

“Ocean Brands lives the purpose of keeping the health of the oceans, people, and planet in balance and this can only be done through preserving and sustaining the vitality of our oceans. With the support of all the industry partners, we hope the fishery managements will recognize the importance of implementing appropriate sustainability measures for pelagic stocks.” – Ocean Brands, NAPA partner

Since its inception, NAPA has attracted a range of household name retailers and supply chain businesses operating all over the world – Tesco, M&S, Aldi, Young’s Seafood, Thai Union, and Princes to name a few – representing more than an €800 million share of Northeast Atlantic pelagic seafood purchasing.

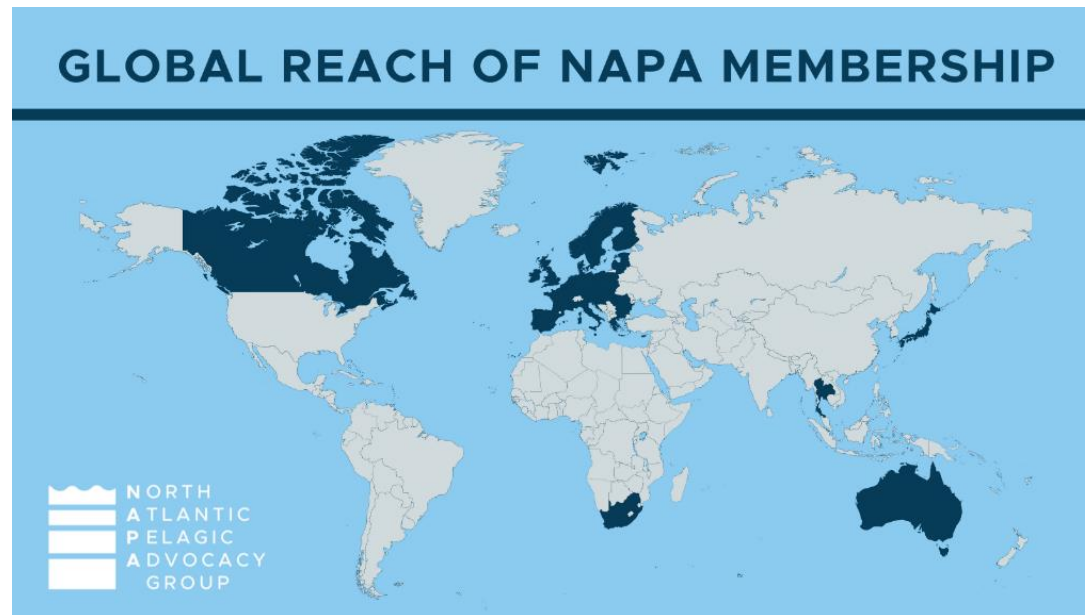
NAPA’s newest partners – Ocean Brands from Canada, Simplot Australia, and Bolton Group from Italy – are also big players in the global marketplace. Each with a portfolio of eminent food brands, including John West Australia, Ocean’s, Gold Seal, Millionnaires, Rio Mare, Saupiquet, Isabel, and Cuca, their seafood products are collectively consumed across Europe, Canada, Australia, and New Zealand.

On joining NAPA, **Luciano Pirovano, Global Sustainable Development Director Food of Bolton Group**, said:

“As one of Europe’s leading producers of canned fish - with our brands Rio Mare, Saupiquet, Isabel and Cuca - sustainability is high on our agenda and an integral part of our DNA. We’ve joined NAPA as the problematic management of pelagic stocks in the Northeast Atlantic is an element of worry for us and against our values: we are committed to the responsible sourcing of all our fish to ensure the long-term prosperity of the stocks and to protect the health of the oceans – this is also part of our transformational partnership with WWF. Our commitments turn into practice not only through our procurement activities, but also through our advocacy activities, of which NAPA is part.

The fact that the global marketplace has set aside competition in order to come together and advocate for sustainable fisheries management speaks to the seriousness of the issue. Joining forces with strategic and global partners to achieve important goals is at the core of our way of doing things. As we always say: Partnership is our Leadership and NAPA is the most effective way to deal with the consequences of the current lack of sustainability in the Northeast Atlantic pelagic fisheries.”

United by a common goal to secure robustly managed pelagic stocks, NAPA partners stand firmly together as the unified, global voice of the marketplace.



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Notes to Editors:

More on NAPA

The [North Atlantic Pelagic Advocacy Group](#) (NAPA) is a collective of more than 50 global retailers, food service companies, and suppliers with the shared aim of sourcing sustainable and certified seafood in order to supply a growing demand for sustainable, ecolabelled fish products. NAPA's reach extends across the world, attracting members from Asia, Africa, North America, Australia, and Europe. It represents an unprecedented coalition of business leverage, pushing hard to prevent overfishing of three iconic pelagic stocks - Northeast Atlantic mackerel, Atlanto-Scandian herring, and Northeast



Atlantic blue whiting. As a collective, NAPA is using its voice to advocate for long-term, science-based management of these stocks: for prospering oceans and fisheries, and business security. To achieve this, NAPA is seeking an agreement on total allowable catches for Northeast Atlantic pelagic fisheries in line with scientific advice, and for a long-term science-based management agreement.

Further detail can be found at:

- NAPA website: <https://www.seafish.org/responsible-sourcing/fisheries-management/north-atlantic-pelagic-advocacy-group/>
- Twitter: [@NAPAFisheries](https://twitter.com/NAPAFisheries)