



**PRESS STATEMENT: FOR IMMEDIATE RELEASE  
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**North Atlantic Pelagic Advocacy Group (NAPA)**

**Global seafood coalition welcomes extension to innovative fishery improvement project**

The [North Atlantic Pelagic Advocacy Group](#) (NAPA) is pleased to receive confirmation from MarinTrust that a two-year extension has been granted to its innovative North East Atlantic blue whiting Fishery Improvement Project (FIP). Launched in 2021, and originally planning to run for three years, the FIP aims to drive improvements in the management of the blue whiting fishery. However, despite NAPA's substantial advocacy efforts, Coastal States continue to prioritise their individual interests over the sustainable management of this important stock, ignoring the voice of the global marketplace. As a result, overfishing shows no signs of stopping.

Fiona Birch, who is supporting NAPA, said, "This extension is important recognition of the vital role the marketplace can play in driving improvements in fisheries sustainability, though we are frustrated it was necessary after three years of advocacy. The issue is fundamentally political, and so must be the solution.

It marks the beginning of a new phase for NAPA: the next chapter of hard work starts here. Over the next two years, we will deepen our research on the vital importance of blue whiting, develop and advocate for political solutions, and intensify our push for a comprehensive quota-sharing agreement among the nations involved. NAPA is now stronger and more determined than ever to use this extension and the power of the marketplace to break the political impasse. We'll be sharing more updates on our refreshed approach in the coming weeks."

MarinTrust [reviewed and approved](#) the request for the FIP extension following a thorough and transparent third-party process. The extension is conditional on complying with regular reporting requirements. It is important to note that MarinTrust's Improver Programme is not a sustainable fisheries certification. Instead, it provides a pathway for fisheries that haven't yet met certification standards to make the necessary improvements to move towards certification in the future.

**\*\*ENDS\*\***

*For further information, images or quotes, please contact:*

- Charlotte Browne, NAPA Communications, [charlotte.browne@mindfullywired.org](mailto:charlotte.browne@mindfullywired.org)
- Fiona Birch, Fisheries Analyst, [Fiona.Birch@seafish.co.uk](mailto:Fiona.Birch@seafish.co.uk)



### **Notes to Editors:**

*The North Atlantic Pelagic Advocacy Group (NAPA) is a market-led approach to improve North Atlantic pelagic fisheries management. It is a collective of over 50 global retailers, fish feed manufacturers, salmon producers, food service companies, and suppliers with the shared aim of sourcing and producing sustainable and certified seafood in order to supply the growing demand for sustainable, ecolabelled seafood. NAPA's reach extends across the world, attracting members from Asia, the USA, Australia, and Africa, as well as the EU and UK.*

*As a collective, NAPA is using its voice to advocate for long-term, science-based management of three key fish stocks in the North East Atlantic: mackerel, blue whiting and Atlanto-Scandian herring (also known as Norwegian Spring-Spawning herring). In all cases, disputes over quota allocation between the Coastal States that fish for these species have resulted in annual catches well in excess of the scientifically advised level.*

*NAPA is calling for agreements that ensure quotas are shared equitably between Coastal States, catch limits that are in line with scientific advice, and dispute resolution processes that will prevent a stalemate when countries fail to agree on quota shares. The ultimate aim is lasting economic and environmental sustainability, which are vital for the businesses and communities that depend on these species.*

*NAPA is tackling these issues through the coordination of two Fishery Improvement Projects (FIPs) – one for mackerel and herring, and one for blue whiting. The FIPs serve to drive political will for sustainable management, while holding key actors and decision-makers to account. Both projects are unique in that they are 'policy FIPs' – focusing on advocacy aimed at decision-makers, rather than on changing fishing practices on the water.*

*Further information can be found at:*

*NAPA website: [www.napafisheries.org](http://www.napafisheries.org)*

*NAPA LinkedIn: <https://www.linkedin.com/company/28786526>*

*MarinTrust website:*

*<https://www.marin-trust.com/programme/improver-programme/accepted-fips-marintrust-ip>*