

The North East Atlantic mackerel and Atlanto- Scandian herring Fishery Improvement Project

Annual Update

North Atlantic Pelagic Advocacy Group (NAPA)

Reporting period: January 2025 – June 2025

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Overview and Summary of Key Activity

The North Atlantic Pelagic Advocacy Group (NAPA) Fishery Improvement Project (FIP) for North East Atlantic mackerel and Atlanto-Scandian herring is a concept designed, scoped, and executed by NAPA to drive governance and sustainability improvements in these iconic pelagic fisheries.

For more than a decade, Coastal States decision-makers have been unable to collectively agree on sustainable quota shares for North East Atlantic mackerel and Atlanto-Scandian herring. This has led to years of unilateral quota setting and overexploitation. Even with the scientific evidence and long-term management strategies available, a lack of cooperation between Coastal States stands in the way of securing a sustainable future for mackerel and herring fisheries.

Since the FIP was first established in April 2021, NAPA's advocacy approach and activities have grown and evolved. NAPA recognises that more targeted and constructive engagement with individual Coastal States is critical for communicating NAPA's asks. Consequently, NAPA has redoubled its efforts to engage directly with Ministers and Coastal States negotiators. NAPA has also taken a strengthened approach to engaging with the Catching Sector at a national level (rather than collectively) to leverage additional stakeholder support for achieving the FIP's goals. The creation of species-specific sub-committees (for herring and mackerel respectively) has enabled NAPA to become a more agile organisation with an enhanced focus on the issues concerning individual stocks. Furthermore, the continued development of a supporting evidence base by NAPA, aims to demonstrate the biological and socio-economic consequences of failing to reach sustainable catch share agreement/s in unequivocal terms.

This annual update on FIP progress covers the period from January 2025 to June 2025. Key highlights from this period are as follows:

- NAPA was recognised as the top seafood lobbying industry association in a global study of biodiversity-related lobbying efforts by InfluenceMap.
- NAPA entered its busiest period of targeted engagement with Coastal States and catching sector in its history, holding a total of 25 meetings with Coastal States negotiators and representatives of the catching sector during the reporting period.
- NAPA launched its most successful communications campaign ever – 'Mackerel Maths' – and hosted a sell-out event at Seafood Expo Global in Barcelona.
- NAPA commenced the identification of an alternative catch share proposal based on historical catches and quota shares, with a view to developing it with the catching sector, and presenting it as a solution to Coastal States in autumn 2025.
- NAPA has worked to develop three 'interim asks' of the catching sector to promote sustainable fishing in the absence of comprehensive sharing arrangements – to focus on fishing for human consumption, to limit banking and borrowing to 10% of the annual total, and to limit fishing in international waters to 10% of the annual total.
- NAPA Partners have amplified NAPA's work, including on social media, company websites, and in sustainability reports. NAPA Partners have also continued to review and revise their sourcing statements to encompass time-bound commitments and to bring them in line with the current state of play in pelagic fisheries management.

NAPA's activities and progress are detailed against the FIP Action Plan and evidence to support this report is provided in Appendix 1.

FIP Description

There are two fisheries covered by this Fishery Improvement Project (FIP): the North East Atlantic (NEA) mackerel fishery, and the Atlanto-Scandian herring (ASH) (also known as the Norwegian spring spawning herring) fishery. Both fisheries are prosecuted using pelagic (midwater) trawls and purse seines deployed from large, offshore vessels. Coastal vessels also use mechanised handlines.

These fisheries are managed mainly through the Coastal States processes (i.e., for mackerel through negotiations between Iceland, the European Union (EU), the Faroe Islands, Greenland, Norway, and the United Kingdom (UK), and for herring through negotiations between Iceland, the Faroe Islands, Norway, the UK, and the Russian Federation), with the component of the fishery that occurs in international waters managed through the North East Atlantic Fisheries Commission (NEAFC).

NEAFC was formed to recommend measures to maintain the rational exploitation of fish stocks in the North East Atlantic Ocean, Greenland Sea, Barents Sea, and adjacent areas of the Arctic Ocean. Most of this area is under the fisheries jurisdiction of NEAFC's Contracting Parties (Denmark (in respect of the Faroe Islands and Greenland (DFG)), the EU, Iceland, Norway, and the Russian Federation), but four areas (including a zone under sea ice adjacent to the North Pole) constitute international waters and constitute the NEAFC Regulatory Area.

Historically, the allocation of national quotas is based on allocation keys negotiated in connection with the establishment of the EU Common Fisheries Policy (CFP), in the framework of NEAFC, the Joint Norwegian-Russian Fisheries Commission (JNRFC), or in bilateral/trilateral agreements between the EU, Norway, the Faroe Islands and the UK (post-Brexit). Many of these allocations were established when the 200nm Exclusive Economic Zones (EEZs) were established in the late 1970s. These keys are to a large extent based on the Coastal States' fishing records during the period 1971–76.

However, NEA mackerel and ASH are migratory fish stocks that move between international and Coastal State waters during the year. Changes in these movements from the late 2000s meant that the fish spent more time in areas where previously they did not occur or only occurred rarely. This led to demand for changes to the catch sharing arrangements to reflect the new situation; subsequently, there was a break down in the established sharing arrangements and quotas were set unilaterally. The parties have not been able to reach agreement on catch sharing for both stocks (as well as for NEA blue whiting) for around 15 years, and total catches during that period have always exceeded scientific advice. The continued lack of agreement has resulted in overfishing and is increasingly putting stocks at risk of collapse.

North East Atlantic Mackerel

All Marine Stewardship Council (MSC) certificates for North East Atlantic (NEA) mackerel were suspended in March 2019. The suspensions originally took place after the International Council for the Exploration of the Sea (ICES) advice showed stock (Spawning Stock Biomass (SSB)) level below the trigger point. After revised ICES advice, showing the stock (SSB) above trigger level, the relevant Conformity Assessment Bodies (CABs) nevertheless concluded:

"The outcome of harmonisation during the second surveillance audit is that despite the change in mackerel stock status with the SSB currently above the MSY BTrigger, PI 1.2.2

Harvest Control Rules & Tools score remains < 60 and the fishery still fails, for the following reasons:

The current level of exploitation does not provide evidence that the tools used to implement the generally understood HCRs are appropriate and effective in controlling exploitation.

There is a continuing dispute over mackerel quota allocation resulting in annual catches well in excess of the advised catches. There is an absence of long-term management strategy for the mackerel stock agreed by all parties involved in mackerel fisheries. Therefore, it could not be concluded with confidence that the management agency can and will act effectively and in a timely manner to reduce exploitation rate if the point of recruitment impairment is approached.

Despite the change in mackerel stock status with the SSB currently above the MSY BTrigger and the improvement in the management of the advised catch, with current and predicted exploitation level together with low recruitment, the stock is nevertheless predicted to continue to decline. Therefore, there is a reason to conclude that such high level of exploitation will lead to a situation where the stock is likely to fall below sustainable level in the foreseeable future.

Therefore, the suspension of the fishery certificate is not lifted."

The relevant CABs concluded that the reinstatement of certification is reliant on the effective adoption and implementation of the Harvest Control Rules (HCRs).

The mackerel stock assessment underwent a benchmarking process within ICES ([report published June 2025](#)) during this reporting period. The benchmarking comprised a review of the data sources and underlying assumptions and model of the assessment, and resulted in several important changes compared to the previous assessment approach; these included an increase in the estimate of natural mortality (the proportion of the stock that suffers mortality through natural causes each year) and changes to the maturity ogive (the proportion of individuals within each age class that are considered to be mature), but the assessment is also now limited to catch data starting from 1998 due to the data prior to that point being considered unreliable.

The effect of these changes to the assessment is that stock trends are largely similar to the previous assessment, but the revised stock estimates show a 60% increase in spawning stock biomass (SSB) and a 26% decrease in fishing mortality (F_{bar}) compared to previous assessments.

Importantly, the estimates of MSYBtrigger (the stock biomass reference point that triggers more precautionary advice for management) and Flim (the stock biomass reference point that is assumed to represent the point of recruitment impairment) were also recalculated for mackerel. Using data as available for the last assessment, published in September 2024, the results of the updated assessment with the revised reference points indicate that, where the stock was previously considered to be sitting just above MSYBtrigger, it would now be assessed as sitting between MSYBtrigger and Flim. However, it is understood that the method of calculating these reference points is likely to be revised shortly, such that the status of the mackerel stock will not be clear until the next assessment is published in September 2025.

Atlanto-Scandian Herring

For Atlanto-Scandian herring (ASH), independent assessors identified the risk to future stock health and set conditions against their certification in 2015, requiring states to reach a quota-sharing agreement by November 2020. This was not achieved and these fisheries lost their MSC certificates on 30 December 2020. The latest expedited audit (Aug 2020) revealed that the fisheries require the following:

- The fishery needs to demonstrate that the harvest strategy is achieving its objectives and that overall quotas are within sustainable limits.
- The ongoing allocation dispute needs to be resolved.
- The fishery should work with the EU, the Pelagic Advisory Council, other certified or suspended Units of Certification (UoCs) in the fishery, and/or other parties as appropriate to support the resolution of the dispute between the Coastal States and to re-establish an effective international cooperation and dispute-resolution mechanism for the fishery.

The ASH assessment also underwent a benchmarking process within ICES during this reporting period ([report published June 2025](#)), with the benchmarking again comprising a review of the data sources and underlying assumptions and model of the assessment. As a result, Norwegian spawning survey data were split into two time series and two new data sources (a recruitment index and tagging data) were incorporated; together, these were thought to improve the model's understanding of the stock. The estimates of $MSYB_{trigger}$ and $Blim$ were also adjusted to reflect the revised outcomes of the assessment.

The effect of these changes to the ASH assessment are relatively minor; the shape and magnitude of the fluctuations in the stock over time are similar to those estimated previously. Using data as available for the last assessment, published in September 2024, the results of the updated assessment with the revised reference points indicate that, where the stock was previously considered to be sitting just below $MSYB_{trigger}$, it would now be assessed as sitting just above $MSYB_{trigger}$. However, as for mackerel, it is understood that the method of calculating these reference points is likely to be revised shortly, such that the status of the ASH stock will not be clear until the next assessment is published in September 2025.

Background of the NEA Mackerel and ASH FIP

After the MSC certificates of NEA mackerel and ASH were suspended, the [North Atlantic Pelagic Advocacy Group](#) (NAPA) was established to advocate for more robust, precautionary management of both stocks, to ensure their sustainable exploitation and to allow them to return to being MSC certified. Through NAPA, the Fishery Improvement Project for NEA mackerel and ASH commenced in April 2021 and was scheduled to run for three years until April 2024.

The focus of the FIP was threefold:

- 1) That robust and precautionary harvest strategies are in place
- 2) That dispute settlement processes exist
- 3) That effective decision-making processes are in place

The mackerel and herring FIP ran together with another NAPA FIP focused on NEA blue whiting, another important pelagic stock for which Coastal State agreements on catch sharing had collapsed. The blue whiting FIP was scheduled to complete in October 2024, but the NAPA structures and dialogues were the same for all three stocks.

The original timeline for completion of the mackerel and herring FIP was ultimately not met, with Coastal States negotiations still underway and without a comprehensive sharing arrangement or a disputes resolution mechanism in place.

In recognition of the importance of the stocks and the potential for breakthrough in the ongoing Coastal States and NEAFC negotiations, NAPA applied for an extension to the NEA mackerel and ASH FIP. The application for a two-year extension was accepted, and the FIP is now scheduled to run until April 2026.

A key feature of the extended FIP is that it is not intended to replicate the original FIP, with two additional years of work. Instead, the updated FIP is designed to take a more focused, species-specific approach with more targeted use of the leverage that exists within the NAPA membership. More details are provided on the following pages.

FIP Breakdown

FIP Objective	FIP stakeholders are implementing management improvements with a goal to re-certify the FIP fisheries against the MSC Standard by 2026.
FIP Type	Comprehensive
FIP Stage	Stage 3: FIP Implementation
Start and Projected End Dates	Original FIP: April 2021 – April 2024 Extended FIP: May 2024 – April 2026
Next Progress Report Due	December 2025
Species	Common Name – Atlantic Mackerel Scientific Name – <i>Scomber scombrus</i> Common Name – Atlanto-Scandian Herring Scientific Name – <i>Clupea harengus</i>
Gear Type	Midwater Trawl Purse Seine-Unassociated Hydraulic Hook & Line
Location	FAO Fishing Area 27 (Atlantic, Northeast)
Regional Fisheries Management Organization	North East Atlantic Fisheries Commission (NEAFC)
Latest Progress Rating	C (some recent progress)

FIP Stocks

Detailed scoring information for each stock included in the FIP is outlined in the tables below (note, this has not been updated from the original to the extended FIP, but no significant changes are expected):

Principle	Component	Performance Indicator	NEA Mackerel - UoA 1	ASH - UoA 2
1	Outcome	1.1.1 Stock status	>80	60-79
		1.1.2 Stock rebuilding	N/A	>80
	Management	1.2.1 Harvest Strategy	60-79	60-79
		1.2.2 Harvest control rules and tools	<60	<60
		1.2.3 Information and monitoring	>80	>80
		1.2.4 Assessment of stock status	>80	>80
2	Primary species	2.1.1 Outcome	>80	>80
		2.1.2 Management	>80	>80
		2.1.3 Information	>80	>80
	Secondary Species	2.2.1 Outcome	>80	>80
		2.2.2 Management	>80	>80
		2.2.3 Information	>80	>80
	ETP Species	2.3.1 Outcome	>80	>80
		2.3.2 Management	>80	>80
		2.3.3 Information	>80	>80

Principle	Component	Performance Indicator	NEA Mackerel - UoA 1	ASH - UoA 2
	Habitats	2.4.1 Outcome	>80	>80
		2.4.2 Management	>80	>80
		2.4.3 Information	>80	>80
	Ecosystem	2.5.1 Outcome	60-79	60-79
		2.5.2 Management	<60	<60
		2.5.3 Information	>80	>80
3	Governance and Policy	3.1.1 Legal and customary framework	60-79	60-79
		3.1.2 Consultation, roles and responsibilities	>80	>80
		3.1.3 Long term objectives	>80	>80
	Fishery specific management system	3.2.1 Fishery specific objectives	>80	>80
		3.2.2 Decision making processes	>80	<60
		3.2.3 Compliance and enforcement	>80	>80
		3.2.4 Management performance evaluation	>80	>80

FIP Actions and Progress Update

Annual update – January 2025 to June 2025

Action	Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
1. Engagement to Ensure Robust Harvest Strategies Adopted and Implemented	1.1. Review the structure of NAPA: Governance; Delivery; Funding with the aim to enhance Engagement through streamlining of Operations	New Governance structure in place for NAPA with focus on being agile and adaptable to different challenges as they may arise; new funding arrangement which supports an agile approach; Ability to redirect funds towards priorities as determined through the Steering Committee and the mackerel and herring sub-groups.	The structure of NAPA to be examined critically in relation to the financial model and the governance structure. NAPA structure to be refreshed with a view to making it more streamlined and impactful thereby improving the opportunities for influencing the responsible actors involved with NEA pelagic fisheries management. Impact to be delivered in such a way that there is more of an advanced focus on the 3 individual species as separate entities rather than a simple mixed pelagic fishery. Supports all other tasks, both previous and additional. NAPA Members Sourcing policies to be reviewed and strengthened.	01/04 / 2024	30/06 / 2024	Meeting minutes; documentation; New Governance structure in place for NAPA, within which sits a different funding model; Additional opportunities for delivery associated with that funding model (e.g. partial outsourcing of research provision); Likely: Appointment of a vice-Chair for NAPA; Separate sub-groups for mackerel, herring and blue whiting that sit beneath the Steering Committee; Meetings which address the specific detail of the individual species and permit more focused discussions on the realities of continued overfishing for NAPA Partners and their businesses.	Meeting minutes; documentation; New governance structure published (e.g. on the NAPA website); reviewed/refreshed sourcing statements for the NAPA Members in place that are clear on the implications for sourcing/procurement if agreements are not reached within the lifetime of the FIP extension (to April 2026). Press Releases.	Foundation for a more customised approach to influencing key decision-makers is in place, including strengthened sourcing statements; Coastal States Resolution in place and agreed by all parties, referring to agreement to fish annual quotas at or below scientific advice; Progress on resolutions within the 2-year timeline can be identified by agreement/s in place for several parties rather than all (e.g. within 12 months; all within 24 months). Progress on multi-annual agreements is clearly presented by Coastal States.
	<p><u>Update June 2025</u></p> <p>NAPA Governance structure:</p> <p>The NAPA Governance structure, which was introduced in 2024, has allowed NAPA to become more agile and adaptable through its work programme. There are now three separate Sub-Groups within NAPA, focused individually on North East Atlantic (NEA) mackerel, Atlanto-Scandian herring (ASH) and NEA blue whiting. Each species now has its own web page on the NAPA website, which is a new addition as of April 2025. Work on NEA blue whiting is addressed through a separate FIP, not detailed here.</p>							

NAPA has distinguished its external-facing work into either 'advocacy' or 'communications'. Both approaches are complementary and equally valuable for influencing Coastal State actors but differ in their strategies and tactics used. Recognising this has enabled NAPA to become increasingly streamlined and impactful, improving opportunities for influencing Coastal States.

There remains an overarching NAPA Executive Team, with an Independent Chair (Aoife Martin, Seafish), Project Lead (Fiona Birch-Green, Seafish), and Technical Lead (Dr. Rob Blyth-Skyrme, IMEC Ltd). The Steering Committee is the strategic body responsible for guiding NAPA and consists of the Executive Team and a further six NAPA Partners from across the three species Sub-Groups: Robert Wiltshire, NAPA Vice Chair (LDH), Anne Mette Bæk (EFFOP), Chris Shearlock (Thai Union), Dave Robb (Cargill), Héctor Fernández Álvarez (Bolton Food), Leif Keit Skjaeveland (Skretting). The Steering Committee is seeking an additional member with a strong ASH interest to help focus on this stock, also.

The Chair of the NEA Mackerel Sub-Group is Chris Shearlock (Thai Union), and the Deputy Chair is Héctor Fernández Álvarez (Bolton Food). The ASH Sub-Group is chaired by Dr. Rob Blyth-Skyrme with Fiona Birch-Green supporting in a Deputy Chair capacity.

To promote the enhanced focus of the Sub-Groups, NAPA now only allows for full, fee-paying membership, and there are no 'associate' members. NAPA has 55 fee-paying members in total, with 44 having an expressed interest in NEA mackerel and ASH. Companies include those in the aquaculture feed, processor, retail, and supply industries, across Europe and globally.

NAPA Partner meetings:

NAPA Partner meetings held include:

- Steering Committee meetings (online): 10/04/25, 15/04/25, 25/04/25, 02/05/25, 06/06/25, 13/06/25, 26/06/25.
- Mackerel Sub-Group (online): 19/06/25, with this meeting including a session on the outcomes of the mackerel benchmarking process.
- Herring Sub-Group (online): 23/01/25, 29/05/25.
- The Executive Team (NAPA Independent Chair, Project Lead, and Technical Lead) have held meetings on a weekly basis.
- A Full NAPA Partner meeting was held on 10/07/25.

New NAPA Partners:

In June 2025, NAPA welcomed [Orkla Foods](#) to its membership. Orkla Foods is a leading branded consumer goods company, representing 10% of the retail sector in Norway and the largest company selling to Nordic retail, of which mackerel and herring are key species.

Sourcing statements:

NAPA has been gathering new/revised [sourcing statements](#) from NAPA Partners since December 2024. A total of 25 updated/new sourcing statements have been received from partners participating in the Mackerel and Herring FIP, with greater emphasis on time-bound commitments to reflect the urgency of the situation facing NEA pelagic stocks. Other NAPA Partners have retained their existing sourcing statements, which were already fit for purpose.

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
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<p>1.2. Communication to continue with Coastal States representatives to promote adherence to exploitation levels consistent with meeting the requirements of Principle 1. Make more use of economic evidence and stock projections to enhance NAPAs advocacy work so that it is harder to ignore or dispute the risks that Coastal State inaction is creating for these fisheries and communities. Examples will include a socio-economic analysis of the impact on businesses of failure to reach agreements (e.g. jobs; revenue generation; support for remote communities; food security impacts). This material will be used in our engagement with CS representatives; Ministers, civil servants and others; and to strengthen NAPA Partners members strengthen sourcing policies.</p>	<p>6-monthly review points on general performance against the objectives of NAPA; Particular focus on the communications strategy</p>	<p>NAPA will use data and information analysis (e.g. the recent Blim analysis) to build on the scientific evidence base for the influencing of Coastal State representatives in their discussions. This will be on a species-specific basis. Conduct Blim analysis for mackerel. Steering Committee and sub-Groups will enable an ongoing prioritisation exercise taking into account developments at the Coastal State negotiation level, and also at the scientific level (e.g. ICES).</p>	<p>01/05 /2024</p>	<p>30/04 /2026</p>	<p>NAPA shall provide documented evidence of all related correspondence, analyses, actions, meetings, representations etc. By the end of 2025, NEAFC shall formally adopt appropriately precautionary harvest control rules for the NEA mackerel and ASH stock that ensures the exploitation rates are reduced as the limit reference point is approached and is expected to keep the stock fluctuating around the target level and robust to the main uncertainties. The selection of harvest control rules shall take into account the main uncertainties. Progress may be observed that sits below a full comprehensive sharing agreement for all Coastal States, where, for example bilateral and triateral agreements in place show clear evidence of a desire to fish within the limits of scientific advice.</p>	<p>Targeted, focused advocacy that is based on scientific and economic evidence will be more impactful in discussions with CS representatives and NEAFC. NAPA Communications are enhanced with the addition of specific and up-to-date data and information. Expanded evidence base provides a broader resource for the NAPA Partners to enhance their own communications. Catching Sector communications reflect NAPA's own communications and aims.</p>	<p>In advance of the 2026 Coastal States negotiations and NEAFC meetings, the catching sector aligns on calls to action that reflect NAPA priorities. Catching sector influences decision-makers in a synergistic manner to NAPA. More collaborative and targeted engagement with the catching sector should help build a coalition of support and enhance the reach and effectiveness of NAPAs advocacy work. Catching sector organisations publicly endorse the approach taken by NAPA.</p>
		<p>NAPA will seek to escalate the communications with Coastal State representatives through direct communications and meeting with government Ministers and civil servants; NAPA Partners will review and strengthen their sourcing policies and ensure that these exhibit demonstrable actions in the event that comprehensive agreements are not reached. Sourcing policies will show clear actions that NAPA</p>			<p>Reports; Communications (articles, social media); Clear, concise sourcing statements from NAPA Partners with demonstrable actions; Strategies that show clear prioritisation of issues and actions to address these. Updated Sourcing Strategies show clear, unambiguous actions that will be taken should the FIP be unsuccessful in achieving its objectives.</p>	<p>Targeted, focused evidence base will be more impactful in discussions with CS representatives and NEAFC. NAPA Communications are enhanced with the addition of specific and up-to-date data and information. Expanded evidence base provides a broader resource for</p>	<p>2024 and 2025 NEAFC Annual Meetings show clear examples of progress towards a comprehensive sharing agreement; as above: Progress on resolutions within the 2-year timeline can be identified by agreement/s in place for several parties rather than all (e.g. within 12 months; all within 24 months).</p>

Partner businesses will take where agreements are not reached.

the NAPA Partners to enhance their own communications.

Update June 2025

Economic evidence and analysis:

To inform advocacy approaches, three key pieces of analysis are planned in 2025:

- 1) NAPA commissioned [a future projections analysis](#) for ASH in February 2024, to determine potential stock outcomes under a plausible range of recruitment and exploitation scenarios. The analysis indicated that the stock was highly likely to decline to less than the limit reference point by 2026 without an exceptionally strong year class entering the fishery in 2024 or 2025. For the updated FIP, it was intended to update the analysis for [ASH](#), with an equivalent analysis to be undertaken for [NEA mackerel](#), using the latest ICES advice and [detailed stock data](#). Given the new assessment process and outcomes following the benchmarking process, this work has been delayed. The analysis is now intended to be completed in-house by the NAPA Executive team, with delivery in the next reporting period.
- 2) Related to the first piece of work, it is intended that a 'Lost opportunities' analysis, will be undertaken. Unlike the first project, this work is intended to look back in time, to estimate the additional value that could have been derived from the ASH and NEA mackerel stocks if they had been fished at recommended levels. This work is complex in aiming to consider age-class distribution within the stock over time, and the routes to market for the different size-classes of fish. It is intended that an estimate of the economic consequences of the failure to make progress against the FIP aims will also be undertaken, using the data derived from the study. It is highlighted that the loss of value from the ASH and / or NEA mackerel fisheries has been mentioned several times by Coastal State negotiators in recent public meetings, including the 09/24 Coastal State plenary sessions and 11/24 NEAFC annual meeting. At the last FIP update it was reported that discussions were ongoing with potential partners in the work, including the MSC. This remains the case, but again this work has been delayed while awaiting the outcomes of the ICES benchmarking processes for ASH and mackerel, and to allow for NAPA resources to be directed towards developing a model sharing agreement proposal. This work is intended to be progressed during the next reporting period.
- 3) An additional key piece of analysis is to determine the volume and value of purchasing represented by NAPA Partners. The intent is to provide context and weight to NAPA's argument for sustainable management of the pelagic stocks. The intent is to start with blue whiting as the species with the least complex product and supply chain, before moving to ASH and NEA mackerel. This analysis has been paused while the NAPA team focus on developing a model sharing agreement.

----- Engagement with Coastal States:

NAPA has embarked on its busiest ever period of engagement with Coastal States so far this year. Meetings provided an opportunity to reassert NAPA's asks, to better understand the blockers according to each Coastal State to a sustainable sharing arrangement, and to advocate for a comprehensive solution. NAPA set up and engaged directly in eleven meetings with individual Coastal States between January and June 2025, namely:

- NAPA met with the EU delegation on three occasions: 16/01/25 (Eva-Maria Carballeira-Fernandez and team; online meeting with NAPA Exec. team and Steering Committee), 05/06/25 (Pawel Swiderek (Head of Delegation) and Camille Gallouze; online meeting with NAPA Independent Chair), 26/06/25 (Pawel Swiderek and Camille Gallouze; online meeting with NAPA Exec. team and Steering Committee).
- NAPA met with the Faroese delegation on two occasions: 28/01/25 (Kate Sanderson (Head of Representation); in-person meeting with NAPA Independent Chair), 11/06/2025 (Ólavur Dalsgarð (Interim Head of Delegation) and the Faroese delegation; in-person meeting with NAPA Exec. team and Steering Committee, London).

- NAPA met with the Icelandic delegation on two occasions: 13/02/25 (Guðmundur Þórðarson (Head of Delegation) and Orri Úlfarsson; in-person meeting with NAPA Exec. team and Steering Committee, London), 11/06/25 (Guðmundur Þórðarson and Þorvarður Atli Þórsson; in-person meeting with NAPA Exec. team and Steering Committee, London).
- NAPA met with the UK delegation on three occasions: 13/02/25 (Colin Faulkner (Head of Delegation); in-person meeting with NAPA Exec. team and Steering Committee, London), 06/05/2025 (Colin Faulkner; in-person meeting with NAPA Independent Chair, Barcelona), 11/06/25 (Colin Faulkner; in-person meeting with NAPA Exec. team and Steering Committee, London).
- NAPA met with the Norwegian delegation on one occasion: 25/06/25 (Ann-Kristin Westberg (Head of Delegation), Elisabeth Sør Dahl, and Kristine Werdelin Bergan; online meeting with NAPA Exec. team and Steering Committee).
- NAPA Technical Lead attended (remotely) most of the available Coastal States pelagic plenary sessions since January 2025. It is noted that most Coastal States negotiating meetings do not have plenary sessions planned, but those that do are usually advertised only at very short notice.

NAPA has also undertaken targeted Coastal States engagement relating to its interim asks for mackerel, as follows:

- NAPA has advocated its '[interim asks](#)' for mackerel, namely to: 1) Limit fishing on the High Seas to no more than 10% of their total catch, 2) Limit the use of banking and borrowing to 10% of their available quota, 3) Focus on direct human consumption for the use of whole fish. NAPA framed these interim asks as key stepping stones towards the ultimate goal of a comprehensive sharing agreement, and called for all countries to take these interim actions, which would bring total catches closer to scientific advice.
- NAPA issued [letters](#) to each of the Coastal States Heads of Delegation on 01/07/25, setting out these asks and why they are important – primarily to reduce fishing pressure – and reaffirmed the urgency of the situation for mackerel/ASH stocks and NAPA.
- NAPA shared the interim asks on its [social media platform](#), as part of the 'Mackerel Maths' communications campaign (see 'Communications' below).
- NAPA created a [briefing paper](#) for NAPA Partners on the interim asks.
- Seven NAPA Partners have updated their [sourcing statements](#) to reflect these interim asks, including: LDH (La Doria), Roach Brothers, Sainsbury's, Co-op, Lunar Group, InterFish, International Fish Canners Ltd.

Communications:

NAPA, with support from Mindfully Wired Communications (MWC), developed a mackerel-focussed communications campaign entitled '[Mackerel Maths](#)', which ran from April – May 2025 and coincided with a [NAPA event](#) at the Seafood Expo Global 2025 in Barcelona. The campaign was designed as part of a broader, bespoke, long-term Communications Strategy for the Mackerel Sub-Group. The campaign included:

- [Film](#) – Launched on 29 April. 'Back to School' theme featuring school children working together to successfully share catches. It contrasted the children's innate sense of fairness with the self-interested quota-setting behaviours of the Coastal States.
- [Press and media engagement](#) – [Press release](#) announced the launch of the campaign in the press and media. Press release issued to tailored media lists with over 150 named contacts for increased uptake, including Coastal States, UK & International, Retail, and Fishing Trade. Mackerel Sub-Group chair, Chris Shearlock, provided an interview to [Seafood Source](#), leading to a detailed article.
- [Social media content](#) – A series of posts were created to share the campaign with target audiences, including the interim asks. Supported by NAPA Partners on their own channels.
- [Website blog](#) – Developed supporting infrastructure as campaign audiences were driven here – updated layout with new species pages, FIP pages, and new campaign landing page.
- [Mackerel event](#) – Hosted a NAPA event at Seafood Expo Global 2025 in Barcelona on 06/05/25, entitled 'Failings in North East Atlantic fisheries: mackerel mismanagement and consequences for the global marketplace'. It brought together over 50 seafood supply-chain and sustainability professionals, and catching sector representatives, providing a platform

to raise awareness of the marketplace impacts and launch the Mackerel Maths campaign (read more [here](#)). This was a sell-out event, with attendees standing and queuing out of the door.

'Mackerel Maths' campaign impact:

- Social media: During the week following 29 April, impressions, comments, page views, followers, and search appearances all increased. The [launch post and film](#) was NAPA's most 'reacted to' LinkedIn post this year and most reposted LinkedIn post ever, with 543 video views, 473 impressions, 89 engagements, 18.86% engagement rate, 50 clicks, 10.59% click-through rate, 27 reactions, 12 reposts.
- On LinkedIn, the following organisations shared their public support for NAPA: [Karavela](#), [Princes](#), [Salmon Group](#), [Cermaq](#), [LDH \(La Doria\)](#), and [MSC](#).
- Website: The Mackerel Maths campaign landing page was the fourth most viewed page on the NAPA website. A significant peak in unique user visits and engagement was recorded on campaign launch day.
- Press and media: At least eight articles were written on the back of the campaign in the following publications: [Fish Focus](#), [Seafood Source](#), [The Fishing Daily](#), [Industrias Pesqueras](#), [World Fishing and Aquaculture](#), [Fiskerforum](#), [Seafood Source](#), [We are Aquaculture](#).

In addition to the Mackerel Maths campaign, these additional communications activities were undertaken:

- [NAPA Statement](#) issued in response to the downgrading of mackerel sustainability ratings by NGOs in April 2025. The response was issued to the [press](#), hosted on the [NAPA website](#), and shared on [social media](#).
- The NAPA Project Lead and Technical Lead presented at the Swedish Seafood Forum (online meeting) hosted by the Sweden Seafood Association, on 23/05/25. Meeting participants included Swedish retailers, processors, food service, NGOs, and government representatives.
- Ongoing species-specific social media content, focusing on [LinkedIn](#), aims to develop a 'continuous drumbeat' of messaging, for all three NAPA species (mackerel, ASH, blue whiting). Social media activity specifically focused on the cultural significance of ASH across individual Coastal States, was shared at intervals throughout the reporting period (see examples [here](#) and [here](#)).
- The development of a social media campaign for ASH, to run in Q3 2025, is currently under review by the Herring Sub-Group and will be shared in coming months.
- NAPA has contracted Gunther Errhalt ([Errhalt Consulting](#)), a well-respected seafood professional based in East Asia, to support with engaging Japanese businesses – many of which source and sell NE Atlantic mackerel in Japanese markets – in NAPA's work and mission. This Japanese engagement is currently in the drafting stage.
- NAPA hosted an [event](#) at the North Atlantic Seafood Forum in Bergen on 05/03/25, entitled 'Blue whiting management failures and the consequences for the Norwegian salmon industry'. Though the focus of the event was on blue whiting, there was wider interest from seafood businesses and catching sector representatives on the work of NAPA, including implications for mackerel and ASH.
- NAPA has met with Erin Priddle (Northern Europe Regional Director) and Gisli Gislason (North Atlantic Programme Director) from the Marine Stewardship Council (MSC) to align on communications and advocacy initiatives, at regular intervals.

Sourcing statements:

NAPA has been gathering new/revised [sourcing statements](#) from NAPA Partners since December 2024. A total of 25 updated/new sourcing statements have been received from partners participating in the Mackerel and Herring FIP, with greater emphasis on time-bound commitments to reflect the urgency of the situation facing NEA pelagic stocks. Other NAPA Partners have retained their existing sourcing statements, which were already fit for purpose.

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
1.3. During negotiations for TACs and sharing arrangements, arrange meetings with catching sector ("roundtable") to encourage a management solution. Broadened catching sector engagement through more targeted and more frequent meetings. Also exploring opportunities for collaborative advocacy.	National Catching Sector meetings held for each of the Coastal States.	Catching sector roundtable meetings may continue but the focus will shift to regular (quarterly?) bilateral meetings to be held with national catching sector representatives to understand positions; agree actions on mutually agreed objectives; Seek agreement on alignment of key messages between both parties for use in broader communication.	01/05 /2024	30/04 /2026	Meetings documentation (Agendas; Minutes); Sharing of communications and messages; Catching sector priorities and actions are documented and fed into SC and sub-group meetings for agreement on alignment and additional collaboration.	NAPA shall provide documented evidence of all related correspondence, analyses, actions, meetings, representations etc. In advance of the 2026 coastal states and NEAFC meetings, the catching sector has been stimulated by NAPA to align on calls to action that align with NAPA priorities. Catching sector communications clearly show echoes of NAPA's communication strategy, as well as evidence of reaching different audiences.	Catching sector influences decision-makers in a synergistic manner to NAPA. More collaborative and targeted engagement with the catching sector should help build a coalition of support and enhance the reach and effectiveness of NAPAs advocacy work.
		Enhancement of key messages and general communications through the NAPA Partners and their networks. Clarity and alignment in delivery of communications across a broadening partner network.					More collaborative and targeted engagement with the catching sector should help build a coalition of support and enhance the reach and effectiveness of NAPAs advocacy work. Improved understanding of Catching sector positions and the opportunity to extend NAPA messaging through this network as they have their own liaison and discussions with CS Representatives)
<u>Update June 2025</u> Engagement with catching sector: Engagement with the pelagic fishing industry of the Coastal States is a key element of NAPA's advocacy. NAPA has strengthened its approach to engaging with the pelagic catching sector at a national level (rather than collectively) to extend NAPA's reach and enhance influence from within the supply chain. NAPA has sought meetings with individual Producer Organisations, many of whom share a common position regarding the need for sustainable catch shares and long-term management strategies, and who may be open to exploring opportunities for collaborative advocacy. Between January and June 2025, NAPA set up and engaged directly in fourteen meetings with individual catching sector representatives, and held two events at international seafood conferences, detailed as follows:							

- NAPA met with the UK catching sector on three occasions: 07/02/25 (Scottish Pelagic Fishermen's Association; London), 06/05/25 (North Atlantic Fishing Company Ltd.; Barcelona), 06/05/25 (Scottish Pelagic Fishermen's Association; Barcelona).
- NAPA met with the EU catching sector on six occasions: 13/02/25 (Killybegs Fishermen's Organisation and Pelagic Freezer Trawler Association; London), 05/03/25 (Danish Pelagic Producers Organisation; Bergen), 05/03/25 (Bord Iascaigh Mhara (BIM ~ Irish seafood industry board); Bergen), 05/03/25 (Killybegs Fishermen's Organisation, Irish Fish Producers Organisation, and Irish South and West Fish Producer's Organisation; Bergen), 11/06/25 (Killybegs Fishermen's Organisation, Irish Fish Producers Organisation, and Irish South and West Fish Producer's Organisation; London), 23/06/25 (Pelagic Freezer Trawler Association; online).
- NAPA met with the Faroese catching sector on two occasions: 14/02/25 (Notaskip ~ Faroese Pelagic Organisation; London), 11/06/25 (Notaskip ~ Faroese Pelagic Organisation; London).
- NAPA met with the Icelandic catching sector on two occasions: 05/03/25 (Fisheries Iceland; Bergen), 11/06/25 (Fisheries Iceland; London).
- NAPA met with the Norwegian catching sector on one occasion: 05/03/25 (Fiskebat; Bergen).
- Continued attempts have also been made by NAPA to arrange additional meetings with the Norwegian and Greenland catching sectors respectively. Unfortunately, the responses received thus far have not been forthcoming. NAPA is therefore utilising the networks and contacts of NAPA Partners, to try to engage with the catching sectors of these countries.
- NAPA hosted an [event](#) at the North Atlantic Seafood Forum in Bergen on 05/03/25, entitled 'Blue whiting management failures and the consequences for the Norwegian salmon industry'. Though the focus of the event was on blue whiting, there was wider interest from seafood businesses and catching sector representatives on the work of NAPA, including implications for mackerel and ASH.
- NAPA hosted a dedicated [mackerel event](#) at Seafood Expo Global 2025 in Barcelona on 06/05/25, entitled 'Failings in North East Atlantic fisheries: mackerel mismanagement and consequences for the global marketplace'. It brought together over 50 seafood supply-chain and sustainability professionals, and catching sector representatives, providing a platform to raise awareness of the marketplace impacts and launch the Mackerel Maths campaign (read more [here](#)). This was a sell-out event, with attendees standing and queuing out of the door.

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
1.4. Lobby all parties in seeking a joint solution within the framework of a long-term management plan highlighting market consequences of inaction. Use our economic analysis and individual business case studies to create impactful arguments for the impact on businesses and wider communities. Activity will also highlight the impact of food security and climate change implications from	Where progress is made for within year agreements (see 1.5.), then NAPA will ensure clear, consistent and robust messaging to the CSs and others regarding the need for a Long Term Management Solution.	<p>Use the science to show longer term impacts as a mechanism for applying more influence in seeking multiannual agreements.</p> <p>Ensure that information regarding the impacts of a lack of long-term agreement provides a lack of security for fishery management in all communications.</p> <p>NAPA will undertake a socio-economic analysis to present information regarding real-world impacts to businesses and communities from any changes in sourcing policies that are likely to</p>	01/05/2024	30/06/2025	Reports and other documents that show clear understanding of Catching sector positions and the opportunity to extend NAPA messaging through this network (as they have their own liaison and discussions with CS Representatives); NAPA documentation that indicates a thorough understanding of positions and the adoption of strategic approaches that are designed in a way to adopt the strengths of those positions in enabling successful CS negotiations.	NAPA shall provide documented evidence of all related correspondence between the market and decision-makers. NAPA Partners continue to publish clear positions on sourcing NEA mackerel and ASH including consequences of FIP failure. Press Releases across NAPA networks extend through to Catching Sector	NAPA Partners continue to publish clear positions on sourcing NEA mackerel and ASH including consequences of FIP failure. Improved understanding of Catching sector positions and the opportunity to extend NAPA messaging through this network as they have their own liaison and discussions with CS Representatives). Comprehensive sharing agreement/s are achieved either partially or in full, and published by the Coastal States and NEAFC.

sourcing from other fisheries.		result from continuing lack of comprehensive agreement/s.				representatives and beyond.	
<p><u>Update June 2025</u></p> <p>Economic evidence and analysis:</p> <p>To inform advocacy approaches, three key pieces of analysis are planned in 2025:</p> <ol style="list-style-type: none"> 1) NAPA commissioned a future projections analysis for ASH in February 2024, to determine potential stock outcomes under a plausible range of recruitment and exploitation scenarios. The analysis indicated that the stock was highly likely to decline to less than the limit reference point by 2026 without an exceptionally strong year class entering the fishery in 2024 or 2025. For the updated FIP, it was intended to update the analysis for ASH, with an equivalent analysis to be undertaken for NEA mackerel, using the latest ICES advice and detailed stock data. Given the new assessment process and outcomes following the benchmarking process, this work has been delayed. The analysis is now intended to be completed in-house by the NAPA Executive team, with delivery in the next reporting period. 2) Related to the first piece of work, it is intended that a 'Lost opportunities' analysis, will be undertaken. Unlike the first project, this work is intended to look back in time, to estimate the additional value that could have been derived from the ASH and NEA mackerel stocks if they had been fished at recommended levels. This work is complex in aiming to consider age-class distribution within the stock over time, and the routes to market for the different size-classes of fish. It is intended that an estimate of the economic consequences of the failure to make progress against the FIP aims will also be undertaken, using the data derived from the study. It is highlighted that the loss of value from the ASH and / or NEA mackerel fisheries has been mentioned several times by Coastal State negotiators in recent public meetings, including the 09/24 Coastal State plenary sessions and 11/24 NEAFC annual meeting. At the last FIP update it was reported that discussions were ongoing with potential partners in the work, including the MSC. This remains the case, but again this work has been delayed while awaiting the outcomes of the ICES benchmarking processes for ASH and mackerel, and to allow for NAPA resources to be directed towards developing a model sharing agreement proposal. This work is intended to be progressed during the next reporting period. 3) An additional key piece of analysis is to determine the volume and value of purchasing represented by NAPA Partners. The intent is to provide context and weight to NAPA's argument for sustainable management of the pelagic stocks. The intent is to start with blue whiting as the species with the least complex product and supply chain, before moving to ASH and NEA mackerel. This analysis has been paused while the NAPA team focus on developing a model sharing agreement. <p>-----</p> <p>NAPA Alternative Catch Share Proposal:</p> <p>The NAPA Executive Team and Steering Committee met seven times between January – June 2025 (on the following dates: 10/04/25, 15/04/25, 25/04/25, 02/05/25, 06/06/25, 13/06/25, 26/06/25), to explore an alternative catch share proposal based on historical catches and quota shares. The purpose of the proposal reflects the lack of confidence in Coastal State processes, concerns that a resolution will not be reached in time, and the perceived lack of an effective mediator in the negotiations. Therefore, NAPA has been developing a proposed solution behind closed doors to help break the current stalemate. NAPA's non-partisan status and lack of affiliation with any single Coastal State is a strength. It positions NAPA uniquely to serve as a mediator and a potential circuit breaker in the stalled negotiations. Over the coming months, NAPA intends to engage directly with the catching sector, Coastal State Ministers and negotiators, NEAFC, and NGOs to review and refine the proposal. NAPA's aim is to present a credible, balanced, and actionable plan to the Coastal States in early autumn ahead of the annual negotiations. As the proposal is still confidential, no further detail can be shared at this stage.</p> <p>-----</p> <p>NAPA Partner business case studies:</p>							

International Fish Canners Ltd. have shown support for NAPA by taking the following steps:

- Full commitment to NAPA's main asks, publicly stating them in their communications and to customers.
- Updated NAPA [sourcing statement](#) to align with the interim asks for mackerel.
- Requested Seafood Scotland to raise awareness of NAPA's asks.
- Hosted Defra visits to highlight the importance of mackerel to the business.
- Collated insight into mackerel catch data by nations breaking NAPA asks and communicated this to customers and NAPA.
- Lobbied MSC on their whitefish accreditation of companies involved in mackerel catches taken in high seas and the role they could play in disincentivising irresponsible behaviour.
- Worked with the Scottish pelagic sector to encourage the UK catching sector to explore the MSC Improvement Program as an approach for fishery improvement.

European Fishmeal and Fish Oil Producers (EFFOP) have shown support for NAPA by writing a [letter](#) to the EU Commission and EU Council (01/07/25) regarding the urgent need for the sustainable and equitable management of NE Atlantic pelagic fish stocks. EFFOP also sent similar letters to the UK, Norway, Faroe Islands, and Iceland.

ALDI South pledged their support for NAPA in their [2024 Fish and Seafood Factsheet](#), available on the ALDI South [website](#).

Sainsbury's pledged their support for NAPA on their website, [here](#) and [here](#).

LDH (La Doria) showed support for NAPA by including the NAPA logo on their [website](#).

On LinkedIn, the following organisations shared their public support for NAPA: [Karavela](#), [Princes](#), [Salmon Group](#), [Cermaq](#), [LDH \(La Doria\)](#), and [MSC](#).

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
1.5 6-monthly Steering Group Reviews of Progress against actions.	6-monthly review point meetings; interim milestone for a commitment from at least 3 states to achieving a sharing agreement within the next 12 months and/or a reduction in overfishing by at least 50%.	6-monthly review of progress by the NAPA Steering Committee on progress and continuing alignment with NAPA's goals. Demonstrable progress must be shown within the first 12 month period. This may be a percentage reduction in total catch towards scientific advice, or a sub-group of (at least 3) Coastal States agreeing to fish to scientific advice.	01/05/2024	30/04/2024	Minutes, reports and other documents; NAPA Steering Committee and sub-groups are exhibiting clear elements of agile management in the way that they respond to issues, crises and other actions. Demonstrable progress must be shown within the first 12-month period. This may be a percentage reduction in total catch towards scientific advice, or a sub-group of (at least 3) Coastal States agreeing to fish to scientific advice.	Minutes, reports and other documents show clearly NAPA progress on topics that are directly relevant to the establishment of a comprehensive sharing agreement for the Coastal States on mackerel and herring..	Starting from April 2024, and continually over the period of the following 24 months, there is clear evidence of progress towards a sharing agreement. This may be through, for example, the establishment of partial sharing agreements (bilateral/trilateral) that are in place in 2024/2025, moving towards a full agreement in 2026. Formal publication of such an agreement is made by the Coastal States and NEAFC.

Update June 2025

NAPA recognised as top seafood lobbying industry association:

- NAPA placed top (with an A- score) in a [study of the biodiversity-related lobbying efforts](#) of 12 of the main seafood industry associations globally. [InfluenceMap](#), a UK-based NGO, released the [report](#) on 10/04/25. Also see coverage in [Mongabay](#).
- The report is one of the first assessments of the global seafood industry's lobbying efforts. It gathered data from 2020 to 2025 from a wide range of sources, including public statements, media reports, financial disclosures, voluntary environmental disclosures, regulatory consultation comments, freedom of information act requests, company websites, and social media.
- Each piece of data contributed to the relevant lobby group's score in one of 11 categories aligned with the 2022 UN treaty goals.
- NAPA received the best rating of any industry association, please see rankings below (image courtesy of InfluenceMap):

Industry Association	Region	Sector	Performance Band	Engagement Intensity	Company Members
North Atlantic Pelagic Advocacy Group	Global	Fisheries	A-	11%	BioMar, Bolton Group, Northeast Nutrition (subsidiary of Cargill), Cooke, Labeyrie Fine Foods, Mowi, Skretting (subsidiary of Nutreco), Thai Union Group
SeaBOS	Global	Fisheries	B-	12%	Cargill, Charoen Pokphand Foods (CPF), Dongwon Industries, Kyokuyo, Maruha Nichiro, Cermaq (subsidiary of Mitsubishi Corporation), Nissui, Nutreco, Thai Union Group
Confederation of Norwegian Enterprise	Norway	All Sectors	C	7%	Austevoll Seafood, Mowi, SalMar
FoodDrinkEurope	EU	Consumer Staples	C-	21%	Cargill, Nomad Foods
Japan Business Federation (Keidanren)	Japan	All Sectors	D+	11%	Kyokuyo, Marubeni, Maruha Nichiro, Mitsubishi Corporation, Nissui
Sjomat Norge	Norway	Fisheries	D	15%	Austevoll Seafood, BioMar, Mowi, Nutreco, SalMar
Pacific Seafood Processors Association	United States	Fisheries	D-	13%	Alyeska Seafoods and Westward Seafoods (subsidiaries of Maruha Nichiro), UniSea (subsidiary of Nissui), Trident Seafoods
US Chamber of Commerce	United States	All Sectors	E	22%	Cargill
Europêche	EU	Fisheries	E-	27%	Parlevliet & Van der Plas
National Fisheries Institute	United States	Fisheries	E-	18%	Leroy Seafood (subsidiary of Austevoll Seafood), Cargill, Cooke, Starkist (subsidiary of Dongwon Industries), Bumble Bee Foods (subsidiary of FCF Co), High Liner Foods, Nissui, Nueva Pescanova, Pacific Seafood, Red Chamber, Royal Greenland, Thai Union Group
West Coast Seafood Processors Association	United States	Fisheries	F	9%	Pacific Seafood, Trident Seafoods

NAPA Partner meetings:

NAPA Partner meetings held to review progress include:

- Steering Committee meetings (online): 10/04/25, 15/04/25, 25/04/25, 02/05/25, 06/06/25, 13/06/25, 26/06/25.
- Mackerel Sub-Group (online): 19/06/25, with this meeting including a session on the outcomes of the mackerel benchmarking process.
- Herring Sub-Group (online): 23/01/25, 29/05/25.
- The Executive Team (NAPA Chair, Deputy Chair, Project Lead and Technical Lead) have held meetings on a weekly basis.
- A Full NAPA Partner meeting was held on 10/07/25.

Review of progress in Coastal State negotiations:

In October 2024, Coastal States agreed the total catches for 2025. It was confirmed that the NEA mackerel catch should be 576,958 t ([NEA mackerel agreed record](#)), and the ASH catch should be no more than 401,794 t ([ASH agreed record](#)). These values are consistent with the scientific advice for [NEA mackerel](#) and [ASH](#). Nevertheless, it is recognised that the agreements do not constitute sharing arrangements and unilateral quota setting is again likely to result in overfishing. The International Council for Exploration of the Sea (ICES) has evidenced that the biomass of both the mackerel and ASH stocks is declining significantly and that the sum of unilateral quotas has consistently exceeded the scientific advice since 2010. Despite this, there have been no concrete proposals for comprehensive sharing agreements put forward by the Coastal States. The [trilateral agreement](#) for NEA mackerel between the Faroes, Norway, and the UK, signed in June 2024, does appear to have reduced fishing pressure on the stock somewhat (including by limiting banking and borrowing to 10% of the annual total and allowing access to national waters to reduce fishing in international waters), but the agreement remains between these countries, only, and catch shares were set at a level that was not well-received by other Coastal States. While NAPA cautiously welcomed the trilateral agreement as a potential stepping stone towards a comprehensive agreement, NAPA remains deeply concerned by the absence of a comprehensive sharing arrangement and ongoing fishing at levels that exceed scientific advice, and it continues to sound the alarm at the status of the stocks and the unproductive stalemate in the negotiations through its public-facing communications and targeted advocacy.

A [Benchmark Workshop \(WKBMACNSSH\)](#) has been undertaken by ICES for both mackerel and ASH in 2025. This has given rise to a new stock assessment methodology for each stock, which will be applied to the mackerel and herring stock assessments and ICES advice that are due to be published on 30 September 2025. In addition, a new approach for calculating reference points across all ICES-assessed stocks could further influence the outcome of future advice. NAPA invited Dr Steve Mackinson, Chief Scientific Officer of Scottish Pelagic Fishermen's Association, to present the updated Benchmark for mackerel at the Mackerel Sub-Group meeting on 19/06/25. Dr Rob Blyth-Skyrme and Aoife Martin produced an overview of the ASH Benchmark in a [briefing paper](#) for NAPA Partners in early July 2025. A similar briefing paper on the mackerel benchmark is in production.

Action	Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
2. Dispute settlement legal framework and consultation processes	2.1. NAPA reviews and produces a document summarizing the coastal states' and NEAFC's dispute settlement protocols. More focused engagement with NEAFC on the development of a more detailed dispute settlement agreement; Review of the 2004 EU Proposal and its relevance to the current situation; possible/likely provision of suggested text for Coastal States to reach agreement in disputed quota allocations.	Draft a formal dispute resolution mechanism to address future issues within 6 months, and prior to the NEAFC 2024 Annual Meeting.	Whilst a dispute settlement text has been provided this is not as detailed as required and further work should take this forward. It also needs to be highlighted and publicised as a mechanism for CSs to use in working towards an overall comprehensive agreement.	01/05/2024	31/12/2025	NAPA shall provide a written critique of coastal states' and NEAFC's dispute settlement protocols and updated guidelines for consultations. Evidence for progress may be shown via the route of draft document; agreed draft document; final document; signed agreed final document.	Evidence of NAPA's engagement with NEAFC on the Dispute Settlement Agreement which shows progress over time. Publication of a Draft and/or final Dispute Settlement document. This shall clarify the approach to be taken where there is obvious intransigence in the position of one or more Coastal States in reaching a comprehensive sharing agreement. Draft document tabled at	Formal publication of partial, or full sharing agreements between Coastal States that achieve, or show progress towards, fishing at levels consistent with scientific advice
			NAPA should seek to ensure that a Dispute Settlement Agreement is a cornerstone of the work of NEAFC's Working Group on the Future Development of NEAFC, and ensure actions around this are delivered. NEAFC has recently returned its attention to the work of this WG, and potentially dispute settlement agreements could fall					Ensure the March 2017 draft "Guidelines for Coastal State Consultations in the North East Atlantic" adopt the following text relating to dispute resolution (NEAFC, 2017; Chapter 9 – Mediation, para 25) <i>If agreement on a Framework Arrangement is not reached, the coastal States should consider</i>

			within the remit. This work should also involve publicising the detail around the current agreement, and what needs to be done to reach an improved dispute settlement agreement.				NEAFC meetings, and included in documentation (e.g. in an annex) for discussion.	<p><i>engaging a mediator. Any decision on engaging a mediator, including the choice of the person and the terms of reference of his/her role, should be made by consensus.</i></p> <p>Dispute Settlement Agreement protocols are included within the agenda of NEAFC WG on the Future Development of NEAFC meetings; this work delivers an agreement that is signed off by all parties in NEAFC. There is to be clear evidence of moving towards this outcome over time.</p>
<p><u>Update June 2025</u></p> <p>NAPA Alternative Catch Share Proposal:</p> <p>The NAPA Executive Team and Steering Committee met seven times between January – June 2025 (on the following dates: 10/04/25, 15/04/25, 25/04/25, 02/05/25, 06/06/25, 13/06/25, 26/06/25), to explore an alternative catch share proposal based on historical catches and quota shares. The purpose of the proposal reflects the lack of confidence in Coastal State processes, concerns that a resolution will not be reached in time, and the obvious lack of an effective mediator in the negotiations. Therefore, NAPA has been developing a proposed solution behind closed doors to help break the current stalemate. NAPA's non-partisan status and lack of affiliation with any single Coastal State is a strength. It positions NAPA uniquely to serve as a mediator and a potential circuit breaker in the stalled negotiations. Over the coming months, NAPA intends to engage directly with the catching sector, Coastal State Ministers and negotiators, NEAFC, and NGOs to review and refine the proposal. NAPA's aim is to present a credible, balanced, and actionable plan to the Coastal States in early autumn ahead of the annual negotiations. As the proposal is still confidential, no further detail can be shared at this stage.</p> <p>-----</p> <p>Engagement with Coastal States:</p> <p>NAPA has embarked on its busiest ever period of engagement with Coastal States so far this year. Meetings provided an opportunity to reassert NAPA's asks, to better understand the blockers according to each Coastal State to a sustainable sharing arrangement, and to advocate for a comprehensive solution. NAPA set up and engaged directly in eleven meetings with individual Coastal States between January and June 2025, namely:</p> <ul style="list-style-type: none"> NAPA met with the EU delegation on three occasions: 16/01/25 (Eva-Maria Carballeira-Fernandez and team; online meeting with NAPA Exec. team and Steering Committee), 05/06/25 (Pawel Swiderek (Head of Delegation) and Camille Gallouze; online meeting with NAPA Independent Chair), 26/06/25 (Pawel Swiderek and Camille Gallouze; online meeting with NAPA Exec. team and Steering Committee). NAPA met with the Faroese delegation on two occasions: 28/01/25 (Kate Sanderson (Head of Representation); in-person meeting with NAPA Independent Chair), 11/06/2025 (Ólavur Dalsgarð (Interim Head of Delegation) and the Faroese delegation; in-person meeting with NAPA Exec. team and Steering Committee, London). 								

- NAPA met with the Icelandic delegation on two occasions: 13/02/25 (Guðmundur Þórðarson (Head of Delegation) and Orri Úlfarsson; in-person meeting with NAPA Exec. team and Steering Committee, London), 11/06/25 (Guðmundur Þórðarson and Þorvarður Atli Þórsson; in-person meeting with NAPA Exec. team and Steering Committee, London).
- NAPA met with the UK delegation on three occasions: 13/02/25 (Colin Faulkner (Head of Delegation); in-person meeting with NAPA Exec. team and Steering Committee, London), 06/05/2025 (Colin Faulkner; in-person meeting with NAPA Independent Chair, Barcelona), 11/06/25 (Colin Faulkner; in-person meeting with NAPA Exec. team and Steering Committee, London).
- NAPA met with the Norwegian delegation on one occasion: 25/06/25 (Ann-Kristin Westberg (Head of Delegation), Elisabeth Sør Dahl, and Kristine Werdelin Bergan; online meeting with NAPA Exec. team and Steering Committee).
- NAPA Technical Lead attended (remotely) most of the available Coastal States pelagic plenary sessions since January 2025. It is noted that most Coastal States negotiating meetings do not have plenary sessions planned, but those that do are usually advertised only at very short notice.

NAPA has also undertaken targeted Coastal States engagement relating to its interim asks for mackerel, as follows:

- NAPA has advocated its '[interim asks for mackerel](#)', namely to: 1) Limit fishing on the High Seas to no more than 10% of their total catch, 2) Limit the use of banking and borrowing to 10% of their available quota, 3) Focus on direct human consumption for the use of whole fish. NAPA framed these interim asks as key stepping stones towards the ultimate goal of a comprehensive sharing agreement, and called for all countries to take these interim actions, which would bring total catches closer to scientific advice.
- NAPA issued [letters](#) to each of the Coastal States Heads of Delegation on 01/07/25, setting out these asks and why they are important – primarily to reduce fishing pressure – and reaffirmed the urgency of the situation for mackerel/ASH stocks and NAPA.
- NAPA shared the interim asks on its [social media platform](#), as part of the 'Mackerel Maths' communications campaign (see 'Communications' below).
- NAPA created a [briefing paper](#) for NAPA Partners on the interim asks.
- Seven NAPA Partners have updated their [sourcing statements](#) to reflect these interim asks, including: LDH (La Doria), Roach Brothers, Sainsbury's, Co-op, Lunar Group, InterFish, International Fish Canners Ltd.

----- North East Atlantic Fisheries Commission (NEAFC) Dispute Resolution:

It is noted that Article 18bis of the North East Atlantic Fisheries Commission (NEAFC) Convention states "The Commission shall make recommendations establishing procedures for the settlement of disputes arising under this Convention". NAPA heard in the 11/24 NEAFC annual meeting that Russia maintained its objection to the amendment and that, as a result, it remains not in effect for any party. As such, there is currently no formal, disputes resolution process at NEAFC. There is also no formal process at the Coastal States.

In this regard, a key meeting was intended to be the February 2025 Future Direction of NEAFC (FDN) meeting, where NAPA planned to join with other observers (Pew, MSC, Accountability.Fish, Blue) to petition for a new Dispute Resolution Process to be considered. Discussions were held with the observer group in December 2024 to confirm attendance and potential options for a submission to the meeting's Chair (UK Coastal States Head of Delegation). Unfortunately, the Russian Federation declined to attend the meeting, and without all parties in attendance, the meeting could not be held as a formal, NEAFC meeting. Instead, the meeting was held informally as a group of 'like-minded parties', which was attended by the NAPA Technical lead. In the absence of it being a formal, NEAFC meeting, no decisions could be taken. Further efforts regarding a dispute resolution will be progressed by NAPA at the annual NEAFC meeting this Autumn (scheduled for 11th – 14th November 2025).

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
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2.2. Lobby a coastal state (i.e. UK) to initiate negotiations for a mechanism, for cooperation and dispute resolution between the Coastal States which is effective in agreeing an appropriate management mechanism consistent with the management plan. Expanded to include all CSs and the Chairs of each of the pelagic species WGs in particular in a manner that extracts specific information relating to their positions and provides a detailed overview of blockers and enablers in the negotiations. This detail will support a targeted approach to advocacy.	Targeted communications strategy relevant to individual Coastal State/s; Formal (and public) alignment with organisations which hold similar ambitions.	All Coastal States are to be contacted individually regarding the pelagic stocks by NAPA; NAPA will use the information generated to develop a detailed understanding of the positions across the CS Delegations, which in turn will be used for a targeted approach for influencing views (including describing impacts from NAPA Partner sourcing policies).	01/05 /2024	30/06 /2025	NAPA shall provide documented evidence of all related correspondence, analyses, actions, meetings, representations etc. NAPA will produce (internally) papers that provide summaries of CS' positions, and associated analysis.	By the end of Q1 2025, NEAFC shall provide a transparent mechanism for the resolution of legal disputes which is considered to be effective in dealing with most issues and that is appropriate to the context of the fishery. This draft document will enable agreements between Coastal States at bilateral and multilateral levels. NEAFC is seen to be working actively in support of achieving an overall comprehensive agreement for the NEA pelagic stocks/is seen to be aligned with NAPA's goals.	By the end of 2024, NEAFC shall establish the Working Group (or similar) on Allocation Criteria, and this is communicated by NEAFC.
		NAPA will - in particular - contact the Chairs for each of the pelagic species Working Groups in order to understand the dynamics of the meetings, develop an overview of each CS's positions, and feed into the meetings information of relevance that may support the move towards a comprehensive agreement.					By the end of Q1 2025, NEAFC shall provide a transparent mechanism for the resolution of legal disputes which is considered to be effective in dealing with most issues and that is appropriate to the context of the fishery.
		By the end of 2025, NEAFC shall impose binding arrangements, rather than guidelines, for contracting parties, that results in an agreement that ensures adherence to the harvest strategy by the parties prosecuting the fishery.					

Update June 2025

NAPA Alternative Catch Share Proposal:

The NAPA Executive Team and Steering Committee met seven times between January – June 2025 (on the following dates: 10/04/25, 15/04/25, 25/04/25, 02/05/25, 06/06/25, 13/06/25, 26/06/25), to explore an alternative catch share proposal based on historical catches and quota shares. The purpose of the proposal reflects the lack of confidence in Coastal State processes, concerns that a resolution will not be reached in time, and the obvious lack of an effective mediator in the negotiations. Therefore, NAPA has been developing a proposed solution behind closed doors to help break the current stalemate. NAPA's non-partisan status and lack of affiliation with any single Coastal State is a strength. It positions NAPA uniquely to serve as a mediator and a potential circuit breaker in the stalled negotiations. Over the coming months, NAPA intends to engage directly with the catching sector, Coastal State Ministers and negotiators, NEAFC, and NGOs

to review and refine the proposal. NAPA's aim is to present a credible, balanced, and actionable plan to the Coastal States in early autumn ahead of the annual negotiations. As the proposal is still confidential, no further detail can be shared at this stage.

Engagement with Coastal States:

NAPA has embarked on its busiest ever period of engagement with Coastal States so far this year. Meetings provided an opportunity to reassert NAPA's asks, to better understand the blockers according to each Coastal State to a sustainable sharing arrangement, and to advocate for a comprehensive solution. NAPA set up and engaged directly in eleven meetings with individual Coastal States between January and June 2025, namely:

- NAPA met with the EU delegation on three occasions: 16/01/25 (Eva-Maria Carballeira-Fernandez and team; online meeting with NAPA Exec. team and Steering Committee), 05/06/25 (Pawel Swiderek (Head of Delegation) and Camille Gallouze; online meeting with NAPA Independent Chair), 26/06/25 (Pawel Swiderek and Camille Gallouze; online meeting with NAPA Exec. team and Steering Committee).
- NAPA met with the Faroese delegation on two occasions: 28/01/25 (Kate Sanderson (Head of Representation); in-person meeting with NAPA Independent Chair), 11/06/2025 (Ólavur Dalsgarð (Interim Head of Delegation) and the Faroese delegation; in-person meeting with NAPA Exec. team and Steering Committee, London).
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- NAPA Technical Lead attended (remotely) most of the available Coastal States pelagic plenary sessions since January 2025. It is noted that most Coastal States negotiating meetings do not have plenary sessions planned, but those that do are usually advertised only at very short notice.

NAPA has also undertaken targeted Coastal States engagement relating to its interim asks for mackerel, as follows:

- NAPA has advocated its ['interim asks' for mackerel](#), namely to: 1) Limit fishing on the High Seas to no more than 10% of their total catch, 2) Limit the use of banking and borrowing to 10% of their available quota, 3) Focus on direct human consumption for the use of whole fish. NAPA framed these interim asks as key stepping stones towards the ultimate goal of a comprehensive sharing agreement, and called for all countries to take these interim actions, which would bring total catches closer to scientific advice.
- NAPA issued [letters](#) to each of the Coastal States Heads of Delegation on 01/07/25, setting out these asks and why they are important – primarily to reduce fishing pressure – and reaffirmed the urgency of the situation for mackerel/ASH stocks and NAPA.
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- NAPA created a [briefing paper](#) for NAPA Partners on the interim asks.
- Seven NAPA Partners have updated their [sourcing statements](#) to reflect these interim asks, including: LDH (La Doria), Roach Brothers, Sainsbury's, Co-op, Lunar Group, InterFish, International Fish Cannery Ltd.

North East Atlantic Fisheries Commission (NEAFC) Dispute Resolution:

	<p>It is noted that Article 18bis of the North East Atlantic Fisheries Commission (NEAFC) Convention states “The Commission shall make recommendations establishing procedures for the settlement of disputes arising under this Convention”. NAPA heard in the 11/24 NEAFC annual meeting that Russia maintained its objection to the amendment and that, as a result, it remains not in effect for any party. As such, there is currently no formal, disputes resolution process at NEAFC. There is also no formal process at the Coastal States.</p> <p>In this regard, a key meeting was intended to be the February 2025 Future Direction of NEAFC (FDN) meeting, where NAPA planned to join with other observers (Pew, MSC, Accountability.Fish, Blue) to petition for a new Dispute Resolution Process to be considered. Discussions were held with the observer group in December 2024 to confirm attendance and potential options for a submission to the meeting’s Chair (UK Coastal States Head of Delegation). Unfortunately, the Russian Federation declined to attend the meeting, and without all parties in attendance, the meeting could not be held as a formal, NEAFC meeting. Instead, the meeting was held informally as a group of ‘like-minded parties’, which was attended by the NAPA Technical lead. In the absence of it being a formal, NEAFC meeting, no decisions could be taken. Further efforts regarding a dispute resolution will be progressed by NAPA at the annual NEAFC meeting this Autumn (scheduled for 11th – 14th November 2025).</p>							
Action	Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
3. Effective decision-making processes	3.1. Communication to continue with Coastal States representatives to promote delivery of exploitation levels consistent with meeting the requirements of Principle 1. More specific intelligence gathering on factors related to CS representatives positions. For example, where States are known to be consistently blocking negotiations, then NAPA will prioritise communications accordingly to those positions in a manner that will carry improved chances of impact and influencing the pathway to a successful agreement.	Targeted communications strategy relevant to individual Coastal State/s: Nuanced messages appropriate for individual actors.	Extract more detailed information on the CS negotiations in relation to Blockers, Positions and Policies; Utilise this detail for influencing via targeted communications.	01/05 /2024	30/04 /2026	NAPA shall provide documented evidence of all related correspondence, analyses, actions, meetings, representations etc. By 30/4/26 the end of the third year, coastal states are setting TACs that do not exceed ICES advice.	Publication of summary documents on positions available: 2024; 2025.	Partial, or full sharing agreements between Coastal States that achieve, or show progress towards, fishing at levels consistent with scientific advice
								By 30/4/26, coastal states are setting TACs that do not exceed ICES advice and unilateral TACs are not being set..
								Agreements are published formally, and these present solutions on an annual and multi-annual basis.
								Update June 2025

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Communications:

NAPA, with support from Mindfully Wired Communications (MWC), developed a mackerel-focussed communications campaign entitled ['Mackerel Maths'](#), which ran from April – May 2025 and coincided with a [NAPA event](#) at the Seafood Expo Global 2025 in Barcelona. The campaign was designed as part of a broader, bespoke, long-term Communications Strategy for the Mackerel Sub-Group. The campaign included:

- [Film](#) – Launched on 29 April. 'Back to School' theme featuring school children working together to successfully share catches. It contrasted the children's innate sense of fairness with the self-interested quota-setting behaviours of the Coastal States.
- [Press and media engagement](#) – [Press release](#) announced the launch of the campaign in the press and media. Press release issued to tailored media lists with over 150 named contacts for increased uptake, including Coastal States, UK & International, Retail, and Fishing Trade. Mackerel Sub-Group chair, Chris Shearlock, provided an interview to [Seafood Source](#), leading to a detailed article.
- [Social media content](#) – A series of posts were created to share the campaign with target audiences, including the interim asks. Supported by NAPA Partners on their own channels.
- [Website blog](#) – Developed supporting infrastructure as campaign audiences were driven here – updated layout with new species pages, FIP pages, and new campaign landing page.
- [Mackerel event](#) – Hosted a NAPA event at Seafood Expo Global 2025 in Barcelona on 06/05/25, entitled 'Failings in North East Atlantic fisheries: mackerel mismanagement and consequences for the global marketplace'. It brought together over 50 seafood supply-chain and sustainability professionals, and catching sector representatives, providing a platform to raise awareness of the marketplace impacts and launch the Mackerel Maths campaign (read more [here](#)). This was a sell-out event, with attendees standing and queuing out of the door.

'Mackerel Maths' campaign impact:

- Social media: During the week following 29 April, impressions, comments, page views, followers, and search appearances all increased. The [launch post and film](#) was NAPA's most 'reacted to' LinkedIn post this year and most reposted LinkedIn post ever, with 543 video views, 473 impressions, 89 engagements, 18.86% engagement rate, 50 clicks, 10.59% click-through rate, 27 reactions, 12 reposts.
- On LinkedIn, the following organisations shared their public support for NAPA: [Karavela](#), [Princes](#), [Salmon Group](#), [Cermaq](#), [LDH \(La Doria\)](#), and [MSC](#).
- Website: The Mackerel Maths campaign landing page was the fourth most viewed page on the NAPA website. A significant peak in unique user visits and engagement was recorded on campaign launch day.
- Press and media: At least eight articles were written on the back of the campaign in the following publications: [Fish Focus](#), [Seafood Source](#), [The Fishing Daily](#), [Industrias Pesqueras](#), [World Fishing and Aquaculture](#), [Fiskerforum](#), [Seafood Source](#), [We are Aquaculture](#).

In addition to the Mackerel Maths campaign, these additional communications activities were undertaken:

- [NAPA Statement](#) issued in response to the downgrading of mackerel sustainability ratings by NGOs in April 2025. The response was issued to the [press](#), hosted on the [NAPA website](#), and shared on [social media](#).
- The NAPA Project Lead and Technical Lead presented at the Swedish Seafood Forum (online meeting) hosted by the Sweden Seafood Association, on 23/05/25. Meeting participants included Swedish retailers, processors, food service, NGOs, and government representatives.
- Ongoing species-specific social media content, focusing on [LinkedIn](#), aims to develop a 'continuous drumbeat' of messaging, for all three NAPA species (mackerel, ASH, blue whiting). Social media activity specifically focused on the cultural significance of ASH across individual Coastal States, was shared at intervals throughout the reporting period (see examples [here](#) and [here](#)).
- The development of a social media campaign for ASH, to run in Q3 2025, is currently under review by the Herring Sub-Group and will be shared in coming months.
- NAPA has contracted Gunther Errhalt ([Errhalt Consulting](#)), a well-respected seafood professional based in East Asia, to support with engaging Japanese businesses – many of which source and sell NE Atlantic mackerel in Japanese markets – in NAPA's work and mission. This Japanese engagement is currently in the drafting stage.
- NAPA hosted an [event](#) at the North Atlantic Seafood Forum in Bergen on 05/03/25, entitled 'Blue whiting management failures and the consequences for the Norwegian salmon industry'. Though the focus of the event was on blue whiting, there was wider interest from seafood businesses and catching sector representatives on the work of NAPA, including implications for mackerel and ASH.

- NAPA has met with Erin Priddle (Northern Europe Regional Director) and Gisli Gislason (North Atlantic Programme Director) from the Marine Stewardship Council (MSC) to align on communications and advocacy initiatives, at regular intervals.

Tasks	Milestones	New/Additional Subtasks	Start date	Finish date	Project Management - Evidence of Progress (Internal NAPA)	Evidence of completion (FIP - Internal)	Outcomes (FIP - External)
3.2. Engagement with national pelagic catching sector representatives in order to extend NAPAs reach and develop enhanced influence from within the supply chain. Should the Catching Sector in all or some Coastal State nations decide to go down the route of an MSC Improvement Programme approach, NAPA will also support this. (NAPA has already been in discussions on this topic for several months)	Stakeholder mapping exercise/output across the Catching Sector organisations relevant for the CSs.	Meetings with catching sector representatives to be held in advance of annual negotiations in an effort to understand positions (across all CSs); Use this information for targeted communications.	01/05/2024	31/12/2025	Summary documents; Articles and communications across media/social media. Catching sector is being seen to influence decision-makers in a synergistic manner to NAPA, as evidenced via communications, social media, general advocacy work and similar.	The catching sector has been prompted by NAPA to align on calls to action that align with NAPA priorities on TACs not exceeding advice. Press articles show clearly that the Catching Sector is in alignment with NAPA's goals.	By Q4 2024, and showing continual progress thereafter, the Catching sector is seen to influence decision-makers in a synergistic manner to NAPA. Communications show clear evidence of progress towards a comprehensive sharing agreement.
	Industry meetings	Analyse potential effects on markets via various scenarios of continued overfishing; reaching comprehensive agreement/regaining certification; Use this information in support of influencing all decision-makers.					

Update June 2025

Engagement with catching sector:

Engagement with the pelagic fishing industry of the Coastal States is a key element of NAPA's advocacy. NAPA has strengthened its approach to engaging with the pelagic catching sector at a national level (rather than collectively) to extend NAPA's reach and enhance influence from within the supply chain. NAPA has sought meetings with individual Producer Organisations, many of whom share a common position regarding the need for sustainable catch shares and long-term management strategies, and who may be open to exploring opportunities for collaborative advocacy. Between January and June 2025, NAPA set up and engaged directly in fourteen meetings with individual catching sector representatives, and held two events at international seafood conferences, detailed as follows:

- NAPA met with the UK catching sector on three occasions: 07/02/25 (Scottish Pelagic Fishermen's Association; London), 06/05/25 (North Atlantic Fishing Company Ltd.; Barcelona), 06/05/25 (Scottish Pelagic Fishermen's Association; Barcelona).
- NAPA met with the EU catching sector on six occasions: 13/02/25 (Killybegs Fishermen's Organisation and Pelagic Freezer Trawler Association; London), 05/03/25 (Danish Pelagic Producers Organisation; Bergen), 05/03/25 (Bord Iascaigh Mhara (BIM ~ Irish seafood industry board); Bergen), 05/03/25 (Killybegs Fishermen's Organisation, Irish Fish Producers Organisation, and Irish South and West Fish Producer's Organisation; Bergen), 11/06/25 (Killybegs Fishermen's Organisation, Irish Fish Producers Organisation, and Irish South and West Fish Producer's Organisation; London), 23/06/25 (Pelagic Freezer Trawler Association; online).

- NAPA met with the Faroese catching sector on two occasions: 14/02/25 (Notaskip ~ Faroese Pelagic Organisation; London), 11/06/25 (Notaskip ~ Faroese Pelagic Organisation; London).
- NAPA met with the Icelandic catching sector on two occasions: 05/03/25 (Fisheries Iceland; Bergen), 11/06/25 (Fisheries Iceland; London).
- NAPA met with the Norwegian catching sector on one occasion: 05/03/25 (Fiskebat; Bergen).
- Continued attempts have also been made by NAPA to arrange additional meetings with the Norwegian and Greenland catching sectors respectively. Unfortunately, the responses received thus far have not been forthcoming. NAPA is therefore utilising the networks and contacts of NAPA Partners, to try to engage with the catching sectors of these countries.
- NAPA hosted an [event](#) at the North Atlantic Seafood Forum in Bergen on 05/03/25, entitled 'Blue whiting management failures and the consequences for the Norwegian salmon industry'. Though the focus of the event was on blue whiting, there was wider interest from seafood businesses and catching sector representatives on the work of NAPA, including implications for mackerel and ASH.

NAPA hosted a dedicated [mackerel event](#) at Seafood Expo Global 2025 in Barcelona on 06/05/25, entitled 'Failings in North East Atlantic fisheries: mackerel mismanagement and consequences for the global marketplace'. It brought together over 50 seafood supply-chain and sustainability professionals, and catching sector representatives, providing a platform to raise awareness of the marketplace impacts and launch the Mackerel Maths campaign (read more [here](#)). This was a sell-out event, with attendees standing and queuing out of the door.

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- The development of a social media campaign for ASH, to run in Q3 2025, is currently under review by the Herring Sub-Group and will be shared in coming months.
- NAPA has contracted Gunther Errhalt ([Errhalt Consulting](#)), a well-respected seafood professional based in East Asia, to support with engaging Japanese businesses – many of which source and sell NE Atlantic mackerel in Japanese markets – in NAPA's work and mission. This Japanese engagement is currently in the drafting stage.
- NAPA hosted an [event](#) at the North Atlantic Seafood Forum in Bergen on 05/03/25, entitled 'Blue whiting management failures and the consequences for the Norwegian salmon industry'. Though the focus of the event was on blue whiting, there was wider interest from seafood businesses and catching sector representatives on the work of NAPA, including implications for mackerel and ASH.
- NAPA has met with Erin Priddle (Northern Europe Regional Director) and Gisli Gislason (North Atlantic Programme Director) from the Marine Stewardship Council (MSC) to align on communications and advocacy initiatives, at regular intervals.

Appendix 1

NAPA Mackerel and Herring FIP Progress Reporting Evidence

To ensure that FIPs are making progress, the Sustainable Fisheries Partnership (SFP) has developed the "FIP Tracker". This tracks the progress of FIPs against their indicators and collates evidence of progress. FIP evaluators can then use this evidence to measure the rate of progress that a FIP is demonstrating, and reward the FIP with a progress rating (A-E).

Information from the FIP Tracker is presented in this document. It is supported by the evidence of progress for the NAPA Mackerel and Herring FIP in 6-month intervals. The evidence can be accessed via the external link, below:

- [NAPA Mackerel and Herring FIP Progress Reporting Evidence](#)

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