

FOR IMMEDIATE RELEASE

Global seafood giant Nissui joins NAPA's call to avoid irreversible decline of Atlantic stocks



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The North Atlantic Pelagic Advocacy Group (NAPA), a global coalition of seafood businesses calling for better management of North East Atlantic pelagic fisheries, has welcomed Nissui Corporation as its latest member. The move by the marine products group - the world's second largest seafood business - signals that the mismanagement of North East Atlantic stocks is no longer a regional dispute, but a global concern.

Nissui, a global network of seafood producers, processors and traders, joins nearly 60 global NAPA Partners who are united in calling for North East Atlantic Coastal States to take decisive action to develop science-based catch sharing agreements that end overfishing. Over six years ago, North East Atlantic mackerel and blue whiting fisheries lost their Marine Stewardship Council (MSC) certification due to persistent overfishing and the lack of a sustainable sharing arrangement. Since then, catches have repeatedly exceeded scientific advice, and mackerel has now declined to unsafe levels.

Following the sharp reduction in Japan's own blue mackerel stocks in recent years, resulting from warming seas, local businesses have increasingly turned towards the North East Atlantic to fill gaps in mackerel supply. Farmed Atlantic salmon is also a popular import for the nation, but relies on blue whiting as a crucial source of salmon feed. With both mackerel and blue whiting suffering from unsustainable catches, Nissui's membership marks a new chapter in the global discourse surrounding North East Atlantic fisheries management: offering a unique perspective from Japan's own experience and a challenge to Coastal States to avoid repeating it.

NAPA was established to help reverse this trajectory by applying market pressure in support of long-term, science-based management. Part of Nissui's network – UK processor Flatfish – is already participating in NAPA, having joined in 2020. Nissui's entry into the coalition emphasises global expectations on fishery managers and Coastal States to renew their efforts to reach agreement and ensure the long-term sustainability of these important fisheries.

Aoife Martin, NAPA Executive Chair, said "The seafood supply chain has a vital role to play in tackling these international challenges and finding meaningful solutions, as demonstrated by Nissui's commitment. The Corporation's strong and highly respected position in the global seafood market strengthens NAPA's efforts to improve the health of

these key fisheries and secure their place in global supply chains. Nissui's membership also sends a clear signal that sustainable fisheries are not solely a regional concern, but a global imperative - and that the Japanese seafood industry is paying close attention."

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Notes to Editors

About the North Atlantic Pelagic Advocacy Group (NAPA):

The North Atlantic Pelagic Advocacy Group (NAPA) is a market-led approach to improve North Atlantic pelagic fisheries management. The pre-competitive coalition includes retailers, suppliers, foodservice companies, fishmeal producers, feed companies, and salmon farmers. This includes UK processor Flatfish – who is part of Nissui's network and joined NAPA in 2020. They have the shared aim of responsible sourcing and production of seafood in order to supply the growing demand for sustainable, certified products. NAPA's reach extends across the world, attracting members from Asia, the USA, Australia, and Africa, as well as the EU and UK.

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

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

NAPA is tackling these issues through the coordination of two Fishery Improvement Projects (FIPs) – one that covers both mackerel and herring, and one for blue whiting. The FIPs serve to drive political will for sustainable management, while holding key actors and decision-makers to account. Both projects are unique in that they are 'policy FIPs' – focusing on advocacy aimed at decision-makers, rather than on changing fishing practices on the water. Both FIPs will end in October 2026.

For more information, visit:

- <https://napafisheries.org/>

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