



EMBARGOED PRESS STATEMENT: FOR RELEASE ON 5 OCTOBER 2026

## Statement to the Press: NAPA concludes six-year Fisheries Improvement Projects and announces new advocacy approach for North East Atlantic pelagic fisheries

Date: 5 October 2026

Author: North Atlantic Pelagic Advocacy Group (NAPA)

**Today marks the formal conclusion of the North Atlantic Pelagic Advocacy Group's (NAPA) two Fisheries Improvement Projects (FIPs), six years after we began working to secure a sustainable future for North East Atlantic mackerel, blue whiting and Atlanto-Scandian herring.**

The conclusion of the FIPs marks a **shift in approach**, not an end to our commitment to these fisheries. They remain commercially important, and stepping back risks leaving longstanding management failures unresolved, as North East Atlantic landings are exported to markets and jurisdictions with lower standards.

Our new approach recognises that while securing a comprehensive sharing arrangement remains the goal, the pathway to achieving it will differ across the three species, as will how member businesses choose to engage with these fisheries. Whether businesses fully withdraw, partially step back or continue sourcing, they remain **united in their commitment to secure a durable, science-based management solution.**

Since 2020, NAPA members have worked extensively with governments and the fishing industry to address persistent management failures. Despite sustained engagement, the FIPs end without the comprehensive, science-based sharing arrangements required to end overfishing and establish long-term stability for these fisheries. We maintain that the core challenge is not technical; **it is rooted in international cooperation, compromise and political decision making.**

Over this period, our coalition of 58 globally recognisable businesses has engaged Ministers, negotiators, industry representatives and NGOs; produced evidence-based policy analysis; participated in international forums; and developed a detailed model sharing arrangement covering all three stocks. Yet fishing nations have not collectively delivered the necessary

reductions in catches or agreed sharing arrangements aligned with scientific advice. As a result, the long-term sustainability of these key stocks remains at risk.

**NAPA member businesses are now faced with difficult sourcing decisions as they work to uphold their sustainability commitments.** Several have already stepped back from these fisheries after signalling they would do so if no credible management solution emerged. These choices carry significant operational and economic costs, and the effects reach far beyond the fishing sector, touching processors, retailers, food service companies, feed producers, salmon farmers, coastal communities and consumers. The market response now visible on supermarket shelves is the result of sustained effort to avoid exactly this outcome.

Our ongoing commitment is not open ended and member patience for a credible resolution is not limitless. Continued involvement requires a clear signal from all parties that a resolution is both possible and achievable.

**Our view is clear; this is no longer simply a fisheries issue.** The absence of a long-term solution represents a failure of international governance with consequences for economic growth, trade and food security that will be felt far beyond the fishing industry.

-ENDS-

### **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, food service companies, fishmeal producers, feed companies, and salmon farmers. 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 comprehensive agreements that ensure quotas are shared 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's two Fisheries Improvement Projects (FIPs) covering North East Atlantic mackerel and Atlanto-Scandian herring under the Sustainable Fisheries Partnership, and North East Atlantic blue whiting under the MarinTrust, formally concluded on 5 October 2026. NAPA's FIPs were designed as policy-focused projects, recognising that the principal barriers to sustainable management of these fisheries relate to decision-making, Coastal State cooperation and agreement on catch sharing.

For more information, visit:

- <https://napafisheries.org/>

For media enquiries, images or quotes, please contact:

- Fiona Birch-Green, NAPA Communications, [fiona.birchgreen@mindfullywired.org](mailto:fiona.birchgreen@mindfullywired.org)
- Natalie Greig, NAPA Communications, [natalie.greig@mindfullywired.org](mailto:natalie.greig@mindfullywired.org)

For further information about NAPA and how businesses can support sustainable fisheries, please contact:

- Aoife Martin, NAPA Executive Chair, [aoife.martin@napafisheries.org](mailto:aoife.martin@napafisheries.org)