

NORTH ATLANTIC PELAGIC ADVOCACY GROUP (NAPA)

COMMS & ADVOCACY

CLG bite-size meeting, 5 December 2023





NORTH
ATLANTIC
PELAGIC
ADVOCACY
GROUP

**The unified voice of
the marketplace for
sustainable Northeast
Atlantic seafood.**

Campaigns

Campaigns

NAPA has successfully spearheaded **four** advocacy campaigns:

- Three Coastal States campaigns (Sep-Oct 2021, 2022, 2023)
- One mackerel-focused campaign (March 2023)

#CountdowntoCoastalStates

#AgreeFollowCommit

#TakeYourFairShare

#FishStocksInTheBalance

In between campaigns, NAPA has maintained a **drumbeat of advocacy messaging** to raise awareness of the sustainability issues facing Northeast Atlantic pelagic fish stocks.



Campaigns

Social media

@napafisheries



The
tipping
point in
seafood
sourcing.

[#FishStocksInTheBalance](#)

Overfishing of pelagic stocks by Northeast Atlantic Coastal States in 2021



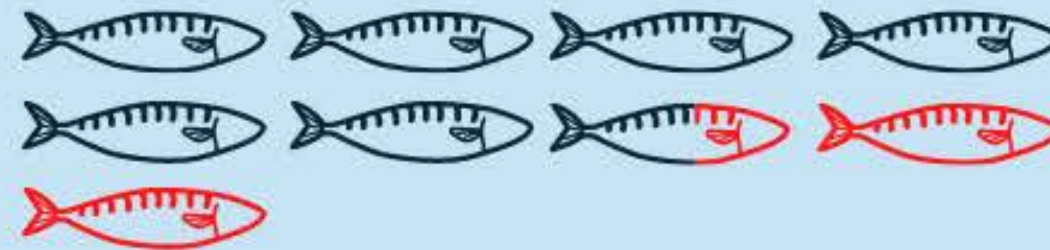
Northeast Atlantic mackerel



42%

above scientific advice

Atlanto-Scandian Herring



39%

above scientific advice

Blue whiting



30%

above scientific advice

 = 100,000 tonnes

Timeline of Coastal States (**dis**)agreements



There have been just **four years (2006-2009)** in which all Coastal States agreed on total allowable catches for pelagic stocks.

THE NEWS

For cod's sake, don't let it happen again

Overfishing and stock collapse – We've been there before with Northeast Atlantic cod, off Canada and the USA.

Now, Northeast Atlantic pelagic stocks are in danger of becoming drastically depleted, as Coastal States struggle to follow the science and agree long-term management plans.

Let's not allow it to happen again for Northeast Atlantic mackerel, Atlanto-Scandian herring and blue whiting.

Overfishing is an unacceptable threat to pelagic fisheries. Let's learn from past mistakes.



^ Northeast Atlantic pelagic stocks, including mackerel, are in danger of becoming drastically depleted.



NORTH
ATLANTIC
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ADVOCACY
GROUP

#AgreeFollowCommit

If you don't share, nobody gets to play.



#AgreeFollowCommit



Our message in a bottle.



#FishStocksInTheBalance

Campaigns

Press & media

Press & media

So far, NAPA has authored more than 30 press and media releases since 2021, including:

- **Press releases**
- **Press statements**
- **Open letters to Ministers**
- **Opinion pieces (Op-Eds)**
- **Joint articles with collaborators**

Approx. 200 NAPA related articles published as a result.

NAPA has become an important ‘go-to’ information source for fisheries journalists from several top publications, including [The Guardian](#), [IntraFish](#) and [Seafood Source](#), who actively approach NAPA for updates on the status of stock negotiations.



The Guardian

Stop overfishing or we'll buy elsewhere, top UK fish firm warns European states

Young's Seafood joins calls for sustainable quotas of mackerel, herring and blue whiting to be agreed in line with scientific advice



▲ Mackerel catches have exceeded sustainable limits by hundreds of thousands of tonnes since 2008, leading the Marine Stewardship Council to withdraw its certification for the north-east Atlantic. Photograph: Nick Hanna/Alamy

The UK's largest seafood processor is threatening to stop sourcing fish from the north-east Atlantic unless coastal states, including the UK and countries

The Guardian

UK among nations condemned for 'epic' mackerel overfishing disaster

Seafood companies and retailers threaten to boycott north-east Atlantic catch after two-decade failure to agree sustainable quotas



📷 The UK should 'lead by example': sea fishing off the British coast. Photograph: Vickie Flores/EPA-EFE/Shutterstock

A coalition of British seafood companies and retailers, including Young's, Tesco, Sainsbury's, Aldi and Waitrose, has condemned the "collective

Young's threatens to stop sourcing fish from northeast Atlantic

By Harry Holmes | 19 October 2021

A lack of government agreement on catch limits has led to the fisheries losing sustainability certification



Young's Seafood threatening to stop sourcing from Northeast Atlantic pelagic fisheries



Buyers advocate further Northeast Atlantic pelagic quota cuts

By Jason Holland
October 17, 2022

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A statement released ahead of its annual coastal states meetings, NAPA said the agreed 2022 total allowable catch (TAC) was set at 1,131,416 MT. Therefore, to follow the ICES advice in 2023, a cut of 31 percent is required, it said.

Similarly, ICES advised 2023 catch for Atlanto-Scandian herring is no more than 511,171 MT; a 14.6 percent reduction from the 2022 advice. However, in 2022 there was no agreement on the TAC; the sum of the declared unilateral quotas from the individual parties was 827,963 MT. NAPA said that in order to follow ICES' advice next year, a cut of 38 percent is required.

The latest catch-limit advice for Northeast Atlantic pelagic stocks issued by the International Council for the Exploration of the Sea (ICES) show that fishing pressure is above sustainable levels and that further reductions are required, according to the North Atlantic Pelagic Advocacy Group (NAPA).

ICES advised the 2023 catch for Northeast Atlantic mackerel should be no more than 782,066 metric tons (MT); a 1.6 percent reduction from its 2022 advice. However, in



Top UK Fish Firm Threatens to Stop Sourcing Fish From European States If They Continue Overfishing

By Precious Smith Oct 23, 2021 01:49 PM EDT



The largest seafood processors in the United Kingdom have threatened to stop sourcing fish in the north-east Atlantic. This decision was taken in order to get the UK and countries in the EU to agree on ways to manage fish populations this month.



(Photo : Getty Images)

Overfishing

Seafood processors are calling for urgent actions from the government authorities to manage the population of herring, mackerel, and blue whiting to be more sustainable. The Young's Seafood, Tesco, Co-op, Princes, Aldi, Asda, Waitrose, Marks & Spencer and other retailers and suppliers have collaborated to call for this action.



200 vikur | 1. nóv | 15.10.2021 | 14:30

Hóta þvingunaraðgerðum að loknum þremur árum



Á málavísu á Antóni. Eftir von þann að þess fyrirtæki faggað grpa til algengra verðis eni tryggð að uppskriftirnar séu gættar og tilfylling þannig.

Sáðir kaupendur uppskriftarhafa hafa ákveðið að gefa strandfiskum í norðanströndu Atlantshafs þrjú ár til að tryggja að veiðar á makríl, silð og kolmunna verði innan viðnæðlegrar.

Waitrose repeats call for Coastal States to fish responsibly

by editor | Mar 1, 2023 | European Fishing Industry, Featured News, Latest News



Zero hour for Northeast Atlantic pelagics: Waitrose repeats call for Coastal States to fish responsibly

With the Coastal States' self-imposed deadline to reach an agreement on Northeast Atlantic mackerel quota allocations fast approaching at the end of March, Waitrose has added its voice to the chorus of supply chain businesses and retailers calling for the collaborative and sustainable management of mackerel, herring, and blue whiting in the Northeast Atlantic.



NEWLY PUBLISHED ICES ADVICE REVEALS FURTHER REDUCTIONS IN CATCH ARE REQUIRED



Newly published ICES advice reveals further reductions in catch are required. The International Council for the Exploration of the Sea (ICES) recently published advice on Northeast Atlantic pelagic stocks.



Politicians have failed Northeast Atlantic pelagic stocks. Will €244 billion change their minds?

Some of the world's largest seafood companies are calling for fisheries ministers to do one simple thing: agree.

1 October 2021 9:30 GMT | UPDATED: 1 October 2021 12:09 GMT

By Tom Pickwell

The Northeast Atlantic: one of the most observed, assessed, understood and "rich" (in every sense of the word) areas for fishing in the world.

The waters of the Northeast Atlantic are home to valuable – prized – pelagic species, fished for in multi-million-euro boats, sold all over the world, and obsessed over by scientists who adjust and re-adjust complex models to ascertain exactly how many of these small fish we should catch each year.

GUEST COMMENTARY
Tom Pickwell is the Executive Director of The North Atlantic Pelagic Advocacy Group (NAPA).

Three iconic species in the Northeast Atlantic fishery – Atlanto-scandian herring, mackerel and blue whiting – have long been deemed untouchably "sustainable." Abundant without question. Fisheries in all three stocks held Marine Stewardship Council (MSC) certifications in

Call for pelagics action

By Nelson Young | 20221010

Northeast Atlantic pelagic stocks are overfished, say NAPA and MSC, and ministers should be doing more to ensure sustainability



Why aquafeed firms and salmon retailers have the whiting blues

By The Fish Site
16 February 2023, at 10:00am

Some of the UK's largest sellers of farmed salmon have called on Europe's coastal states to stop overexploitation of blue whiting stocks – fish that are primarily rendered into fishmeal for

NAPA and MSC urge "tangible action" on pelagic overfishing in North Atlantic



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The North Atlantic Pelagic Advocacy Group (NAPA) has joined forces with the Marine Stewardship Council (MSC) to urge "tangible action" on the sustainable management of Northeast Atlantic pelagic stocks.

The collaboration comes after a previous effort from NAPA to urge alignment with catch-limit advice from the International Council for the Exploration of the Sea (ICES). Ahead of the mid-October 2022 Coastal States meetings, and November's North East Atlantic Fisheries Commission (NEAFC) meeting, the two organizations have written an open letter to E.U. fisheries ministers requesting they rectify management flaws that they maintain are fueling overfishing in the Northeast Atlantic.

The letter claims overfishing has been taking place in the region since 2014, and that the consistent fishing effort above scientific advice "has the potential to throw this vital ecosystem out of balance," with knock-on impacts for the environment, fishers, consumers, and the supply chain.



NAPA AND THE MSC UNITE

Fish Focus -



NAPA and the MSC unite. "This overfishing can't go on" – NAPA and the MSC unite in calling for tangible action on sustainable management of pelagic stocks at the 2022 Coastal States meeting.

Letter to fisheries ministers from NAPA and MSC:

Dear Fisheries Ministers,



Is the seafood sector's pressure campaign to sustainably manage Atlantic pelagic stocks working?

With the barriers to enacting sustainable management solely dependent on political will, major companies such as Skretting, Cargill, Biomar, Young's Seafood and Waitrose keep turning up the heat.

4 October 2022 9:00 GMT UPDATED: 4 October 2022 13:14 GMT
By Tom Pickerell

Tom Pickerell, executive director of the North Atlantic Pelagic Advocacy Group (NAPA), shares his view on the difficulties facing iconic commercial stocks in the Northeast Atlantic – and sheds light on how the marketplace is holding ministers to account.



Warning over NE Atlantic pelagics

October 19, 2022 • Quentin Bates
🕒 Date: 19/10/2022 kl. 07:05
📁 Kategori: Administration, Associations, Fisheries Management
🏷️ Tags: Atlanto-Scandian herring, Mackerel, NAPA, North-East Atlantic, Pelagic
📍 Land: North-East Atlantic



‘Overfishing can’t go on’: NAPA, MSC call for tangible action on pelagics

'The obstacles are entirely political; as fisheries ministers, the solution lies with you and your fellow delegates', the North Atlantic Pelagic Advocacy Group has written

By Undercurrent News | Oct. 19, 2022 09:40 BST



Fish Marketers criticize fisheries policy Lebensmittel Zeitung



Herring: Aldi expresses great concern.

Leading retail groups are demanding lower catch quotas for herring, mackerel and blue whiting from the forthcoming conference of European fisheries ministers. Purchasing embargoes threatened.



NAPA and the MSC unite in calling for tangible action on sustainable management of pelagic stocks

by editor | Oct 19, 2022 | European Fishing Industry, Featured News, Latest News



NAPA and the MSC unite in calling for tangible action on sustainable management of pelagic stocks at the 2022 Coastal States meeting. Photo: HI

This overfishing can't go on" – NAPA and the MSC unite in calling for tangible action on sustainable management of pelagic stocks at the



ICES advises hefty cuts to Northeast Atlantic herring, mackerel quotas, but ups blue whiting

For years individual states have been setting separate quotas that, when combined, significantly exceed the sustainable limits advised by ICES.

30 September 2022 13:36 GMT UPDATED: 30 September 2022 14:04 GMT
By Dominik Welling

The International Council for the Exploration of the Seas (ICES) is advising a 38 percent cut in the quota for Norwegian spring-spawning herring in the Northeast Atlantic and Arctic Ocean for 2023, as well as a 31 percent cut to the mackerel quota.

MSC calls on coastal states to “act decisively” on Northeast Atlantic mackerel quotas

By Chris Chase
March 28, 2023



The Marine Stewardship Council (MSC) is calling on coastal states that harvest Northeast Atlantic mackerel to secure a long-term quota-sharing agreement as the deadline to make a decision approaches.

A number of fisheries in the North Atlantic have had their MSC certifications suspended due to coastal states in the region failing to set quotas low enough to align with scientific advice from the International Council for the Exploration of the Seas (ICES). North Atlantic mackerel was one of the species that lost MSC certification due to ongoing management issues.

ICES has recommended that for 2023, the catch of Northeast Atlantic mackerel should be no more than 782,066 metric tons (MT), a 1.6 percent reduction from 2022.

While the ICES recommendation has dropped 1.6 percent, coastal states were not in line with the recommendations in 2022. The North Atlantic Pelagic Advocacy Group (NAPA), a group of retailers established to push for coastal states to fix the issues with the fisheries in the region, pointed out that the total allowable catch for North Atlantic mackerel was set at 1,131,416 MT in 2022. That means coastal states need to agree to a 31 percent cut in quotas to align with current guidance.

Coastal states are meeting to secure a long-term quota sharing agreement by 31 March, 2023 – and MSC is urging that the states meet the ICES recommendations. It is also calling for harvest control rules for the fishery, so that managers can ensure long-term sustainability for the stocks.

In the absence of this framework, nation-states have been able to set total allowable catches in line with their own national interests, rather than following internationally set limits defined by the International Council for the Exploration of the Seas, the MSC said.



In 2019 and 2020, MSC certification was suspended for northeast Atlantic mackerel, Atlanto-scandian herring and blue whiting due to poor governance and inadequate management. Photo: Shutterstock

Despite a week of negotiations, no deal struck yet on controversial Atlantic pelagic fishing quotas

The coastal states have been meeting in London over the past week, but no firm agreements have yet been made.

21 October 2022 8:01 GMT | UPDATED: 21 October 2022 13:06 GMT
By Dominik Welling

Bad luck for the pelagic species of the Atlantic

Posted on 05/10/2021 11:03 AM | Updated on 10/05/2021 18:49

The latest scientific advice for mackerel, herring and blue whiting in the northeast Atlantic is poor. The disagreement between the riparian countries risks worsening the situation.

The International Council for the Exploration of the Sea (Ciem) published on September 30 several notices on fisheries for pelagic species in the northeast Atlantic. It recommends, in particular, to set for 2022 a total authorized catch (TAC) of 794,920 tonnes for mackerel, a level down by 6.7% compared to the advice for 2021. For Atlanto-Scandian herring, the recommendation is 598,588 tonnes (-8%) and for blue whiting 752,736 tonnes (-19%) compared to the 2021 catch advice.

These declines for 2022 do not mean that stocks are doing poorly in the long term. Thus, for herring and blue whiting, the biomass is not yet in poor condition. But the old disagreement between the coastal states on the distribution of this resource, accentuated by Brexit, results in the TAC being exceeded in 2021 by 42% for mackerel, 39% for herring and 30% for blue whiting. This has already resulted in the suspension of several certifications by the Marine Stewardship Council (MSC).

This situation gave rise to the creation of a transnational pressure group, bringing together British, Nordic and European industrialists and distributors, the North Atlantic pelagic advocacy group (Napa). In a press release published even before the dissemination of Ciem's opinions, it asks fishing countries to "put aside their national interests and commit to adopting sustainable management measures for these stocks at the next meeting of States. coastal ". This 40th annual meeting of the North East Atlantic Fisheries Commission (NEAFC NEAFC English) is scheduled from 9 to 12 November.

undercurrentnews
seafood business news from beneath the surface

Last chance saloon? Coastal states to talk mackerel in London before March 31 deadline

The MSC has called on delegations to make good on their commitment to secure a long-term mackerel quota-sharing agreement by March 31

By Neil Ransford | March 28, 2023 10:08 GMT



Related

- Major seafood producers look on as blue whiting quota talks take place in London
- Deletions proposed to current actions for north Atlantic pelagic management
- Overfishing can't go on: NAPA, NEAFC call for tougher action on pelagics
- Mackerel group warns UK's new jobs

ZERO HOUR FOR NORTHEAST ATLANTIC PELAGICS



Zero hour for Northeast Atlantic pelagics: Waitrose repeats call for Coastal States to fish responsibly

With the Coastal States' self-imposed deadline to reach an agreement on Northeast Atlantic mackerel quota allocations fast approaching at the end of March, Waitrose has added its voice to the chorus of supply chain businesses and retailers calling for the collaborative and sustainable management of mackerel, herring, and blue whiting in the Northeast Atlantic.

Mackerel, herring, and blue whiting are three of the Northeast Atlantic's most lucrative fish stocks. Long-thought of as one of the most sustainable fishing areas in the world, ongoing disputes between Coastal States in the Northeast Atlantic are risking the health of these valuable pelagic stocks – and driving business to speak up on the consequences.

FISHERIES

NAPA: NEA coastal states have blown it

04/04/2023

Northeast Atlantic coastal states fail to meet their own deadline to agree shares of the mackerel catch



Northeast Atlantic coastal states have been blamed by the North Atlantic Pelagic Advocacy Group

NATIONS MUST ACT DECISIVELY AT CRITICAL MOMENT FOR NORTH EAST ATLANTIC MACKEREL



Nations must act decisively at critical moment for North East Atlantic mackerel



Coastal States under pressure as they talk pelagic stocks

October 20, 2021 • Quentin Bates

🕒 Dato: 20/10/2021 kl. 00:04

📁 Kategori: Fisheries Management

🏷️ Tags: Atlanto-Scandian herring, Blue Whiting, Fisheries Management, Mackerel, NEAFC, Pelagic

📍 Land: European, European Union, Faroe Islands, Iceland, North-East Atlantic, Norway

This week the coastal states with interests in the North-East Atlantic's pelagic fisheries are meeting in London. The aim is supposed to be to reach agreement on the sustainable exploitation of mackerel, blue whiting and Atlanto-Scandian herring that migrate through both national and international waters.

This year's fisheries on these stocks are marked by agreement last year on the TAC levels – but a failure to agree how that TAC should be divided between the coastal states concerned. As a result, there has been something of a free-for-all, in which the UK's exit from the European Union is seen as a contributing factor as a new coastal state at the negotiating table has complicated matters even further than in the past.



The ongoing failure to reach agreement concerns blue whiting, Atlanto-Scandian herring and particularly high-value mackerel

Waitrose joins calls for pelagic sustainability

04/04/2023

UK food retailer urges coastal states to deliver collaborative and sustainable fisheries management in the Northeast Atlantic



Disappointment over Coastal States' failure to seal mackerel deal

April 8, 2023 • Quentin Bates

🕒 Dato: 08/04/2023 kl. 00:04

📁 Kategori: Associations, Fisheries Management

🏷️ Tags: Européche, Mackerel, NE Atlantic, Pelagic



Northeast Atlantic mackerel fishery downgraded after another failed quota negotiation

By Chris Chase
April 6, 2023

SHARE



The Marine Conservation Society (MCS), a U.K.-based non-governmental organization, has become the latest organization to designate Northeast Atlantic mackerel an unsustainable choice after coastal states failed to meet a deadline on shares of the species.

Multiple organizations have called on coastal states harvesting Northeast Atlantic mackerel – which is fished by the E.U., U.K., Iceland, and Norway – to reach an agreement on the species aligning with scientific advice from the International Council for the Exploration of the Seas (ICES). The fishery was one of multiple pelagic species that lost Marine Stewardship Council certification after coastal

states failed to reach an agreement that kept total allowable catches in line with scientific advice.

The coastal states set a deadline of 31 March, 2023, for some form of agreement on sharing the Northeast Atlantic mackerel stock, but that date passed with no agreement.

The North Atlantic Pelagic Advisory Group (NAPAG), a group of retailers established to push for improved regional fisheries management, said the countries involved in the fishery had “blown it.”

“We had thought that [the problem with] Northeast Atlantic mackerel was being taken seriously by the coastal states, and their self-imposed ‘hard deadline’ would stimulate agreement on catch shares,” NAPAG Project Lead Tom Pickereil said. “But



COASTAL STATES FAIL SPECTACULARLY TO MEET THEIR OWN DEADLINE TO AGREE SHARES ON NORTHEAST ATLANTIC MACKEREL



Coastal States fail spectacularly to meet their own deadline to agree shares on Northeast Atlantic Mackerel. TIME'S UP! In December 2022, the Northeast Atlantic Coastal States announced they had



Coastal states fail to agree on mackerel

April 1, 2023 • Quentin Bates

🕒 Date: 01/04/2023 kl. 06:52

📁 Kategori: Associations, Fisheries Management

🏷️ Tags: Coastal states, Mackerel, NAPA, North Atlantic Pelagic Advocacy Group, Pelagic

🌐 Land: North Atlantic



North Atlantic overfishing: retailers warn of possible boycotts

By Simon Humphries | 24 January 2023

Retailers in North Atlantic Pelagic Advocacy Group (NAPAG) could review sourcing if deal not reached



Through The Gaps

Monday, 9 April 2023

Blown It: Coastal States spectacularly fail to meet their own deadline to agree shares on Northeast Atlantic Mackerel



In December 2022, the Northeast Atlantic Coastal States announced they had set themselves a deadline, 31st March 2023, to reach an agreement on the sharing of Northeast Atlantic mackerel catch. As their own “hard deadline” passed, the negotiations ended in dismal failure with no agreement reached. What will it take for the Coastal States to work for the common good – and meet their own sustainability commitments?

There are serious problems in the Northeast Atlantic mackerel fishery – overfishing has been happening since 2005.

No concrete steps were taken to rectify the fundamental management flaws that are fueling this overfishing and in 2019 the Marine Stewardship Council (MSC) certification was suspended from the mackerel fisheries due to poor governance and inadequate management.

In the same year, the global marketplace for seafood realised that relying on the Northeast Atlantic Coastal States to put aside their own national interests and work collaboratively to agree sustainable catch shares and end overfishing was futile. Over the last decade, negotiations between the seven parties have routinely broken down, with their national looking to maximise their individual shares.

The North Atlantic Pelagic Advocacy Group (NAPAG) was established with a very simple, and focused aim: to use market pressure to drive the Coastal States to put aside their politics and instead collaborate to ensure that catches do not exceed sustainable levels.



EU fishing industry disappointed with Coastal States failure on mackerel deal

by editor | Apr 7, 2023 | EU Fishing Industry, Featured News, Latest News



CABFishMan project has developed a new approach to evaluating the cultural services and benefits derived from small-scale fisheries heritage. Photo: CABFishMan.

EU fishing industry disappointed with Coastal States' failure to seal mackerel sharing deal and warns against parties again setting inflated unilateral quotas

The EU fishing industry is highly disappointed that the Northeast Atlantic Coastal States, despite intensified efforts over February and March, again failed to successfully conclude their negotiations on a sharing agreement for the Northeast Atlantic mackerel fishery.



'No longer a sustainable choice': Northeast Atlantic mackerel downgraded in latest UK consumer ranking

The downgrade follows the coastal states 'spectacularly' failing to meet their own deadline last week and agree on northeast Atlantic mackerel quota sharing.

9 April 2023 7:52 GMT | UPDATED: 8 April 2023 13:29 GMT

By Dominic Widdow

The Marine Conservation Society (MCS) is downgrading northeast Atlantic mackerel in its latest consumer guide, branding it a “no longer sustainable choice” following years of overfishing and poor management.

The NGO's Good Fish Guide advises consumers on which seafood options are the most sustainable by using a traffic light system.

GRANDES RETALHISTAS AMEAÇAM BOICOTAR CO DE PEIXE DECORRENTE DE PRÁTICAS DE SOBREP

Descarte de 100 mil peixes na costa de França na semana passada são um oceano' no que toca a sobrepesca nestas águas, denuncia o coletivo de re se incluem cadeias como o Aldi e a Tesco.

🕒 8 fevereiro, 2022



Foto: NAPAG

O Grupo de Defesa dos Pelágicos do Atlântico Norte (NAPA, sigla em inglês), do qual grandes retalhistas como o ALDI, a Tesco, Sainsbury's, Morrisons, M&S, entre outras:



AQUACULTURE / CATCHING / PROCESSING

COMERCIAL FISHING

SPILLAGE OF 100 000 BLUE WHITING A 'DROP IN THE OCEAN'



Spillage of 100 000 blue whiting a 'drop in the ocean' in comparison to routine overfishing by Coastal States, says global supply chain collective. The North Atlantic Pelagic Advocacy Group (NAPAG) says

Magazines



The Marine Biologist



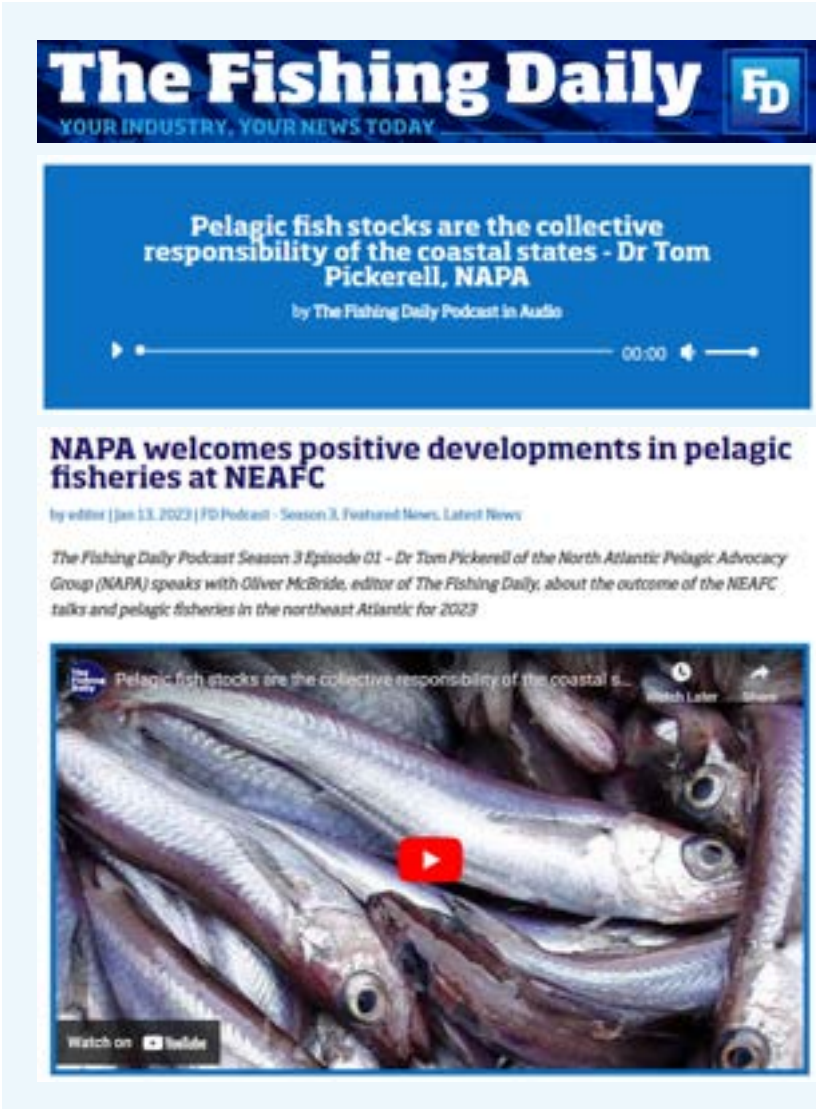
Seafood EXPO Today



Chorus of Support



Podcasts



Reports & Papers

Annual Reports

NEAFC Position Statements



About the Atlantic Pelagic Advocacy

The North Atlantic Pelagic (NAPA) is a collective of chain businesses with a sourcing sustainable sea using its voice to advocate science-based management of Atlantic pelagic stocks and fisheries, and business

Quick NAPA facts

- 50 Company Partners
- 5 Trade Body Partners
- Represents a significant North East Atlantic
- 2020, NAPA Partners
 - 127,270 tonnes
 - €180m – rough
 - 784,683 tonnes
 - €486m – rough
 - 523,000 tonnes worth €136m – TAC



Annual Report 2022

North Atlantic Pelagic Advocacy Group



TOP LEVEL ASKS

- Agree sustainable catch shares**
The Coastal States should prioritise resolving the allocation issues around these stocks.
- Follow the scientific advice**
The Coastal States should ensure that the overall for each stock does not exceed the scientific advice.
- Commit to long-term management**
Multi-annual management should be the underlying approach by default.
- Cap on catching in international waters**
Further overfishing could be constrained by a cap catches in international waters.



2023 NEAFC Position Statement

North Atlantic Pelagic Advocacy Group (NAPA)

NAPA Website

We are the **unified voice** of the marketplace for sustainable North East Atlantic pelagic seafood



OUR PARTNERS

Click on the partner logos to view their sourcing statements.



[NEWS](#)

News

Keep up-to-date with all our latest news, media releases, reports, and more.



Back to the grindstone for Coastal States: Despite tentative progress, there's work to do to end overfishing in the Northeast Atlantic.

Date of issue: 20 November 2023 Retailers and supply-chain businesses from across the world have...

[Read More >](#)

NAPA features in The Guardian

NAPA featured in The Guardian newspaper on 17 November 2023 as part of the publication's...

[Read More >](#)

A message in a bottle from the unified voice of the marketplace: Enough is enough. It's time to land solutions and stop overfishing in the Northeast Atlantic

Date of issue: 12 October 2023 In an open letter to Ministers, a pioneering collective...

[Read More >](#)

Fishery Improvement Projects

FISHERY IMPROVEMENT PROJECTS

FIPS BACKGROUND

Rationale behind the FIPs

NAPA has developed two Fishery Improvement Projects (FIPs) in direct response to the suspension of Marine Stewardship Council (MSC) certification for mackerel, Atlanto-Scandian herring, and blue whiting fisheries in 2019 and 2020. Both tools use the framework of a traditional, science-based FIP as a guide for driving political action towards cooperative decision-making and sustainable management for key pelagic stocks.



Recognition



Global Fisheries Innovation Awards 2022

Recognition

Global Fisheries Innovation Awards 2022

The Global Seafood Alliance (GSA) [Global Fisheries Innovation Award](#) recognises individuals and organisations finding new solutions to the key challenges facing fisheries.

NAPA was selected as one of three finalists, as determined by GSA's Standard Oversight Committee.

Fishing News Awards 2023

NAPA was nominated for [The Sustainability Award](#), recognising achievement in improving environmental responsibility within the UK or Irish fishing industry.

NAPA was recognised for influencing a significant change in behaviour, inspiring broader awareness and engagement.



Thank you

napafisheries.org
[@napafisheries](https://twitter.com/napafisheries)

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