



ANNUAL REPORT

2021



View from Aoife Martin, Steering Committee Chair

I am delighted to present NAPA's first full Annual Review. While it was a disappointing start to 2021, with the news that Atlanto-Scandian herring and blue whiting fisheries in the North East Atlantic would join mackerel in having their MSC certifications suspended, I am pleased with the progress that NAPA has made in response. NAPA has successfully ensured that all Coastal States are aware of NAPA's asks, entered all three fisheries into formal improvement initiatives, and grown its membership base so that it now represents the voice of the global marketplace. It has been a busy year, with much achieved but with more to do in 2022.



About the North Atlantic Pelagic Advocacy Group

The North Atlantic Pelagic Advocacy Group (NAPA) is a collective of retailers and supply-chain businesses with a commitment to sourcing sustainable seafood. This collective is using its voice to advocate for long-term, science-based management of North East Atlantic pelagic stocks: for prospering oceans and fisheries, and business security.

Quick NAPA facts:

- 50 Company Partners
- 5 Trade Body Partners
- Represents a significant portion of the North East Atlantic pelagic market. In 2020, NAPA Partners bought:
 - 127,270 tonnes of mackerel worth €180m – roughly 12% of the TAC
 - 784,683 tonnes of herring worth €486m – roughly 100% of the TAC
 - 523,000 tonnes of blue whiting worth €136m – roughly 50% of the TAC



About the North Atlantic Pelagic Advocacy Group

Established in June 2020, NAPA is a market-led approach working to improve North Atlantic pelagic fisheries management. It was formed in response to the continuing dispute over mackerel quota allocation in the North East Atlantic. Over time, this dispute has resulted in annual catches well in excess of the advised level for three commercially important species: North East Atlantic mackerel (hereafter mackerel), Atlanto-scandian (Norwegian Spring Spawning) herring (hereafter herring), and North East Atlantic blue whiting (hereafter blue whiting).

NAPA aims to drive sustainability in these fisheries by securing an agreement on total allowable catches (TACs) in line with scientific advice, as well as long-term science-based fisheries management strategies. The group is tackling these issues through the establishment of a Fishery Improvement Project (FIP) for mackerel and herring, and a MarinTrust FIP for blue whiting. The FIPs both serve to drive political will while holding key actors and decision-makers to account.



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New Members

21 companies joined NAPA in 2021, including retailers, food service companies, suppliers, marine ingredient producers and aquaculture producers. Our reach also expanded beyond Europe, with members from Japan and South Africa, and continues to grow.

Catching Sector Collaboration

It has always been the intention of NAPA to try to work collaboratively with the pelagic catching sector: after all, we are after the same thing – sustainable fisheries.

In 2021 we held our first ever “catching sector roundtables” where pelagic catching sector organisations were invited to meet with NAPA to hear about our work and objectives, and discuss opportunities for partnership. Our first roundtable, in March, was attended by seven organisations from five countries. Our second roundtable, held in September, was attended by 13 organisations from seven countries.

We received a letter of support for the aims of our MarinTrust blue whiting FIP from the Danish Pelagic Producers Organisation. There was also



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alignment with our stated asks of the Coastal States from the EU Pelagic Advisory Council (PelAC) via their [2022 catching opportunities advice](#). The PelAC recommended following the ICES advice based on an agreed long-term management strategy and encouraged the EU Commission and Member States to seek rapid agreement with all Coastal States on a sustainable long-term sharing arrangement for the stocks. Fiskebåt (Norwegian Fishermen's Organisation) made a [public statement](#) on mackerel ahead of the Coastal States meeting, calling for agreement of TACs, and the European Association of Fish Producers Organisation (EAPO) Northern Pelagic Working Group published their [EU pelagic industry position paper](#) on Coastal States negotiations for pelagic stocks in 2022. It also aligned with the asks of NAPA.

Allocations

In 2021, Norway established a unilateral quota for mackerel for 2021 that raised their quota by 55%. The Faroe Islands swiftly followed and raised their share by 55%. We publicly criticised these Coastal States noting “the tragedy of the commons is being played out in real-time.”



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FIPs

Our mackerel and herring FIP was successfully launched on [FisheryProgress.org](https://www.fisheryprogress.org) in April and in October we received a 'C' (adequate) progress rating for the first 6-months. As there had not been a Coastal States nor NEAFC meeting within this time frame we were satisfied that our initial progress had been recognised.

Our [MarinTrust Blue Whiting FIP](#) was launched in October. The NAPA Steering Group is already considering introducing a supplementary 6-month review to accompany the mandatory annual review to maximise transparency.

The action plans for the FIPs require NAPA Partners to publicly publish clear positions on sourcing these fish, including consequences of FIP failure. By the end of 2021 we had received 21 sourcing statements. Should the FIPs fail, nine companies have said they will review their sourcing, five will no longer source from these fisheries, four will only source from those Coastal States acting 'responsibly', and three noted the negative business impacts they would face.



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Communications

In April 2021, NAPA hired [Mindfully Wired Communications](#) (MWC) as our new comms consultant. MWC are a specialised fisheries and oceans communications agency and came very highly recommended.

MWC swiftly developed a comms strategy for NAPA and immediately began working on material for our advocacy.

Consequently, NAPA received extensive media coverage in 2021, with over 80 articles and features published across both national and international media. Every NAPA press piece is distributed to over 2,500 media contacts across 33 countries, including all Coastal States, ensuring NAPA's messages are disseminated to those who need to hear them most.

NAPA's social media presence has gained momentum too. Highlights from 2021 included the [#CountdowntoCoastalStates](#) campaign on Twitter, member sourcing statements being shared, a [tweet by The Guardian](#) to over 10 million followers, and NAPA's impactful social media [film](#), which has been viewed on Twitter almost 700 times.



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Advocacy and Outreach

Prior to the 2021 Coastal States meetings, we wrote to relevant fisheries ministers calling for action on TACs and a long-term management plan – replies were received from the EU, UK, and Iceland. We wrote to the Norwegian Prime Minister asking how her co-chairing of the Ocean Panel aligned with Norway’s unilateral 55% increase in mackerel TAC. NAPA did not receive a reply.

In September, we issued an open letter to Coastal States fisheries ministers in the trade press calling for action on TACs, allocations, and long-term management plans. This open letter included consequences of failure from three NAPA partners. This was covered in [Undercurrent News](#), [SeafoodSource](#), [World Fishing](#), [The Fishing Daily](#), [Le Marin](#), and [Fisker Forum](#). We also provided a [commentary](#), which was published in Intrafish, noting the NAPA calls to action. Furthermore, we produced an [opinion piece](#) in liaison with Gisli Gislason, MSC Programme Director for the North Atlantic, which was published in Icelandic and Norwegian, gaining traction with national papers in both countries.

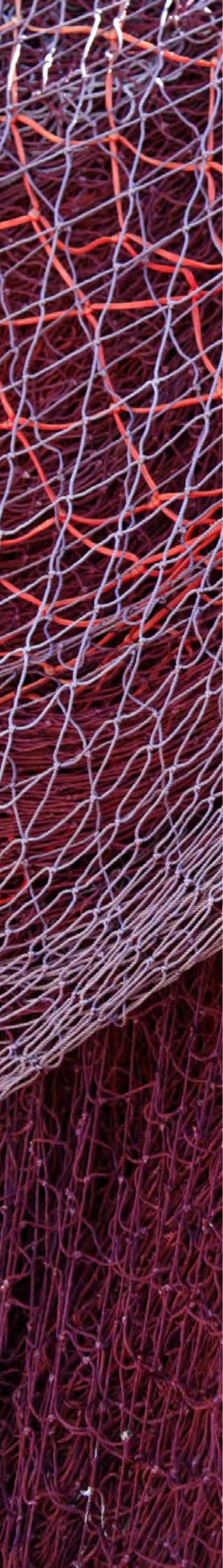
We joined a panel at the 2021 Arctic Circle Assembly in October and presented NAPA to



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an audience of 120 people. This was covered in the [Icelandic press](#).

The sourcing statement from Young's, one of the UK's largest fish processing companies, in which the company confirmed it would cease sourcing mackerel from the North East Atlantic if the FIP fails, was picked up by [The Guardian](#). The story was subsequently covered by [IntraFish](#), [The Grocer](#), [Nature World News](#), and [Worldakkam](#).



Forward look

In 2022, NAPA's priorities will be to:

- Continue to make progress with our FIPs;
- Continue our advocacy campaign amongst Coastal States and fishing nations to ensure NAPA's objectives are understood and are realised;
- Continue to encourage supply chain engagement;
- Build on our collaborative partnership with the catching sector.

We will continue our engagement with the NEAFC Coastal States in 2022, building upon our successes and learning from our experiences. We will look to greatly expand NAPA and increase our leverage with new Partners from across the world.

Our advocacy efforts will continue to grow, and we will not let up applying pressure on Coastal States as they look to discuss quota allocations from early February 2022.



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