








# ADDRESSING THIRD-PARTY CERTIFICATIONS AND RATINGS

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# Third-Party Certification & Labeling

-  Major impact on US seafood marketing, consumer choice, and seafood supply chain
-  Third-Party Certifications (like MSC) are very costly
-  83% of US seafood (by weight) qualify under MSC standards
-  MSA guidelines often exceed third-party requirements
-  National Seafood Strategy and MAFAC could develop labeling alternative for MSA-managed seafood that come from healthy stocks and supply chains



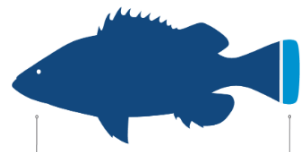
# Addressing Third-Party Ratings

- 🐟 Third-party ratings are made by independent panels to rate fisheries **relative** to other fisheries
- 🐟 Third-party ratings like MBA Seafood Watch or FishWise often target consumers and influence habits
- 🐟 Ratings not always based on best available science, may be dated, may not consider relative impacts of a specific US fishery as compared to non-US counterparts, or may be biased
  - 🐟 US rated a “C” by Minderoo Foundation 2021 **Global Fishing Index**
- 🐟 Need info paper or marketing strategy to highlight the efficacy of the MSA and Council-managed US fisheries relative to other foreign alternatives



# QUESTIONS?

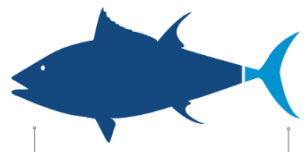
322 Stocks with Known Overfishing Status



92% not subject to overfishing (296 stocks)

8% subject to overfishing (26 stocks)

252 Stocks with Known Overfished Status



80% not overfished (201 stocks)

20% overfished (51 stocks)

## STOCK STATUS BREAKDOWN

We manage **460** stocks and stock complexes

We know the overfishing status of **322** stocks

We know the overfished status of **252** stocks

**296** not subject to overfishing

**26** subject to overfishing

**201** not overfished

**51** overfished

