

Dr. Werner Kiene,  
Chair of the Board Marine Stewardship Council  
Marine House  
1 Snow Hill  
London EC1A 2DH

Dear Dr. Kiene,

As retailers, we work hard to ensure the seafood products we offer our customers are high quality and from responsible fisheries with sustainable practices. We do this because we know marine ecosystems are under pressure and seafood is crucial for food security and livelihoods around the world and here at home. As part of our efforts, we are proud to carry products that bear the Marine Stewardship Council logo.

It is important to us that the products we offer with sustainability claims are trusted by our customers. We are aware of increasing concerns from conservation stakeholders and from our customers that some of the products that bear the MSC label may be coming from fisheries that, though certified by your program, continue to target depleted stocks of fish, kill threatened and endangered species, have high levels of waste, and are still working towards best practice of fisheries management. We know the Marine Stewardship Council strives to continue to improve its certification and labelling program and we understand that you are now beginning a crucial component of that improvement – your 5 year certification Standard Review.

To ensure that all views are heard and the MSC label remains credible and trusted by our customers, we urge you to:

1. Establish an open and transparent process for the review of your FULL Standard that ensures the analysis and views of all relevant stakeholders and experts are included and shared and the final new Standard is robust and credible.
2. To also review and improve your current processes of assessment and auditing of fisheries

We look forward to hearing more about your plan for a robust Standard Review that will address the concerns expressed by conservationists and experts in fisheries and ocean life.

We hope with significant improvements to your program we will be able to continue offering MSC labelled products to our customers that we can trust.

Sincerely,