

# MARINE STEWARDSHIP COUNCIL

How well do you know the Marine Stewardship Council (MSC) blue-tick ecolabel?

## MSC CERTIFIED FISHERIES



destroy critical ocean habitats, such as sensitive corals and seagrass



deliberately chase, injure and kill dolphins, whales and whale sharks to catch tuna



continue to catch overfished species



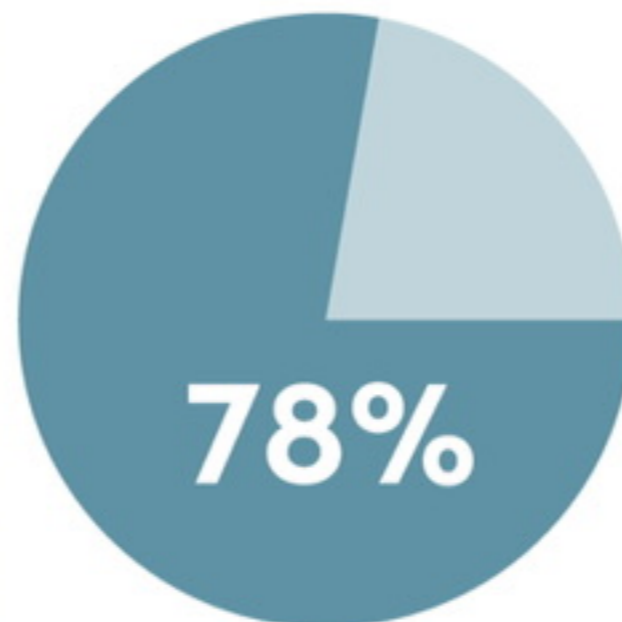
have high bycatch rates of marine animals, including sharks, dolphins and mantas



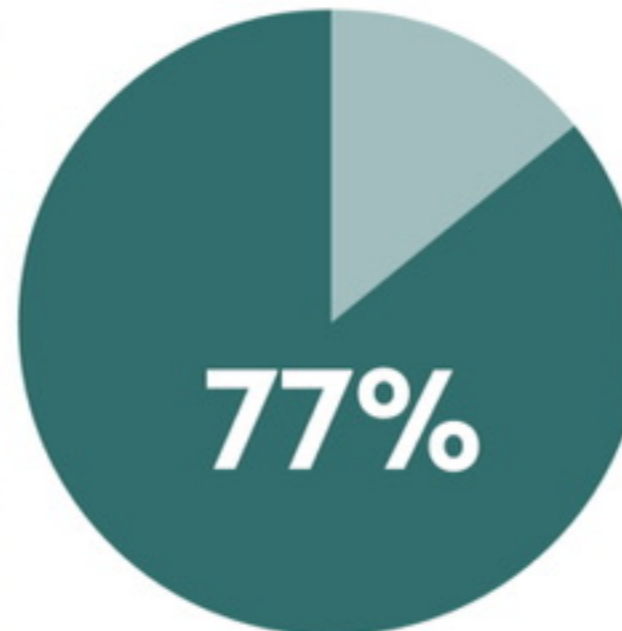
allow shark finning (even though the MSC states it prohibits the practice)

### RESULTS FROM RECENT POLL

PEOPLE BELIEVE THESE PRACTICES SHOULD NOT BE ALLOWED



WOULD STOP BUYING MSC PRODUCTS ALTOGETHER, or buy fewer products if MSC certified fisheries continue to engage in



EXPECT MSC TO INDEPENDENTLY VERIFY & DOCUMENT ALL OF THEIR BYCATCH, and to make this data available for review by NGOs and scientists



Please join our campaign, and help us ensure that the MSC eco-label lives up to its promises to consumers and retailers **that it will keep the oceans healthy and full of life.**

FOR MORE INFORMATION AND TO LEARN HOW YOU CAN HELP PLEASE VISIT [MAKE-STEWARDSHIP-COUNT.ORG](http://MAKE-STEWARDSHIP-COUNT.ORG)

The poll was conducted for the groups by YouGov Deutschland GmbH from April 12 to 19, 2018; 5574 people in France, Germany, Switzerland and the UK were polled, and the results were weighted, and are representative of the adult (+18) population in each country. The Make Stewardship Count coalition is releasing the results during the 2018 Seafood Expo Global/Seafood Processing Global event currently underway in Brussels.

While opinions vary slightly between the countries, an average of 76 percent of respondents believe certification agents who review an MSC fishery can't be truly independent when paid by that fishery, and 77 percent of consumers responding expect MSC certified fisheries to independently verify and document all of their bycatch and provide data to NGOs and scientists.

When asked whether an MSC fishery should be allowed to deliberately encircle dolphins or other marine species whilst fishing for tuna, a resounding 80 percent of respondents said that such a practice should not be allowed. Similar results were found for the use of FADs leading to shark kills and bycatch of endangered or threatened species. Shark finning and the use of destructive fishing techniques scored exceptionally high as well, with on average over 85 percent of respondents across all countries saying these practices should be banned.

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