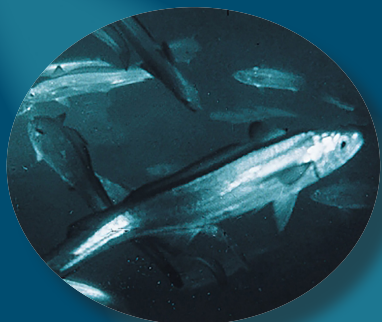




MSC we need you...

Let's stop the waste of marine life



WHAT YOU SEE

Sustainable New Zealand hoki

- New Zealand hoki fishery certified as sustainable by MSC since 2001.
- Hoki is New Zealand's most commercially valuable fish species, exported to China, Australia, EU and US.
- Commonly used in fish fillet and fish finger products.
- Used in popular fast food chain's fish fillet sandwich.

What you DON'T see...

Trapped Salvin's albatross

- Some 2000 seabirds, such as threatened albatross and penguins killed in hoki nets 2011–2016.
- Studies consider Salvin's and Buller's albatross at "high risk" from impacts of hoki fishery.
- Large quantities of hoki and non-target fish go unreported, obscuring how much fish is actually caught.
- The number of dolphins that drown in hoki nets is unknown.



**Let's end the waste of marine life together:
make the MSC tick count**



Why we urgently need action...

Each MSC certification of the New Zealand hoki fishery has been controversial because it was based on unreliable information about the amount of fish caught and the number of seabirds and marine mammals that are killed.

- Some 2000 seabirds and over 1300 fur seals drowned in hoki nets between 2011 and 2016. The level of bycatch of threatened species, such as albatross, basking sharks and dolphins, is either unknown or has not been assessed reliably. Without this information, claims of sustainability are meaningless. Amongst seabirds, this fishery is considered to pose a particularly high risk to Southern Buller's and Salvin's albatross.
- The certification of the New Zealand hoki also ignores long standing and well documented illegal practices, such as large scale under-reporting of catches and discarding of unwanted target and non-target fish. This is highly problematic for sustainable fisheries management, which relies on accurate catch data to calculate fishing quotas that prevent overfishing.



We are calling for urgent and swift changes to the MSC certification standard in order to uphold the scientific rigour, transparency, and original vision of the seafood label as well as its promise to consumers and retailers that it is the “gold standard of sustainability”.



MAKE STEWARDSHIP COUNT
www.make-stewardship-count.org
info@make-stewardship-count.org