



MSC we need you...

Let's stop the waste of marine life



WHAT YOU SEE

Sustainable orange roughy

- Lives up to 150 years.
- Achieves reproductive maturity at 30 years.
- Lives in the deep ocean around seamounts.
- MSC has certified New Zealand's three largest orange roughy fisheries as sustainable.

What you DON'T see...

Stock crashes and environmental destruction

- Orange roughy are naturally vulnerable to impacts from fishing because they reproduce slowly and take longer to recover.
- Orange roughy are caught by trawling the deep ocean floor.
- Bottom trawling causes irreversible damage to vulnerable habitats and ancient deep sea corals. There is evidence of fish-dumping and under-reporting of fish caught.



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



Why we urgently need action...

MSC certified New Zealand's three largest orange roughy fisheries as sustainable in 2016, despite objections from the New Zealand Environment and Conservation Organisation, the Deep Sea Conservation Coalition, Greenpeace, Bloom and WWF.

The organisations pointed out that:

- MSC excluded from consideration research evidence that the New Zealand fishing industry has been under-reporting numbers of fish caught, and dumping large numbers of the fish.
- Industrial deep sea bottom trawling for species like orange roughy is so destructive that the United Nations has passed a series of resolutions trying to prevent its impacts on vulnerable marine ecosystems. Recent studies have shown that deep sea bottom trawling can cause the collapse of deep sea ecosystems.



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”.



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COUNT**

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