



MSC we need you...
Let's stop the waste of marine life



WHAT YOU SEE

Sustainable swordfish

- Available as steaks, fresh and frozen, worldwide.
- North West Atlantic Canadian longline swordfish fishery was certified as sustainable by MSC in 2012.
- Fishery uses lines 30-60 km long with upwards of 1500 baited hooks that catch big open-ocean fish like swordfish, tuna and marlin.

What you DON'T see...

Hooked sea turtles

- This fishery uses fishing gear that also hooks threatened species like sea turtles and sharks, without limit.
- 1200 endangered loggerhead sea turtles may be caught, injured or killed each year.
- For every swordfish caught, 3-5 blue sharks are caught, and 30% of those that are returned to the water will not survive.
- MSC certification does not require the fishery to reduce the number of "non-target" animals caught.



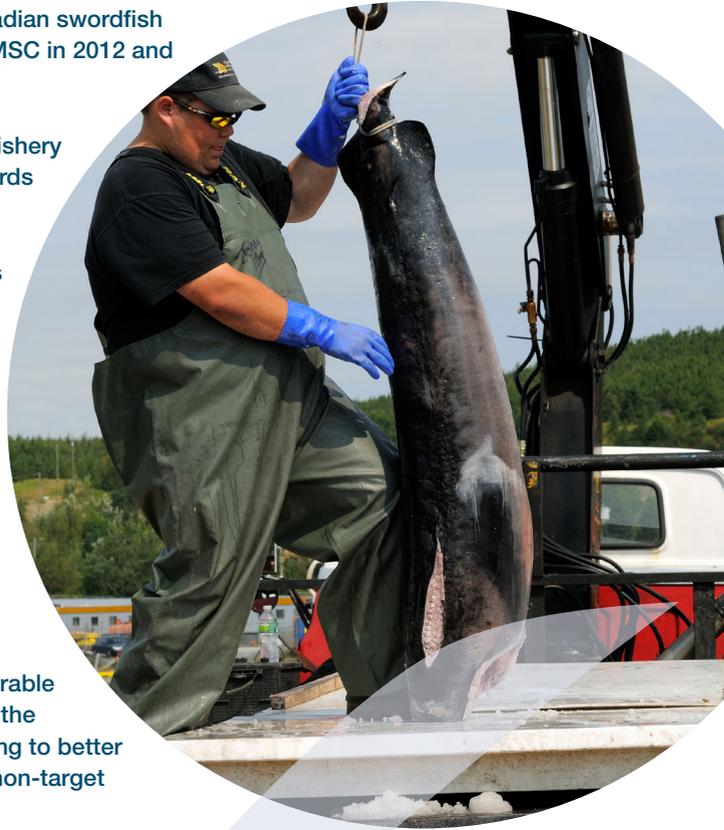
**Let's end the waste of marine life together:
make the MSC tick count**



Why we urgently need action...

The North West Atlantic Canadian swordfish fishery was first certified by MSC in 2012 and recertified in 2017.

- An analysis found that the fishery catches and discards upwards of 100,000 vulnerable blue sharks and endangered porbeagle and mako sharks and 1200 threatened sea turtles every year, in order to catch about 20,000 swordfish.
- Despite knowing that this fishery has a very high bycatch-to-target-catch ratio, MSC granted certification. Since then, MSC has not required the fishery to decrease the unintentional catch of vulnerable species, nor has it required the fishery to increase monitoring to better understand its impacts on non-target species.
- The certification of this fishery highlights the failure of MSC certifications to place strong conditions on fisheries to reduce or eliminate the catch of non-target species.



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
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