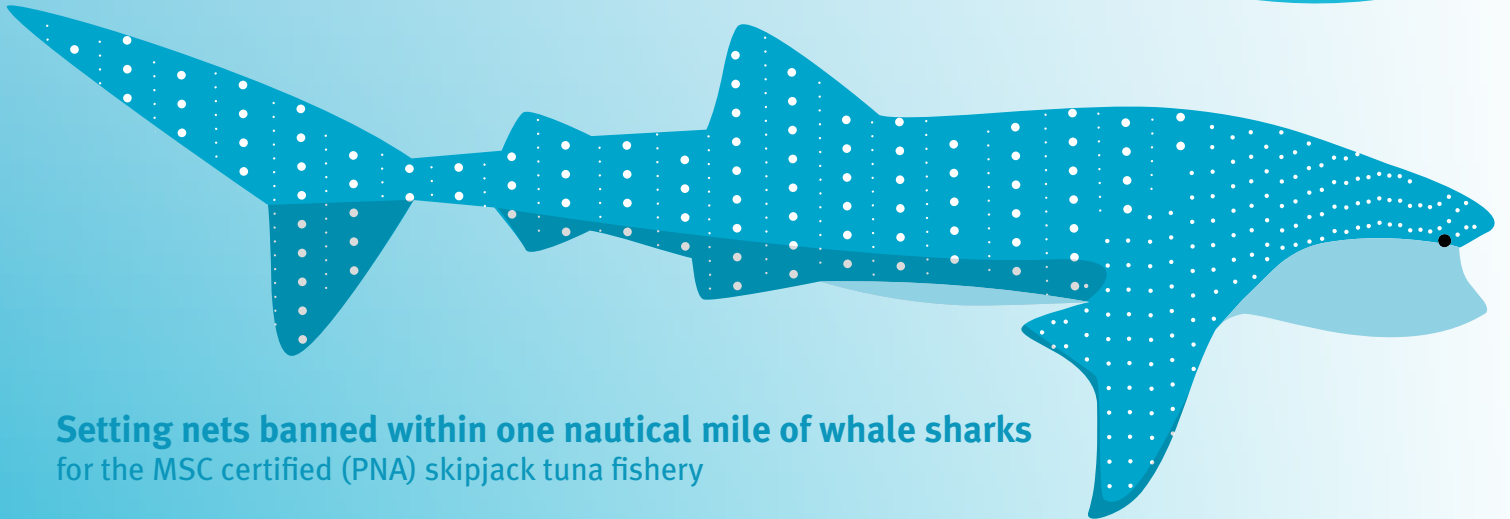


# Better Management

To fish sustainably, there must be a strong yet flexible management plan in place.

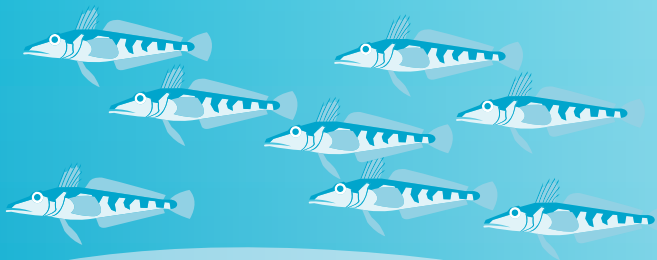
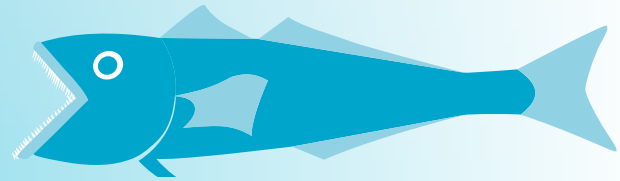
**500+** management practice improvements  
in MSC certified fisheries since 1999



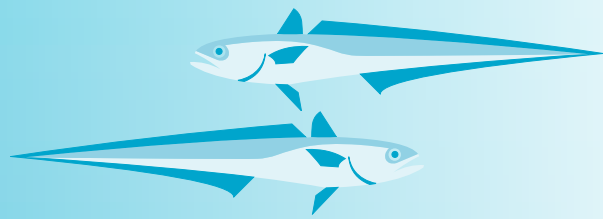
**Setting nets banned within one nautical mile of whale sharks**  
for the MSC certified (PNA) skipjack tuna fishery

*“The MSC certification of the Macquarie Island toothfish fishery is another example of what can be achieved when industry and NGOs work together to make us better environmental stewards of our planet.”*

- Dermot O’Gorman, CEO of WWF-Australia



**Australian Icefish fishery managed under multi-national agency CCAMLR-** helps to keep illegal fishing activity out of Antarctic waters



**New Zealand Hoki populations doubled** with a new Quota Management System



The Marine Stewardship Council uses its ecolabel and fishery certification program to transform the seafood industry to a more sustainable basis. Maintaining livelihoods and ensuring the oceans are teeming with life.

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