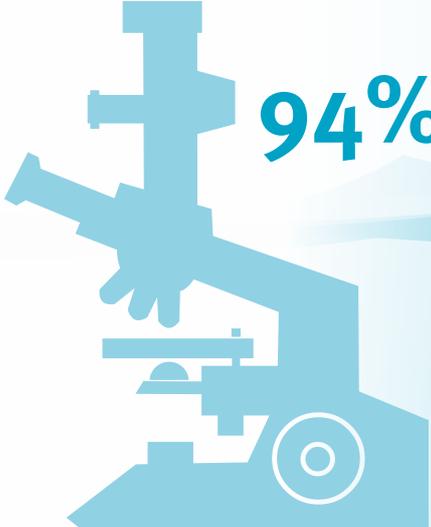


# Viable fisheries

We work with fishermen to ensure there will be enough fish for future generations to continue fishing.



**94%** of certified fisheries are fishing at or above the level of best practice

with the other six percent having benchmarks to improve



**50%** increase in Western Australian rock lobster population after proactive research on larvae

2001

2015



Since the first certification in 2001, the populations of **Western New Zealand hoki stocks** have grown

**200%**



MSC certification sparked research to better assess **Northern Prawn Fishery populations** by understanding juvenile prawn mud preferences



**70%**

of previously red listed Patagonian and Antarctic toothfish are now in the MSC program

*“We and the MSC are doing the same thing, working hand-in-hand on long-term, sustainable solutions. We are producing food, but looking after the fishing resource and the ocean habitats at the same time”*

- George Clement, CEO of the DeepWater Group Ltd in New Zealand



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.

[msc.org](http://msc.org)



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