

MSC PROMOTES SUSTAINABLE FISHING IN MEXICO TO STRENGTHEN THE SECTOR, AS WELL AS ENCOURAGING THE RESPONSIBLE USE OF ITS MARINE RESOURCES

- **The MSC unveils its strategy to promote responsible fishing and safeguard the Mexican oceans through its certification standard and an internationally recognized eco-labeling program.**
- **The chain of custody standard ensures traceability of products from sustainable MSC certified fisheries.**
- **In Mexico we have 4 MSC certified fisheries. The small pelagic fishery, the Southern Gulf of California thread herring fishery, the Northeastern Tropical Pacific purse seine yellowfin and skipjack tuna fishery and the Baja California red rock lobster fishery.**
- **To increase its presence in Mexico, the organization launched a commercial and communication strategy on the benefits it provides.**

Mexico City, February 18th 2021. The Marine Stewardship Council (MSC), an independent international non-profit organization that helps protect the oceans around the world, announced that it will increase its presence and activities in Mexico to empower the fishing industry. It will do so with key players of the industry and based on its chain of custody certification along with their "eco-labeling" program of certified products in stores, to help protect the environment and ensure seafood for the current and future generations of the country.

The MSC has shown with success stories around the world that the dilemma between caring for the environment and promoting business development [is false](#). What you have to do is fish in another way. Make a sustainable, certified fishing and bet on a green economic recovery. The value proposition of the organization that makes the above possible consists of aligning the interests of the industry with the care of the environment through a system of certification of good practices and an "eco-label". This scheme allows the consumer to recognize and reward with their purchase decision those fisheries that make a rational use of fishery resources and that minimize their impact on the ecosystem. Currently 15% of world catches have benefited from the association's certifications.

In Mexico, it is strategic to promote any initiative that strengthens the organized, legal and sustainable fishing sector, not only because of the value generated by the catches from the landing and throughout their commercialization cycle, but because it is an important source of foreign exchange, jobs and food safety.

MSC certifications include the fishery standard that determines their level of sustainability. It also qualifies the rational use that they make of the resource, the reduction of the impacts of fishing on the ecosystem, and an administration aimed at compliance with local and national laws and regulations.

On the other hand, the Chain of Custody Standard guarantees that the product comes from a sustainable fishery (certified by the fisheries standard) and that it is what it claims to be, and is represented by a "Blue Label" or what the MSC called "ecolabel". It also means that the path it followed through the entire supply chain, from ocean to plate, is known. Thus, the final consumer can consume it with the greatest confidence, since its origin is identified and the portion duly registered.

The MSC, considered one of the highest authorities in global sustainable fishing, was founded in 1997 integrating the knowledge of scientists, fishing centers, producers and fishing brands to develop their standards and promote sustainable fishing. Its program is the only certification and eco-labeling of wild capture fisheries that complies with the requirements of best practices authorized by the Food and Agriculture Organization of the United Nations (FAO) and by the ISEAL Alliance, a global organization of members for sustainability standards. In March 2017, the MSC's seafood certification program became the first to be recognized for its rigor and credibility by the Global Seafood Sustainability Initiative (GSSI).

In Mexico so far four major fisheries have been certified: small pelagic fishery, the Southern Gulf of California thread herring fishery, the Northeastern Tropical Pacific purse seine yellowfin and skipjack tuna fishery and the Baja California red rock lobster fishery.

The organization also actively collaborates with its partners in order to create and encourage a national market for sustainable products from sea fishing. In fact, in some of the main retailers in the Mexico you can already find products with the "Blue Label", for example, cod, salmon, cod oil and Patagonian toothfish.

"We want to help protect Mexico's marine resources and help Mexican fishing industry organizations meet their sustainability goals, while increasing their productivity and thus enhancing the national market", says Luis Bourillón, Fisheries Manager of the Marine Stewardship Council for Mexico, Central America and the Caribbean.

"From the MSC's perspective, all those involved in the seafood supply chain can help protect, the future of our oceans and the fish and shellfish reserve, while continuing to enjoy them, without having to prohibit their consumption" added Bourillón.

To achieve its objective in Mexico, the MSC also developed a strategic plan that includes the creation of a community of producers and commercial partners, as well as a communication campaign on the importance of the sustainability of the fishing industry and the benefits of having the certifications mentioned.

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The Marine Stewardship Council (MSC) is an international non-profit organization which sets globally recognized, science-based standards for sustainable fishing and seafood traceability. The MSC ecolabel and certification program recognizes and rewards sustainable fishing practices and is helping create a more sustainable seafood market. It is the only wild-capture fisheries certification and ecolabelling program that meets best practice requirements set by both the [United Nations Food and Agriculture Organization \(UNFAO\)](#) and [ISEAL](#), the global membership association for sustainability standards. For more information visit [msc.org](https://www.msc.org/).

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