



# Marine Stewardship council

**Louise Valentin, Commercial Manger MSC**



**Our vision is of the  
world's oceans teeming  
with life, and seafood  
supplies safeguarded for  
this and future  
generations**





# About the MSC



**Our mission is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans:**

- **by recognising and rewarding sustainable fishing practices,**
- **influencing the choices people make when buying seafood,**
- **and working with our partners to transform the seafood market to a sustainable basis.**



# MSC:s fishery standard

1

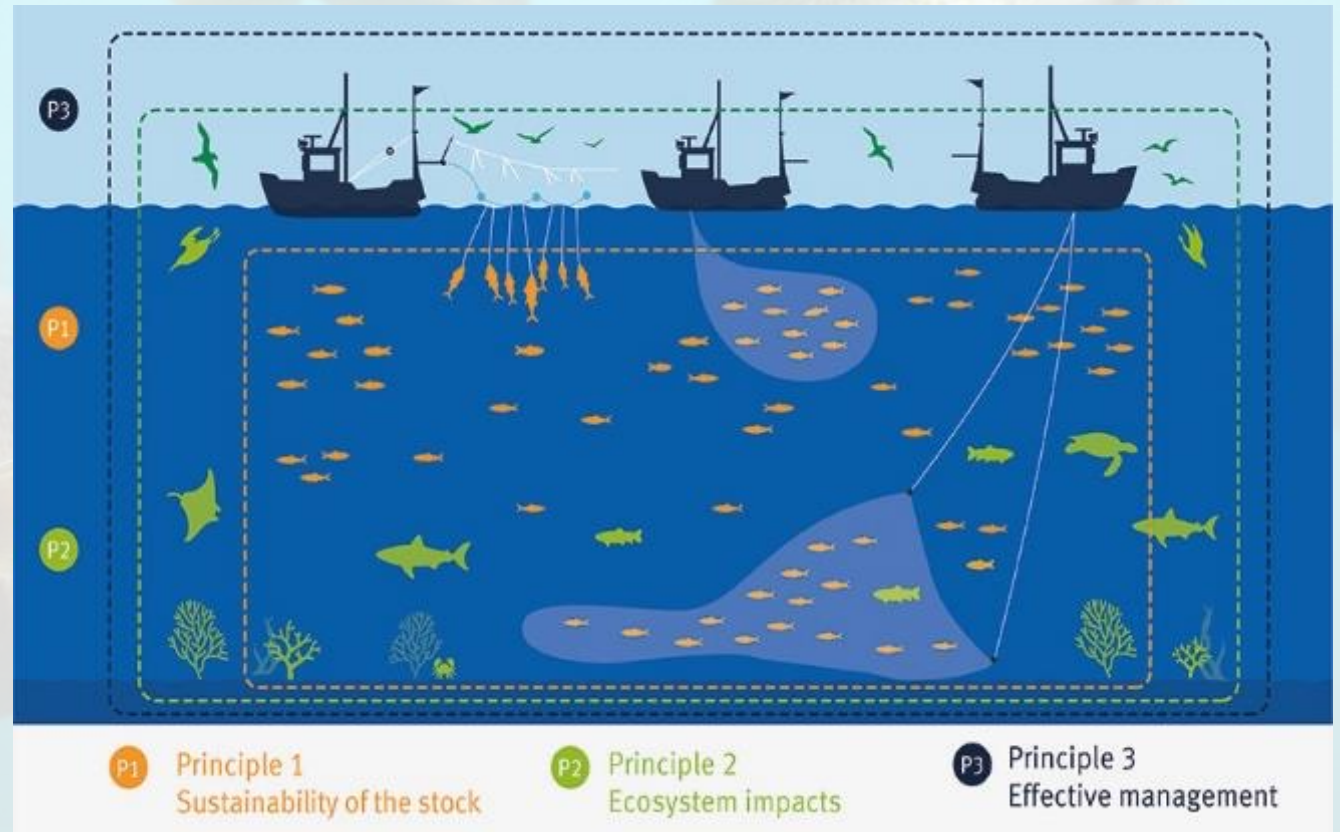
Sustainable stock

2

Ecosystem impacts

3

Effective management



# Fish to dish:

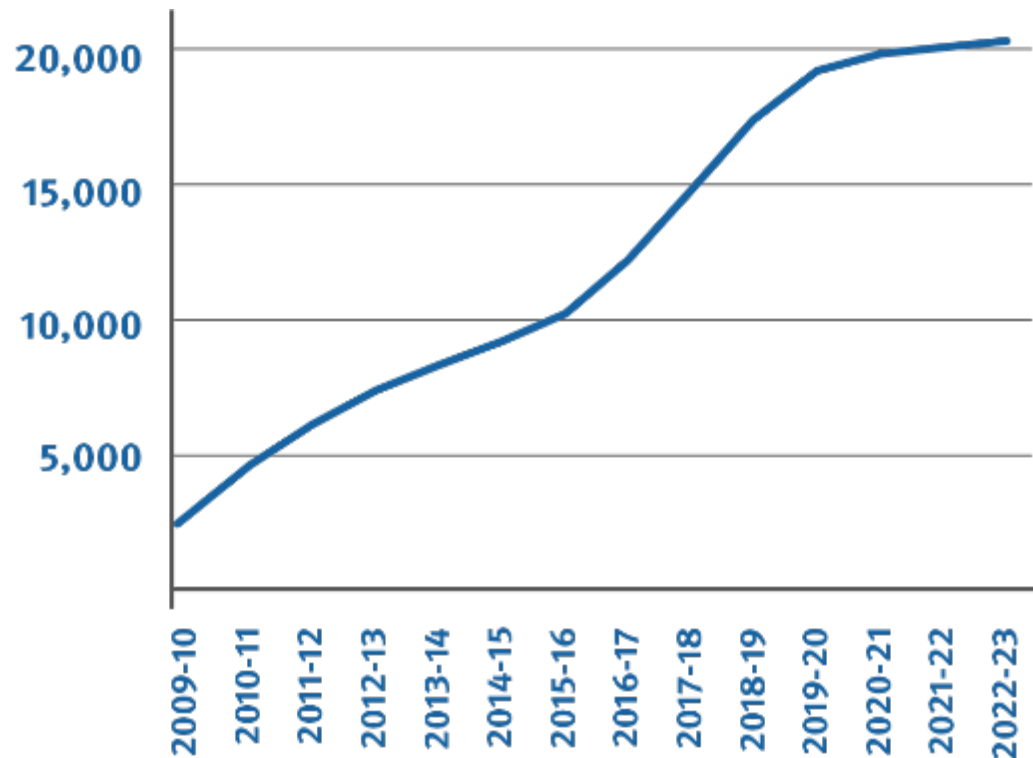
The MSC Chain of Custody



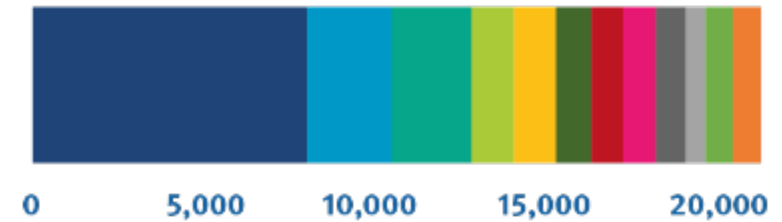
# Availability of products with the MSC label



Number of MSC labelled products available to consumers



MSC labelled consumer products by country



Countries

- Others
- Germany
- France
- United States
- United Kingdom
- Netherlands
- Belgium
- Sweden
- Switzerland
- Denmark
- Italy
- Japan





# Thank you!

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