



## FISHERIES MANAGEMENT

### Marine Stewardship Council Sustainable Fisheries Program

#### CLIENT SITUATION

The Marine Stewardship Council (MSC), the world's leading eco-label for fish products, is a unique effort to improve the state of our oceans by recognizing and providing economic enhancements to sustainably managed fisheries. MSC now has over 160 labeled products available worldwide and the program is growing rapidly. However, the MSC does not currently have any certified fisheries on the East Coast of the United States and, consequently, the organization and its products are not well known in east coast markets or in the halls of the U.S. Congress and our federal government.

#### ECOLOGIX ROLE

EcoLogix has been retained by MSC to facilitate the effective and efficient consideration for MSC certification of a major east coast fishery. EcoLogix is also working closely with the Atlantic States Marine Fisheries Commission, the primary multi-jurisdictional fishery management entity for the Atlantic Ocean, to bring the MSC program and its opportunities to its membership states. Additionally, EcoLogix is working to raise the profile of MSC among members of Congress and local, regional, and national fisheries stakeholders.

#### ACTION TAKEN

As part of this effort EcoLogix is:

- \* Working with local fisheries stakeholders to pursue certification of sustainably managed fish stocks
- \* Educating fish harvesters, conservation groups, retailers and others about the MSC program & economic benefits
- \* Raising the profile of MSC with our national leaders in Congress and state & local leaders
- \* Working to identify & advance other fisheries for possible certification

#### RESULTS ACHIEVED

The major east coast fishery has entered the pre-assessment phase and enjoys growing support among stakeholder organizations. The MSC program has been introduced to the ASMFC and other fisheries within its purview are now being considered for possible entrance into the MSC certification process. Additionally, EcoLogix has introduced the MSC program to east coast state fisheries regulatory agencies, members of Congress and other elected officials, restaurants, NGOs and other diverse stakeholders leading to growing awareness and increased interest in certification of other fisheries.

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