Marine Stewardship Council

Certification and Consumer Trust

How do we tell a story everyone understands?

Erin Priddle, NSC Regional Director – North Europe



Marine Stewardship Council

Coldwater Prawns: MSC Certification Landscape



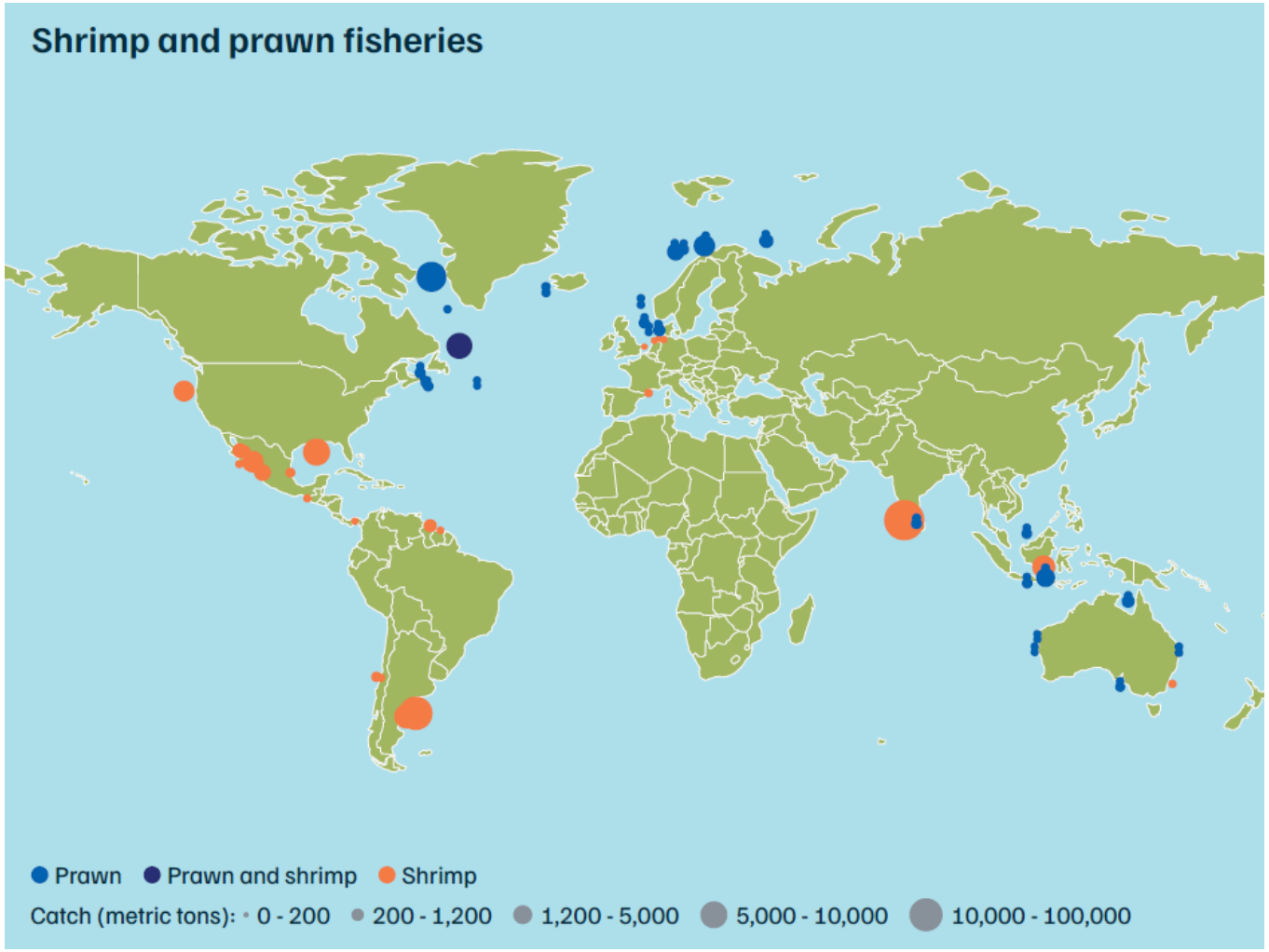
MSC engaged shrimp and prawn fisheries

44 engaged fisheries

33 certified fisheries

Engaged catch =

471,970mT



11% of global shrimp/prawn catch is MSC certified

4.8% of global shrimp/prawn catch is In Assessment

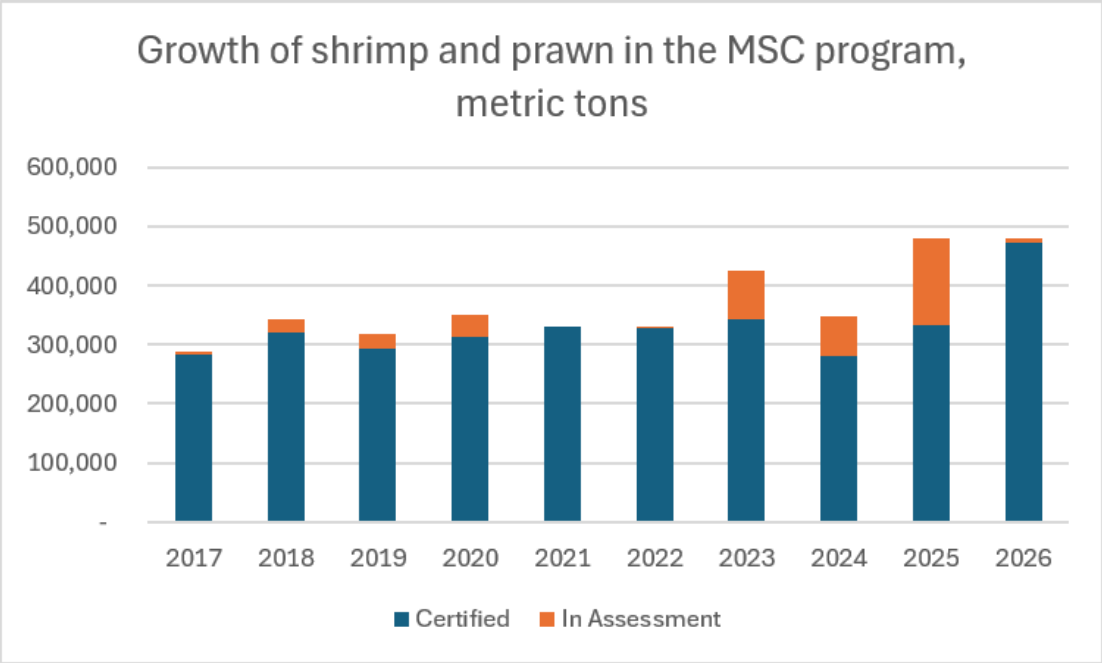
0.4% of global shrimp/prawn catch is in the Improvement Program

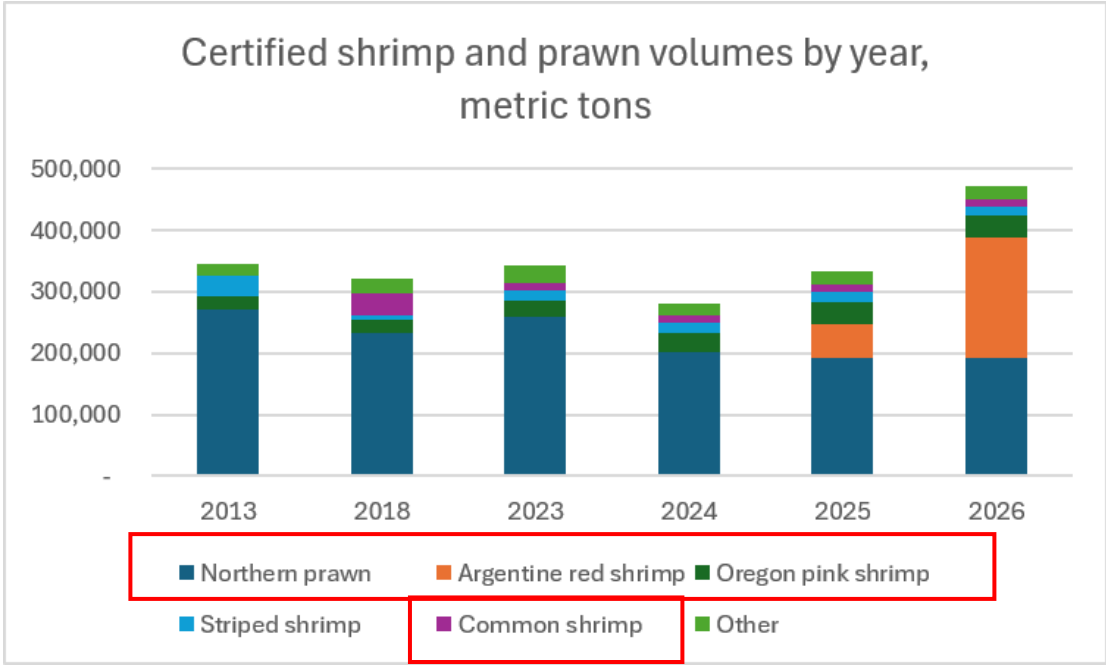
7.2% of global shrimp/prawn catch is in a FIP

76.6% of global shrimp/prawn catch is neither MSC certified, in assessment or in a FIP

Marine Stewardship Council

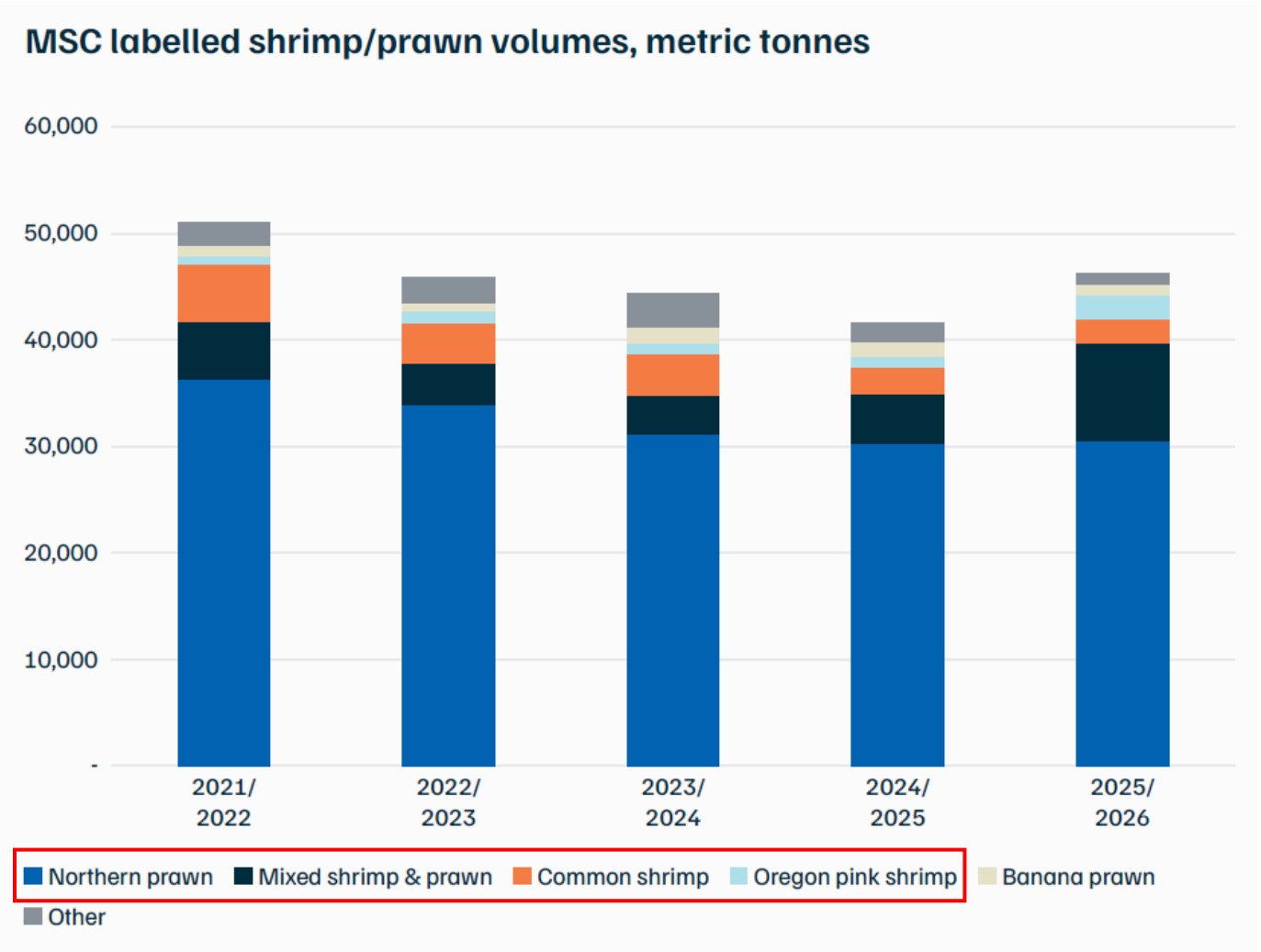
MSC engaged fisheries





Marine Stewardship Council

MSC market for certified shrimp/prawn

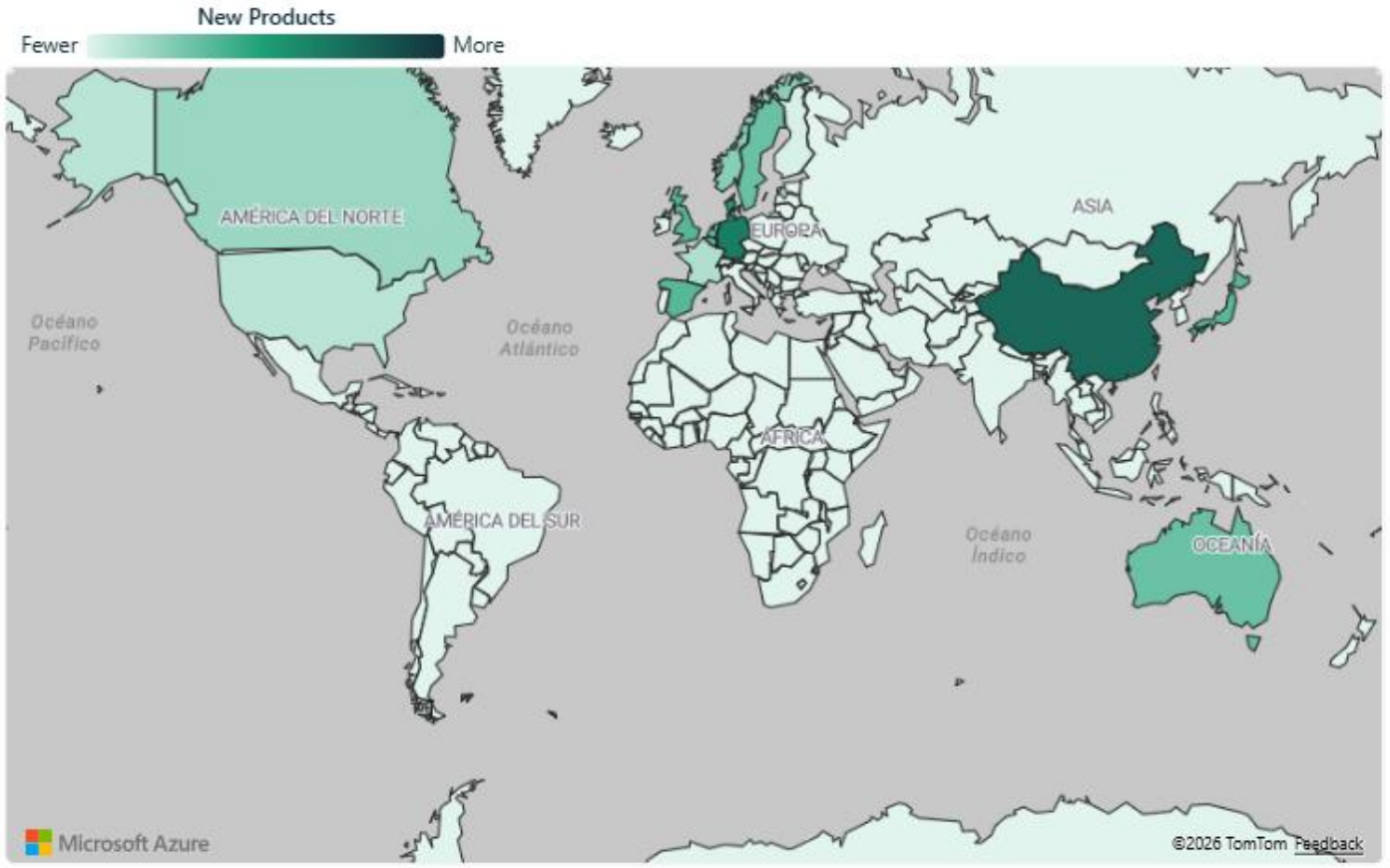


- Northern prawn dominates the labelled volume. UK, Sweden and Denmark top distribution countries.
- After some years of gradual contraction, largely price driven, 25/26 saw strong turnaround.
- 1305 MSC labelled products on sale in 25/26, up 18% from 24/25.

Marine Stewardship Council

MSC market for certified shrimp/prawn

Distribution of new Shrimp/prawn products with MSC label 25/26



- **Argentinine red shrimp accounts for the most new active products in 2026 (165). Top subcategory frozen plain (HoSo).**
- **50 distribution countries: China, Germany, Denmark, Spain, NL leading new developments.**

Marine Stewardship Council

Marine Stewardship Council

Consumer Trust and Telling a Story



Best practice: Argentine red shrimp fisheries

- **Three Argentine red shrimp fisheries engaged in the MSC program**
- **MSC certification achieved in 2025-2026** for the first two of these fisheries
- **Management strengthened** through improved stock assessments, management plans and observer programmes
- **Growing retail availability across Europe and Asia**



Marine Stewardship Council

MSC Campaigns: UK Sustainable Seafood September



NGO position_NEAFC2026.docx



Marine Stewardship Council

RISING SCRUTINY OF 'GREEN' CLAIMS GLOBALLY



EU
European Green Deal: Empowering Consumers Direction (ECD) & Green Claims Directive (GCD)

USA
Litigation challenging environmental claims

Australia
Guidance on environmental claims under Australian Consumer Law (July 23)

Canada
Bill C-59 development in anti-greenwashing regulation (June 2025)

UK
Green Claims Code, Competition and Markets Authority (CMA)

MSC Program & EmpCo (Technical Requirements)

MSC-Program

Requirement 1 – certification criteria are publicly available ☑

Requirement 2 – the scheme is open, transparent, fair and non-discriminatory ☑

Requirement 3 – criteria are developed in consultation with relevant stakeholders ☑

Requirement 4 – clear rules for addressing non-compliance, withdrawal & suspensions ☑

Requirement 5 – compliance with certification criteria audited by an independent third-party ☑

Details:

Empowering Consumers Directive and the MSC | Marine Stewardship Council



Marine Stewardship Council

THE BLUE LABEL IS A FINANCIAL ASSET

ESG reporting, better access to finance.

+55% global sustainable investment assets, $22.8tn to $35.3tn (2016–2020)

2× blue bond issuance more than doubled from 2024 to 2025

Up to 20%

Lower interest costs

Harvard Business School research links sustainability-linked instruments to lower interest costs.

De-risked

MSC recognised by lenders

MSC certification recognised by major financial institutions and TNFD fishing sector guidance.

ESRS E4 + E5

Ready for CSRD

CSRD continues post-Omnibus, and MSC overlaps strongly with biodiversity and resource-use reporting.

Sources: GSIA GSIR 2020; ICE FY2025; Harvard Business School; TNFD; EU CSRD / ESRS · Marine Stewardship Council

Marine Stewardship Council

MSC Consumer Insights 2026 Global Report

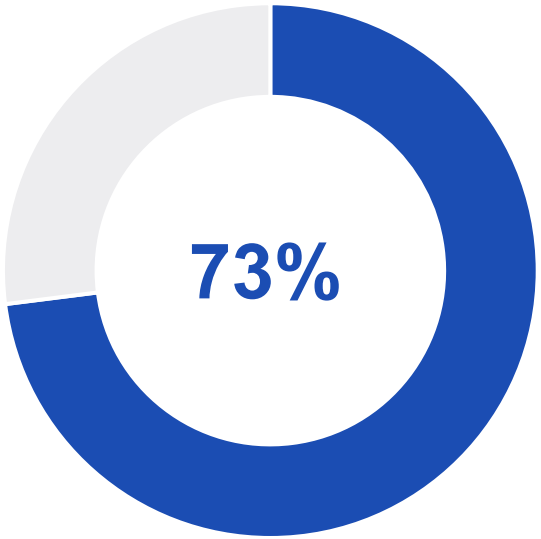
Prepared by GlobeScan
April 2026

GlobeScan



There continues to be steady support that to save the ocean we need to eat seafood from a sustainable source

Attitudes to ocean sustainability, "describes opinion well" (5+6+7 on a 7-point scale), seafood consumers, 2024-2026



In order to save the ocean, we have to consume fish/seafood only from sustainable sources

2024	72%

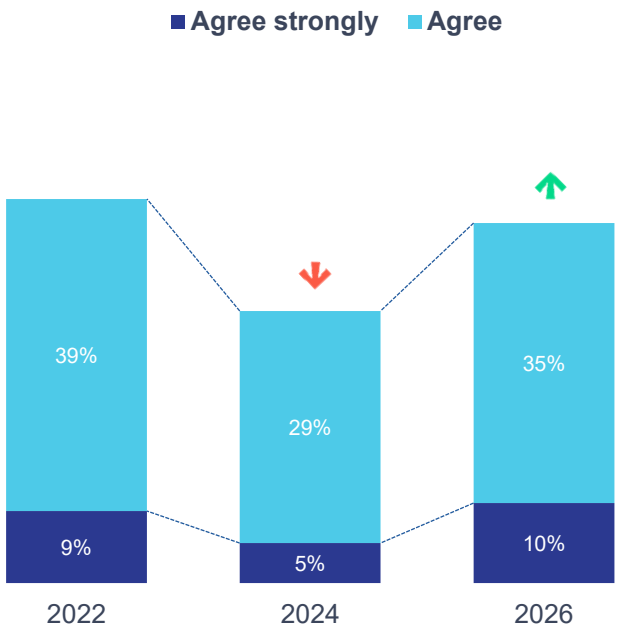
Base: Seafood consumers, global, *n*=20,543
Q5: How well does each of the following statements describe your opinions?

Perceptions on the ability to save the oceans dropped in 2024 but rebounded in 2026, with younger generations expressing more optimism

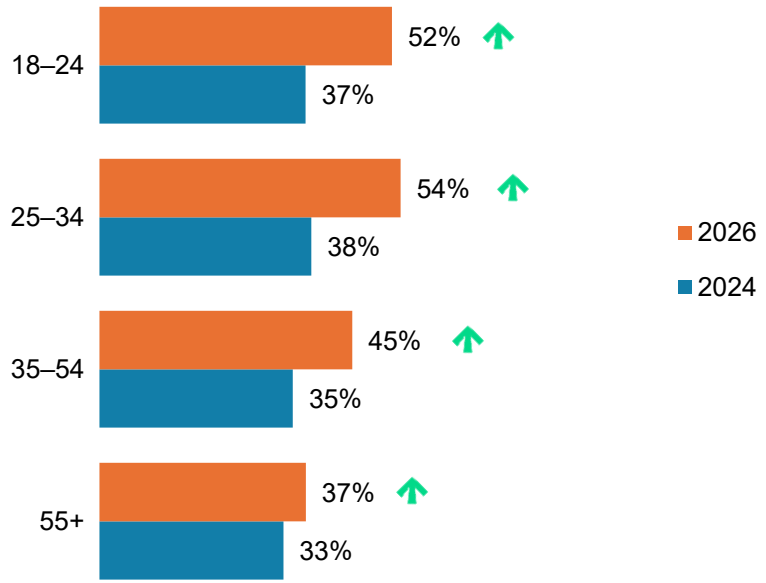
Perceptions on ability to save oceans from irreparable damage, general population, 2022-2026

Increase since 2024 (↑)
Decrease since 2024 (↓)

I believe in 20 years' time we will have saved the oceans from irreparable damage from humans*



"Agree strongly" + "Agree," by age group, 2024 and 2026

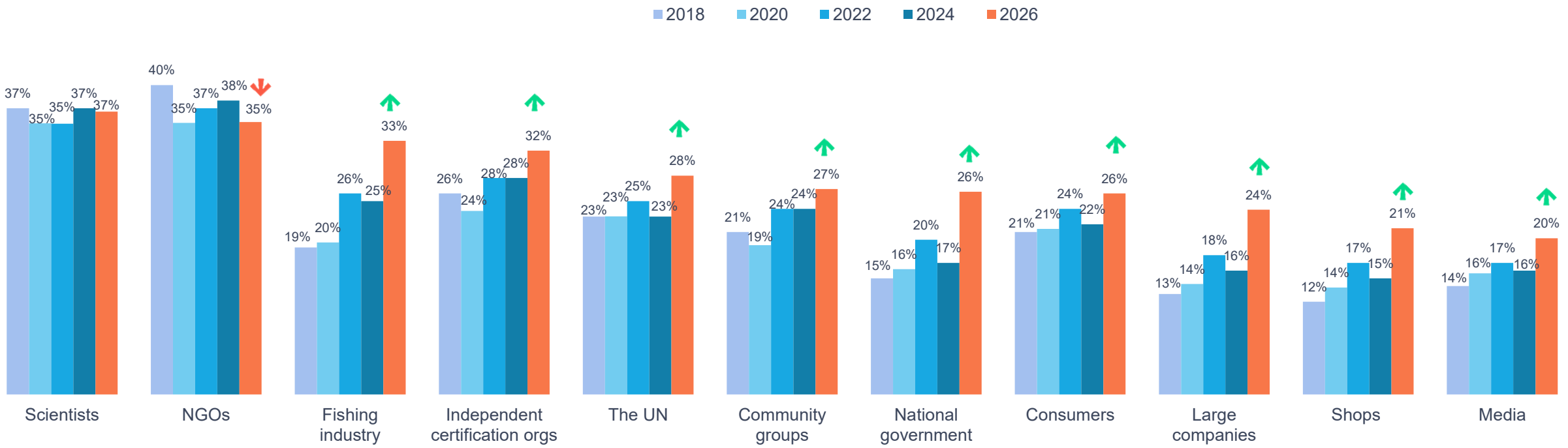


Base: General population, global, *n*=31,074
Q105.2: To what extent do you agree or disagree with the following statements? – I believe in 20 years' time we will have saved the oceans from irreparable damage from humans. *Due to modifications to the questionnaire, this question was relocated to the beginning rather than its original placement closer to the end, potentially impacting tracking results

Scientists and NGOs continue to be perceived as the key contributors to ocean protection, but perceptions of their role have weakened, while views of other groups are improving

Actors perceived to be contributing "well" to protecting the ocean environment, (6+7 on a 7-point scale), seafood consumers, 2018-2026

Increase since 2024 (↑)
Decrease since 2024 (↓)



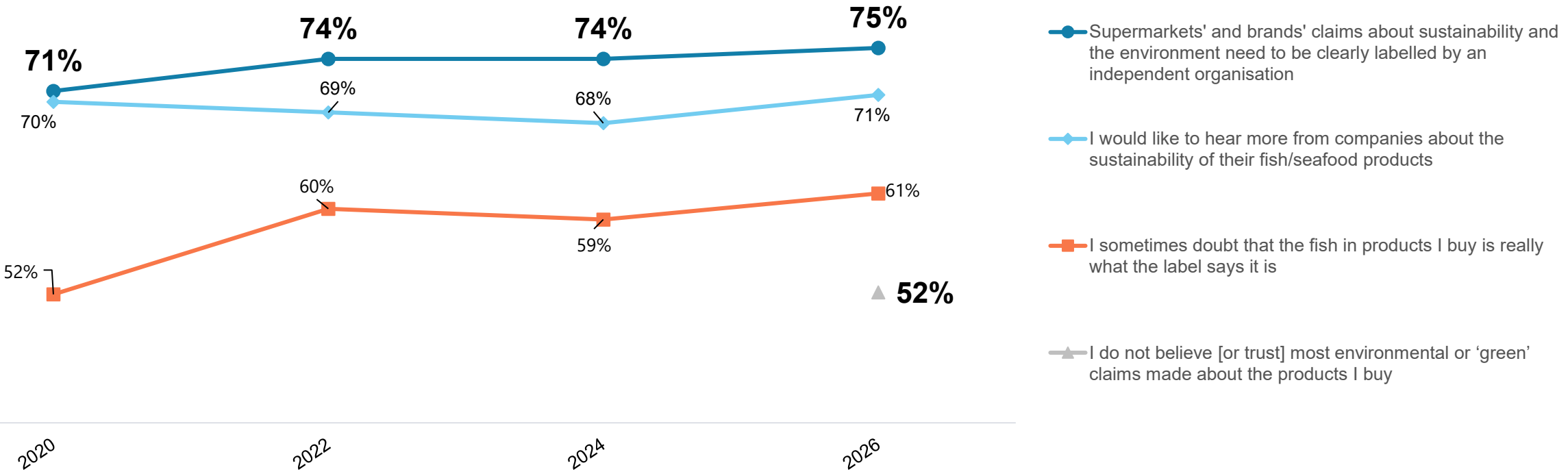
Base: Seafood consumers, global, *n*=20,543
Q3.1a: How well do you think the following groups or institutions are contributing to protecting the world's ocean environment?

GlobeScan
Marine Stewardship Council

Seafood consumers increasingly describe a need for clearer sustainability claims and express growing doubt about product labels

Attitudes toward supermarkets and trust in labelling, "describes opinion well" (5+6+7 on a 7-point scale), seafood consumers, 2020-2026

Attitudes toward supermarkets, companies, and label claims

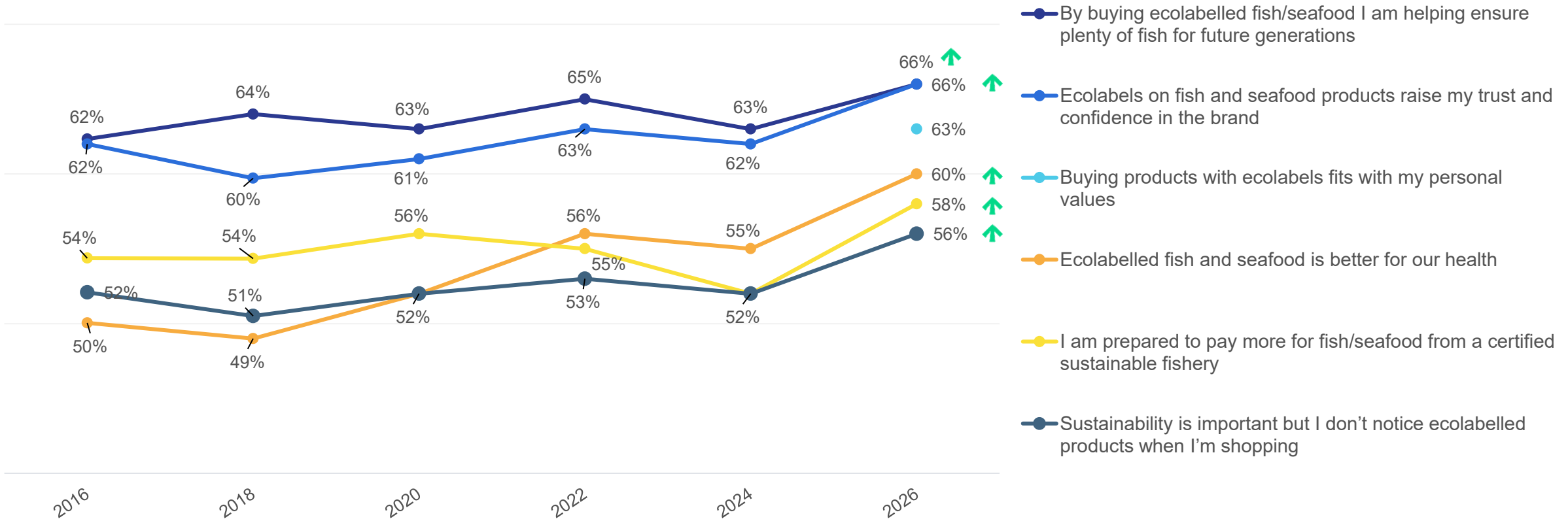


Base: Seafood consumers, global, *n*=20,543
Q5: How well does each of the following statements describe your opinions?

Positive opinions of ecolabels are trending upward over time

Opinions on ecolabels, "describes opinion well" (5+6+7 on a 7-point scale), seafood consumers, 2016-2026

Increase since 2024 (↑)
Decrease since 2024 (↓)

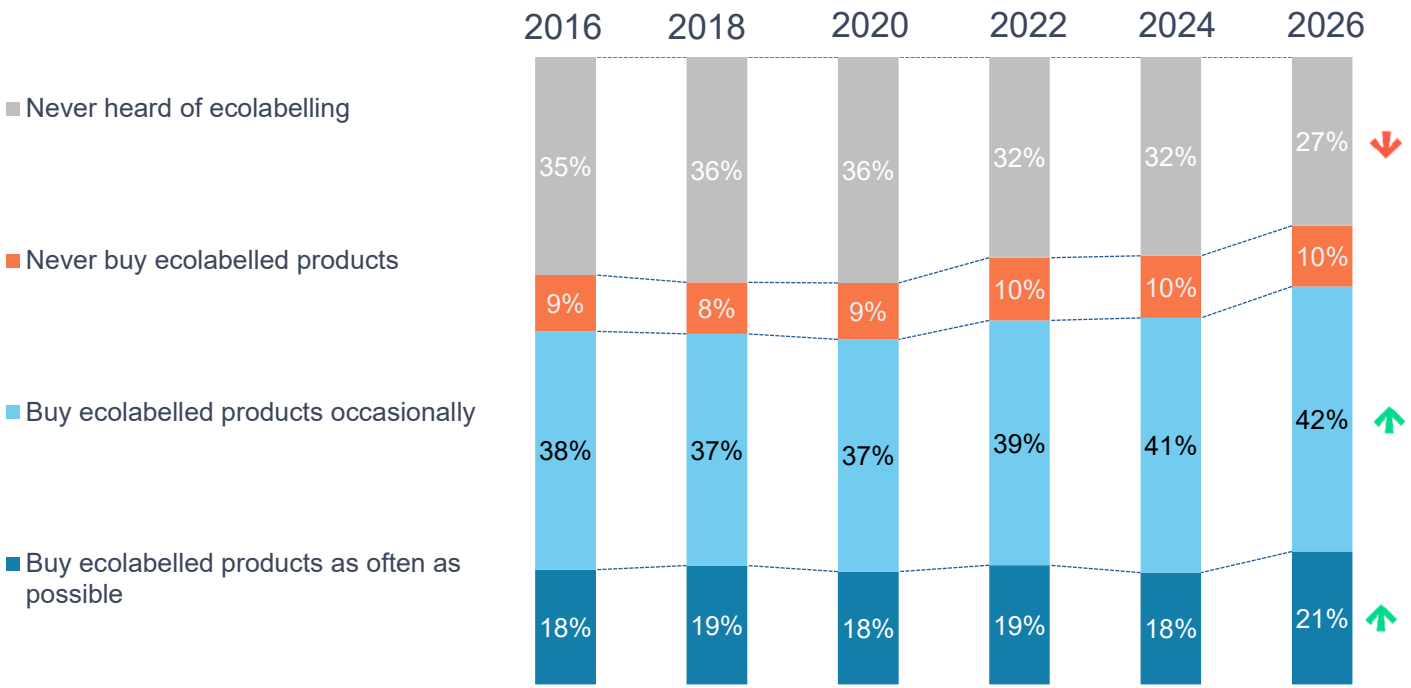


Base: Seafood consumers, global, *n*=20,543
Q8: How well does each of the following statements describe your opinions about ecolabels?

Purchases of ecolabelled products have grown steadily over time

Consumer purchases of ecolabelled fish and seafood, seafood consumers, 2016-2026

Increase since 2024 (↑)
Decrease since 2024 (↓)



Age 18-24
15% buy often (+1 pp)
44% buy occasionally (+3 pp) ↑

Age 25-34
21% buy often (+5 pp) ↑
46% buy occasionally (+1 pp)

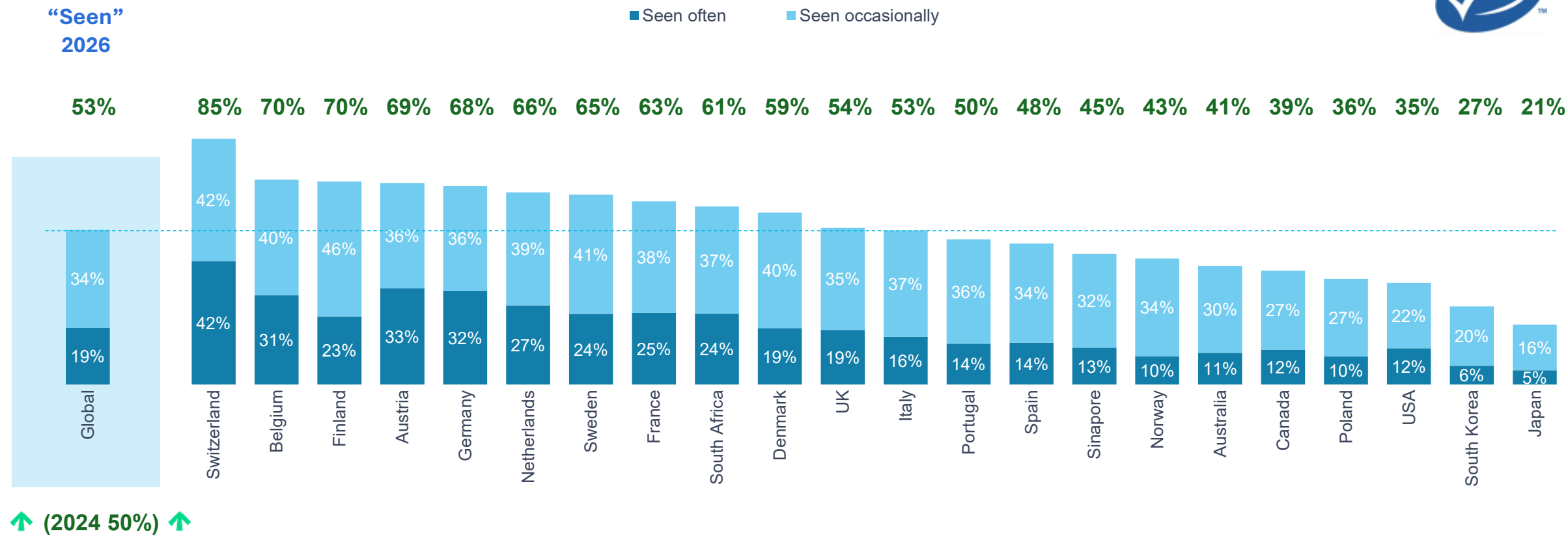
Age 35-54
21% buy often (+3 pp) ↑
45% buy occasionally (+2 pp) ↑

Age 55+
23% buy often (+5 pp) ↑
38% buy occasionally (+1 pp)

Base: Seafood Consumers, global, *n*=20,543
Q7.1: How often do you buy ecolabelled fish and seafood products?

High Label Awareness Amongst Consumers

Awareness of the MSC label, by country, general population, 2026



↑ (2024 50%) ↑

Base: General population, global, *n*=27,825
Q1.1: Have you ever seen the following logos?

MSC Reports/Resources



Scan here to access

Marine Stewardship Council



Marine Stewardship Council

Thank you!

