



Driving trust in the seafood economy; standards, markets & sustainable fisheries

Asian Development Bank's webinar series "Sustainable Fisheries and Small-Scale Ports: Supporting Livelihoods and Responsible Seafood Markets"

Anne Gabriel, Program Director, MSC Oceania & SEA
March 2026

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



THE THREAT OF OVERFISHING

37.7%

of stocks estimated to be fished to biologically unsustainable levels*

62.3%

of stocks estimated to be either underfished or fished to biologically sustainable levels*

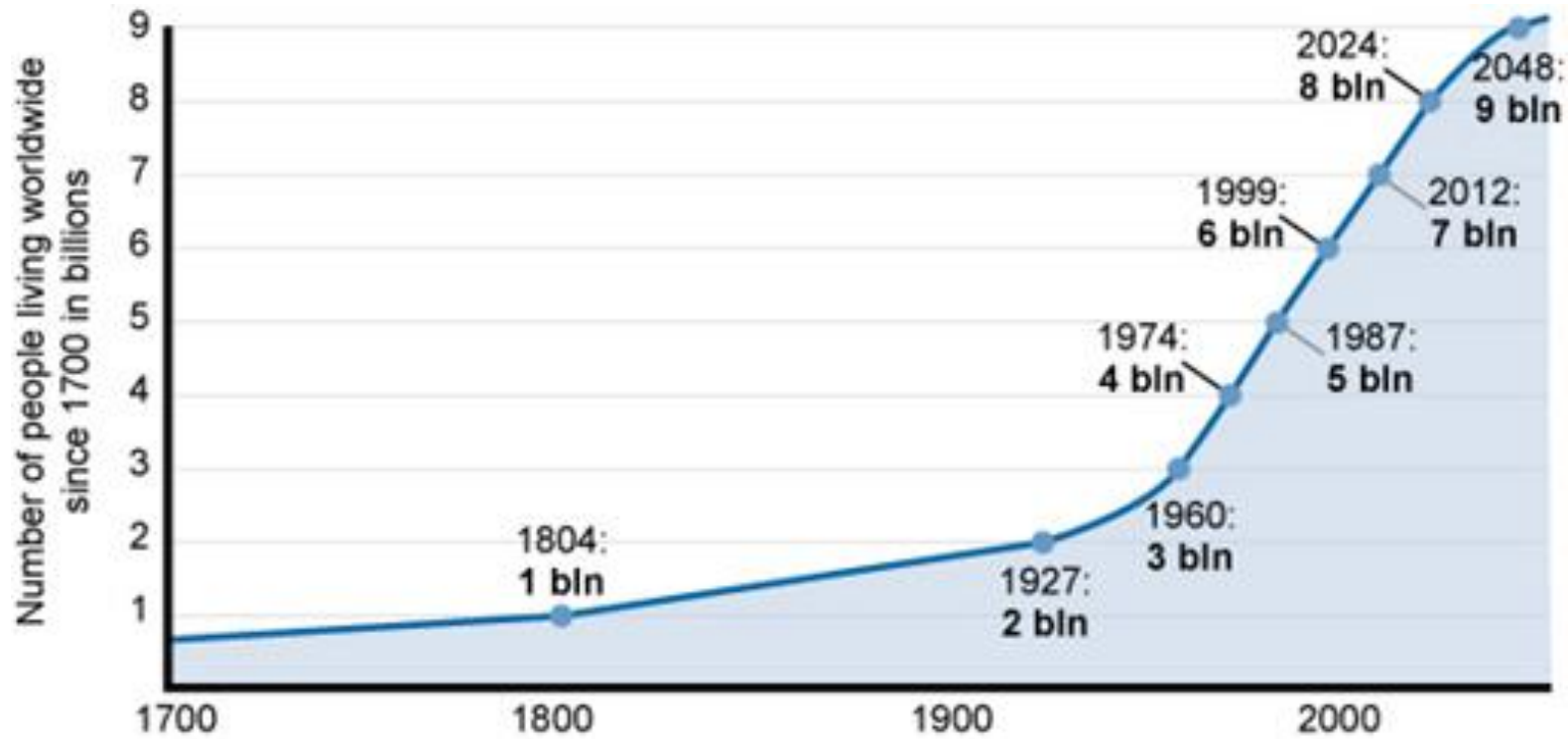
However,

76.9 %

the volume of fish landed globally comes from sustainably fished stocks*

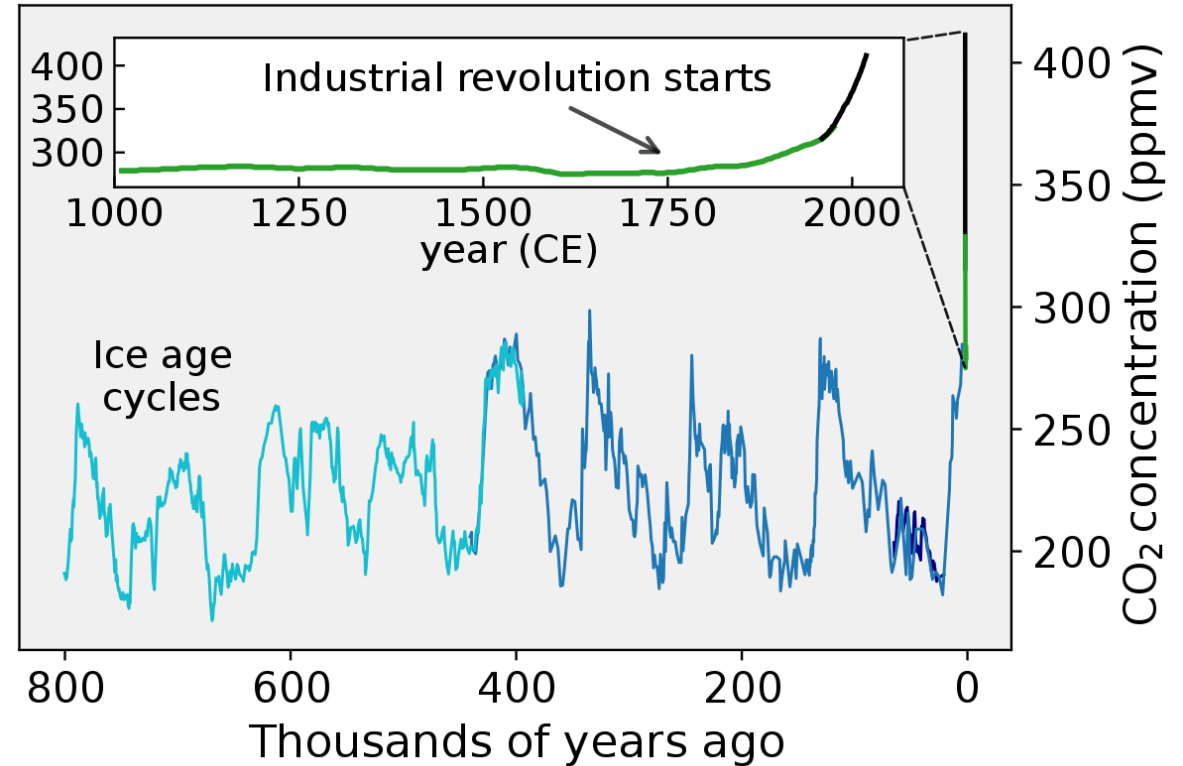
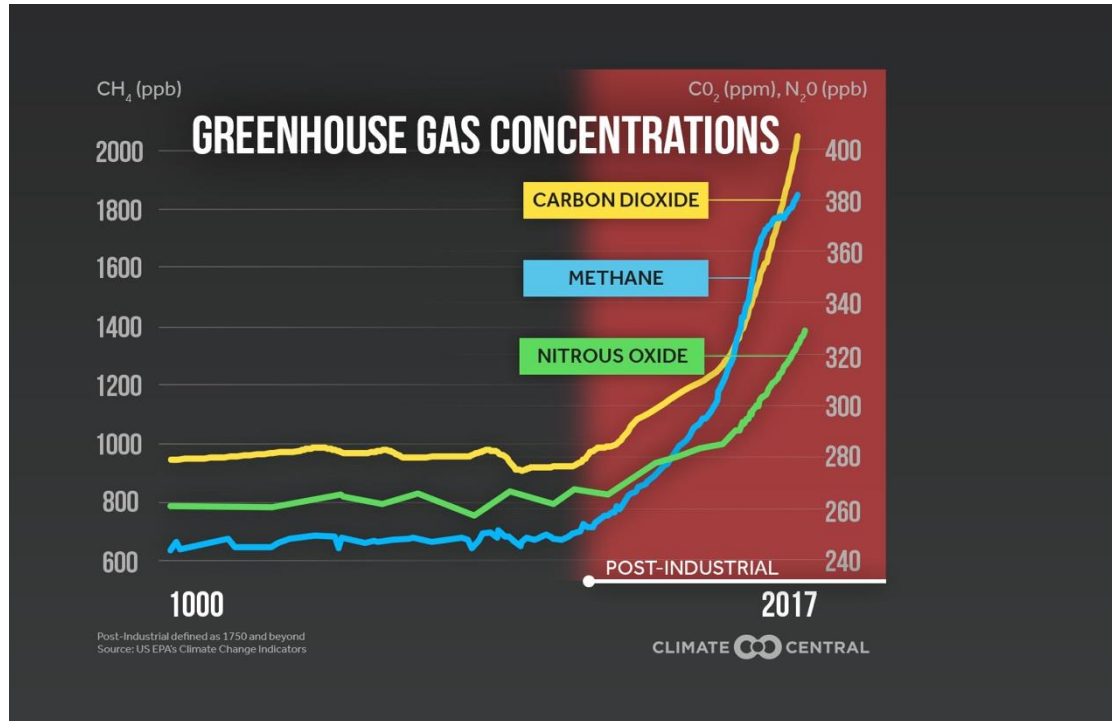


Population Growth



A Climate Crisis

The problem: Excess CO₂ and other greenhouse gases



Before the recent rise, CO₂ fluctuated by about 80ppm in connection with the ice ages











#SFF2025

The retreat from international cooperation

The Guardian

Tariff turmoil wipes trillions of dollars off global stock markets

World leaders condemn Trump trade policy and plan counter-measures

Richard Partington
Senior economic correspondent

Global financial markets were plunged into turmoil yesterday, when Donald Trump's escalating trade war knocked trillions of dollars off the value of the world's biggest companies and heightened fears of a US recession.

As world leaders reacted to the president's "liberation day" tariff policies demolishing the international trading order, about \$2tn (£1.5tn) was wiped off Wall Street and share prices in other major financial centres around the globe.

Experts said that Trump's sweeping border taxes of between 10% and 20% on the US's traditional allies and enemies also had dramatically added to the risk of a steep global downturn and a recession in the world's biggest economy.

Senior politicians from Brussels to Beijing rounded on Trump, with China condemning "unilateral bullying" practices and the EU saying it was drawing up counter-measures.

While Trump had timed his Wednesday evening rose garden address to avoid live tickers of crashing stock markets, that fate arrived when Asian exchanges opened hours later.



BBC

NEWS

Globalisation era has ended, says Treasury minister



Chief Secretary to the Treasury Darren Jones said the era of globalisation has "ended" following Donald Trump's new tariffs.

It comes after Prime Minister Sir Keir Starmer suggested in a **Sunday Telegraph** article he was about to announce state intervention to protect UK firms from the US president's move.

The UK was among nations hit with a 10% "baseline" import duty, and negotiations on a trade deal to reduce tariffs are continuing.

The Economist

Bolstering Ukraine's defence industry
The assault on America's universities
How AI can be good for the climate
Oh, grow up! The rise of "adulting" courses



THE AGE OF CHAOS



Reasons to be **OPTIMISTIC**

International Agreements & Commitments

- Global Biodiversity Framework
- UN's Sustainable Development Goals
- Agreement under the UN Convention on the Law of the Sea on the Conservation and Sustainable Use of Marine Biological Diversity of Areas beyond National Jurisdiction - known as the BBNJ Agreement
- UN Ocean Conference



Convention on
Biological Diversity



SUSTAINABLE
DEVELOPMENT GOALS



UNITED NATIONS



UNITED NATIONS
OCEAN CONFERENCE
NICE, FRANCE 2025

**OUR VISION IS OF THE WORLD'S
OCEANS TEEMING WITH LIFE, AND
SEAFOOD SUPPLIES SAFEGUARDED
FOR THIS AND FUTURE GENERATIONS**



INTERNATIONAL RECOGNITION



MSC PROGRAM



Fishery

Fishery Certification

Chain of Custody
Certification

Ecolabel Licensing

Consumer Product/Menu



Wild. Traceable. Sustainable



Global Seafood Supply Chains



RESOURCE TRADE EARTH DATA STORIES ABOUT

CHATHAM HOUSE The Royal Institute of International Affairs

Exporter: ALL COUNTRIES Importer: ALL COUNTRIES Commodity: SEAFOOD Year: 2017 Units: Share



- Seafood travels around the world
- Companies handle certified and non-certified seafood
- The time between seafood caught and sold may be several years

Consequences of mislabelled seafood

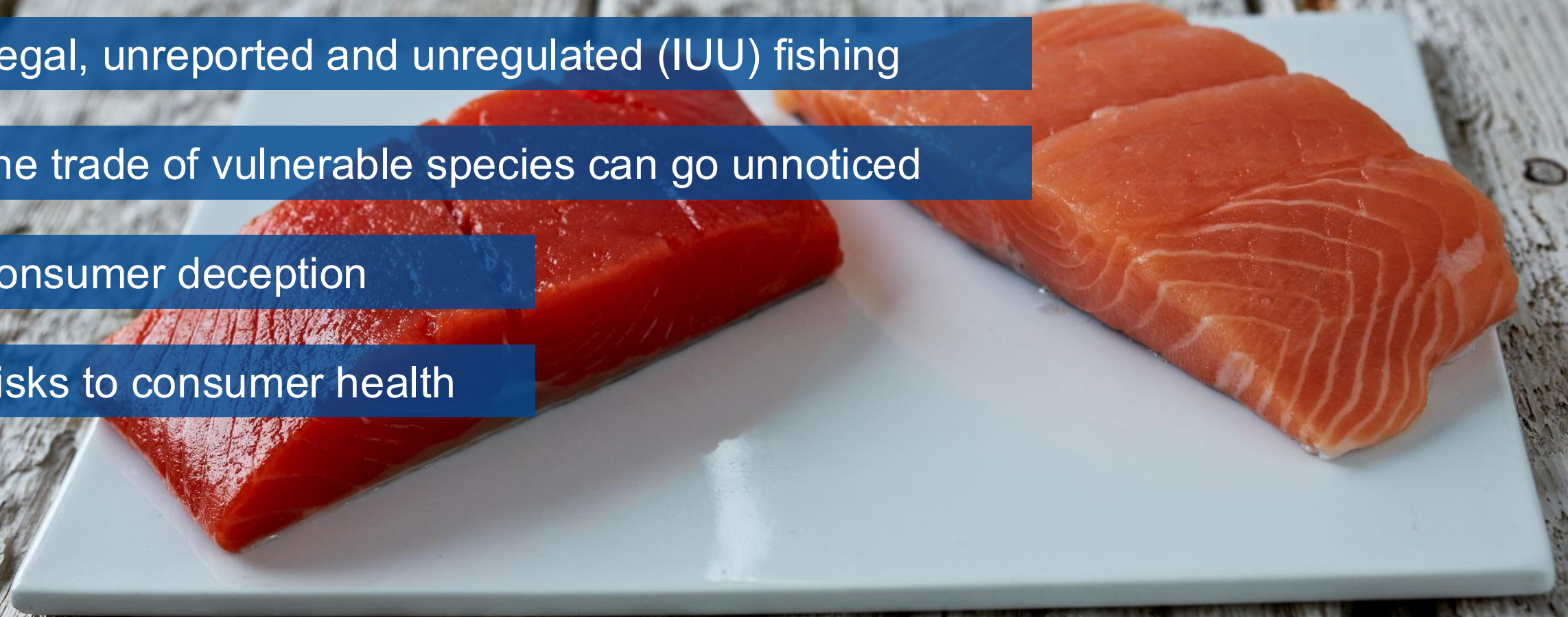


Illegal, unreported and unregulated (IUU) fishing

The trade of vulnerable species can go unnoticed

Consumer deception

Risks to consumer health

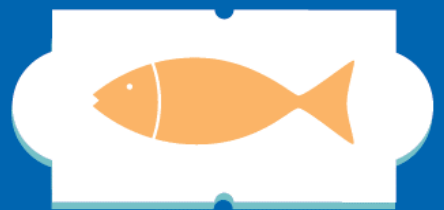


Strength of MSC assurance



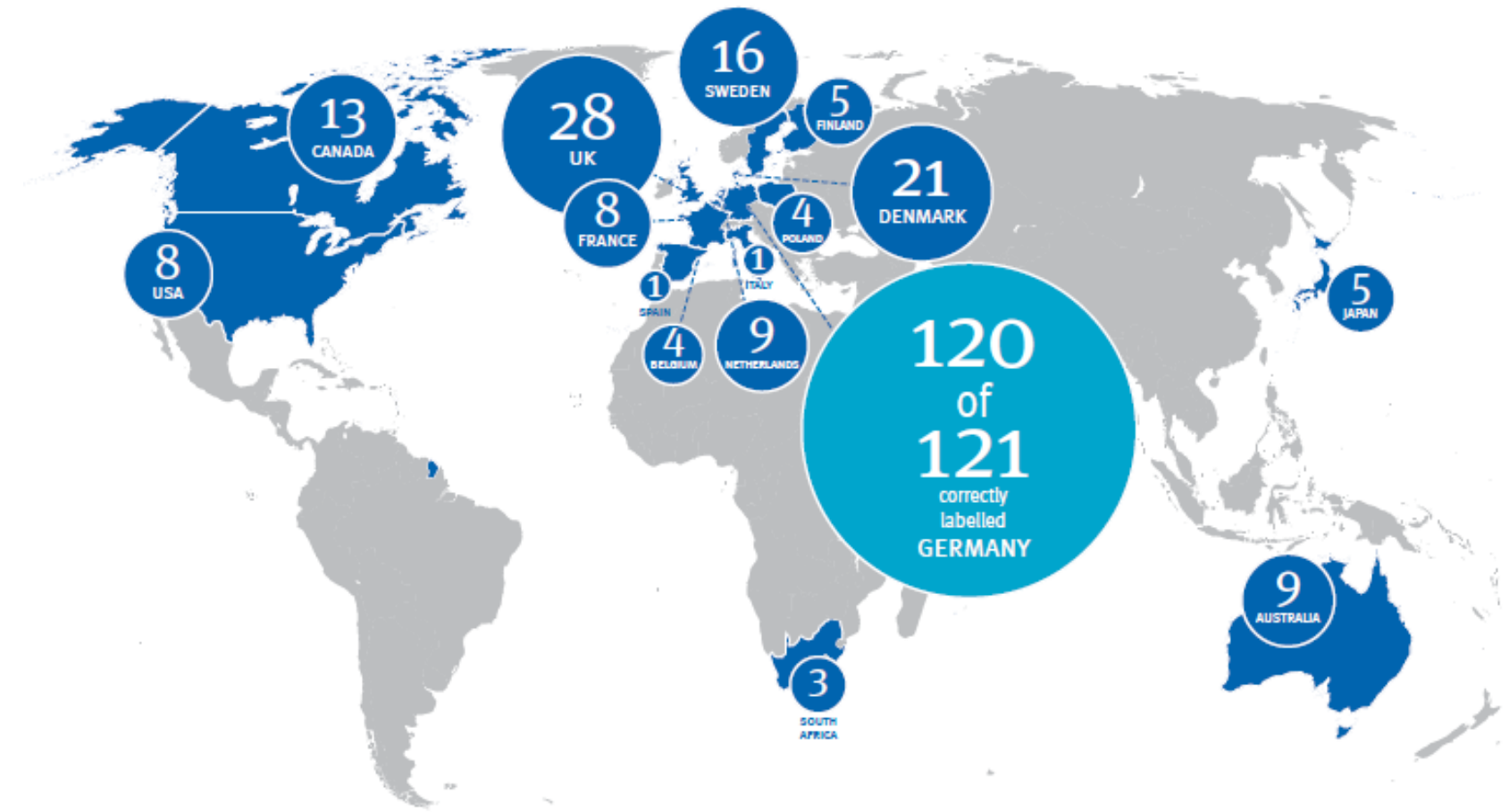
99.6%

of the 256 MSC labelled products we tested were correctly labelled



30%

of seafood is mislabelled globally, on average



● 100% correctly labelled ● 99.6% correctly labelled

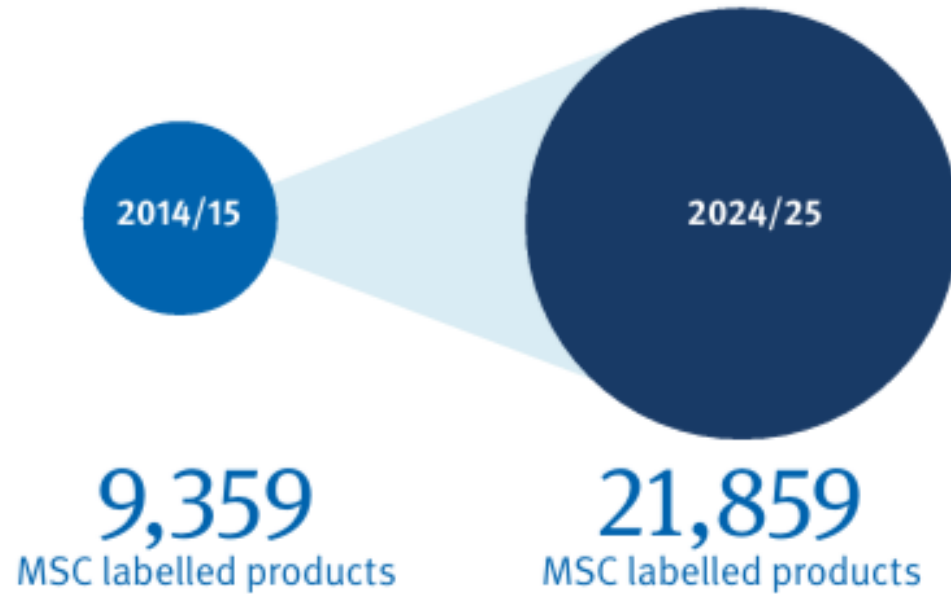
2015 MSC DNA results by geography

How does the MSC ecolabel give consumers confidence that seafood comes from a certified fishery?



AVAILABILITY OF MSC LABELLED PRODUCTS

Number of MSC labelled products available to consumers



GLOBAL PROGRAM - AT A GLANCE (OCTOBER 2024)

25+ years

of working with industry to deliver sustainability

50%

MSC consumer recognition (MSC average)

108 leading companies have commitments to source MSC/ ASC

51,260

sites with Chain of Custody certificate holders

21,859

products on sale with the MSC label

204 species available with the MSC label

63 countries

selling MSC labelled products

US\$14b

spent by consumers on seafood with the MSC label

250 MSC staff of £30m budget

27 CABs
>500 CoC auditors

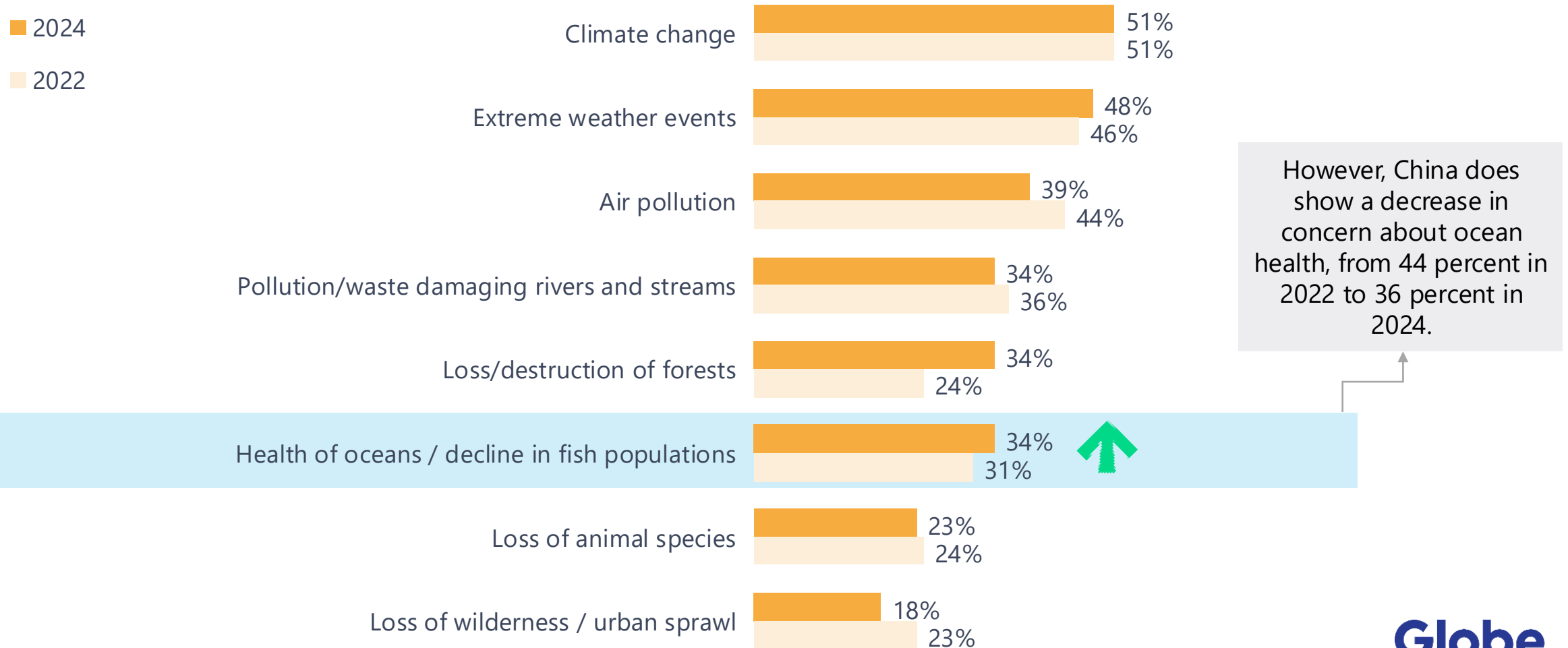




Consumer Concern About the Oceans

There is increasing concern about ocean health across most of APAC

Most concerning environmental issues, percentage choosing issue in top three, 2022–2024



Around two thirds of seafood consumers in APAC think we need to consume from sustainable sources and their choices can make a difference



Importance of sustainability as a purchase motivator, 2024



In order to save the oceans we have to consume fish only from sustainable sources

(70% 2022)

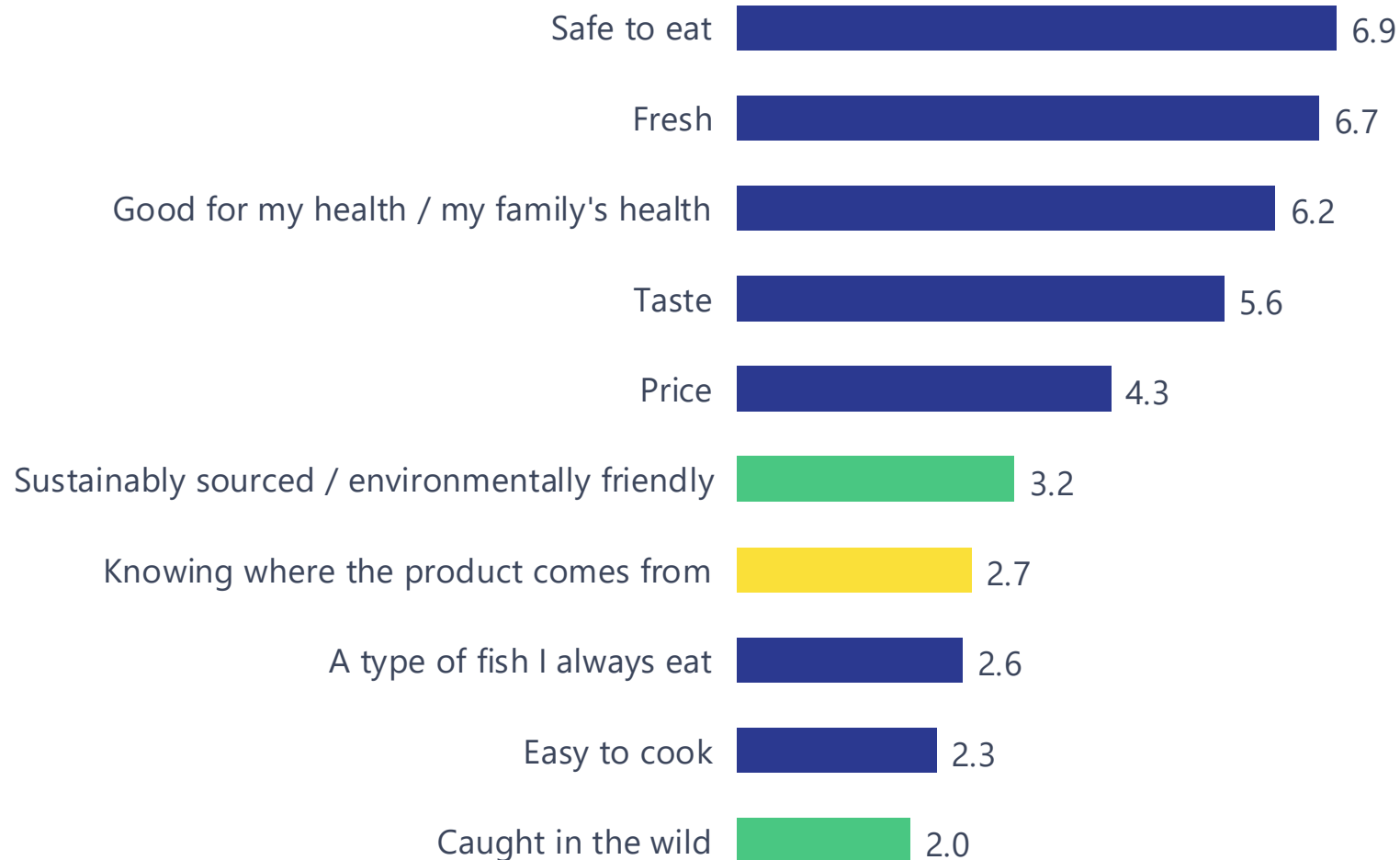


The choices I make about eating seafood can make a difference to the health of our oceans

(69% 2022)

Quality, health, taste and price are most important to drive purchasing behaviour in APAC, with sustainability still a key consideration

Motivators: max diff analysis, importance score, top 10, seafood consumers, 2024



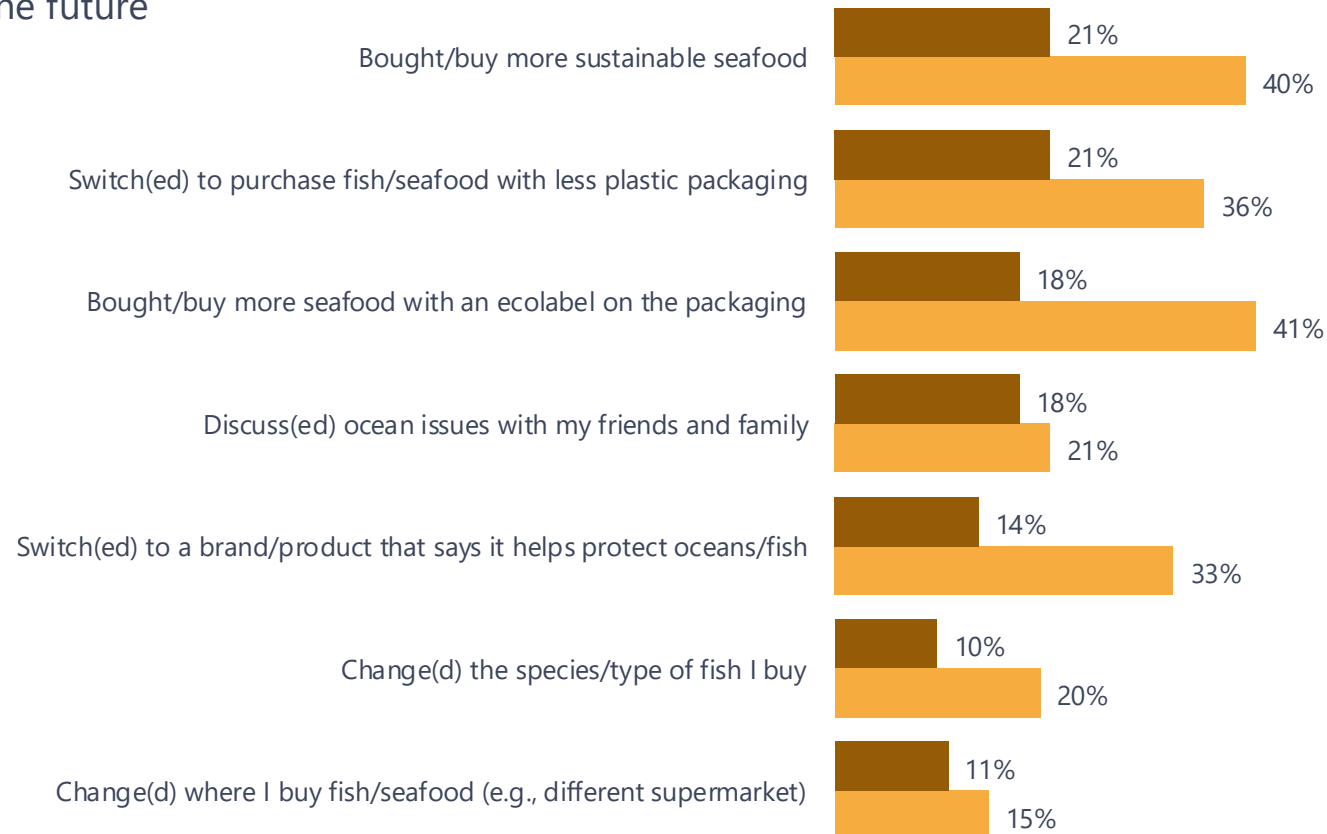
 These purchase motivators are consistent with the Global results

Key:
■ Conventional purchase motivators
■ Sustainability-focused
■ Traceability-focused

In future seafood consumers in APAC want to buy more sustainable and eco-labelled seafood, plus less plastic packaging

Actions taken in the last year to protect fish and seafood and actions willing to take in the future, multi-select, seafood consumers, 2024

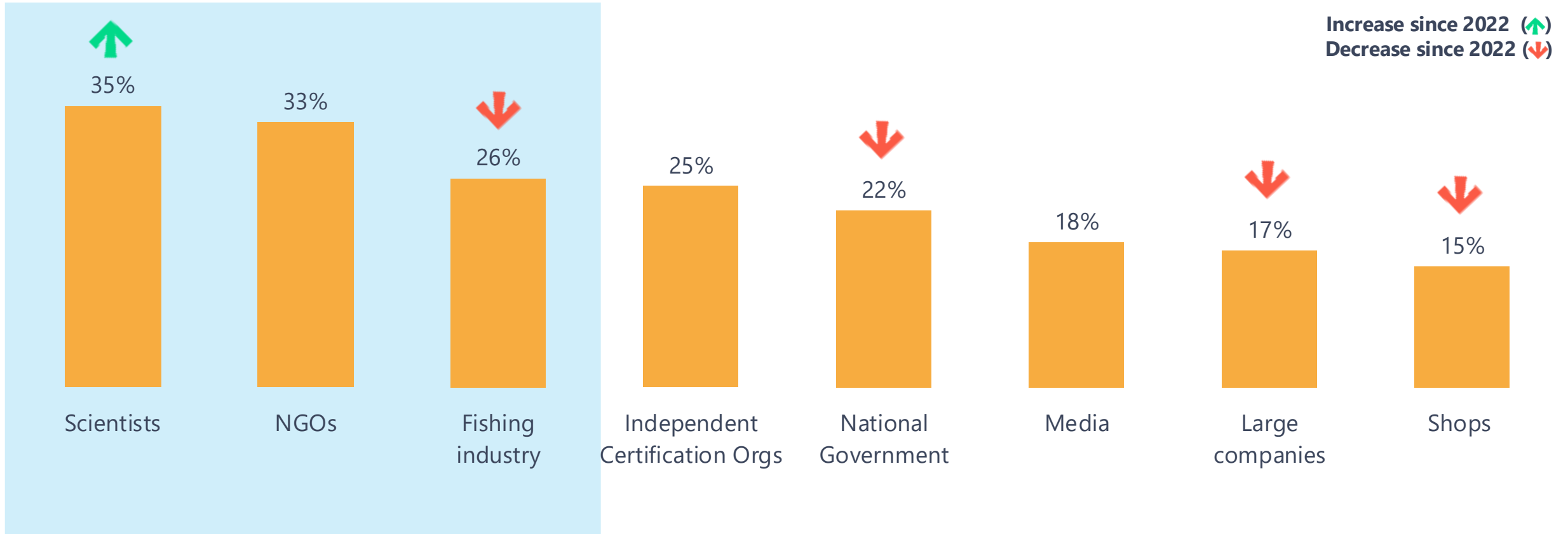
- Actions taken in the last year
- Actions willing to take in the future



 **These actions are consistent with the Global results**

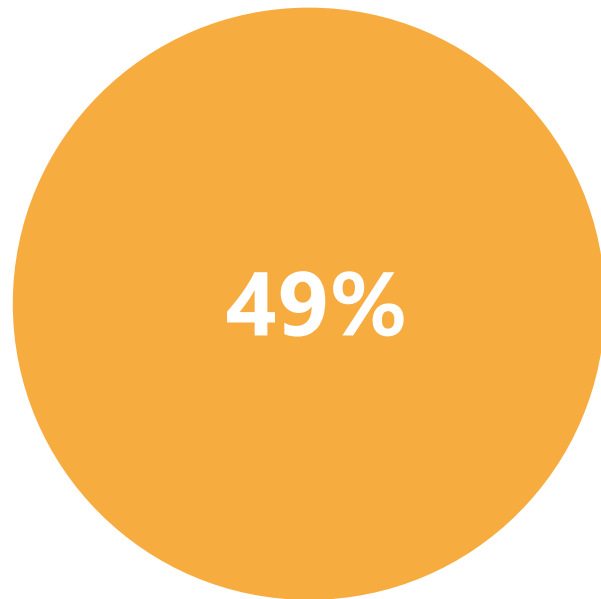
NGOs, scientists, and the fishing industry lead in ocean protection, while perception of large companies and retailers' contribution declines

Who is perceived to be contributing "very well" to protecting the ocean environment

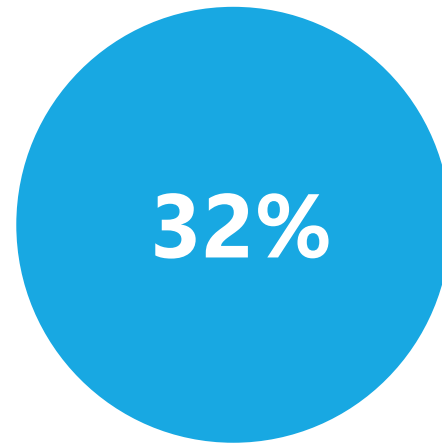


Almost half say lower prices would encourage them to buy more seafood and health information is also a strong purchase motivator

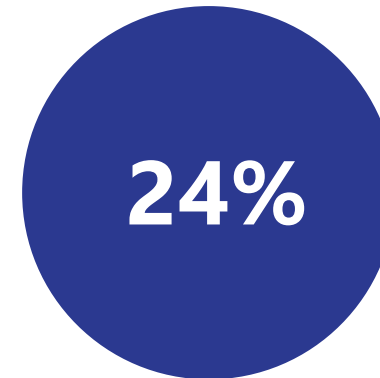
Ways to encourage people to eat more fish/seafood per week, 2024



Lower price
(53% Globally)



More information on the health benefits of fish and seafood
(22% Globally)

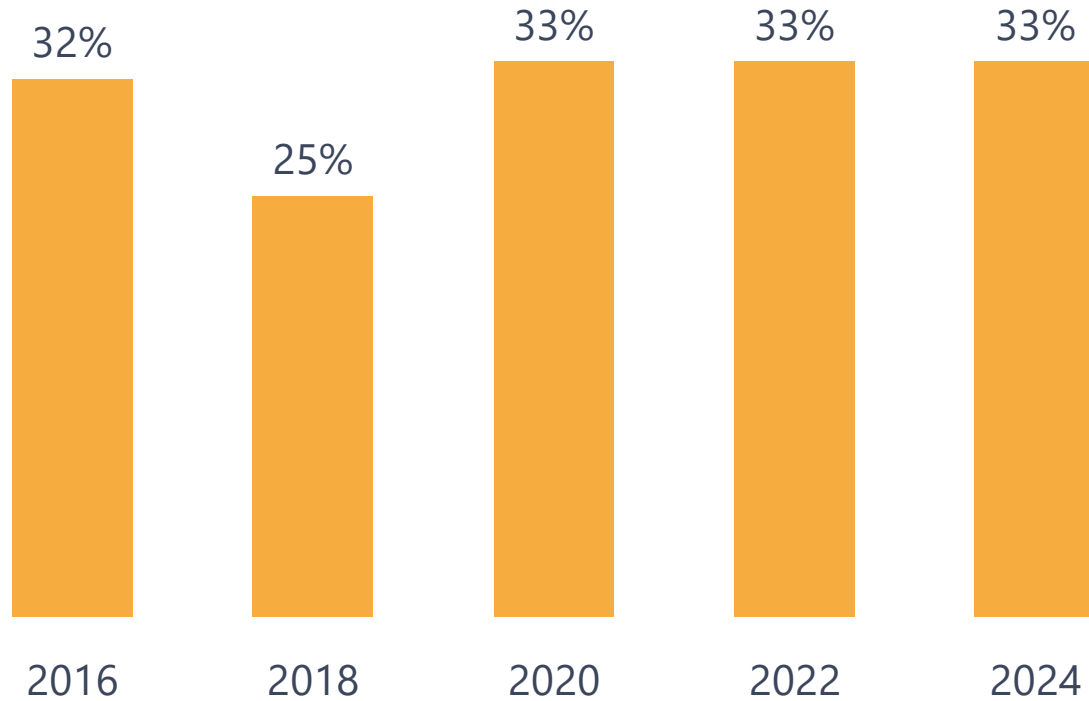


More availability when I shop
(23% Globally)

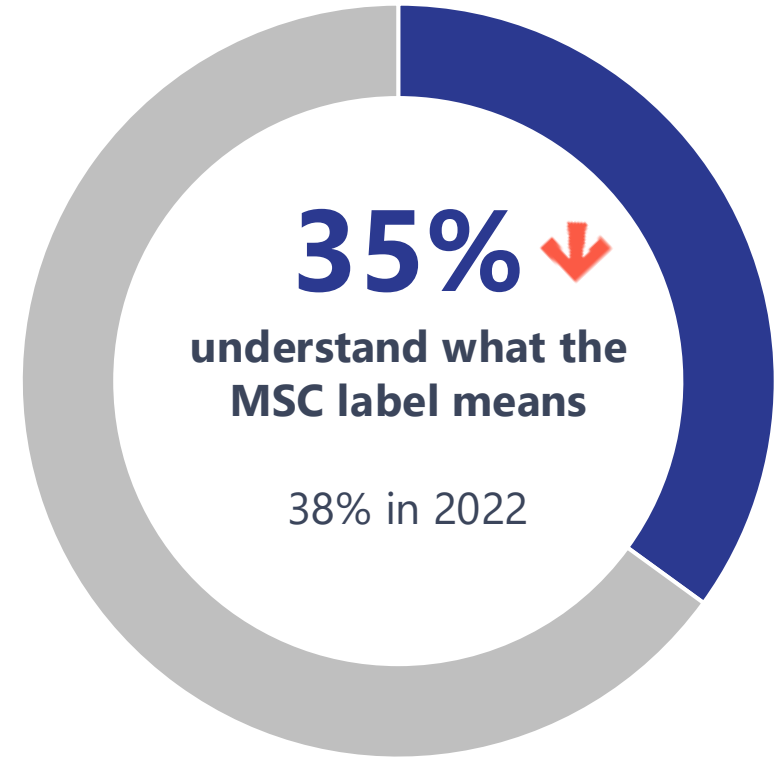


Fish produced without harming the ocean
(27% Globally)

One-third of consumers in APAC continue to recognise the MSC label



Awareness of the MSC label, general population, "seen often / occasionally", Base: General population, APAC, $n=5,816$

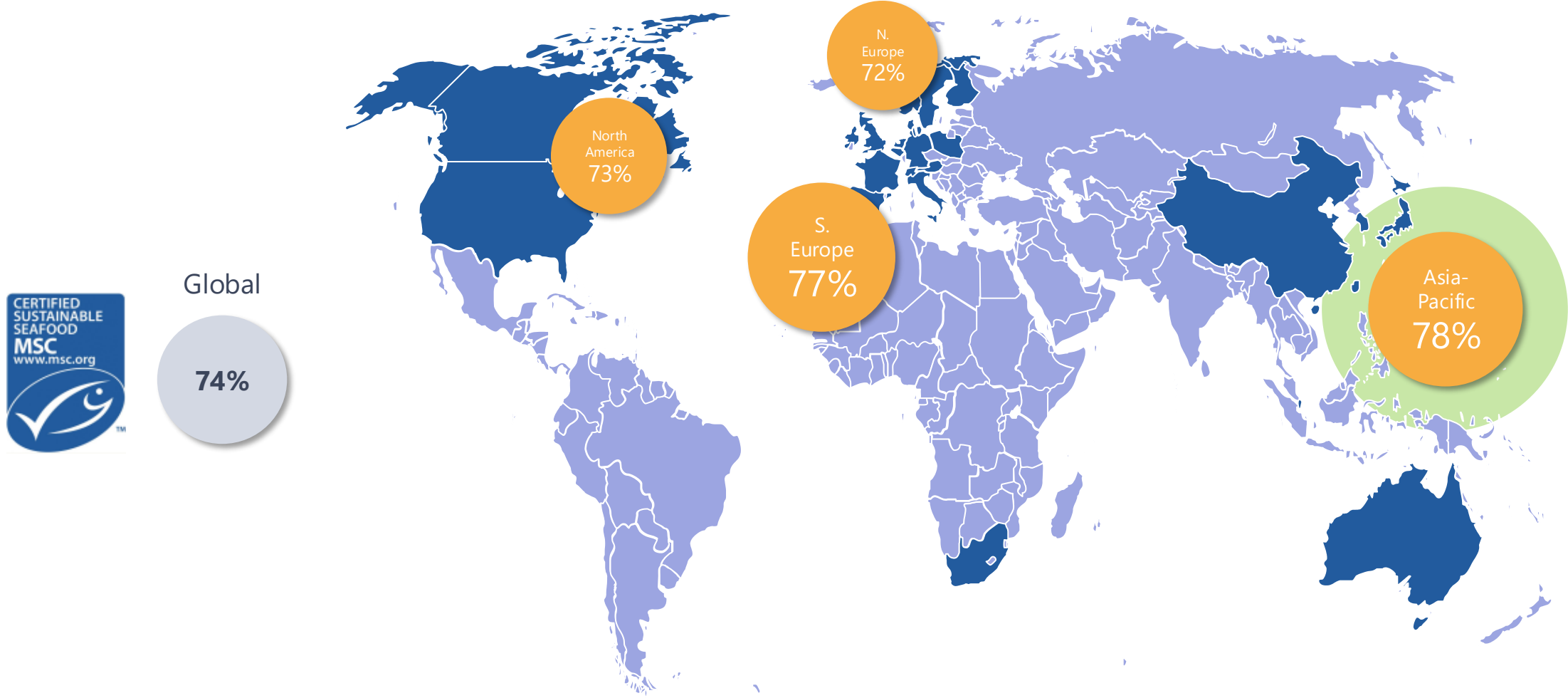


Unprompted understanding of the MSC label, "ocean/fish sustainability" or "certifications/standards", Base: Seafood consumers, APAC, $n=4,445$

Increase since 2022 (↑)
Decrease since 2022 (↓)

Asia-Pacific has the highest level of trust in MSC

Trust in the MSC label by region, MSC-aware seafood consumers, 2024



MSC PUBLIC ENGAGEMENT GUIDE

FOR ZOOS, AQUARIA AND MUSEUMS



Presented in collaboration
with Taronga Zoo

Ocean Literacy with Singapore Oceanarium

Gone for good? 是否永远消失?

Small, positive actions can lead to big changes, creating ripple effects that impact shark populations.

小小的行动可以带来巨大的改变，让我们一起保护鲨鱼，为海洋生态贡献力量。

1

Take a closer look at food labels when you go shopping. Choose products with sustainable seafood labels.

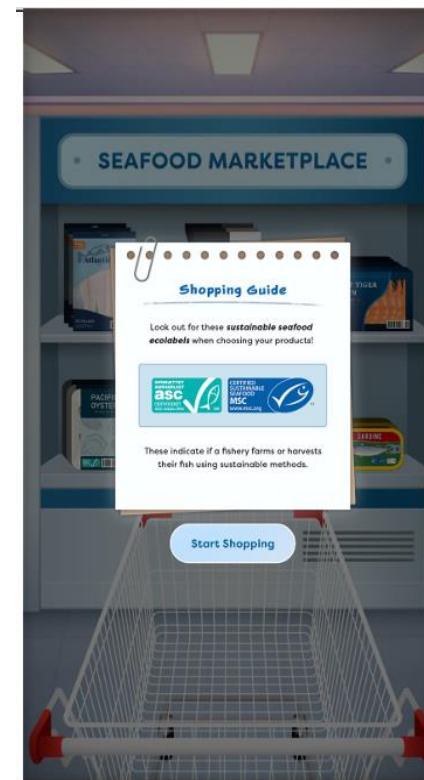
This helps to protect shark populations that are affected by unsustainable fishing methods.

购物时仔细查看食品标签。选择标有可持续海鲜标签的产品，这有助于保护因不当捕捞方法而受到威胁的鲨鱼种群。

2

Say no to shark-related products to help reduce the harvesting of sharks.

避免购买任何与鲨鱼相关的产品，以防止非法捕杀鲨鱼的行为。



Interactive games educating ecolabels and sustainable shopping

Education poster on eco-labels

Retail activation in Singapore & Malaysia



FairPrice Super Savers

Supermarket Tai Tai
Moderator · Top contributor · 5 days ago · 🌐

Let's celebrate World Ocean Day!
!! Spend a minimum of \$10 on any 4 participating products to redeem a FREE Cutlery Set (worth \$7)!!
📅 6 -12 June 2024
📍 All Fairprice Xtra stores
He... See more

Sustainable Seafood Savings
6-12 June 2024

Seafood Savings
6-12 June 2024

*16 million tonnes more each year if global fisheries fished sustainably

You, Genia Wee and 24 others · 1 comment · 3 shares

FairPrice Xtra Xperience

Jean Lek
5 days ago · 🌐

"Hey seafood lovers! 🐟
Let's make a splash for the planet! 🌊
Choose sustainable seafood and enjoy amazing savings! 🎉
Not only will you be treating your taste buds, but you'll also be supporting eco-friendly fishing practices that protect our oceans and marine life. 🌊
Look for the sustainable seafood label and indulge in guilt-free delights! 🍽️
Let's dive into a more sustainable future, one delicious meal at a time! 🐟
#SustainableSeafood #EcoFriendly #OceanConservation #SeafoodLovers #SavingsAlert"
Grab them at:
FairPrice Xtra AMK Hub, Changi Business Park, Hougang One, Jem, Jurong Point, Kallang Wave, nex, Parkway Parade & Vivo City.
While stocks lasts!

Sustainable Seafood Savings
6-12 June 2024

Seafood Savings
6-12 June 2024



Advocacy campaigns with ambassadors & influencers




Aaron Wong – MasterChef finalist



Brenda (wordweed) – eco-conscious influencer

Sustainable Seafood Dialogue





*"In nature's economy the
currency is not money,
it is life."*

Vandana Shiva

