



WWF AND ITS ALLIES CALL FOR REAL REFORM IN EUROPEAN FISHERIES



A SHARED VISION FOR SUSTAINABLE EUROPEAN FISHERIES

One of today's great challenges in crafting a sustainable EU food policy is to ensure there is an adequate supply of food across Europe that is available now and yet meets the demands of future populations.

Natural renewable resources such as EU fisheries have the potential to meet a key part of Europe's food supply needs, now and in the future, but only if they are managed sustainably. The supply from EU fisheries is of great importance to meet the market demands and its importance will only increase in the future.

We welcome the examples of well managed fisheries that are being fished at or below their maximum sustainable yield (MSY). Examples such as the dramatic reduction in illegal fishing, strong recovery of Baltic Cod and North Sea Herring and the increasing number of certified fisheries (such as MSC) show the great progress that has been made by fishermen and the industry towards sustainable fisheries.

But there is much more we can do. It is an inescapable fact that EU fisheries are under severe strain

and of those fisheries assessed, a majority of them are considered fully or over-exploited. This compromises our ability to harvest fish sustainably now and into the future. It puts at risk the livelihoods of those involved in the catching and processing sectors and undermines the ability to offer the EU population a healthier diet that includes sustainably harvested fish.

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Over the course of 2010-2012 Europe is reforming its Common Fisheries Policy (CFP). WWF*, AIPCE*, and EUROCOMMERCE* welcome this once-in-a-decade opportunity to change the way EU fisheries are managed. Successful reform has the potential to create sustainable fisheries, livelihoods and subsequent economic benefits for society as a whole. This reform should seek to maximize the economic benefits for society through the sustainable management of these vital and renewable resources for future food security.

* **WWF** is one of the world's largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries.
AIPCE-CEP is the EU Fish Processors and Traders Association and represents 130.000 employees, 4.000 enterprises and a production value of around €20 billion (<http://aipce-cep.org/>)
EUROCOMMERCE represents the retail, wholesale and international trade sectors in Europe. Its membership includes commerce federations in 31 countries, European and national associations representing specific commerce sectors and individual companies. (<http://www.eurocommerce.be/>)

WWF, AIPCE and EUROCOMMERCE have joined forces to call for the 2012 CFP reform to deliver a workable EU sustainable fisheries management policy. The reforms we agree are needed are as follows:

- **Mandatory Long Term Management Plans (LTMPs) for all EU fisheries by 2015.**

These plans must meet clear minimum standards set out in the new Regulation and should aim to achieve centrally agreed targets and assess environmental impact in order that sound fisheries management decisions can be made. These plans would move us away from the politically motivated annual quota negotiations towards management based on sound science and enable a more stable course towards long term recovery and abundance.

- **Effective Regionalisation.** All stakeholders, including Member States, industry, scientists and environmental interests, must be at the heart of the decision making process. We can accomplish this with a more decentralised management system. The mandatory requirement for LTMPs should facilitate this with Regional and Member

State level fisheries plans being developed by broad stakeholder groups and co-management of the fisheries at Member State level once the plans are agreed. Once fishermen and other stakeholders are more directly involved, they will become a key part in the design of workable and effective fisheries management strategies that will ensure the EU meets its sustainable fisheries policy commitments.

- **Maximizing value from catch to consumer.** Catching fish for which there is no market is the worst possible waste of resources. The CFP needs to take much greater account of consumer concerns by delivering sustainably sourced supplies, at prices and qualities which customers want, with the volumes and stability which the market needs. This requires better connections and integrated policies across the supply chain, and a clear focus on efficiency and added value at all stages.
- **CFP principles to apply to all fisheries in EU waters and beyond.** This includes the Mediterranean and when EU vessels fish throughout the world's oceans.

WWF acknowledges these leading companies who have already announced their support for this initiative:



If your company would like to join in publicly expressing support, please contact:

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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption