



MSC CERTIFIED

**SUSTAINABLE
SEAFOOD**
AND WHERE TO
FIND IT



The MSC certified species showcased in this gallery are primarily from Australia, New Zealand and the Western and Central Pacific Ocean, with a few from Asia.

For over 20 years, MSC has proven that it's a force for the good of the ocean. When you choose MSC certified sustainable seafood, you are enabling future generations to enjoy seafood while keeping our oceans full of life, forever.

You are supporting the ongoing vitality of the marine environment, the species that call it home, and the communities that it feeds and supports.



FOREWORD

I am delighted to present a gallery of the Marine Stewardship Council's certified seafood, specifically from the waters surrounding Oceania (Australia, New Zealand and the Western Central Pacific Ocean) and selected Asian countries.

Wild, traceable, sustainable: the blue MSC label is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard, a science-based set of requirements for sustainable fishing.

We are inter-dependent on our oceans as they play a significant role in determining our climate, supply of food, maintains livelihoods, and for many of us, they are a part of our identity and a breathtaking wonder.

There is no doubt our oceans are under tremendous pressure – overexploitation, pollution and effects of global warming. Every decision we take and make, big or small, will navigate the trajectory of our nations, people and communities.

The growing demand around the world in the past two decades for MSC certified seafood, now valued at over US\$8 billion has incentivised tangible improvements on our seas from increasing fish populations, protection of marine habitats and the surrounding eco system, as well as effective management regimes in place.

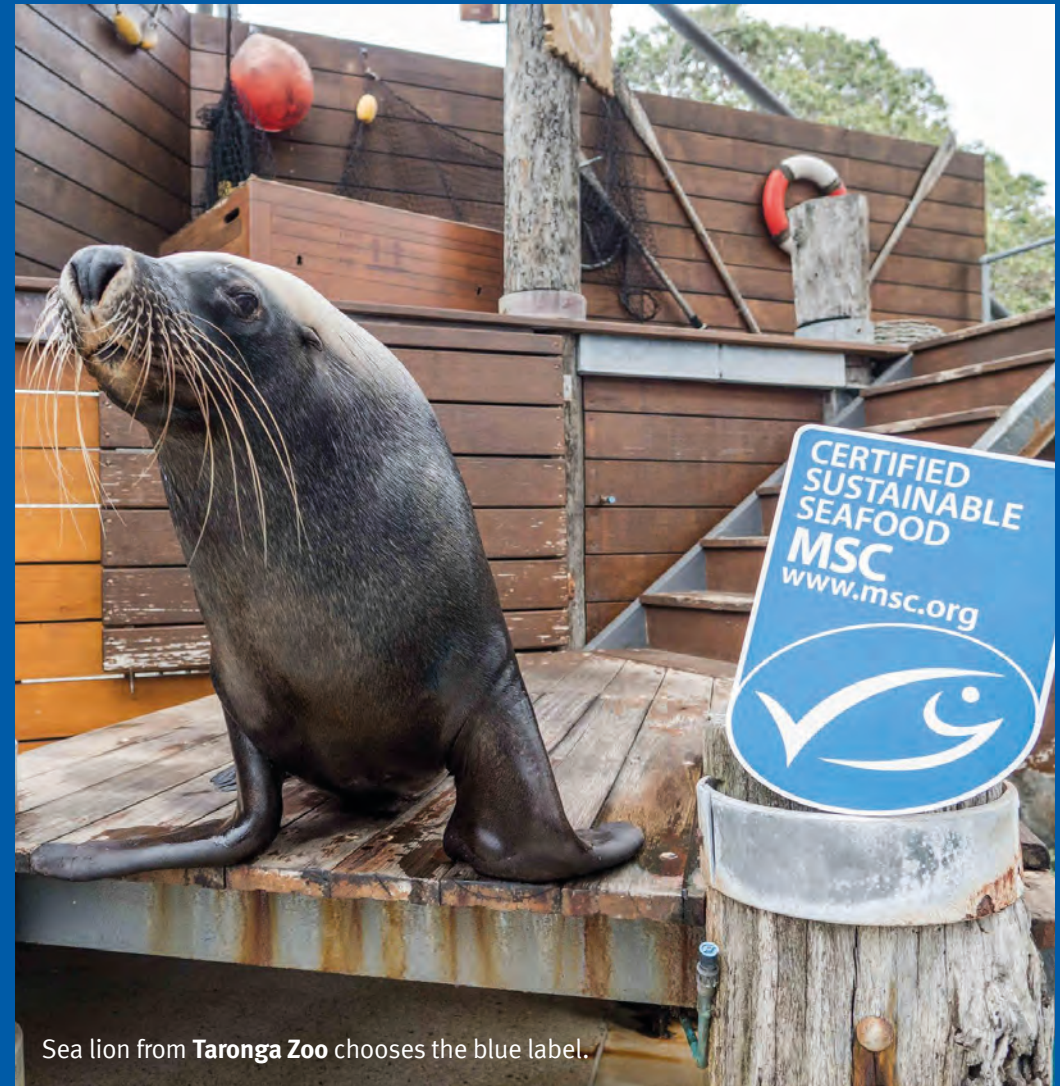
Your choice is enabling this positive change. When you choose the blue fish tick, you are also responding to growing consumer expectations on the importance of having a third-party certified label on seafood products.

We encourage more wholesalers, suppliers, retailers, brands, chefs, caterers, restaurants, hotels, airlines, cruise/shipping companies, health supplements, pet food brands and any institutions that use and serve seafood to join this movement, in order to create lasting, impactful change.

This gallery will hopefully be a good starting point in terms of reviewing and considering the range of MSC certified seafood. More information on the fishery can be seen through the MSC website and the hyperlinks provided.

Thanks to those of you who are keen to support not just the MSC mission, but your organisational intent and in many cases, your own personal desire to conserve our oceans and its vibrant biodiversity today, tomorrow and into the longer term.

Anne Gabriel
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Sea lion from **Taronga Zoo** chooses the blue label.

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FISHERIES

01 AUSTRALIA

- ALBACORE TUNA
- BANANA PRAWN
- BLUE SWIMMER CRAB
- CRYSTAL CRAB
- ENDEAVOUR PRAWN
- GREENLIP, BROWNLIP & ROE ABALONE
- HOKI / BLUE GRENADIER
- KING PRAWN
- MACKEREL ICEFISH
- PATAGONIAN TOOTHFISH (CHILEAN SEABASS)
- PIPIS
- ROCK LOBSTER
- SARDINE
- SAUCER SCALLOP
- SEA CUCUMBER
- SEA MULLET
- SILVER LIPPED PEARL OYSTER
- SWORDFISH
- TIGER PRAWN
- WESTERN ROCK OCTOPUS
- YELLOWFIN TUNA



02 NEW ZEALAND

- ALBACORE TUNA
- ANTARCTIC TOOTHFISH
- HAKE
- HOKI / BLUE GRENADIER
- ORANGE ROUGHY
- PINK LING
- SKIPJACK TUNA
- SOUTHERN BLUE WHITING

03 WESTERN AND CENTRAL PACIFIC OCEAN

- ALBACORE TUNA
- SKIPJACK TUNA
- YELLOWFIN TUNA

04 JAPAN

- BLUEFIN TUNA
- SCALLOP

05 VIETNAM

- CLAM

06 INDONESIA

- SKIPJACK TUNA
- YELLOWFIN TUNA

MSC CERTIFIED SPECIES





LOBSTER (PANULIRUS CYGNUS)

The Western Rock Lobster industry is an iconic, world-class fishery that is based on the spiny lobster along Western Australia's coast between Shark Bay and Cape Leeuwin. It was the world's first fishery to be certified as sustainable by the Marine Stewardship Council (MSC) in 2000.

DID YOU KNOW?

The Western Rock Lobster is sometimes called 'crayfish' or 'crays'. Their long antennae are used for navigation, self-defence and communicating. They can live for more than 20 years and grow to weigh 5 kg. They can regrow legs and antennae lost because of skirmishes with predators.

TRENDS:

Western Australia rock lobster is the most valuable single-species fishery in Australia. Exported to China and sold domestically in Australia.



LOBSTER WITH PASSION FRUIT AND MUSTARD



CERTIFIED FISHERY

Australian Western Rock Lobster, Western Australia **Since 2000**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Traps – pots





BLUE SWIMMER CRAB (PORTUNUS ARMATUS)

The Peel-Harvey Estuary, south of Perth, Western Australia, makes history as the world's first shared commercial and recreational fishery to jointly achieve MSC certification and carry the MSC blue fish tick. Close to 100 tonnes of crab a year are landed by commercial fishers, all of which are sold locally, and similar amounts are caught by recreational fishers.

DID YOU KNOW?

A powerful swimmer and voracious hunter and scavenger, blue swimmer crabs are sometimes called 'blue manna' or 'blueys'. The biggest blue swimmer crab caught in WA weighed more than a kilogram.

Blue swimmer crabs eat small fish and crustaceans, molluscs, worms, and occasionally, algae and seagrass. In turn, they are prey for fish and birds. When juvenile or adult, they are vulnerable to various fishes and birds eating them.

TRENDS:

The blue swimmer crab is also a dinner table favourite. They yield about 35% meat, are medium priced and have a mild, sweet, nutty flavour. Sold mostly for domestic consumption in Australia.



CERTIFIED FISHERY

Peel Harvey Estuarine (Recreational & Commercial) **Since 2016**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Traps



CRYSTAL CRAB (CHACEON ALBUS)

The crystal crab is endemic to the deep coastal waters off the Western Australian coast. The MSC certified Australian West Coast Deep Sea Crab fishery is closely managed in allowable harvest, protection through size limits with restrictions to protect bycatch.

DID YOU KNOW?

Like all crabs, the crystal crab is a decapod, which means it has 10 legs. Crabs are scavengers, which means they feed on dead animals and plant material. Sometimes called snow crabs, they are known to be slow growing, as are most other deep-water species, and may live up to 30 years of age.

TRENDS:

The crystal crab is considered one of the best tasting crab around the world because it grows and lives in such an unpolluted and stable environment. Most of the catch is sold live to Asian markets, both domestically and internationally.



CERTIFIED FISHERY

Australian West Coast Deep Sea Crab **Since 2016**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Traps - pots



SOUTHERN BLUE WHITING (MICROMESISTIUS AUSTRALIS)



Two southern blue whiting fisheries are MSC certified in the New Zealand Exclusive Economic Zone (EEZ), to the south and southeast of South Island. The Deepwater Group, which represents quota owners, works in close partnership with Fisheries New Zealand in managing the stocks.

DID YOU KNOW?

Southern blue whiting are widely dispersed most of the year but form dense schools when they come together to spawn. They are an important food source for other species and play an important role in the pelagic ecosystem.

TRENDS:

Delicate, moist and easily flaked flesh characterises southern blue whiting. It has a low oil content and firmer flesh than the blue whiting from the northern hemisphere. Like other New Zealand deep water finfish species, southern blue whiting is taken commercially, and the majority is exported to Europe, Japan, Russia and Spain.



CERTIFIED FISHERY

New Zealand Southern Blue Whiting Trawl **Since 2012**



LOCATION

Southwest Pacific



GEAR TYPE

Trawl - midwater trawl
Trawl - other



SARDINE (SARDINOPS SAGAX)



The South Australia Sardine Fishery has become the first sardine fishery in the southern hemisphere to earn the MSC blue fish tick. It is the largest wild catch fishery in Australia—by volume to be certified thanks to a joint commitment between the South Australian Sardine Industry Association and the Department of Primary Industry and Regions South Australia (PIRSA).

DID YOU KNOW?

The term “sardine” was first used in English during the early 15th century and may come from the Mediterranean island of Sardinia, around which sardines were once abundant. Sardines feed almost exclusively on zooplankton, “animal plankton”, and congregate wherever this is abundant.

TRENDS:

Sardines are commercially fished for a variety of uses: for bait; for immediate consumption; for drying, salting, or smoking; and fish meal or oil.



CERTIFIED FISHERY

South Australia Sardine Fishery **Since 2018**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Surrounding nets - with purse lines
(purse seines)



HOKI / BLUE GRENADIER (MACRURONUS NOVAEZELANDIAE)

In Australia, hoki, also known as blue grenadier, live in the waters off southern Australia, from New South Wales to Western Australia, including around the coast of Tasmania.

The fishery is one of Australia's most commercially important. In 2001, New Zealand hoki was the first large-scale whitefish fishery to achieve MSC certification. Like all major commercial fisheries in New Zealand waters hoki is managed by Fisheries New Zealand using a quota management system.

DID YOU KNOW?

Hoki is a fast-growing, long, sleek fish, living for 20-25 years and can grow to over a metre in length. It is caught using both mid-water and bottom trawl. There are seams of fat that surround hoki flesh, which although not visually appealing, are full of essential Omega-3 fatty acids. Adults are between five and 20 years old.



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TRENDS:

Hoki flesh is delicate, succulent, and tastes slightly sweet, producing a medium flake once cooked. It is more flavourful than most other white fish because of its higher fat content but is still relatively mild tasting. Hoki is usually sold as frozen fillets internationally with most fresh hoki marketed in New Zealand and Australia, though limited supplies are available for export to the USA, Europe and Japan.



CERTIFIED FISHERY

New Zealand Hoki **Since 2001**

[Australia Blue Grenadier Since 2015](#)



LOCATION

Eastern Indian Ocean,
Southwest Pacific

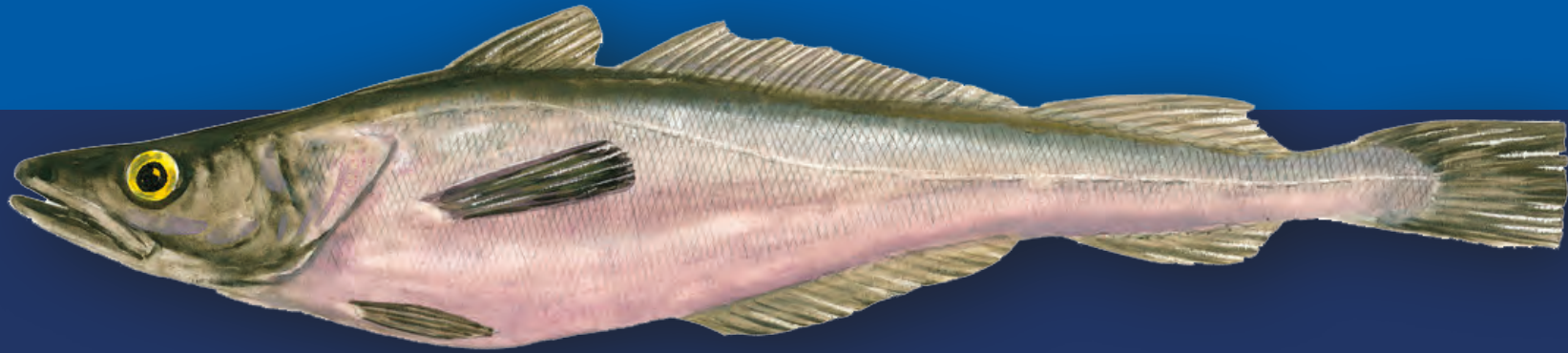


GEAR TYPE

Trawl - bottom trawl
Trawl - midwater trawl



HAKE - SOUTHERN (MERLUCCIUS AUSTRALIS)



The fishery operates in the New Zealand Exclusive Economic Zone (EEZ) in three management areas around the country's South Island. The major commercial fisheries in New Zealand waters are managed by Fisheries New Zealand, through a quota management system.

DID YOU KNOW?

This species of hake is restricted to New Zealand, but there are more than a dozen hake and whiting species that inhabit temperate and cold waters in the northern and southern hemispheres. Hake have a maximum age of at least 25 years and reach sexual maturity between six and ten years.

TRENDS:

Hake flesh is moist and white with few bones and a soft, delicate texture. Hake, like its relative hoki, is particularly suitable for making fast-food products like fish fingers. Most of the catch is exported to Australia, Europe, Japan, Korea and South Africa.



CERTIFIED FISHERY

New Zealand Hake Trawl **Since 2014**



LOCATION

Southwest Pacific



GEAR TYPE

Trawl - bottom trawl



MACKEREL ICEFISH (CHAMPSOCEPHALUS GUNNARI)



Mackerel icefish are distributed widely in sub-Antarctic latitudes, mainly around islands. The Australia mackerel icefish fishery is in the waters off Heard Island and McDonald Islands (HIMI).

DID YOU KNOW?

Mackerel icefish are part of a group of species found exclusively in the Southern Ocean known as ‘white blooded’ fish. These species survive without the red oxygen-carrying pigment, haemoglobin, in their blood cells. This means their blood is colourless. They grow to around 44cm and are thought to live 4-5 years.

TRENDS:

Most of the HIMI product is exported to Poland, Taiwan and China.



CERTIFIED FISHERY

Australian Heard Island and McDonald Islands Toothfish & Icefish Fisheries **Since 2006**



LOCATION

Antarctic and Southern & Indian Ocean

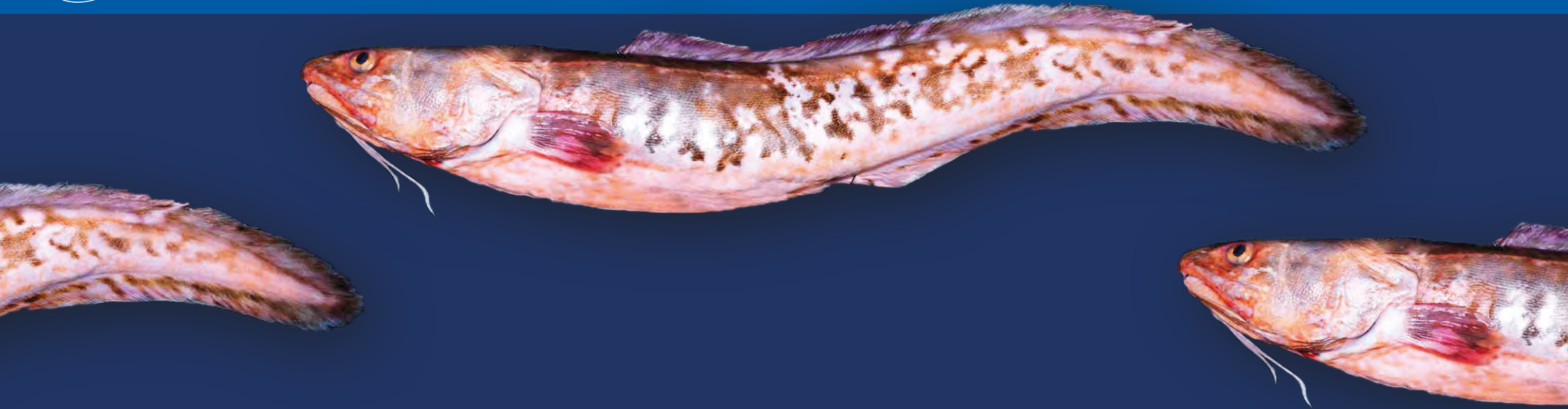


GEAR TYPE

Trawl - bottom trawl
Trawl - midwater trawl



PINK LING (GENYPTERUS BLACODES)



The fishery operates in five areas of the New Zealand Exclusive Economic Zone (EEZ), where ling are widely distributed throughout the middle depths (200–800 metres). The major commercial fisheries in New Zealand waters are managed by Fisheries New Zealand using a quota management system (QMS).

DID YOU KNOW?

The common ling is the longest and one of the largest of the cod-like fish, which can reach lengths of 200 cm and weights of 30 kg. Ling, also known as pink cusk-eel, live to a maximum age of about 30 years.

TRENDS:

Ling is a versatile, firm-fleshed fish that can be cooked in practically every way: baked, barbequed, in casserole, in curry, poached, smoked, steamed, in soup/chowder or fired. Most of the catch (over 90%) is exported to Australia, Europe, Japan, Korea and South Africa.



CERTIFIED FISHERY

New Zealand EEZ Ling Trawl and Longline **Since 2014**



LOCATION

Southwest Pacific



GEAR TYPE

Longlines
Bottom trawl



MULLET - FLATHEAD GREY (MUGIL CEPHALUS)



This fishery on the Peel Harvey Estuary, south of Perth, Western Australia comprises eleven commercial vessels licensed to catch sea mullet, using gill and haul nets. Haul nets are used to encircle a school of fish, while gill nets are static.

DID YOU KNOW?

Mullet has been a part of human diets for thousands of years – they were an important source of food for the ancient Romans. These fish are still popular and widely consumed. Mullet is also known as “jumping” or “happy mullet” because it often jumps and vigorously skips across the surface of water.

TRENDS:

Mullet is a versatile fish. The flesh is meaty and oily, substantial even. It is excellent smoked. Also try it baked; in a casserole; poached; or steamed. The roe of mullet is considered a delicacy. Catches are sold to local markets.



CERTIFIED FISHERY

Peel Harvey Estuarine Fishery (commercial) **Since 2016**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Gillnets, haulnets



ORANGE ROUGHY (HOPLOSTETHUS ATLANTICUS)

Around 70 percent of the total catch of New Zealand's orange roughy has achieved certification to the MSC Fisheries Standard and is now eligible to carry the MSC blue fish tick.

In partnership with Fisheries New Zealand, the fishing industry has invested heavily in rebuilding orange roughy stocks, including setting zero catch limits for over 10 years. They are now managed using a conservative harvest strategy supported by a comprehensive research and monitoring plan.

DID YOU KNOW?

Orange roughy are slow-growing, long-lived fish belonging to the Trachichthyidae family (roughies).

TRENDS:

Orange roughy has firm flesh with a mild flavour. It is sold skinned and filleted, fresh or frozen. Most of the catch is exported to China, the USA and Australia.



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CERTIFIED FISHERY

New Zealand Orange Roughy **Since 2016**



LOCATION

Southwest Pacific



GEAR TYPE

Trawl - Bottom trawl



BROWNLIP ABALONE (HALIOTIS CONICOPORA)
GREENLIP ABALONE (HALIOTIS LAEVIGATA)
ROE ABALONE (HALIOTIS ROEI)

Western Australia’s internationally desired brownlip, greenlip and roe abalone are the first abalone in the world to earn the MSC blue fish tick.

The abalone fishery gained certification through a Western Australia Department of Primary Industries and Regional Development program facilitating opportunities for all of the state’s fisheries to be assessed to the MSC Fisheries Standard.

Abalone divers operate from small vessels, using a ‘hookah’ (surface supplied breathing apparatus) or scuba equipment. The shellfish are prised from rocks using an ‘iron’.

DID YOU KNOW?

Unlike most other popular molluscs, including scallops, oysters and mussels which are bivalves with two shells hinged together, Abalone has just one shell. Abalone shells have led to the name ‘ear shells’ or ‘sea ears’ in many languages.



TRENDS:

This firm muscle is highly prized, especially by Asian restaurants in Australia and overseas, making abalone one of Australia’s most highly-valued seafood species. Abalone operates in a multimillion-dollar market between Australia, Japan, China and South-East Asia, and is sold canned, frozen, and increasingly as fresh product



CERTIFIED FISHERY

Western Australia Abalone **Since 2017**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Hand gathered



PEARL OYSTER - SILVER-LIPPED (PINCTADA MAXIMA)

Wild pearl oysters are hand-gathered from Australia's northwest coast, by license holders operating in Western Australia and the Northern Territory. The oysters are used for pearl meat, pearl, and mother of shell products.

DID YOU KNOW?

One day, beyond its meat and mother of pearl shell, we may see wild pearls carrying the MSC blue fish tick.

TRENDS:

The fishery is the second most valuable in Western Australia. It serves a commercial market extending from Australia to Hong Kong, the USA, Europe and Japan.



CERTIFIED FISHERY

Australia Silver Lipped Pearl Oyster **Since 2017**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Hand gathered



PIPI - AUSTRALIA (DONAX DELTOIDES)

The pipi, or Goolwa cockle as it's locally known, is a small clam-like bivalve (shellfish) that has provided Australians with sustenance since the Ngarrindjeri people first fished the region thousands of years ago.

Partnering with South Australian Research and Development Institute (SARDI), and with support from Primary Industries and Regions South Australia (PIRSA), it was the second fishery in South Australia to achieve MSC certification.

DID YOU KNOW?

Pipis are collected by hand using rakes and a technique known as the 'pipi shuffle' which has been used for generations. This well-known art has kept technology at bay, ensuring that beach craft and sustainability reign supreme.



TRENDS:

Pipis are processed and sold to local restaurants in South Australia and further afield, through supermarkets and seafood retailers, and increasingly to export markets.

Whether steamed on the BBQ, smothered in butter and garlic, or tossed through spaghetti with chilli and lemon, savvy chefs and seafood lovers alike are hooked, and the humble bivalve's popularity is growing exponentially.



CERTIFIED FISHERY

South Australia Lakes and Coorong Pipi **Since 2008**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Hand gathered



SCALLOP - SAUCER (YLISTRUM BALLOTI)

Saucer scallops are found across the tropics in Australia from Western Australia to the south coasts of New South Wales. The greatest numbers of scallops in Western Australia are found in Shark Bay and around the Abrolhos Islands. The Abrolhos scallop fishery is Australia's first scallop fishery to achieve MSC certification.

DID YOU KNOW?

Scallops survive in deep sea waters and are unable to fully close their shells. They are very unique and have eyes around their mantle. Saucer scallops have been recorded reaching 140 mm in length and live up to 3-4 years, however, most appear to live for 2-3 years and usually attain a maximum size around 115 mm.

TRENDS:

Scallops have a tender buttery texture and a sweet nutty flavour. They are versatile and used in all different cuisines around the globe in both starters and main dishes. Traditionally can be served in half shells or as scallop meat. Scallops are enjoyed locally all-around Australia and are exported to many Asian and European markets.



CERTIFIED FISHERY

Abrolhos Island and Mid-West Scallop Trawl Fishery **Since 2021**



LOCATION

Indian Ocean, Eastern



GEAR TYPE

Trawls - Otter twin trawls



SCALLOP - YESSO (PATINOPECTEN YESSOENSIS)



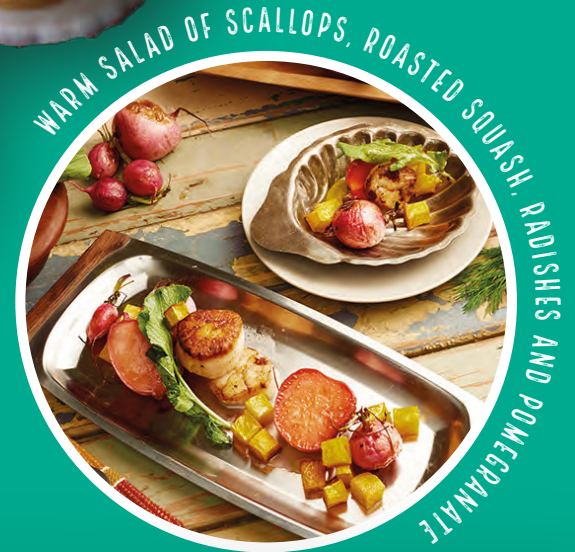
The Yesso scallop is a cold-water bivalve mollusc. It is naturally distributed in coastal, sub-Arctic areas of the eastern Pacific including the Japan Sea and southern Sea of Okhotsk—around Sakhalin Island, Hokkaido, and northern Honshu.

DID YOU KNOW?

Scallops are molluscs, a group of animals that also includes snails, sea slugs, octopus, squid, clams, mussels and oysters. Unlike the mussel and the oyster, the scallop cannot close and seal its shell completely and so can only survive in deeper, full salinity sea water.

TRENDS:

Scallops are used in various dishes according to the food culture of various countries around the world. They can be enjoyed as sashimi, sushi, and grilled scallops with shells, and in other recipes such as soups, butter sauté, meunière, gratin, and fry.



 CERTIFIED FISHERY

Japanese Scallop Hanging and Seabed Enhanced Fisheries **Since 2013**

 LOCATION

Northwest Pacific

 GEAR TYPE

Miscellaneous gear



CLAM - LYRATE HARD (MERETRIX LYRATA)

The first MSC-certified fishery in Southeast Asia, the Ben Tre clam fishery located in Vietnam's Ben Tre province covers a 65km area off the coast and contains more than 4,800 hectares of protected mangroves.

The fishery's certification has helped conserve natural resources, support local communities, and positively impact the bottom line of the business.

DID YOU KNOW?

The clams in this fishery are harvested by hand at low tide using metal rakes and collected in mesh sacks. A net to allow the return of small clams is used: the width of the rake and the size of the net mesh are closely regulated. The use of machines for harvesting clams is banned.



TRENDS:

The main markets are still local, but clam products are increasingly being exported to international markets such as the Europe, Japan, China, Taiwan and the USA.



CERTIFIED FISHERY

Vietnam Ben Tre Clam **Since 2009**



LOCATION

Western Central Pacific



GEAR TYPE

Miscellaneous gear (hand gathered)



OCTOPUS - WESTERN ROCK OCTOPUS (OCTOPUS DJINDA)

The Western Rock Octopus is a cephalopod which lives along the Western Australian coast between Esperance and Shark Bay with much of the fishing effort focussed on the waters between Bunbury and Geraldton. The octopus fishery fishes using traditional shelter pots or the more modern trigger traps both of which are highly selective with little unwanted catch. The Western Rock Octopus is a short-lived species, living for just 18 months. To respond to this, the fishery regulator manages the fishing by limiting the amount of fishing traps that can be used rather than quota which is traditionally used for longer lived marine species.

DID YOU KNOW?

Octopuses are known as ecosystem engineers in the sea as they dig out dens and use remains from prey including their shells to create homes. They are nocturnal hunters and use their amazing tentacles with suction cups to grip on to their prey as well as for moving about the ocean floor. An interesting fact, they have with 3 hearts.



TRENDS:

Traditionally eaten in many Mediterranean countries, the octopus is a growing hero dish in the culinary world. It is a versatile species which can be eaten raw, marinated, seared, fried and stewed. Exported to many Asian and European markets in its natural raw and pre-cooked states as well as value added.



CERTIFIED FISHERY

Western Australia Octopus **Since 2019**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Traps



SEA CUCUMBER - DEEP-WATER REDFISH (ACTINOPYGA ECHINITES) AND SAND FISH (HOLOTHURIA SCABRA)



Sea cucumbers are a delicacy amongst Indigenous, European and Asian cultures with some even using them for their medicinal properties. The deep-water redfish and sand fish species are found on the ocean floors of the pristine waters of North Western Australia from Exmouth to the border of the Northern Territory.

DID YOU KNOW?

Sea cucumbers are nocturnal echinoderms, a species group that includes sea stars (starfish and sea urchins). They play an important role in the marine ecosystem as they help to recycle nutrients in the water by scavenging on the ocean floors. They can live for up to 10 years.

TRENDS:

Whilst relatively neutral in taste, sea cucumbers have a jelly-like texture that holds its form when cooked in specialty dishes. They are claimed to have medicinal properties in some cultures. Sea cucumbers are harvested, processed, and exported to many Asian markets including Singapore, mainland China, Hong Kong SAR and Taiwan Province.



CERTIFIED FISHERY

Western Australia Sea Cucumber **Since 2019**



LOCATION

Eastern Indian Ocean



GEAR TYPE

Hand gathered



TIGER PRAWN (PENAEUS ESCULENTUS & P.SEMISULCATUS)

More than half of wild-caught prawns in Australia are now MSC certified. This is important, as in many cases they are found in areas of particular ecological significance, and fishing methods must not damage the delicate environmental balance.

DID YOU KNOW?

Prawn trawling is an active fishing method which involves towing a conical-shaped net spread open by two or four steel or timber trawl doors over the seabed, commonly called otter trawling. All nets in the fishery are fitted with approved devices to exclude turtles and to reduce bycatch.

TRENDS:

Serve chilled cooked tiger prawns whole with mayonnaise or aioli to show off their dramatic colour. Add to soups — their firm flesh holds together well or cook them on the barbecue. These prawns are sold fresh or frozen, raw or cooked domestically to supermarkets in Australia, as well as exported to premium Asian markets, mainly China and Japan.



CERTIFIED FISHERY

Australian Northern Prawn Since 2012
Exmouth Gulf Prawn, Australia **Since 2015**
Shark Bay, Australia **Since 2015**



LOCATION

Eastern Indian Ocean
Western Central Pacific



GEAR TYPE

Trawl - bottom trawl, otter trawl



BANANA PRAWN (FENNEROPENAEUS MERGUIENSIS & FENNEROPENAEUS INDICUS)

More than half of wild-caught prawns in Australia are now MSC certified. This is important, as in many cases they are found in areas of ecological significance, and fishing methods must not damage the delicate environmental balance.

The Northern Prawn Fishery is Australia's largest prawn fishery, which runs from Cape Londonderry in WA, all the way to the Torres Strait including the Gulf of Carpentaria.

DID YOU KNOW?

Banana prawns are mostly caught during the day, and in some areas good annual catches are linked with heavy rainfall earlier in summer. The two species can be distinguished by their leg colour—red in the redleg banana prawn, and cream or yellow in the white banana prawn.



TRENDS:

Banana prawns are a rising favourite for Australians due to their light, sweet flavour. They present well as they retain their shape when cooked. Banana prawns are more commonly used in hot dishes rather than in cold salads or platters.



CERTIFIED FISHERY

Australian Northern Prawn Fishery **Since 2012**



LOCATION

Gulf of Carpentaria



GEAR TYPE

Trawl - bottom trawl , otter trawl



ENDEAVOUR PRAWN (METAPENAEUS ENDEAVOURI & METAPENAEUS ENSIS)

Both species of endeavour prawn, red and blue, live in tropical waters. They are short-lived and fast-growing.

DID YOU KNOW?

Blue endeavour prawns have a pale brown to pink body with a sliver of bright blue or red on the tail fin. They range in weight from about 22-30g and 7-14cm in length. Red Endeavours are slightly smaller.

TRENDS:

Endeavour prawns have a medium to strong flavour, which is generally sweet, and the flesh has a firm texture. It has a low to medium oiliness. The flesh is translucent raw and when cooked becomes white with pinkish bands.



CERTIFIED FISHERY

Australian Northern Prawn Fishery **Since 2012**
Exmouth Gulf Prawn, Australia **Since 2015**



LOCATION

Eastern Indian Ocean
Western Central Pacific



GEAR TYPE

Trawl - bottom trawl , otter trawl



WESTERN KING PRAWN (PENAEUS (MELICERTUS) LATISULCATUS)

King prawns are the most commonly caught prawn in Australia. More than 50% of the wild caught prawns in Australia are now MSC certified sustainable. Spencer Gulf Prawn fishery was the first prawn fishery in Asia Pacific and the first king prawn fishery in the world to be MSC certified.

DID YOU KNOW?

King prawns are nocturnal, burrowing into the seabed during the day and emerging at night to feed.

TRENDS:

These prawns are “King” in Australia and the most popular due to their great taste, presentation and versatility in the kitchen. The prawns are sold in Australia and the USA, with additional target markets in Singapore and Europe.



CERTIFIED FISHERY

Spencer Gulf Prawn, Australia **Since 2011**
Shark Bay Prawn, Australia **Since 2015**
Exmouth Gulf Prawn, Australia **Since 2015**



LOCATION

Eastern Indian Ocean

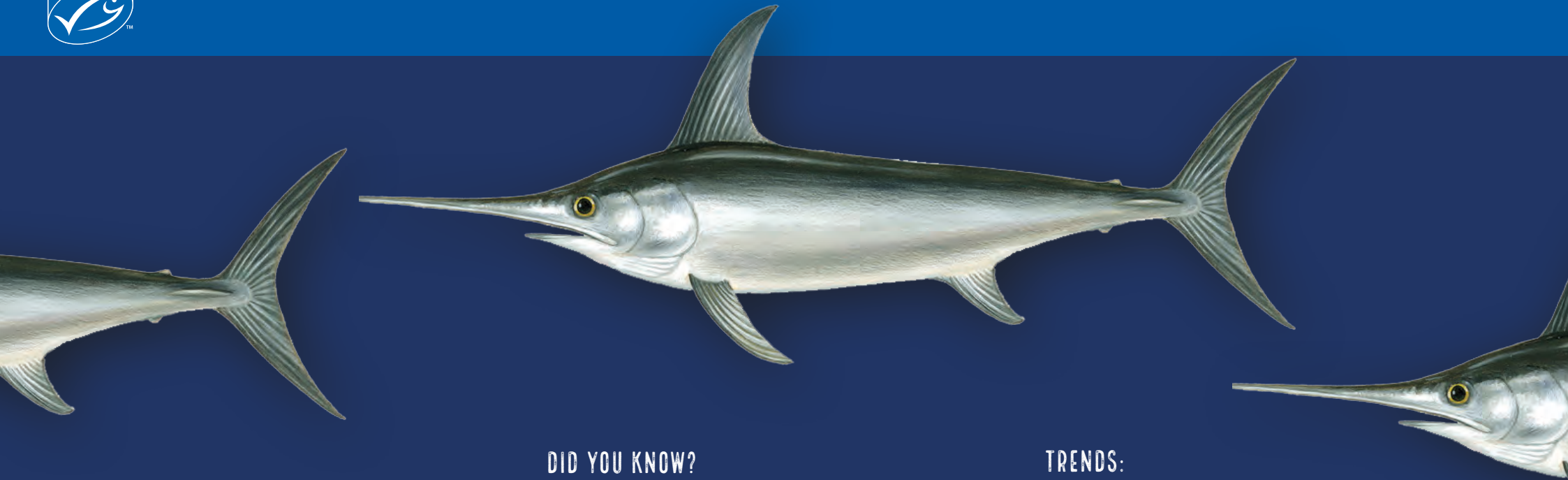


GEAR TYPE

Trawl – bottom trawl, otter trawl



SWORDFISH (XIPHIAS GLADIUS)



Swordfish are a highly migratory species and their distribution is influenced by environmental conditions and water temperature.

DID YOU KNOW?

Swordfish have special organs next to their eyes that keep their brain and their eyes warm in cold water, while greatly improving their ability to see as they mostly eat at night. They have few predators which include humans, large sharks, and killer whales. They are one of the fastest fishes in the ocean.

TRENDS:

Swordfish is one of the meatiest fishes you will find; the flesh is cut into “steaks,” making it ideal for grilling and skewering, as well as other cooking methods that don’t fare well with more delicate fish varieties. The mildly sweet flavour is perfect for the addition of marinades and sauces, and the cooked fish results in a moist, somewhat meat-like texture if it is not overcooked.



CERTIFIED FISHERY

Australia Eastern Tuna and Billfish Fishery **Since 2015**



LOCATION

Southwest Pacific



GEAR TYPE

Hooks and lines – longlines



TOOTHFISH - ANTARCTIC (DISSOSTICHUS MAWSONI)



The Ross Sea region near Antarctica is one of the most pristine environments in the world. This fishery is very tightly regulated and all vessels are required to carry two fishery observers at all times to monitor fishing activities, collect biological data and ensure that measures are taken to avoid the incidental bycatch of seabirds.

Information gathered by the fishery contributed to the establishment in 2017 of the world's largest Marine Protected Area, in the Ross Sea. To reduce the impact of the fishery, much of the squid and mackerel bait used is sourced from assessed and managed stocks from New Zealand waters.

DID YOU KNOW?

These fish have long been studied for their ability to produce anti-freeze proteins that keep their blood from crystallizing. They live to almost 50 years of age and grow relatively slowly. They likely mature between 13 and 17 years of age (120-133 cm in length).

TRENDS:

Main markets are currently in the USA, Asia and Europe.



CERTIFIED FISHERY

Ross Sea Toothfish Longline **Since 2010**



LOCATION

Antarctic & Pacific



GEAR TYPE

Hooks and lines – set longlines



FISH - PATAGONIAN (DISSOSTICHUS ELEGINOIDES)



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Patagonian toothfish (also known as Chilean seabass) is a large predatory and opportunistic scavenging fish that can reach an age of around 50 years and grows close to 2m in length.

The Macquarie Island fishery is in the waters off Macquarie Island, 1,500km southeast of Tasmania, includes one of the largest marine protected areas in the world, covering 162,000km² – more than a third of the waters around the island. The Heard Island and McDonald Islands (HIMI) fishery is located within a remote group of volcanic islands in the Southern Ocean, 4,000km southwest of Perth.

DID YOU KNOW?

Toothfish are slow to mature, and populations have previously been severely depleted by overfishing, particularly Illegal, Unregulated and Unreported fishing. However, stocks are rebuilding, and more than half the total catch now comes from certified sustainable fisheries.

TRENDS:

Its white, flaky, moist flesh is highly sought after by chefs due to its versatility and being rich in Omega 3 fatty acids. Main markets are currently in the USA, Asia and Europe.



CERTIFIED FISHERY

Australian Heard Island and McDonald Islands **Since 2012**
Macquarie Island (MI) Toothfish **Since 2012**



LOCATION

Southwest Pacific, Antarctic and Southern & Indian Ocean

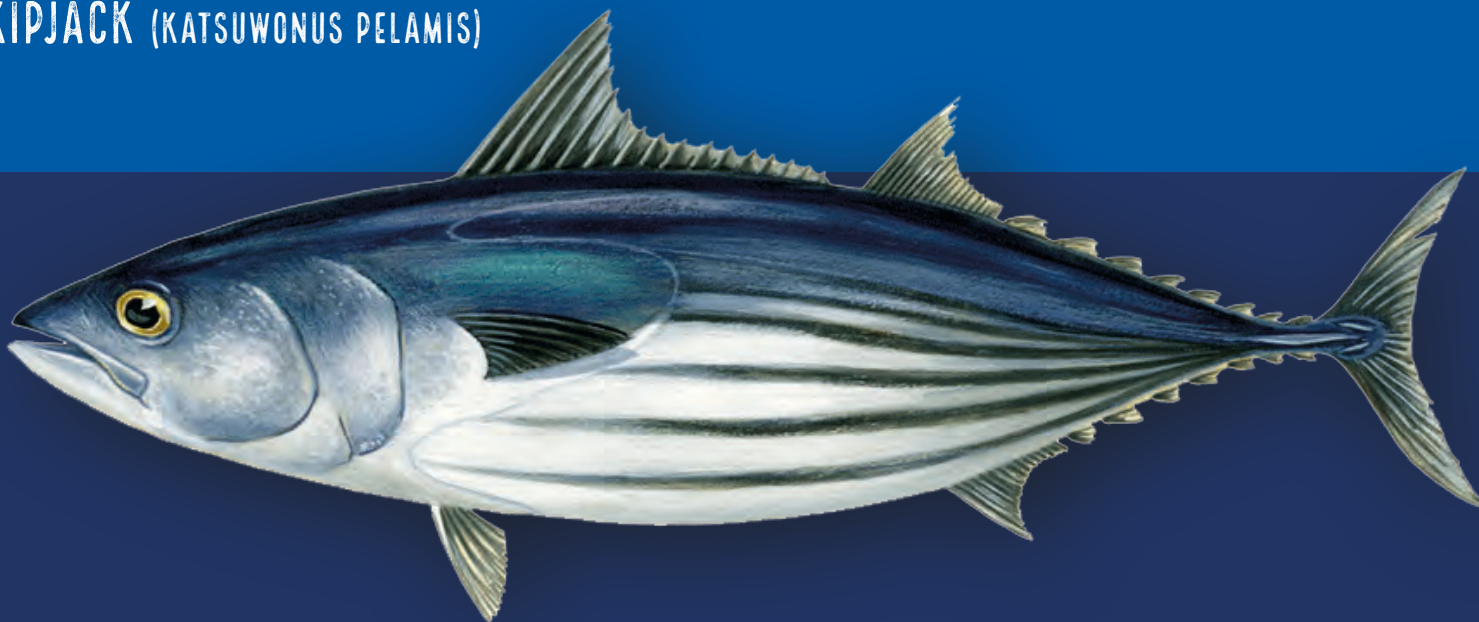


GEAR TYPE

Hooks and lines – set longlines
Trawl - bottom trawl, midwater trawl



TUNA - SKIPJACK (KATSUWONUS PELAMIS)



Skipjack are a highly productive and migratory tuna exhibiting great variability in life history characteristics. They grow up to a metre in length and gather in surface shoals of up to 50,000 individuals. They spawn throughout the year, reproducing at a greater rate than other species of tuna and are responsible for more than half the world tuna harvest.

DID YOU KNOW?

Skipjack are the smallest and most abundant of the major commercial tuna species, with a lifespan of about 8-12 years. Although tuna provide food and livelihoods for people, they are more than just seafood. They are also a top predator in the marine food chain, maintaining a balance in the ocean environment.

TRENDS:

Most skipjack is processed into canned products.



CERTIFIED FISHERY

PNA Western and Central Pacific Skipjack and Yellowfin, Unassociated / Non FAD Set, Tuna Purse Seine **Since 2011**

Tri Marine Western and Central Pacific **Since 2016**

Solomon Islands Skipjack and Yellowfin Tuna Purse Seine and Pole and Line **Since 2016**

Talley's New Zealand Skipjack Tuna Purse Seine **Since 2017**

WPSTA Skipjack and Yellowfin Tuna Free School Purse Seine **Since 2018**

Sorong Pole Fishery, Indonesia **Since 2019**



LOCATION

Pacific
Indonesia



GEAR TYPE

Surrounding nets with purse lines
(purse seines)
Pole and line
Hooks and lines



TUNA - YELLOWFIN (THUNNUS ALBACARES)



Yellowfin is one of the largest species of tuna in the world. They are torpedo-shaped with dark metallic blue backs, yellow sides, and a silver belly. They have very long anal and dorsal fins and finlets that are bright yellow. They are highly migratory and are found throughout the Pacific, Atlantic and Indian Oceans.

DID YOU KNOW?

Yellowfin can live up to seven years. Their torpedo shaped body gives them the ability to move at top speeds but also to move around for very long periods of time.

TRENDS:

Yellowfin tuna is available fresh, frozen, and canned. Canned yellowfin tuna is sometimes marketed as “light” tuna and is slightly darker than albacore. Fresh and frozen yellowfin is sold as loins and steaks.



CERTIFIED FISHERY

PNA Western and Central Pacific **Since 2011**

Fiji Longline Fishery **Since 2012**

Cook Islands Longline Fishery **Since 2015**

Australia Eastern Tuna and Billfish Fishery **Since 2015**

Solomon Islands Skipjack and Yellowfin Tuna Purse Seine and Pole and Line **Since 2016**

American Samoa EEZ Longline Fishery **Since 2017**

Federated States of Micronesia Longline Fishery **Since 2018**

French Polynesia Longline Fishery **Since 2018**

WPSTA Skipjack and Yellowfin Tuna Free School Purse Seine **Since 2018**

Maluku Indonesian Yellowfin Handline **Since 2020**

Indonesia pole-and-line and handline of Western and Central Pacific Archipelagic Water **Since 2021**



LOCATION

Pacific
Indonesia



GEAR TYPE

Hooks and lines – longlines
Surrounding nets with purse lines
(purse seines)



TUNA - ALBACORE (THUNNUS ALALUNGA)



Albacore is a highly migratory fish that roams all the world’s tropical and temperate oceans. Due to their fast metabolism and high oxygen requirement albacore are always on the move and never rest. Unlike other tuna species that mainly eat small fish, albacore feed almost entirely on squid.

DID YOU KNOW?

Albacore tuna have a life span of 11 to 12 years, but they reach reproductive maturity at around five to six years. During spawning, females produce between 800,000 and 2.6 million eggs.

TRENDS:

This tuna species is often marketed as “white tuna” in supermarkets and is mostly canned.

Most albacore is caught by longline and is landed whole into a variety of canneries, notably in Thailand and American Samoa. Recently, a significant proportion of albacore has also been exported to canneries in Spain. Albacore is also sold fresh as sashimi in domestic, Japanese and US markets. MSC certification has offered new opportunities for marketing of canned product, which can be exported globally.



CERTIFIED FISHERY

- New Zealand Tuna Troll **Since 2011**
- Fiji Longline Fishery **Since 2012**
- Cook Islands Longline Fishery **Since 2015**
- Australia Eastern Tuna and Billfish Fishery **Since 2015**
- American Samoa EEZ Longline Fishery **Since 2017**
- French Polynesia Longline Fishery **Since 2018**



LOCATION

Pacific

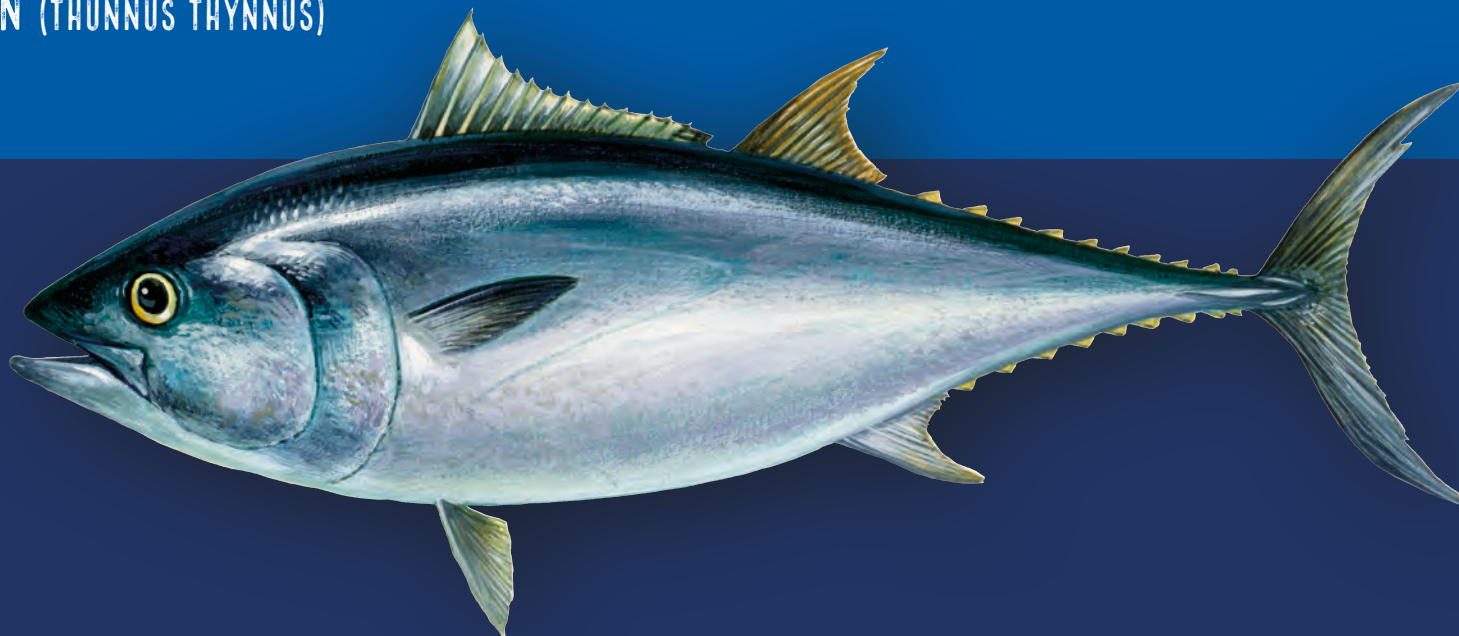


GEAR TYPE

Hooks and lines – longlines
trolling lines



TUNA - BLUEFIN (THUNNUS THYNNUS)



Bluefin Tuna is the largest of all the tuna species and are well camouflaged in the oceans with their distinct blue back colour on its back.

After the devastation of the 2011 earthquake and tsunami, the CEO of the Usufuku Honten fishery made it his plight to be responsibly providing food and to passing along the fishing industry to future generations. Already having served 5 generations, there is many more to come.

DID YOU KNOW?

Built like torpedos with retractable fins on the sides of their bodies, bluefin tuna can swim up to 40 miles an hour. They are great hunters of the ocean with their spectacular vision and eat a variety of fish as well as crustaceans, including crabs, lobsters, crayfish, shrimp and krill. They can grow up to 700kg in size.

TRENDS:

Being a fattier fish, it has a distinctive medium-full flavour and a firm, “meaty” texture with large flakes. Bluefin tuna has an iconic lighter pink colour featuring a higher fat content to the leaner deep red coloured cuts. Traditionally served raw in sashimi dishes, it is also eaten seared or even braised in traditional islander dishes. A highly prized fish in Japan and much of Asia.



CERTIFIED FISHERY

Usufuku Honten Northeast Atlantic
Longline Bluefin Tuna Fishery **Since 2020**



LOCATION

Northeast Atlantic





GEAR TYPE

Hooks and lines – longlines

CONNECTING SUPPLY AND DEMAND FOR SUSTAINABLE SEAS

The list of species from the respective fisheries listed in this eBook are all currently certified at the time of producing this material. Status may change so it is advisable to always confirm from the information on the **MSC website**.

- 
- Arolhos Island and Mid-West Scallop Trawl
 - American Samoa EEZ Longline Fishery
 - Australia Eastern Tuna and Billfish Fishery
 - Australian Heard Island And McDonald Islands
 - Australian Heard Island And McDonald Islands Toothfish & Icefish Fisheries
 - Australia Blue Grenadier
 - Australian Northern Prawn Fishery
 - Australian West Coast Deep Sea Crab
 - Australian Western Rock Lobster, Western Australia
 - Australia Silver Lipped Pearl Oyster
 - Cook Islands Longline Fishery
 - Exmouth Gulf, Australia
 - Federated States Of Micronesia Longline Fishery
 - Fiji Longline Fishery
 - French Polynesia Longline Fishery
 - Japanese Scallop Hanging And Seabed Enhanced Fisheries
 - Macquarie Island (MI) Toothfish
 - New Zealand EEZ Ling Trawl And Longline
 - New Zealand Hoki
 - New Zealand Orange Roughy
 - New Zealand Southern Blue Whiting Trawl
 - New Zealand Tuna Troll
 - Peel Harvey Estuarine (Recreational & Commercial)
 - PNA Western And Central Pacific
 - PNA Western And Central Pacific Skipjack And Yellowfin, Unassociated / Non Fad Set, Tuna Purse Seine
 - Ross Sea Toothfish Longline
 - Shark Bay, Australia
 - Solomon Islands Skipjack And Yellowfin Tuna Purse Seine And Pole And Line
 - South Australia Lakes And Coorong Pipi
 - Spencer Gulf Prawn, Australia
 - Talley's New Zealand Skipjack Tuna Purse Seine
 - The South Australia Sardine Fishery
 - Tri Marine Western And Central Pacific
 - Usufuku Honten Northeast Atlantic Longline Bluefin Tuna
 - Vietnam Ben Tre Clam
 - Western Australia Abalone
 - Western Australia Octopus
 - Western Australia Sea Cucumber
 - WPSTA Skipjack And Yellowfin Tuna Free School Purse Seine



The cover illustration of the Western Rock Lobster was created by **Dr. Lindsay Marshall**. She is a shark scientist, shark fin ID specialist and natural history artist.

Australia's Western Rock Lobster Fishery was the world's first to achieve MSC certification in 2000.

The list of species from the respective fisheries listed in this eBook are all currently certified at the time of producing this material. Status may change, so it's advisable to always confirm from the information on the website fisheries.msc.org/en/fisheries

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THANK YOU

FOR CATALYSING CHANGE ON THE WATER BY CHOOSING
SUSTAINABLE SEAFOOD, CERTIFIED TO A ROBUST
AND CREDIBLE STANDARD.

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