

PRESS RELEASE
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Newfoundland and Labrador snow crab fishery to undergo MSC assessment

(St. John's, NL) One of the world's largest snow crab fisheries is entering full assessment against the Marine Stewardship Council (MSC) environmental standard for well-managed and sustainable wild capture fisheries. The Newfoundland and Labrador snow crab fishery announced today on the eve of the Boston Seafood Show that it has started the process that will soon place it under full assessment with the world's leading independent environmental certification and eco-labelling program.

Derek Butler, Executive Director for the Association of Seafood Producers (ASP) in Newfoundland & Labrador (NL), says: "Entering full assessment for snow crab – and succeeding - will represent a great achievement for this fishery. The MSC process helps advance the sustainability of fisheries through marketplace forces. It is the democracy of the marketplace. This is an exciting step for this fishery, good for the market, good for the resource, and good for sustainability."

ASP, whose members produce over 80% of the quota in the province, is already the client for one of the largest coldwater shrimp fisheries in the world, the Canadian Northern Prawn fishery.

Accredited certification body Intertek Moody Marine will conduct the independent evaluation of the fishery, and will be responsible for assembling a team of experts that will examine the status of the fish stock, the impact of the fishery on the marine eco-system and the effectiveness of its management systems. If the fishery is certified and traceability is established, the fishery will be able to use the distinctive blue MSC eco-label on product packaging. The MSC's eco-label offers consumers a quick and easy way to make the best environmental choice in seafood.

"While a formal announcement is pending, we are excited and want the market to know now as we head into the Boston Seafood Show," says Butler. "In total, almost 140 fisheries around the world are now part of the MSC program, fully certified. We're pleased to continue that relationship as we get ready for the full assessment of our snow crab fishery. We owe it to ourselves, to the market place and to future generations, to ensure our fisheries are sustainable."

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Information on all fisheries certified to the MSC standard and lists of seafood products bearing the MSC eco-label are available on the MSC website at www.msc.org. Information about ASP and its member-crab producers can be found at www.seafoodproducers.org.