



SUSTAINABILITY MANIFESTO

Markets Advisory Council on 3 July 2026

THE MAIN FEATURES OF THE MANIFESTO

- **Holistic approach** to sustainability for the seafood industry
- Covers every single aspect of the **seafood supply chain**
- Involvement of **experts** from national associations and leading companies
- Expert advice of the FAO on the vital chapter covering human rights in the sector and the overall content



The Manifesto's Chapters

CHAPTER ONE

The role of Fish and Seafood in healthy and sustainable diets



CHAPTER FOUR

Responsible Manufacturing & Processing

CHAPTER TWO

Responsible Fisheries & Healthy Oceans



CHAPTER FIVE

Protecting human rights & promoting community development

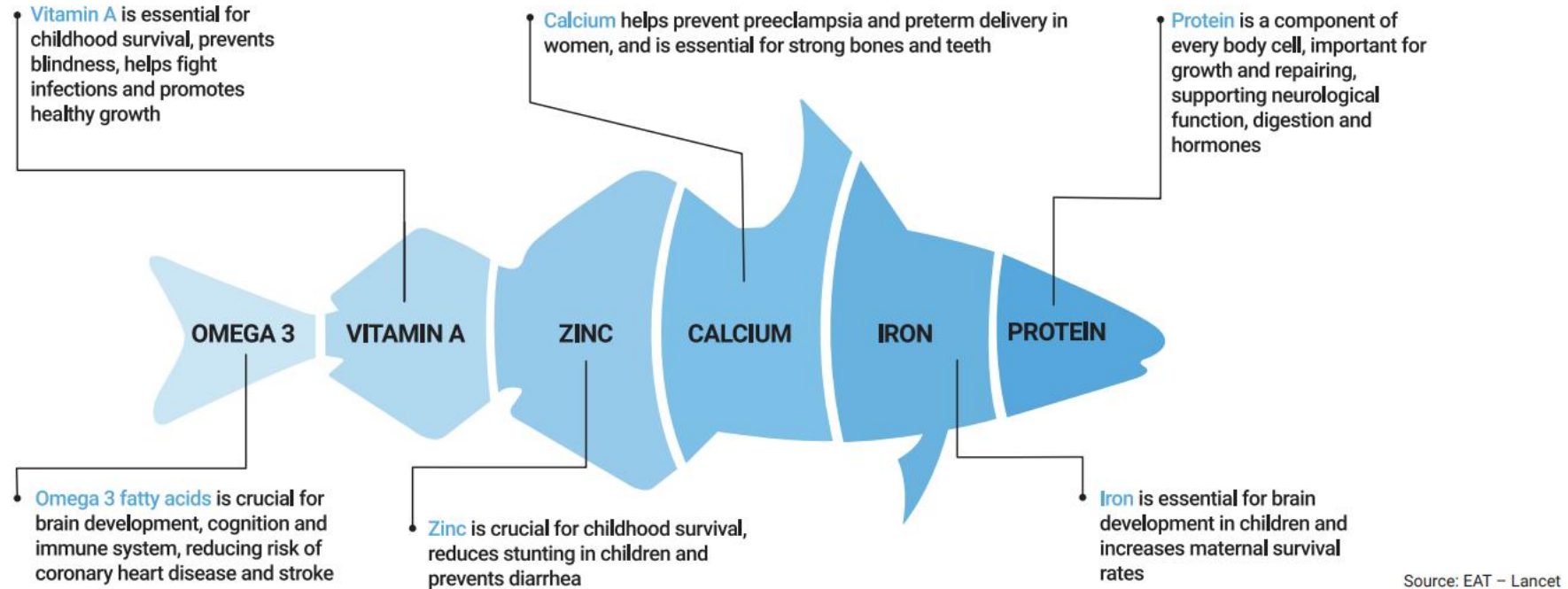
CHAPTER THREE

Responsible Aquaculture



CHAPTER SIX

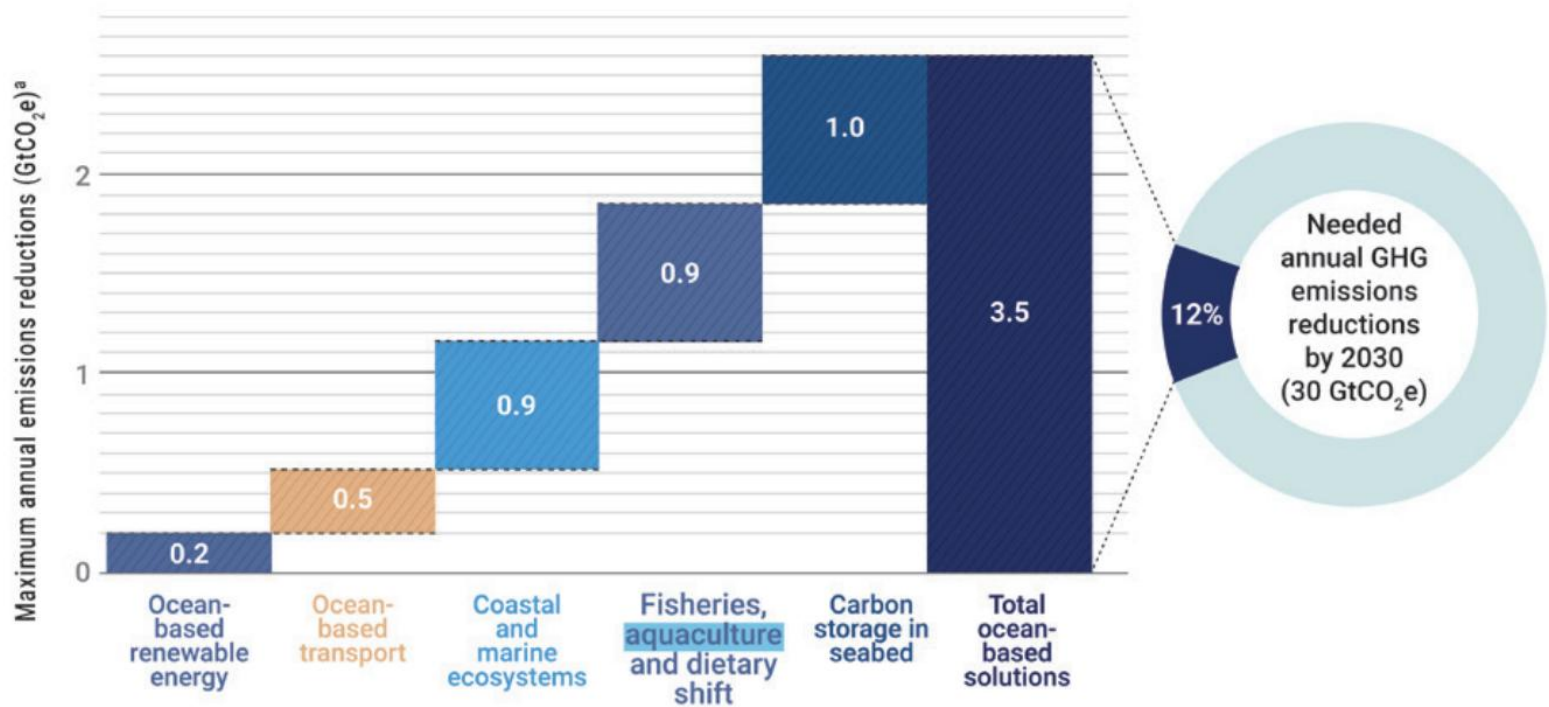
Responsible Communication



Chapter One - looks at the crucial role which seafood plays in global nutrition and the need to make those benefits accessible and affordable for all.

- *Seafood is widely prized as a rich source of protein; there is emerging and robust scientific evidence which demonstrates its broader significance for human nutrition and health. Rich in essential fatty acids and other vital nutrients, seafood makes a far greater dietary contribution than commonly believed.*
- *aids Cardiovascular and Metabolic Health - lowers risk of Cancer - aids Cognitive Health*
- *It is a vital component of future food security, both in helping to combat problems of hunger and in providing balanced nutrient intakes to tackle obesity.*
- *a range of byproducts not suitable for direct human consumption can be transformed into valuable raw materials and resources for the aquacultural, pharmaceutical, agricultural, and cosmetic industries, adding further societal and ecological benefits.*
- *In this respect - industry pledges to innovate and continuously improve our performance, guided by scientific research and an unwavering commitment to best practice methods.*

Figure 2: Contribution of Five Ocean-Based Climate Action Areas to Mitigating Climate Change in 2030 (Maximum GtCO₂e)



Note: To stay under a 1.5°C change relative to pre-industrial levels.

Source: Hoegh-Guldberg, O., et al. 2019. "The Ocean as a Solution to Climate Change: Five Opportunities for Action." Washington, DC: World Resources Institute. https://oceanpanel.org/sites/default/files/2019-10/HLP_Report_Ocean_Solution_Climate_Change_final.pdf.

CHAPTER TWO

Responsible Fisheries & Healthy Oceans

“Sustainable fishing helps maintain healthy and diverse ocean ecosystems and minimise impacts on endangered, threatened and protected species... We need to manage fish stocks, globally, on a sustainable basis so they can continue to provide renewable, healthy, affordable and low-carbon protein for humanity.”⁸ - Marine Stewardship Council.

⁸ <https://www.msc.org/en-us/what-we-are-doing/our-approach/what-is-sustainable-fishing>

2.1. As representatives of the European Union seafood industry, we recognise the critical importance of maintaining the health and sustainability of our oceans. As stewards of marine resources, we commit to playing our part to foster responsible practices that ensure the long-term viability of fisheries, the preservation of marine ecosystems, and the economic prosperity of coastal communities. This section of the Manifesto outlines our commitment to supporting responsible fishing practices and our role in ensuring the sustainability of our oceans for generations to come.

2.2. The scope of this section encompasses the responsible management of the initial stages of harvesting in wild fisheries⁹ through to the final stages of landing for wild-caught fish and seafood. We stand united in recognising our essential role and profound responsibility in helping to shape the future of our oceans and fisheries. Our commitment extends beyond the boundaries of our industry, reaching into the very heart of marine ecosystems and the broader global community. This section of the

⁹ Wild fishery is defined as fish and seafood wild caught and excludes any form of aquaculture.

Manifesto is a testament to our unwavering dedication to sustainable practices and environmental stewardship.

2.3. Envisioning a world where oceans brim with life, we are dedicated to maintaining fish and seafood stocks that are not only robust and resilient but also managed to thrive in synchrony with the rhythms of the natural world. We see a future defined by our actions today—a future where our practices support the long-term sustainability of marine resources, ensuring that these treasures are preserved for the generations to come.

Explains why responsible fishing and healthy oceans are fundamental:

- includes responsible management of the initial stages of harvesting in wild fisheries through to the final stages of landing for wild-caught fish and seafood.
- emphasizes science-based resource management, fishing best practices, and the importance of transparency, traceability, and international cooperation.

CHAPTER THREE

Responsible Aquaculture

“Aquaculture has undeniably established its crucial role in global food security and nutrition, reducing the supply-demand gap for aquatic food.¹⁰” – FAO State of World Fisheries and Aquaculture Report 2022.

¹⁰ <https://openknowledge.fao.org/server/api/core/bitstreams/9df19f53-b931-4d04-acd3-58a71c6b1a5b/content/sofia/2022/expanding-sustainable-aquaculture-production.html>



3.1. As the global population grows, the demand for sustainable food intensifies. Aquaculture holds immense potential to meet this need — if done responsibly. Unsustainable practices threaten marine ecosystems, local communities, and future food security. This Manifesto calls for a collective commitment to responsible aquaculture practices that prioritise environmental stewardship, social equity, and economic viability. By embracing innovation, minimising waste, and ensuring the well-being of aquatic life, we can contribute to the sustainable development of aquaculture into a

solution for feeding the world sustainably. Together, we must protect our oceans, rivers, and wetlands, ensuring that aquaculture thrives in harmony with nature and benefits all of humanity. This is our moment to lead change and secure a sustainable future.

3.2. Aquaculture has increased by 6.6% since 2020, contributing over 57% of aquatic animal products used for direct human consumption. In fact, the most recent 2024 State of World Fisheries and Aquaculture report on the status of fisheries and aquaculture indicates that for the first time,

- addresses the parallel need for responsible aquaculture
- focuses on sustainable farming practices that minimize environmental impacts while maximizing productivity and fish health
- includes innovations in feed, health management, and farming systems that promote ecological balance
- Responsible Farm Management
- Animal welfare
- Precision feed and feeding
- Appropriate Medicine Use
- Transparency and verification of best practices

CHAPTER FOUR

Responsible Manufacturing & Processing

“Climate change and overfishing transform ocean ecosystems, that is why reducing greenhouse gas emissions and fishing sustainably are so important for ocean health. Food is an important part of total greenhouse gas emissions and major reductions of dietary emissions can be achieved by shifting from red meat to low-impact seafood, a shift that would also come with beneficial health effects.¹⁴”
- Friederike Ziegler, Senior Scientist, RISE Research Institutes of Sweden.

¹⁴ Ziegler, F. (2003). Environmental impact assessment of seafood products. Environmentally-Friendly Food Processing, 70–92. <https://doi.org/10.1016/B978-1-85573-677-1.50010-0>

- Reducing Greenhouse Gas Emissions
- Understanding Factory / Manufacturing & Corporate Carbon Footprints
- Setting ambitious Science Based Targets Initiative (SBTI): recommended public carbon reduction targets
- Responsible Energy Management
- Responsible Transportation
- Responsible Product Design
- Responsible Water Management
- Responsible Waste Management
- Supply Chain Transparency & the role of External and independent certifications



CHAPTER FIVE

Protecting human rights & promoting community development

“Achieving the highest possible social impacts; we can only achieve this by returning the value that we derived back into the environment and society in amounts that are greater than what we initially acquired.”

5.1. The Corporate Sustainability Due Diligence Directive (CSRD), establishes far-reaching mandatory obligations regarding human rights and the environment. These apply to companies both within and outside the EU that meet certain revenue thresholds. These obligations extend to a company's own operations, its subsidiaries, and to those conducted by its business partners within its supply chains.

5.2. In a wider context, the United Nations Guiding Principles on Business and Human Rights set the expectation that companies respect human rights by implementing human rights due diligence. This process involves identifying, preventing, mitigating, and accounting for adverse human rights impacts in which a company is involved. Human Rights Impact Assessment (HRIA) is a critical step within this process, and Human Rights Impact Assessment is a key methodology for identifying actual and potential human rights impacts.

5.3. The 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs)³⁰ also recognise businesses as a significant driver of economic growth and

³⁰ <https://www.un.org/sustainabledevelopment/development-agenda/>

- Non-Labour Human Rights
- Labour Human Rights
- Human Rights Due Diligence: Key elements
- Commitment against IUU fishing and HR abuses
- Promoting community development

CHAPTER SIX

Responsible Communication

“The art of communication is the language of leadership.”
– James Humes

6.1. Consumers are increasingly demanding products and services which minimise harm to, or have a positive effect on, our environment and our oceans. We are fast approaching this tipping point where sustainability will be considered a baseline requirement for purchase.³²

6.2. Despite this, consumers cannot easily verify important attributes of their food, such as its nutritional value and sustainability performance; they rely on others to provide this information, and their choices are influenced by the information they receive from many different sources.

³² <https://hbr.org/2023/09/research-consumers-sustainability-demands-are-rising>

6.3. An important factor in how consumers respond to this sustainability information is whether they trust the source. Greenwashing is a concern for many and can undermine genuine efforts to promote environmental sustainability and misleads consumers who want to make responsible choices. As consumer demand for sustainability grows, so does the need to ensure effective, transparent, and responsible communication about fish and seafood.

6.4. Fish and seafood should be celebrated for their unique nutritional and health benefits and their story should be communicated. As an industry, we are aware of the work that goes into developing, supporting, and



Principles of responsible communication:

- Reliability
- Clarity
- Transparency
- Accessibility



The Seafood Sector has come a long way

Sustainability has many dimensions.

We need to take all these dimensions into account when communicating to consumers and society.

We've come a long way, but there is still a lot to do.

SUSTAINABILITY MANIFESTO

*A Fish and Seafood
Industry Perspective*



***Thank you for
your attention!***

Download from our website: <https://seafoodeurope.eu/aipce-cep/sustainability-manifesto/>