



**CLARENCE HOUSE
LONDON SW1A 1BA**

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THE PRINCE OF WALES OUTLINES A POSITIVE FUTURE FOR THE FUTURE OF GLOBAL FISH STOCKS

The Prince of Wales says today that despite evidence about the continued decline of the world's fish stocks there is real cause for optimism about the future of this vital resource.

Citing a new report published today by his International Sustainability Unit (ISU), The Prince says that if sustainable management of fisheries is applied more widely the long-term benefits will be seen in larger catches at sea, higher earnings, more secure jobs and healthier marine ecosystems.

However, His Royal Highness warns that if action is not taken now to significantly increase the sustainable management of fish stocks worldwide then the current alarming situation may become even more serious and, ultimately, irreversible.

While fisheries currently contribute approximately \$274 billion to global GDP, the World Bank estimates that they could be worth as much as \$50 billion more per year if they were better managed. Evidence of this capacity for recovery and growth is featured in the ISU's report in the form of interviews with representatives from 50 fisheries around the world highlighting the benefits they are enjoying from managing their resource more sustainably. The ISU believes these successful examples can and must be replicated more widely

In a speech at Fishmongers' Hall in London to mark the launch of the ISU's Marine Programme, The Prince of Wales says that "The story today need no longer be one of doom and gloom and inevitable decline, but one that harbours the possibility of generating more value from a strongly performing natural asset. This potential can only be tapped if we manage it well."

The aim of the ISU's Marine Programme is to build consensus globally on how the positive examples of sustainable fisheries management seen around the world can be replicated at scale.

The ISU's new report – *“Towards Global Sustainable Fisheries: The Opportunity for Transition”* – is published today following two years of consultation with the public, private, scientific and NGO sectors. Crucially, the report's findings are shared by many influential figures in the fishing sector worldwide; more than 20 of them have joined a Fishing Industry Ambassadors group that the ISU has established.

During the course of its research the ISU identified three core principles that could be adopted more widely: managing fisheries in the context of the whole marine ecosystem; changing the economics of fishing through rewarding positive behaviour; and, regulating and enforcing the rules of fishing activities.

The ISU's report also identifies various key steps that could be taken to achieve more sustainable management and ensure a resilient and plentiful supply of fish stocks for the future. These steps include: collecting better scientific data on fish stocks and the impact of fishing on marine ecosystems; identifying examples of sustainable fisheries management in order to encourage others to follow suit; developing new mechanisms to finance the wider adoption of sustainable fisheries management; and, involving the private sector more in supporting fisheries improvement projects.

Notes to editors:

1. The ISU's new report – *“Towards Global Sustainable Fisheries: The Opportunity for Transition”* can be viewed online at:
<http://www.pcfisu.org/wp-content/uploads/2012/01/ISUMarineprogramme-towards-global-sustainable-fisheries.pdf>

An accompanying report commissioned by the ISU *“Fisheries in Transition: 50 Interviews with the Fishing Sector”* can be viewed online at:
[http://pcfisu.org/wp-content/uploads/2012/01/TPC1224-Princes-Charities-case-studies-report WEB-02.02.pdf](http://pcfisu.org/wp-content/uploads/2012/01/TPC1224-Princes-Charities-case-studies-report_WEB-02.02.pdf)

2. HRH The Prince of Wales established the International Sustainability Unit (ISU) to help build consensus on how to resolve some of the key environmental challenges facing the world – these include food security, ecosystem resilience and the depletion of natural capital. The ISU works with governments, the private sector and non-governmental organisations with the aim of building partnerships to help address these challenges.

2. ISU Marine Programme's Fishing Industry Ambassadors. We have appointed a group of individuals from the fishing industry around the world, based on their experience and ability to lead change within their sector, as informal advisers to the ISU Marine Programme. This group of individuals continue to provide valuable advice, assistance and support to the ISU Marine Programme. The Ambassadors are:

van Balsfoort, Gerard, President, Pelagic Freezer-trawler Association, The Netherlands

Bojang, Ousman, President, Gambia Artisanal Fisheries Development Agency, The Gambia

Bross, Roy , Executive Secretary, Deep Sea Trawling Industry Association, South Africa

Brown, Jeremy, Fisher and board member, Commercial Fishermen of America, United States of America

Brownjohn, Maurice , Commercial Manager, Parties to the Nauru Agreement

Clement, George , Chief Executive, Deepwater Group, New Zealand

Deas, Barrie, Chief Executive, National Federation of Fishermen's Organisations, United Kingdom

Garat, Javier , President, Europeche, Spain

Giudice Alva, Adriana , CEO, Austral Group CAA, Peru

Isaacs, Mia, President, Marine Bahamas Exporters, Bahamas

Jarrett, Annie, Managing Director, Pro-Fish Pty Ltd, Australia

Koyama, Norio, President, Yokohama Coastal Fisheries Association, Japan

Kraft, Tom, Owner, Norpac Fisheries Export, United States of America

Mangave, João Marcos, President, Mozambican Association of Industrial Prawn Fishing Companies, Mozambique

Nakken, Johannes , Managing Director, Norwegian Fishermen's Sales Association, Norway

Nguyen Duy Lam, Vice Chair, Binh Dinh Tuna Association, Vietnam

Park, Mike, Executive Chairman, Scottish Whitefish Producers' Association, United Kingdom

Penney, Christine, Director, Corporate Affairs, Clearwater Seafoods, Canada

Pórarinnsson, Kristján, Federation of Icelandic Fishing Vessel Owners, Iceland

Wichmann, Niels, Chairman, Danish Fishermen's Association, Denmark

Yohan , Arianto, SVP Marketing, CP Prima, Indonesia

CONTACTS

Clarence House Press Office: 0207 024 5506