



## Eco-labelling in Fisheries: What is it all about?

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## **Eco-labelling in Fisheries: What is it all about?**

If the marine fishing industry is to survive into the future, innovative approaches are necessary. Recognising that market incentives have the potential to improve fisheries management, the Marine Stewardship Council (MSC) has been established to harness these incentives. The work of the MSC translates through from sustainable fishery management certification, to labelling of fish and sea food products, allowing consumers to use their choice and buying power to select eco-labelled products from MSC certified fisheries.

This exciting new book covers all aspects of the new eco-labelling initiative developed under the sponsorship of the MSC. Contents include details of the MSC and its certification framework and implementation, dispute resolution, chain-of-custody assessment and community fisheries certification. Also included are important case studies of the MSC certified fisheries of Australia's western rock lobster, Alaska salmon, Thames herring and New Zealand hoki.

*Eco-Labelling in Fisheries* is an essential purchase for all those involved in marine fisheries management throughout the world. Professionals and students in fisheries science, marine biology, ecology, conservation and environmental biology will find this book to be extremely valuable. Libraries in all universities and research establishments where these subjects are studied and taught should have multiple copies of this book on their shelves.

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