



In 2016 Austral Fisheries took sustainability to the next level and became certified carbon neutral both as an **organisation** and produce carbon neutral **products** with their wild-capture fish and prawns.

Austral Fisheries' journey began in 1997 when they became the **first fishing company in the world** to sign up to the Marine Stewardship Council (MSC) - a sustainable and traceable international certification for wild fishing.

Austral Fisheries believed it was critical to ensure that sustainable management, science and conservation was at the base of their business.

In 2011 Austral Fisheries sealed their commitment with an official change to their logo to incorporate 'Sustainable Seafood' as their strapline. By 2012, their icefish, toothfish and prawn fisheries were all certified MSC as sustainable. All this has helped transform their approach and commitment to sustainable fishing practices and to encourage others to do the same.



"Fishermen are the last of the hunter-gatherers and with that comes great social responsibility. If not we, who? If not now, when?" David Carter, CEO, Austral Fisheries

THE BUSINESS CASE

Austral Fisheries understood that they worked in the oceans - covering 75 percent of our planet and an important source of food for countless millennia. They recognised that climate change was having an affect on our oceans; oceans were warming, coral dying, ice-bergs melting and fish stocks moving in some regions.

It was time to act. To once again take the lead, and to show they care.

THE PROCESS

Starting in 2016 Austral accounted for all their greenhouse gas emissions, including the fuel they burn on their vessels at sea, the emissions associated with production and transport of



supplies to vessels, and all supporting activities such as shore-based operations and management, administration, policy development and sales and marketing.

Their carbon footprint was then independently audited and certified.

THE REWARDS

Working together with Carbon Neutral, Austral Fisheries has already helped to ‘grow a forest’ with the purchase of 32,000 tonnes of carbon credits.

Austral have done this by supporting the sustainable development Gold Standard [Australian Native Reforestation](#) project. This project supports reforestation and biodiversity enhancement on degraded and uneconomic land in a region where over 90% has been cleared. The reforestation has utilised over 80 local businesses and has employed more than 50 people - over half of whom are First Nations, stimulating the local economy and improving life for local residents. All this in a global biodiversity hotspot.

Austral continually strive to influence others in the fishing business to do the same. With the crew, staff and organisation aware of their carbon footprint, Austral are implementing strategies to reduce their emissions and influence their supply chain. With over 9 million litres of fuel used by their fishing fleet last year, their first project is

focusing on more fuel efficient vessels.

Austral have been able to receive a price premium in the market place for their *CN Fish* product.

Austral Fisheries care about their staff and crew, the fish they catch and sell, and the environment. “It represents an entire journey for us, whether protecting this fishery from illegal operators, being proactive and progressive with our science, in the way we have collaborated with NGOs, the way we have boldly developed alliances with people like Sea Shepherd, the way we have embraced MSC and being carbon neutral.”

Together with their customers, suppliers, and other industry leaders, Austral Fisheries are making a difference to the way seafood is provided for the future.



An Australian Government Initiative

