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A World-First for Sustainability: Australia's Southern Bluefin Tuna Purse Seine Fishery Achieves MSC Certification

In a historic first, the Australian Southern Bluefin Tuna Industry Association (ASBTIA) has had their purse seine fishery certified as sustainable to the Marine Stewardship Council (MSC) standard - a significant milestone for a sought-after species once severely overfished.



Australian Southern Bluefin Tuna – an internationally prized species, now certified sustainable following stock recovery and adherence to the MSC's rigorous sustainability standards. Photo: ASBTIA

The historic achievement by the Australian Southern Bluefin Tuna Industry Association (ASBTIA) highlights the success of long-term, science-based fisheries management, international cooperation, and vigorous quota enforcement. It also reflects the remarkable recovery of SBT caught off Australia, which has now been removed from Australia's Environment Protection and Biodiversity Conservation (EPBC) list of threatened species.

Southern Bluefin Tuna plays a key economic role in Port Lincoln, South Australia, and is prized globally for its quality and rich flavour — especially in high-end Japanese sushi and sashimi markets.

With MSC certification, the fishery now meets the growing demand for **eco-labelled, sustainably sourced seafood**, offering global buyers and consumers' confidence in its sustainability credentials.

The MSC's independent assessment evaluates fisheries on stock health, ecosystem impact, and management. ASBTIA's certification is a beacon for what's possible when science guides industry practice.

Why It Matters:

- World-first MSC certification for Southern Bluefin Tuna
- Demonstrates that recovery is possible for highly valued species
- Builds global trust in sustainable fisheries through the MSC certification
- Signals that economic value and ecological sustainability can go hand in hand
- Opens new export opportunities in Europe, Asia, and eco-conscious markets