Title: Managing a Fishery Post-MSC Certification - The Story of Hoki

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Abstract: This paper will look at the impact of MSC certification on the management of the hoki fishery by focusing on how the outcomes of the certification process, particularly the corrective action requests, have helped define the strategic goals and operational management of the fishery. This paper will look specifically at: "How the management focus has shifted from being purely about the sustainable management at the harvest level to one which is required to address the demands of the end consumer (including retail/foodservice sector). " How the need for government and industry to address the outcomes of the certification process has encouraged collaborative management of the fishery. " The cost implications of having to manage a fishery so that it continues to meet the requirements of MSC certification. " The implications of MSC certification on the New Zealand government, fishers and processors - has it been worth it? This paper will show that the issues identified through the recertification process are being actively addressed through the collaborative management of the fishery.