

Direct and Indirect Benefits of Eco-Certification

What are the **business benefits** of becoming eco-certified?



Avoid loss of revenue

Eco-certification allows fisheries to avoid losing markets that are demanding it.

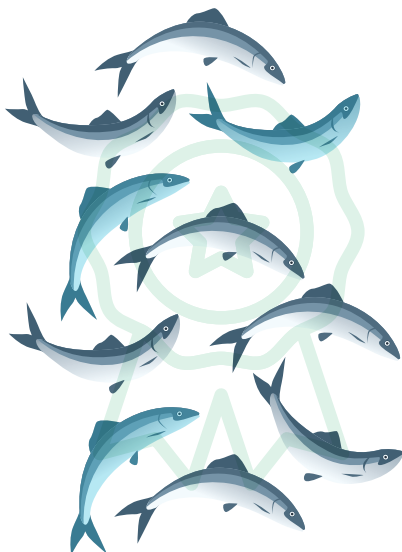
Huge return on investment

A Manitoba fishery obtaining eco-certification would see estimated economic returns of between CAD 16 and CAD 250 for every CAD 1 invested, depending on factors like lake size and specifications.

Improving image and consumer support

Consumers care about how their fish is sourced. Eco-certified fisheries benefit from improving their public image, possible access to new markets, and positive press attention.

What are the **benefits of eco-certification** for fisheries management?



Protecting freshwater ecosystems and ensuring stable revenue now and in the future.

You're not just thinking about this harvest; you're thinking long-term. Over longer periods, eco-certified fisheries have greater stability in their fish stocks, leading to more predictable income for fishers.

Structured sustainability with clear goals.

With clear deadlines on assessments and documented next steps, eco-certification provides a structure for fisheries to work within to maintain sustainability status. When this framework is followed, the fishery benefits by maintaining access to their markets and, in some cases, gaining access to new markets.