

MAINE LOBSTER + MARINE STEWARDSHIP COUNCIL (MSC) CERTIFICATION

To reinforce what the MSC shared today, the lobster fishery remains fully compliant with all regulations. However, due to legal technicality around protecting endangered North Atlantic right whales (NARW), the fishery's certificate will be suspended in December 2022.

We appreciate MSC's partnership and transparency and are committed to working together to restore our blue label certification as we strive to bring to market our iconic and beloved product.

SUSTAINABILITY AT THE FOREFRONT

Maine Lobster is hand-sourced by independent fishermen, who work to ensure the health and sustainability of the lobster population, marine life, and the waters in which they fish.

Maine lobstermen have a vested interest in sustainability, not only because it is the right way to operate, but because they recognize that the future of their fishery depends on it. Lobstering has sustained coastal communities for generations, and lobstermen know that being responsible stewards of the ecosystem has always been critical to success.



LEARN MORE AT RIGHTWHALESANDMAINELOBSTER.COM

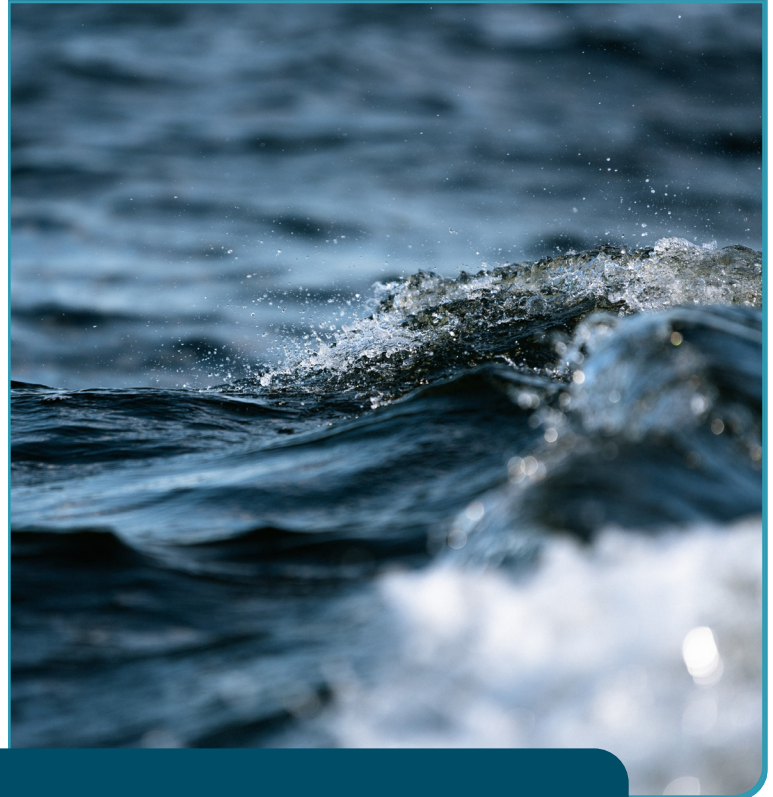
TWO DECADES OF PROACTIVE AND EFFECTIVE CHANGES

Since the mid-1990s, Maine Lobster representatives have collaborated with regulators and environmental groups to implement changes to their fishing gear and techniques, including:

- Replaced all floating groundline with whale-safe sinking line
- Implemented seasonal closure of 1,000 square miles to lobster fishing
- Added additional traps per buoy, eliminating more rope from the water
- Removed all surface float rope from the fishery
- Marked all vertical line with a Maine-specific color (purple) for easier identification



The NARW population had been **increasing steadily for over two decades** before a change in ocean conditions caused the whales to start migrating to new areas where NARW protections were not in place



THE FUTURE OF THE FISHERY

Maine lobstermen, scientists, and regulators will continue to proactively collaborate to ensure effective protections while maintaining the viability of the fishery. New regulations to further reduce risk to NARW are expected to be in place in the next two years.

The Gulf of Maine Research Institute continues to certify the sustainability of Maine Lobster, and the industry will continue to collaborate with MSC to explore options for restoring the blue fish label certification for this iconic and beloved product.



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