

3/31/2016 Intermarche, Scapeche pledge to stop deepsea fishing by 2025

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Scapêche trawler Fastnet The Intermarche subsidiary is looking to add more vessels to its fleet.

Intermarche, Scapeche pledge to stop Deepsea fishing by 2025

Move will require an investment of €50 million into the fishing company.

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Intermarche-owned Scapeche, France's largest fishing fleet, will phase out fishing for deep sea species by 2025, the company's parent pledged in a statement.

The Mousquetaires Group, which owns both Intermarche and Scapeche, also said it stores will stop selling deepsea species by this date as well.

The plan -- Sustainable Fishing 2025 -- will require an investment of €50 million (\$56 million) into the group's fishing subsidiary, said the statement from Mousquetaires. The strategy was developed in consultation with NGO group BLOOM as well as the Deloitte sustainable development group.

This 180degree shift follows the arrival of a new management team "aware of the major environmental issues within the Mousquetaires Group."

It is also in response to "an extraordinary citizen movement" in 2013 and 2014 against deep trawling -- where around 900,000 French citizens signed a BLOOM petition against the fishing method.

In response, Intermarche pledged that from January 2015 none of its vessels would fish beyond 800 meters in depth.