

Seafood market connections

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November 6, 2018

Overview

- **Sustainable seafood at the New England Aquarium**
 - Brief history of our work over the last 18 years
- **Conservation Alliance for Seafood Solutions**
 - Other groups working on seafood
- **Aquarium's experience with Marine Stewardship Council over the years**
 - Public comments, input into the process, and standard revisions
- **Our plan**

Anderson Cabot Center for Ocean Life at the New England Aquarium

- Opened in 1969 on Central Wharf in Boston, MA
- More than 260 staff and 1.25 million visitors per year
- 1/3 of all peer-reviewed publications in the public aquarium community in last 10 years
- Established Anderson Cabot Center for Ocean Life in 2016



Sustainable seafood at the New England Aquarium

- Sustainable Seafood Program began at the Aquarium in 2000
- First of its kind of corporate-NGO partnership working on sustainable seafood in North America
- Partnerships with retailers, frozen seafood distributors, restaurant chains, other points in the supply chain
- Founding member of the Conservation Alliance for Seafood Solutions

Sustainable Seafood Program

*We aim to protect the world's ocean resources
by raising public awareness
and working with the seafood industry
to advance sustainable practices within
wild-capture fisheries and aquaculture operations.*

Wild harvest fisheries issues

Population declines

Fisheries management

Bycatch impacts

Habitat impacts



Aquaculture issues

Pollution

Aquaculture Management

Disease

Escapes

Feed

Predator control



Current partnerships

Pioneering corporate partnerships for seafood sustainability



Working with businesses to solve sustainable seafood's biggest challenges



BUSINESS

We connect leading conservation groups that work with seafood businesses in North America, South America, Europe and Japan.



COLLABORATION

We believe collaborating makes us more efficient and effective. Together, we share expertise and develop tools that help businesses advance their sustainable seafood commitments and fisheries and aquaculture get on a path toward sustainability.



SOLUTIONS

When conservation groups and companies work together, we find solutions that lead to healthy oceans and prosperous businesses.

Conservation Alliance for Seafood Solutions - Members



CONSERVATION
INTERNATIONAL



SOLUTIONS ARE IN OUR NATURE

David
Suzuki
Foundation



Anderson Cabot
Center for Ocean Life
at the New England Aquarium



FishChoice

Monterey Bay Aquarium
Seafood Watch



Ecology
Action
Centre



Finding the ways that work



Gulf of Maine
Research Institute
Science. Education. Community.



**LIVING
OCEANS**



**Shedd
AQUARIUM**



OCEAN OUTCOMES



SeaWeb

Leading Voices for a Healthy Ocean



Rescate de valor de la pesca responsable



WWF



Anderson Cabot
Center for Ocean Life
at the New England Aquarium



**Sustainable Fisheries
PARTNERSHIP**



New England
Aquarium

Protecting the blue planet

Conservation Alliance for Seafood Solutions

- 17 member NGOs and 25 collaborating organizations
- In 2008, the Alliance released the Common Vision, six steps a company can take to develop and implement a sustainable seafood policy
- Today, over 80% of North American and European markets have made commitments to buy and sell sustainable seafood
- The Alliance has been expanding to markets in Asia in recent years



The Steps

- 1.** Make a commitment to have a corporate sustainable seafood policy.
- 2.** Collect data on seafood products.
- 3.** Buy environmentally responsible seafood.
- 4.** Make product information publicly available.
- 5.** Educate customers, suppliers, employees.
- 6.** Support reform to improve fisheries and aquaculture management.

Conservation Alliance for Seafood Solutions

NGO	Examples of key, relevant, corporate partners
Anderson Cabot Center for Ocean Life	New England Aquarium catering and café, Marriott International, Gorton's, The Fresh Market
FishWise	Albertson's, Hy-vee, Target, various small retailers on West Coast, Santa Monica Seafood, Sea Delight, North Atlantic, Sands Hotel and Casino (Las Vegas)
Gulf of Maine Research Institute	Ahold Delhaize (Stop & Shop, Hannaford, etc.)
OceanWise	Canadian restaurants
Seafood Watch	Aramark, Compass Group, Whole Foods, various retailers, zoos, hotels, suppliers
Sustainable Fisheries Partnership	Aldi, Lidl Spain, Giant Eagle, High Liner, McDonald's, Nestle, Nestle Purina, Publix, Sainsbury's, Sam's Club, Sobey's, Tesco, U.S. Food, Walmart, Wegman's
World Wildlife Fund	Kroger, Hyatt Hotels, Hilton Hotels

Conservation Alliance for Seafood Solutions

- **Sustainable seafood policies**
 - Consider specific factors
 - Certifications – MSC, Responsible Fisheries, BAP, ASC, GSSI-recognized
 - NGO ratings – Seafood Watch, OceanWise
 - Fishery Improvement Projects

Consider specific factors

- **The Fresh Market** – “working to ensure that its wild-caught seafood: originates from fisheries that are regularly monitored and assessed; comes from fisheries that have a management framework in place that is based on the best available information; is sourced from fisheries with minimal impacts on other species and the physical environment and/or is engaged in reducing these impacts; is not knowingly purchased from fishers engaging in Illegal, Unreported, and Unregulated fishing” and will preferentially source MSC-certified seafood products, where available.

Consider specific factors

- **Costco** - "consider these factors when sourcing seafood: the condition of fish stocks (biomass); the protection of and respect for the marine ecosystem; governmental and regulatory agency guidelines; and practices that will mitigate or limit environmental impacts associated with aquaculture and fishing practices. As science and industry evolve, we will continue to refine these global policies."

Third-party, credible certifications



WHAT IS A FIP?

(FISHERY IMPROVEMENT PROJECT)

A comprehensive multi-stakeholder effort to improve the sustainability of a fishery.

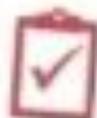
Stakeholders may include producers, non-governmental organizations (NGOs), fishery managers, government and members of the supply chain.

WHAT CONSTITUTES A CREDIBLE FIP?

The ultimate goal of a fishery improvement project is to perform at a level consistent with an unconditional pass of the Marine Stewardship Council (MSC) standard.



COLLABORATE: Members combine forces to motivate fishery improvements.



TRACE: Implement a system for tracking progress.



PLAN: Utilize a workplan, measurable indicators, timeline and a budget.



INVEST: Participants make investments required for improvements.

WHY ARE COMPANIES ENGAGED?

Partnerships are becoming an integral strategy in companies' corporate social responsibility and environmental sustainability commitments.



REPUTATION: Address the demands of a new socially-conscious consumer.



INVESTMENT SECURITY: Ensure a reliable stream of fishery products and stable resources.



SUPPLY MANAGEMENT: Avoid the negative impacts associated with business activities.



SHARED INTEREST: Preserve greater ecosystem health, food security, human safety and social justice.



HOW CAN COMPANIES INVEST?

WHAT IS DARDEN'S COMMITMENT?

Map of FIPs recognized by the Alliance



Certifications and FIPs

- **Walmart US, Brazil, Canada, Central America, Mexico**
 - From the Walmart Corporate policy that applies to all Walmart divisions: "By 2025, based on price, availability, quality, customer demand, and unique regulatory environments across our global retail markets, [we] will require all fresh and frozen, farmed and wild seafood suppliers to source from fisheries who are: 1. Third-party certified as sustainable using Marine Stewardship Council (MSC)...or certified by a program which follows the FAO Guidelines and is recognized by the GSSI... 2. Actively working toward certification or in a Fishery Improvement Project (FIP) that has definitive and ambitious goals, measurable metrics, and time bound milestones."

Certification and FIPs

- **Kroger** - "100% [of] All Wild-Caught Species MSC-certified, in full assessment, in a FIP, or certified by other GSSI-recognized program by 2020"

NGO seafood ratings

Monterey Bay Aquarium Seafood Watch®



BEST CHOICES

Buy first, they're well managed and caught or farmed in ways that cause little harm to habitats or other wildlife.

GOOD ALTERNATIVES

Buy, but be aware there are concerns with how they're caught or farmed.

AVOID

Don't buy, they're overfished or caught or farmed in ways that harm other marine life or the environment.



OCEAN WISE



NOT RECOMMENDED

Certifications and NGO ratings

- **Whole Foods** - "...we only sell wild-caught seafood from fisheries that are certified sustainable by the Marine Stewardship Council (MSC) or rated either "Green" or "Yellow" by the Monterey Bay Aquarium Seafood Watch and The Safina Center. We don't sell any of the red-rated seafood you might find at other grocery stores."

Certifications, NGO ratings, and FIPs

- **Safeway Canada** - Safeway Canada has stated that "...all our fresh and frozen seafood will be responsibly sourced or making credible improvements by the end of 2015..." but has not defined 'responsibly sourced' or provided an update of this policy.
- **Safeway US** - "Albertsons Companies will endeavor to source only..." fresh and frozen seafood that is "Green or Yellow rated by the Monterey Bay Aquarium's Seafood Watch program or certified to an equivalent environmental standard..." or "Sourced from fisheries or farms making measurable and time-bound improvements."

Certifications, NGO ratings, and FIPs

- **Target** - "Target is committed to sourcing fresh and frozen seafood that is Seafood Watch Green or Yellow rated, certified to an environmental standard deemed equivalent to Seafood Watch Yellow rating or better, or in a credible 'time-bound improvement process.' “

Aquarium's experience with Marine Stewardship Council over the years

- Public comments process
- Input into process for stakeholder participation
- Helping provide information on how to reduce endangered, threatened, and protected species bycatch
- Planning on giving information and comments on endangered, threatened, and protected species criteria



Our plan

Continue refining gear solutions

Continue providing information to certifications, NGO ratings

Work with suppliers and retailers to trace seafood to marketplace

Thank you!

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- www.ourgssi.org
- www.fisheryprogress.org
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