



Sustainable Fisheries
PARTNERSHIP

2018

**ANNUAL
REPORT**

sustainablefish.org



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WHO WE ARE

SUSTAINABLE FISHERIES PARTNERSHIP (SFP) IS A NOT-FOR-PROFIT, US-REGISTERED CHARITY THAT IS DEDICATED TO DELIVERING HEALTHY MARINE AND AQUATIC ECOSYSTEMS THROUGH THE CREATION OF A RESPONSIBLE SEAFOOD ECONOMY.

We work with the seafood industry to make fishing and aquaculture more sustainable, by increasing fish stocks, protecting marine wildlife, and ensuring responsible fish farming.

Since our founding in 2006, SFP has been catalyzing improvement projects, convening and advising

companies that buy and sell seafood, and collaborating with other organizations that share our mission. Our partnerships now include some of the biggest global names in retail, food service, and processing, along with a network of collaborators that contains more than 150 leading seafood businesses.

THE MODEL OF CHANGE

SFP HAS A UNIQUE MODEL OF CHANGE THAT HAS DELIVERED MEASURABLE RESULTS OVER THE PAST DECADE, DELIVERING HEALTHY MARINE AND AQUATIC ECOSYSTEMS THROUGH THE CREATION OF A RESPONSIBLE SEAFOOD ECONOMY.


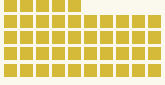
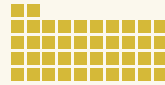







We were among the first NGOs to pioneer the use of fishery improvement projects (FIPs), bringing together different corporate players within the supply chain to press for better management of marine resources. Rather than asking leading retailers and restaurants to avoid seafood from poorly managed fisheries (so-called “red-listed” fisheries), we supported partners in engaging the supply chain – from processors and importers to fishers and fish farmers – to deliver improvement projects that placed those fisheries on the road to sustainability.

There are now more than 100 improvement projects around the world, providing a practical and transparent way for the supply chain to deliver on its commitments to sustainable fisheries and fish farms.

The large number of improvement projects and the numerous supply chain companies engaged in sustainability initiatives has inevitably generated complexity, and created the need for enhanced industry cooperation to coordinate improvement efforts and increase efficiency. To address this need, we pioneered the concept

of Supply Chain Roundtables (SRs), which bring together major buyers and importers to monitor and catalyze FIPs across species (e.g., octopus, shrimp, snapper and grouper, squid, tuna, whitefish) and countries (e.g., Indonesia, Mexico). By working pre-competitively, these companies can scale up their individual FIP efforts and jointly advocate to fishery managers, regulators, and governments for changes in the rules that govern fishing and fish farming. These changes will lead to greater sustainability in seafood production and significant benefits for marine wildlife.

	2016	2017	2018
NUMBER OF FISHERY IMPROVEMENT PROJECTS (FIPs) SUPPORTED BY SFP-ADVISED SUPPLY CHAIN ROUNDTABLES (SRs) 	 45	 52	 63
INDUSTRY MEMBERSHIP IN SRs/NUMBER OF SRs <small>(NOTE: DECREASE IN SRs REFLECTS MERGING OF SOME SRs FOR EFFICIENCY)</small>			
COMPANIES 	97	121	150
SRs 	19	20	18
GLOBAL VOLUME (MILLION METRICTONNES - MT) OF SEAFOOD COVERED BY FIPs AND/OR CERTIFIED AS SUSTAINABLE BY THE MARINE STEWARDSHIP COUNCIL (MSC)			
FIPs 	3.4	6.6	7.2
MSC-CERTIFIED 	9.5	9.6	12.8

Underpinning all of our work is a commitment to provide objective and credible scientific data on fisheries and aquaculture that can help inform industry and guide decision making. We created and maintain the FishSource database, which is a public web platform containing profiles on thousands of fisheries. These data are in turn processed and made available to partners via a customized software system called Metrics. Taken as a whole, these information tools can keep seafood companies comprehensively briefed on the

sustainability of the most important parts of their seafood portfolios and provide guidance regarding the effectiveness of improvement efforts and any additional measures that might be required.

An essential element of our model of change is that industry must be transparent about seafood sourcing and improvement efforts and publicly report performance, so that stakeholders such as consumers and investors can monitor the accuracy of corporate claims. To facilitate transparency, we developed the

Ocean Disclosure Project, a voluntary reporting platform for companies to describe their seafood sourcing and future commitments to responsible sourcing.

The cumulative effect of this system has been measurable progress in our key success indicators: the number of FIPs, the number of companies that participate in Supply Chain Roundtables, and the volume of seafood now considered sustainable or in structured improvement projects. These key metrics are displayed in the table above.

A MESSAGE FROM OUR CEO

2018 MARKS THE SECOND YEAR OF OUR FOUR-YEAR JOURNEY TO TARGET 75 – OUR INITIATIVE TO ENSURE THAT THREE QUARTERS OF THE GLOBAL VOLUME OF SEAFOOD FROM KEY SECTORS WILL BE SUSTAINABLE OR IN A STRUCTURED IMPROVEMENT PROGRAM BY THE END OF 2020.



JIM CANNON



When we first announced our plans, there were certainly commentators – including some of our friends – who thought this was absurdly ambitious. And yet our strategy seems to be working; we are about halfway toward our target, and new improvement initiatives are being formed all the time. It's a point I've made before, but it's worth repeating: The intention of the Target 75 campaign is not to get every fishery over the finish line in the race to sustainability, but rather to get the vast bulk of seafood production started on the journey. We won't see 75 percent of fisheries and aquaculture regions sustainable by the end of 2020, but we will see the majority of seafood coming from producers that have begun the marathon.

SFP has a powerful commitment to transparency, and the Target 75 initiative includes the requirement that fishery and aquaculture improvement projects (FIPs and AIPs) publicly report meaningful progress. Such publicly verifiable impacts are necessary to demonstrate, beyond a doubt, that the FIPs and AIPs are effective and to give customers the confidence to continue sourcing as other improvements are made. We also strongly urge companies to fully disclose their seafood sourcing via the Ocean Disclosure Project or a similar platform, and to be completely open about the sustainability of the fisheries where they buy seafood and associated improvement efforts. This annual report describes some of the new improvement efforts launched in 2018 and the efforts made by industry to secure responsible production.

Often, changes in policies that operate on a national level are crucial to the success of sustainability improvement

efforts. That's why there's real value in getting FIPs and AIPs to work together to successfully engage regulators and strengthen state management. Not only will this engagement help individual improvement efforts that might otherwise be held back by existing policies, but national-level engagement will benefit all fisheries and aquaculture regions in those countries. We have developed this approach through "national FIPs" and other platforms for improvement in several countries where we work, including Costa Rica, Ecuador, Indonesia, Mexico, and Peru.

Our commitment is to help industry make fishing sustainable, and this has to include the protection of marine wildlife that may be the accidental victims of seafood production. We have helped promote best practices in bycatch mitigation among longline fisheries for tuna, which have reduced impacts on turtles, sharks, and seabirds. Now we're working with our retail partners and through our Supply Chain Roundtables to help spread those best practices to every major longline fishery around the world, starting with all the existing FIPs.

Critical to this success is the leadership of our retail and restaurant partners, and their commitments to sustainable sourcing and supply chain engagement. These commitments continue to expand and give us confidence that not only will 75 percent of seafood sectors indeed have started on the road to sustainability by the end of 2020, but that they will then stay the course, fix the worst problems, and continue over the years to come to complete the journey and become fully sustainable.

— Jim Cannon

A MESSAGE FROM OUR CHAIRMAN

IT SEEMS LIKE YESTERDAY THAT I WAS REFLECTING ON OUR WORK IN 2017 FOR THESE PAGES. YET NOW 2018 HAS PASSED, AND I PAUSE AGAIN TO CONSIDER WHAT WILL BE MY LAST INTRODUCTION TO OUR ANNUAL REPORT AS SFP'S CHAIRMAN (WE BELIEVE IN FRESHNESS HERE, SO EVERYONE AT BOARD LEVEL IS TERM-LIMITED).



It is extraordinary to consider that the Sustainable Fisheries Partnership is well into its 13th year of formal operations. So much has been achieved, yet there remains so much still to do. Back in 2006, when the words "fishery improvement partnership" (that's what fishery improvement projects used to be called) were brand new, our focus was very much at the single-fishery level.

Fortunately, we attracted a number of industry stakeholders to our new-fangled FIPs and, while getting buy-in was initially tough, it worked. Today we are proud to call many of those same stakeholders our partners, and they are still driving FIPs and related

projects across the globe, committed to making sustainable fisheries a reality. We, meanwhile, have evolved and have taken the core concept of industry-driven change, written a new mission for it, and given it a(nother) name: Target 75.

This initiative, which we started in 2017, comes with a hard goal: 75 percent or more of global seafood volume in the main commercial sectors produced in a verifiably sustainable or improving manner by December 31, 2020 – an intentionally tough deadline. We need urgent attention to all the main sectors, and we need to use the success stories of Target 75 to drag the laggard sectors over the hump. T75 can be done.

Does this mean that we have become activists rather than practitioners? No more than we ever were. All we are doing is using our learned understanding to harness market forces and commercial players to a broader coordinated mission.

SFP would simply not exist if the enlightened players in the seafood industry across the supply chain had not initially, nor continued to, support our work. We are forever grateful for your expertise, dedication, and, of course, money. We like to think we can help, but it is industry that has to own this critical mission.

It would be simply negligent if I didn't pause as my final comment to thank

two extraordinary sets of people. To our philanthropic supporters, some of whom have stood by us since the beginning, you are truly amazing: thank you. Last, but absolutely not least, the SFP family of talented, dedicated, educated, enlightened, argumentative, gorgeous people who work around the world day and night to help the industry realize this critical goal: you are quite simply without peer. Nothing would have been, or is, possible without you – my utmost respect.

— Andrew Donaldson



Nº OF COMPANIES INVOLVED IN SRs WORLDWIDE:

>150



TARGET 75: PROGRESS ON REACHING OUR GOAL



**Nº OF SECTORS
THAT ARE PART OF
THE T75 INITIATIVE:**

13

IN 2017, WE LAUNCHED A GLOBAL INITIATIVE, WITH THE AIM OF SEEING 75 PERCENT OF THE VOLUME OF SEAFOOD IN KEY SECTORS (FOR INSTANCE, CRAB, MAHI, OCTOPUS, SHRIMP, SNAPPER AND GROUPER, SQUID, TUNA, WHITEFISH) BECOME SUSTAINABLE OR INVOLVED IN A STRUCTURED IMPROVEMENT EFFORT BY THE END OF 2020.

This initiative – branded as Target 75, or T75—has already made significant strides forward through the activities of more than 150 seafood companies organized in Supply Chain Roundtables. All of the companies are supporting the principal message of T75 – that seafood companies should examine their sourcing and press their suppliers for improvement projects where fisheries or fish farms are not yet sustainable.

Bill DiMento, vice president of sustainability and government affairs at High Liner Foods, and a longtime

champion of sustainable seafood says “We strongly encourage other companies to consider taking part in the Target 75 initiative by joining an SR or starting a FIP.”

Supply Chain Roundtables are the core organizing principle in Target 75, and in 2018, they began or reactivated 14 FIPs and lent support to another 25 pre-FIPs. That contributes to a current total of 2 million more tons of seafood by volume that meet the Target 75 criteria, and prospective FIPs and AIPs are expected to lead to a further 3 million tonnes.

A LOOK BACK AT OUR WORK IN 2018



Nº OF FIPs THAT SFP SRs BEGAN OR REACTIVATED:

14

NEW FIPs TAKE CENTER STAGE

The concept of the industry starting and maintaining fishery improvement projects (FIPs) to drive change is a key part of our core values and philosophy, and a critical tool for realizing the goals set by our Target 75 initiative. In 2018, we were pleased to see the creation of a number of FIPs, many of them directly tied to SFP-facilitated Supply Chain Roundtables (SRs) and managed by industry stakeholders that share our commitment to Target 75.

In January, we helped to catalyze a new FIP focusing on tuna, swordfish, and mahi fishing in Costa Rica, which will address issues such as ensuring sustainable catch rates. In Costa Rica, tuna and related species represent more than 60 percent of the catches within a fishing sector that, in 2012, provided about 7,200 jobs nationally, with 22.8 percent in harvesting, 71.5 percent in processing, and 5.6 percent in distribution of seafood products.

The FIP's design falls within the framework of the National Platform for Sustainable Large Pelagics Fisheries, an innovative dialogue forum aimed at tackling the main sustainability challenges of large pelagics fisheries in Costa Rica. The platform is driven by all relevant stakeholders involved in the fishery, enabled by the United Nations Development Programme, and guided by the Ministry of Agriculture and Livestock, the Costa Rican Institute of Fishing and Aquaculture, and the Ministry of Environment and Energy. Costa Rica's National Chamber of Exporters of Fishing and Aquaculture Products and the National Federation of Fisheries Organizations are also highly committed to the development of the FIP.

"Most large pelagics are for the export market, with 95 percent of mahi going to the US, so the aim of this FIP is to fulfill the demand of sustainable products while contributing to the fulfillment of the 2030 Sustainable Development Goals," said Mauricio Gonzalez, director of Costa Rica's National Federation of Fisheries Organizations.

In February 2018, SFP celebrated a new FIP forming in China, focused on squid. The FIP, which is called the Shantou-Taiwan Chinese Common Squid FIP, focuses on jigging and single trawl gears. The squid FIP will work in part on improving harvest monitoring and training for fishers and is being facilitated by the China Blue Sustainability Institute. This FIP is one of the first in mainland China and has been endorsed by local fishery authorities and industry associations.

Han Han, founder and executive director of China Blue Sustainability Institute, said of the FIP: "It is our hope that the Chinese common squid FIP will become a pilot for China's fishery management reform that explores a co-management system

across multiple species and gears. We are very excited to see the leading power of industry, academia, and government convened under this FIP to support responsible and sustainable fishing practices."

And in April, another new FIP was started in Mauritania, promoting sustainable octopus fishing. Seafood suppliers Sea Delight and Marpefish are major supporters of the new project. Organizations including the UN Food and Agriculture Organization and the Mauritanian Ministry of Fisheries have been working to promote a national octopus eco-labeling plan, along with a national strategy for octopus. The workplan for the FIP will include the fishery qualifying for sustainability certification from the Marine

Stewardship Council (MSC). The MSC, which has supported the fishery's interest in certification since 2010, participated in a workshop in January 2018 that helped lay the groundwork for the new FIP.

"The Mauritanian fishery is an important one for octopus, and this FIP marks a strong step toward the goal of global sustainable octopus production," said Pedro Ferreiro, deputy director of buyer engagement for SFP.





ODP BUILDS ON PREVIOUS SUCCESS

One of SFP's core principles is a commitment to transparency and the belief that corporate reporting of the sourcing and environmental impact of seafood is a powerful spur to improvement. Consequently, in 2015, we started the Ocean Disclosure Project (ODP) to provide a voluntary reporting platform for companies that wished to adopt a fully transparent approach to their seafood procurement. Prior to 2018, 11 companies, including retailers, suppliers, and aquaculture feed manufacturers from Europe and

North America, had participated in the ODP, and in 2018 this list was significantly expanded, with five new companies taking part.

"For a company focused on transparency, integrity, and sustainability, the ODP is a valuable tool to help us evaluate the seafood we procure," said Guy Dean, Albion Farms & Fisheries vice president and chief sustainability officer. "In fact, through the ODP we were humbled to learn of multiple species and areas where we can improve our sourcing, and we look forward to the improvements we can make in 2018. We are honored to participate in this enlightening project."



SFP HELPS NEW SUSTAINABILITY GROUP GET OFF THE GROUND

According to the United Nations Food and Agriculture Organization, the eastern Pacific giant flying squid fishery is the single most important squid fishery in the world, accounting for more than 30 percent of global squid volumes. Chile and Peru alone caught almost 67 percent of the total volume in 2014, so squid fishers have a strong interest in maintaining sustainable stocks and securing livelihoods for fishing communities along the coasts of Chile, Peru, and

Ecuador. Unfortunately, the stocks have not always been managed well, and this is particularly a problem with squid fishing in international waters, beyond the exclusive economic zones of Chile and Peru, where management should be undertaken by the regional fisheries management organization (RFMO).

In response to this problem, we have helped catalyze the formation of an organization for squid fishing interests in both Chile and Peru to work together to press for better regulation of the fishery. The new organization – the Committee for the Sustainable Management of the Southern Pacific Jumbo Flying Squid (CALAMASUR) – helps participants agree on common

positions regarding the science and management of jumbo flying squid. In 2018, the participants developed a position statement that was sent to delegates at the South Pacific RFMO, requesting key policy changes. Among other concerns, the statement asked for better compliance and enforcement in international waters, as well as the creation of a jumbo squid scientific working group.

"There is an absence of regulation that ensures the sustainability of jumbo squid in international waters of the South Pacific," said Alfonso Miranda, CALAMASUR's president.

"Also, the control of fishing players in international waters and the operation of foreign-flagged fishing vessels in jurisdictional waters is inadequate, facilitating illegal, unreported, and unregulated fishing."

"It is not a secret that ocean resources are dwindling every day," said Pascual Aguilera, president of the National Coordinating Group for Jumbo Flying Squid Fishers (Coordinadora Nacional de Jibieros) in Chile. "Countries have not made all the needed efforts to ensure the present and future health of the jumbo squid, a resource that extends into international waters, and the sea is not an inexhaustible source of resources. For this reason, CALAMASUR is so important. We have gotten together to work alongside each other to ensure the livelihoods of many fishing communities along the Pacific coast of South America that depend on this resource, and to keep contributing to food security at the global level."



NEW ADVICE REGARDING LONGLINE TUNA BYCATCH

Longline fisheries have been identified as having one of the highest bycatch rates for non-target species, posing a global threat to long-lived animals such as sharks, seabirds, sea turtles, and marine mammals. Many of these species are distributed across large geographic areas and therefore have a significant overlap with tuna fishing grounds. Protection of vulnerable marine wildlife requires the mitigation of fishing impacts whenever possible. In 2018, we worked with three other nongovernmental organizations – Greenpeace, Birdlife International, and The Nature Conservancy (TNC) –

to identify best practices for reducing the damaging effects of longlines. The conclusions of this work are contained in a report – produced in English, Spanish, and Japanese and widely distributed throughout the seafood industry – that describes the impacts on threatened species that are commonly caught as bycatch in longline tuna fisheries and identifies best practices to substantially reduce accidental capture. The report, “Best Practices for Reducing Bycatch in Longline Tuna Fisheries,” also offers guidance on how to ensure that tuna producers employ those best practices.

The report illustrates examples of longline fisheries that have already adopted best practices, including the Hawaii longline swordfish fishery,

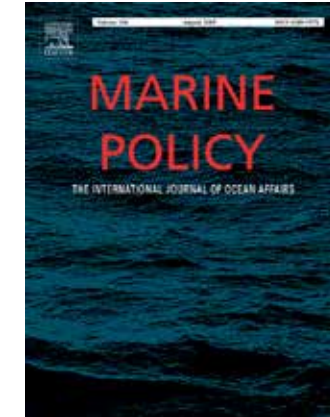
which has reduced both seabird and sea turtle catch rates by 90 percent in shallow-set fishing alone, and the US Northeast Distant Fishery Experiment (NED), which has reduced bycatch rates of leatherback and loggerhead sea turtles by 65 to 90 percent.

“Bycatch is an ongoing problem in the world’s fisheries in general, and longline-caught tuna in particular. This guide serves as a resource for responsible seafood buyers who want to make sure that the seafood at the other end of their supply chains is produced responsibly,” said Dr. Tom Pickerell, global tuna director for SFP. “We urge tuna supply chain members to publicly sign on to these best practices and encourage the producers they source from to adopt them.”



NO OF OF SFP-SUPPORTED SRs:

18



MAJOR ACADEMIC JOURNAL PUBLISHES SFP RESEARCH PROVING THAT FIPs WORK

Fishery improvement projects (FIPs) are a key building block of the SFP approach, and it is important to scrutinize the effectiveness of these initiatives so that participants and supporters can be assured that the methodology will be effective. Consequently, in August, we presented a new academic paper, “Fishery Improvement Projects: performance over the past decade,” which appeared in the journal *Marine Policy*. This peer-reviewed paper examined the history of the development and implementation of FIPs over the past 12 years.

The research team included Jim Cannon, SFP founder and CEO; Pedro Sousa, SFP chief scientist and FIP Research Program director; Isidora Katara, former SFP senior fishery analyst and currently

fisheries and GIS analyst at CEFAS, UK; Pedro Veiga, SFP senior scientist; Braddock Spear, SFP Systems Division director; Doug Beveridge, SFP director of SR evaluation; and Tracy Van Holt of the Center for Sustainable Business at the Stern School of Business, New York University.

The authors developed a comprehensive database of attributes characterizing all known FIPs around the world, and assessed where progress had been made in reaching FIP objectives. The overall findings were positive and demonstrated the effectiveness of this approach.

“This paper provides solid and unequivocal support to the FIP model, looking back and, more importantly, looking forward,” co-author Pedro Sousa said. “The results demonstrate that fisheries with FIPs are more likely to achieve improvements in management and overfishing when compared to fisheries without FIPs.”

EYE ON AQUACULTURE

MORE THAN HALF OF THE WORLD'S SEAFOOD COMES FROM AQUACULTURE, AND THIS PROPORTION IS SET TO GROW IN COMING YEARS.



Given the huge importance of fish farming, we have developed a set of approaches to guide the industry toward sustainable production. Crucially, we do not focus on sustainability at a farm level (which can be addressed by certification), but instead look at the cumulative effects of aquaculture across a region and “zonal management” of the entire production area. This approach is analogous to addressing the regulation of a fishing fleet, rather than focusing on individual boats.

We use a range of tools when promoting zonal management, specifically:

PROVIDING INFORMATION TO INDUSTRY ABOUT THE STATUS OF AQUACULTURE MANAGEMENT IN SPECIFIC REGIONS VIA THE FISHSOURCE DATABASE

In March, we officially announced a new series of 35 profiles covering farmed shrimp, salmon, and pangasius

across 10 countries. The profiles are written at a regional (i.e., province, state) scale, which enables corporate buyers to assess specific production regions and better understand risks in their procurement strategies.

PROMOTING BEST PRACTICES

In November, we worked with Conservation International and the University of California Santa Barbara's Sustainable Fisheries Group to produce a guide entitled “Best Practices for Aquaculture Management: guidance for implementing the ecosystem approach in Indonesia and beyond.” The guide identifies the three principle elements of good practice contained in the United Nations Food and Agriculture Organization's

Ecosystem Approach to Aquaculture: 1) spatial planning and zoning, 2) waterbody carrying capacity limits, and 3) aquaculture disease management areas. The guidance applies to seafood farming worldwide and uses Indonesia – a major aquaculture producer with ambitious aquaculture development goals – as a case study for implementation. The guide includes actionable recommendations for both industry and government institutions that set policies in aquaculture producing areas. In particular, supply chain stakeholders are encouraged to work more closely with farmers and governments to initiate and support coordinated management practices to reduce environmental impacts and disease risks.

DEMONSTRATING PRACTICAL APPROACHES IN THE FIELD

In Thailand, we are working with a number of other groups in a unique project geared toward using zonal management to prevent disease.

THE SHRIMP HEALTH RESOURCES IMPROVEMENT PROJECT (SHRImp)

A collaborative effort between SFP, IDH – The Sustainable Trade Initiative, Eurastip, The University of Stirling, the Walmart Foundation, and the Thai Department of Fisheries. The project provides practical training to farmers, other businesses, and regulators on how to use innovative tools to improve water quality and reduce disease risks both inside farms and across whole production areas. The project uses a scalable model that can be exported to other locations to improve profitability and attract investment into the shrimp industry through better governance and farm management that will reduce risks, improve productivity, and protect natural resources.

ORGANIZING INDUSTRY

Just as we do with wild fisheries, we also promote the use of Supply Chain Roundtables (SRs) as a tool to drive change in aquaculture. SRs act as a forum for processors, importers, and others that buy directly from a specific seafood sector to work together in a pre-competitive environment to achieve improvements in fisheries or aquaculture. Retailers and other stakeholders can also be participants, but primary producers generally only contribute as implementers of specific improvement projects. The roundtables work to support existing improvement projects and help those that are struggling to make progress, as well as identify areas where new projects are needed. We created the Aquaculture Supply Chain Roundtable to expand industry engagement on sustainable aquaculture and make it easier for supply chain companies to work together to support relevant improvements in aquaculture governance, management, and performance.

Nº OF NEW AQUACULTURE PROFILES ADDED TO FISHSOURCE:

35

The SR is expected to complement the Asian Farmed Shrimp SR, Asian Reduction Fisheries SR, European Sustainable Fishmeal SR, and Latin American Reduction Fisheries SR.



ACHIEVEMENTS 2018

Nº OF SECTORS THAT ARE PART OF THE T75 INITIATIVE:



13

Nº OF T75 SECTORS THAT ARE AT LEAST HALFWAY TO THEIR GOAL:

6

Nº OF FIPs THAT SFP SRs BEGAN OR REACTIVATED:



14

Nº OF ADDITIONAL PRE-FIPs THAT SFP SRs SUPPORTED:



25

Nº OF COMPANIES INVOLVED IN SRs WORLDWIDE:



>150



Nº OF SFP-SUPPORTED SRs:



18

Nº OF NEW AQUACULTURE PROFILES ADDED TO FISHSOURCE:



35

Nº OF FISHERY PROFILES IN FISHSOURCE:

1,293



Nº OF CORPORATE PARTNERS:



33

Nº OF DONOR ORGANIZATIONS:



17



LOOKING AHEAD...

WE WILL CONTINUE TO BUILD ON THE MOMENTUM OF TARGET 75, AND 2019 WILL BE A CRUCIAL YEAR FOR DELIVERING MEASURABLE PROGRESS IN SEAFOOD SUSTAINABILITY.

Also in 2019, we plan to host a single forum dedicated entirely to Target 75, where stakeholders from all over the world can learn how they can support the initiative.

Along with the T75 initiative, we are also pressing forward with efforts to take FIPs and related projects to scale. Many FIPs within a country face similar management issues. Consequently, it is more efficient to encourage systemic reforms at a national level, rather than leave each FIP to address problems individually. In many countries, such as Indonesia and Mexico, it makes sense to pursue projects on as large a scale as possible, and we will be seeing early results from our national-level blue swimming crab FIP in Indonesia, as well as the launch of national FIPs for tuna and snapper/grouper. We also plan further international collaborations around mahi, squid, and tuna, and the promotion of industry initiatives to engage regional fisheries management organizations (RFMOs).

PARTNER PROFILES

SFP'S INDUSTRY-DRIVEN APPROACH MEANS WE CAN'T ACCOMPLISH ANYTHING WITHOUT THE PARTICIPATION OF THE INDUSTRY STAKEHOLDERS WE PARTNER WITH. HERE ARE JUST A FEW OF OUR PARTNERS WHO SHOWED THEIR SUPPORT FOR SFP AND THE TARGET 75 INITIATIVE IN 2018:

NO OF CORPORATE PARTNERS:

33



Beaver Street Fisheries, Inc. (BSF) is a family-owned and operated importer, exporter, and distributor of quality frozen seafood and meats. Located in Jacksonville, Florida, the 60+ year old company offers a full line of seafood and meat products to both the food service and retail markets.

"We are very proud to participate in the T75 initiative, and committed to do whatever we can to drive change at the fishery level, and in educating and raising awareness with our customers to drive change there as well," said BSF's Casey Marion. "The work that SFP does is a critical part of this process, by providing the platform for pre-competitive collaboration within our industry to exist."

Beaver Street Fisheries has been a strong partner of ours since 2015,

and in 2018, became especially known throughout SFP for its support of Target 75. Most remarkable, perhaps, was the company's new booth design at Seafood Expo North America, which featured SFP's logo, the Target 75 logo, and the T75 campaign slogan: "Get on board."

Since then, Beaver Street has continued to show its support for Target 75 online, guiding viewers to SFP's Target 75 web page through social media.

"Beaver Street Fisheries' ambition and leadership shows how much can be accomplished when a supplier is committed to improvements," said Katie Mihalik, buyer engagement coordinator for SFP. "The work BSF supports has provided proof of concept behind the approach of pre-competitive Supply Chain Roundtables and SFP's Target 75 Initiative."



A division of Fortune International

Headquartered in Bensenville, Illinois, with locations in Minnesota and Missouri, Fortune Fish & Gourmet is a major fresh and frozen seafood processor and specialty food distributor, providing seafood to restaurants, hotels, country clubs, and grocery stores in the US.

“Fortune Fish & Gourmet believes that healthier oceans lead to healthier people,” said Stacy Schultz, director of marketing and sustainability coordinator at Fortune Fish. “We are committed to responsibly sourcing and working with our supplier partners to advance the sustainability of the seafood industry. SFP has always been extremely helpful and supportive of the industry viewpoint, and by establishing the Target 75 initiative, SFP has set a concrete goal for industry to work towards and advocate for.”

The company has had strong involvement in several of SFP’s Supply Chain Roundtables (SRs), covering tuna and squid. The company has also demonstrated its commitment to sustainability in its participation in Sea Pact. Fortune’s Stacy Schultz was named Chair of Sea Pact in 2018.

“Fortune Fish has been a longtime friend and partner,” said Sam Grimley, SFP’s strategic initiatives director, buyer engagement. “From the beginning of that relationship, Fortune Fish has demonstrated its leadership in the industry through its commitments to ongoing sustainability work, including SFP’s Target 75 initiative.”



Jealsa is a family-owned company based in Boiro, A Coruña, Spain. The company has been processing canned seafood since 1958. Today, the group integrates 26 different companies into four business areas—food, fishing and related services, environment, and energy. It is the largest canned tuna producer in Spain and second-largest in Europe. The company runs seven processing plants around the world.

The company’s purse seine fleet, flagged in Guatemala and targeting tropical tunas in the Atlantic, entered into MSC full assessment at the end of 2017. During 2018, the company took steps to comply with the standard certification criteria, including an in-depth review of available historic data to identify inconsistencies in data reporting. This review covered capture data, observers data, and company reporting to Guatemalan authorities, as well as the data reported from the country to the International Commission for the Conservation of Atlantic Tuna (ICCAT), the regional fisheries management organization (RFMO) in the area. All this work was key to better explain needs for improvement at the RFMO level to Guatemalan regulators.

“Jealsa has taken the requirements of the Target 75 initiative in stride,” said Pedro Ferreira, deputy director of SFP’s Programs Division. “Not only are they committed to the initiative, but they have integrated it into their ongoing work in the region. Clearly, Jealsa is a strong ally in the continuing work to make the region’s seafood more sustainable.”



One of the largest seafood distributors in the US, Denver-based Seattle Fish Co. sells about 18 million pounds of seafood to 2,100 companies across 12 states each year. The company sources from as far away as Chile, New Zealand, and Norway, as well as from within the US.

“With a culture grounded in a shared passion for food, community, and sustainability, at Seattle Fish we are committed to leading the growth of seafood as a highly sustainable source of protein,” said Hamish Walker, Chief Operating Officer at Seattle Fish Co. “We want to do all we can to ensure a plentiful supply for current and future generations. Target 75 is a great way to commit to this objective.”

The company’s commitment to sustainability is clear, from its membership in Sea Pact, a pre-competitive group of seafood companies dedicated to sustainable seafood production, to its certification by the Marine Stewardship Council as a “chain of custody” supplier, to its ongoing support of SFP and Target 75.

“Seattle Fish has always been interested in producing seafood the right way,” said Sam Grimley, SFP’s strategic initiatives director, buyer engagement. “Their interest in sustainability shows in their ongoing work with SFP and T75.”



Tesco is the UK’s largest retailer, serving nearly 80 million customers in more than 6,800 locations across eight countries. Tesco has been a partner with SFP since 2011, and has consistently supported sustainable seafood sourcing. In 2018, the company sourced from fisheries connected to 11 different fishery improvement projects (FIPs). Many of those fisheries are part of Target 75 sectors, including reduction fisheries, shrimp, squid, and tuna. “At Tesco, we are committed to offering sustainable seafood, and our range now includes over 170 MSC-certified lines,” said Helena Delgado Nordmann, responsible sourcing manager at Tesco. “SFP has been a great partner in this journey, providing information, advice, and support on all fisheries, and driving continuous improvement across the industry.”

Tesco has also shown an interest in influencing fisheries regulation and policy, a key part of the Target 75 initiative to scale up improvement efforts to the national or regional level. The company is a public signatory to the Global NGOTuna Forum’s regional fisheries management organization advocacy letter, which asks for better management of global tuna stocks.

“SFP and Tesco have been working together for many years on the sustainability of their seafood supply chain,” said Ian Romanis, SFP’s buyer engagement director for the UK and Europe. “Working with one of the UK’s largest retailers is extremely rewarding, as the partnership allows us to support many projects in different areas that are of importance to T75 and helps drive significant change.”



PARTNER COMPANIES



JOIN US!

SFP REGARDS THE CONNECTIONS WE MAKE TO THE INDUSTRY AS VITAL TO OUR ONGOING MISSION OF BUILDING A MORE SUSTAINABLE GLOBAL SEAFOOD INDUSTRY.

We invite all industry leaders who share our concerns about long-term sustainability to consider partnering with us.

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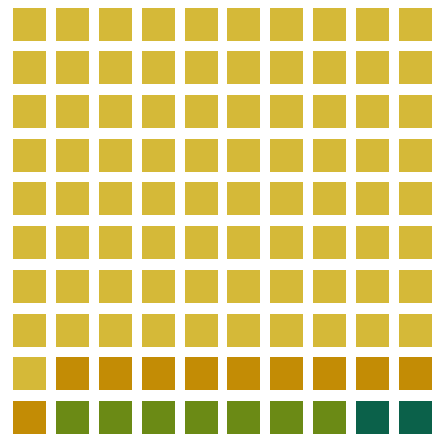
- Commit to continuous improvement of fisheries and fish farms used in their sourcing and encourage supplier participation in Supply Chain Roundtables
- Use SFP's Metrics system to track the progress of their company or their suppliers as they work toward more sustainable supplies of seafood
- Participate in partner-only briefings and webinars, and opportunities to network with industry thought leaders.

Does your company have an interest in improving sustainable sourcing? Do you know of a fishery or aquaculture operation that might benefit from an improvement project? Contact us at info@sustainablefish.org. We look forward to hearing from you!



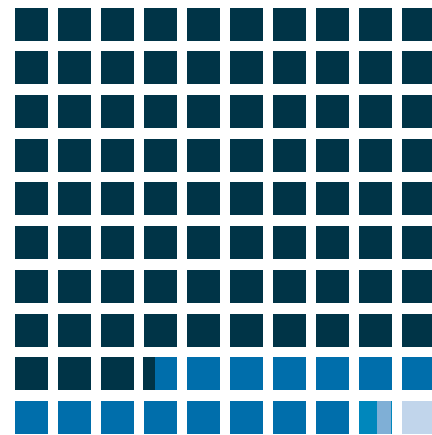
FINANCIALS 2018

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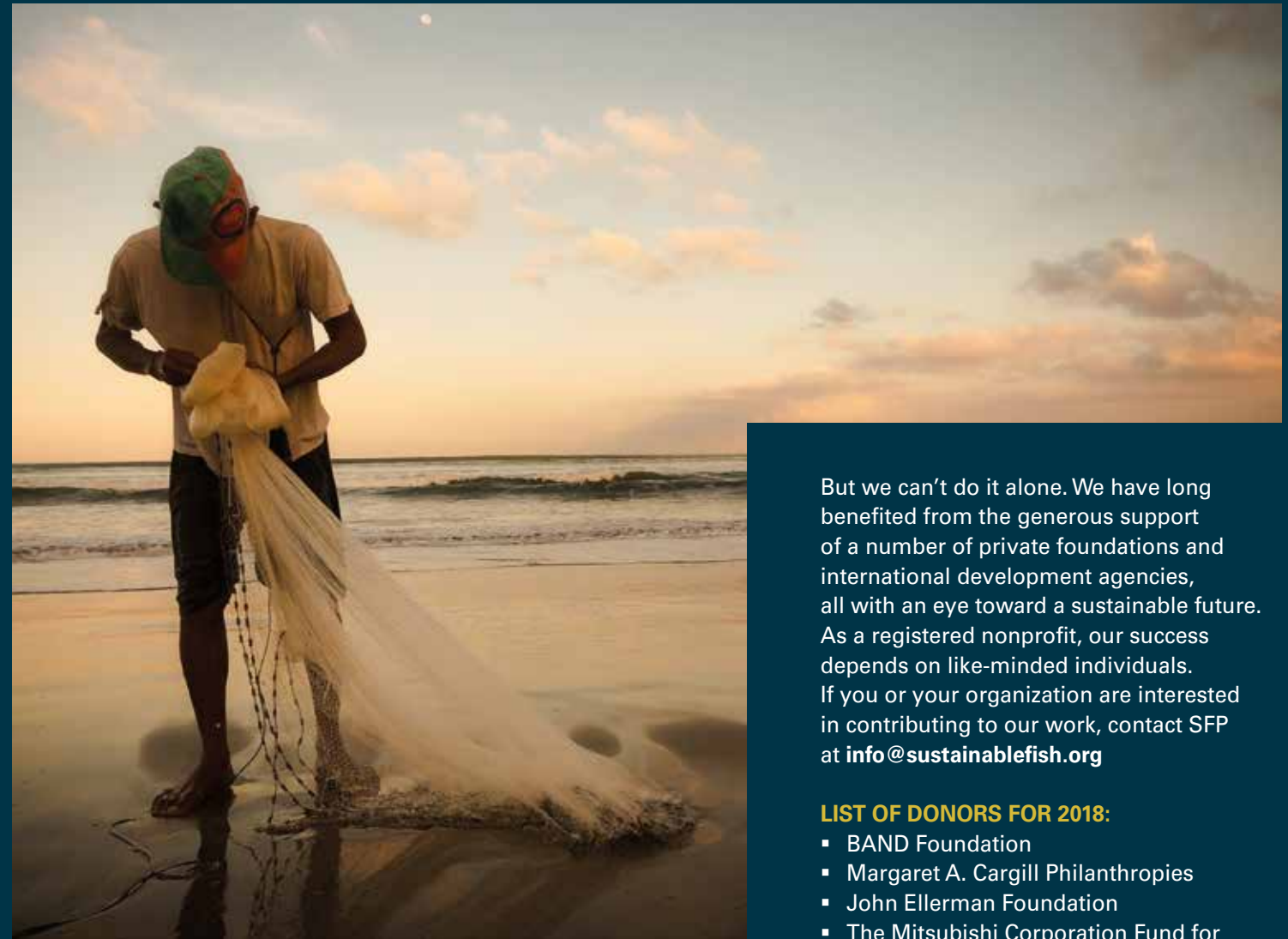


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\$6,552,294:	81%
CORPORATE SPONSORSHIPS	
\$812,383:	10%
GOVERNMENT GRANTS	
\$604,475:	7%
OTHER INCOME	
\$166,608:	2%
TOTAL	
\$8,135,760:	100%

EXPENSES:



PROGRAM SERVICES	
\$6,112,937:	83.4%
MANAGEMENT & GENERAL	
\$1,119,176:	15.2%
FUNDRAISING	
\$101,779:	1.4%
TOTAL	
\$7,333,892:	100%



But we can't do it alone. We have long benefited from the generous support of a number of private foundations and international development agencies, all with an eye toward a sustainable future. As a registered nonprofit, our success depends on like-minded individuals. If you or your organization are interested in contributing to our work, contact SFP at info@sustainablefish.org

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