



Sustainable Fisheries
PARTNERSHIP

ANNUAL REPORT 2017





Sustainable Fisheries
PARTNERSHIP

CONTENTS

3	A MESSAGE FROM THE CEO AND FOUNDER
4	A MESSAGE FROM THE CHAIRMAN OF THE BOARD
6	A LOOK BACK: SFP'S WORK IN 2017
14	TARGET 75: AN AMBITIOUS GOAL FOR THE INDUSTRY
16	FORUM WRAP-UP
20	PUTTING IT ALL TOGETHER: SR NEWS IN 2017
25	COMING TOGETHER THROUGH COLLABORATION
28	LOOKING AHEAD
30	PARTNER PROFILES
32	LIST OF PARTNER COMPANIES
33	JOIN US
34	FINANCIALS
35	BECOME A DONOR
36	WHO WE ARE

MILESTONES FOR TRANSPARENCY

FOR MANY YEARS NOW, THE AGE-OLD ADVICE OF KNOWING WHO IS AT THE OTHER END OF YOUR SUPPLY CHAIN AND WHAT THEY ARE DOING HAS BEEN COMMON-SENSE BEST PRACTICE IN THE BUSINESS WORLD.

In more recent years, as the sustainable seafood movement has taken hold, the concept of transparency – telling your customers what's at the other end of your supply chain, too – has become increasingly important.

At SFP, we've taken that concept to the next level with the Ocean Disclosure Project (ODP), which invites participating seafood buyers to make use of the project as a public platform for displaying key information about where their seafood comes from. Joining the ODP and creating a public profile allows participants to prove to the world just how much sustainable seafood means to them.

In 2017, SFP celebrated a number of major developments regarding the ODP. New companies joined from North America, including two major American grocery retailers, and the project took its first steps toward becoming a truly independent organization.

In this report, we'll cover those developments, as well as spotlight some of our partner companies that lent their support to the ODP. We'll also discuss other key activities from 2017, including the unveiling of Target 75, a new public initiative that sets an ambitious sustainable seafood goal for the industry.



A MESSAGE FROM THE CEO AND FOUNDER

IN 2017, WORKING TOGETHER WITH OUR PARTNERS AND THEIR SUPPLIERS, WE IDENTIFIED SPECIFIC MAJOR FISHERIES AND AQUACULTURE REGIONS AS GLOBAL PRIORITIES FOR IMPROVEMENT. TOGETHER, THESE SOURCES ACCOUNT FOR MORE THAN 75 PERCENT OF GLOBAL PRODUCTION IN KEY SEAFOOD SECTORS SUCH AS TUNA, WHITEFISH, SQUID, AND CRAB, AS WELL AS IN FISHERIES SUCH AS ANCHOVY THAT ARE PRIMARILY USED FOR AQUACULTURE FEED.

We convened leading responsible suppliers worldwide to work collaboratively in Supply Chain Roundtables to engage these fisheries and regions and launch industry-led improvement projects covering the full 75 percent of production by the end of 2020; we are calling this global effort “Target 75.”

Our purpose in convening suppliers was to make sure that individual improvement projects were making clear progress toward sustainability. Achieving this goal requires bringing together a critical mass of suppliers and producers in each fishery and aquaculture zone that will work with governments to introduce sensible policies and regulations, as well as effective enforcement to ensure that all producers comply, not just a few on a voluntary basis. The end result will be a level playing field for all in the industry, and environmental and social improvements at the landscape level that ensure future supply and enhance the reputation of seafood.

Our purpose in setting a 75-percent target at the global level was twofold: First, we want to demonstrate to major buyers that the majority of global production

is engaged, which will thus have a meaningful impact on their procurement and business. Second, we want to align retailers, suppliers, donors, and NGOs on the most important fisheries and aquaculture sources worldwide, and secure the future of those sources as a shared top priority.

Toward the end of 2017, SFP also launched FishSource Aquaculture, to provide evaluations of aquaculture governance at a zonal level. Our partners can now see how the aquaculture zones they source from are dealing with risks beyond the control of individual farms, including disease epidemics and pollution of shared water bodies. The FishSource profiles give a clear picture of the improvements that are urgently needed in aquaculture policies and zonal management to ensure sustainable production and future supplies.

2017 represented a big step forward for SFP in bringing industry together to solve fundamental problems facing their supply chains, at a truly global scale. This annual report describes in more detail the significance of the changes we’ve made, and the results obtained to date.



Jim Cannon

A MESSAGE FROM THE CHAIRMAN OF THE BOARD

IN A PERFECT WORLD, THERE WOULD BE NO NEED FOR SFP TO EXIST. JUST LIKE DENTISTS WANTING TO RID MOUTHS OF TOOTH DECAY OR DOCTORS WANTING TO CURE DISEASE, WE WANT TO REDUCE THE DEMAND FOR OUR SERVICES BY MAKING THE WORLD'S COMMERCIAL SEAFOOD SUPPLY SUSTAINABLE.

As agents for change—largely and generously philanthropically funded—we know that we have a limited time window in which to achieve our goals, and so a founding principle of SFP is that we must leverage our work by motivating all commercial players in the supply chain to take their share of responsibility and lead the transformation from exploited to permanently sustainable fisheries. In that context, the two most notable outcomes of the last year were the growing commitments by stakeholders to the Ocean Disclosure Project (ODP), and the launch and building momentum of our Target 75 initiative.

The transparency the ODP requires provides validation to claims by participating organizations. In today's world, the words traceability and accountability have become part of the jargon of conscious consumerism, but, without transparency, they are independently unverifiable. Transparency is increasingly being rightly seen as a commercial virtue, rather than a weakness.

Target 75 is our most ambitious initiative yet; it calls on and encourages industry to realize the goal of having 75 percent of the world's seafood either produced sustainably or formally progressing toward sustainability by the end of 2020. It is certainly an ambitious goal, but it's one

we truly believe is achievable. To this end, we doggedly seek greater and stronger participation in the initiative by industrial stakeholders—without them it will fail, but with them we have a chance to permanently arrest the decline in the world's major fisheries.

The time for small, gentle steps is over. We have the data, we have the science, we know the economic and social benefits that accrue from repaired, sustainable fisheries. It is the responsibility of all of us who are involved in the production and supply of beautiful, healthy, bountiful seafood to fix our fisheries once and for all.

Of course, none of our achievements would be possible without the extraordinary skill and dedication of our exceptional staff. In more than a dozen countries across the globe, SFP team members are inspiring, educating, and advising industry and policy makers. They are unrelenting in their efforts and their commitment to the transformation to seafood sustainability worldwide, and it is to them that I am eternally grateful.



Andrew G K Donaldson

A LOOK BACK: SFP'S WORK IN 2017

IT'S BEEN ANOTHER BUSY YEAR FOR SFP. HERE ARE SOME HIGHLIGHTS:



ODP TAKES CENTER STAGE

2017 marked a strong year of growth for SFP's Ocean Disclosure Project (ODP), which allows companies to demonstrate their commitment to sustainable fish and shellfish sourcing through complete transparency around the condition of their seafood sources and improvement efforts. In September of this year, the project took its first steps toward becoming a truly independent entity, by launching its own independent website: www.oceandisclosureproject.org.

The new, interactive website presents seafood sourcing data from a variety of companies, including US and UK retailers, suppliers, and aquaculture feed manufacturers. The data includes locations where wild seafood is caught, gear types, fisheries management information, environmental impacts, certifications, and fishery improvement projects (FIPs).

"The companies that have participated in the Ocean Disclosure Project should be highly commended for demonstrating real leadership in corporate reporting," said SFP CEO Jim Cannon. "The seafood sector as a whole has poor transparency, and this kind of comprehensive reporting shows a very high level of responsibility by these companies, along with a real confidence in their business model."

The new website is operated by SFP, but it is intended that it will become independent by the end of 2020. The project has been generously funded by the John Ellerman Foundation.

The new website drew praise from NGOs such as Greenpeace.

"Transparency is the first step towards ensuring sustainable sourcing and ethical supply chains. With the launch of its new

website, the Ocean Disclosure Project is making it ever easier for companies and their customers to be confident that the fish they're buying is sustainable," said Will McCallum, Head of Oceans, Greenpeace UK. "It's a great resource, and we'd encourage companies to use it and to critically engage with improving their sustainability."

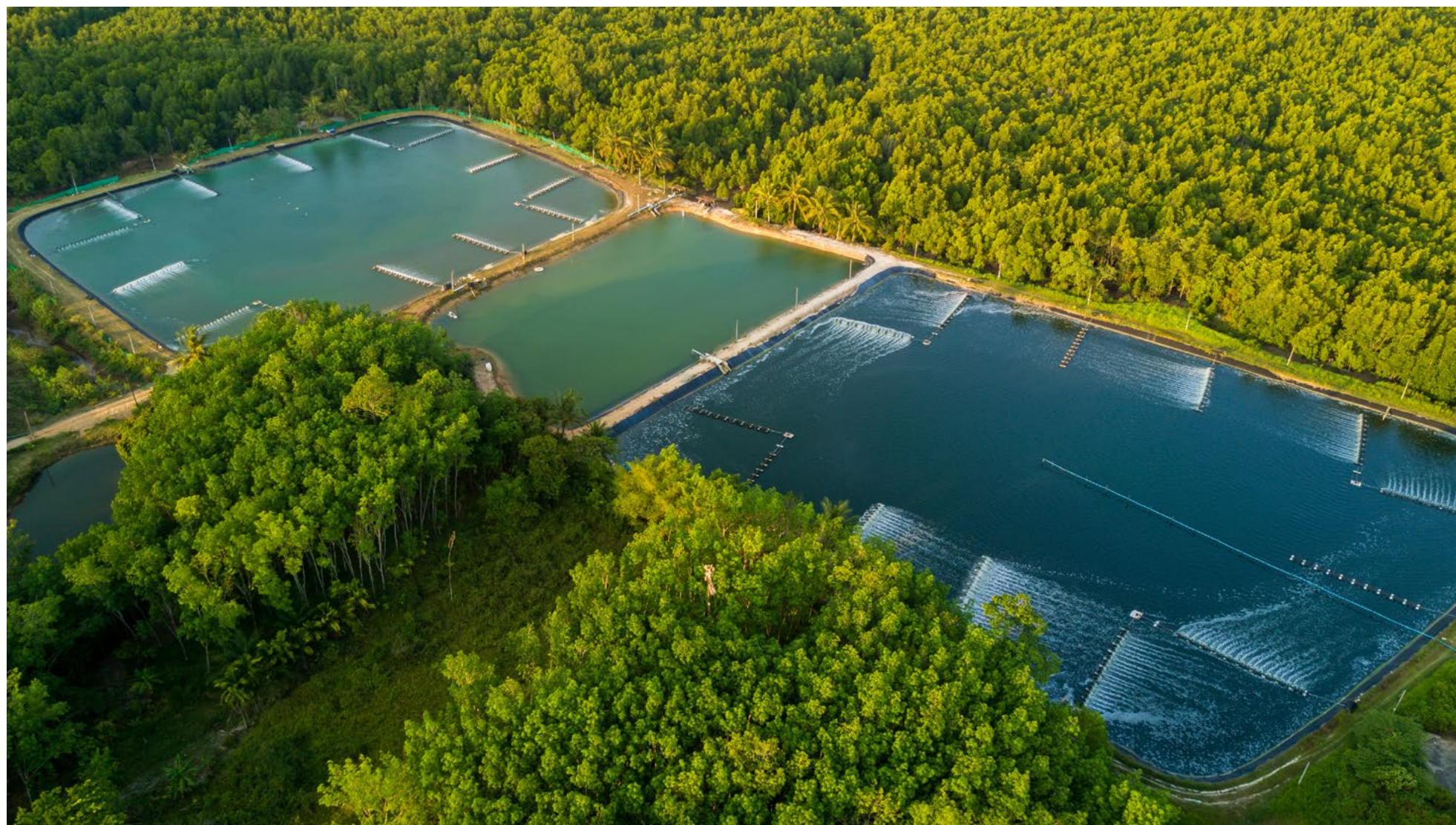
Other retailers, such as Marks & Spencer, that provide similar levels of transparency also voiced their support.

"We already publish this information on our website and therefore share the aims of this initiative in bringing complete transparency to sustainable seafood sourcing," said Hannah Macintyre, Fisheries and Aquaculture Manager at Marks & Spencer. "Together, major retailers and brands can make a difference and help transform the whole industry."

At the beginning of the year, there were nine companies participating in the ODP: UK retailers Asda, Co-op Food, and Morrisons, along with UK seafood supplier Joseph Robertson, French food service company Davigel, US seafood supplier North Atlantic, and aquaculture feed manufacturers Biomar, Cargill/EWOS, and Skretting.

Publix added its name to the ranks in March, becoming the first US retailer to do so.

"Publix's seafood sustainability philosophy is to provide transparency for our customers while engaging with our suppliers to drive change in the seafood industry," said Maria Brous, Director of Media and Community Relations for Publix. "Through our collaboration on the Ocean Disclosure Project, we are able to evaluate our current sustainability landscape, prioritize our impact, and support the supply chain from the fishermen to the processors through fishery improvement projects, allowing us to ultimately offer our customers more of the options they are looking for."





“This is a truly impressive commitment and represents a significant step forward in corporate reporting on sustainable seafood,” said Kathryn Novak, Director of Buyer Engagement for SFP. “Consumers, the public, investors, and other stakeholders can now see for themselves where Publix sources seafood, how the fish are caught, and how well the resource is managed. With this announcement, we feel Publix has taken a leadership role in seafood sustainability.”

In November, the ODP drew headlines again when US-based retailer Walmart announced that it was also joining the project.

“We are proud of our efforts to make the seafood we sell more sustainable, and joining the Ocean Disclosure Project is one more way we can show our passion

and commitment for sustainability and transparency,” said Laura Phillips, Senior Vice President of Sustainability for Walmart. “ODP provides an important service to consumers and other stakeholders when understanding where their seafood comes from.”

“It is fantastic news that the largest retailer in the world has now joined the Ocean Disclosure Project,” said Blake Lee-Harwood, Strategy Director at SFP. “Walmart has made a huge contribution to making seafood more sustainable and is now showing real leadership in adopting a more transparent approach to the sustainability aspects of the fish and shellfish the company sells. We hope this move will encourage other retailers and processors to join the ODP and tell their customers about the sustainability of their seafood.”

“It is fantastic news that the largest retailer in the world has now joined the Ocean Disclosure Project,”

BLAKE LEE-HARWOOD | STRATEGY DIRECTOR | SFP

FIP NEWS

Over the summer, SFP noted a landmark moment, when its last fishery improvement project (FIP) transitioned to industry. From the beginning, SFP had always envisioned industry-led sustainability projects, but in the organization’s early days, the FIP concept was so new that SFP had to initiate and run FIPs on its own.

As the concept has taken hold in the industry, more and more key stakeholders have stepped forward to take charge of improvement worldwide. In August, SFP handed over management of the Gulf of California Industrial Shrimp FIP – which had been the last FIP directly managed by SFP – to various industrial partners connected with the project.

“Fishery improvement is only sustainable in the long term if it is led by the seafood industry,” said SFP CEO Jim Cannon. “NGOs have a valuable role in helping FIPs to get going, but they lack the money and authority to see every project through to a successful completion. Only when improvement projects are part of the seafood industry DNA will they go viral and deliver a completely sustainable supply chain.”

Now, SFP is free to focus on work within Supply Chain Roundtables (SRs) as an advocate and advisor to the industry, guiding the industry’s ongoing work in developing

FIPs and related projects. SFP continues to work, as it always has, with more than 30 corporate partners who represent key buyers of the world’s seafood, and to offer guidance and data to support future sustainability policies.

Earlier in the year, FIP reporting at SFP underwent a transition of a different kind. In February, SFP announced it was transitioning its FIP Directory contents to the independent website Fishery Progress. The migration was completed by the end of June.

The new website, located at www.fisheryprogress.org, is a product of the Conservation Alliance for Seafood Solutions and FishChoice, and represents “version 2” of the FIP Directory. It features an upgraded user interface to make uploading FIP information easier, and FishChoice provides technical support to help FIP managers if they encounter any hurdles uploading their information to the website. The addition of visual representations of data gives quick snapshots of progress.

Buyer and NGO response to the site has been enthusiastic, and they particularly appreciate the verification the site provides to make sure information is consistent and accurate. The site makes it easier for FIPs to provide a greater level of transparency about their goals and progress toward meeting buyers’ sustainable seafood requirements.



“We’re delighted that the FIP model is being embraced in Western Africa. The collaborative and flexible approach to fishery sustainability a FIP brings seems to be appropriate for organizations working in these supply chains.”

PEDRO FERREIRO
DEPUTY BUYER ENGAGEMENT
DIRECTOR SFP

FIP progress in 2017 involved more than technical and managerial transitions, however, most notably the emergence of a new small pelagics FIP in Africa. In April, SFP announced the beginning of the FIP in the West African nation of Mauritania.

International fishing sector stakeholders, fishmeal and fish oil buyers, exporters, and processors, together with the Mauritanian fishery authority, signed a memorandum of understanding at the Seafood Expo in Brussels, marking the FIP’s official beginning. The organizations share a common commitment to sustainable fisheries and collaborating to publicly evaluate and improve the fishery.

“We’re delighted that the FIP model is being embraced in Western Africa,” said Pedro Ferreiro, Deputy Buyer Engagement Director at SFP. “The collaborative and flexible approach to fishery sustainability a FIP brings seems to be appropriate for organizations working in these supply chains.”

The FIP is working on a fishery assessment that will identify gaps to the IFFO Responsible Sourcing standards (working toward MSC certification in the future). Workshops will

take these evaluations forward to develop a FIP workplan and identify improvement actions. Industrial backers include French company OLVEA Fish Oils.

“We have been working in Mauritania for five years, investing in partnerships with local enterprises and the national government to ensure we understand environmental impacts and act to minimize them,” said Antoine Dangy, OLVEA Fish Oils Sustainability Manager. “We recognized that a FIP was the most appropriate method for achieving our goals in Mauritania because of the partnership approach and method of continuous improvement.”

Other stakeholders directly involved with the FIP in Mauritania include the Ministry of Fisheries and Maritime Economy (MPEM), the National Federation of Fisheries (FNP) and its Industry and Sea Proteins section (SIPM), the Mauritanian Institute of Oceanographic Research and Fisheries (IMROP), the National Office of Sanitary Inspection of Fish and Aquaculture Products (ONISPA), Rim Fish Meal, and OLVEA Group subsidiary Winterisation Mauritania. This collection of stakeholders allows for a holistic approach to improving the fishery, and targeting its conservation, economic, and social objectives.

NEW SPANISH PARTNERS JOIN THE RANKS

As the interest in sustainable seafood sourcing among the stakeholders and markets in Spain continues to grow, SFP takes pride in its growing relationship with leaders in the Spanish seafood industry. At the same time, SFP is always interested in expanding its list of partner companies, and this year welcomed three new partners, all of them based in Spain.

In May, SFP announced that the Jealsa Rianxeira S.A.U. Group, based in Boiro, in Spain’s Galicia region, was entering into partnership with SFP. Founded in 1958, Jealsa is the top seafood canner in Spain and the second largest in Europe. Along with its own brand – Rianxeira, Ecuris, MareAperto, and Robinson Crusoe – the group also supplies canned fish and seafood for the distributor Mercadona under the brand Hacendado. The group is made up of 26 companies dealing in four areas of activity: food (canned fish and shellfish, meal solutions, and pet food), fishing and services, environment, and energy. The group operates tuna vessels in the Atlantic.

“In the Jealsa Rianxeira Group, we have always been very aware that our growth and consolidation as a company is due to internationalization of our business model, characterized by the integration of full respect for human rights, the sustainable exploitation of resources, environmental responsibility, constant support of renewable energy, and the social and economic development of the towns and countries in which it is present,” said Ángeles Claro, the group’s Sustainability Manager.

The group is no stranger to sustainability. A member of the International Seafood Sustainability Foundation (ISSF), Jealsa operates a unique non-chemical water treatment plant and offers byproducts of its tuna processing to two companies, Conresa and Valora, that make fishmeal, fish extract, and gelatin.

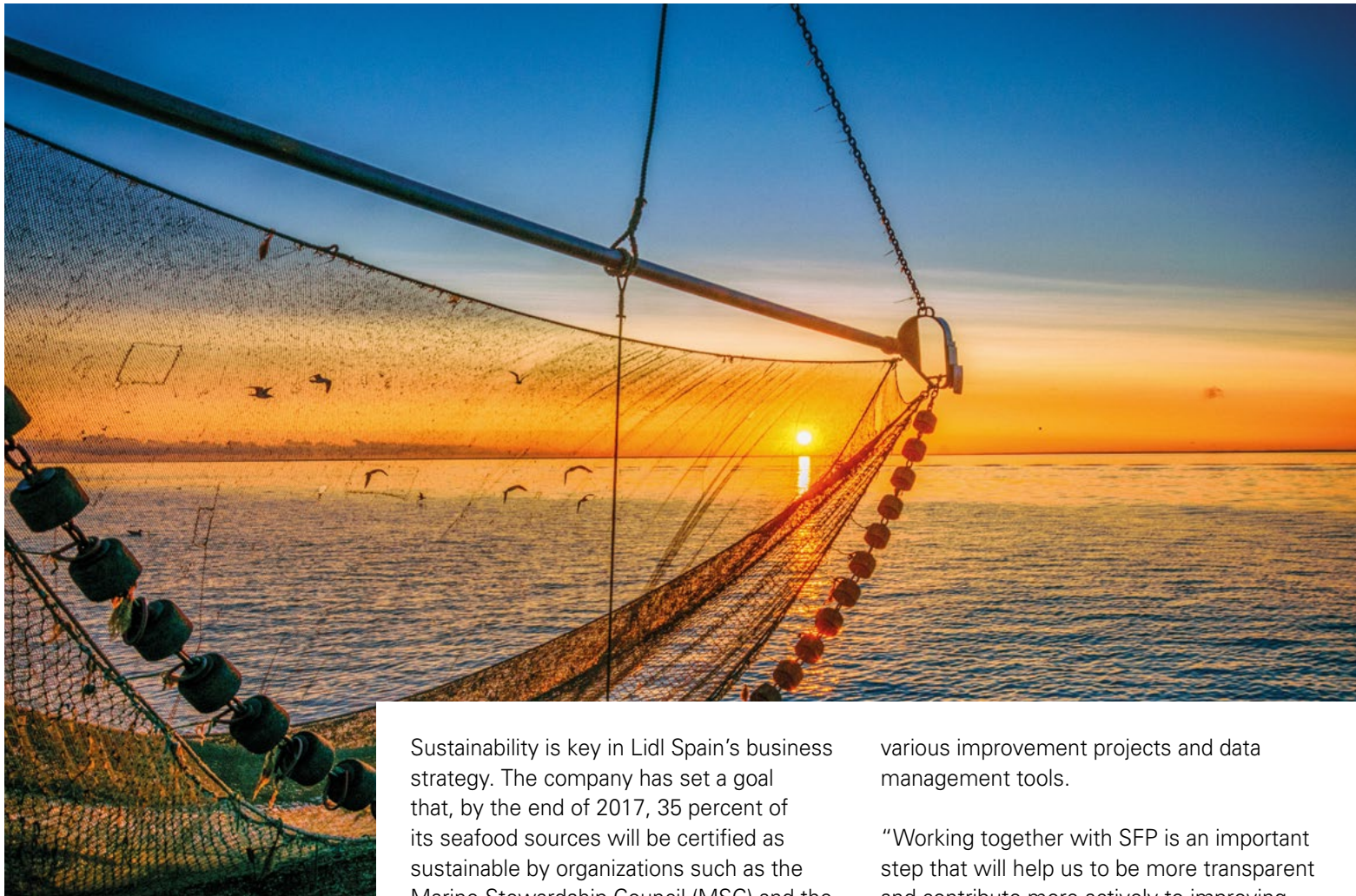


“It is an encouraging sign for the future of sustainable seafood in Spain to see a group with the size and influence of Jealsa demonstrating such a strong commitment,” said Pedro Ferreiro, Deputy Director of SFP’s Buyer Engagement Team. “SFP is thrilled to be partnering with Jealsa, and we hope this will serve as inspiration to other Spanish seafood companies.”

In November, SFP welcomed Lidl Supermercados, a subsidiary of German retailer Lidl. The company, which was established in 1994, operates 540 stores throughout Spain. It is the fifth-largest supermarket chain in the country.

“Lidl is highly committed to offering sustainable products to our customers, which is why we are continuously working together with our suppliers to improve and gain sustainability certifications,” said Michaela Reischl, Corporate Social Responsibility Director of Lidl Spain. “We believe that this new partnership with SFP is another step in the right direction to preserve our oceans in order to ensure that future generations will be able to enjoy fresh fish.”





Sustainability is key in Lidl Spain's business strategy. The company has set a goal that, by the end of 2017, 35 percent of its seafood sources will be certified as sustainable by organizations such as the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC). The company was the first distributor in Spain to collaborate with the MSC and has been working with them since 2008. The supermarket chain currently has the highest ratio of sources certified as sustainable.

"This partnership demonstrates Lidl's leadership in sustainable seafood sourcing in Spain's retail sector," Ferreiro said. "We hope Lidl's efforts will serve as a model for both local and international retailers operating throughout the Spanish markets."

Also in November, SFP announced a partnership with Spain's Nueva Pescanova Group. The company, which dates back more than 50 years, operates in more than two dozen countries worldwide, and looks forward to working with SFP to improve the sustainability of its supply chain, using

various improvement projects and data management tools.

"Working together with SFP is an important step that will help us to be more transparent and contribute more actively to improving the conservation of resources and the rationalization of fishing, a commitment that has been present in the DNA of our company for almost six decades," said Juanjo De la Cerda, Corporate Director of R&D, Quality, and Sustainability of the Nueva Pescanova Group.

Nueva Pescanova has always had a strong interest in sustainability. Among its accomplishments, the company has established its own sustainable fishing certificate, audited by Bureau Veritas, for hake catches in Namibia.

"Nueva Pescanova has a history in the seafood industry in Spain and globally," Ferreiro said. "We are certain that Pescanova's engagement will inspire other companies worldwide to follow its lead toward a more sustainable future."

A STEP IN THE RIGHT DIRECTION FOR REDUCTION FISHERIES

In October, SFP released its 2017 annual sustainability overview of reduction fisheries, which included some positive news about the state of the world's reduction fisheries.

Here are some of the report's conclusions, for the 20 stocks analyzed in 2017:

2.2%
OF THE TOTAL CATCH VOLUME COMES FROM STOCKS IN **VERY GOOD CONDITION**

81%
– MORE THAN THREE QUARTERS OF THE TOTAL CATCH VOLUME COMES FROM STOCKS THAT ARE **REASONABLY WELL-MANAGED OR BETTER** (I.E., THAT SCORE 6 OR ABOVE ON ALL FIVE FISHSOURCE CRITERIA). THIS COMPARES TO 57.4% LAST YEAR

JUST **17%**
(1.7M TONNES) OF THE TOTAL CATCH COMES FROM **POORLY MANAGED FISHERIES** (CATEGORY C), A SIGNIFICANT DROP COMPARED TO 42.6% LAST YEAR

OUT OF THE **20 STOCKS**,

10
HAVE FISHERIES THAT ARE ALREADY COVERED BY **THE MSC PROGRAM**,

19
HAVE FISHERIES THAT ARE COVERED BY **THE IFFO RESPONSIBLE SOURCING CERTIFICATION**, AND

3
ARE COVERED BY **FISHERY IMPROVEMENT PROJECTS (FIPS)** THAT ARE MAKING GOOD PROGRESS.

ACCORDING TO THE AVAILABLE ESTIMATES, MORE THAN TWO THIRDS OF THE PRODUCTION COVERED IN THE OVERVIEW IS COMING FROM FISHERIES THAT ARE **MSC CERTIFIED** OR UNDER **FULL ASSESSMENT** (25%) OR IN A **FIP** THAT IS **MAKING GOOD PROGRESS** (44%).

"This report shows a real improvement in the management of reduction fisheries and is a clear demonstration that the fishmeal and fish oil sector is on a very positive trend toward sustainability," said Blake Lee-Harwood, Strategy Director at SFP. "There is still a huge challenge in Asia, but with enough support from industry and government, we can hope for similar levels of improvement there as well."

The overview covers 20 of the most significant fisheries used for the production of fishmeal and fish oil, but does not include reduction fisheries in Asia, because of limited data availability. The fisheries are rated according to the sustainability assessment presented on www.fishsource.org and using data that was publicly available in August 2017.



TARGET 75: AN AMBITIOUS GOAL FOR THE INDUSTRY

IN JUNE, AT THE 2017 SEAWEB SEAFOOD SUMMIT IN SEATTLE, WASHINGTON, SFP HELD A PRESS CONFERENCE TO ANNOUNCE A NEW INITIATIVE, WHICH WE CALL "TARGET 75," OR T75.

In many ways, this initiative represents a bold new undertaking for SFP. However, at the same time, it is also a natural progression from the philosophy and method that SFP has used from the beginning, to promote and bring about changes in sustainable seafood production worldwide.

Simply put, we're setting the goal that, by the end of 2020, 75 percent of global seafood volume will be produced in a manner that can be classified as either "sustainable," meaning meeting the criteria of NGOs such as the Marine Stewardship Council, or "improving," meaning the fishery producing the seafood in question is involved in a fishery improvement project (FIP) that is showing signs of progress toward sustainability goals.

Needless to say, we see 75 percent as a goal, not a limit. While SFP's ultimate goal is and always has been to see 100 percent of the world's

seafood produced sustainably, we're setting the goal of 75 percent because we think it can happen in the allotted time. The number comes from vast volumes of data from multiple sources, all compiled and analyzed by in-house expert staff. Starting in 2018, we will release a series of reports going into detail on what needs to happen and where in order to meet the 2020 goal.

As always, we can't do it alone. SFP has prided itself on working in tandem with seafood industry stakeholders over the years to drive change, and this initiative is no different. As with the various FIPs, aquaculture improvement projects (AIPs), and supply chain roundtables (SRs) over the years, it's been the actions of the industry that produced results, and we know that we can only reach this goal by working with the global seafood industry. We look forward to ongoing industry collaboration leading to real progress toward this ambitious target.



FORUM WRAP-UP

AS IN PREVIOUS YEARS, SFP HOSTED INSTRUCTIVE PRESENTATIONS AND WORKSHOPS AT ITS 2017 FISHERIES AND AQUACULTURE FORUMS, ATTRACTING LEADING SEAFOOD INDUSTRY STAKEHOLDERS FROM AROUND THE WORLD.

- 2017
- 2016
- 2015
- 2014
- 2013
- 2012



Not content to simply present more of the same, SFP brought the forums to new locations, including a brand-new event held in southeast Asia, demonstrating the expanding scope not just of the forums themselves, but of SFP as a whole. Here are just some of the highlights of SFP's events in 2017:

AMERICAS FORUM (SAN JOSE, COSTA RICA)

In previous years, SFP has held its Americas Fisheries and Aquaculture Forum in various locations within the US, but on April 4, 2017, the forum took place in Costa Rica, marking a first for the organization.

"This year's forum was a way for us to highlight to our partners that this is truly an event for all the Americas, not just North America," said Kathryn Novak, Director of SFP's Buyer Engagement Team.

Presenters discussed challenges ranging from working with small-scale artisanal fisheries to how to manage large-scale international fisheries to the challenges of data collection for both wild and farmed seafood. SFP welcomed attendees from 14 different countries, including representatives from the organization's major industry partners, such as Walmart, Fortune Fish and Gourmet, and Nestle Purina. There were also a large number of local non-partner industry stakeholders in attendance, along with other NGOs, including Fair Trade USA, the Environmental Defense Fund, and the Marine Stewardship Council.

"It was a great mix of people from different backgrounds and different countries, and that was just what we were hoping to have," Novak said.

It was also the first SFP forum to feature simultaneous translation. A pair of interpreters were on hand to communicate via earpieces, freeing both the presenters and the audience to discuss issues in their native tongue, be it Spanish or English, without worrying about being misunderstood.

Some of the forum's attendees had the chance to stay on for a couple of extra days to take part in a field trip, another new aspect of the forum. A guide took the group to Quepos, a community on Costa Rica's west coast, where Martec Aquaculture gave a tour of its facility and a boat trip out to its snapper pens. Attendees also had the chance for a brief trip to a local national park.

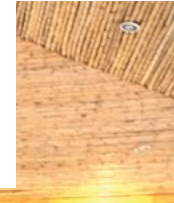
EUROPEAN FORUM (VIGO, SPAIN)

SFP has held its European Forum in Spain before, in Madrid in 2015, but in May, SFP held the forum in Vigo, one of Spain's largest and busiest port cities, located in the country's Galicia region. SFP's work in Spain is expanding along with interest in sustainability among the Spanish industry stakeholders, so a big part of the reason behind the location choice was a desire to engage the Spanish market and venture into less-common fisheries and sectors.

The forum, which officially began with a short agenda on Monday, May 22, extended into a full day on Tuesday,

May 23, covering a vast variety of topical sustainability issues, including the EU Common Fisheries Policy's landing obligation, discussions and presentations on regional fishery improvement projects (FIPs), and the future of sustainable aquaculture. Speakers and panelists discussed species such as squid, tuna, and octopus, the latter the subject of an in-depth presentation at the end of the day on Tuesday.

The forum had close to 100 attendees, between the main event and the Supply Chain Roundtable (SR) and side meetings. While SFP welcomed back many longtime forum visitors from across Europe, roughly 80 percent of attendees were attending the forum for the first time, and 65 percent were from Spain.



"You could tell by just walking through the room that there was a great mix of cultures and languages spoken," said Emma McLaren, Director of Innovative Solutions for SFP's Buyer Engagement team.

In addition, SFP once again provided simultaneous translation, allowing for all the speakers to present in their native languages. There was roughly a 50/50 split between Spanish and English presentations.

"I think some surprising moments included a heartfelt speech by the president of the Blue Shark Fishermen's Association, the analysis of the octopus fisheries globally, and the size and scope of the Spanish companies we [SFP] are engaged with," McLaren said. "I was also impressed with the number of projects referring to Fishery Progress – a growing resource for FIPs."

SFP led two field trips in and around the host city for the forum attendees. On Tuesday morning, a group woke up early to get a glimpse of the Vigo Fish Market – a true gateway for European seafood. They saw a lot of species on display, including blue shark, monkfish, and rockfish, plus they got a look at some of the vessels landing at the Port of Vigo. There was also a trip on Wednesday, May 24, to visit the facilities of SFP partners Congalsa and Frinsa. Both processors welcomed a diverse group into their facilities to see the impressive operations in Ribeira, Spain. SFP received a lot of positive feedback for bringing the forum to Spain – a part of the world that is now experiencing a growing interest in sustainable seafood discussion and activity.

"This forum is here to help you make connections, help forge these alliances we have heard so much of today, and showcase the great work being done in the field by fishermen, NGOs, grassroots organizations, and communities all over the world," SFP CEO Jim Cannon said in his closing remarks.

INDONESIA FORUM (JAKARTA, INDONESIA)

In another first, SFP held its first Indonesia Fisheries and Aquaculture Forum on November 14-15, 2017, at the Indonesian Fisheries Ministry building in Jakarta. Nilanto Perbowo, M.Sc., Director General of Fishery Product Competitiveness in Indonesia's Ministry of Marine Affairs and Fisheries, delivered the keynote address to the 120 attendees. Following that address, a number of panels covered a wide range of topical issues, ranging from the role of government in ongoing sustainability efforts to working with small-scale fisheries, to pursuit of zonal management in aquaculture and the value of fishery improvement projects (FIPs) and aquaculture improvement projects (AIPs) as tools to improve sustainable seafood production.

Indonesian retailer Super Indo took part in the discussions, and a number of local companies also attended the event, including members of the Indonesia Fishery Product Processing & Marketing Association (APRI) and the Indonesian Feedmills Association (GPMT).

The event also catered to the international seafood community, and representatives from a number of key buyers, importers/exporters, and retailers joined the discussions, including Walmart, Netuno, Cannon Fish, and Anova Seafood.

On the second day of the forum, SFP Communications Director Sean Murphy gave a presentation on SFP's Target 75 initiative, followed by a FIP, AIP, and supply chain roundtable (SR) clinic and workshop. During the workshop, attendees divided into four groups to discuss four major SRs – tuna and large pelagics, blue swimming crab, snapper/grouper, and fishmeal – that operate in Indonesia. Participants discussed specific issues relating to the respective species, and successes and ongoing challenges related to sustainable seafood production.

PUTTING IT ALL TOGETHER: SR NEWS IN 2017



SFP STRONGLY ADVOCATES THE USE OF SUPPLY CHAIN ROUNDTABLES (SRs) AS A PRE-COMPETITIVE FORUM FOR LIKE-MINDED INDUSTRY STAKEHOLDERS TO COME TOGETHER AND WORK TOWARD IMPROVING SUSTAINABLE PRODUCTION IN CERTAIN GLOBAL SECTORS.

SRs serve as a way of streamlining the complex process of fishery improvement project (FIP) management, which can stretch across multiple projects at once. **Here are just a few highlights from that work in 2017:**

EASTERN PACIFIC OCEAN LARGE PELAGICS

In 2017, this mature SR was able to keep working toward mobilizing the Costa Rica FIP, and at the end of the year publicly announced that FIP as prospective. Also in 2017, the SR participants communicated some of the SR's policy asks directly to the Inter-American Tropical Tuna Commission (IATTC) delegates from the countries where the participants have operations. Instead of developing a joint letter to the commission's delegates, SR members planned to reach out directly to IATTC voting delegates, in the hopes that this would yield more productive results.

To support this process, SFP gave information to the SR participants on the technical improvements needed, and provided an analysis of the potential consequences of the proposed management improvements,

so they could choose which policy asks they felt most comfortable with. SFP then provided clear instructions on how to approach delegates, along with a list of contacts. While it is uncertain how influential the SR members were, the IATTC did approve one of the SR's asks – an increase of days in the ban for purse seine fishing.

LATIN AMERICA REDUCTION

2017 was a year of consolidation for this SR, after its formation in 2016.

The SR's first meeting was held at the Costa Rica Fisheries Forum in April, to introduce the participants to the aims and the work expected from the SR. From there, through bilateral meetings with the participants, the SR began to create a dynamic of work and regular communication.

In November, at the second SR meeting, SFP and participants delineated a workplan with clear objectives for 2018 and developed a co-funding session aimed at the SR –to support the Pre-FIP phase for the Ecuadorian small pelagics FIP, a fishery with significant volume.

Co-funding to initiate a small pelagics FIP in Ecuador came from several sources, including Camara Nacional de Pesquería of Ecuador, Vitapro, Biomar, and Skretting. The Pre-FIP phase of the project also had support from the Global Marine Commodities project, a project funded by the Global Environment Facility (GEF) that SFP is implementing jointly with the United Nations Development Programme and the governments of Ecuador, Costa Rica, the Philippines, and Indonesia.

The SR also gained one new participant from the region's reduction sector: Chilean company Los Fiordos.

GoM SHRIMP

The Gulf of Mexico Shrimp SR has continued to monitor a handful of issues that cut across the diverse array of shrimp FIPs in the region, including turtle excluder device (TED) compliance, ecosystem-based management, and observer program bycatch data. Industry compliance with TED requirements continues to be good, and the Gulf of Mexico Fishery Management Council is making efforts to implement ecosystem-based fishery management. Most of the effort of this SR has been focused on communicating with the federal government regarding the need for a statistical evaluation of the shrimp observer program data.

GoC SHRIMP

The Gulf of California Shrimp SR's primary focus has been the dire status of the vaquita porpoise in the Upper Gulf of California. Though the gillnet fisheries that interacted with vaquita have been closed down, including the artisanal shrimp gillnet fishery, there continues to be a great deal of illegal fishing targeting a variety of species. SR participants have been monitoring the situation, seeking further actions they can take to support vaquita conservation efforts. Some individual SR participants have also maintained a focus on supporting and participating in the shrimp FIPs in this region.

AMERICAS SNAPPER AND GROUPER

The efforts of the Americas Snapper and Grouper SR participants coalesced around Yucatan grouper, and six US-based importers joined together to fund the development of a bioeconomic model designed to help identify management regulations that could benefit the sustainability of the fishery without disproportionate detrimental effects on the artisanal fishery. The model, to be finalized in early 2018, will allow the SR participants to reach a consensus on needed management reforms and will help to define fishery improvement strategies moving forward.



MEXICAN SEAFOOD

The Mexican Seafood SR was launched in late 2017 and is SFP's first country-specific SR. The objective of this new SR is to encourage fisheries policy reforms that will benefit many Mexican fisheries. While it will be most effective to promote policy improvements on the ground in Mexico, support from the US supply chain will also be an important component in gaining the participation of the Mexican seafood industry. In addition, species-specific working groups will form on an as-needed basis to support improvement efforts in key T75 fisheries.

SQUID

By far, the most significant squid SR development in 2017 was the establishment of the Global Squid Supply Chain Roundtable in March. This was, in effect, a "merger" of two former SRs, one covering Asia-Pacific and the other covering South American squid fisheries. SR members agreed to the merger given the overlaps in squid sourcing, as well as the similar sustainability challenges found across global squid fisheries.

- More than 60 industry and NGO stakeholders attended the SR's first formal meeting, held in Boston during Seafood Expo North America 2017. Updates on existing and emerging improvement efforts were presented, including:
- Chinese Squid FIP by China Blue Sustainability Institute

- Japanese Flying Squid by Ocean Outcomes and Seafarms/Seafresh Group
- Peruvian Jumbo Flying Squid by PeruPez and WWF
- Chilean Jumbo Flying Squid by Pacific Blue
- US East Coast Squid by Lund's Fisheries

Also in 2017, SR members (Fesba, Cabomar, Congalsa, Panapesca, and Davigel), PRODUCE (the Peruvian Ministry of Production), and SNI (Peruvian industry) all signed a Peruvian Jumbo Flying Squid FIP memorandum of understanding. The agreement, which the stakeholders signed during Seafood Expo Global in Brussels, indicated that the companies would work together to develop the Peruvian Jumbo Flying Squid FIP.

SR participants provided funding to re-activate the previously stalled Chinese Squid FIP. They commissioned the China Blue Sustainability Institute to develop the FIP work plan, including researching appropriate improvement measures. In November, the FIP was published as a "prospective FIP" on fisheryprogress.org, to be updated sometime in 2018.

The SR also worked to establish a budget and workplan to prepare for public reporting on the Peruvian Jumbo Flying Squid Pre-FIP. SR participants requested SFP attendance and technical support in a squid workshop in Lima in September to improve the respective stock assessment methodology.



RUSSIAN FISHERIES ROUNDTABLE

The Pollock Catchers Association and Russian Far East (RFE) Crab Catchers Association joined forces in 2017 to host their own roundtable update meeting. The meeting combined participants from SFP's RFE Whitefish and RFE Crab SRs. The associations provided updates on their MSC certification status (pollock), FIP status, and plans for entering MSC (crab). There was strong representation from both industry and NGOs at the meeting. The two associations, along with the Longline Fishery Association, have developed a close working relationship to engage the government and researchers on fishery improvements and sustainability, and hosting their own roundtable meeting is a clear sign of the growth of sustainability efforts in Russia.

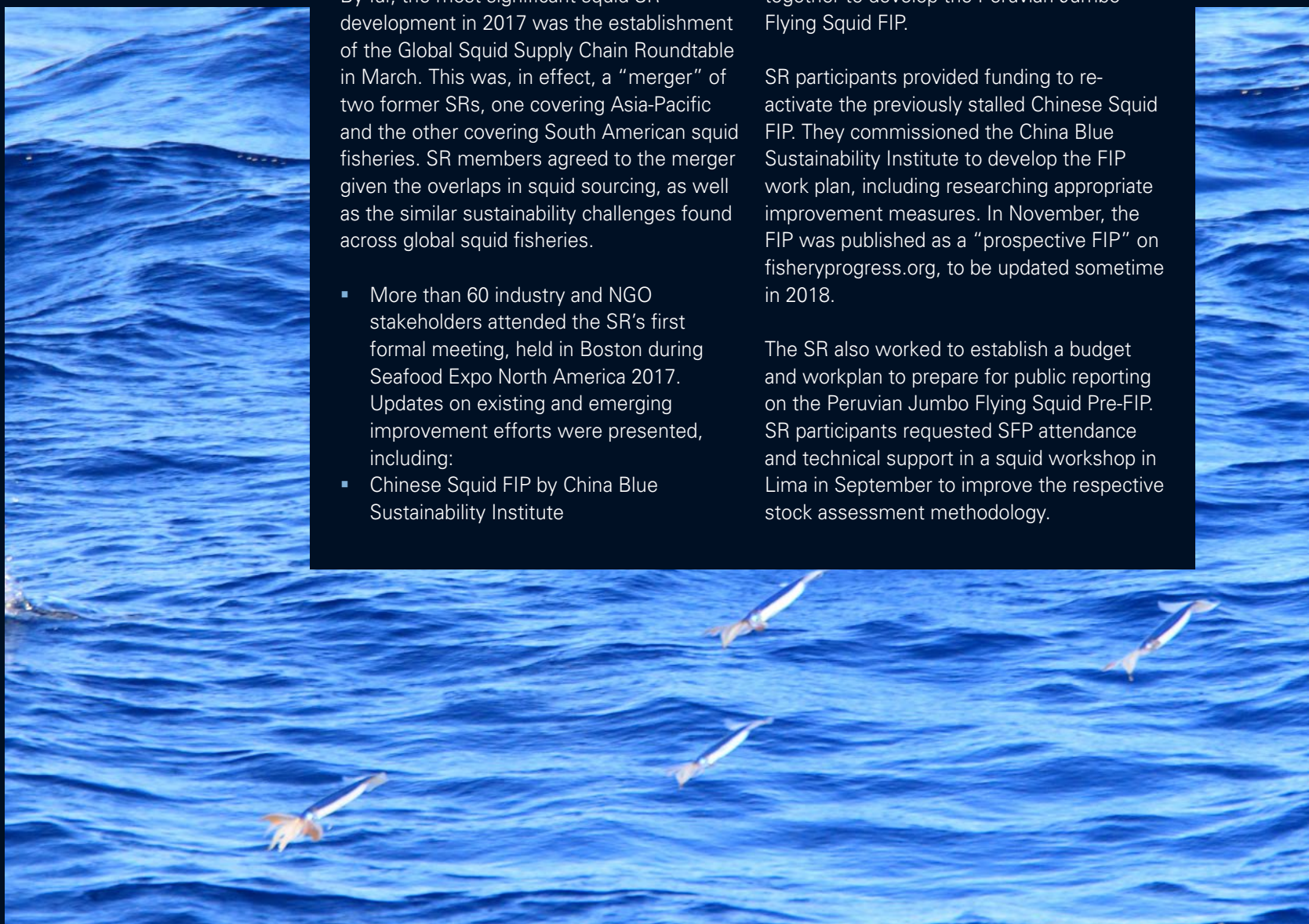
INDONESIAN SNAPPER AND GROUPEL

SFP facilitated the Indonesian Snapper and Grouper Roundtable meeting during Seafood Expo North America in Boston in March. The meeting provided a venue for the buyers, suppliers, and producers of Indonesian fisheries products and the Indonesian government (MMAF) to discuss the progress and challenges in implementing FIPs in small-scale fisheries and the challenges for small-scale fisheries in complying with regulations and meeting the market demand for sustainability and traceability.

At the request of SR participants, SFP facilitated a meeting with companies interested in developing a FIP for small-scale snapper and grouper fisheries in the Java Sea. Representatives from seven processing plants attended the meeting (PT Alam Jaya, PT Kelola Mina Laut, PT Kemilau Bintang Timur, PT Inti Lautan Fajar Abadi, PT Bahari Biru Nusantara, PT Bali Seafood International, and PT Tridaya Jaya Manunggal). Participants were briefed on the sustainability issues identified in the FIP white paper and then discussed the improvement needs to be addressed. The attending companies requested technical assistance from SFP in developing the FIP workplan and estimated budget, as well as in facilitating the meeting with the local fisheries authority in Brondong Harbor, where the snapper vessels land their catch.

At the request of the SR participants, SFP provided technical support to the PT Cilacap Samudera Fishing Industry (PT CSFI) to develop a FIP for snapper and grouper in the Aru Islands. PT CSFI operates 30 vessels (fishing vessels, reefer vessels, and collecting vessels) with which it maintains a cooperative arrangement, including profit sharing.

PT CSFI is the first Indonesia-based retail supplier to join the SR as a participant. PT CSFI is supplying Super Indo and started to initiate a FIP based on its buyer's request.



COMING TOGETHER THROUGH COLLABORATION

SFP HAS “PARTNERSHIP” IN ITS NAME FOR A REASON – ITS SUCCESS AS AN ORGANIZATION DEPENDS ON WORKING TOGETHER WITH OTHERS, BE THEY CORPORATE PARTNERS, LIKE-MINDED NGOS, OR ACADEMIC INSTITUTIONS.

Often, this involves joint research projects behind the scenes. The following are just a few examples of how SFP pooled its resources with others in 2017 to develop tools, improve analysis, and conduct studies of the industry worldwide:

WORKING TO HELP MAKE THE SEAS A LITTLE SAFER

SFP, Monterey Bay Aquarium (MBAq), and Liberty Asia began collaborating in 2016 to develop a Seafood Slavery Risk Tool and, in 2017, developed a website for its public launch in early 2018. The tool (www.seafoodslaveryrisk.org/) provides a risk rating on the likelihood that human-rights violations, such as human trafficking, forced labor, or child labor, are occurring on vessels in particular fisheries. The ratings are based on publicly available information from various peer-reviewed publications and reports from reliable government agencies and civil society organizations. SFP will continue work on the MBAq-led project as the tool is used to assess additional fisheries.

TOWARD A UNIQUE IDENTIFICATION CODE FOR WILD-CAPTURE FISH STOCKS AND FISHERIES

For over 10 years, SFP has been helping the seafood industry to systematically identify source fisheries and improve their sustainability. SFP has worked closely with the RAM Legacy Stock Assessment Database Project, the National Research Council in Italy, and the Foundation for Research and Technology – Hellas on a project led by the United Nations Food and Agriculture Organization (FAO) to develop a Global Record of Stocks and Fisheries (GRSF), based on global standards and naming conventions.

The GRSF is designed around stock monitoring data shared by countries or through regional fishery bodies. The GRSF enhances global monitoring by i) collating stocks and fisheries records from national and regional sources, ii) storing information according to specific standards/protocols, and iii) assigning unique identifiers for stock and fishery identification.





Many stakeholders from industry, NGOs, technology companies, and other interested parties believe the success of seafood traceability is based on standardized fishery identifiers, and the GRSF provides exactly that base information which can be used to develop a global standard in support of traceability. As Aureliano Gentile, Information Officer at FAO notes, "Today's technologies, together with a growing need for sustainability, make the GRSF initiative noteworthy and promising for a better fisheries management."

The next steps in 2018 are to make the GRSF knowledge base and interface available to selected users for a pilot release and to test the unique identifiers in various contexts and applications.

A NEW ERA FOR FIP REPORTING

Launched in 2017, Fishery Progress (www.fisheryprogress.org), provides a platform for publicizing details on FIPs worldwide. The database replaces SFP's FIP Directory, which was SFP's first repository of FIP public reports. SFP previously published these reports for FIPs it advised and FIPs that did not have individual public websites for reporting.

In 2017, under the Moore Foundation's Ocean and Seafood Markets Initiative (OSMI), SFP worked with FishChoice, the creators of Fishery Progress, to facilitate the transition of FIP reports by FIP implementers from SFP's FIP Directory to the new website, as well as the closure of the FIP Directory in late 2017.

According to Rich Boot, CEO of FishChoice, "FishChoice is very thankful for the strong collaboration that has formed between our organizations. SFP's commitment to closing down its FIP directory along with its communication push to global FIPs, urging them to begin reporting on FisheryProgress.org, were critical steps to the successful growth of FisheryProgress.org."

FIPs now upload detailed reports regularly to Fishery Progress on six-month and annual cycles, including information on progress against the MSC standard and against the MSC's objectives and work plans. Fishery Progress is a valuable resource for both the seafood movement and its business partners, and SFP continues to work with FishChoice as a member of the Advisory Committee to ensure the continued success of the website.

DEVELOPING A RESEARCH BANK FOR FISHERY IMPROVEMENT PROJECTS

SFP has signed a memorandum of understanding to work with the University of Washington to develop an online database of past information on all public fishery improvement projects (FIPs), through funding from the OSMI. The database contains information that can inform analyses on the efficacy of the FIP model to achieve sustainable resource management and key factors of success.

In consultation with other NGOs, the University of Washington was identified as an ideal partner for the work, and SFP welcomes the opportunity to collaborate with the university on the project. Dr. Ray Hilborn, professor at the UW School of Aquatic and Fisheries Sciences, notes, "The team at University of Washington is happy to partner with SFP to evaluate the progress of FIPs in improving fisheries performance and identify how fisheries may progress more rapidly towards full

certification." SFP anticipates this project will build upon other excellent existing efforts, such as the Fishery Progress database of FIPs, and will provide the community with additional data from which to conduct analyses to inform ongoing and future FIP work.

BUILDING RELATIONSHIPS IN MEXICO

Through support from the David and Lucille Packard Foundation, SFP worked with Comunidad y Biodiversidad A.C. (COBI), a Mexican NGO, to provide training for the research, writing, and maintenance of fishery profiles for key Mexican fisheries, for the FishSource global fisheries database. The resultant profiles informed the development of FIP workplans for several Mexican FIPs. SFP welcomes the opportunity to closely engage with COBI and other leading NGOs in Mexico that are focused on improving the sustainability of Mexican fisheries through capacity building, engagement with fishers, leveraging policy changes, and protection of key marine environments.



LOOKING AHEAD

AS WE REVIEW SFP'S ACTIVITIES FROM 2017, WE'RE ALSO KEEPING AN EYE ON THE FUTURE, AND HOW OUR EFFORTS FROM 2017 ARE INFORMING WHAT WE HAVE PLANNED FOR THE YEAR TO COME. HERE ARE A FEW NOTES ON WHAT WE EXPECT TO ACCOMPLISH IN 2018

Following up on the launch of our Target 75 initiative, SFP plans to continue our focus on this important goal. We'll be discussing and promoting the initiative to the industry and garnering public support from our partner companies. We also plan to release a series of reports and documents that go into much more depth on the status of key sectors, offering suggestions on where we think stakeholders should focus their efforts in the future. Crucially, we will keep recruiting to our supply chain roundtables (SRs) and building industry participation in the T75 initiative.

Despite the work we've put into this initiative, we are well aware that it is limited largely to fishing, so we're also planning to complement Target 75 with a program of work connected to aquaculture. We'll be releasing new data tools focusing on zonal management, the holistic approach to maintaining a shared resource that we feel is key to any truly sustainable aquaculture. We'll also be working on new industry outreach and reports to help inform the discussion around fish farming.

We will be continuing our work on transparency in the seafood industry by building participation in the Ocean

Disclosure Project and encouraging as many companies as possible to disclose where they source their seafood.

We're also working on an expansion of our online database tool offerings. We anticipate the inclusion of aquaculture profiles in our FishSource database, a new addition that will be the hallmark of our increased focus on aquaculture.

We're also looking forward to a new foray into academia in 2018. We expect to release data relating to a new research project that discusses the effectiveness of fishery improvement projects (FIPs) worldwide, and hope to see publication of our first peer-reviewed journal article using the data.

We will also be continuing our work in Indonesia by supporting the blue swimming crab FIP and an innovative national FIP for tuna.

SFP will also build on a trend towards much more diversity in our public events, both in terms of hosting locations and attendees. Our efforts in Costa Rica and Indonesia in 2017 have demonstrated a great interest among local, non-partner companies, and we intend to continue delivering on our promise to inform and educate the industry.



PARTNER PROFILES



French foodservice company Davigel has been an SFP partner since 2013. Joining the ODP in 2017 made Davigel both the first French company and the first foodservice company to do so.

“Davigel policy for sustainable fisheries and aquaculture can be summarized in a few words: ‘Promote the best, avoid the worst, and improve the rest,’” said Laurent Froget, Seaproduct manager at Davigel. “Through the ODP, we can both promote our best supply (30 fisheries certified) and explain to our customers how we have organized fisheries improvement projects to improve our main non-certified supplies, particularly Canadian Atlantic cod, winter skate, and Argentine red shrimp.”

Signing up for the ODP was the latest in a series of efforts by the foodservice company to improve sustainable seafood. Since 2013, Davigel has been working on a number of improvement projects covering its cod, skate, and red shrimp suppliers.

“Davigel has been collaborating actively since the very beginning of the partnership, and when they saw the opportunity to join the ODP they didn’t hesitate,” said Carmen Gonzalez-Valles Martinez, Program Manager for SFP’s Buyer Engagement Team. “They understood the importance of commitment and transparency.”

The co-operative food

The Co-operative Food has been a partner with SFP since 2012, and was among the first participants in the ODP when it began in 2015. It was also the first company to be profiled on the new ODP website, which launched in 2017. Further,

when the ODP began rolling out additional information about participants’ commitments in December 2017, the Co-operative was among the first to provide new details.

“As an ethical retailer we are committed to continuously improving seafood sustainability and to reducing the environmental impacts of fishing,” said Aisla Jones, Fish Sustainability Manger for the Co-operative. “Our work with Sustainable Fisheries Partnership enables us to work toward this goal by facilitating greater industry engagement and improved collaboration with our supply chains. It also gives retailers invaluable access to specialist knowledge, data and strategic counsel. We are happy to support SFP’s Target 75 program and its Ocean’s Disclosure Project and hugely value its input into creating a thriving and responsible seafood economy.”

With more than 2,800 stores throughout the UK, the Co-operative has shown leadership in the retail sector though its initial participation in the ODP and renewal in subsequent years, with a strong interest in fishery improvement projects (FIPs) involving species such as tuna, sardine, and crab. “The Co-operative has always been a strong partner with SFP,” said Ian Rolmanis, SFP Buyer Engagement Manager, UK and Europe. “Its ongoing interest in participating in the ODP is a clear sign of that, and speaks volumes about the company’s commitment not only to sustainability, but to transparency as well.”



Walmart’s collaboration with SFP goes back to the early beginning, in 2007. Since then, Walmart has consistently demonstrated its leadership as a seller of sustainable seafood. The retailer has made upgrades to its policies that seek to ensure a growing percentage of its seafood worldwide comes from sustainable sources and has encouraged the development of fishery improvement projects (FIPs).

In 2017, Walmart demonstrated its leadership once again, by becoming the largest US retailer to join the Ocean Disclosure Project (ODP).

“We are proud of our efforts to make the seafood we sell more sustainable and joining the Ocean Disclosure Project is one more way we can show our passion and commitment for sustainability and transparency,” said Laura Phillips, Senior Vice President of Global Sustainability for Walmart. “ODP provides an important service to consumers and other stakeholders when understanding where their seafood comes from.”

In 2014, Asda, a division of Walmart in the UK, was the first retailer in the world to provide a full disclosure of where and how it sources wild fish, which eventually led to the creation of the Ocean Disclosure Project platform.

“The ODP is still relatively new in the US retail sector, and having Walmart on board really helps boost interest and credibility in this important program,” said Kathryn Novak, Director of Buyer Engagement at SFP. “We hope Walmart’s participation will help set the stage for many other US-based retailers to join.”



Publix has been a partner with SFP since 2009, and 2017 marked a big milestone both for the retailer and the ODP when Publix became the first US retailer to join the program.

“Publix’s seafood sustainability philosophy is to provide transparency for our customers while engaging with our suppliers to drive change in the seafood industry,” said Maria Brous, Director of Media and Community Relations for Publix. “Through our collaboration on the Ocean Disclosure Project, we are able to evaluate our current sustainability landscape, prioritize our impact, and support the supply chain from the fishermen to the processors through fishery

improvement projects, allowing us to ultimately offer our customers more of the options they are looking for.” Along with working with the ODP, Publix has long been a supporter of fishery improvement projects (FIPs) and has worked with many other key stakeholders and suppliers, most notably in the early days of the Gulf of Mexico FIPs covering shrimp and snapper/grouper. Publix was a key player from the beginning of those efforts, working to convince local fishermen and suppliers to participate in the FIP.

“The ODP is about more than just transparency – it’s about leadership in the buyer and supplier markets,” said Kathryn Novak, Director of Buyer Engagement at SFP. “Publix has earned its place as a leader in the industry by joining the ODP and providing an example worth following.”



MORRISONS

Morrisons first partnered with SFP back in 2012, and since that time SFP and Morrisons have worked closely on various aspects of the company’s supply chain. In 2015, Morrisons became one of the first companies to disclose its seafood sourcing list through the ODP, and they have continued to support the ODP platform in subsequent years.

Morrisons has a range of over 70 seafood species, farmed and wild, on offer to its customers, and serves more than 11 million customers every week at its 491 stores. “Morrisons’ taking part in the ODP showed that the project was a place for leading retailers and suppliers to demonstrate transparency and sustainable seafood sourcing,” said Ian Rolmanis, SFP Buyer Engagement Director, UK and Europe. “That was vitally important in the project’s infancy, and today we hope that the participation of companies like Morrisons will continue to serve as an inspiration for other stakeholders around the world.”



LIST OF PARTNER COMPANIES



JOIN US!

SFP REGARDS THE CONNECTIONS IT MAKES TO THE INDUSTRY AS VITAL TO ITS ONGOING MISSION OF BUILDING A MORE SUSTAINABLE GLOBAL SEAFOOD INDUSTRY.

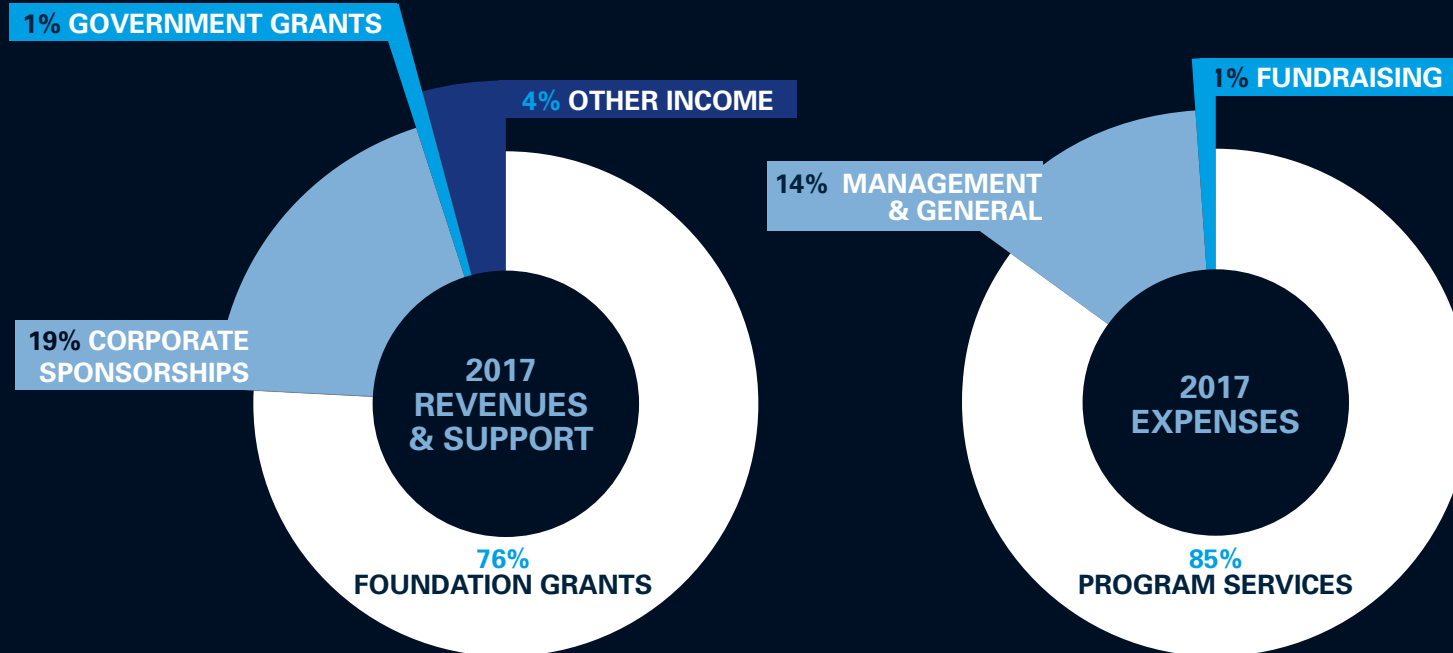
We invite all industry leaders who share our concerns about long-term sustainability to consider partnering with us.

SFP PARTNERS:

- 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



BECOME A DONOR

SFP WORKS TOWARD A FUTURE WHERE ALL SEAFOOD WORLDWIDE IS SUSTAINABLE, BUT WE CAN'T DO IT ALONE.

SFP has long benefited from the generous support of a number of private foundations, all with an eye toward a sustainable future. As a registered nonprofit, SFP's success depends on like-minded individuals, so if you or your organization are interested in contributing to SFP's work, contact SFP at info@sustainablefish.org

LIST OF DONORS FOR 2016-2017:

- Margaret A. Cargill Philanthropies
- The Mitsubishi Corporation Fund for Europe and Africa (MCFEA)
- Gordon and Betty Moore Foundation
- Mulago Foundation
- New Venture Fund
- Oak Foundation
- The David and Lucile Packard Foundation
- Resources Legacy Fund
- The Rockefeller Foundation
- Starwood Foundation
- Walton Family Foundation
- BAND Foundation
- John Ellerman Foundation

DEVELOPMENT AGENCY FUNDERS:

- IDH, The Sustainable Trade Initiative
- The Global Environment Facility
- United Nations Development Programme



WHO WE ARE



LEADERSHIP

Jim Cannon	Chief Executive Officer
Purbasari Surjadi	Chief of Staff
Andrei Klimenko	Chief Operating Officer
Blake Lee-Harwood	Programs Division Director
Kathryn Novak	Buyer Engagement Division Director
Braddock Spear	Systems Division Director

2016 BOARD OF DIRECTORS

Andrew Donaldson	Chairman and Treasurer
Betsy Ward	Vice Chair
Jim Cannon	CEO and Assistant Secretary
Francis Beddington	
Scott Burns	
Lafcadio Cortesi	
Harald Ekman	
Manish Kumar	
Jean-Louis Meuric	
Ed Rhodes	
Marc Stuart	

STAFF

Aneita Ahuna	Sam Grimley	Merul Patel
Enrique Alonso Población	Christo Hutabarat	Priyanka Pathak
Patricia Amorim	Anton Immink	Tom Pickerell
Dessy Anggraeni	Nur Indah	Chantel Rebola
Lani Asato	Wilis Juharini	Ian Rolmanis
Jessica Beels	Dorothy Li	Eugene Sabourenkov
Doug Beveridge	Indrani Lutchman	Mariana Sánchez de Bock
Susanna Brian	Kris Marchu	Christiane Schmidt
Paul Bulcock	Dave Martin	Susana Segurado
Chuck Burg	Emma McLaren	Pedro Sousa
Dani (Rahmat) Dani	Marina Mendes	Jenna Stoner
Eka Darma	Katie Mihalik	Geoff Tingley
Yohanes Ekodono	Jack (Ernesto) Morales	Mio Uchida
Pedro Ferreiro Velasco	Alexia Morgan	Pedro da Veiga
Amalia Firman	Sean Murphy	Megan Westmeyer
Jean Garcia	Ananta Murti	Jack Whalen
Rose Gladstein	Tita Nopitawati	Putu Widyastuti
Carmen González-Vallés Martínez	Jose Parajua	Chisa Woodley

IMAGES:

Cover: istock.com/_jure
 P1: Shutterstock.com/Geet Theerawat
 P2: Shutterstock.com/O_Voltz
 P4: Shutterstock.com/Pavel1964
 P6 fish ponds: Shutterstock.com/Stephane Bidouze
 P6 boat: Shutterstock.com/Double PHOTO studio
 P8 boat: Shutterstock.com/Rudmer Zwerver
 P9 seafood: Shutterstock.com/Desiart
 P10 women: Shutterstock.com/Attila JANDI
 P11 canned seafood: Shutterstock.com/etorres
 P12: Creative Commons
 P15 crabs: Shutterstock.com/Adele Heidenreich
 P16: SFP
 P18: SFP
 P20: Creative Commons
 P21: SFP
 P22: Shutterstock.com/feathercollector
 P23: Shutterstock.com/kerale
 P24: Shutterstock.com/oksana.perkins
 P26 men: Shutterstock.com/John Wollwerth
 P26 fish: Shutterstock.com/visa netpakdee
 P27: Shutterstock.com/John Wollwerth
 P28: Shutterstock.com/oneSHUTTER oneMEMORY
 P33: Shutterstock.com/tasch
 P34: Shutterstock.com/AlenaLitvin
 P35: Shutterstock.com/Senderistas



Sustainable Fisheries
PARTNERSHIP

FURTHER INFORMATION

www.sustainablefish.org

For additional information please contact
us at: info@sustainablefish.org

