



**January/February 2021**



*Happy New Year! After a holiday season that looked different than any before, we at SFP are ready to focus on a new year and new directions for our organization. In this issue of our quarterly newsletter, we look back on some of the successes and highlights of 2020, offer a sneak peak of our “Beyond 2020” strategic directions, share some exciting seafood sustainability news from our partner Walt Disney Parks and Resorts, and introduce you to some new SFP Board members.*

*As we head into 2021 with renewed optimism for the world and our work on fisheries sustainability, I always enjoy hearing from you, and encourage you to send me any thoughts or questions you might have. Until next time, I hope you stay healthy and safe.*

*Sincerely,  
Jim Cannon  
Chief Executive Officer, SFP*



**2020 highlights and achievements**

Looking back on 2020, we are proud to share a range of accomplishments in sustainable seafood, brought about through the hard work of our staff, partners, and other committed members of the seafood supply chain, and the support of people like you who care about sustainable seafood:

- Two new scientific studies confirmed the importance of our work, one showing that [fish stocks are improving in effectively managed fisheries](#) and another emphasizing the [important and expanding role of industry leadership in fishery improvement projects](#) (FIPs).
- The first-ever [conservation and management measure](#) (CMM) for jumbo flying squid in international waters was issued by the South Pacific Regional Fisheries

Management Organization (SPRFMO), reflecting months of advocacy by the Committee for the Sustainable Management of Southern Pacific Jumbo Squid ([CALAMASUR](#)).



- SFP partners and Supply Chain Roundtable (SR) members – including major retailers and supermarkets, restaurants, seafood suppliers, and foodservice companies – advocated with governments for policy improvements around the world, including [implementation of electronic monitoring](#) in tuna fisheries, increased action to [address diseases in shrimp farms](#) in Asia, and [completion of formalization of the Peruvian artisanal squid fleet](#), so that they are covered by law.
- SFP unveiled a new all-in-one website for information sharing on aquaculture improvement projects (AIPs), the [AIP Directory](#).

- Six new tuna FIPs were launched in fisheries that supply the canned tuna market, marking a significant expansion in our partners' tuna sustainability commitments, which mostly began with their fresh and frozen tuna supply chains.



- More than two dozen Indonesian tuna fishing and processing companies joined the national-level [Indonesia Indian Ocean and Western Central Pacific Ocean tuna and large pelagics – longline FIP](#).
- Thanks to the work of the [Ecuador Small Pelagics Sustainability FIP](#) (SPS-FIP), the stock status of six small pelagic species in Ecuador has [improved significantly](#) in recent years.
- In partnership with Birdlife International and Whale and Dolphin Conservation, SFP released a [bycatch audit](#) assessing the risk to ocean wildlife from incidental capture in fisheries that supply seafood to UK supermarket chain Asda.
- The [Ocean Disclosure Project](#) (ODP) welcomed nine new companies to the project - High Liner Foods, Food Lion, Lidl Ireland and Northern Ireland, Beaver Street Fisheries, Hannaford, The GIANT Company, Waitrose, Sam's Club, and Giant Food.



## SFP's new strategic directions

While SFP's work has fundamentally changed seafood production, institutionalized sustainability among the world's largest seafood companies, and led to meaningful progress toward our ultimate goal of 100-percent sustainable seafood, we know there is still much work to be done.

As we look ahead to the next several years, we will be focusing on some of the most persistent problems in fisheries sustainability that have not been sufficiently addressed by fishery improvement projects (FIPs). These include:

- Protecting marine biodiversity, particularly endangered, threatened, and protected species
- Engaging governments to stop overfishing and improve fishery management
- Ensuring small-scale fishers and fisheries are formally recognized and empowered to effectively participate in co-management
- Reducing the impacts of aquaculture on aquatic environments.

Much of this new strategy is still in development, but you can check out some information about our Protecting Ocean Wildlife initiative on our website [here](#).



## Disney Parks and Resorts unveils new seafood sustainability commitments

Sustainable Fisheries Partnership (SFP) congratulates our partner Walt Disney Parks and Resorts for making the [commitment](#) to serve 100-percent environmentally responsible seafood by 2022, including products that are actively engaged in fishery improvement projects (FIPs). SFP has been working with Disney for many years to prepare for this commitment, in partnership with Seafood Watch.

"Disney has been collecting data from their suppliers through SFP's Seafood Metrics system for years, learning more about sustainable seafood issues and determining where they could make the greatest impact to improve global seafood resources," said SFP's Global Markets Director Kathryn Novak "We look forward to continuing our collaboration in the coming years."



## SFP welcomes five new Board members

2020 was a year of change and evolution for the [SFP Board of Directors](#). As we expanded the size of the Board from nine to 11 members, and previous Board members finished out their terms, we welcomed five new Directors to the Board. They include Susanna Fuller, Senior Project Manager for Oceans North; Gai Kula, who works with Enova Foundation, Inc., in Papua New Guinea; Aoife Martin, Director of Operations for Sea Fish Industry Authority; Cristina Rumbatitis del Rio, Action Track Co-Manager of the Commission on Adaptation at the World Resources Institute; and Bambi Semroc, Vice President of Sustainable Markets and Strategy at Conservation International.

# SFP IN THE NEWS

Click [here](#) for a sample of coverage of the release of the Asda [bycatch audit](#) in UK and international press.

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