



## SFP News

November 2015

There are just a few weeks left to this busy year, but before we wrap it up, we wanted to tell you about a few ongoing projects that you may want to keep up with in the New Year.

One of the key issues SFP focuses on is transparency. Earlier this year, we launched the [Ocean Disclosure Project](#) to help retailers report on the sustainability of their seafood sourcing. Five UK companies participated in this first review and we're hoping to add many others in years to come.

Another long-term project connects fisheries work to development issues. We initiated a [conference this fall with UNDP and Oxfam](#) to bring development agencies, nonprofits, and the private sector together to discuss ways that the seafood industry can help fishing and fish farming communities prosper.

SFP is also working with Aviva Investors in the United Kingdom to mobilize investors that want to support sustainable seafood. Investment funds that adopt "ethical" criteria for their investment portfolios are already high profile and actively seek to encourage improvements in corporate performance.

SFP and Aviva Investors are helping to support the "responsible investor" community by organizing briefing events, creating written materials, and offering direct advice to investors that want to ask the right questions of the companies they invest in.

SFP and Aviva Investors held a very successful briefing event in October for responsible investment analysts in London and will be producing briefing resources by the end of the year. Both SFP and Aviva Investors are emphasizing the importance of transparent metrics when assessing corporate performance in sustainable seafood and are encouraging companies to engage with the [Ocean Disclosure Project](#).

Further details of this initiative are available from [Blake Lee-Harwood](#)

Some other recent releases include:

**Ocean Disclosure Project:** [Report](#).

**Wild Shrimp Sector Report:** [Bycatch in Global Shrimp Fisheries](#)

**Reduction Fisheries Report:** [2015 Sustainability Overview](#)

**New Partnership:** [Beaver Street and SFP](#)

As always, we will continue to post to our [website](#) and to social media. You can follow us on [Twitter](#) and [Facebook](#) and we really appreciate hearing from you by Email at: [info@sustainablefish.org](mailto:info@sustainablefish.org).

Sincerely,  
Jim Cannon  
CEO, [Sustainable Fisheries Partnership](#)

