



## SFP News

December 2013

As 2013 draws to a close, we want to thank you for following our work this year and wish you every success in 2014. We have been busy these past months, creating more resources for the sustainable seafood community and broadening our [audience outreach](#). For instance:

Our [introductory film](#) for the seafood industry is now available in Spanish, Chinese, and Japanese (subtitles).â€”

We have been generating new stories about fishery improvement projects ([FIP stories](#)) for whitefish in the Baltic and Barents Seas, along with Thai tonggol â€” an important new tuna project in southeast Asia. We also offer insights into what it took to get Russian pollock certified by the Marine Stewardship Council.

We have published a [new report](#), sponsored by Asda Walmart in the UK, about reducing bycatch of protected, threatened, and endangered species in fisheries. The report gives many examples of good practice in reducing bycatch,â€” and [Asda has taken a lead in making a public commitment](#) to tackle this issue.

If you're interested in what we have been up to recently, you can always check out our [blogs](#) to keep up with SFP's activities. We also have profiles of many fishery and aquaculture improvement projects around the world available via the website and updated every three months. And if you are tracking information on individual fisheries or stocks, you'll want to visit [FishSource](#).â€”

We'll have much more to offer in 2014, particularly providing information to industry about running fishery improvement projects, but donâ€™t hesitate to get in touch if there are specific things you would like to hear about. You can reach us atâ€” [info@sustainablefish.org](mailto:info@sustainablefish.org), as well as on [Twitter](#) and [Facebook](#).

Happy Holidays and Best Wishes for 2014,  
Jim Cannon  
CEO, [Sustainable Fisheries Partnership](#)