



May 2021



As the weather warms up and we welcome spring in many parts of the world, we at SFP are continuing to work toward a world where all seafood is produced sustainably. While our work focuses on the leadership of seafood industry actors and governments, there is much that people like you, who love the ocean and want to protect it, can do to support these efforts. Read on for my thoughts on how individual consumers can help save our seas and marine wildlife, as well as more on our ongoing work with partners and colleagues around the world.

*Thank you for your support. I always enjoy hearing from you, and encourage you to **send me** any thoughts or questions you might have.*

*Sincerely,
Jim Cannon
Chief Executive Officer, SFP*



Giving up fish is not the best way to save the oceans

SFP CEO Jim Cannon's recent [blog](#) looks at the role of individual consumers in helping to save the oceans and protect marine wildlife. Hint: the answer is not to stop eating fish.

How you can help save the oceans



SFP partners commit to protect ocean wildlife

Two SFP partner companies recently announced new sourcing commitments that will help protect vulnerable ocean wildlife. UK

supermarket company [Asda committed](#) to reduce bycatch, the incidental capture of non-target species in fishing, in its source fisheries. And UK retailer [Tesco announced](#) that it is revising its tuna sourcing policies to better protect marine biodiversity.



SFP's Protecting Ocean Wildlife Initiative



Ropeless gear can protect North Atlantic right whales



Less than 400 North Atlantic right whales remain in the oceans. Protecting the whales and enabling the species to recover will require North American lobster and crab fisheries to adopt ropeless fishing technologies, which substantially reduce the risks of whale entanglement in fishing lines. This is the key takeaway of an [expert brief](#), commissioned by SFP and produced by Hannah Myers of the University of Alaska Fairbanks, on the risks to whales and the key role that retailers must play in encouraging fishers to use this gear.

Protecting North Atlantic right whales



Updated FIP Database will support better fisheries management

SFP and the Hilborn Lab at the University of Washington released a new and improved version of their [Fishery Improvement Projects Database](#) (FIP-DB) in February. The updated database includes data on all 249 recorded FIPs known to have been publicly launched since 2003, when the first FIPs were established. The database provides an important tool for supporting research that could ultimately lead to better management decisions and better FIP design and implementation.

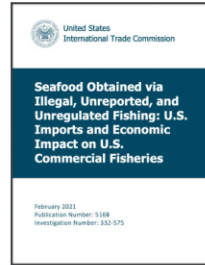


Check out the FIP Database



Seafood from illegal, unreported, and unregulated fishing flowing into the US

A [recent report](#) by the US International Trade Commission (ITC) on illegal, unreported, and unregulated (IUU) fishing found that seafood from IUU fisheries is entering the US from around the world. SFP is committed to working with the supply chain, local stakeholders, and governments to fix the complex issues that underpin IUU fishing. The ITC report highlights our efforts with our Global Squid Supply Chain Roundtable to address IUU fishing in South America.



[Read the Report](#)



Ocean Disclosure Project welcomes new participants

Three more companies began publicly disclosing their seafood sourcing through the [Ocean Disclosure Project](#) (ODP) in the last several months, including US supermarket [Stop & Shop](#), US meal-kit service [Blue Apron](#), and Thailand-based [Thai Union](#), one of the world's largest producers of shelf-stable tuna.



[Learn more about the ODP](#)



SFP's new Twitter handle



SFP's Twitter handle has changed – we are now tweeting at [@SustainableFish](#) and no longer at [@FishSource](#). Please make a note of this if you are tagging SFP. Thank you!

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