



The mission of the Sustainable Fisheries Partnership is to maintain healthy ocean and aquatic ecosystems, enhance fishing and fish-farming livelihoods and secure food supplies.

The Sustainable Fisheries Partnership Update is a periodic newsletter reporting on the partnership's work to improve fisheries and fish farms.

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You Can't Manage What You Can't Measure

By Dick Jones,
Senior Advisor, SFP

The Sustainable Fisheries Partnership (SFP) has developed a Metrics System for measuring the sustainability of your wild seafood supply.



I worked as a leader in the retail seafood sector in the US for over a decade, and although I had good communication with the NGO community over those years, it was an arms-length relationship. I knew the supply of wild seafood was

shrinking, but I was unsure as to what I could do to make things better and I was afraid to admit it. My time was consumed with merchandising initiatives, training for employees, new store openings, and other daily tasks. Besides, sustainable seafood initiatives were not one of the daily corporate benchmarks of my job performance. My performance was based on two critical criteria; sales and profit. If I didn't make my sales or profit budget in any particular fiscal period, the heat was on!

But sustainability of supply is quickly becoming a critical criterion of how corporate views job performance, and this shift is part of an overall awareness that sustainability of supply is the cornerstone of the health and long term viability of any business, especially those that are dependent on natural resources. But if your performance is based on the sustainability of your supply, how does your company figure out in a timely way how much of your supply is sustainable? You need to have the ability to measure your performance; after all...you can't manage what you can't measure!

[continued on page 3](#)



CEO UPDATE

Dear Readers,

SFP has been fortunate enough to grow quickly and had several staff attend the Seafood Choices Summit in San Diego early this year. I got asked a few times, "What do all of you do?" and, "How does it all fit together?" SFP is barely two years old, so the questions are understandable. In previous CEO updates I've outlined our mission, what we do and how it relates to other NGOs, and the role of buyers and supply chains in improving "red list" fisheries.

In this update, I briefly describe how SFP is organized around two main strategic objectives: (1) implementing improvement projects in specific fisheries and fish growing areas; and (2) growing demand for improvement projects and enabling fishers and seafood companies worldwide to meet that demand.

SFP's mission is to maintain healthy oceans and aquatic ecosystems, for their own sakes, but also as the foundation for enhancing seafood livelihoods and securing food supplies. We share these goals with many environmental and poverty reduction NGOs, but the way in which we achieve this mission is different.

We don't certify sustainable fisheries nor do we provide "buy, don't buy" advice. We don't carry out media campaigns or lobby the fisheries minister on behalf of

members. Instead, we focus on convening major seafood buyers, suppliers and producers, and informing them about problems and solutions, and the benefits – for them and the environment – of overcoming sustainability challenges. We then work together with the industry to implement test or demonstration projects, such as low impact fishing gears or schemes to verify the legality of the catch, design purchasing standards or procurement policies to encourage improved fishing practices, and prepare analyses and information to educate regulators about moving towards sustainability.

We call these projects Fishery or Aquaculture Improvement Partnerships (FIPs and AIPs), depending on whether they are focused on wild capture or farmed sources. We feel this approach can help promote sustainability in every country, but is especially critical in countries where regulators have limited ability to monitor and enforce regulations.



These individual FIPs and AIPs are where we put most of our resources and capacity; in this newsletter we report on progress in several of them. However, we recognize that we cannot possibly directly work with more than a small percentage of the world's fisheries. Rather than simply work with a few private sector partners, we run several programs

designed to help mobilize fishers and seafood companies worldwide by "promoting" demand and "enabling" increased supply for fisheries improvement work.

We are "enabling" increased supply by developing training resources and creating an open public framework which fisheries can use to report their improvement plans and their progress to date. This allows fisheries and suppliers to initiate FIPs and AIPs themselves, and avoids bottlenecks caused by insufficient capacity in SFP and other NGOs. We are also promoting supply of FIPs by working with leading international suppliers in critical seafood sectors (i.e., in shrimp and whitefish) to form "Sustainable Seafood Supplier Roundtables" to coordinate improvement work and transmit market demand to fisheries in those sectors.

We are "promoting" demand by engaging and educating major seafood buyers. The programs to "promote" demand also include working to strengthen eco-labels (i.e., our work to benchmark tilapia aquaculture standards) and information tools to increase the amount of actionable information available to major buyers. These information tools include FishSource (www.fishsource.org) and sectoral overviews (see the update in this issue) and our new Sustainable Seafood Metrics System to help retailers measure and manage their sustainability commitments.

In our cover story, Dick Jones, newly with SFP after a decade in the retail seafood sector, digs deeper into the Metrics System and how retailers can use it to help improve fisheries and deliver on their sustainable sourcing commitments.

I hope you enjoy this issue of SFP's newsletter. If you'd like to hear more about any of our programs, drop me a line, or come by our booth in Boston or Brussels.

Jim Cannon



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YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE CONT'D

The Sustainable Fisheries Partnership (SFP) has developed a Metrics System for measuring the sustainability of your wild seafood supply.

The Metrics System is essentially a standard web based application, designed to provide the ability for suppliers to enter volume information on product supplied to any company on a weekly basis and to allow buyers and managers a simple, easy to read view of the information provided by suppliers to benchmark the sustainability implications of their purchases.

The Metrics System has four main functional components; a **supplier data entry portal**, a snapshot or **'traffic light'** view to assist in assessing which suppliers are entering data in a timely way, a **dashboard** view which grades the fisheries and suppliers, and allows a buyer or manager to see their progress in terms of their commitment to source sustainably, and a **scores report** view which allows buyers and managers to dig deeper into the dashboard view, and gives specific information regarding the status of fisheries.

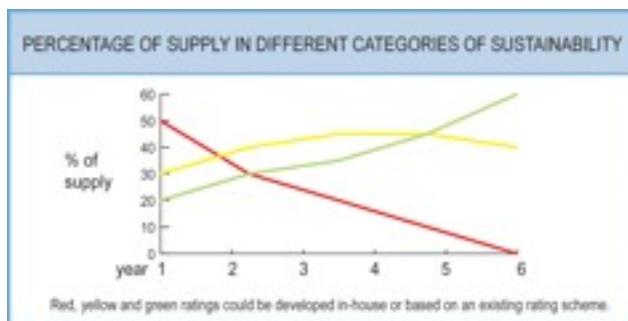
The way in which retailers grade fisheries and suppliers varies, and typically depends on the terms of their sustainability commitment, the relative importance of assured supply versus other risk factors in their supply chains, the common definitions of sustainability used in the markets they sell into, and the specific concerns of their customers. But in practical terms, both the conscientious seafood buyer and the probing environmentalist need a few basic facts—and a glimpse of how reliable those data are—before they can begin to make good judgments about the seafood found in today's global marketplace. We start with the basics:

- Is the fish legally produced, with effective measures in place to control illegal, unregulated and unreported fisheries?
- Is the resource protected from overfishing?
- Are there effective controls on fishing practices that damage habitat, non-target species, and other environmental impacts?
- Do regulators follow scientific advice when setting catch limits and other essential fishery management measures?
- Is the scientific advice based on careful consideration of risks, including sources of uncertainty, assumptions, and data gaps that could lead to overfishing?

progress of the initiative, and a snapshot of their purchases to identify fisheries that needed extra effort in order to maintain the continuity of supply.

FISHERY GRADE		# of fisheries	% of current quarter supply	% of this quarter last year
A	Fishery is MSC certified, or on track to be certified within the time frame of the commitment	10	55.00%	40.00%
B	Fishery status above minimum acceptable level and improving in the water	12	25.00%	15.00%
C	Fishery status above minimum acceptable level but not making improvements in the water	22	10.00%	25.00%
D	Fishery status below acceptable limits	10	10.00%	20.00%

"Our buyer group has a keen understanding of our sustainability initiatives, but it was imperative to engage our suppliers in the process", said John Butler, Vice President/DMM of Meat and Seafood for Walmart Stores US. "The Metrics system gives each buyer the ability to see whether the fisheries they buy from are on track to become MSC certified. The Metrics system gives our buyers the information they need to engage and encourage suppliers in fisheries that are falling behind, and reward those that are getting the job done. We not only buy sustainably, but we work with our suppliers to make sure that fisheries that may have challenges in meeting the MSC criteria are working to correct their deficiencies in order to keep supplying us in future."



The Metrics System provides insights into how a fishery compares to the MSC standard or other sustainability schemes that rate fisheries red, yellow, or green. The Metrics System can track the MSC status of a fishery and its progress through the full assessment process.

Walmart was the first company to adopt the Metrics System. Walmart made a commitment to only source wild-caught seafood certified by the Marine Stewardship Council (MSC) by early 2011. They needed a way to judge the

Today, the Metrics System is available to any company who sees the importance of a measurement of results of sustainable purchasing. We are a non-profit organization, and as such we do not charge for use of the Metrics system. In fact, the Metrics System is based on open source and we can provide full access and assistance to help you integrate the functionality into your own business systems. Demonstrations will be available at SFP's booth at the Boston Seafood Show and the Brussels Seafood Show.



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FISHERY IMPROVEMENT PARTNERSHIPS UPDATE

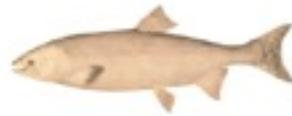
Fishery Improvement Partnerships

A Fishery Improvement Partnership (FIP) is an alliance of buyers, suppliers and producers that work together to improve a fishery by pressing for better policies and management. By voluntarily changing purchasing and fishing practices, FIP members can reduce problems such as illegal fishing, bycatch and habitat impacts.



Russian pollock

Members of the Russian pollock FIP met to review and agree on a workplan and provisional budget for improvement measures over the next 12 – 18 months. Members agreed that they need access to scientific data and stock assessments and formal requests by the Pollock Catchers Association to Government have been sent. The FIP convened Russian and international stock assessment scientists to gain a better understanding of Russian stock assessment methods. An unwelcome heavy snow fall in Vladivostok cut short the meetings, but progress was made and follow up meetings are being discussed. An additional field visit is scheduled to provide technical advice on strengthening measures to verify that landings are within quota limits.



Russian salmon

Pre-assessment of the entire Sakhalin Island chum and pink fisheries has been completed. SFP and Wild Salmon Center continue to work together on engaging major buyers in the region. A joint meeting will be held in April in Brussels with SFP, WSC and WWF to inform European salmon buyers of the status of Russian Far East salmon fisheries. A follow up trip to Russia is being planned for August 2009 as part of efforts to launch a Russian Far East FIP in November 2009.



Peruvian hake

CeDePesca, SFP's partner in South America, recently completed a sustainability profile of Peruvian Hake to be made available on FishSource (www.fishsource.org). New contacts with industry have been made and will be followed up on with one-to-one and collective meetings in the second quarter of this year. Some producers from the Peruvian hake fishery have expressed interest in seeking certification.



Mexico blue crab

SFP recently facilitated the development of a community fishing alliance (Comunidad Y Biodiversidad) to improve Gulf of California blue crab fisheries. SFP provided technical guidance to the alliance resulting on

implementing no-take zones management within the community fishing concession.



Gulf of Mexico shrimp

SFP continues to work in conjunction with the Ocean Conservancy (OC) on Gulf of Mexico shrimp. Organizers of the Roundtable have received commitments from a range of shrimpers, processors and buyers to participate. The Roundtable Agreement document and proposed goals, objectives and areas for discussion document were recently updated for circulation to roundtable participants. SFP has drafted a proposal for the development of a loan fund to assist shrimpers in making the transition to cleaner gear. The second Roundtable meeting will be held during the Boston Seafood Show in March.



Argentine hake

After receiving an official statement from the new fishing authority that Argentina will be seeking certification, the improvement process is accelerating. SFP's partner, CeDePesca has put forward proposals for improvements to the fishery which have been taken into consideration as part of some new rules being set to improve the fishery's selectivity. There will be an information session in March for fishery stakeholders interested in the certification process. CeDePesca, is involved in organizing this Fishery Improvement Partnership and providing stakeholders with information.

What is IUU?

SFP advises Fishery Improvement Partnerships on ways to Reduce IUU (Illegal, Unregulated, Unreported) fishing through:

Analysis:

Using private sector catch and supply chain data helps to improve estimates of IUU fishing. SFP also carries out assessments of monitoring, control, surveillance and enforcement systems (MCSE) and catch documentation systems (CDS).

Private sector voluntary measures:

We develop recommendations for FIP participants to undertake voluntary traceability, which establishes the origin of products as well as the chain of custody along the supply chain, where enforcement and documentation may otherwise fail. Other measures include establishing supplier contracts and standards (as in the Barents Sea) and on-vessel catch registration systems. In some existing whitefish fishery improvement efforts, some companies adopted stringent legal verification requirements that have prevented IUU fish from entering their supply chains. When enough buyers act together, then IUU can be significantly reduced, as was seen in the Barents Sea.

Strengthen government policies and management systems:

The FIP participants develop recommendations for policy makers and regulators to improve and strengthen MCSE and CDS.

New to SFP



Amalia Firman

Amalia joined SFP last Fall as the Director of Program Management Support. She has extensive experience in managing partnerships and

projects on conservation communication and environmental management. Amalia received a Masters in Development Management from Asian Institute of Management, Philippines, MSc Civil Engineering from University of Hawaii and BSc Environmental Engineering from Bandung Institute of Technology in Indonesia. Amalia worked for more than seven years at Conservation International Indonesia in different roles, the last being Communication Specialist for CI's Marine Program.



Christo Hutabarat

Christoverius Hutabarat, joined SFP in December 2008 as Project Coordinator for Indonesia Blue Swimming Crabs. He holds a master's

degree in Conservation Biology from University of Indonesia. Christo previously worked for a number of Indonesia's leading environmental NGOs. At SFP, Christo works closely with APRI (Indonesian Crab Producers Association) members and other groups working to improve Indonesia's Blue Swimming Crabs fishery.



Dick Jones

Dick Jones, Senior Advisor to SFP, is leading SFP's efforts on improving fisheries in the Gulf of Mexico

and the Gulf of California. He will provide leadership on the recently convened U.S. Gulf of Mexico Shrimp Roundtable. Dick has 23 years of experience in the seafood business, which includes 13 years in the supermarket sector. Most recently, he led the seafood program for retailers HEB Grocery Company and Whole Foods Market. He has experience with both the wild catch and aquaculture sectors of the seafood industry.

Staff Profile

Juan M. García-Caudillo



Juan M. García-Caudillo plays a dual role in conservation. At sea with SFP, Juan Manuel heads up the fishery improvement

efforts in the Gulf of California. Juan is working to bring the shrimp industry into a FIP and there are new efforts being made to work with the swimming crab and other fisheries. On land, Juan Manuel is the executive director of Terra Peninsular AC; a local land conservation organization based in Ensenada, Mexico.

Purbasari Surjadi



Purbasari (Sari) Surjadi, is SFP's Chief Operating Officer and is the person who keeps the SFP crew

afloat. Sari helped to found SFP in 2006. She came from working with the Critical Ecosystem Partnership Fund where she was a Grants Manager. She has BSc. in marine biology and M.Sc. in coastal zone management and led several marine projects in Indonesia. She's also currently involved in establishing fisheries improvement efforts in Indonesia's Blue Swimming Crab industry.



AQUACULTURE PROGRAM UPDATE

Aquaculture Program Update

SFP recently completed two white papers on tilapia following an aquaculture roundtable discussion in Bangkok, Thailand. The roundtable, which included tilapia experts, researchers and ecologists developed the papers to address important issues in the tilapia aquaculture: tilapia escapees and the use of methyl testosterone. The papers were developed to increase the awareness of the different stakeholders, especially suppliers, retailers and buyers. Highlights and recommendations of the papers follow.

The potential risks from farm escaped tilapias

SFP recognizes that tilapia aquaculture can result in escapes thus recommends precautions should be adopted when promoting tilapia farming especially in areas where tilapia populations do not already exist. In many tropical and subtropical lakes and other water bodies (mainly in Asia Pacific region), tilapia already has established populations. Adverse ecological impact due to tilapia predation on other biota is unlikely since tilapias are not predators. Tilapia are generally omnivores, however, competition is one of the potential ecological impacts of escape or introduced tilapia especially for feeding and breeding areas. Introducing tilapia in an environment where escapees can potentially hybridize with native species or native stocks should be avoided. Tilapia can also be pathogen and parasite carriers if introduced without proper quarantine procedures.

Recommendations to minimize the potential risks of tilapia escapees:

- Recognize the risks from the introduction of tilapia from aquaculture depends not

only upon the characteristics of those tilapias, especially their genetic and behavioral differences from wild fish, but also on potentially accessible environments and their biological communities.

- The lowest risk strategy for environment and biodiversity is to not introduce tilapias into areas with high conservation value, or into areas without pre-existing introduced established wild tilapia populations. At a minimum, the precautionary principle and FAO guidelines must be followed when considering a potential tilapia introduction.
- New introductions of tilapia for aquaculture and enhanced fisheries should be avoided where they can escape and compromise the conservation of wild populations of the same or potentially hybridizing species that constitute important wild tilapia genetic resources for future use in breeding programs and research.

Risks Associated with using methyl testosterone in tilapia farming

Production of all male tilapia is a trend in tilapia aquaculture as monosex tilapia tends to provide better production (good growth) and uniform size of the fish. Application of methyl testosterone (MT) (30 – 50mg/kg of feed) during the early stage of the fish (after yolk-sac absorption) from 21 – 30 days is one of the most efficient ways of producing monosex tilapia. This synthetic hormone is also being used for human medicine as a hormone supplement as well as in agriculture to promote growth in livestock.

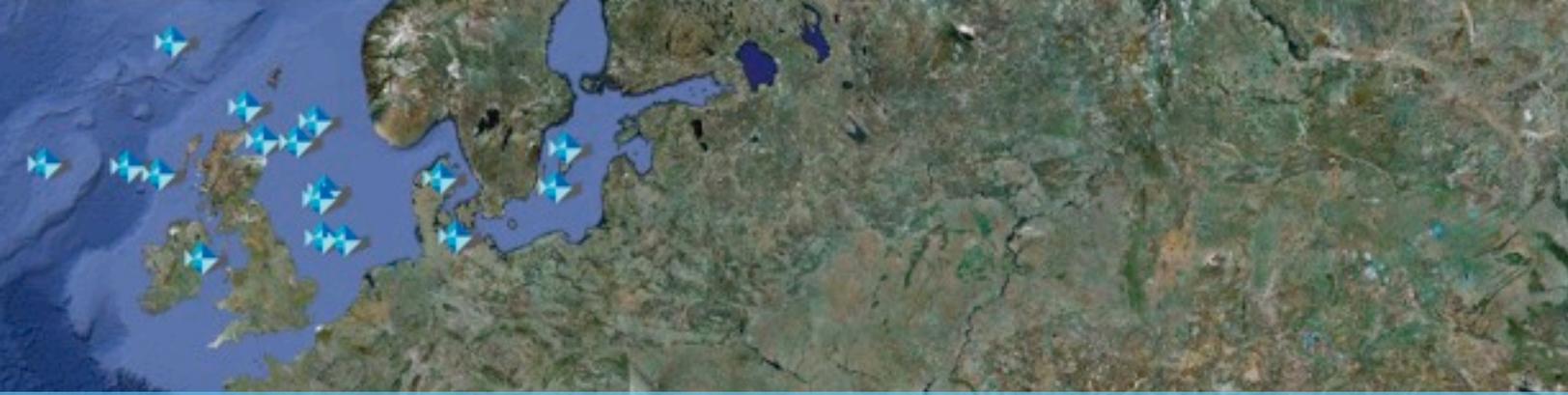
MT treatment of tilapia, provided it is applied during the early stage of tilapia growth, carries no documented human health risks to those who eat the tilapia. There is little information known about the risk to workers who are exposed to feed residues that contain MT. The culture period of tilapia particularly those that are

being processed for fillets ranges from 6 – 8 months which provides more than enough time for the hormone to be withdrawn from the fish. Tilapia rapidly excrete the ingested hormone and within 100 hours of withdrawing MT, its level on the fish flesh is no longer detectable. Pond sediment and other similar strata can readily absorb steroid hormone such as MT.

Recommendations to minimize the risks associated with the use of methyl testosterone:

- Restrict tilapia MT treatment to the early fry stages, specifically to the first month from the time the fry are free-swimming/first-feeding.
- Limit the dosage of MT used to a minimum of 50mg MT/kg fry feed.
- Rear MT treated tilapia fry to adult size for at least five months after hormone treatment ends to zero hormone residue remains in the fish.
- As a precautionary measure, adopt safe handling protocols when preparing and administering MT treated tilapia feed; use latex gloves and protective face mask to avoid dermal contact or inhalation of MT.
- Keep a careful inventory of the amounts of MT supplied to and use in each tilapia hatchery, and ensure that access to the hormone supply and record-keeping are controlled by the farm manager or hatchery supervisor.
- Do not directly release from the hatchery water used for MT treatment of tilapia fry into the environment.
- Hatchery should utilize a gravel and sand filter, plus a shallow vegetated pond or an enclosed wetland, to receive and hold the hatchery wastewater for several days before discharging into the general environment.

The white papers are available on SFP's website

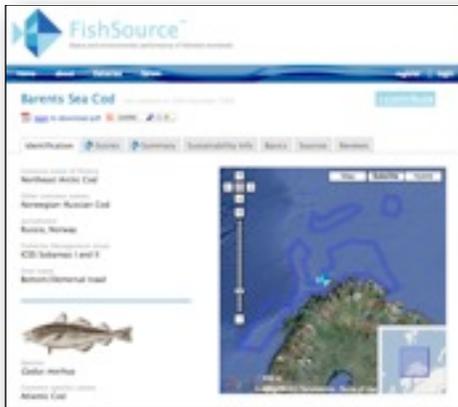


FISHSOURCE

FishSource

We last updated readers about FishSource (www.fishsource.org) in our first newsletter back in 2007. Since then, FishSource, SFP's online information resource about the status of fish stocks and the environmental performance of fisheries has grown in scope and depth of information.

SFP created FishSource to share public scientific and technical information and provide major seafood buyers with up-to-date, impartial, actionable information on the status of fisheries and the improvements they need to make to become sustainable.



FishSource does not make sustainability judgments itself - it compiles and summarizes all the information analysts need to evaluate sustainability in one place. Our goal is to help provide information on as many fisheries as possible, to help guide as many companies as possible to source fish sustainably. By assembling the essential data and making

it freely available, FishSource lowers the key barrier to entry for companies to engage in sustainable sourcing.

Companies save time and resources by accessing FishSource for sustainability information and fisheries status. FishSource's open source platform allows other organizations to conduct their own assessments based on the available data.

Recent Improvements

- Since FishSource first launched, we've added over **120 fisheries** to the system, with more coming online regularly;
- The most important **whitefish fisheries** worldwide are covered by FishSource;
- More than 99% of the world catch in weight from fisheries used for reduction purposes are covered by FishSource fishery profiles;
- FishSource recently expanded to other groups such as shrimp, crab, large pelagics, salmon, deep-water / redfish, snapper and grouper with more on the way;
- The **Summary Page and Scores Page** provides buyers with information they can use rapidly and reliably. **Scores** make use of commonly reported numbers from stock assessments but they do not define a fishery as "good" or "bad". Fisheries can be ranked against one another and give insights into how other groups would score a fishery against current measures of sustainability. Scores currently relate to the Marine Stewardship Council (MSC) program, but we are working on adding several more schemes.

How FishSource Works

- FishSource is a "common shared database". Analysts from NGOs (including SFP), aquariums, seafood

companies, industry associations and governments share public data. By doing this FishSource lightens the burden of doing the basic research behind sustainability evaluations, allowing analysts to cover many more fisheries.

- FishSource is an "online contributor network" (similar to moderated wiki). Invited experts contribute material on individual issues in individual fisheries. Experts provide information on fundamental aspects from the fisheries such as stock status, fisheries management, gear technology or impacts on endangered species and habitats.
- The contributor network allows us to collect more information on less well-known fisheries in developing countries.

Quality Control

FishSource is committed to providing the highest quality data on fisheries possible. Our controls include:

- Full referencing all sources of information, so users can verify data.
- Open, online review and comment feature on FishSource.
- Author's guide, which provides concise guidelines to contributors, including the scientific standards on which their contribution should rely.
- Internal review by FishSource staff.

Metrics System

FishSource is also currently supporting SFP's Metrics System, as discussed in our cover story. This system pulls information on fisheries from FishSource to help generate scorecards that enables retailers to measure their progress in sustainable sourcing. Partner institutions have entered information from their own analyses, using the "common shared database" approach.



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SUPPORT SFP AND ANNOUNCEMENTS



Founded in 2006, The Sustainable Fisheries Partnership (SFP) is a nonprofit project that is fiscally sponsored and legally organized under the Trust for Conservation Innovation, a nonprofit, tax-exempt organization under Section 501(c)(3) of the USA Internal Revenue Code.

SFP operates as a 'virtual nonprofit' with low overhead so that we can direct a greater percentage of our funds towards programmatic results. We do this through our global network of experts who are based in the field and who know the fisheries we engage and advise. We welcome your support for SFP. Your donation will make a critical difference in how quickly and effectively we can restore key fisheries worldwide.

Support SFP

Donations may be made out to the:

Sustainable Fisheries Partnership
c/o: Trust for Conservation Innovation,
423 Washington Street, 5th Floor
San Francisco, CA 94111 USA.

You may also contribute online:

www.trustforconservationinnovation.org/sfp.html

SFP in the News



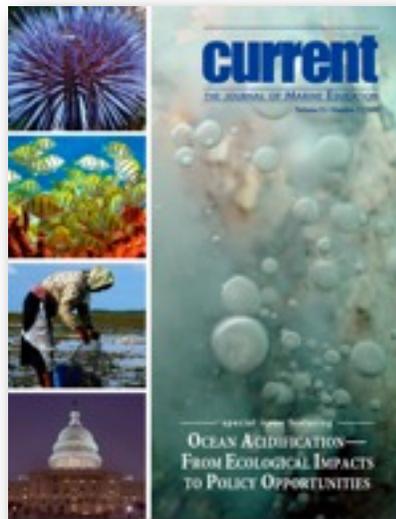
Jim was nominated as one of six finalists for "Person of the Year" by the editors of **IntraFish** who developed a list of seafood

professionals who demonstrated commendable leadership and helped influence the direction of the global seafood industry this past year. Cast your vote at: <http://www.fbfi.no/intrafish/poy/default.asp>

The online magazine, Yale Environment 360 (e360.yale.edu) ran an article entitled, "**A Corporate Approach to Rescuing the World's Fisheries**" which discussed the commitment by Walmart, McDonald's and others to buy sustainably caught seafood and how corporate pressure may finally turn the tide on overfishing.

Recently Published

SFP's Brad Warren recently published an article in Current, the Journal of Marine Education entitled, **The Big Seven: Acidification Risks and Opportunities for the Seafood Industry**. Brad is the Director of the Global Ocean Health Program at SFP. The article is available on SFP's website for download.



Upcoming Events

SFP will be at the following events:

International Boston Seafood Show

March 15 - 17, 2009
Boston, USA

Booth # 286

Jim Cannon, SFP's CEO will be a panelist on, "IUU & Red List Fisheries: How industry and NGOs Can Work Together on Solutions"
March 15, 3:00 PM - 5:00 PM.

European Seafood Exposition

April 28 - 30, 2009
Brussels, Belgium

Booth # P-4402

To arrange an appointment with SFP please email info@sustainablefish.org