

December 2021



It's been 13 years since I started Sustainable Fisheries Partnership, with a few close colleagues and a revolutionary idea, for how to improve the sustainability of global seafood. SFP's work for fishery conservation transformed the sustainable seafood sector and it now the approach underpins more seafood, fisheries, companies, and brands around the world.

You may have seen an earlier email from us about our brand new website [SustainableFishery.org](#) and [SFP@13](#), a chronicle of SFP's history and evolution, people, and accomplishments. As we look forward to more anniversary celebrations and events in the coming months, we wanted to take a moment to look back on some important sustainable seafood achievements from the past year.

I wish you a happy and healthy holiday season,
Jan Cannon
Chief Executive Officer



SFP Partners Expand Commitments to Responsible Sourcing

Many of SFP's corporate partners introduced new sustainable seafood commitments in 2021:



ASDA committed to protect endangered, threatened, and protected (ETP) ocean wildlife species, including sharks, sea turtles, seabirds, whales, and dolphins, from being accidentally killed in the fisheries that ASDA sources from.

Auchan released a new [sustainability commitment](#) that includes a purchasing preference for seafood from FIPs rated A-C through SFP's FIP Evaluation Program, support for SFP's Supply Chain Roundtables, and an intention to begin mapping its aquaculture sources in 2022.





Sea Pact, a group of North American seafood companies working together to drive improvements in the seafood supply chain, formally adopted SFP's [Target 15](#) initiative as a key strategy to focus its support.

Seattle Fish Co. released a new [2021-2025 Sustainability Commitment](#) that includes a commitment to actively support fishery and aquaculture improvement projects (FIPs and AIPs).





Disney Parks, Experiences and Products committed to serve 100-percent environmentally responsible seafood by 2022, including products that are actively engaged in fishery improvement projects (FIPs).

[Learn more about SFP's partnerships.](#)

SFP Supply Chain Roundtables Work Together Toward Sustainability

SFP's [Supply Chain Roundtables \(SRs\)](#) are groups of major seafood buyers and importers who work together pro-competitively to scale up their sustainability efforts in specific seafood sectors. The SRs were begun in 2021.

SFP and IFPO (The International Fish Producers Organization) launched the [Global Marine Ingredients Roundtable](#), for companies to drive environmental and ecosystem improvements in key fisheries that supply marine ingredients (fishmeal and fish oil).

35 members of the [Global Longline Tuna SR](#) signed on to a joint advocacy letter with a total of 112 supply chain companies advocating for the WCPFC to progress work on harvest strategies during the 2021 Commission meeting.

The [US Gulf of Mexico Shrimp SR](#) became one of the first 100-percent industry-funded SRs.

The former Mexican Seafood SR split into the [Mexican Shrimp SR](#) for Pacific fisheries and the [Mexican Snapper and Grouper SR](#) for Gulf of Mexico fisheries. The Mexican Shrimp SR now has six participating companies that have agreed to implement a rigorous legal verification system and share all resulting information with SFP.


As part of transitioning SRs to industry leadership, we are recruiting individuals from participating SR companies to be SR industry co-chairs and work closely with SFP lead-to-set priorities, drive progress, recruit additional participants, and seek funding. We now have five SR industry co-chairs:

- [Asian Farmed Shrimp](#): Stacy Schultz, director of marketing and sustainability coordinate, Fortune Fish
- [Global Longline Tuna](#): Harriet Walker, COO, Seattle Fish Co.
- [Global Moll](#): Santiago Alvarez, CEO of Mita Camara Group
- [Global Marine Ingredients](#): Kim Ballhausen, former seafood director-general and head of the fisheries and aquaculture department at the United Nations Food and Agriculture Organization
- [Global Shrimp](#): Sarah Murray, fisheries manager at Sea Farms

[Learn more about Supply Chain Roundtables.](#)

SFP Tools, Science, and Services Support Industry Sustainability Goals

SFP's suite of [innovative tools and services](#) offers businesses objective and credible scientific information to help them drive change in their supply chains and advance their own sustainability goals. In 2021, these services continued to expand:



SFP's [Seafood Metrics](#) system, which uses data from SFP's [FishSource](#) to provide businesses with a customized sustainability analysis of their seafood portfolios, became available for the first time to non-partner companies this year. The system also got a series of updates, including:

- A new set of aquaculture indicators that assess management at the provincial or state level
- A human rights risk indicator (new) tool to supply seafood human rights risks in fishery worldwide
- An expanded program for suppliers to help them better serve their customers

We also unveiled a major update to our [FIP Evaluation Tool](#), to help ensure the accuracy, accountability, and transparency of information about fisheries that are part of a fishery improvement project (FIP). The updates include new requirements to better assess the link between FIP tasks and actions and impact on the water.



Several new companies began participating in the [Ocean Disclosure Project \(ODP\)](#), an online transparency platform created by SFP in 2015 that helps companies publicly disclose information about their seafood sources. Nearly every UK seafood retailer is now participating in the ODP, covering more than 90 percent of seafood sold in the UK.

New ODP participants in 2021 included:

- US seafood service [Blue Apron](#)
- Convenience food manufacturer [Oscar Mayer](#)
- UK seafood supplier [Heron Seafood](#)
- Singapore- and Vietnam-based processor and exporter [LF Foods](#)
- UK retailer [Sainsbury's](#)
- US supermarket [Stop & Shop](#)
- Global supplier [Thai Union Group](#)
- US seafood supplier [The Town Dock](#)

SFP and the Hilborn Lab at the University of Washington released a new and improved version of our [Fishery Improvement Projects Database \(FIP-DB\)](#), to help researchers understand what approaches contribute to success in FIPs. The updated database now includes [interactive graphics](#).

This year also saw an updated version of the [Sustainable Seafood Data Tool](#) from the Certification and Ratings Collaboration, of which SFP is a member. The tool brings together data from five global certification and ratings programs to provide a comprehensive look at global seafood sustainability.

[Learn more about SFP Tools and Services.](#)

SFP Strategic Initiatives Advance Seafood Sustainability

Over the last two years, we have been developing a set of [tailored initiatives](#) to tackle some of the tough issues facing fisheries and aquaculture. In 2021, these initiatives supported important progress on seafood sustainability:

Protecting Ocean Wildlife



North Atlantic right whales are one of the world's most endangered species. SFP's [Expert Brief](#) examines the threat posed to the whales by North American lobster and crab fisheries – through entanglement in fixed fishing lines from lobster and crab pottraps – and the potential for ropeless gear to eliminate this threat.

After piloting the first [bycatch audit](#) with ASDA, SFP continued working with Dordale International and Whale & Dolphin Conservation throughout 2021 on additional audits for several other SFP partners, with public releases beginning early next year.

Supporting Small-scale Fisheries



SFP is working with small-scale fishers in Peru to legally register their vessels with the government, helping to ensure sustainable resource use and promoting the well-being of thousands of fishing-dependent families. We teamed up with the Peruvian Ministry of Production (PRODUCE) and local NGO-led actor [Proyecto de Desarrollo Ambiental \(PDA\)](#) to launch an online resource, [www.pdaambiental.pe](#), to support fishers in registering their vessels. In just the first few months, one-third of the fleet (more than 1,100 vessels) received their vessel license.

SFP is also supporting the formal organization of blue-swimming crab (BSC) fishers in Indonesia. In 2021, we helped launch the [BSC Fishers Communication Forum](#) (Forum Nelayan), which provides a mechanism for BSC fishers to share information and have a voice in national-level decision-making processes. Forum members participated in a review of the national BSC Fishery Management Plan with the Indonesian Ministry of Marine Affairs and Fisheries, the first time that Indonesian government authorities consulted representatives of the catch sector in a national review process.

Improving Fisheries Management

Fisher associations from Ecuador and Peru and processing plants from Ecuador, Peru, and Costa Rica, all members of CORIMAR (the Regional Committee of Moll), agreed to implement a Code of Conduct, the [first-ever regional coordination mechanism](#) for improving the sustainability of the Eastern Pacific Ocean (EPO) multi-moll fishery. SFP provided technical support and coordination in developing and approving the Code.

Ecuador's government approved the [first national-level fisheries management plan](#) for the country's small pelagic fishery, which includes small species mostly used for fish feed. This advance reflects the advocacy of the [Small Pelagic Sustainability Fishery Improvement Project](#) and the Ecuadorian Sustainable Small Pelagic Fishery Platform, a co-management mechanism developed and implemented by Ecuador's government with support from the [Global Marine Commodities project](#), an intergovernmental initiative funded by SFP that receives technical support from the United Nations Development Programme and is facilitated by SFP.

Members of SFP's [Global Squid Supply Chain Roundtable \(GS SCR\)](#) joined forces this year to create a working group to address illegal, unreported, and unregulated (IUU) squid fishing by using their market power to reduce and eliminate IUU squid fishing and human rights abuses in their supply chains.

Promoting Sustainable Aquaculture

SFP's [Aquaculture Technology Spotlight](#) report highlighted the growing number of data-driven tools that bring fish farmers and their data together to monitor the cumulative impacts and shared risks associated with aquaculture, beyond the traditional farm scale.

[Learn more about SFP's initiatives.](#)

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