



## Seafood Expo North America 2022 highlights

The SFP team is back home now after three days at Seafood Expo North America. The Expo, which is North America's largest seafood show, returned to the Boston Convention and Exhibition Center this week, after a two-year hiatus.



Our staff had a productive time at the show, seeing old friends and meeting new ones, and making connections with colleagues and partners who support our goal of a world where 100 percent of seafood is produced sustainably.

Read on for all the news from the Expo!

## 15th anniversary celebrations continue: new partnership with Thai Union

We continued the celebration of our 15th anniversary while in Boston with the announcement of our new partnership with Thai Union, the world's third-largest seafood company, including brands like Red Lobster and Chicken of the Sea. Thai Union is committing to making its seafood supply chain more sustainable by actively driving change and requiring suppliers to participate in fishery improvement projects (FIPs) and Supply Chain Roundtables.



The news made headlines around the globe, including in *The Bangkok Post*, *Food Industry Executive*, *Nation's Restaurant News*, *European Super Markets*, *Aquafood*, and *InfraFish*.

## Supply Chain Roundtable meetings highlighted new research, technologies, and improvement efforts

Three of our Supply Chain Roundtables (SCRs) met during the Seafood Expo.

At the [Indonesian Snapper and Groupers SCR](#) meeting, participants heard a preview of results from a study on engaging small-scale snapper/groupers fishers and developing co-management approaches to support fishery improvement project (FIP) progress. The study found support for engaging fishers in sustainability efforts through building leadership and organizational capacity and development of co-management approaches in key communities.



SFP's Amber von Harsten and Wally Russell, president of Sustainable Seafood, Inc., the roundtable participants in the Indonesian Snapper and Groupers SCR.



Damian Villalata introduces an FIP participant to the Seafood Tracer tool.

The [Global Octopus SCR](#) learned about some exciting new seafood traceability technologies. Damian Villalata, from Loyola Marymount University, presented the Seafood Tracer, a traceability tool that can be used at every step of the supply chain, from producers to final consumers. The tool is being tested in octopus fisheries, which are some of the most complicated fisheries, with the expectation that if it works for octopus, it can work for any other species.

The highlight of the [Global Squid SCR](#) meeting was the formal launch of the [Argentine Shortfin Squid – IQGFE](#), led by the [Argentine Chamber of Aquaculture Exporters \(CAPA\)](#). Juan Pedini, president of CAPA, presented the workplan for the FIP to the SCR participants, reviewing the history and progress of the FIP, current improvement needs, and next steps. The FIP is currently prospective, and SFP is supporting CAPA to move the FIP to active status as soon as possible.



SFP's Damian Villalata-Villalata with CAPA President Juan Pedini.

## Bycatch Solutions Open House brought together retailers, suppliers, and experts

Our Bycatch Solutions Open House highlighted the latest gear innovations and bycatch solutions for addressing fisheries interactions with endangered, threatened, and protected species. Visitors to the open house learned about Hookpod International's hook-shedding innovations for pelagic longlines, non-entangling and biodegradable FAD and rope technology from the International Seafood Sustainability Forum (ISSF), bird-scaring lines and circle hooks, and crab and lobster traps from EdgeTech and Ashwood Innovation that use on-demand acoustic release rope and buoy technology to eliminate static fishing lines that pose entanglement risks to whales.



Buyers from Public Super Markets learning about ropeless crab and lobster traps from an EdgeTech representative.



At the open house, we also unveiled our new [Solve My Bycatch Problem](#) tool, an online, interactive tool that provides a visual evaluation of methods to reduce wildlife bycatch in tuna longline fisheries, based on their relevance to specific species, effectiveness, ease of implementation, and cost.

## SFP staff featured on panels addressing seafood sustainability topics

Amber von Harsten, SFP's Global Mahi SCR director, moderated a panel of Peruvian and US seafood companies at the launch of the [Peru Mahi Alliance](#), a pre-competitive partnership of 13 Peruvian mahi companies that is formally assuming the leadership of the [Proudh-mahi – Iqagla FIP](#). WWT, Proudh-mahi, and SFP collaborated on supporting the launch event, focused on industry leadership of the FIP by PMA.



Keynote speaker Amber von Harsten, Amber von Harsten of WWT, Proudh-mahi, and SFP, and Amber von Harsten.



Amber von Harsten of WWT, Proudh-mahi, and SFP, and Amber von Harsten.

SFP Program Director Dave Martin participated in the "Integration of Seafood Certification: Boating Improvements in Aquaculture" panel, discussing a joint project by SFP, the Aquaculture Stewardship Council (ASC), and Monterey Bay Aquarium Seafood Watch to create an alternative sustainability pathway for aquaculture producers, by creating a standardized measure of progress and performance for farmers who are not yet certified, through the use of the [aquaculture improvement project \(AIP\)](#) model.

## Aquaculture Improvement Projects were front and center at the Expo

Aquaculture improvement projects (AIPs) were very much on the menu at Seafood Expo North America this year.



While individual projects may focus on different species and geographies, an event held by the Global Seafood Alliance (GSA) and a panel hosted by ASC, SFP and ThinkAqua highlighted how AIPs are a way to bring multiple stakeholders and supply chain actors together to drive improvements across whole landscapes – an approach that also supports [farms becoming certified](#).

"We are delighted to see the AIP concept being promoted by international certification schemes and wholeheartedly support these initiatives," said Paul Balcock, SFP's aquaculture information manager and curator of the AIP Directory. "The AIP Directory has already welcomed two new ASC projects to the AIP family, and we encourage others to join the independent one-stop AIP portal."

## SFP's booth was a popular stop on the convention floor

And it wasn't just because we had Swedish Fish candies and free Protecting Ocean Wildlife magnets to give away!



## SFP in the news

SFP and our partners were featured in a number of news stories coming out of the Expo.



- Our [Supply Chain Roundtables](#) were highlighted as an example of effective industry leadership in *Expo Today*, the official publication of the show.
- The new [Argentine shortfin squid FIP](#) and the launch of the [Peru Mahi Alliance](#) were featured in one of the most-read stories about the Expo.

## Long-awaited reunion for SFP Boston team

SFP's team gathered for a pre-conference dinner, a welcome reunion after not being able to meet in person for more than two years. We also welcomed several new team members, with some of us meeting each other for the first time!



## Goodbye Boston, Hello Barcelona!

We've packed up from Boston and are heading next to [Seafood Expo Global](#) in Barcelona, from April 28-29, 2022. Stay tuned for more SFP activities and announcements from that show.



And we'll see you next year in Boston, at [Seafood Expo North America 2023](#) - March 13-14, 2023. Save the date!

