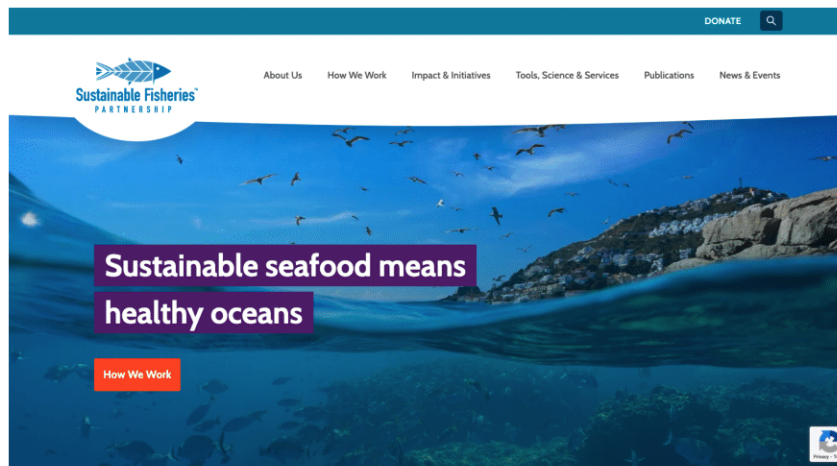




Happy Birthday, SFP!



SFP is turning 15 this year. To celebrate, we got ourselves a present: a brand new website! Check it out at www.sustainablefish.org. The completely revamped site has a visually dynamic, modern design that offers easy navigation and engaging content to help retailers, seafood companies, and anyone interested in sustainable seafood to easily access and better understand SFP's initiatives, science and analysis, and tools and services.



Check out our new website!



SFP@15: Our history, people, and accomplishments

To continue the celebration, we also published [SFP@15](#), a chronicle of SFP's history and evolution, people, and accomplishments. The book

tells the story of a group of people, led by SFP founder Jim Cannon, who defied traditional environmental advocacy tactics and created a model that is now the standard approach to seafood sustainability for retailers and the seafood industry.



[Read SFP@15](#)



Sustainable Fisheries Partnership

4348 Waiālae Ave. #692, Honolulu, HI 96816

[Unsubscribe](#)