



Expo Wrap-up Edition

Highlights from Seafood Expo North America

The SFP team have all headed home after an action-packed three days at Seafood Expo North America.



Things looked a little different for SFP this year - we had a larger booth, in a more central location, and hosted a full slate of events and presentations at our booth: The SFP Sustainability Crossroads. Read on for all the highlights!

Thai Union leads call for restoration of endangered species



Adam Brennan, group director, sustainability, at Thai Union (second from right), presented their **new commitment to only source from vessels that are implementing best practices to protect ocean wildlife from bycatch**. Thai Union's action is based on research by SFP on the risks to sharks, seabirds, turtles, and other marine wildlife in its source fisheries, and an analysis by Key Traceability of Thai Union's tuna fishery improvement projects and in the highest risk fisheries that were identified in the audit.

Brennan was joined by (R-L) SFP Biodiversity and Nature Director Kathryn Novak, Key Traceability Director Iain Pollard, and SFP CEO Jim Cannon.

Bycatch Solutions Showcase connects retailers with gear experts

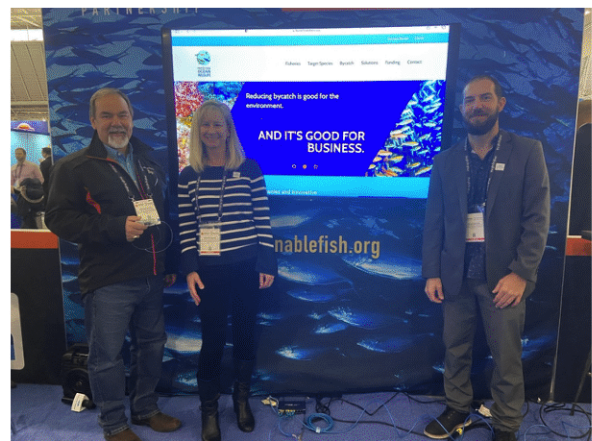


SFP's [Protecting Ocean Wildlife](#) team hosted an open house to showcase [ropeless, or on-demand, fishing gear](#), which can reduce whale entanglements while still allowing fishing to continue in areas that overlap with whale habitat. The Showcase gave retailers and suppliers an opportunity to connect with gear manufacturers, fishers who have trialed the gear, and representatives from gear-lending libraries in the US and Canada.

The SFP Sustainability Crossroads was a focal point for learning and sharing



L-R: Jayson Berryhill of (en)visible, Guy Pizzuti of Publix Super Markets; SFP Global Policy Director Brad Spear; SFP CEO Jim Cannon; Bill DiMento of High Liner Foods; and Blake Stok of Thai Union North America came together to announce pilot projects that these companies are sponsoring



Richard Draves of Nestlé Purina (left) joined SFP's Biodiversity and Nature Director Kathryn Novak and Bycatch Programs Coordinator Phillip Sanchez to launch and demo our new [Bycatch Solutions Hub](#), a web-based platform that will

through an SFP-led UNDP project to design and test the use of [universal fishery IDs](#).

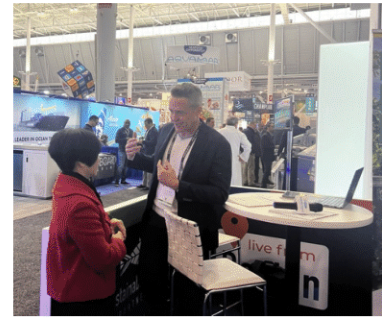
connect seafood companies with innovators to reverse the decline of ocean wildlife.



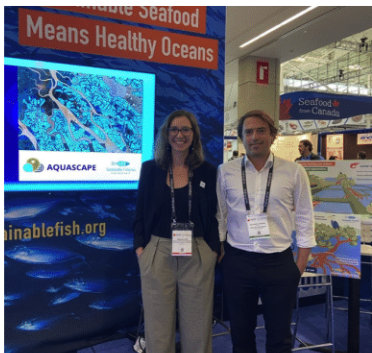
Helen Packer (second from right), of the World Benchmarking Alliance, presented the [Seafood Stewardship Index \(SSI\)](#), a WBA benchmark assessing the 30 most influential seafood companies.



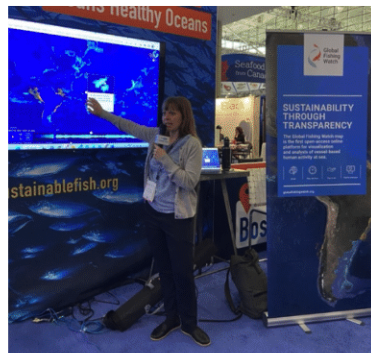
Cameron Moore, Julie Kuchepatov, and Becca Williams from [Seafood and Gender Equality](#) came by to discuss the empowerment and inclusion of women in the global seafood sector.



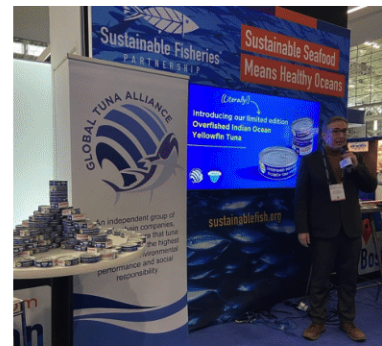
Robin Teets (right), of the [NGO Tuna Forum](#), stopped by our booth to talk about the Forum's expectations for data and transparency, and addressing bycatch in tuna fisheries.



SFP Aquaculture Director Jenna Stoner and [Longline Environment](#) CEO Rui Ferreira presented a new mapping tool, developed by SFP and Longline to identify where shrimp farming is located within or adjacent to mangrove habitat.



Leah Buckley of [Global Fishing Watch](#) demonstrated GFW's vessel tracker maps and risk assessment tools, which are available free to the seafood industry to help fight illegal, unreported and unregulated (IUU) fishing and reduce sourcing risks.



[Global Tuna Alliance](#) (GTA) Executive Director Tom Pickerell brought cans of "overfished Indian Ocean yellowfin tuna," to highlight GTA's campaign to revise the Indian Ocean Tuna Commission Agreement to improve responsible fisheries management.



We hosted several meet & greets with SFP staff at the stand, on issues including IUU fishing, Mexican seafood, our FIP Evaluation Tool, opportunities for industry to support small-scale fishers, marine ingredients and feed, and cephalopods.



Representatives from the fisher-led [ASOAMAN Ecuador mahi-mahi FIP](#) visited our booth before presenting on the FIP to the [Global Mahi Supply Chain Roundtable](#).

Seen on the Convention Floor

Thank you to all our partners and colleagues who displayed our "Proud to Work with SFP" signs at their booths all around the convention center.



Pacific Coral



Thai Union/Chicken of the Sea Frozen Foods



Fortune Fish & Gourmet



PanaPesca



Seafarers



Lund's Fisheries



Beaver Street Fisheries



WOFCO



Ocean Garden



Atunlo/Confremar



Beacon Fisheries



Grupo Alfrio

Supply Chain Roundtables come together to make commitments and strategize for future

Eight of our Supply Chain Roundtables (SRs) met in person during the Expo:

[Asian Farmed Shrimp SR](#) participants agreed on a 2023-24 workplan and budget, and elected a new industry chair, Blake Stok of Thai Union.



A group of mahi fishers from Ecuador presented the [Ecuador mahi-mahi – longline \(ASOAMAN\) FIP](#) to the members of the [Global Mahi SR](#). The new fisher-led FIP is putting co-management principles into action in the Ecuador mahi fishery.

The [Global Octopus SR](#) discussed the need for co-management, more involvement of fishers, and better transparency in small-scale octopus fisheries, and heard about a newly created octopus FIP in Sulawesi, Indonesia.

Following on last year's [public commitment](#) to prevent IUU fishing in their supply chains, the 20 members of the [Global Squid SR](#) signed an MoU demonstrating their commitment to implementing the strategy and better traceability and transparency in their own supply chains, beginning with strengthening their procurement policies.

The [Indonesian Snapper and Grouper SR](#) hosted a representative of the Indonesian government and received a proposal from the Indonesian Demersal Association, which is for the first time inviting US importers of snapper and grouper to join its FIP.

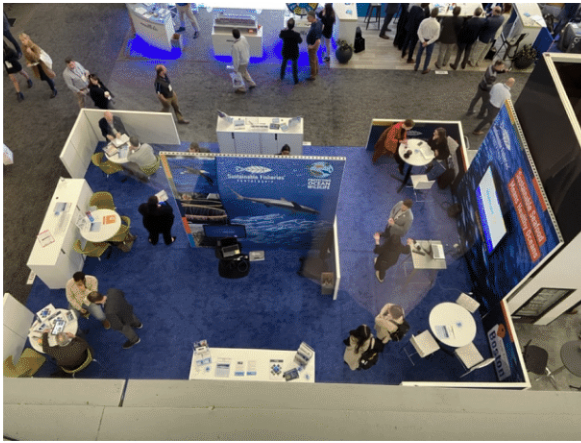
Mexican Shrimp SR participants have nearly completed their legal verification audits for the 2022-2023 shrimp season and continue to see value in this rigorous process. They also discussed and agreed to the need to relaunch fishery improvement projects for both the industrial and artisanal shrimp fleets in the Gulf of California.

The **Mexican Snapper and Grouper SR** established connections with several major US-based importers and invited them to join the current SR participants in providing unified market requests for progress toward more sustainable fisheries.

US Gulf of Mexico Shrimp SR participants discussed certification of the Gulf of Mexico shrimp fishery, which is now one step closer to Marine Stewardship Council and RFM certification.

Scenes from SENA





Save the Date



Seafood Expo North America may be over, but [Seafood Expo Global](#) is coming up next month. SFP will have a delegation at the event in Barcelona, from April 25-27. We hope to see you there.

And we'll see you next year at **Seafood Expo North America 2024** - back in Boston, from March 10-12, 2024!

