

SFP News

Year in Review Edition



Sustainable Fisheries
PARTNERSHIP

December 2025

Dear Friends,

As we reach the end of another year, I wanted to take a moment to reflect on Sustainable Fisheries Partnership's highlights and achievements from 2025. In everything we do at SFP, we focus on impact – on the water, at the farm, for the ecosystem, in the community. Our work brings industry, NGOs, governments, fishers, scientists, and academics together to find pragmatic, science-based, scalable solutions that benefit nature, industry, and people.



As you'll see in the stories that follow, we've made great progress toward these goals in 2025, developing new products and strategies, forging new collaborations and partnerships, and telling our stories in exciting new ways. After reading, [I hope you will consider making a financial contribution to SFP](#). Your support will help us ensure abundant fisheries, healthy marine and aquatic ecosystems, and resilient fishing communities around the world.

Wishing you a peaceful holiday season and a Happy New Year.

Jim Cannon

Chief Executive Officer

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Sharing our stories with the world

In 2025, we [revamped our website](#) to better reflect our approach and strategies. This includes new [Impact Stories](#) and [Partner Highlights](#) pages that showcase the impact that SFP has had over the last two decades. We also highlighted these stories in our 2024-25 annual report, [Prioritizing Impact](#). And our [newly revitalized Blog page](#) includes many interesting takes from SFP staffers on their work and travels.



Expanding our network of partners and collaborators

In 2025, SFP celebrated several new partnerships and formal collaborations.

- We welcomed [Worldwide Fishing Company \(WOFCO\)](#) to the SFP global partner network. WOFCO is a leader in the European seafood sector and has been an active member of [SFP's Global Squid Supply Chain Roundtable \(SR\)](#) for many years.
- We signed an MOU with [Comepesca](#), a non-profit civil association that promotes collaboration in Mexico's fishing and aquaculture sector, formalizing a new phase of collaboration to strengthen the domestic market for responsible seafood in Mexico while expanding existing sustainability initiatives.
- We [formalized our collaboration with MarinTrust](#), the leading independent certification program for the responsible sourcing, traceability, and production of marine ingredients, through an MOU that will strengthen our collaborative efforts to promote responsible practices across the marine ingredient value chain.
- We [joined forces with Global Fishing Watch \(GFW\) and the International Seafood Sustainability Foundation \(ISSF\)](#) to improve transparency in global tuna fisheries. The collaboration will integrate information from SFP's [FishSource](#) and [Seafood Metrics](#) platforms with ISSF's [Proactive Vessel Register](#) and [Vessels in Other Sustainability Initiatives \(VOSI\)](#), as well as GFW's [Vessel Viewer](#) and [Marine Manager](#), to help buyers more holistically assess the environmental impacts and compliance of their tuna supply chains.
- We [signed an MOU with Ocean Outcomes](#) to collaborate on expanding electronic monitoring, reducing bycatch in longline tuna fisheries, strengthening key seafood supply chains, and building capacity in small-scale fisheries.



Charting a path for landscape-level improvements in aquaculture

After two years of collaborative research and fieldwork, SFP and the Aquaculture Stewardship Council (ASC) released a [Roadmap for Landscape-Level Improvements in Aquaculture](#) in 2025. This work combined an [examination of landscape and jurisdictional initiatives with firsthand field learning in the Andhra Pradesh, India](#), farmed shrimp industry, to untangle the

challenges to delivering incentives and driving environmental improvements at scale.



This initiative marks a shift from farm-level improvements to systems-level change, and the roadmap is designed to be applicable in any aquaculture region.

Celebrating a historic milestone for jumbo flying squid management in Peru

In 2025, the Peruvian Ministry of Production (PRODUCE) published a new decree for the regulation and management of the jumbo flying squid fishery, the culmination of four years of collaboration among artisanal fishers, processors, government authorities, and NGOs. SFP advised artisanal fishing organizations and the private sector throughout the collaborative process.



Addressing unintentional bycatch in fisheries



SFP's [Protecting Ocean Wildlife](#) team had a busy 2025, helping industry support bycatch-reduction efforts in global fisheries:

- Our 4th-annual [Bycatch Solutions Showcase](#) at Seafood Expo North America in Boston brought together representatives of projects that have already been funded through the [Bycatch Solutions Hub](#), and others that are currently posted and seeking funding, with industry representatives looking to support bycatch-reduction efforts.
- In September, we partnered with the Anderson Cabot Center for Ocean Life at the New England Aquarium to host a [workshop for the seafood industry, harvesters, gear innovators, and scientists on reducing entanglements of marine wildlife in pot and trap fisheries](#), while at the same time supporting local lobster and crab industries. After the workshop, participants traveled to Cape Cod to tour the Northeast Fisheries Science Center (NEFSC) Gear Lending Library and see an on-water demonstration of on-demand lobster gear.
- We published an industry [briefing on bycatch and data collection in Marine Stewardship Council \(MSC\)-certified tuna fisheries](#), highlighting conditions related to endangered, threatened, and protected (ETP) species, observer coverage rates, and electronic monitoring projects. SFP is using information from this analysis to develop Vessel Analysis Reports for our partners, addressing risks associated with IUU fishing and the extent to which fleets employ tuna-specific best practices.

Continuing to expand the science behind sustainable seafood

SFP's science team released new versions of two annual analyses in 2025:

- The 15th edition of our [annual sustainability overview of reduction fisheries](#) showed a noticeable decline in sustainability performance of key fisheries used primarily for the production of marine ingredients, highlighting the ongoing need for stronger industry engagement in, and support for, fisheries improvement.
- SFP and the Hilborn Lab at the University of Washington [launched the latest update of our Fishery Improvement Projects Database \(FIP-DB\)](#), a valuable tool for industry, NGOs, scientists, and government agencies looking to understand what makes a FIP effective.



**SUSTAINABLE
FISHERIES**

Advancing gender equity in the global seafood sector

Throughout 2025, SFP partnered with Seafood and Gender Equality (SAGE) to host a [multi-part interactive webinar series about SAGE's Gender Equality Dialogues \(GED\) program](#) and ways that industry leaders can come together to advance solutions. The next phase of our partnership will include piloting SAGE's Gender Equity Index tool to assess SFP's internal operations.



Hitting the road to share our approach to fisheries and aquaculture improvement

In 2025, SFP staffers participated in multiple seafood industry and sustainable seafood events around the globe. You can learn more about these on our [Events page](#) and through [Blogs written by our team](#).

Support SFP this holiday season

Please consider [a financial gift to SFP](#) this holiday season. Your support will help us safeguard marine and aquatic ecosystems, maintain depleted fish stocks, reduce the impact of fishing on ocean wildlife and biodiversity, protect the livelihoods of fishers and fishing communities, and ensure effective fisheries and aquaculture policy and management. Together, we can build a future of healthy oceans and 100% responsibly sourced and produced seafood.



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