

# Boston

Seafood Expo North America 2026

## WRAP-UP

SFP NEWS



Expo Highlights Edition

## All the news from Seafood Expo North America

We had a busy three days at [Seafood Expo North America](#) this year, hosting panels and events, meeting with partners and colleagues, and learning about the latest trends in the seafood market. Read on for some highlights from the show.



## SFP and Wholechain will collaborate on strengthening supply chain transparency

SFP and Wholechain [signed an MoU on the first day of the Expo](#), committing to collaborate on traceability and analytics solutions to help the seafood supply chain identify harvest sources and understand sustainability risks.

[Wholechain](#) is a standards-based traceability solution that works with supply chain and retail partners

globally to provide events-based traceability. By connecting with SFP's [Seafood Metrics](#) system, which provides analysis and insights related to sourcing risks and sustainability performance, the two organizations will be able to provide customers with end-to-end source information on seafood, backed by a trusted decision-support tool.



SFP CEO Jim Cannon and Wholechain founder Mark Kaplan signing the MoU at SFP's booth

## Innovative gear panel highlights importance of fisher involvement



(L-R) **Kevin Rand**, SMELTS; **Meghan Martin**, The Nature Conservancy; **Ryan Lind**, Blue Ocean Gear; **Teddy Escarabay**, SFP Latin American Fisheries Director; **Michael Cohen**, International Seafood Sustainability Foundation

In a panel hosted by SFP, participants all agreed that [involving fishermen in the conversation is key for successful development and implementation of innovative gears](#) that reduce bycatch in wild-capture fisheries. The panelists also discussed the

importance of giving fishers incentives to use best practices and involving regulatory agencies such as regional fisheries management organizations (RFMOs) in the development and testing of innovative gear.

[More highlights from the panel](#)

## Ghost gear panel discusses benefits for ecosystems and fishers



(L-R) **Laura Ludwig**, Center for Coastal Studies; **Francine Kershaw**, Natural Resources Defense Council; **Susan Inglis**, Commercial Fisheries Research Foundation; **Emma Weed**, Gulf of Maine Lobster Foundation; **Caitlin Townsend**, Net Your Problem/third-generation fisher; **Ryan Lind**, Blue Ocean Gear; **Michael Cohen**, International Seafood Sustainability Foundation

Addressing the problem of ghost gear (lost or abandoned fishing gear) can **reduce risks to wildlife and ecosystems and also provide important economic benefits to fishers**, participants in an SFP panel on ghost gear challenges and solutions agreed. The panelists discussed the importance of working closely with local communities, governments, and fishers to find and remove derelict gear quickly and safely. They also talked about the importance of changing state regulations that make it illegal for fishermen to have someone else's gear on their boats, meaning that, if they pull up lost or broken gear that is not theirs, they have to throw it back.

[More highlights from the panel](#)

## Tuna Transparency Science Fair highlights practical solutions



(L-R) **Michael Cohen**, International Seafood Sustainability Foundation; **Leah Buckley**, Global Fishing Watch; **Ho-Tu Chiang**, Ocean Outcomes; **Meghan Martin**, The Nature Conservancy; **Michelle Beritzhoff-Law**, FishWise; **Alexia Morgan**, SFP Ocean Wildlife Manager; and session moderator **Cody Pajunen**, SFP Fisheries Policy and Information Analyst

NGOs should support companies that are willing to make transparency commitments and help them meet their goals, panelists at our first-ever **Tuna Transparency Science Fair** said. The six panelists represented a range of NGOs that have tools to help illuminate activities at sea, so that companies can better monitor and verify key happenings throughout their first-mile supply chain operations.

Following the panel, the room transformed into the Science Fair portion of the event, allowing participants to interact with representatives from various organizations and learn firsthand about the solutions they have to offer. Exhibitors included FishWise, Global Fishing Watch, New England Marine Monitoring, Ocean Outcomes, the Seabird Safe Toolkit, The Nature Conservancy, and SFP's Tuna Sustainability Dashboard.

[More highlights from the event](#)

## Landscape aquaculture panelists highlight need for broad-scale action



(L-R) **Jill Swasey**, ASC Director of Impacts; **Roy van Daatselaar**, ASC Improver Programme Global Lead; **Brad Spear**, SFP Prospecting and Engagement Director; **Blake Stok**, Senior Director of Sustainability for Thai Union's Global Frozen Business; **Sarabpreet Singh**, General Manager of Devi Seafoods

At a conference panel, participants discussed [practical next steps for scaling-up landscape aquaculture](#), building on shared experiences of moving from farm-by-farm certification to area-wide transformation in Andhra Pradesh, India. SFP and the Aquaculture Stewardship Council (ASC) have been [collaborating for more than two years in the region](#), working with local stakeholders to understand shared challenges and opportunities and build a [Roadmap](#) for landscape-level improvements.

The panelists touched on the value of the landscape approach in addressing shared risks that a farm-by-farm approach cannot, benefits for the entire supply chain, the value of participation by the shrimp industry in decision making, education and awareness-raising at all levels of the supply chain, and the role of governments in supporting landscape aquaculture.

[More highlights from the panel](#)

## Supply Chain Roundtable roundup

Several [Supply Chain Roundtables](#) met in person during the Expo:

The [Indonesian Snapper and Grouper SR](#) met to hear about the results of a fisher and vessel registration event they funded near Makassar, Indonesia. The participants discussed the progress of the Indonesian national snapper and grouper FIP (ADI) and how they

could best support the FIP's work in the future. They also talked about the SR's 2026/27 workplan and budget.



The [Mexican Snapper and Grouper SR](#) participants reviewed the first year of implementation of the SR's Sustainable Sourcing Policy, through which the U.S. importers are fostering a market for more sustainable products. They also discussed the good progress being made by snapper and grouper fishery improvement projects (FIPs) in Mexico and how the U.S. market can continue to support and drive further improvements.

The [Global Squid SR](#) heard about the key findings of the upcoming Ilex traceability report and SR progress report. Both reports will be made public later this month on the SFP website. Participants also discussed their new SR strategy, which will focus on squid governance and responsible value chains. In addition to SR participants, the meeting was attended by several different NGOs who may collaborate with the SR in the future.

The [Global Mahi SR](#) discussed its budget and workplan and also received briefings on the work that [COREMAHI](#) (the Regional Committee of Mahi-mahi Producers and Processors) is doing to improve regional management for Eastern Pacific Ocean mahi and the SR and Publix co-funded [Ocean Allies](#) program, which works with small-scale mahi fishers to improve their handling, release, and reporting of endangered, threatened, and protected species bycatch.

The [Asian Farmed Shrimp SR](#) companies and SFP agreed to end the SR in its current form. Four of the participating companies are already members of the [Aquaculture Working Group](#) (AWG), whose secretariat duties were recently assumed by SFP and the Aquaculture Stewardship Council (ASC). Of the remaining five SR companies, three are considering joining the AWG to carry on efforts to improve shrimp aquaculture and feed standards and production. In a separate meeting in Boston, the AWG also met to discuss new governance and working structures, review finances and funding opportunities, and learn about ASC's greenhouse gas calculator tool.

# 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.



**Alfa Gamma Group**



**Beacon Fisheries**



**Beaver Street Fisheries**



**Cox's Shrimp Co.**



**High Liner Foods**



**Hilo Fish Company**



**Mark Foods**



**Netuno**



**Pacific Coral**



**Quirch Foods**



**Thai Union/ Chicken of the Sea**



**WOFCO**

**More scenes from SENA**



## Save the Date



Seafood Expo North America may be over, but [Seafood Expo Global](#) is coming up soon. SFP will have a delegation at the event in Barcelona, from April 21-23. We hope to see you there.

And we'll see you next year at **Seafood Expo North America 2027** – back in Boston, from March 7-9, 2027!

Sustainable Fisheries Partnership

4348 Waiālae Ave. #692, Honolulu, HI 96816

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