

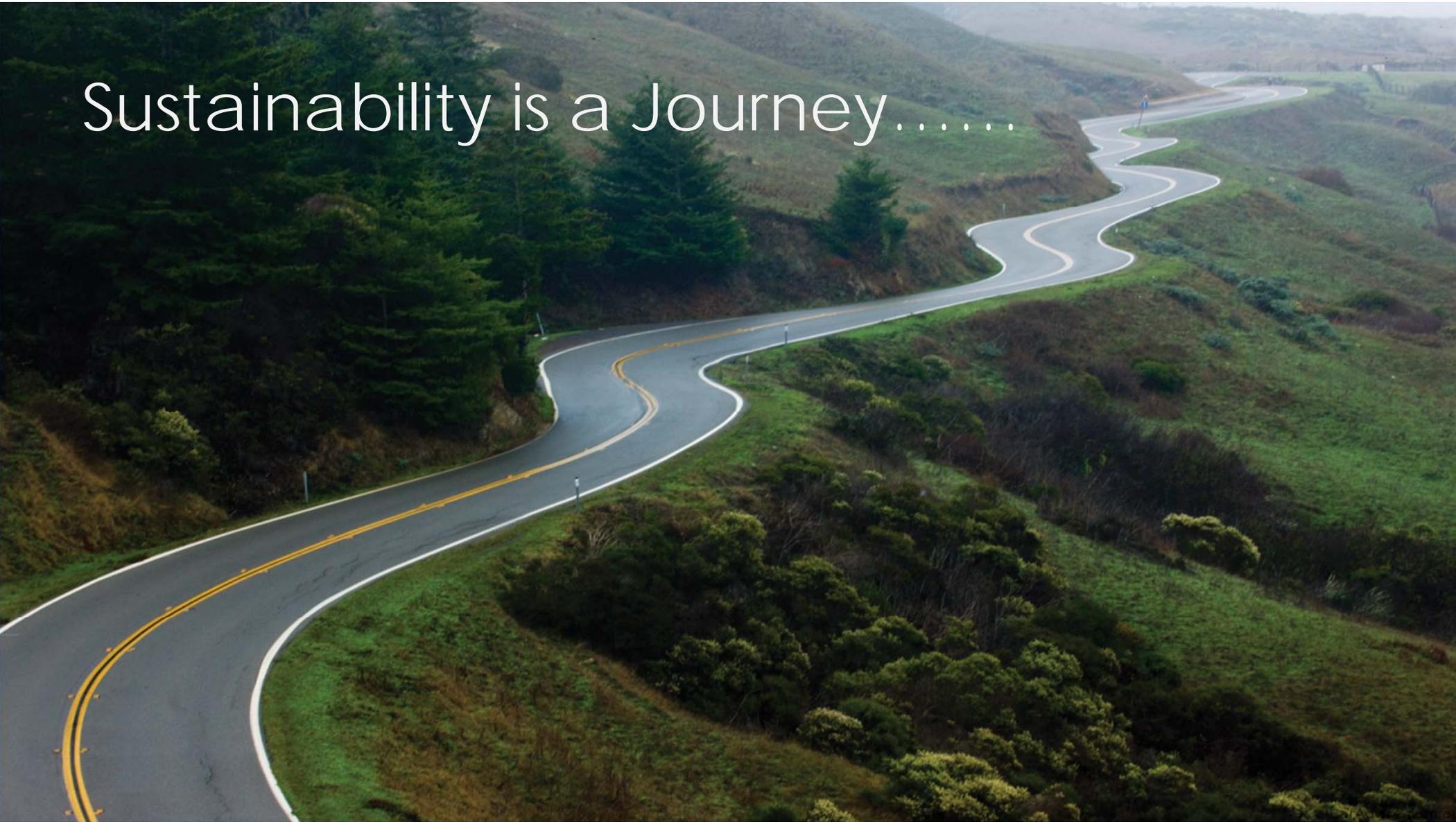
# SUSTAINABILITY PROGRAM UPDATE

NOVEMBER 28, 2017

Susan Marks, Sustainability Director

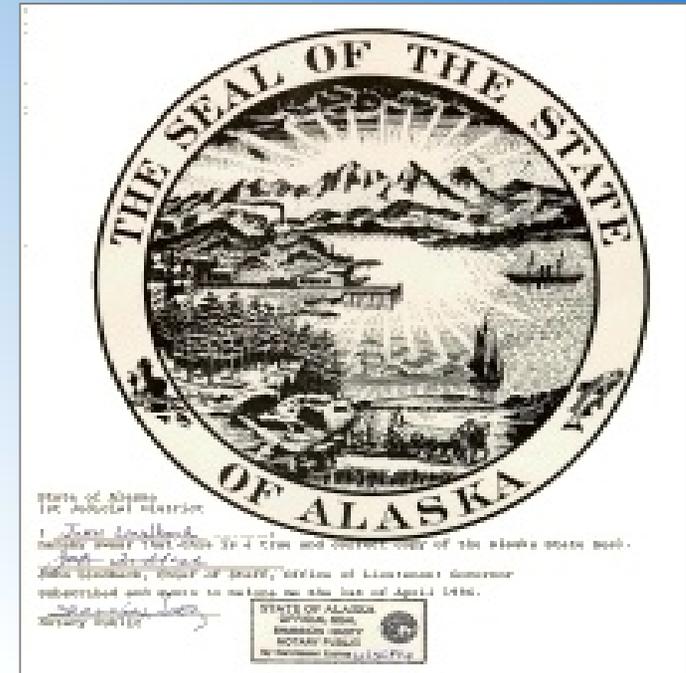


Sustainability is a Journey.....



# Alaska Sustainability

**1959** - The Alaska State Constitution mandates management of the fishery resources on the sustained yield principle / the only state in the country with such explicit conservation language



## Article 8, Section 4

*"Sustained Yield - Fish, forests, wildlife, grasslands and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses."*

1959

# Evolved Sustainability Messaging



# Highlighting Alaska Sustainability



# New Sustainability Website



# New Sustainability Website



# New Sustainability Website

[FAMILIES AND COMMUNITIES](#) > [FISHERIES MANAGEMENT](#) > [FULL UTILIZATION](#) > [CERTIFICATION](#) > [RESOURCES](#)

## FAMILIES and Communities



### FISHING IN ALASKA A Way of Life for Generations

The family unit participating in Alaska fisheries is important to the long-term sustainability of our seafood. Many fishing operations involved with Alaska fisheries are family based and in many cases, have been harvesting fish for generations in the same area and in some instances using the same artisanal techniques. Fishery participation by families supports local community's economies and is a valuable source of wisdom and traditions that provides food security to many people around the world.

[Generations of Fishing Brochure \(PDF\)](#)

### One Way Alaska Puts Families and Communities First

The Western Alaska Community Development Quota (CDQ) Program provides eligible villages the opportunity to participate and invest in fisheries, supports economic development, alleviates poverty and provides economic and social benefits for residents, and achieves sustainable and diversified local economies. There are 65 communities associated with the CDQ program, 80% of those communities are Alaskan Natives. Quotas derived from the CDQ program total in the hundreds of millions annually to the eligible communities.

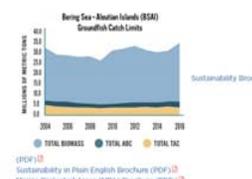
[FAMILIES AND COMMUNITIES](#) > [FISHERIES MANAGEMENT](#) > [FULL UTILIZATION](#) > [CERTIFICATION](#) > [RESOURCES](#)

## FISHERIES Management



### ALASKA GROUNDFISH Just one example of responsible management in Alaska

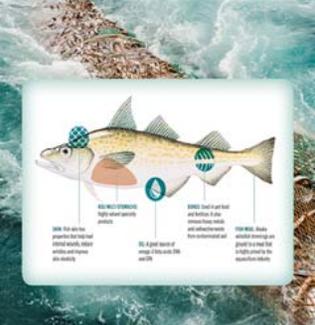
Marine conservation isn't new to Alaska Groundfish. In fact, a peer-auditory approach to setting harvest levels has been in place for decades. Look at the BSAJ Catch Limits chart and see how the numbers tell the story. Each year scientists conduct surveys of the available biomass and use this data to calculate conservative catch limits - Acceptable Biological Catch (ABC). Then, fisheries managers go a step further and set harvest quotas - Total Allowable Catch (TAC) - that never exceeds the sustainable ABC.



[Sustainability in Plain English Brochure \(PDF\)](#)  
[Marine Protected Areas \(MPA\) Brochure \(PDF\)](#)

[FAMILIES AND COMMUNITIES](#) > [FISHERIES MANAGEMENT](#) > [FULL UTILIZATION](#) > [CERTIFICATION](#) > [RESOURCES](#)

## FULL Utilization



### 100% OF THE FISH

We strive to use 100% of the fish, to fully utilize our abundant resource. By investing in an approach to increase utilization of our harvested fish, seafood producers in Alaska think in terms of quality and not quantity. After the primary processing of our harvest, Alaska seafood producers use the materials that are left over to increase the value and create diversity in the marketplace for Alaska seafood. Some of the innovative ways Alaska increases the utilization of fish is through research and development in fisheries, fish oil, pet food and many more alternative applications.



[Here's one example of a processor using Alaska salmon oil for fuel.](#)  
[http://www.alaskasalmon.org/2017/05/26/using-garbage-processor-from-pollution/](#)

### Fish Fueling Fish

The Alaska seafood industry uses as much of the fish harvested as possible. One of many examples of this is using fish oil produced from ancillary fish products not destined for the market, and turning it into fuel to power the fish processing plants. The Alaska seafood industry really lives large using the extra oil resource for fuel. Pollock oil is significantly less expensive than the diesel fuel source available in some of the fishing ports. Most fish oil produced in Alaska is not sold, but is rather blended with diesel fuel and burned in diesel generators powering shore-based plants and larger fishing processing vessels. In 2015, the Alaska pollock producers offset diesel fuel with pollock oil and saved operators approximately \$4 million dollars!

\* Source: NOAA/SEFAC

[FAMILIES AND COMMUNITIES](#) > [FISHERIES MANAGEMENT](#) > [FULL UTILIZATION](#) > [CERTIFICATION](#) > [RESOURCES](#)

## CERTIFICATION



### THIRD-PARTY ASSURANCE

For years, Alaska's leadership and dedication to sustainable harvesting and management practices is unsurpassed. Now we demonstrate this independent Fisheries Management (RFM) and Marine Stewardship Council (MSC) Certifications.

Alaska RFM provides credible standards for sustainable fishing and supply chain traceability. Whether you are a buyer, consumer, NGOs and other stakeholder, seafood from Alaska RFM certified fisheries provides documented third-party assurance of responsible seafood sourcing policies.

[RFM Certification Brochure \(PDF\)](#)





# SUSTAINABILITY OUTREACH & COLLABORATION

# SeaWeb Plenary Session

 **Verlasso**  
@VerlassoSalmon

 Follow

Don't be afraid to go up against the other proteins, we have incredible stories, we just need to tell them! - Susan Marks #SWSS17



LIKE  
1



 **Thinkshift** @thinkshift · 3h  
Being inspired by Susan Marks' stories about @Alaska\_Seafood campaigns to get people to eat fish! #SWSS17 #swapmeat



 **SeafoodSource** @SeafoodSource · 3h  
We do have a huge opportunity to connect and communicate with people -- Susan Marks, @Alaska\_Seafood #swss17



**Mark Scheer** @ScheerFShandBTS · 3h  
Susan Marks of ASMI discussing ASMI's great work for Alaska Seafood!  
@SeawebSummit @WilliamsKastner @alaskaseafood



# Working Across Sectors

## Foodservice



## Retail



HighLiner Sustainability Summit, October 2017

# Highlighting Sustainability in NYC



*Hearst Publishing Test Kitchen, October 2017*



*Martha Stewart's Test Kitchen, October 2017*



# Sustainability Featured in Blog



**CATEGORIES**

- Martha Photo Albums
- American Made
- Art
- Bedford
- Behind the Scenes
- Collecting
- East Hampton
- Employees
- Entertaining
- Events
- Family
- Food & Recipes
- Friends
- Gardens
- seeds
- Giving
- Holidays
- Miscellaneous
- My Farm
- My Home
- My Pets
- Skylands
- Speaking Engagements

« Previous Post

OCTOBER 31, 2017

## A Crab and Seafood Tasting at the James Beard House

I have always loved seafood - wild caught, natural and sustainable seafood is delicious and a great source of protein and nutrients.

Not long ago, I attended an Alaska Crab and Seafood Tasting at New York City's [James Beard House](#). The tasting was hosted by [Alaska Seafood Marketing Institute](#) and the [Alaska Bering Sea Crabbers](#). During the event, we learned about Alaska's dedication to sustainable seafood, what life on an Alaska Bering Sea Crab boat is like, and what it takes to harvest some of the best crab in the world. We also had the opportunity to taste the different species of Alaska crab - king, snow and Dungeness - to get a better understanding of the various flavor profiles. And, we sampled an array of wild Alaska crab and seafood appetizers, followed by Alaska King Crab Bisque and an Alaskan Crab Boll.

Here are some of our photos - enjoy.



Here I am with the event's visiting chefs from Alaska - Chef Lionel Uddipa from Salt in Juneau, Chef Aaron Apling-Gilman and Chef Jason Porter, both from Alyeska Resort in Girdwood. Chef Uddipa is the newly crowned King of American Seafood.

Next Post »

SEARCH  GO

**MOST RECENT POSTS**

- A Baby Shower for Maureen**  
Nov 20, 2017  
[Read the Original](#)
- Holiday Gift Ideas from My Collections at QVC**  
Nov 18, 2017  
[Read the Original](#)
- Ironing and Polishing Silver for the Holidays on Facebook LIVE**  
Nov 17, 2017  
[Read the Original](#)
- A Visit to Hardscrabble Farms**

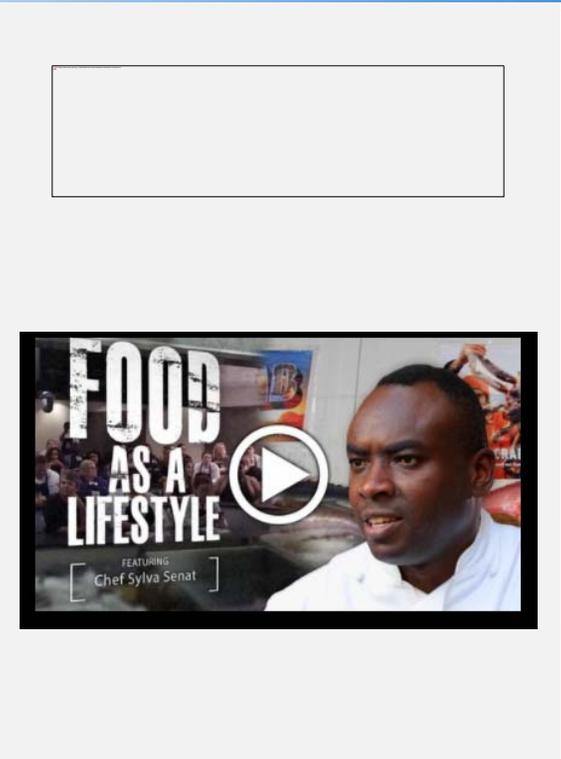


This is Susan Marks, sustainability director with the Alaska Seafood Marketing Institute. She explained that Alaska is the only state with sustainability written into the constitution. In Alaska, they only harvest the amount of seafood that the environment will allow in order to continue to produce seafood for generations to come.

# WHERE ARE WE GOING?

## Collaboration & Media

### EXPLORING PARTNERSHIPS WITH 3 ORGANIZATIONS



# RFM: REMAINS AN ADVOCATE FOR CHOICE



# RFM Program

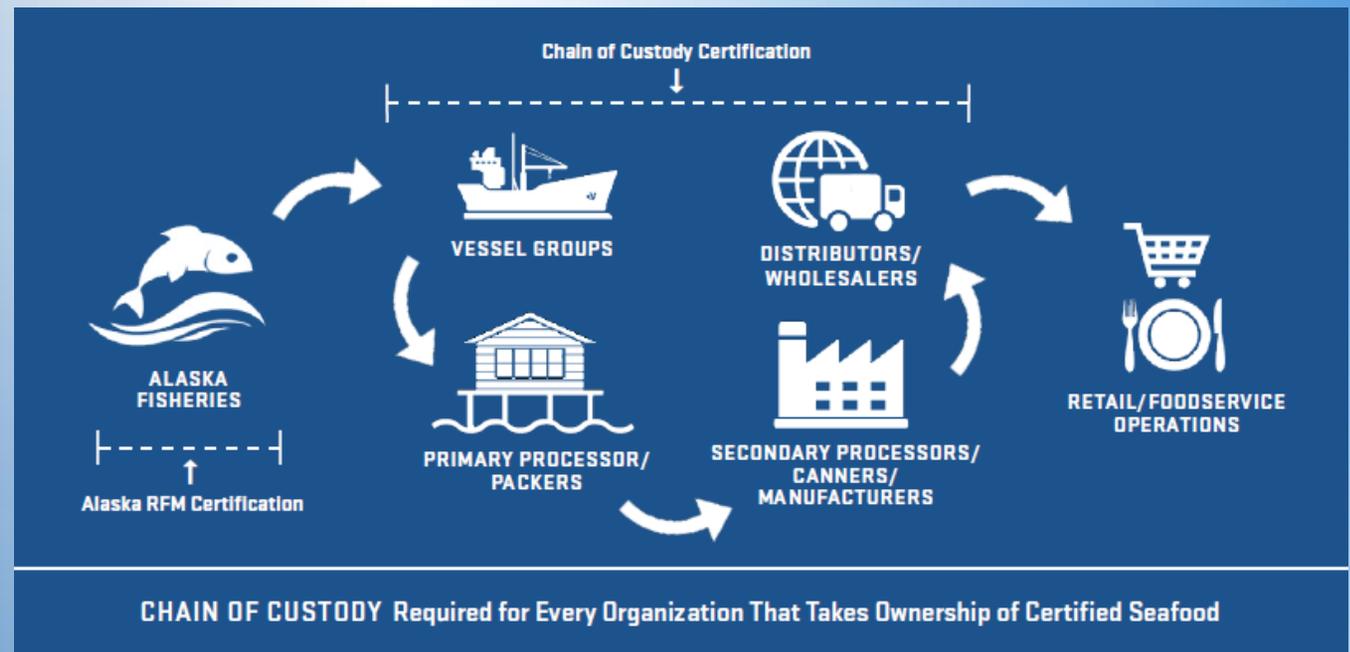


## FISHERIES STANDARD

### SIX KEY PRINCIPLES FOR EVALUATING FISHERIES:

1. The Fisheries Management System
2. Science and Stock Assessment Activities
3. The Precautionary Approach
4. Management Measure
5. Implementation, Monitoring and Control
6. Serious Impacts of the Fishery on the Ecosystem

## CHAIN OF CUSTODY STANDARD





# Global Recognition for RFM

- GSSI is a global, multi-stakeholder initiative to streamline seafood purchasing decisions while promoting sustainability
- AK RFM 1<sup>st</sup> to achieve GSSI recognition in July 2016!

Value of GSSI increases with more recognized programs!



## GSSI Press Release

[View this email in your browser](#)



### GSSI RECOGNIZES THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT CERTIFICATION PROGRAM

12 July 2016, Rome, Italy

Today the GSSI Steering Board announced its recognition of the Alaska Responsible Fisheries Management (RFM) Certification Program for the scope of Fisheries Certification at the 32nd session of the FAO Committee on Fisheries in Rome, Italy.

GSSI's recognition shows that the Alaska RFM Program, with Fisheries Management Standard Version 1.3, effective 1 January 2016, is in alignment with all 143 applicable Essential Components of the GSSI Global Benchmark Tool (version 1.0, 8 October 2015). The Tool is grounded in the FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries and consists of performance areas related to scheme governance, operational management (including chain of custody) and applied wild-capture fisheries audit standards.

Alaska RFM is the first certification scheme to be benchmarked against GSSI's Global Benchmark Tool and to achieve recognition demonstrating alignment. This recognition follows a [rigorous benchmark process](#) over the last seven months, which included a 30-day public consultation, before approval by the GSSI Steering Board.

*"The Alaska RFM Certification Program successfully completed the process as the first GSSI-recognized scheme, following the launch of GSSI's Global Benchmark Tool last year October," stated GSSI Steering Board co-chair Bill DiMento (VP Quality Assurance, Sustainability and Government Affairs, High Liner Foods). Co-chair Tania Taranovski (Director Sustainable Seafood Programs, New England Aquarium), added "Today marks an important milestone in enabling informed choice for the procurement of certified seafood."*

A scenic landscape photograph featuring a fishing boat named "ALITAK" on a calm body of water. The boat is white with a green stripe and a red hull, and it has a mast with various rigging. The water reflects the golden light of the setting or rising sun. In the background, there are large, rugged mountains, some with patches of snow or light-colored rock. The sky is filled with soft, golden clouds. The overall mood is peaceful and serene.

# GSSI: THE NEXT PHASE

# GSSI Next Phase

## Companies Sign on to GSSI Partner Commitment

*"As strong supporters of GSSI, the below retailers, brand manufacturers, traders and food service companies commit to include the outcomes of the GSSI Benchmark Tool in their daily operations by recognizing all GSSI-recognized certification schemes as acceptable when sourcing certified seafood. We encourage companies across the seafood sector worldwide to join our commitment."*

# GSSI Next Phase

50 partner companies globally





# GSSI IMPACTS

# Modified Procurement Policies



## Walmart backs GSSI as part of seafood policy

The retail giant will accept certification schemes that have completed GSSI's Benchmark Process.

by IntraFish Media  
February 27th 2017 14:07 GMT

Share: [Facebook](#) [Twitter](#) [LinkedIn](#) [Print](#) [E-mail](#)

# Examples of Modified Policies



NEW

GOAL:

## 100% SUSTAINABLE SEAFOOD+

Kroger has extended and expanded our commitment to wild caught sustainable seafood procurement and our work with WWF. Our new commitment now includes ***all wild-caught species*** and states that, by 2020, Kroger will source:



- 100% of its wild-caught seafood from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment, in comprehensive Fishery Improvement Projects (FIPs), or certified by other GSSI-recognized programs; and
- Kroger will preferentially source MSC certified wild-caught seafood and, by 2020, Kroger will source at least 90% of its volume from fisheries that are MSC certified.

**METRO GROUP**  
MADE TO TRADE.

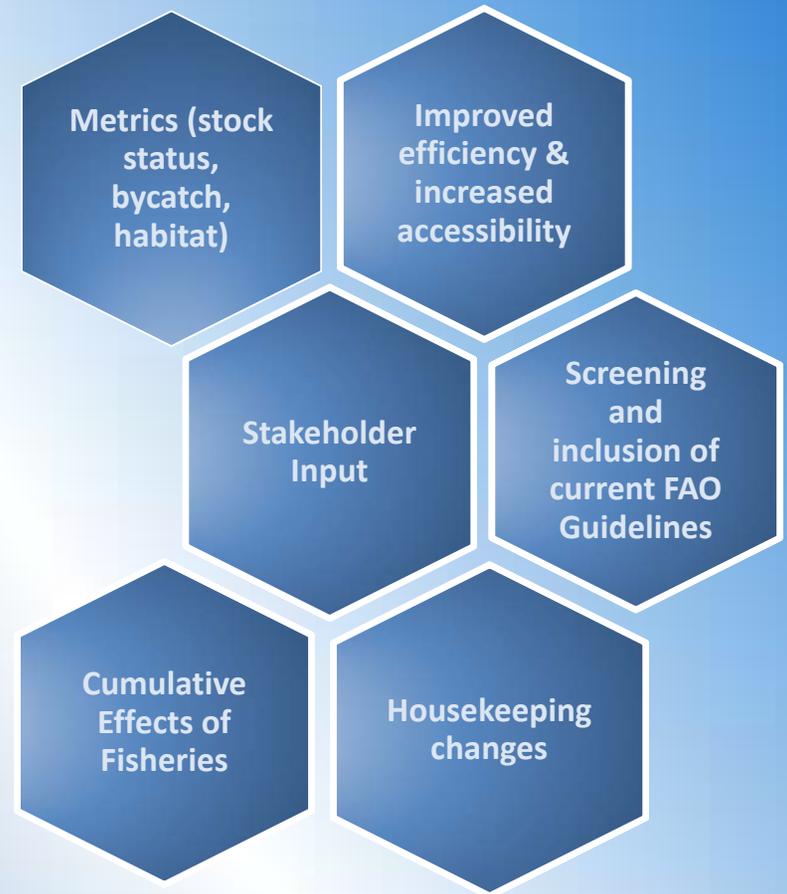
### 3.1 A more sustainable fish assortment

METRO Cash & Carry seeks to expand the sustainability of its assortment of wild fish and aquaculture products in accordance with the aforementioned international certification standards and any other certification standards that have been recognised by the GSSI.

A scenic landscape featuring snow-capped mountains, a dense forest, and a body of water. The mountains are the central focus, with patches of snow on their peaks and slopes. The forest is a thick, dark green, and the water in the foreground is a deep blue with gentle ripples. The sky is filled with soft, white clouds.

# RFM 2017 STANDARDS & POLICIES

# New Version 2.0 Fisheries Standard Complete!



# RFM Quality Management System (QMS)



## Quality Management System (QMS)

Alaska Responsible Fisheries Management (RFM)  
Certification Program  
1/7/05



QMS, Alaska RFM,  
Version 3, Nov. 2015

## QUALITY MANAGEMENT

### RFM GOVERNANCE & QUALITY MANAGEMENT SYSTEM

#### RFM QUALITY MANAGEMENT SYSTEM MANUAL

[Click here to download the Alaska Responsible Fisheries Management \(RFM\) Quality Management System Manual \(PDF\)](#)

#### ALASKA RFM QMS PROCEDURES

- [Procedure 1: CB Approval for the Alaska RFM Fisheries Standard](#)
- [Procedure 2: Application to Certification Procedures for the Alaska RFM Fisheries Standard](#)
- [Procedure 3: CB Approval for Chain of Custody](#)
- [Procedure 4: Application to Certification Procedures for Chain of Custody](#)
- [Procedure 5: RFM Program of Work for the Alaska RFM Fisheries Standard](#)
- [Procedure 6: Alaska RFM Seal Management](#)
- [Procedure 7: Internal Program Review](#)
- [Procedure 8: Document Control and Management](#)
- [Procedure 9: Appeals and Complaints](#)
- [Procedure 10: Appointment and Control of RFM Assessors](#)

#### RFM ADVISORY COMMITTEES

[Click here to learn more about the RFM Advisory Committees](#)

#### ALASKA SEAFOOD MARKETING INSTITUTE BOARD OF DIRECTORS

[Click here to read about the ASMI Board of Directors](#)

# Certification Cost Reduction

*Certification Bodies*



*Fishery Clients / RFM Team / RFM Committee*



# RFM OUTREACH & COLLABORATION

# Collaboration & Media

WHERE ARE WE GOING?  
EXPLORING PARTNERSHIPS WITH 3 ORGANIZATIONS



Food and Agriculture Organization  
of the United Nations



Tokyo Sustainable Seafood Symposium  
~Achieving SDGs Through Our Olympic Legacy~



*Hannah Lindoff presenting RFM, February 2017*

# FAO-based Programs Gain Momentum



# RFM on Walmart Website!

## Online Shopping Guide

The screenshot shows the Walmart website's navigation menu on the left, listing various departments like Electronics, Home, and Food. The main content area is titled "Alaska RFM Certification Program". It features the Alaska Seafood Marketing Institute logo and explains that the program is a voluntary, third-party certification for wild-caught Alaska salmon, whitefish, and shellfish. A link is provided to learn more: [AlaskaSeafood.org/sustainability](http://AlaskaSeafood.org/sustainability).

The screenshot shows a Walmart article titled "More about sustainable seafood certifications: a shopping guide". The article is part of the "Recipes & Entertaining" section. It features a large image of a salmon fillet being prepared on a wooden cutting board, with a knife, lemon wedges, and fresh herbs. Below the image are social sharing buttons for Facebook, Twitter, Pinterest, Email, and Print. The article text begins with: "When you shop for seafood, you want to make smart choices, both for your family and for the environment, right? But how can you tell which seafood is verified to meet quality standards that ensure a healthier ocean, promote a responsible fishing industry and are healthy for your table? How do you know what is considered sustainable seafood? Here are some terms to know and".

# RFM E-Blasts

## SIGNUP FOR RFM NEWS

Sign up below to receive email updates for specific fishery certifications and to stay informed of the latest developments and news regarding the Alaska RFM Program.

Automated confirmation of receipt of submissions will be provided to the e-mail address. Submissions made by surface mail will not receive written acknowledgment.

[SIGN UP NOW](#) 



**November 17, 2017** -- The Alaska Responsible Fisheries Management (RFM) Certification draft reports for re-assessment and initial assessment of the following Alaska crab fisheries are now available for registered stakeholder comment:

- Bristol Bay Red King crab (*Paralithodes camtschaticus*), St. Matthew Island Blue King crab (*Paralithodes platypus*) and Eastern Bering Sea Snow crab (*Chionoecetes opilio*) (**re-assessments**)
- The Eastern Bering Sea Tanner Crab (*Chionoecetes bairdi*), Aleutian Islands Golden King Crab (*Lithodes aequispinus*) (**initial assessments**)

**The comment period commences on November 17, 2017  
and closes on December 16, 2017 at 5:00 PM GMT.**

Stakeholders already registered will receive a copy via e-mail from the Certification Body, Global Trust Certification Ltd.

Stakeholders who have not registered, but would like to receive a copy of the report, should first register by contacting:

Donna Sweeney Alaska RFM Scheme Administrator  
Global Trust Certification Ltd.  
T: +353 (0) 42 9320912  
E: Donna.Sweeney@saiglobal.com

Please provide the following details when registering:

1. Name and company, together with contact information;
2. Your association with the fishery.



FOCUS FOR THE FUTURE

# Ongoing Activities & Key Objectives

## Continuing outreach and communication with specific sectors

- Alaska Industry / stakeholders
- US & International Industry
- NGOs
- CSR & Procurement officers in foodservice & retail

## Implement Fisheries Standard V 2.0

- Training & on-boarding CBs & ABs

## Implementation of QMS V 4.0

- Working with CBs & clients to implement cost savings
- Ensure consistent understanding of QMS

## Continue updating Sustainability Messaging

- Training Materials, website & collateral

## Collaboration with other ASMI Programs

- Continue outreach /communications with focus on GSSI awareness
- Maintain retention of GSSI recognition

## Ongoing dialog with other RFM Based programs & FAO

- Iceland RFM, Louisiana RFM, Japan MEL Program
- United Nations Food & Agriculture Organization (FAO)

THANK YOU

