

**TO: ASMI Board of Directors**

**FROM: Susan Marks, Sustainability/Certification Advisor**

**RE: Sustainability/RFM Program Report**

This report covers activities occurring November 2017 – October 2018.

The Sustainability Program continues to support and collaborate with all ASMI Programs on both general sustainability and certification messaging. Sustainability has continued to work closely with the International Program to assist with trade missions and guests over the last year by providing Alaska sustainability/certification overviews as groups and individuals come through Seattle. And Sustainability has collaborated with the Domestic Program on work with HighLiner Seafoods and speaking opportunities which have highlighted the outcomes and learnings from the Technomic domestic research project.

ASMI continues to be seen as a thought leader in sustainability and for the second year in a row, has been on a global stage at the SeaWeb Sustainability Summit with another successful plenary session, 'More Than a Buzzword: Why Sustainability and Transparency are Key for the Seafood Industry and its Consumers', highlighting our excellent work in identifying consumer trends and creating targeted marketing programs. ASMI and Alaska were also featured in a 25-minute podcast at the Boston Seafood Show covering sustainability and traceability. And, last month Susan Marks was a host for the Sustainability Panel at the media event for the Foodable Network 'Feeding the Future, The Seafood Talks', held in Seattle. A 40 minute show was produced and will be seen on Foodabletv.com, Apple News, iTunes and Google Play as well as distribution on social media channels.

An initiative over the last year has been working closely with ASMI's International team and Japan office on developing and executing a sustainability strategy for Japan. Current circumstances have created an interesting market and ASMI's goal is to capitalize on opportunities to lead the sustainability and certification discussions. On November 1<sup>st</sup>, Susan Marks will be in Tokyo to speak at the Tokyo Sustainable Seafood Symposium.

Social responsibility remains a hot topic and we continue to follow the industry's lead on how best to integrate this into our collateral, presentations and website.

The RFM Program continues its primary focus on activities associated with a future transition. Along with vetting and working towards transition options, the RFM Team and Committee have been conducting outreach and education workshops in Alaska, Boston, Brussels and Seattle.

RFM continues to optimize appropriate speaking opportunities - The first quarter of 2018 saw an exciting invitation to attend the Walmart Sustainability Meeting in Bentonville. This was a welcome opportunity to present to Walmart's suppliers and NGO partners about the AK RFM Program. In June RFM participated in a workshop at the University of Tokyo International Symposium, '*Designing Fisheries Certification Schemes: From local to global*'. And in October meetings were held in Seattle with representatives from various Norwegian fishing groups to continue the discussion of an International RFM program.

The Global Sustainable Seafood Initiative (GSSI) celebrated their 5-year anniversary and continues to have influence in the seafood certification arena, and they continue to increase their funding partners and participation in their benchmark program.

## **SUSTAINABILITY PROGRAM HIGHLIGHTS:**

### **Program Collaboration and Highlights:**

#### January 2018:

- Facilitated introductions between **Heritage Radio Network** and **ASMI Domestic team** and collaborated on calls. This was a contact made during ASMI's NYC Media event in October that were identified as a prospect for collaboration in 2018. Agreement to include **underwritten episodes, blog posts, guest placements, pre-recorded mid-rolls, social media campaign and blog posts.**
- Worked with **ASMI International Team** to assist in developing a **sustainability strategy** for Japan.



#### February 2018:

- Developed and produced a **sustainability video** for use at the Omnivore conference in Paris for **ASMI France** office. Video is general enough to be used across ASMI global channels. Worked in collaboration with **ASMI Technical Program.**
- Developed slide deck for joint presentation with ASMI Domestic Program at **Walmart Sustainable Seafood Meeting.** (see additional info under *Outreach/Communications*)
- Provided sustainability/certification training to new ASMI Domestic and International staff.



Walmart Sustainable Seafood Mtg

#### March 2018:

- Assisted **ASMI International Program** and provided an AK Sustainability overview and presentation for **delegation from Vietnam** who was visiting Seattle.

Program Collaboration & Highlights con't...

ASMI Featured in YouTube Video series Podcast



Blue Star Foods recorded a **podcast live from their booth at the Boston Seafood Show**. The theme was the importance of sustainability and traceability within the global seafood industry and the experiences and milestones that have been realized and achieved.

- Continued work with **ASMI Communications** team to develop internal talking points (for use with media, etc) and **collaborative talking points with MSC and Monterey Bay Aquarium’s Seafood Watch Program**. Goal is to have clear and agreed upon messaging for Alaska salmon (and ultimately all AK species), as it relates to how sustainability and eco-certification information is conveyed on the Seafood Watch platforms – web, app and wallet cards.

- April/May 2018



*Pollock Roe Auction, Seattle, WA*

Hosted **Overseas Marketing rep from Japan** during his visit to Seattle. Accompanied him to roe auction, industry meetings and events. Also provided an RFM and AK Sustainability overview to assist with his training.



*Mr. Masahiro Kondo, Japan ASMI Office*

- Worked with ASMI Executive Director to **interview CAP members** regarding current on ongoing participation and ideas for 2019 meeting. In person interviews were held at the Brussels Seafood show, followed by phone interviews for those who didn’t attend. Worked with ASMI staff to finalize a **‘feedback loop’ report** back to CAP members following up on outcomes of the 2017 meeting and the report provided by the McDowell Group.

Program Collaboration & Highlights con't...

- June 2018



**Global Sustainability Summit Plenary Session & Sponsorship:**



ASMI participated for the **second year as a speaker and sponsor** at the [SeaWeb Global Sustainability Summit](#). The SeaWeb Seafood Summit brings together global representatives from the seafood industry with leaders from the conservation community, academia, government and the media. There was collaboration with **ASMI International team and OMRs** to submit a proposal and develop a presentation for the plenary session, *'More Than a Buzzword: Why Sustainability and Transparency are Key for the Seafood Industry and its Consumers'*



Global SeaWeb Sustainability Summit Plenary Session, June 2018

**FROM THE SOURCE**

*"In a nutshell, it's not enough just to say seafood's good for you anymore."*  
 – *Susan Marks, ASMI*



Post Session Interview, Intrafish

Seafood Source Article: **Consumers Looking to Feed Fitness with Seafood**

[https://www.seafoodsource.com/news/supply-trade/more-consumers-looking-to-feed-fitness-with-seafood?utm\\_source=informz&utm\\_medium=email&utm\\_campaign=newsletter&utm\\_content=newsletter](https://www.seafoodsource.com/news/supply-trade/more-consumers-looking-to-feed-fitness-with-seafood?utm_source=informz&utm_medium=email&utm_campaign=newsletter&utm_content=newsletter)

Program Highlights & Collaborations con't...

• July/August 2018

- Assisted **ASMI International Program** and provided an AK Sustainability overview and presentations for **delegations from China and Ukraine** who were visiting Seattle.
- Worked with **ASMI’s Technical Director** and participated on panel interviews to hire a new **Technical Program Coordinator** who will also assist with RFM Programmatic needs.



HighLiner Sustainability Summit:

- Sustainability/Certification Advisor Susan Marks presented at the August, 2018 Annual Sustainability Summit, hosted by High Liner Foods, one of the largest Alaska Seafood customers in North America. **HighLiner’s new Executive leadership team, sales and marketing teams and their NGO partners attended the event.** This year’s presentation highlighted the recent Technomic study done in the US market. **Collaboration with ASMI’s Domestic team** was key in developing a presentation focused on consumer trends and two groups of Seafood ‘Super Consumers’.

• September 2018



Fisheries Technical Consultant Jeff Regnart presented and participated in a panel at the GOAL conference: **Seafood Marketing: Is It Time for a Unified Approach?** This is an extension of the AK RFM Program and their continued discussions with parties that share a **unified certification vision** as a path forward.

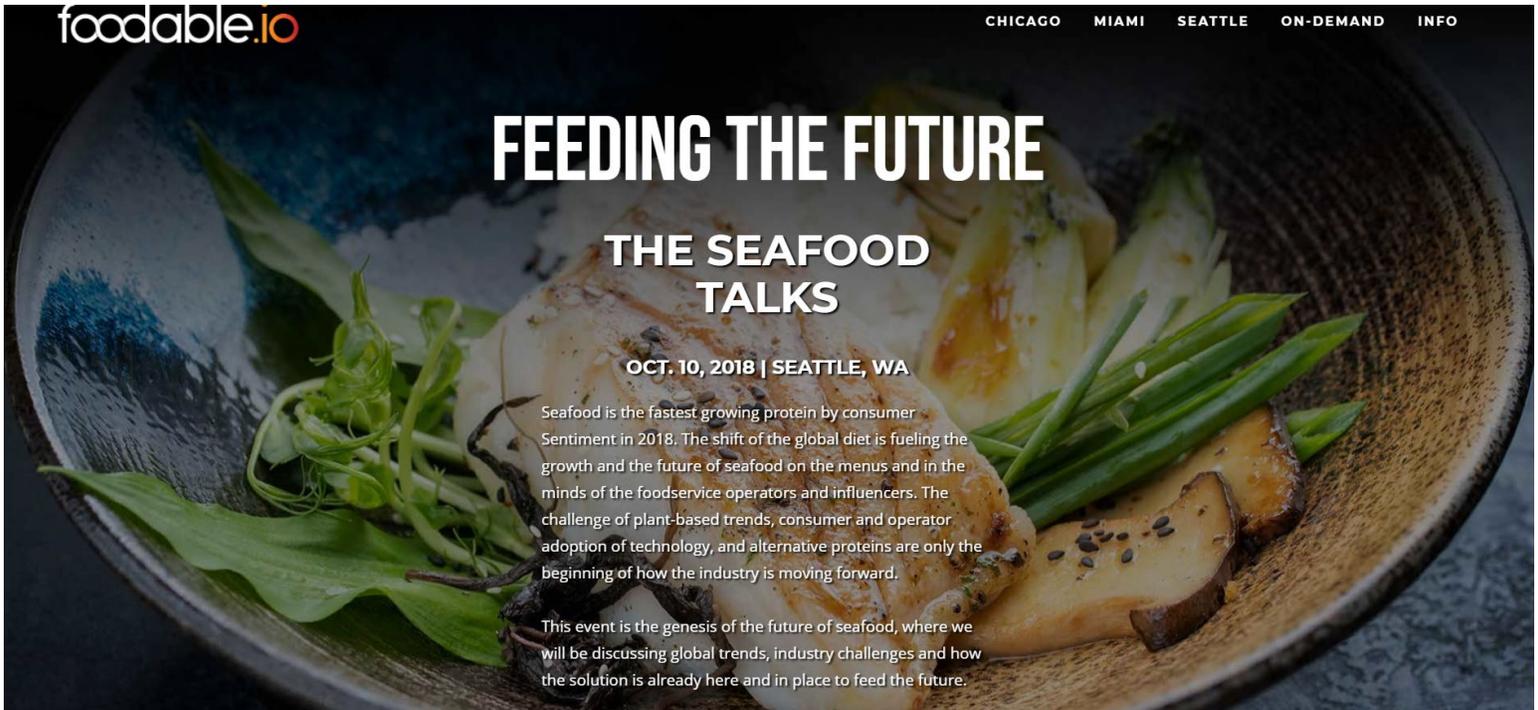
October/Nov 2018



Work continues with ASMI’s International team and Japan office to *implement a sustainability strategy in Japan.* *The 2020 Olympics have accelerated the interest and importance of sustainability* in this market and various initiatives are currently happening which create opportunities for ASMI and the RFM Certification Program. On November 1<sup>st</sup>, Susan Marks will attend the **Tokyo Sustainable Seafood Symposium** with ASMI OMR Akiko Yakata and **speak on a panel: ‘How to Increase Procurement of Certified Sustainable Seafood Products’.**

Program Highlights & Collaborations con't...

ASMI was a sponsor for **Foodable Network's** Seattle event, '**Feeding the Future – The Seafood Talks**', held October 10<sup>th</sup>. ASMI Domestic Director Victoria Parr and Sustainability/Certification Advisor Susan Marks **hosted panels** at this event which will be **produced into television shows for viewing on the network**. These shows will be seen on Foodabletv.com, Apple News, iTunes and Google Play as well as distribution on social media channels.



- Members of the RFM Team and Committee met with representatives from various **Norwegian fishing groups** in Seattle in October to continue the discussion of an **International RFM program**.

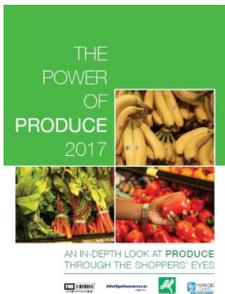


Program Highlights & Collaborations con't...



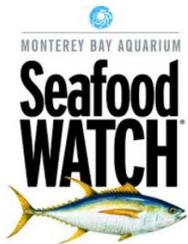
ASMI’s work continues on the [Food Marketing Institute’s](#) (FMI) **Seafood Strategy Leadership Council**. ASMI is represented on this council by Susan Marks and Retail Marketing Specialist Mark Jones. The Council brings together thought leaders to identify, discuss and share

perspectives on current issues and trends in the seafood industry. The mission is to identify areas of collaboration across all seafood operations and sectors to enhance total industry understanding and cooperation that will result in driving growth, identify emerging trends, help manage risk and improve operational performance for industry and individual companies.



On October 9/10, Mark Jones attended the Leadership Council meeting in Washington DC where there were discussions on a specifications standardization project, NOAA Updates, Tariff discussions, and **social responsibility**. This will be a **primary focus for the committee in 2018/19**. ASMI has been actively involved in FMI’s current development of a **Power of Seafood Report**, slated to be released in late 2018/early 2019.

**Ongoing Work:**



Work continues between members of ASMI’s Sustainability, Communications and Executive team to educate stakeholders and work with MBAQ staff and other eco-certifications schemes on improved communication regarding Alaska and how our seafood is listed on the various Seafood Watch Platforms. **A working group has been formed to develop a focused strategy** and define desired outcomes. Various work streams and efforts have been ongoing for over a year and though there have been some improvements, the urgency has been elevated and it was agreed a more coordinated effort involving key strategic stakeholders might yield a different outcome.

## Sustainability/RFM Outreach and Communications

The Sustainability Program continues ongoing outreach and communications for the RFM Certification Program and general Alaska sustainability messaging.



### Alaska RFM Outreach

#### Walmart Sustainability Seafood Mtg

The ASMI Sustainability Program has been actively working with Walmart on sustainability and RFM messaging since 2017. On February 1, they held a Sustainable Seafood Meeting that convened their suppliers alongside their NGO partners to celebrate some of their successes and discuss plans. ASMI was invited to present at this meeting and we discussed the AK RFM Program and our domestic partnership. Around 75 people attended.



As noted in the opening, RFM has primarily been focused on researching/vetting transition options and conducting industry outreach. Since November, the following transition/outreach discussions have occurred:

- ✓ Presented to the *United Fisherman of Alaska* Board of Directors Spring Meeting (2/18)
- ✓ Presented to a subgroup of the *Association of Sustainable Fisheries* in Boston (3/18)
- ✓ Met with *GAA* representatives at their headquarters in Portsmouth, New Hampshire (3/18)
- ✓ Presented to the *PSPA Board of Directors* (3/18)
- ✓ Presentation to the full *Association of Sustainable Fisheries* in Brussels (4/18)
- ✓ RFM workshop during *Brussels Seafood Show* (4/18)
- ✓ Presentation to *Amendment 80 Group* (5/18)
- ✓ Presentation to *APA* (5/18)
- ✓ Presentation to *AK Crab Foundation* (5/18)
- ✓ AK RFM Participation in the *Tokyo International Symposium* (6/18)
- ✓ Presentation at *GOAL* conference (9/18)
- ✓ Seattle RFM Workshop @ *PME* (11/18)

## GLOBAL SUSTAINABLE SEAFOOD INITIATIVE (GSSI) HIGHLIGHTS:



The Global Sustainable Seafood Initiative (GSSI) continues to see growth and momentum.

## WAITING ON STATS & ADDITIONAL INFORMATION FROM HERMAN!

GSSI also **celebrated their 5-year anniversary** of working towards more sustainable seafood. To mark the milestone, they had a reception at the Boston Seafood Show that the RFM Team attended. GSSI also moderated a panel discussion titled [Credible Transparency in the Certification Landscape](#)



*GSSI's Managing Director, Herman Wisse was joined on stage at the Seafood Expo North America by Hugo Byrnes, Vice President Product Integrity, Ahold Delhaize; Darian McBain, Global Director of Sustainability, Thai Union; Jennifer Dianto Kemmerly, Director of Global Fisheries and Aquaculture, Monterey Bay Aquarium; and Marcio Castro De Souza, Senior Fishery Officer, FAO to discuss credible transparency in the certification landscape.*

## **Certification Bodies & Accreditation Boards**



In order for the RFM Program to maintain accreditation and ongoing adherence to the GSSI Benchmarking standard, there must be an annual audit of the Certification and Accreditation bodies associated with the program. Over the last year audits have been completed for DNV, SCS and ANSI. The onsite audits provided insight into the activities of the CB and also allow for constructive conversation on potential improvements and efficiencies in the implementation of both the Fishery and Chain of Custody Standards.

## **RFM Fisheries Standard Version 2.0 Training**

The RFM Fisheries Standard Version 2.0 was approved in 2017 and implementation began mid-2018. Over the last few months two separate training webinars have been completed with representation from ANSI, DNV, SAI Global and independent assessors. Total attendance was 18 people.

The training covered the following items:

- FAO Code of Conduct for Responsible Fisheries;
- FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries;
- Overview of the Alaska Responsible Fisheries Program;
- Versions 1.3 and 2.0 of the RFM Fishery Standard, Guidance and checklists;
- Overview and understanding of roles and responsibilities for carrying out the assessment.

## **RFM Quality Management System (QMS) Version 4 Outcomes**

Issuance of Version 4.0 (December 2017) of the RFM Programs QMS is reducing Fishery Certification Costs by an average of 20%. This is being accomplished by emphasizing the acceptance of desktop reviews over on-site audits for annual surveillances.

