

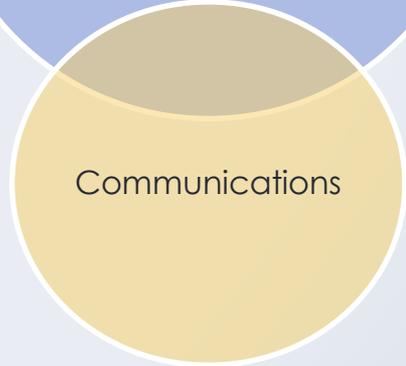


# **SUSTAINABILITY / RFM PROGRAM UPDATE**

Susan Marks  
Sustainability / Certification Advisor

# Working Across Programs

RFM Certification Program



Sustainability is a Journey.....



It's a Long Journey.....



# What Is Seafood Sustainability?

A word cloud of terms related to seafood sustainability. The words are arranged in a roughly rectangular shape, with varying font sizes and colors (shades of blue and purple). The most prominent words are 'UTILIZATION', 'STANDARDS', 'FISHERIES', 'TRACEABILITY', and 'FULL PROTECTION'. Other visible words include 'CERTIFICATION', 'MANAGEMENT', 'OVERFISHING', 'ECOSYSTEM', 'CUSTODY', 'QUOTAS', 'FOOD VIOLATIONS', 'CHAIN', 'OCEAN', 'ILLEGAL', 'NGOS', 'FISHING', 'HUMAN SLAVERY', 'SECURITY', 'AUDITS', 'BYCATCH', 'TRAFFICKING', 'AQUACULTURE', 'RIGHTS', 'IUU', 'CONSERVATION', 'FAMILIES', 'SOCIAL', 'LABOR', 'RESPONSIBILITY', and 'MARINE'.

CERTIFICATION MANAGEMENT  
OVERFISHING ECOSYSTEM  
CUSTODY UTILIZATION  
QUOTAS FOOD VIOLATIONS TRACEABILITY  
OCEAN STANDARDS CHAIN  
FULL PROTECTION ILLEGAL NGOs  
FISHING HUMAN SLAVERY SECURITY  
AUDITS BYCATCH AQUACULTURE  
RIGHTS IUU CONSERVATION FAMILIES  
SOCIAL LABOR  
MARINE RESPONSIBILITY FISHERIES

# The Definition of Sustainable Seafood is Expanding



## Good for the Planet

- Premium quality
- Better for the environment
- Pure product from pristine environment



## Good for You

- Nutritional benefits
- Premium quality
- Great source of protein

Together, these attributes are defining a new type of sustainability that resonates with consumers.

# Clean Eating

RECIPES MEAL PLANS CLEAN DIET CLEAN LIVING VIDEOS CLEAN PRINTERY CLEAN EXPERTS

HOME > CLEAN LIVING > FOOD NEWS

## Sustainable Seafood, Demystified

The term "sustainable seafood" can mean many things. We trekked to Alaska—a leading frontier of the sustainable movement—to learn more.

Leana Scheiber · Nov 1, 2017



## Is 'Sustainable' Seafood Actually Good for the Planet?

Yessica Evans

453/101,307W · Photo: TAD'S RIGER



8.7K 29 1



Do you know where your seafood is coming from?

Photo: AP

**BOULDER**—It was the weekend of 4/20, and I was in Boulder, Colorado. There were few things my heart desired outside of some legal pot, mountain trails, and good food. So I headed to [Ten Fish House & Oyster Bar](#), a joint that prides itself on "sustainable seafood." Yes, in the middle of land-locked Colorado.

So, how the hell is its seafood sustainable? As I discovered, it all depends on how you define "sustainable" and what impact you're trying to reduce.

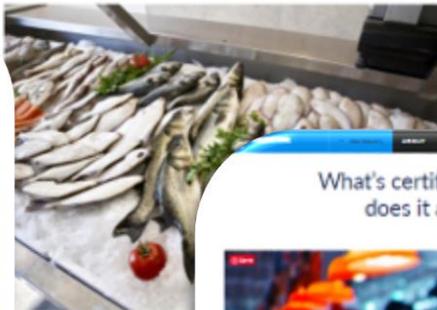
the Salt WHAT'S ON YOUR PLATE

FOOD HISTORY & CULTURE

## I Want To Eat Fish Responsibly. But The Seafood Guides Are So Confusing!

March 15, 2017 · 3:10 AM ET

NATALIE JACOVICZ



A fish bin for sale in a supermarket. Using seafood guides, but other seafood guides make slightly different recommendations.

In short, I ventured to ask the man behind the counter what kind of shrimp he was selling. "I don't sell shrimp." I gazed at the sustainable seafood bin for shrimp, some of them listed as

## What's certified sustainable seafood, and does it actually help the ocean?

BY LUCY BODDICE · APR 24, 2017



Photo: Photo: iStockphoto.com

**S**eafood from well-managed wild fisheries and fish farms is some of the healthiest, most sustainable proteins around. But how can ocean-conscious eaters tell the good from the bad? One way is to look for eco-labels that certify whether a fish was caught or raised in a responsible way. Behind these consumer-friendly labels, however, there's an ocean of nuance.

Seafood certification initiatives can vary widely in what they measure and how effective they are at helping fishermen and fish farmers improve their operations. Read on to get answers to seven common questions about eco-labels, and whether seeking out certified seafood is worth your while.

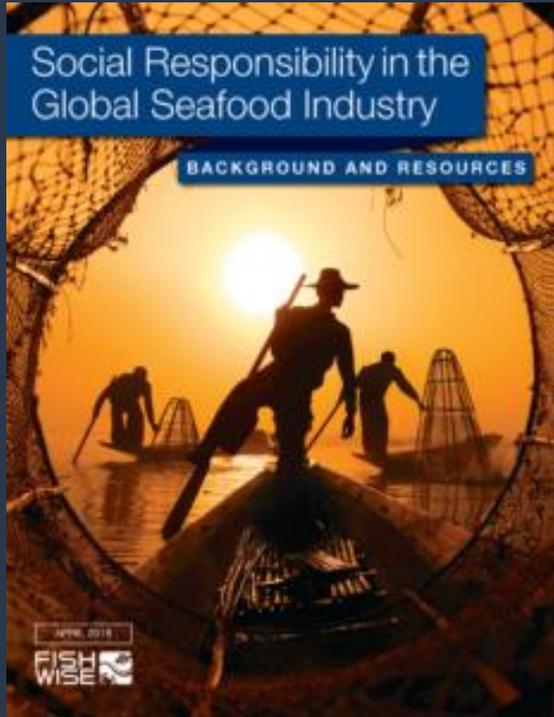
### 1. Why do we certify seafood?

Seafood certifications, or eco-labels, are to incentivize seafood producers to act in a sustainable manner. They also help consumers distinguish between a dizzying array of fish and seafood.

# The Next Wave - Social Responsibility

## Social Responsibility in the Global Seafood Industry

BACKGROUND AND RESOURCES



## National Fisherman

NEWS & VIEWS ▾ CLASSIFIEDS ▾ MAGAZINE ▾ EVENTS ▾

### Tools are being developed by NGOs



Burmese fishermen present their pink cards during a Port-In, Port-Out inspection in Laem Sing, Chantaburi on Nov. 11, 2016. Daniel Murphy/Human Rights Watch photo.

#### Dock talk: Are we socially responsible?

By Julie Decker, Stefanie Moreland and Riley Smith | February 23, 2019

The United States is a world leader in social and environmental sustainability. Fishermen know U.S. fisheries operate under a suite of laws, regulations, policies and best practices that champion freedom of choice, fishing families, and also protect fishermen from abusive, unsafe, or unfair labor practices. However, new concerns in the marketplace related to social responsibility onboard commercial fishing vessels followed the Associated Press investigation that found egregious labor practices (including child and forced labor) on foreign fishing vessels.

### CERTIFICATION AND RATINGS COLLABORATION



### Framework for Social Responsibility in the Seafood Sector

Charlotte Opal  
for the Seafood Certification & Ratings Collaboration

# Social Responsibility in Alaska



## SOCIAL RESPONSIBILITY ON FISHING VESSELS: A TEMPLATE FOR ENSURING MARKET ACCESS

In 2015, the Associated Press (AP) published a series of news stories regarding an investigation by reporters into egregious labor practices onboard foreign fishing vessels which included slavery. In response to these reports, efforts are increasing significantly to eradicate the use of slave, forced or child labor. Markets are demanding U.S. seafood companies to provide credible and transparent documentation that the seafood purchased was not produced using these forms of labor. Commercial fishing vessels are of particular concern due to their isolation at sea and the violations already found on foreign vessels. Fishery certification programs are receiving pressure to include labor criteria in existing sustainability certification standards. However, using a one-size-fits-all approach to solve this global issue could potentially harm U.S. harvesters, especially the small boat fleets.



Several efforts are moving forward in response to retailer and consumer concerns over forced labor. In general, the efforts fall into two categories: 1) third-party certification standards; 2) credible demonstration of low-risk fleets. In the first category, SeaFish's Responsible Fishing Scheme (RFS) standard requires third-party certification of captains and vessels commercially harvesting fish in the UK. The SeaFish standard regarding labor practices includes criteria related to safety and ethics issues. The Marine Stewardship Council (MSC) is another example of efforts to address the slave labor issue in the first category. In 2016, the MSC Board of Trustees investigated options to introduce additional requirements for labor practices into its seafood sustainability certification program, including a list of 26 separate criteria, such as forced labor, child labor, minimum age, work hours, pay, social security, and community benefits. MSC decided to begin with a phased approach. In 2019, MSC will focus on the labor practices and ethics criteria that are most relevant to its mission to ensure sustainable fisheries.

Common Vessel Classes in Alaska Commercial Fisheries and Information Relevant to Social Responsibility  
(Vessel Illustrations Credited to McDowell Group and Alaska Seafood)

Vessel Class by Length	< 20'	20' - 32'	33' - 50'	50' - 70'	80' - 110'	+ 120'	CP 50' - 300'
Count (N of total)	2962 (34%)	2629 (28.4%)	2978 (32.3%)	210 (2.3%)	326 (3.5%)	84 (0.9%)	72 (0.8%)
Tonnage (mt)	< 4 GT	5 - 20 GT	30 - 100 GT	100 - 150 GT	160 - 200 GT	200 - 3000 GT	300 - 5000 GT
People Onboard	< 5	5 - 15	15 - 30	30 - 45	< 10	< 10	15 - 140
Voyage Length	< 24 hours	< 3 days	< 10 days	< 14 days	< 14 days	< 14 days	< 30 days
Area of Operation	State Waters	State Waters	State and Federal Waters	State and Federal Waters	State and Federal Waters	State and Federal Waters	State and Federal Waters
Common Gear Types	J, LL, DL, P, H, SA, SP, GP, H, No	J, P, LL, DL, TRD, P	PL, GR, TRD, P, TL, LL	TRA, LL, TL, P	TRA, LL, TL, P	TRA, P	LL, TRA, P
Species Targeted	No	No	H, SA, SP, GP, H, No	SP, GP, Ha	SP, GP, Ha	GP, SP	GP, SP
Ownership	No	F/J, CO	F/J, CO	F/J, CO	F/J, CO	F/J, CO	CO
Forced Labor	N	N	N	N	N	N	N
Child Labor	PC, PE	PC, PE	PC, PE	PC, PE	PC, PE	PC, PE	N
Discrimination	N	N	N	N	N	N	N
Payment Agreement	FL, CS	FL, CS	FL, CS	FL, CS	CS	CS	CS, Wages
Contract Agreement	*Written	*Written	Written	Written	Written	Written	Written
Emergency Equipment	Y	Y	Y	Y	Y	Y	Y
First Aid/VR Training	S	Y	Y	Y	Y	Y	Y
Burbonium	N	Y	Y	Y	Y	Y	Y
Living Space	N	S	Y	Y	Y	Y	Y
Vessel License	Y	Y	Y	Y	Y	Y	Y
USCG CDC	N	N	S	Y	Y	Y	Y
Survival Crafts	N	S	Y	Y	Y	Y	Y
USCG Safety Inspections	Y	Y	Y	Y	Y	Y	Y
All Crew License	Y	Y	Y	Y	Y	Y	Y
Observer Onboard	N	N	S	S	S	Y	Y
Vessel Insurance	S	Y	Y	Y	Y	Y	Y

CO: Company Owned  
 CS: Crew Share  
 CP: Catcher Processor  
 DL: Deck Net  
 F: Family Income  
 F/J: Family/Individual  
 FW: Federal Waters  
 GP: Groundfish  
 GT: Gear Trawl  
 Ha: Halibut  
 J: Jug  
 LL: Longline  
 H: Hoopnet  
 N: No  
 P: Pot  
 P&I: Protection & Indemnity  
 PC: Parental Consent  
 PE: Parental Exemption  
 PS: Paper Sense  
 S: Sometimes  
 Sp: Salmon  
 SP: Shellfish  
 SW: Seaweed  
 SW: State Waters  
 TL: Trawler  
 TRA: Trawl  
 TRD: Trawl  
 Y: Yes

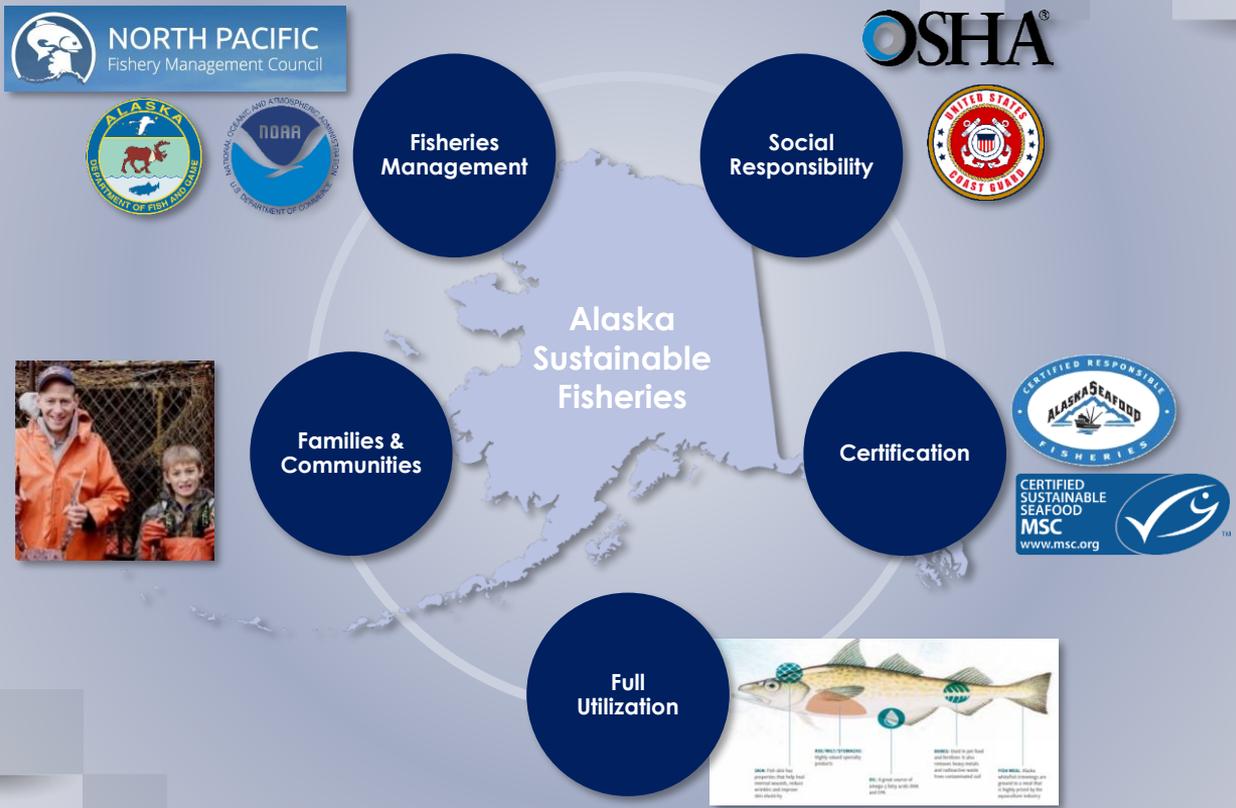
### Social Responsibility Onboard Commercial Fishing Vessels in Alaska:

*Labor and Safety Laws, Practices, and Enforcement By Vessel and Target Species*

A collaboration of:  
March 8<sup>th</sup>, 2019

This publication was created with funds from NOAA Award NA17MF4270324. The statements are those of the authors and do not necessarily reflect the views of NOAA or U.S. Dept. of Commerce.

# Alaska's Sustainability Tenets





# SUSTAINABILITY OUTREACH & COLLABORATION



FMI Panel @ SENA 2019



New Wild AK Pollock will launch in Kroger and Walmart!

CAP Meeting / Sitka  
9 members / 6 countries



- ✓ Social Responsibility / transparency
- ✓ Continue to focus on AK Sustainability tenets

### WORKSHOP: MONEY MATTERS: HOW DO WE PAY FOR SOCIAL AND ENVIRONMENTAL SUSTAINABILITY?

There are multiple factors that drive the sustainable seafood movement forward, and money is an important one. How are purchasing, investments and funding decisions made in support of healthy stocks...



### IMPROVING LABOR CONDITIONS IN SEAFOOD

Hear from welfare committees or workers about their experiences working in seafood supply chains, the improvements and pathways forward that have mattered most, the challenges workers face when they seek...



### KEYNOTE: THE HUMAN FACE OF SUSTAINABILITY: EMPOWERING FISHERS, FARMERS AND WORKERS

Paul Rice is Founder and CEO of Fair Trade USA, the internationally-acclaimed social enterprise and leading certifier of Fair Trade products in North America. Since its launch in 1998, Fair...



### WORKSHOP: ON THE FRONTLINES: HOW MULTI-SECTOR PARTNERSHIPS CAN STRENGTHEN MARITIME SECURITY AND ADVANCE ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE SEAFOOD

Maritime security is a global issue that affects individuals, communities and businesses. In many parts of the world, the seafood industry is on the front-lines of maritime security. Whether abetting...



UNCLASSIFIED

OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE  
LEADING INTELLIGENCE INTEGRATION

## On the Frontlines: How Multi-Sector Partnerships Can Strengthen Maritime Security and Advance Environmentally and Socially Responsible Seafood








**The Oceans and Fisheries Partnership**  
A collaboration between the U.S. Agency for International Development and SEAFSEC





MIGRANT WORKERS  
RIGHTS NETWORK

**IMPROVING LABOR  
CONDITIONS IN SEAFOOD**

FISHERS' RIGHTS  
NETWORK



**MONEY MATTERS: HOW DO WE PAY FOR SOCIAL AND ENVIRONMENTAL SUSTAINABILITY?**

Moderated by Rui Bing Zheng, Fair Trade USA  
SeaWeb Seafood Summit  
June 12, 2019 Bangkok



INGRAINING SUSTAINABILITY IN THE USA BRAND –  
 WOR...  
 IN S...  
 SHARED MARKET SUCCESS



Panelists  
 together



ood companies from throughout the country have come  
 all USA seafood as high quality and...





# In Summary & What's Next?

## New Materials

- Streamlined Materials
- Video in 2020
- Website will provide detailed information – **including MBAQ clarification**

## Focus on AK Story

- Many definitions of 'Seafood Sustainability'
- Alaska will focus on telling our unique story
- Alaska fisheries are sustainable!

## Social Responsibility

- Is the next wave of sustainability
- Important for Alaska to have a seat & voice at the table



# RFM PROGRAM UPDATES

# Current Logo



**Alaska Responsible Fisheries Management**

**NEW Logo Details!**

**CURRENT LOGO** (to be phased out)



**NEW LOGO** (will be available)



**BENEFITS:**

- The new logo will continue to have no logo license fees
- Will be "trademark registered" in multiple languages
- Rectangular and circular versions of the new logo allow for greater flexibility
- Provides opportunity for collaboration with other RFM-based certification programs
- Provides separation from Alaska Seafood origin logo



Requirements for use are the same:

- Completed Alaska RFM Chain of Custody audit
- Signed Terms and Conditions for Use and written approval from the Alaska RFM Program



<https://www.alaskaseafood.org/rfm-certification/>

✓ Trademark Registered in multiple languages

✓ NO logo license fees!

Available immediately

eries  
ification



COCALA###



COCALA###



COCALA###



COCALA###



持続可能な  
認証水産物  
アラスカ RFM

# Japanese seafood companies are in midst of sustainability 'revolution'

"A revolution" is how Wakao Hanaoka describes **sustainability** developments in the Japanese seafood industry. Traditionally a market driven by the...to change their legacy and to focus on a more **sustainable** future for the sector. Fragmented retail sector poses challenge for **sustainable** seafood in...Legacy. The arrival of the Olympic Games to Tokyo next year as well as the UN's **Sustainable** Development Goals and a growing reliance on imported seafood

## MARKETPLACE

25 Jun 02:23 GMT



# Busy in Japan!

## Tokyo Sustainable Seafood Symposium



- Organized by NGO Seafood Legacy
- 4<sup>th</sup> year / 850 Attendees
- Increased to two day show for 2019

## 7&I Holding 'Green' Workshop



- CSR Team
- Trade Media

## Tokyo University Workshop



- Education for Japan retailers & seafood industry
- Presentation on RFM Certification

# RFM in Spain!

## New RFM Booth @ Conxemar



An underwater photograph of a large group of salmon swimming in a river. The fish are in various stages of spawning, with some showing bright red and orange colors. They are swimming over a rocky riverbed. The water is clear and blue-green. A semi-transparent white banner is overlaid across the middle of the image, containing the text "OTHER RFM NEWS".

## OTHER RFM NEWS



MORE SUSTAINABLE SEAFOOD FOR EVERYONE





✓ Completed

### MOCA – Monitoring of Continuous Alignment

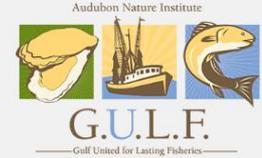
- ✓ Completed August 2019
- ✓ Alaska RFM continues to meet all GSSI requirements

INTERNATIONALLY  
ACCEPTED  
REFERENCE DOCUMENTS



Food and Agriculture  
Organization of the  
United Nations

19  
137 SUPPLEMENTARY  
COMPONENTS



# What's Next for GSSI?

## CONFIDENCE IN CERTIFIED SEAFOOD: MARKET RECOGNITION

- ✓ 6 OF TOP 15 LARGEST FOOD RETAILERS use GSSI benchmarked schemes as basis for their sourcing programs

**METRO**

**Ahold  
Delhaize**

**Kroger**

**AEON**

**Publix**

**MARKS &  
SPENCER**

**sodexo**  
QUALITY OF LIFE SERVICES



**Loblaws**

**Walmart**

**Morrisons**  
Since 1899

**US.  
FOODS**  
KEEPING KITCHENS COOKING.

**Sam's  
CLUB**

**WORLD  
ECONOMIC  
FORUM**

GSSI RETAIL AND FOOD SERVICE PARTNERS WHO REFER USE GSSI AS A BASIS FOR THEIR SOURCING POLICIES

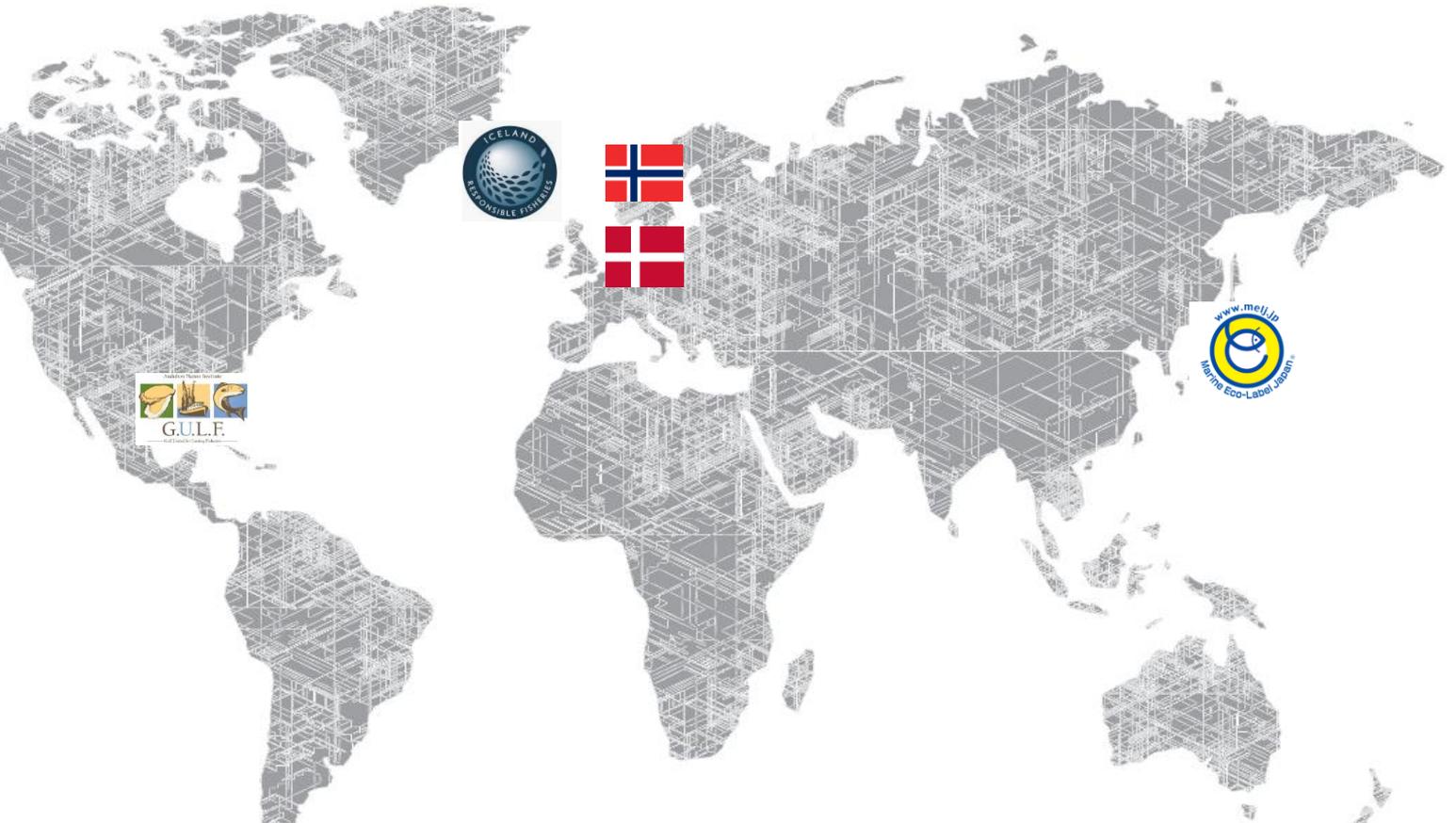
# What's Next for GSSI?

## THE GSSI AND SSCI COLLABORATION ON SOCIAL COMPLIANCE



**MoU: DEVELOP A SEAFOOD-SPECIFIC BENCHMARK THAT RECOGNIZES THIRD PARTY SOCIAL COMPLIANCE AUDIT PROGRAMS AND CERTIFICATION SCHEMES**

# Global Presence for RFM



# In Summary

## New Logo

- Available to CoC Holders
- Can be used immediately!
- No logo License fees

## Transition

- Fall 2020 = predicted timeline
- GSSI Recognition will remain
- A relationship with ASMI will continue

## Global Collaboration

- Shared CoC
- Emphasize importance of 'Choice in Certification'
- Will strengthen a global presence for RFM

# RFM E-Blasts



**RFM UPDATE**  
MARCH 2019

**Greetings from the RFM Committee Chair**



In the coming year the RFM Committee will continue its work to evolve the RFM program, increasing its relevance in the field of fisheries sustainability certification. After streamlining the program's rules with updates of the Quality Management System (QMS) and procedures in 2017, we spent 2018 considering possible paths for future development of the program's management with an ASMI Board decision to move the program to a nonprofit foundation outside of ASMI. For 2019, we expect to begin to move in the direction of new management for the program that evolves to broader stakeholder interests, while ASMI will play a critical role representing the RFM program in markets.

These transitional developments are intended to increase awareness, acceptance, and adoption of the program for both seafood buyers and consumers. In particular, reaching the broader market is imperative for the RFM program to achieve its potential and gain the industry support needed to maintain the program in a nonprofit foundation outside of ASMI. The participation of several ASMI Board members on the RFM Committee shows the commitment of the Board to the continued development of the RFM program.

Mark Fina  
RFM Committee Chair  
United States Seafood, LLC

**RFM Evolution Info**

**What are the benefits of forming a foundation?**

RFM is very important to the State of Alaska and the interest of the transition is to strengthen the program. Forming an independent foundation increases flexibility for growth such as certifying fisheries outside of Alaska and continued collaboration with other (SAs). The benefits of a geographic:

- Increased cost efficiency
- Increased market reach
- Broad based industry ensure stability and
- Well defined geographic interests of well managed
- Greater acceptance and monopoly of power

RFM Evolution Info continues



**5-O'S WITH A FISHERY CLIENT:**  
**Julie Decker, Alaska Fisheries Development Foundation (AFDF)**

**Why does AFDF manage fishery certifications with both RFM and MSC Programs?**

AFDF manages the RFM and MSC certification for both cod and salmon for two primary reasons: First, maintaining two certifications provides choice in certification to the members of our client group, and to the marketplace. Second, having multiple certifications under one client (AFDF) allows us to realize cost savings during the fisheries assessments and audits. *MSC salmon is scheduled to be transferred from Pacific Seafood Processor Association (PSPA) to AFDF in spring 2019.*

**Why is choice important?**

Essentially, choice fosters excellence. It drives cost efficiency, assures market access, and helps ensure the best interests of the fishery instead of the certification programs.

**What's the audit experience with the dual certifications?**

AFDF has a Technical Facilitator (Dave Gausel) who works closely with the certification bodies for both MSC and RFM audits. This is helpful in consolidating the information that is used by both certification bodies during the assessment process, which reduces duplicity, increases productivity, saves money and creates synergy. Additionally, the RFM program is working toward greater efficiency by combining the audit and/or assessment work of the certification bodies and aligning timelines for the certifies. The RFM Program is working towards these types of efficiencies with Chain of Custody (CoC) audits as well. To attain further cost reductions, AFDF also continues audit

and assessment work with other Client Groups when grouping similar fisheries (i.e. reduced Assessment Team travel costs).

**How is the RFM Fishery certification paid for?**

**What are the costs associated with certification?**

As the client, AFDF sets a budget each year that covers the Technical Facilitator, travel, AFDF staff and indirect costs. Additional costs may exist if there is a non-compliance found during the audit which would require an action plan. Based on that budget, industry decides what is a fair and equitable cost share for the companies that want to use the certification. For example, the cost share for RFM salmon in 2017/18 was \$150 per million lbs of salmon purchased from fisherman.

**How do you see the future of the RFM Program?**

At AFDF, we are excited to see the commitment to continual improvement. For instance, RFM recently completed a revision of the Quality Management System (QMS) which achieved cost efficiencies, such as allowing for desk-top audits instead of on-site audits for annual surveillance in some fisheries. RFM is also working to increase intentional awareness and recognition of the program by broadening the program to allow fisheries outside of Alaska to participate. To me, this is the most exciting prospect, because it will ensure for the long-term success of the RFM Program. Other areas I'd like to see strengthened are continued outreach for CoC, more companies participating in CoC and claiming the RFM Certification, and consideration of modifying audit requirements for consistently high performing, low-risk fisheries.



July 8, 2019

## Alaska Responsible Fisheries Management (RFM) Certification



### Alaska Rockfish and Atka Mackerel Enter Assessment for Alaska RFM Certification

RFM certified claim can be available for products from harvests of June 17, 2019, as long as [RFM CoC Requirements](#) are met

The Alaska Seafood Cooperative as client has entered the following Alaska flatfish fisheries into assessment for Alaska Responsible Fisheries Management (RFM) Certification:

**Aleutian Islands and Bering Sea:**  
Atka mackerel  
Pacific ocean perch  
Northern rockfish

**Gulf of Alaska:**  
Pacific ocean perch  
Northern rockfish  
Dusky rockfish

The fishery assessment commenced with the first day of the site visit which took place on June 17, 2019, as posted [here](#). This means all seafood products originating from these fisheries from that date forward will have the opportunity to an RFM certified claim. Mark Fina, representative for the [Alaska Seafood Cooperative](#) and with United States Seafood, LLC, recognizes this is unique to the Alaska RFM Certification program.

"The fact that our industry and customers will be able to use a certified claim on fish that was caught from June 17, 2019 is of great benefit to all," states Fina. "Of course, this is dependent on the fishery achieving official certification and that the Chain of Custody requirements are satisfied."

Independent and accredited certification body DNV GL will conduct the assessment. Interested stakeholders that would like to participate in the assessment should contact Anna Kiseleva at [Anna.Kiseleva@dnvgl.com](mailto:Anna.Kiseleva@dnvgl.com). Additionally, information on the chain of custody (including the standard and a description of the application process) is available [here](#).

In other good news, a new RFM logo will be launched in late 2019/early 2020. The new logo will bring greater brand awareness and an opportunity for collaboration with other RFM-based certification programs and will be a registered trademark in multiple languages.

Alaska RFM is a comprehensive certification program offering choice in certification, without logo licensing fees. It is founded on the strongest and most widely acknowledged international standards and practices. RFM is a voluntary and accredited assessment of whether a fishery meets strict criteria to be certified as having responsible fisheries management.

[Sign up to receive email updates](#) for specific fishery certifications and to stay informed of the latest developments and news regarding the Alaska RFM Certification program.

We welcome any feedback or questions you may have at [rfm@alaskaseafood.org](mailto:rfm@alaskaseafood.org).



**THANK YOU**