SUSTAINABILITY / RFM PROGRAM UPDATE

Susan Marks
Sustainability / Certification Advisor
Working Across Programs

Sustainability Program

- Domestic
- International
- Technical
- Communications

RFM Certification Program
Sustainability is a Journey......
It’s a Long Journey......
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.
The Next Wave - Social Responsibility

Tools are being developed by NGOs

Dock talk: Are we socially responsible?

By Julie Seckon, Seattle, Washington and Ray Smith | February 28, 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, unfair, 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.
Social Responsibility in Alaska

Social Responsibility on Fishing Vessels: A Template for Ensuring Market Access

In 2019, 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 stories, efforts are increasing significantly to eliminate the use of slave labor on fishing vessels. Managers are demanding U.S. seafood companies to provide evidence and transparency about their supply chains to prove that the seafood purchased was not produced using these forms of labor. Commercial fishing vessels are a particular concern due to their location at sea and the lack of scrutiny already found on foreign vessels. Traceability certification programs are receiving pressure to include labor criteria in existing sustainability certification standards. However, using traceability-focused approval to solve this global issue could potentially harm U.S. harvesters, especially the small-scale fisheries. Several efforts are moving forward to respond to retailer and consumer concerns over forced labor. In general, the efforts fall into two categories: 1) third-party certification standards; 2) vendors' demonstration of their ethical practices. In the first category, SeafoodWatch’s Responsible Fishing Scheme (WRF) standard requires third-party certification of captains and vessels commercially harvesting fish in the UK. The British certification requires labor practices include criteria related to safety and ethics issues. The Marine Stewardship Council (MSC) is another example of initiatives to address the issue labor issues in the first category. In 2016, the MSC’s Board of Trustees investigated options to introduce additional requirements for labor practices in its seafood sustainability certification program, including a list of 22 separate criteria such as formal labor, child labor, and minimum wage, hours, pay, social security, and community benefits. MSC decided to begin with a phased approach. To date, MSC has introduced single criteria in terms of worker welfare, as well as its voluntary and independent fishery certification programs.
Alaska's Sustainability Tenets
SUSTAINABILITY OUTREACH & COLLABORATION
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...

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...

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...

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

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 - SHARED MARKET SUCCESS

Panelists together around a table discussing seafood companies from throughout the country have come to acknowledge the growing consumer interest and concern for sustainable and responsible sourcing of seafood. The USA Seafood industry is working hard to promote and protect our oceans and fisheries, as well as conveying the message that USA seafood is high quality and sustainable.
Monterey Bay Aquarium Working Group

New Web Page coming soon!

Certifications and Rating Systems
Over the last several years, the number of sustainable seafood certification and rating programs has grown. Both types of programs are meant to help buyers and consumers make good choices by assessing fishery and aquaculture performance against sustainability criteria. Understanding the differences between the programs clarifies how they fit in responsible sourcing.

Unique to certification programs is the Global Sustainable Seafood Initiative (GSSI) — a collaborative organization with a Global Benchmarking Tool for seafood certification programs. This tool assesses the robustness of seafood certification programs and promotes improvement in certification programs. Essentially, GSSI is a one-stop-shop for credible seafood certification programs, making it easy for seafood buyers to make informed choices. Rating systems do not have a third-party recognition program like this; therefore, seafood buyers must learn and review the quality of rating systems fishery assessments on their own.

Common Definitions
- Sustainable Seafood
- Seafood Sustainability Certification
- Rating Systems

Collaboration Between Ratings and Certification Programs
To increase breadth of coverage and save on costs, ratings programs and certifications programs have developed collaborative efforts. One example is that Seafood Watch no longer assesses fisheries that are certified by programs that Seafood Watch has benchmarked. Seafood Watch instead defers to the eco-certification of those fisheries. Currently, the only wild capture certification program benchmarked by Seafood Watch is the Marine Stewardship Council’s certification program. Seafood Watch considers any fishery certified by the Marine Stewardship Council to be a “Good Alternative of Better.” This ranking ranks to recognize that several Alaska fisheries were considered “Best Choices” (open) when directly assessed against the Seafood Watch standard. Seafood Watch displays eco-certifications on a page separate from their own assessments making those ratings more difficult to find. The result is that fisheries in other areas that are subject to good management are more prominently and favorably portrayed by Seafood Watch despite avoiding the intrusive certification process and costs.

- Step by Step Guide to Find Alaska species in Seafood Watch
- Recommendations for Seafood Watch Improvements

Background
From 1996 to 2012 Alaska seafood species were listed either “Best Choice” and “Good Alternative” by Seafood Watch and were featured prominently in all of the portal guide. In 2012 Seafood Watch began on Ecocertification Benchmarking Project which changed the way they communicate ratings and seafood sustainability. By the time it launched, there were 102 species featured in the benchmarking project. A new approach was taken allowing species to earn ratings only if they met criteria for sustainability and certification. While the approach was new, the process was not. The project focused on the entire life cycle of the species and included new assessments in addition to ongoing assessments.

Dealing with Eco-Certification and How it Impacts Alaska Species Rankings
With the new approach, many species that were previously listed as a “Best Choice” (listed as “Good Alternative” by Seafood Watch) were dropped from their lists and others that were not included in the benchmarking project. The new approach addressed sustainability and certification and allowed species to become certified fishery fishery certifications, Alaska Seafood Watch.

The tool was created to search for information in real-time. You have the option to search the Alaska Ecocertifications by using the Alaska Seafood Watch website. You can use the search function to look up species, certification status, and sustainability. The tool is not exhaustive and provides current information on eco-certifications.

Template Letter Created for Industry
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
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.

Trademark
Registered in multiple languages

NO logo license fees!

Available immediately

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

http://www.alaskarfms.org/RFM-certification/
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
Soft Launch @ Japan Seafood & Technology Expo
Busy in Japan!

Tokyo Sustainable Seafood Symposium
- Organized by NGO Seafood Legacy
- 4th 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
OTHER RFM NEWS
MORE SUSTAINABLE SEAFOOD FOR EVERYONE
MOCA – Monitoring of Continuous Alignment

- Completed August 2019
- Alaska RFM continues to meet all GSSI requirements
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
Publix
Loblaw
Walmart
Ahold Delhaize
Kroger
SEON
MARKS & SPENCER
sodexo
US. FOODS
Morrison's
Sam's Club
TOKYO 2020
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

- FAO recommended to develop social guidance in seafood value chains
- FAO endorsed to develop social guidance in seafood value chains
- GSSI-SSCI Stakeholder Workshops and Joint Taskforce

NEXT STEPS

- GSSI-SSCI EXPERT WORKING GROUP: AT-SEA SCOPE
- GSSI-SSCI EXPERT WORKING GROUP: AQUACULTURE

2017 - 2018

GSSI

GLOBAL SUSTAINABLE SEAFOOD INITIATIVE

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

FAO Draft Social Guidance document

Sustainable Supply Chain initiative

Forum
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

Dear [Recipient],

I am writing to update you on the latest developments related to the RFM (Responsible Fisheries Management) program. The RFM program is designed to promote sustainable fishing practices and ensure the long-term health of Alaska's fisheries. As part of this initiative, we have been working closely with stakeholders to develop and implement effective management strategies.

In this update, I will provide you with an overview of the RFM Evolution Info, which highlights the benefits of engaging with the program. This includes increased market value, broader distribution, and enhanced market penetration. We are also excited to announce the launch of the RFM Certification program, which will provide a trusted and verifiable standard for seafood products.

The RFM Certification program is based on a robust set of criteria that ensure the sustainability and quality of the seafood products. By participating in this program, seafood producers can leverage their commitment to responsible fishing practices and differentiate their products in the marketplace.

I encourage you to learn more about the RFM program and the benefits it offers for your business. If you have any questions or would like to discuss how we can collaborate, please do not hesitate to contact me.

Best regards,

[Your Name]
RFM Committee Chair
United States Oceanic, LLC

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SPOTLIGHT ON A FISHERY CLIENT:
Julie Becker, Alaska Fisheries Development Foundation (AFDF)

Why choose AFDF for fishery certification?
AFDF provides a comprehensive approach to fishery certification that addresses the needs of individual fishers and the broader industry. Our program is designed to be flexible and adaptable, allowing for tailored certification strategies that meet the specific needs of each client. By working closely with partners and stakeholders, we ensure that the certification process is inclusive and effective.

Alaska Rockfish and Atka Mackerel Enter Assessment for Alaska RFM Certification

The Alaska Seafood Cooperative has recently joined the Alaska RFM Certification program. This move is significant as it represents a commitment to sustainability and responsible fishing practices.

The certification process involves a thorough review of the seafood's origin, size, and handling practices. This ensures that the products meet the highest standards of sustainability and quality. The certification process is overseen by a panel of independent experts who verify that the products meet the program's criteria.

We are excited to welcome Alaska Rockfish and Atka Mackerel to the RFM Certification program. Their commitment to sustainability is a testament to the value of responsible fisheries management.

For more information on the RFM Certification program or to learn how you can participate, please visit our website at [rfm@alaskafoodco.org].

Sincerely,

[Your Name]
RFM Committee Chair
United States Oceanic, LLC

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July 8, 2019

Alaska Responsible Fisheries Management (RFM) Certification

The certification process for Alaska Rockfish and Atka Mackerel is now underway. This is a significant milestone in the program, as it ensures that these seafood products meet the highest standards of sustainability and quality.

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Sincerely,

[Your Name]
RFM Committee Chair
United States Oceanic, LLC

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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@alaskafoodco.org.
THANK YOU