



Wild, Natural & Sustainable®

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The Alaska Seafood Marketing Institute (ASMI) commends the Monterey Bay Aquarium for developing the color-coded rating system of the Seafood Watch List. Historically, it's been a helpful resource in aiding our customers with sourcing sustainable seafood. Since the inclusion and deferral to eco-certifications however, we have concern with the accuracy and usefulness. We understand Seafood Watch is working on updating the Seafood Watch website and app, so thought this was the ideal time to share our experience.

Here is just one example we have come across – we can't find salmon or pollock from Alaska on the green, yellow or red list, yet we can find other salmon and pollock species on these lists. This is because Seafood Watch no longer conducts assessments on those fisheries and instead defers to eco-certifications. While we think it's fine to defer to eco-certifications, it is not intuitive to have these under a separate area or inaccessible through their search function. Doing so has created confusion when the Alaska seafood industry communicates with our customers.

We ask Seafood Watch to include eco-certifications as part of the color-coded ranking system, rather than as separate ratings. At <https://www.seafoodwatch.org/seafood-recommendations/eco-certification> the website states that eco-certification ranks as a good alternative or better (i.e., yellow or green), yet the way eco-certification is portrayed doesn't convey this. If eco-certifications are equivalent or better than yellow, then we request the order on their ranking change to Green, Blue (for eco-certifications), Yellow, Red. We also recommend Monterey Bay Aquarium add language for Green and Blue that says "**Buy with Confidence**," making it easy for consumer and buyers to understand that Green and Blue species are top choices.

We applaud Monterey Bay Aquarium's efforts in helping consumers and businesses source sustainable seafood with confidence. We would like to be part of the solution in making it easier to help customers make better seafood choices for a healthy ocean.

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