

# RFM UPDATE

Alaska Certified Responsible Fisheries March 2020 Update



## GREETINGS FROM THE CSC FOUNDATION INTERIM CHAIR

The Alaska RFM Certification Program is currently transitioning ownership to a nonprofit outside of ASMI called the Certified Seafood Collaborative (CSC) Foundation Board. This independent foundation will increase flexibility for growth outside of certifying fisheries in Alaska, as well as increase cost efficiencies and market strength.

Program ownership is scheduled to transfer in July 2020; however, the CSC Foundation has already begun work. With this transition the RFM Committee has been dissolved and the CSC Foundation

would like to recognize the various members that have served over the last five years and thank the Committee for their excellent and dedicated work. In the sections ahead you will learn more about the RFM transition.

**MARK FINA**  
*CSC Foundation Interim Chair*  
Unites States Seafood, LLC



## RFM EVOLUTION Q & A

### When will the RFM Program be transferred to the new owners?

The CSC Foundation Board will take formal ownership of the RFM program on July 1, 2020. Stakeholders will not notice any immediate changes, and contacts for your program needs will remain the same. We encourage you to check the RFM website for new information and updates.

### Will Fishery or Chain of Custody Certifications be impacted?

With the transition to an independent foundation, the fisheries that are currently certified will remain certified as will companies certified under the Chain of Custody standard.

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## WELCOME NEW CSC FOUNDATION BOARD MEMBERS

**MARK FINA**  
*Chairman (Interim)*  
United States Seafoods, LLC &  
Amendment 80 Fleet

**CHRIS BARROWS**  
Pacific Seafood Processors Association  
(PSPA)

**TOMI MARSH**  
Harvester &  
current ASMI Board member

**ALLEN KIMBALL**  
Trident Seafoods &  
current ASMI Board member

**MATT TINNING**  
At-Sea Processors Association (APA)

**SCOTT GOODMAN/  
JAMIE GOEN**  
Bering Sea Fisheries Research  
Foundation (BSFRF),  
Alaska Bering Sea Crabbers (ABSC)

**STEPHANIE QUINN-DAVIDSON**  
Tanana Chiefs

**JULIE DECKER**  
Alaska Fisheries Development  
Foundation (AFDF)

**TOM SUNDERLAND**  
Trident Seafoods



# RFM EVOLUTION Q & A

Continued from page 1 . . .

## Will the logo change?

Alaska RFM introduced a new logo in October 2019, which will be trademarked in multiple languages and countries. There is now a choice of a circular or rectangular version and we have maintained the **program's commitment to no logo license fees!** Companies with a valid RFM Chain of Custody certificate and signed Terms of Use Agreement are encouraged to use the new logo immediately. The old logo will be phased out by September 2020. More details can be found on the Alaska RFM Website: [alaskaseafood.org/rfm-certification](http://alaskaseafood.org/rfm-certification).



## Will RFM still be recognized by GSSI?

Alaska RFM was the first certification scheme recognized by the Global Sustainable Seafood Initiative (GSSI) in July 2016. The transfer of the program to CSC will not jeopardize our current GSSI benchmark. Additionally, RFM successfully completed GSSI's Monitoring of Continuous Alignment (MOCA) process in August 2019, which means the RFM Program continues to be GSSI recognized until our next review in 2021. The CSC Foundation Board is committed to ensuring the program remains compliant with GSSI requirements and our recognition continues.



# RFM GLOBAL INITIATIVES

One of the benefits of transferring ownership of Alaska RFM to an independent foundation is the opportunity for growth such as certifying fisheries outside of Alaska, and continued collaboration with other FAO-based certification programs. Over the last year we have continued discussions with Iceland, Norway and Denmark on the development of an International RFM Program, which would further cost efficiencies and market strength.



## WORKING WITH ICELAND

Last year a Memorandum of Understanding was signed between the Iceland Responsible Fisheries Management (IRFM) and Alaska RFM programs agreeing to work towards:

- a unified Chain of Custody standard for FAO-based Responsible Fisheries Management;
- alignment of common core elements and principles of the respective RFM programs.



The shared Chain of Custody standard will be available for use in late 2020.

# RFM IN THE MARKETPLACE

## ButcherBox

### The value of Alaska RFM according to Michael Billings

Head of procurement at ButcherBox

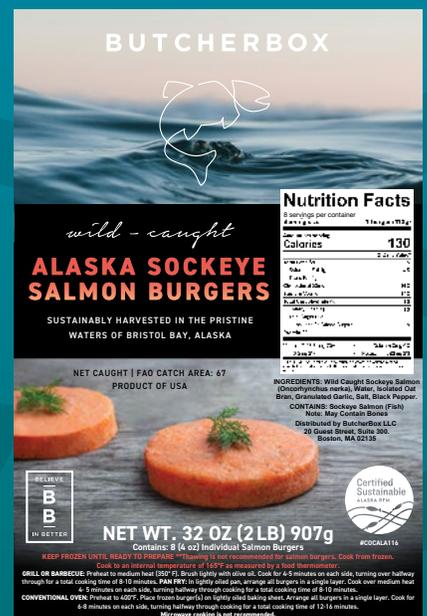
As we roll out our latest salmon burger offering, ButcherBox is proud to showcase the Certified Sustainable logo from the Alaska RFM program on our packaging. The comprehensive certification through Alaska RFM is one of the strongest and most widely acknowledged international standards in the industry.

At ButcherBox, our top priority is to give our members a choice when it comes to their proteins, and the opportunity to understand who is harvesting their seafood and where it's caught. That

transparency creates a meaningful connection between the fishermen and our customers that savor their catch on the dinner table.

The fishing community in the Bristol Bay region of Alaska, where ButcherBox sources all of its salmon, takes pride in providing sustainably caught salmon to the world. We're grateful for the partnerships we've developed with the fishermen, like Matt Luck of Alaska Wild Caught Seafood, who are able to educate us about the positive impact sustainable fisheries have on communities in the region, while enabling us to bring transparency and a new dimension of storytelling to our members.

*ButcherBox salmon burgers will be available to members beginning in March.*



# NEW RFM CERTIFIED FISHERIES

ATKA MACKEREL, PACIFIC OCEAN PERCH, NORTHERN ROCKFISH  
Aleutian Islands and Bering Sea

PACIFIC OCEAN PERCH, NORTHERN ROCKFISH, DUSKY ROCKFISH  
Gulf of Alaska

Client: Alaska Seafood Cooperative

Date: February 2020

**Congratulations to Alaska Seafood Cooperative** on achieving Alaska RFM Certification for the Alaska rockfish and Atka mackerel fisheries. All products originating from these fisheries from **June 17, 2019** (first day of the assessment site visit)

on can use the RFM Certified claim and eco-logo if Chain of Custody requirements have been met. ***This claim date is estimated to be six months before any other sustainable eco-certification can make a product claim for these fisheries.***

# ALL RFM CERTIFIED FISHERIES

<b>PACIFIC SALMON</b> King/Chinook Sockeye/Red Coho/Silver Keta/Chum Pink	<b>SABLEFISH (BLACK COD)</b>  <b>ALASKA (WALLEYE) POLLOCK</b>  <b>CRAB</b> Red King crab Snow crab Blue King crab	<b>FLATFISH COMPLEX</b> Yellowfin sole Flathead sole Northern rock sole Southern rock sole Arrowtooth flounder Kamchatka flounder Alaska plaice Greenland turbot Rex sole
<b>PACIFIC HALIBUT</b>		
<b>PACIFIC COD</b>		

# RFM LOGO OUT AND ABOUT

The new RFM logo has been introduced to various global audiences with great reception and positive feedback!



# RFM PROGRAM OUT AND ABOUT

The Alaska RFM program has capitalized on some exciting speaking opportunities over the last year, and continues global awareness in Asia where sustainability and certification is being highlighted more. Here are some of the places we have been:

TOKYO UNIVERSITY, SUSTAINABLE SEAFOOD & ECOLABELING WORKSHOP

JAPAN TECHNOLOGY & FISHERY EXPO

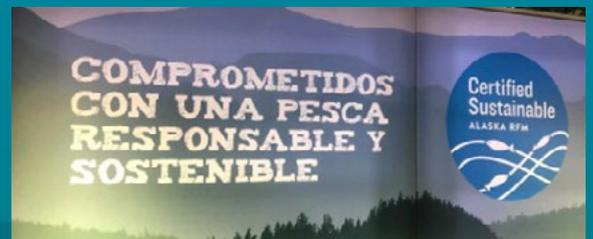
CHINA SEAFOOD SUMMIT

TOKYO SUSTAINABLE SEAFOOD SYMPOSIUM

7&I HOLDINGS, GREEN WORKSHOP

BRAZIL INTERNATIONAL FISH CONGRESS AND FISH EXPO

WORLD CONGRESS OF AQUACULTURE & FISHERIES



# THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION

This rigorous program was founded on the strongest and most widely acknowledged international standards and practices.

The owners of Alaska RFM Certification are committed to offering a credible, cost effective choice in seafood sustainability certification.

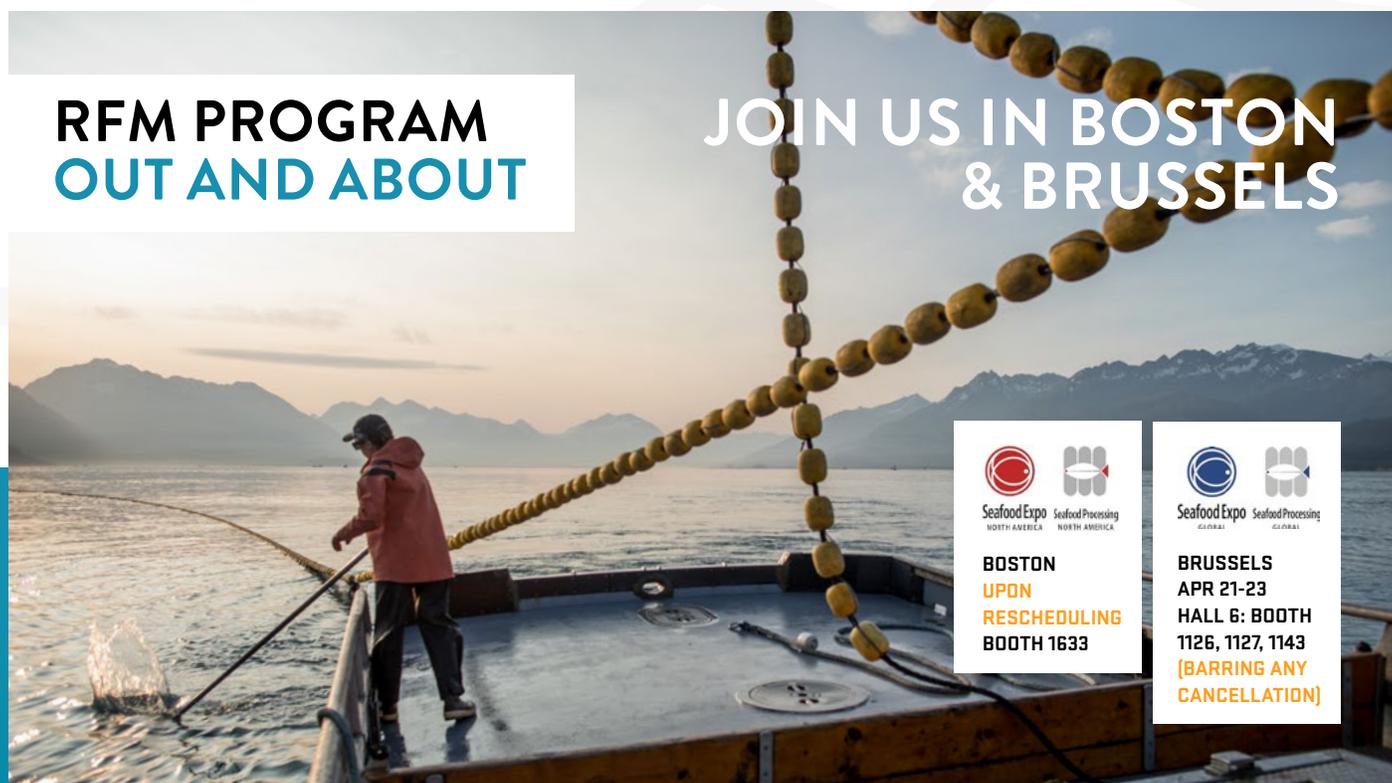


## RFM CERTIFIED LOGO

The Alaska RFM certification logo is available for those who satisfy the Chain of Custody requirements, would like to demonstrate traceability and make a certification claim. There are no logo licensing fees and it is free to use with Chain of Custody and a signed Terms of Use Agreement.

## RFM PROGRAM OUT AND ABOUT

## JOIN US IN BOSTON & BRUSSELS



**BOSTON**  
**UPON**  
**RESCHEDULING**  
**BOOTH 1633**



**BRUSSELS**  
**APR 21-23**  
**HALL 6: BOOTH**  
**1126, 1127, 1143**  
**[BARRING ANY CANCELLATION]**

### KEY CONTACTS

Jeff Regnart is ASMI's Fisheries Technical Consultant and spearheads the Alaska RFM program along with support from Susan Marks, Sustainability/Certification Advisor.

For additional information please visit [alaskaseafood.org](http://alaskaseafood.org) or contact Jeff Regnart at [jregnart@gmail.com](mailto:jregnart@gmail.com).

### STAY CONNECTED

To receive email updates for specific fishery certifications and to stay informed of the latest developments and news regarding the Alaska RFM Program please sign up to receive our E-Blasts at <https://www.alaskaseafood.org/rfm-certification/rfm-news/>

ALASKA SEAFOOD MARKETING INSTITUTE

800-478-2903 | [alaskaseafood.org](http://alaskaseafood.org)  
[rfm@alaskaseafood.org](mailto:rfm@alaskaseafood.org)