

**Greetings!**

In this month's newsletter we highlight our new producer partnership with Blue North, spread the word regarding the U.S.'s ratification of the PSMA, present our fourth installment of the consumer trends spotlight, and give a sneak peek into this year's Cooking for Solutions event!

Bonus Articles: Fair Trade USA capture fisheries standard in development and FishWise at the Santa Cruz Wharf Sanctuary Celebration.

Please enjoy!

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**Blue North Producer Partnership**

FishWise is pleased to announce a new producer partnership with [Blue North](#). Blue North is a sustainable natural resources company that features fishing as a primary enterprise. The fisheries division of Blue North consists of five bottom longline freezer/processor vessels that primarily target Green-rated Alaskan cod - with 100% onboard observer coverage. Bottom longline fishing is a technique used to target fish at or near the bottom of the water column and reduces the amount of non-target bycatch caught in the fishery when compared to pelagic (mid-water) longlining. Blue North is currently developing a [new bottom longline vessel](#) that will utilize "moon-pool" technology to increase product quality, aid the release of non-target bycatch, and improve crew working conditions.

The new vessel will be the first purpose-built bottom longline freezer/processor in the United States to have molded hull construction, a design that allows the vessel to travel more efficiently through the water because of decreased resistance. The hull and engine will work in synergy to increase fuel efficiency and decrease carbon emissions. The vessel's design will also greatly enhance the safety of life at sea for its crew. Its internal haul station or moon-pool means that crews will no longer be exposed to rough seas and freezing temperatures for hours on end, and the risk of falling overboard during hauling is negated.

The new fishing vessel will produce frozen-at-sea dressed and panned Alaskan cod, boneless cod fillets, cod loins, and a host of vacuum-packed consumer-ready cod products on board. Each fish will be immediately processed and frozen within minutes of catch. Blue North will focus these products on the domestic U.S. markets as well as traditional global

markets that appreciate the difference in quality offered by longline caught fish. International markets include Japan, Norway, France, Italy, Spain, Portugal and Brazil. China has also begun to demand more of this product and is expected to become a major force in the consumption of high-quality longline caught fish in the future.

In addition to the already recognized low-impact method of fishing, Blue North's new vessel will more fully utilize the resource through retention and marketing a variety of products previously considered waste such as cod skin, fish stomachs and livers, fish roe and other products that boost the value of the catch without placing additional environmental stress on the fishery.

If you would like more information about [Blue North](#) and their products, please contact [Kenny Down](#) here.

## U.S. Ratifies Port State Measures Agreement (PSMA)

On April 4th, the United States became the [eleventh nation](#) to ratify the [Port State Measures Agreement](#) (PSMA). This United Nations treaty aims to reduce illegal fishing by making it difficult for vessels to land illegally-caught fish. A major threat to fish stock health and livelihoods worldwide, illegal, unregulated, and unreported (IUU) fishing has been on the rise globally. A recently published study determined that the value of illegal fish imported into the United States could amount to between \$1.3 and \$2.1 billion dollars annually- which equates to 4-16% of the global value of illegal fish catch (*Pramod et al., 2014*). However, PSMA ratification by the United States, one of the largest seafood markets in the world (third in terms of consumption) sends a strong signal to other nations that the U.S. is serious about blocking IUU fish from our markets.



Photo Credit: Marine Photobank

Nations that ratify the PSMA will designate ports through which foreign fishing vessels may land fish and commit to conducting standardized dockside inspections and prohibit the landing of fish from vessels involved in IUU fishing. Nations will also inform a vessel's home country when violations are detected.

Once ratified by 25 countries the PSMA will move into the implementation phase, where it

is hoped that these measures will help harmonize IUU inspection and enforcement measures across nations, effectively blocking IUU products from dispersal and sale in international markets.

### **What does this mean for seafood businesses in the U.S.?**

Once broadly implemented, the PSMA should make it more difficult and to land illegal fish in ports around the world. Increasing the risk of being caught landing illegal product should help to decrease the amount of IUU seafood in the market and ensure those fishing by the rules are not undermined by this black market product. Therefore it is hoped this treaty will help to level the playing field for businesses that are currently forced to compete with IUU products.

### **How can you support further progress on IUU fishing legislation?**

[Email us](#) to stay informed of opportunities to support IUU fishing policy reform. Opportunities may include U.S. IUU fishing legislation and encouraging PSMA ratification by other countries.

## **Consumer Trends Spotlight:**

This is the fourth installment of a feature designed to help seafood businesses think about new ways to market and promote seafood to its customers. This month we focus on adding value to seafood products.

The different dimensions of value for consumers can include:

- Convenience
- Premium
- Price
- Health

It is anticipated that growth in this area will be driven by:

- Compelling health messaging
- Simplifying sourcing and sustainability
- Generating trial with new customers
- Consistently positive experiences
- Price and promotion



The price and promotion area has the potential to bring many additional 'value benefits' to customers. Within this category product innovation such as prepared and convenient seafood items are of interest to today's consumers. In-store engagement by trained staff can offer meal solutions to customers - helping them pick out seafood items and suggest sides that pair well with the product. Trained staff can also suggest new products for consumers to try based on their preferences - generating new trials by existing customers.

To learn more about the training services that FishWise offers that can help to add value, please see our [services webpage](#).

## **Cooking for Solutions 2014 Sneak Peek**



Photo Credit: Cooking for Solutions

The sun is lingering longer each day and spring is blooming. Once again, the season to concoct some culinary delights in celebration of the ocean has arrived. Every spring the Monterey Bay Aquarium hosts '[Cooking for Solutions](#)', a three-day event promoting ocean health through culinary creativity. Chefs, seafood producers, environmental researchers, and food lovers come together all weekend to share their love of food and the ocean. The event's menu is packed with panel discussions, cooking demonstrations, and opportunities to ogle celebrity chefs.

More than 90 chefs and 70 wineries & breweries will be there to tantalize your taste buds with their special offerings. FishWise partners at the event will include [Safeway's](#) chef Jeff Anderson, [Geisha's](#) David Graham, [Tataki's](#) Kin Lui and Raymond Ho, and [Tsar Nicoulai Caviar's](#) Jefferey Senna. Be on the lookout for David's special Cooking for Solutions sushi roll and Kin's fresh abalone guts. Tataki is also featuring sockeye salmon from Bristol Bay in their samples to educate participants about the importance of [protecting Bristol Bay salmon](#) against the threat of copper and gold mining in the area.

The menu does not stop there. Delicious, high quality, and responsibly sourced seafood donated by FishWise partners include chemical-free tilapia grown in Colorado by [Quixotic Farming](#), Alaskan cod from [Lusamerica](#) that is bred at sea using state of the art technology, [Wood's Fisheries'](#) gulf shrimp, [The Catfish Institute's](#) U.S. farm-raised catfish and numerous products [Santa Monica Seafood](#).

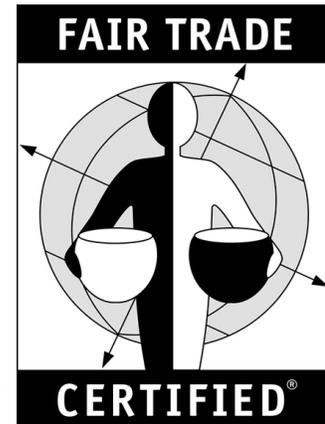
Cooking for Solutions will also be publishing a cookbook featuring chef's dishes that can be made at home; perhaps you may be lucky enough to replicate Geisha's special recipe for miso-marinated black cod nigiri. If your mouth is already watering, please try to wait for a few more weeks to attend Cooking for Solutions on May 16 - 18. If you simply can't wait anymore, whip out your [Seafood Watch](#) card or check the Seafood Watch app to guide your seafood purchase for this evening's dinner.

[Fair Trade USA](#) is perhaps best known as an organization helping farmers and workers in developing countries to build sustainable businesses that positively influence their local communities. Well-known examples of products available through the program include coffee and cocoa. As the name implies, a fair price is paid for Fair Trade certified products and the profits from each purchase directly benefit the farmers, their communities, and the environment, not multi-national corporations.

For the past two years, Fair Trade USA has been adapting the terrestrial certification process to now certify Fair Trade [capture fisheries](#). The rationale behind this initiative is that small-scale fishing boats located in developing countries catch over half of the global fish supply each year and 90% of the global fishing labor force is located in developing countries, also called the "global south".

The aim of the Fair Trade certification standard is three-fold:

- Improve working and living conditions in fishing communities;
- Generate a transparent stream of funding that provides incentives to activate environmental stewardship; and
- Improve market access and visibility for global south fisheries via a well-known consumer-facing label that meets industry demand for responsible fish supply.



To participate in the public comment period for the Fair Trade USA wild capture fisheries standard, [click here](#). Please note that the comment period ends May 30th, 2014.

Fair Trade USA will process feedback received from public stakeholders, expert organizations in the field, and input from their Fisheries Advisory Council to improve the draft standard. Version 1.0 of the Fair Trade USA Capture Fisheries Standard will be published in September 2014, along with modifications and explanations.

## Save the Date! Sanctuary Celebration at the Santa Cruz Wharf on May 17th

Extending half a mile into the Pacific, the Santa Cruz Wharf provides opportunities to explore the Monterey Bay National Marine Sanctuary like nowhere else. Whether it's for recreation or research, 'The Wharf' is a staple for tourists and locals alike. This year the wharf will be turning 100 years old. To honor the Wharf's Centennial, the city of Santa Cruz will be hosting the first ever annual [Sanctuary Celebration](#) on May 17th, 2014. The free, family-friendly festival-style event will feature local environmental organizations, artists, crafters, and musicians. Storytellers, bird spotters, marine experts, boat makers, ecotour guides, fish cleaners, and native plant landscapers will also be at the celebration to create a diverse and rich cultural event.

The event will take place on the wharf itself, offering fun and educational activities presented by groups including the Seymour Center, the Monterey Bay Aquarium Research Institute, Save our Shores, UCSC, and more. FishWise will also be in attendance, so come on by to learn about sustainable seafood choices and play some sustainable seafood cornhole! (A FishWise invention). Hope to see you there!

**Date:** May 17th, 2014

**Time:** 11am - 5pm

**Location:** Santa Cruz Wharf

PRESENTED BY THE SANTA CRUZ WHARF OUTREACH NETWORK AND FRIENDS OF PARKS AND RECREATION

**SANTA CRUZ WHARF**  
100TH ANNIVERSARY

# MONTEREY BAY SANCTUARY CELEBRATION

This fun, family event kicks off with comments from Mayor Lynn Robinson and other special guests

Art & Music  
3 Live Bands!

Discovery of Marine Sciences

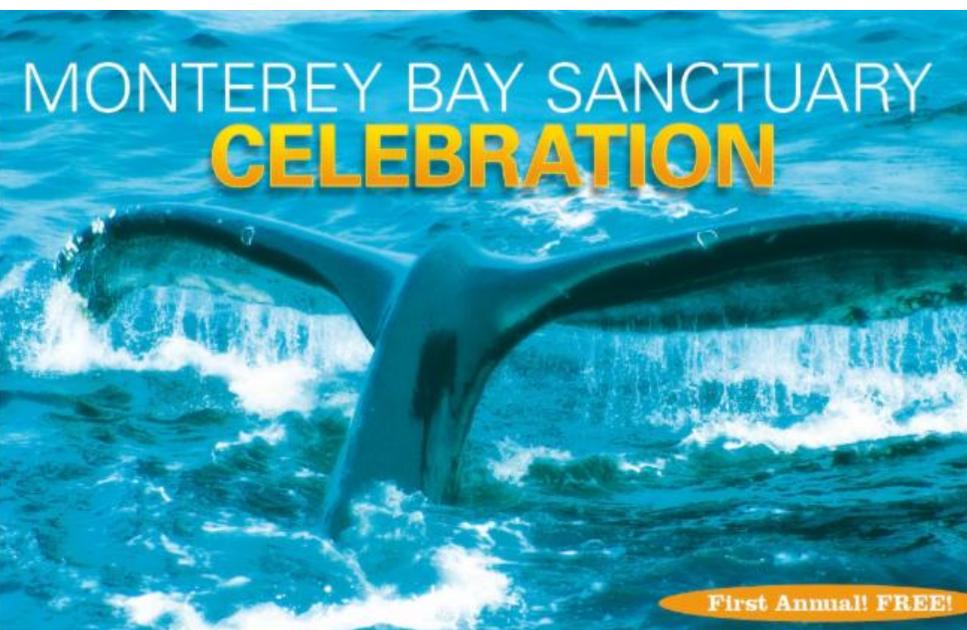
Maritime Culture & Wharf History

Conservation & Sustainability

**FREE**  
DOWNTOWN TROLLEY AND BIKE VALET

**First Annual! FREE!**

**Saturday, May 17, 2014 | 11 am – 5pm | Santa Cruz Wharf | [www.santacruzwharf.com](http://www.santacruzwharf.com)**




## In Case You Missed It...

Here is the latest in a series of factually-correct yet ridiculously-narrated videos discussing interesting organisms we share the planet with. Learn something new about the octopus and if you are in the Monterey Bay area, check out [Tentacles](#) - the new exhibit at the Monterey Bay Aquarium!

*True Facts*  
The Octopus



Video player controls: play, volume, full screen, and navigation buttons.

If you have any questions, comments, or would like to contribute to the FishWise Newsletter please don't hesitate to [contact me!](#)

Sincerely,

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