

Greetings!

FishWise is excited to introduce a new section to the monthly newsletter. Traceability & IUU are global issues within the seafood sustainability landscape and this feature will reflect FishWise's growing influence within this field.

Also provided is a summary of the Oceana seafood mislabeling report, a brief summary of the Boston International Seafood show and the Global Ocean Commission launch.

Enjoy!

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Traceability & IUU Feature: Safety and Fraud Enforcement for Seafood Act

FishWise has been working on traceability and illegal, unreported & unregulated (IUU) fishing issues quite a bit in 2013, and we will now dedicate a section of each monthly newsletter to an update on these topics written by [Mariah Boyle](#), our Traceability and IUU Project Director.

Mariah recently presented at the [8th International Forum on Illegal, Unreported and Unregulated Fishing](#) in London in February 2013. A list of the speakers can be found on the Chatham House website as well as audio files from the keynote addresses by Richard Benyon, Maria Damanaki, and Jane Lubchenco. Themes included how: to regulate the high seas, to help developing nations properly police their waters and ports, the US and EU lists of countries to receive IUU warnings, ways to strengthen the EU catch documentation schemes, and engagement across the many stakeholders in this work.

Mariah also attended a [Seafish Meeting](#) in London to learn about the important issues to the European industry and to speak about seafood traceability. Many issues were similar to those we encounter in the US - social concerns in seafood, improving fishmeal sustainability & transparency, Common Fishery Policy reform, and the Global Seafood Sustainability Initiative (GSSI).

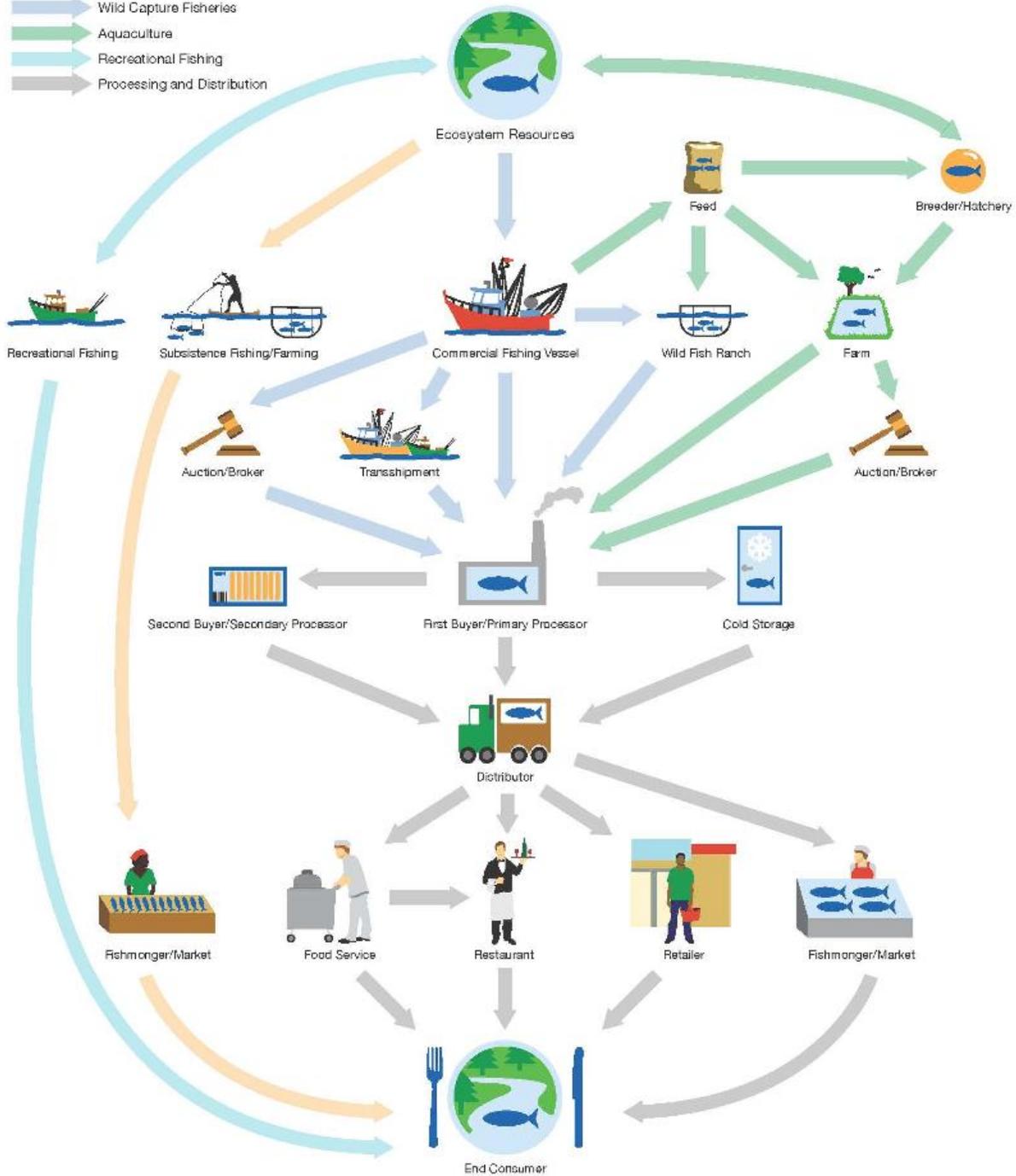
Lastly, in Boston at the Seafood Show in March, FishWise helped to organize and lead the discussion "IUU Fishing: Coordinating Global Efforts." At this meeting FishWise and the Environmental Justice Foundation unveiled a [Briefing Document on Unique Vessel Identifiers and a Global Record of Fishing Vessels](#).

Next month we will provide a summary of traceability and illegal fishing policy and report on any other pertinent news on these topics. As always, feel free to [email](#) with questions or areas you would like FishWise to write about.

Figure 5: The seafood supply chain can be complex and involve many participants. This graphic depicts simplified supply chains that bring product to the end consumer.

Key:

-  Subistence Fishing/Farming
-  Wild Capture Fisheries
-  Aquaculture
-  Recreational Fishing
-  Processing and Distribution





As mentioned in the above feature, Mariah also attended the [Global Ocean Commission](#) launch after the Chatham House meeting on February 12th, 2013 in London. The Commission has brought together some world leaders to tackle issues in four key areas: overfishing, large-scale loss of habitat and biodiversity, lack of effective management and enforcement, and deficiencies in high seas governance.

The Global Ocean Commission is an independent group that originated as an initiative of the Pew Environment Group, in partnership with Somerville College at the University of Oxford, Adessium Foundation and Oceans 5. The Commission is co-chaired by José María Figueres, former President of Costa Rica; Trevor Manuel, one of South Africa's longest-serving Ministers of Finance; and David Miliband, a Member of British Parliament and former UK Foreign Secretary. Other Commissioners include Obiageli 'Oby' Ezekwesili, a former Vice President of the World Bank for Africa; Paul Martin, former Prime Minister of Canada; and Sri Mulyani Indrawatei, a Managing Director of the World Bank Group and a former Minister of Finance of Indonesia, among many others.

To learn more about the Commission, click [here](#).

FishWise Summary of Oceana Seafood Mislabeling Report



FishWise read the recent [Oceana study](#) on nationwide seafood fraud and compiled the highlights of the 70-page report for you here. In the bullet points following each seafood summary, we provide suggestions on how seafood vendors can improve their sourcing and traceability to ensure they are not receiving this mislabeled product.

Background:

Oceana staff and supporters purchased 1,247 samples from 674 retail venues (restaurant, grocery, sushi) in metropolitan areas of 21 states. DNA testing was used to resolve the species type of each seafood sample and was then compared to the name on the label/menu for the item. The product was considered to be mislabeled if the name it was marketed under did not match the species name on the [FDA Seafood Name list](#).

The study sampled 46 species of fish, though it focused on salmon, snapper, cod, tuna, sole, halibut and grouper, which made up 80% of the samples. These fish types were sampled more as they are known to be highly mislabeled.

Highlights:

1. Mislabeling rates differed by retail type. Grocery had 18% mislabeling of seafood sampled, restaurants 38% and sushi 74%. It is unknown where these substitutions occurred in the supply chain.

2. Most frequently mislabeled seafood in grocery & seafood markets were: snapper, grouper and cod.

3. Most frequently mislabeled seafood in restaurants were: snapper, cod, Chilean seabass and grouper.

You can find a link to the complete FishWise summary [here](#).

FishWise at 2013 International Boston Seafood Show

Earlier this month six FishWise staff members attended the [International Boston Seafood Show](#), a gathering that has become been the single most important annual seafood industry event in North America. Due to its impressive size, (over 19,000 attendees this year) it provides the perfect opportunity to meet with colleagues from all sections of the industry, from partner NGO's to suppliers to retailers large & small.

Aside from the countless meetings held either in especially appointed rooms or on the exhibition floor, the show has always hosted a varied program of talks, seminars and discussions, many of which FishWise staff were able to attend. In an effort to share what

was learned at these sessions, we are in the process of developing a Boston Seafood Show summary, which will be made available to all partners. Keep an eye on your inbox over the coming month for your copy!



In Case You Missed It...

This is pretty cool! A giant Japanese spider crab named "Big Daddy" is now residing at the Blackpool Sea Life Centre in England. This crab has a 9 foot legspan and it takes 5 people to safely lift it!



Photo: <http://metro.co.uk/2013/03/20/giant-japanese-spider-crab-big-daddy-arrives-at-blackpool-sea-life-centre-3550751/>

[Japanese Spider Crab Video](#) (click here)

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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