Greetings!
The commercial king salmon season is underway in CA and with the arrival of Memorial Day weekend and the summer season, seafood is once again a top choice for great outdoor grilling wherever you may be.

Topics highlighted within this month's newsletter include a GE salmon update, the opening of New Leaf Community Markets' new Pleasanton store, a Traceability & IUU feature from Mariah Boyle, an update on acceptable market names and a selected topic summary from the Cooking for Solutions 2013 event.

Enjoy!

Traceability & IUU Feature:
NAAFE Forum 2013 & Traceable Gulf Seafood

Traceability & IUU Project Director, Mariah Boyle, presented at the North American Association of Fisheries Economists 2013 Forum in St. Petersburg, Florida. Mariah addressed several topics during her presentation, including how improved story-telling at the point of sale regarding the source of fisheries can help to increase sales, consumer confidence & trust, and the role traceability plays in ensuring that information is accurate and accessible to everyone in the seafood supply chain.

Mariah also spoke of the need for fisheries economists to quantify the benefits of seafood traceability to help make the case for investment in traceability improvements by seafood companies.

Other panelists included representatives from Trace Register, Pacific Fish Trax, World Bank, Ariel Seafoods Inc., ThisFish and Gulf Seafood Trace. The group celebrated the successful panel with a banquet of traceable Gulf seafood! FishWise producer partner Woods Fisheries provided shrimp, Ponchartrain Blues provided crab, Gold Band Oysters provided shellfish, and Ariel Seafoods Inc. provided snapper.
In photo above, you can see the QR code for the Woods Fisheries shrimp. Once scanned by a smartphone (photo to the right), the map of the seafood pops up and shows you where it was harvested (green marker), landed/processed (yellow marker), and scanned by the consumer (red marker). This program is called Gulf Seafood Trace (Trace Register is the technology provider).

If your business sells Gulf seafood, please consider if you’d like to bring these programs to your point of sale. For more information about how to implement these programs email us, and we can help connect you to these groups. You can also visit Gulf Seafood Trace to see if your current suppliers are participating in the program, 57 companies already are!

Here’s the result of scanning the other companies' QR codes:

Genetically Engineered Salmon and the Pledge for GE-Free Seafood
Yesterday, Greenpeace U.S.A. released the seventh edition of its *Carting Away the Oceans* report, which rates U.S. seafood retailers on sustainability. Once again, Whole Foods and FishWise partner Safeway held the top two spots, trading places from the 2012 report. One of the issues highlighted in the report is the likely FDA approval of genetically engineered (GE) salmon and the potentially grave risk it poses to wild salmon populations. Also today, the scientific journal *Proceedings of the Royal Society* released a study conducted by McGill University that found that GE salmon (*Salmo salar*) successfully interbred with brown trout (*Salmo trutta*) to create a hybrid species that outcompeted both transgenic (GE) salmon and non-transgenic (wild) salmon. With many salmon stocks struggling globally, the introduction of a "super predator" GE salmon could have potentially devastating effects on a commercially important keystone species.

GE organisms and the labeling of such products became a hot button issue in 2010 when the company *AquaBounty* applied for FDA approval of GE salmon, a fish designed to grow twice as fast as its native counterparts. As a result, more than 300 organizations and food companies, including FishWise, submitted letters to the FDA voicing serious concerns regarding the environmental and health risks associated with the product, in addition to more than 400,000 opposition comments from the general public. The effort to halt FDA approval of GE salmon continues, with almost 2,000,000 opposition comments submitted to the agency by April 2013, at the close of the most recent public comment period.

In 2012, the issue was magnified in California with the introduction of a ballot initiative requiring labeling of most GE food products. The *Prop 37* campaign brought together an unprecedented coalition of organizations, consumer groups, activists, farmers and retailers. Though outspent 5:1, nearly 50% of the California electorate voted for the proposition (more than 6 million "yes" votes) and polls show that more than 60% now favor labeling in CA [1]. Importantly, this constituency is now mobilized and working in California and across the nation on new and improved ballot initiatives, state bills for labeling, and education campaigns. These groups are both praising companies that supported Prop 37 or that have pledged to not sell GE products, and are conversely critical of, and vocal towards, companies that are doing the opposite.
In the wake of Prop 37’s narrow defeat, nearly half of all U.S. states have introduced bills requiring labeling or prohibition of genetically engineered foods. Major food and retail companies (including WalMart, PepsiCo, and ConAgra) are taking notice and starting to support national GE labeling to ensure that there are uniform labeling laws, rather than those that would vary state by state.

Part of this growing movement is the effort to secure commitments from major grocery retailers to not sell genetically engineered seafood [2]. Fifty-nine retailers, including FishWise partners Target and Hy-Vee, have pledged to not sell GE salmon. With the likely FDA approval of GE salmon approaching, allowing for the first-ever GE animal to enter the human food supply, it is expected that a pressure campaign will soon be launched to negatively target retailers that have not taken the GE seafood pledge.

There are many reasons for retailers to support the GE-Free Seafood campaign. These include the environmental and health risks of the products themselves, and the risks to company brands and reputations should they not join the campaign. In a 2010 survey, 65% of consumers say that they would not eat GE fish if allowed onto the market. Because retailers do not currently sell any GE seafood products, there would be few financial implications associated with taking the pledge. Additionally, because there is no labeling requirement, and growing consumer opposition, if companies do not sign the pledge and its customers are unable to distinguish between GE and non-GE seafood, sales of current offerings could be severely impacted.

To learn more, visit http://www.gefreeseafood.org.


**New Leaf Community Markets Opens New Store in Pleasanton!**
New Leaf Community Markets opened its newest location May 15th in Pleasanton, CA. Located in the Vintage Hills Shopping Center at 3550 Bernal Avenue, New Leaf continues to offer the best in fresh, local & organic foods, including seafood!

The New Leaf seafood department takes pride in supplying their customers with some of the freshest and highest quality seafood available. All of New Leaf's fresh seafood is either a green rated "Best Choice" or a yellow rated "Good Alternative" choice according to the Monterey Bay Aquarium’s Seafood Watch program. New Leaf has a policy to never purchase any red rated products for their stores.

The FishWise team made a surprise appearance at the new location and was pleased to find all materials in place and the seafood department running like a well-oiled machine. FishWise's Victoria Galitzine was even asked to give an impromptu talk to a group of customers regarding New Leaf's sustainable seafood efforts and their involvement with FishWise.
We look forward to working with this new store and assisting them, and all of our partners, in making the most of their partnership with FishWise.

**FDA Seafood List & Acceptable Market Names Update**

Following our recent focus on [seafood mislabeling](#), FishWise has conducted further outreach to the FDA to better understand the [FDA Seafood List](#). Please see our [new blog](#) for information about how to determine Acceptable Market Names. We suggest you check this list periodically, as names do change as the FDA makes clarifications or responds to name-change requests.

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**FishWise at Cooking for Solutions 2013**

*Cooking for Solutions is an annual 3-day event hosted by the Monterey Bay Aquarium where world class chefs prepared sustainable meals while furthering the discussion about sustainable seafood.*
Hugh's Fish Fight is a high-profile campaign that most Brits have heard about, but is a little less known on our side of the Atlantic. Led by writer/TV personality/celebrity chef Hugh Fearnley-Whittingstall, this campaign aimed to first change European Union (EU) policies on the wasteful practice of discarding fish at sea and, second, encourage the UK government to establish a new network of marine protected areas (MPAs). Hugh was recently presented the Sustainable Seafoods Award as 'Educator of the Year' by the Monterey Bay Aquarium and held a session to discuss his efforts with the Fish Fight campaign. FishWise's Communications Project Manager Victoria Galitzine, a fellow Brit, was there and has provided the following summary:

The first issue that Hugh's Fish Fight tackled was the wasteful practice of discards. Under European law, fishermen were required to throw any over-quota fish they caught, overboard. Fishermen also discarded many fish because there was no market for them. The vast majority of the discarded fish were already dead. This resulted in half a million metric tonnes of perfectly good, edible fish being thrown back into the ocean every year - including half of all fish caught in the North Sea. The Fish Fight campaign aimed to outlaw this process and build markets for the under utilized species found in UK waters. The campaign was a big success, gaining the support of almost 860,000 people. The EU government has since reformed its Common Fisheries Policy and, although an outright ban has not been realized, a compromise was reached and a limit on discards has been set at 5%. You can read Hugh's latest blog on the reforms here.

The second issue being tackled by Hugh's Fish Fight is the lack of MPAs around the UK that are completely protected from fishing activity. The government has already spent significant sums to identify 127 areas around Britain that are in most need of protection, but is, so far, only planning to designate 31 of these areas as MPAs.

This second phase to the campaign is proving much harder for Hugh. The main problem is "bringing the fishermen along with us" he explained. The discards issue was easy for most fishermen to support, but MPAs are eyed with skepticism. Many fishermen "blanket condemn" MPAs due to fears that the protections could prevent them from fishing and destroy their way of life. Hugh talked of the careful communication that needs to occur to explain how these MPAs can produce a net benefit for fishing communities, but support from the fishing corner remains subdued. Hugh mentioned the difficulty in having conversations with people who have declared him as "public enemy number one".

When talking about techniques used for these campaigns, Hugh explained that having a prime-time TV show was the driver for building awareness and support. He talked about how the battles you pick must be achievable and need to stimulate some kind of emotion with people, exciting and tempting them, or making them angry and building indignation to drive behavior change. When asked about if his campaigns could be replicated in the USA, he said that there has been a lot of interest, but differences in broadcasting culture has prevented any progress. The British press is fond of being provocative and broadcasters often get involved in controversial campaigns, however, broadcasters in the U.S. are more cautious and mindful of upsetting their advertisers.

However, he remains confident and optimistic about his continuing Fish Fight in the UK, and certainly "makes no apology" for attempting to incite behavior change, in the face of claims that he wants to dictate the diet of the British public. Behavior change an exciting topic that gets him out of bed in the morning, he explained.
Hugh's Fish Fight: Seagull Trawler Discards

**In Case You Missed It...**

Here is a fantastic video by FishWise friend Cassandra Brooks. The video shows what two months aboard an Antarctic ice breaking vessel in the Ross Sea looks like when viewed from the prow and then condensed into five minutes. This video is accompanied by Cassandra' narration, explaining the purpose of the trip and and many types of ice they encountered.

Two months breaking ice (in under five minutes)

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

Sincerely,

Ethan Lucas  
Project Manager  
Office: 831.427.1707 ext. 119  
Email: e.lucas@fishwise.org  
www.fishwise.org