

Greetings!

In this month's newsletter we highlight our new producer partnership with Sun Shrimp, Scott's site visit to Baja, American Tuna's two new product lines, and the fifth installment of our Consumer Trends Spotlight.

Bonus articles include a summary of NOAA's State of the Fisheries 2013 and an opportunity to meet Sara Lewis, our newest edition to the FishWise team.

Please enjoy!

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Sun Shrimp Producer Partnership

Robin Pearl is the President, CEO, and "head shrimper" of [Sun Shrimp](#) - a closed containment aquaculture facility located on Pine Island, a small island off the southwest coast of Florida. Sun Shrimp grows high-quality Pacific white shrimp (*L. vannamei*) here in the United States using some of the most advanced aquaculture techniques available. "Shrimp do best in warm weather and they need a good source of clean, unspoiled water. We found both in abundance in Southwest Florida and we can culture Sun Shrimp year-round without the need for any antibiotics, hormones, preservatives, or any other harmful chemicals", notes Robin.

Sun Shrimp's island facility is both vertically integrated - all farming and business operations are conducted on site, and fully bio-secure - the facility takes all necessary precautions to prevent disease and disease transmission. The facility utilizes a zero discharge heterotrophic aquaculture system, meaning that all production water stays in the growing tanks during the production cycle and that natural processes are used to provide a well-balanced growing environment for the shrimp. The result is a product from which the quality of its growing environment results in superior taste.

At harvest the shrimp are immediately deep chilled in an ice slurry for quality preservation. The shrimp then arrive at the packing plant minutes after harvest where they are washed, graded, packed, and ready for shipping all within a couple of hours of harvest. Product size for the shrimp is a 26-30 count for tails and a 16-20 count for whole shrimp, but from time to time Sun Shrimp will have smaller and larger sizes available.

Sun Shrimp are available year-round and can be delivered nationwide within 24 hours after harvest. Sun Shrimp sells their shrimp as a fresh product and accordingly targets restaurants and retailers countrywide that value quality, taste, and sustainability. U.S. farmed shrimp from closed containment facilities earn a Green rating from the Monterey

Bay Aquarium.

If you would like more information about [Sun Shrimp](#) and their products, please contact Robin Pearl [here](#).



Site Visit: Baja California

FishWise Project Manager Scott Kennedy returned this month from a weeklong trip to southern Baja California, Mexico. Scott visited several fishing cooperatives in the towns of Puerto Lopez Mateos, Loreto, and Punta Abreojos with [Smartfish](#), a La Paz-based organization working in fisheries improvement and 'value rescue' - the promotion of responsible fishing, high quality product handling, and intelligent consumption. Smartfish works with fishing cooperatives throughout the Baja peninsula to reduce bycatch within artisanal fisheries while simultaneously helping the cooperative fishermen to improve product quality standards. Smartfish then works to gain market access in upper-crust restaurants within Mexico to net a higher price for the product, particularly due to the improvements in product quality.

Baja California's fishing cooperatives have territorial use rights, a management strategy for certain resources within a given area that belong to specific cooperatives that no others can extract. In many cases, the cooperatives have created stricter regulations in their areas than mandated by the national government - some have even created their own stringent minimum sizes, no-take reserves, quotas, gear restrictions, and enforcement units to protect resources. Several of the more organized groups have sought sustainability assessments for their specific fisheries through the [external assessment program](#) offered by [Seafood Watch](#). There are also several [MSC-certified](#) fisheries found in Baja California.



Scott's presentations to the cooperatives centered around the rapidly increasing importance of sustainability in the U.S. marketplace, particularly in the areas of consumer demand and entrepreneurial competition. Many of the fishermen were not aware that seafood retailers have created company-wide sustainability policies and use eco-certification or ranking systems to evaluate products, or even the concept that consumers can drive change within the marketplace. Providing an international context to sustainability and its market drivers is an important step in fisheries improvement; the fishers themselves must understand that there is value (environmental and economic) in the changes that they are making in their fishing practices and that ultimately they will see a financial return on their investment in sustainability.

Two New Product Lines From American Tuna



[American Tuna](#) has recently announced the culmination of the next phase in its efforts to support local fishing communities and sustainable fisheries with the launch of Pole & Line Tuna and Deck Hand Premium Cat Food, both available exclusively at Whole Foods Market starting this spring.

All Pole & Line and Deck Hand tuna are caught by artisanal fishermen using pole & line (hook & line) fishing techniques, meaning the fish are caught one at a time. In addition, every can of tuna can be traced to its source. Pole & Line Albacore, caught off the U.S. Pacific Coast by U.S. fishermen, is even traceable to a specific vessel and boat captain,

while Pole & Line Skipjack (caught in the Maldives, Indian Ocean) and Deck Hand Premium Cat Food can be traced to a specific batch.

All fish are harvested in two [Marine Stewardship Council](#) (MSC)-certified sustainable fisheries: the MSC-Certified [U.S. Pole & Line Albacore Fishery](#) and the MSC-Certified [Maldivian Pole & Line Skipjack Fishery](#).

"On the U.S. Pacific Coast, our sustainable approach supports the livelihood of artisanal U.S. fishermen, while in the Indian Ocean, our partnership with Maldivian fishermen supports their local economy. Pole & Line and Deck Hand brands enhance the economic opportunities well being of fishing families, sustainable fisheries and coastal communities,"said Natalie Webster, a member of one of the founding families at American Tuna.

With the Pole & Line method, fishermen use barbless hooks and poles to catch younger tuna one at a time near the sea's surface. Younger tuna are naturally lower in mercury and higher in Omega 3 Fatty Acids than their older, deeper-swimming counterparts. The pole & line method also eliminates the longline and purse seine methods, employed by most commercial fishing fleets, often resulting in the indiscriminate harvest of other species.

Each 5-ounce can of Pole & Line contains a solid tuna steak that has been hand-filleted and cooked to perfection. Pole & Line comes in five varieties:

- * Albacore No Salt Added
- * Albacore With Salt
- * Albacore in Olive Oil
- * Skipjack No Salt Added
- * Skipjack With Salt

Deck Hand Premium Cat Food is available in a 5-ounce can and in a sleeve containing three 3-ounce cans. Deck Hand contains the same fish as Pole & Line, the only difference being the use of tuna red meat for the cat food (vs. white meat in Pole & Line). Both product lines are made without fillers or additives (the salt and olive oil used in three varieties are for flavor only). Any remaining parts become fish and bone meal for animal feed so no food waste is generated.



Consumer Trends Spotlight: Boomers

This is the fifth installment of a series designed to help seafood businesses think about new ways to market and promote seafood to its customers. In March we discussed an exciting new demographic of seafood shoppers - Millennials (b. 1980-1994). Yet research shows that Boomers (b. 1944-1964) currently consume more seafood than Millennials and have been purchasing at a consistently high level for years.

Boomers shop more frequently for seafood items, are willing to spend more money per meal, and frequently cite health as a primary motivation for selecting seafood. This may be due to the fact that seafood items with high omega-3 fatty acid content have been linked to improvement in some measures for heart disease risk. Boomers are also more likely to purchase premium seafood items.

To specifically target Boomers, retailers may want to consider sourcing the following options:

- Seafood with high omega-3 fatty acid content including salmon, mackerel, and sablefish/black cod;
- Seafood with low levels of PCBs and mercury including farmed Arctic char, rainbow trout, and U.S. catfish; and
- Premium seafood items including lobster, salmon, and scallops.

NOAA Fisheries Status of Stocks 2013

[NOAA Fisheries](#) has recently released their [2013 Report on the Status of U.S. Fisheries](#) as required by the Magnuson-Stevens Fishery Conservation and Management Act (MSA). This report places fisheries into three categories that measure the health of the stocks:

Overfishing is when a stock is harvested at a rate greater than the maximum sustainable yield (the largest average total catch that can be taken from a fishery annually and sustained over the long-term) for the fishery.

Overfished is when a stock has been depleted to a level where it might not be able to produce the maximum sustainable yield.

Rebuilt fisheries are ones that were once overfished but have increased in abundance so they can once again produce the maximum sustainable yield.

Since 2000, 34 U.S. fish stocks have been rebuilt and in 2013 alone seven stocks came off the overfishing list and four stocks no longer listed as being overfished. There is more work to be done, as not all stocks have been assessed and some stocks still need improvement, but the U.S. is undoubtedly a global leader in sustainability and scientific assessments.

The following table shows the current status of U.S. fish stocks:

Recent Stock Status Changes

STATUS	2012 (%)	2013 (%)
No Overfishing	255 (90%)	272 (91%)
Overfishing	29 (10%)	28 (9%)
Not Overfished	178 (81%)	190 (83%)
Overfished	41 (19%)	40 (17%)
Rebuilt	32	34

Image by <http://www.nmfs.noaa.gov>

In the report, Eileen Sobeck - Assistant Administrator for NOAA Fisheries - highlighted the importance of the sustainable management of our fish stocks as they are "...critically important to the nation's economy. Commercial fishing supports fishermen and fishing communities and provides Americans with a local source of healthy food. Recreational fishing is an important social activity for individuals and families, and is a critical economic contributor to local communities and regional economies. Combined, U.S. commercial and recreational saltwater fishing generated more than \$199 billion in sales and supported 1.7 million jobs in 2012. Subsistence fishing provides an essential, culturally significant food source for many people."

Independent assessments of U.S. fisheries also show that they frequently come out on top in terms of sustainability. The Monterey Bay Aquarium's [Seafood Watch](#) program has assessed a total of 242 U.S. fisheries with 95% of these fisheries rated in the top "Best Choice" or "Good Alternative" categories.

What does this mean for seafood businesses and consumers?

- When buying seafood we should feel comfortable that seafood farmed or caught in the waters of the U.S. is likely to be well-managed - but it is worth double checking your [Seafood Watch app](#);
- We can support U.S. fisheries by continuing to purchase domestic products when shopping at a grocery store or ordering at a restaurant; and
- We can also support strong fishery management legislation, in this case the [Magnuson-Stevens Act](#).

Meet Sara Lewis

Greetings!

My name is Sara Lewis and I am thrilled to be joining the team at FishWise. I will be working as Project Manager on the Traceability & IUU Project under Mariah Boyle to assist in the development and assessment of traceability tools and best practices. By way of an introduction, I'll tell you a little more about myself:

I am an Australian-American dual citizen who grew up primarily in northern California. Early exposure to environmental and agricultural education by my parents instilled in me a deep appreciation and curiosity about the relationship between resource conservation and food systems. However it was not clear how these interests would merge until after I completed my Bachelors of Science in Marine Biology at the University of California, Santa Cruz.

After college, I moved to Maui, HI to work as a marine naturalist for a small non-profit

called the Pacific Whale Foundation. While there I co-founded a conservation committee and quickly realized that my excellent natural science education had not prepared me for the perils of navigating political issues and taking on policy problems. Human systems and needs, it seemed, were important to understand too.

This realization quickly led me down a new path with my work. First, I moved to New Zealand to get a Masters of Environmental Studies from Victoria University of Wellington, where my passion for working across resource stakeholder groups really took hold. My research focused on marine management, and I wrote a thesis on illegal recreational fishing of red abalone in northern California. I relished the opportunity to talk about resource management issues with those using resources directly, in addition to speaking with those who had a hand in creating the regulations. The project resulted in the first estimates of non-compliance for that fishery, enabling managers to better manage the resource for recreational fishers. Next, I began work on a PhD at UC Santa Cruz, which focuses on Atlantic salmon farming in Norway, Canada, and the U.K. This project has allowed me to collaborate and learn about sustainability initiatives from members of the aquaculture industry, government, and NGO community. It has also provided me with new knowledge of global seafood markets, commodity chains, certification, and traceability challenges.



As part of the team at FishWise, I am eager to continue building on these experiences and excited to interact with our partners.

In Case You Missed It...

A great white shark was caught on video seriously checking out a spear fisherman on Bethel Shoals off the coast of Sebastian, Florida.

Check out the video below!



Great White Shark Encounter

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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