

Greetings!

In this month's newsletter we highlight FishWise's 10th anniversary, provide a sneak preview of Mariah's human rights abuses in the seafood industry white paper, recap Ashley's attendance at the Aquaculture Innovation Workshop, and highlight the FishWise 2013 staff retreat!

Enjoy!

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FishWise 10th Anniversary!

FishWise is excited to announce our tenth anniversary! Ten years ago, FishWise's founders recognized a critical gap in which seafood consumers did not have the necessary information to make environmentally minded choices at the store and well-intentioned businesses did not have the tools and resources necessary to incorporate sustainability into their seafood cases. So, they approached their local natural grocer, [New Leaf Community Markets](#), with the idea to label all of their fresh seafood products with a method of catch and color rating, according to the Monterey Bay Aquarium's [Seafood Watch](#) program (Red, Yellow, or Green). New Leaf took a risk and agreed, making them the first retailer in North America to label their fresh seafood according to its sustainability, and the first U.S. retailer we know of to have a public commitment to sourcing sustainable seafood.

The FishWise program was a success with customers and New Leaf saw seafood sales increase by approximately 10%. They soon decided to phase out all of their Red rated fresh seafood and were subsequently recognized by [Greenpeace](#) as one of the most sustainable seafood retailers in the U.S. Other retailers, mostly independent natural grocers, began to catch on and sign up, and soon enough, our program had established such a strong track record in the seafood industry that large national retailers began to jump aboard and develop responsible seafood policies. In 2010, we partnered with [Safeway](#) and in 2011, we partnered with [Target](#) and [Hy-Vee](#). From 5 storefronts in 2003, FishWise now works with over 3,700 storefronts, and from an estimated 125,000 lbs of seafood per year, FishWise now works with an estimated 66,000,000 lbs of seafood per year, sourced from over 460 suppliers across 52 countries.

FishWise works with seafood buyers and executives to develop seafood policies that advance leadership in sustainable seafood, and our partners have been consistently recognized as the most sustainable seafood retailers in the United States. From staff training and consumer outreach, to sourcing support and product assessment, FishWise provides the services that drive both conservation gains and seafood sales. Our expertise continues to grow and, from navigating fishery improvement projects and managing conservation funds, to eliminating Illegal, Unreported, and Unregulated fishing (IUU) and human rights issues in seafood supply chains, FishWise has the knowledge necessary to guide companies' efforts in sustainable seafood.

But we wouldn't be here without you! FishWise is proud of our partners' achievements and wishes to thank you all for your hard work and support over the years. Here's to the next decade!



FISHWISE

10th Anniversary

A look at our achievements over the past ten years

Starting with a **single** retailer in California, FishWise now has retail partners in **every single U.S. state**

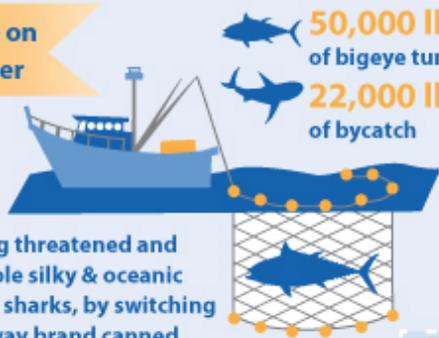


FishWise went from working with an estimated **125,000 lbs** of seafood per year to an estimated **66,000,000 lbs**



FishWise helped Safeway to avoid the catch of over

Change on the Water



50,000 lbs of bigeye tuna & **22,000 lbs** of bycatch

including threatened and vulnerable silky & oceanic whitetip sharks, by switching its Safeway brand canned

skipjack tuna to **FAD free** sources

FishWise now works with over **462 suppliers** across **52 countries**



Community Building

FishWise started the local ocean conservation event

Blue Drinks Santa Cruz

FishWise has distributed over

100,000

Low Mercury Cards to health conscious seafood consumers



FishWise went from a team of **2**

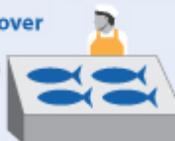


Growing Expertise

To a full time team of **12**



FishWise has trained over **4,000** fishmongers in seafood sustainability



Increasing Impact

FishWise went from working with **5** storefronts in 2003 to **3,748** storefronts in 2013



www.fishwise.org

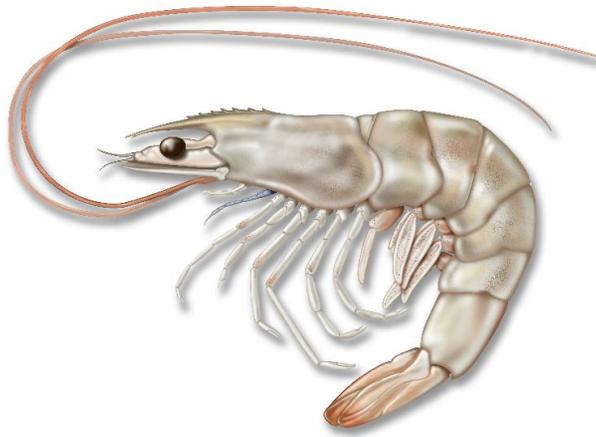
Click [here](#) to download a PDF of the FishWise 10th Anniversary infographic.

IUU & Traceability Feature: Human Rights Abuses Documented in Thai Shrimp Supply

Human rights abuses within seafood supply chains continue to be featured in the media. A recent example is an article by the Guardian on [shrimp supply chain investigations](#) by the [Environmental Justice Foundation](#). EJF found evidence of human trafficking and labor abuses during two trips to visit shrimp processing facilities in Mahachai in Samut Sakhon province, an area that produces over 30% of the shrimp for export. Thai shrimp exports are destined for markets in the US, EU, and Japan. The migrant workers employed in this industry are especially vulnerable to coercion - evidence of bonded labor, trafficking, and abusive conditions has been uncovered by numerous investigations.

In the next few weeks FishWise will share a white paper on human rights abuses in the seafood industry to assist those wanting to learn more. We have researched and summarized case studies and factors allowing for these abuses to occur, along with the certifications and current legislation seeking to prevent and eliminate human rights abuses in seafood supply chains.

Stay tuned!



Land Raised Salmon: A Responsible Option for Farmed Salmon



FishWise Project Manager Ashley Greenley on site at the Conservation Fund's Freshwater Institute in Shepherdstown, West Virginia. The Atlantic salmon grown in these land based tanks are used for research and development in the recirculating aquaculture systems (RAS) industry.

Farmed salmon have earned a poor reputation among environmentally conscious seafood consumers for the impacts and risks that open net pens pose to coastal ecosystems. However, the emergence of land raised salmon into the U.S., Canadian, and European markets will soon provide consumers with what was once unimaginable: a 'Green' option for farmed salmon.

For the past several years, FishWise has followed the rise and development of land based aquaculture production for Atlantic salmon. The interest has been spurred by a desire to provide our retailer partners with a viable alternative to salmon raised in open net pens. Land based aquaculture facilities, also referred to as recirculating aquaculture systems (RAS), are considered a green alternative to traditional net pen farming because they capture all byproducts and waste generated by the farms, instead of flowing freely into the environment. In contrast to open net pens, land based systems also have the ability to implement strict biosecurity measures that practically eliminate the risk of exposure to external pathogens and diseases. For consumers, this means that the fish can be raised without the use of antibiotics and parasiticides. Similarly, the risk of spreading farm-born diseases or parasites to wild salmon stocks is also minimized.

Each year, [Tides Canada](#) and the [Gordon and Betty Moore Foundation](#) sponsor the [Aquaculture Innovation Workshop](#) (AIW) with the goal of bringing together engineers, industry representatives, and NGOs to share information and insights about land based, recirculating aquaculture production. FishWise has participated in the majority of these workshops and was pleased to attend the most recent AIW meeting this September in Shepherdstown, West Virginia. Since the series of meetings began in 2011, attendance has nearly quadrupled, signifying a rise in interest and momentum for RAS production. Globally, companies are also beginning to invest more in RAS production, with the number of RAS facilities increasing along with the scales of production. The conference also featured an update on the ['Namgis First Nation RAS facility](#) on Vancouver Island, Canada. Produced in the heart of BC's salmon farming industry, 'Namgis Atlantic salmon is anticipated to hit the shelves in Canadian and U.S. supermarkets this winter.

As supplies for land raised salmon stabilize in the next few years, FishWise anticipates consumer demand for this sustainable alternative will also increase. FishWise will continue to track developments in this exciting new industry in efforts to provide our retailer partners with responsible options for their salmon-loving consumers.

FishWise Staff Retreat 2013



Each year FishWise staff plan a couple of days away from the office to spend some quality time together as friends outside the work environment. Time away from the office allows staff to realize the things they have in common and appreciate the differences and unique abilities that each member brings to the organization.

During October FishWise staff held its retreat on Catalina Island in southern California off the coast of Los Angeles. While Catalina is just 22 miles away from the mainland, it is worlds away from the hustle and bustle of the office environment and daily commutes.

FishWise staff enjoyed the opportunity to reconnect with their passion for the environment by snorkeling, hiking, kayaking, and rock climbing in the beautiful scenery of Toyon Bay and the [Catalina Island Marine Institute](#). Bison, Risso's dolphins, sea lions, and bald eagles all made an appearance while evening campfires provided ample opportunity for conversation, games, and marshmallow roasting.

FishWise staff are now rested and reinvigorated to make a strong push into the holiday

season. Thank you to all of our partners for your understanding that a strong and motivated FishWise team is essential to push the sustainable seafood needle forward.



Amanda and Brooke enjoy a visit from a Risso's dolphin while on Catalina Island.

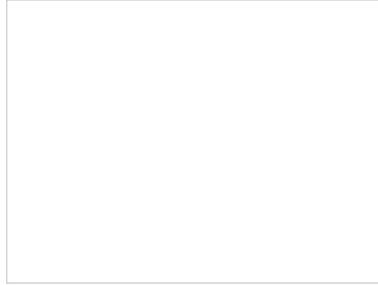
In Case You Missed It...

There have been a couple of good fish-related videos making the rounds lately. FishWise just missed seeing the 18 foot oarfish that washed up on the shores of Toyon Bay in Catalina Island and in the second video a sea lion uses stealth and speed to catch dinner.

Check out the videos below!



18 Foot Oarfish Found off Catalina Island



Sea lion stealing a mahi-mahi!

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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