

Greetings!

In the September edition of our newsletter, FishWise is proud to introduce our newest producer partner Quixotic Farming - a Green rated tilapia farm based in Colorado, present an IUU & Traceability feature from Mariah on human trafficking and imported seafood, and introduce you to Amanda Paulson - FishWise's fantastic new Database Manager!

Enjoy!

Quick Links

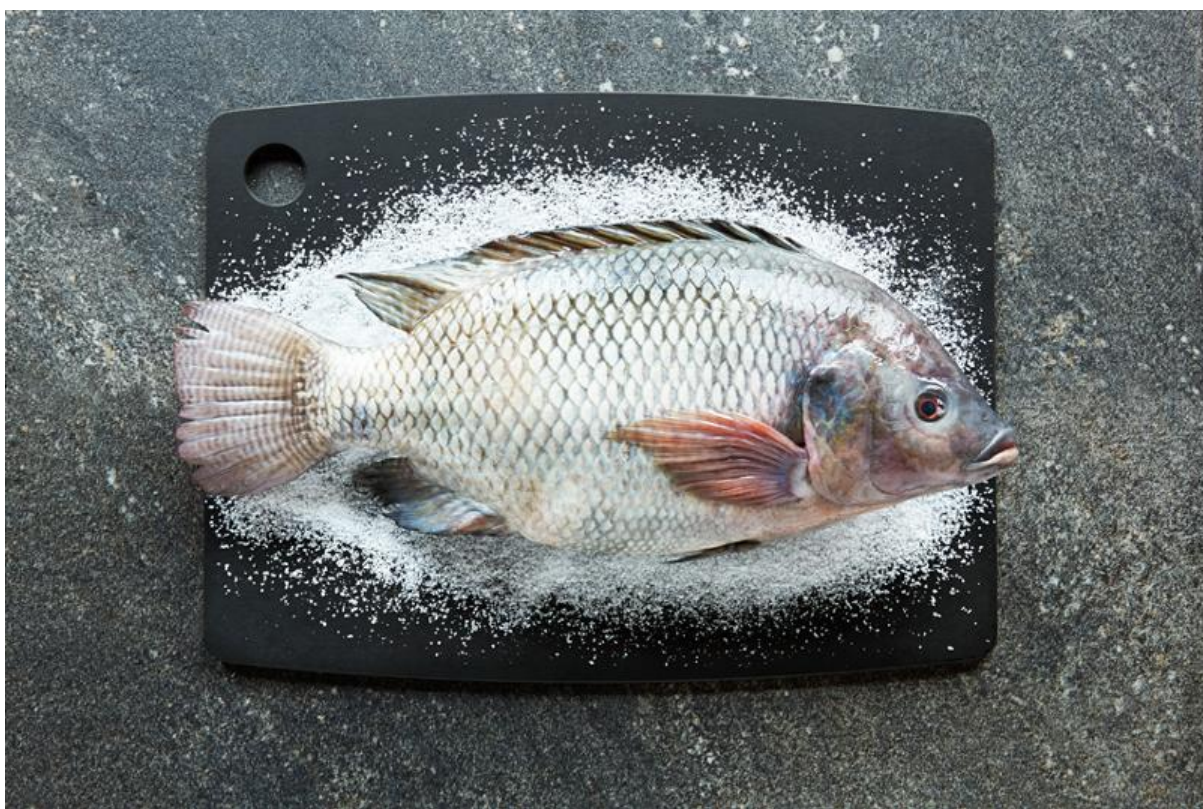
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FishWise Partners with Quixotic Farming!

FishWise is very excited to announce our latest producer partnership with [Quixotic Farming](#), a Green rated U.S. tilapia producer based out of Cañon City, Colorado. Quixotic Farming is a family owned farm that grows some of the finest quality tilapia on the market today.

"We felt it was important to pair up with a company that is like-minded and strives for the recovery, sustainability and integrity of our fish populations and markets," stated Eric Ely, Quixotic's Marketing Manager & Co-Owner. "This is why we are so excited to be partnered with FishWise who we believe holds true the same core values."

Quixotic Farming produces their high quality tilapia products by using state-of-the-art filtration and recirculation systems to ensure that the growing waters are of the highest quality. The filtration system rapidly removes waste from the water while beneficial bacteria digest any remaining bits of solid waste, ultimately minimizing the total amount of waste produced by the system. A recirculation pump recycles the cleaned water, minimizing wasted water. Any water that is flushed out of the system flows into gardens to feed corn, tomatoes, and other crops.



"Not only are our fish healthier because they do not contain any chemicals or hormones, but they also taste much cleaner than other tilapia due to our constant water circulation and filtration process," says Eric.

Quixotic Farming's tilapia are fed a very strict certified diet containing no chemicals, hormones, antibiotics, or animal byproducts. The aquaculture facility is certified and audited annually by a third party certification board, the [Institute for Marketecology](#) (IMO). When the IMO visits the facility, they evaluate whether the farm's water quality, feed quality, feed conversion ratio, stocking rates, waste management practices, and traceability of the fish are all up to their standards. The IMO certificate validates that Quixotic's production is humane, healthy, and safe. The certificate also ensures that Quixotic's fish are traceable from creation to harvest.

Quixotic Farming works very closely with its sister company, [Organic Land Management](#) (OLM), and follows many of their industry standards and management practices. Quixotic Farming undergoes voluntary audits, certifications, and management practices to maintain their reputation as a top-notch tilapia grower.

In other parts of the globe, tilapia are grown with the use of chemicals, hormones, and antibiotics by corporations to enable the mass production of tilapia as a commodity, not a nutritious food item. Quixotic Farming believes that U.S. consumers are willing to pay a little bit more for a much higher quality product produced within the U.S. with industry leading methods.

Increasing demand for Quixotic Farming tilapia products have justified an expansion of their growing operations and a new facility located in Missouri is scheduled to come online in November of this year to help supply the demand for their products. Currently Quixotic's tilapia products include [frozen tilapia fillets, tilapia cakes, and tilapia patties](#) in a variety of flavors. Some of Quixotic's future products that are currently in development include tapenades, healthy ready-to-eat meals, and children's after school snacks. By spring of 2014, Quixotic will be producing pet treats made from the remaining parts of the Tilapia that are not used for the fillets. This complete use of the fish is another IMO objective that Quixotic strives for and will lead to the pet treat's IMO certification. The treats will be

available at health conscious pet stores as well as major retailers.



"Our belief is that a pet treat is just as important as a human treat. It reinforces our mission that there is a smarter way to eat fish," says Ely.

If you are interested in learning more about Quixotic Farming and their tilapia products, please contact Eric Ely either by [email or phone](#), or check out their website www.QuixoticFarming.com.

IUU & Traceability Feature: Human Trafficking and Imported Seafood



Photo by: Mike Markovina/Marine Photobank

While environmental sustainability is now a common topic for discussion during seafood procurement, less emphasis has been traditionally placed on the social & human rights aspects of seafood supply chains. This paradigm is starting to shift out of necessity, in terms of both risk management and opportunities for story telling & promotion.

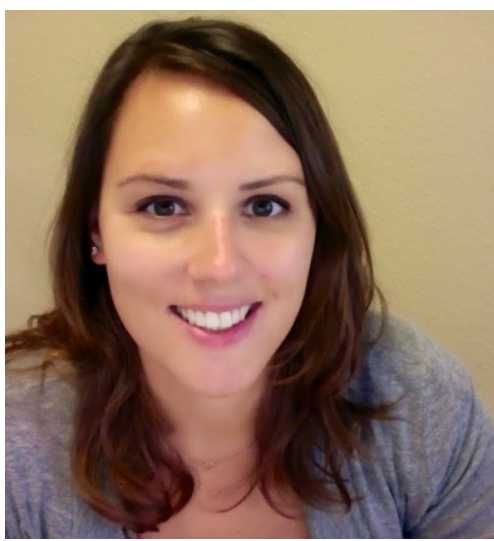
Along with the moral atrocities of human rights abuses, sales of even the most environmentally sustainable product could decrease significantly if human rights violations in the product's supply chain were discovered and reported to consumers. Some companies are ahead of this curve, having found that highlighting the social benefits to regions and communities help consumers connect with the source of a product. For example, [ThisFish](#) allows consumers to email the fisherman directly, [I Love Blue Sea](#) dedicates an entire page to introducing you to their fishermen, [Pacifical](#) promotes its investment in Pacific communities by increasing local processing employment opportunities, and [ANOVA](#) details its social commitments in its [Sustainability Report](#).

Unfortunately, seafood related industries - most notably shrimp peeling and processing operations in Thailand and "Flag of Convenience" (FoC) fishing vessels throughout South East Asia and West Africa - have been linked to human trafficking. Case studies by the [Environmental Justice Foundation](#) documenting so-called "modern slavery" practices in fisheries and/or aquaculture have included first hand and eye-witness accounts of child labor, deceitful recruiting, physical and mental abuse, hazardous working conditions, abandonment and/or refusal to repatriate, imprisonment, denial of fair and promised pay, and the withholding of official documents (i.e. passports).

To see how the top ten countries from which U.S. imports seafood have been rated by the U.S. State Department regarding human trafficking violations, please click [here](#) for more details in our blog on human rights.

FishWise will release a white paper on human rights in the seafood industry, including detailed recommendations for seafood companies, later this year.

Meet Amanda Paulson, FishWise Database Manager!



Hello to FishWise readers! My name is Amanda Paulson and I'm proud to have joined the staff at FishWise as the Database Manager.

I grew up in the Pacific Northwest and regularly spent summers and weekends on San Juan Island where my grandparents have a house. Early in life, I learned how to drop crab pots, dig for clams and poke around tide pools at low tide. To this day, I can remember the magic of the first time I saw a pod of orca whales off the bow of a ferry boat.

Before joining the staff at FishWise, I spent many years as a Technology Director in the sustainable farming industry. I worked at [CCOF](#) (California Certified Organic Farmers) where I developed technology systems in the rapidly-growing organic certification industry. There, I designed databases and online tools to manage sustainability audit information for all kinds of food makers, from small family farmers, to large-scale, international retailers and Fortune 500 brands.

As I'm settling in to my new role at Fishwise, I'm already impressed with the advancements the seafood industry has made to protect our oceans. I look forward to applying my information management experience in agriculture to the fisheries and seafood sectors.

In Case You Missed It...

Here is a great video discussing the amazing ability of cephalopods (octopus, squid, cuttlefish) to change both the color and texture of their skin to aid in camouflage.

[Where's The Octopus?](#)

Where's The Octopus?

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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