

### Greetings!

FishWise is pleased to announce new partnerships with Andronico's Community Markets and McAdam's Fish. This month's newsletter also features an important update on the improved ratings for West Coast ground fish. To round out the newsletter we present the eighth article in our Consumer Insights series as well as summarize the new traceability report from Future of Fish.

Please enjoy!

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## New Retail Partnership with Andronico's Community Markets!

The screenshot shows the top portion of the Andronico's Community Markets website. At the top right, there are links for 'ACCOUNT SIGN UP', 'EMAIL SIGNUP', and 'VIEW BASKET' with a '\$0.00' price tag. Below these are social media icons for Facebook, Twitter, and Pinterest. The main header features the Andronico's logo with a tree icon, the text 'Andronico's COMMUNITY MARKETS', and the tagline 'Your Local Specialty Market Since 1929'. A search bar is located at the bottom of the header with the placeholder text 'Item # or Keywords'. The main content area features a large graphic of a fish silhouette filled with the words 'FISH WISE' and a FishWise logo. To the right of the graphic is a text box that reads: 'Andronico's has partnered with FishWise to bring you all the information you need to make sustainable shopping decisions at our seafood counter.' Below this text is a button that says 'learn more about fishwise >>'.

FishWise is pleased to announce a new partnership with Andronico's Community Markets. The responsible seafood program will be implemented in all five of their San Francisco Bay Area stores.

"Partnering with FishWise and implementing the FishWise seafood labeling program will provide our guests all information necessary for them to make educated seafood purchasing decisions" said Reid Pomerantz, Andronico's Director of Meat and Seafood. "The program also validates our efforts over the past several years to source seafood selections that are sustainable and will drive us even more to provide sustainable and eco-friendly options for our customers going forward".

Through the new program, Andronico's has strengthened its commitment to offering customers environmentally responsible seafood by improving sourcing, staff training, and point of sale materials for customers. Seafood sourced through the program will now bear Green, Yellow, and Red labels in the fresh case, per the Monterey Bay Aquarium's Seafood Watch program color ratings. Items bearing Green and Yellow labels come from sources that minimize the environmental impacts of wild harvesting or farming, or are otherwise good alternatives to less sustainable options. Items bearing Red labels come

from sources in need of improvement and Andronico's has committed to finding alternatives to these products over the coming years. The program is new but Andronico's is already making big changes, for example, having recently switched from Red rated farmed salmon to the environmentally preferable Yellow rated farmed salmon, Verlasso®, from Chile.

"FishWise commends the sustainability commitments that Andronico's Community Markets has made to ensure that its customers can purchase high quality, responsibly sourced seafood", Ethan Y. Lucas, Project Manager for FishWise said. "Andronico's Community Markets have cultivated a strong reputation in the Bay Area for affecting positive change in the local community and the extension of these commitments to the seafood department demonstrates its dedication to both customers and the environment."

Andronico's seafood staff have undergone extensive training in support of the new program, meaning customers can feel comfortable asking any questions about the type, source, sustainability, and quality of seafood at their local Andronico's Community Market.

Stop by, say "Hi", and enjoy some of the freshest and most sustainable seafood available!

## New Producer Partnership with McAdam's Fish



California native Rob McAdam started McAdam's Fish in 2011 as a way to combine his passion for catching and eating super fresh, sustainable fish, and his background in business.

Rob owns a fleet of 8 boats that target albacore tuna off the coasts of Oregon, Washington, and British Columbia during the summer months and fish East of New Zealand in the winter. Because his boats only use pole & line catch methods, McAdams albacore tuna is rated Green 'Best Choice' by the Monterey Bay Aquarium Seafood Watch Program. Additionally, 100% of McAdam's albacore is MSC certified (as part of the Western Fishboat Owners Association).

As soon as the 12-15lb fish (smaller fish = lower mercury risk) are brought aboard, the fish are expertly bled and blast frozen at -30 degrees Fahrenheit, resulting in a premium grade product that is perfect for raw or seared applications.

Another factor that separates McAdam's albacore from other products is their commitment to traceability. At any time, Rob or one of his customers can see the current location of his fleet or track their positions over the last six months. Each albacore purchase can be traced back to the month it was caught and boat it was caught on. This provides a level of traceability that has not been experienced before.

McAdam's Fish has product available year-round and can fulfill orders of any size with a

current inventory of 800,000 lbs ready to go. To learn more contact Rob directly at [rob@mcadamsfish.com](mailto:rob@mcadamsfish.com)

Check out the video below to get a glimpse into their operation!



McAdam's Fish 3

## Improved Seafood Watch Ratings Signify Recovery for West Coast Groundfish

Citing it as "the most dramatic [turnaround] in the 15 year history of Seafood Watch, the [Monterey Bay Aquarium](#) recently upgraded 21 species of West Coast groundfish to a Yellow 'Good Alternative' or Green 'Best Choice' rating. For FishWise partners, these updated ratings mean that all trawl and longline caught rockfish from California, Oregon, and Washington now qualify as a 'Responsible Choice'. Through independent processes, the Seafood Watch ratings come on the heels of the fishery earning certification for 13 groundfish species by the [Marine Stewardship Council](#).

Considering that the [West Coast groundfish](#) fishery was declared an economic disaster in 2000, the updated ratings are a testimony of the collective efforts of fishermen, fisheries managers, and the environmental community to restore and promote sustainable fisheries. The groundfish recovery also bears implications for local economies. In a [news release](#) by the Aquarium, Monterey Harbormaster Steve Scheiblauer was quoted, "These fish have been a cornerstone of



Photo by Kip Evans, NOAA

Monterey's fishing heritage and economy. It's great to see Seafood Watch acknowledge the management changes that have brought this fishery back."

## Consumer Insights

Promoting environmentally responsible seafood options is a great way to engage with the growing trend of eco-friendly consumers. According to a recent report, 78% of seafood shoppers surveyed were categorized as affluent urban and suburban citizens, many of which fit the 'green' shopper profile. Preparing well thought-out responses to common seafood inquires will help retailers to communicate more effectively with shoppers, increase consumer confidence in their purchases, and help boost sales. We have included some examples below.

**Is all aquaculture unsustainable?** No. Whether a farmed product is considered sustainable or not depends on the species being grown and the aquaculture technique being used. Encourage consumers to use the Monterey Bay Aquarium [Seafood Watch App](#) or search their [website](#) to find all types of Green and Yellow rated farmed seafood options. More than half of the seafood we eat is from farmed sources and this percentage is likely to increase in the future. Consumers may be wary of farmed seafood based on concerns about chemical use or unsustainable practices, so point them towards some great farmed products and use the talking points below to tell the story of that seafood.

### Farmed mussels & oysters

- These are low in mercury and are a great source of minerals
- In a 3.5oz serving you receive your daily minimum recommended serving of Omega 3-fatty acids
- They are Green rated - that's a 'Best Choice' by the MBA Seafood Watch Program



### Farmed Arctic char

- This relative of the trout is low in mercury
- In 3.5oz you receive your daily minimum recommended serving of Omega 3-fatty acids
- It's Green rated - also a 'Best Choice' by the MBA Seafood Watch Program



Spreading the word that responsible aquaculture exists will help consumers learn to identify these products and help seafood businesses remain competitive.

## New Future of Fish Report Provides Traceability Technology Guidance for Seafood Companies

A valuable new report released last month by the non-profit Future of Fish highlights the business case for improving seafood supply-chain traceability and describes important technology considerations and third-party options available to the seafood industry. [Getting There from Here: A Guide for Companies Implementing Seafood Supply-Chain Traceability Technology](#) was developed with input from technology vendors, NGOs, trade groups, and members of government agencies working on the issues of seafood traceability, mislabeling, and fisheries management.

The report makes three important contributions:

Firstly, it enumerates many reasons **traceability technology systems can be very good investments for seafood companies** - from their ability to create inventory management

system and operational efficiencies, to their marketing, CSR, and brand loyalty benefits. Furthermore, the "Traceability Vendor Benefits Grid" (found in the appendix) **critiques many existing traceability solutions**, allowing business to assess which product might best fit their organization, existing challenges, and technologies.

Secondly, the report also includes a frank and informative **discussion of the barriers** faced by companies assessing technological tools to achieve interoperable whole-chain traceability. Many common concerns relating to new technology adoption (e.g. data security concerns and outdated data collection methods) and whole-chain traceability (e.g. lack of interoperability and uniform standards) are discussed alongside useful summaries of existing policy and certification standards.

Finally, the report describes **key principles for the successful adoption and implementation of traceability improvements**. Guidance is provided on which traceability technology features might be considered essential versus "nice to have", the benefits of building traceability into business plans and operational protocols, and the importance of trust building and data sharing among firms in the supply chain.



Given the growing pressure industry faces from government, consumer advocacy groups, and competitors to fight mislabeling and improve traceability, this new report is a valuable resource for seafood companies. The report also helps companies implement traceability improvements that not only reduce risk, but can enhance brand reputation and improve supply chain management.

### In Case You Missed It...

This great video clearly communicates why salmon fishing is important to the local community of Dillingham, AK and puts faces to the industry. Protecting Bristol Bay's salmon is an incredibly important challenge for our time, so after viewing, please check out the Save Bristol Bay Facebook campaign [here](#).



### In The Same Boat

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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