



Newsletter

September 2017

Greetings!

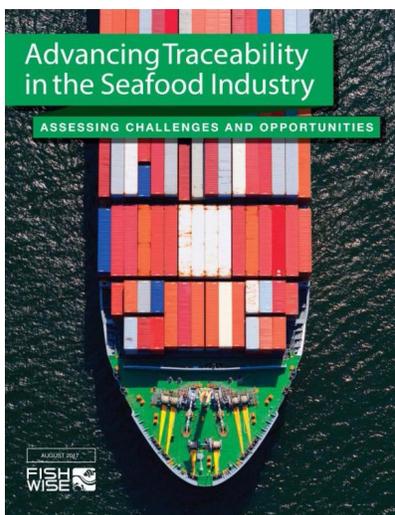
In this month's newsletter we highlight our updated Traceability White Paper, an announcement from Hy-Vee, a new Publicly Available Specification for seafood, and staff updates.

Full articles can be found on the FishWise [blog](#).

Quick Links

- [Updated Traceability White Paper](#)
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Updated Traceability White Paper



FishWise has done a minor update of our seafood traceability white paper. 'Advancing Traceability in the Seafood Industry' highlights many initiatives happening across sectors, and provides background on a range of important seafood traceability policies and regulations. The paper also outlines next steps seafood businesses of all types can take to improve their traceability practices, and provides a discussion of emerging work on the horizon. This latest version includes updates to legislation, important changes within the landscape of seafood traceability, and the addition of a few new organizations and initiatives.

Download the white paper from our website [here](#).

Hy-Vee Achieves 100% Responsibly Sourced National Brand Seafood



FishWise is proud to share the news that 100% of the national brand frozen seafood offered in Hy-Vee's 245 stores now meets its Seafood Procurement Policy. Since

adopting the progressive policy in 2012, Hy-Vee has worked to transition more than 5 million pounds of seafood to environmentally responsible sources. The news follows Hy-Vee's announcement in February 2016 that 100% of its fresh and private label frozen seafood met the Policy.

FishWise and Hy-Vee will continue working with Hy-Vee's seafood suppliers to ensure 100% compliance is maintained across all fresh and frozen seafood brands.

Read more in the Progressive Grocer story [here](#).

New Publicly Available Specification



As part of the steering committee, FishWise - with 15 other stakeholders - is pleased to announce a new Publicly Available Specification (PAS) on a voluntary code of practice for social responsibility and traceability in seafood. This PAS provides guidance and recommendations for next steps towards fair working practices in the fisheries sector, with important information on how to check that seafood products being imported or processed within the European Union are legally sourced. The PAS is useful for a range of parties, including importers and processors, government authorities, NGOs, and industry associations.



Additional information can be found [here](#).

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Staff Updates



Michelle Beritzhoff-Law joined the FishWise team in August 2017 as a Project Director in the Retail Division. Prior to FishWise, Michelle worked for MRAG Americas, auditing companies against the MSC Chain of Custody and ISSF ProActive Vessel Register requirements. She also worked for New Zealand's Ministry of Fisheries and Ministry for Primary Industries, within their respective fisheries science and fisheries management teams. Michelle has a BS in Aquatic Biology from UC Santa Barbara and an MS in Marine Science from the University of Otago in New Zealand.

Read more on our blog [here](#).

In Case You Missed It...

Connor Gallagher's "Bay of Bounty" explores the marine diversity and thriving ecosystems of Monterey Bay. Follow [@connorgallagherproductions](#) on Instagram for more.



If you have questions, comments, or would like to contribute to the FishWise Newsletter please [contact me](#).

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