



Greetings!

It's been another busy month for us at FishWise. We hope you enjoy our latest compilation of updates and news, featuring articles on Fair Trade tuna, human trafficking in seafood supply chains, conservation efforts of a fishing community in Baja, two new FishWise team members and a blue whale with impeccable comic timing! Full articles can be found on the FishWise [blog](#).

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Did you say Fair Trade tuna? Yes, in Safeway!

Go ahead! Take a double look. Yes, you can now buy Fair Trade certified yellowfin tuna in over 1200 Safeway stores, including its sister banners Vons, Pavilions, and Acme. This is the world's first Fair Trade fish and Safeway has been carrying this product in Northern California, Portland and Seattle since March 2015. The volume of available product...

Continue reading this article [here](#).



The Global Extent of Human Trafficking in the Seafood Industry



The recent release of the U.S. State Department's annual Trafficking in Persons (TIP) Report revealed the extent of forced labor and human trafficking taking place in the seafood industry. The global demand for inexpensive seafood drives some countries to operate within the realm of modern day slavery, exploiting victims with coercion and false descriptions of what life will be like...

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Celebrating Conservation and Responsible Fishing at Isla Natividad, Mexico

This July, FishWise staffers Ashley Greenley and Scott Kennedy traveled to Baja California Sur for a celebration to recognize the progressive conservation actions of a small fishing community in Northwestern Mexico. In 2006, the local fishing cooperative at Isla Natividad, [Buzos y Pescadores](#), partnered with [COBI](#) (Comunidad y Biodiversidad, a Mexican NGO) to voluntarily establish two marine reserves around the island. Requiring a significant financial investment by the fishermen, the project closed off 8% of the cooperatives' fishing grounds to all fishing activities and required dedicated manpower to enforce the reserves through nightly patrols. Despite the costs...



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FishWise Adds Two New Members to the Traceability and IUU Division



Traci Linder (above) and Rachael Confair (below)



FishWise is happy to introduce our two newest team members: [Traci Linder](#) and [Rachael Confair](#). Both will be working as Project Managers under our Division Director, Mariah Boyle, developing tools to improve seafood traceability and combat illegal fishing and human rights violations.

Traci hails from the Bay Area near the Sacramento-San Joaquin River Delta, an area rife with water usage controversy and home to many threatened and endangered species. Growing up in this environment led her to pursue water resource science and policy. Her passion for promoting the health and recovery of our ocean ecosystems has led her to FishWise and we are so pleased to welcome her aboard!

Rachael grew up on the ocean in Cape Canaveral, Florida, which sparked her interest in human impacts on natural resources. Her academic and professional experience led to a keen understanding of the need for balance between natural resources and human livelihoods, and her masters degree focused on preventing illegally caught fish from entering the U.S. market. We are proud to have her join our team.

In Case You Missed It...

A blue whale demonstrates perfect comic timing with a BBC presenter.



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

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