

FISH WISE



Newsletter

October 2018

Greetings!

In this month's newsletter we thank everyone who joined us in celebrating our 15-year anniversary. We also spotlight longtime partners Albertsons Companies and Hy-Vee for their IUU efforts; introduce a new partner, Positively Groundfish; share insights on FishWisers' travel to recent and upcoming conferences and events; offer 10 ways for you to celebrate October as National Seafood Month; invite you to view a chat with CEO Tobias Aguirre; and offer an invitation to you to be a part of FishWise's mission.

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FishWise's 15-Year Anniversary Celebration a Success!



By all accounts, our *15 Years of FishWise* gathering on October 5, 2018 was a great success! Perfect fall weather and a gorgeous sunset; suave sounds by the Getaway Dogs; delicious beer from New Bohemia Brewing Company; delectable tacos from Real Good Fish and Mt. Cook Alpine Salmon; colorful and striking face painting; delightful ocean-themed art by local Santa Cruz artists; and interesting conversations and learnings with our Monterey Bay colleagues and our own team at FishWise all contributed to a highly enjoyable event.

Of course, the best part of the afternoon was spending quality time with our friends, relatives, neighbors, and colleagues who came excited to engage, explore the art, and just have fun together!

We are grateful to 90.3 KAZU, the Santa Cruz Sentinel, New Bohemia Brewing Company and Mt. Cook Alpine Salmon for their generous sponsorship of this event.

We are also deeply honored and excited to be recognized by Mayor David Terrazas with a Proclamation of October 5, 2018, as "FishWise Day" in the City of Santa Cruz. Read the proclamation [here](#).

FishWise Partner Spotlight: Albertsons Companies and Hy-Vee



FishWise retail partners have worked hard with us to address illegal, unreported, and unregulated (IUU) fishing over the past year. In an effort to tackle this complex issue, Albertsons Companies and Hy-Vee have each collaborated with their suppliers to conduct comprehensive reviews of counter-IUU fishing practices and policies in place for some of their most popular seafood products. Both [Albertsons Companies](#) and [Hy-Vee](#) have released blogs to describe their efforts as well as promote future collaboration in the industry.

Read Albertsons Companies' [blog](#).

Read Hy-Vee's [blog](#).

FishWise is proud of the accomplishments our partners have achieved over the past year and look forward to their continued success!

FishWise New Producer Partnership: Positively Groundfish



FishWise is pleased to announce a new partnership with Positively Groundfish - a unique multi-sector association based in Brookings, Oregon. Positively Groundfish works to join fishermen, processors, non-profits, certifiers, and academia behind a shared goal of revitalizing the market and consumer appreciation for West Coast groundfish. Positively Groundfish only promotes MSC-certified West Coast groundfish species, with a specific focus on the most underutilized species. [Read more](#) about Positively Groundfish.

FishWise to Present at Issara Institute Global Forum in Bangkok



Members of FishWise's Social Responsibility team Aurora Alifano, Division Director, and Cora Sorenson and Jen Cole, Senior Project Managers, will be traveling to Bangkok for the Issara Institute Global Forum in early November.

The Global Forum is a three-day multi-stakeholder event that convenes leaders and innovators in the field of responsible sourcing to critically analyze current practices and models to address labor exploitation and human trafficking in global supply chains. The Forum aims to build consensus around the most promising and proven approaches that should be promoted, encouraged, and invested in over the next several years.

Cora will be co-leading a session titled *"How can technology address environmental and social objectives together to drive more responsible sourcing?"* and both Cora and Jen will deliver a demonstration of a social responsibility roadmap platform that FishWise is currently developing.

Click [here](#) to learn more about the Forum.

FishWise Staffer Chosen for Our Ocean Youth Leadership Summit



Senior Project Manager Erin Taylor was selected from a pool of over 500 applicants to attend the [Our Ocean Youth Leadership Summit](#) that took place on October 29-30 in Bali, Indonesia, and which was held in conjunction with the [2018 Our Ocean Conference](#). This event offered Erin the opportunity to network with 200+ participants and high-level ocean leaders from 65 countries around the world who all hold a common vision of

driving positive, ocean-focused change. Her submission video detailing her ocean commitment can be viewed [here](#).

FishWise Participates in NGO Tuna Forum



FishWise's tuna team was in San Francisco this month to participate in the biannual NGO Tuna Forum meeting. The NGO Tuna Forum was established in 2017 to bring together organizations and individuals that work on tuna sustainability issues globally.

During the October meeting, fifteen nonprofit organizations with expertise in tuna fisheries science, advocacy, and market engagement identified areas of alignment and collaboration on topics ranging from bycatch mitigation to tuna regional fisheries management organization (RFMO) advocacy. The tuna team is excited to continue working within the NGO Tuna Forum to enhance and elevate our work through coordination and collaboration with other organizations.

10 Ways to Celebrate National Seafood Month



In honor of **October being national seafood month**, we asked our staff of seafood experts to put together some suggestions for how to celebrate sustainably. Check 'em out! **Every month should be a sustainable month for seafood.**

If you follow one of these suggestions, please take a photo of your meal and share with us on Facebook [@fishwise](#), on Twitter [@FishWiseOrg](#) and via Instagram [@fishwise](#).

1. **Download the [SeafoodWatch App](#)** and use it while dining out or shopping.
2. Find a **sustainable source for your favorite seafood** and cook it up! Try fish from your local fisheries management organization.
3. Ask at least one supermarket fishmonger or restaurant staff about **where a particular fish comes from** and whether it is sustainable - take note of how they answer!
4. Dine out at a **sustainable seafood restaurant** (Geisha Sushi in Capitola is a FishWise partner!)
5. Read and share a story with at least one person about a human rights violation story in the seafood industry to **raise awareness**.

5 More! [Read On...](#)

FishWise CEO Tobias Aguirre Behind the Mic



CEO Tobias Aguirre sat down for a chat with Mariah Tanner as part of Event Santa Cruz's "Behind the Mic" series, which highlights the "doers" of the Santa Cruz community. We invite you to [watch the video](#) to hear about the FishWise culture and learn why we focus on the health of our oceans through the lens of seafood sustainability.

Support FishWise!

Envision a world with abundant fish in our oceans and rivers, where no one is enslaved or works under difficult conditions to bring seafood to market, and all who depend on seafood for sustenance have enough to eat.

This is FishWise's vision. We invite you to be a part of taking us all closer to making it real.

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

Lara Kilpatrick, Advancement Director
Office: [831-427-1707 ext. 135](tel:831-427-1707)
Email: l.kilpatrick@fishwise.org
Website: www.fishwise.org

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