



IMPACT REPORT 2022



Dear Board of Directors, Staff, Funders and Partners,

I am filled with gratitude for the support provided by all of you in my year as FishWise Interim Executive Director. I entered the role facing a major transition with the loss of key staff, including the long-term Executive Director. While perhaps daunting, it became clear that because of your commitment, expertise, and belief in the mission of FishWise, we are ready to take on exciting new opportunities in 2023 and beyond.

FishWise is a unique organization with a special niche—working directly with business partners to improve sustainable seafood sourcing and collaborating with funders and organizations who share our vision of responsible and sustainable oceans. Billions of people on our planet depend on seafood as their primary source of food. FishWise embodies a holistic organizational approach, meaning that we recognize sustainability must include people and seafood—both interdependent on one another.

FishWise has worked tirelessly in sustainability, traceability, business engagement, and human rights across the seafood sector. FishWise provides consultative support and technical assistance for responsibly sourced seafood while addressing the importance of protecting human and labor rights and creating decent work for all workers in seafood supply chains. Our team will share specific work further in this report.

All the progress made in 2022 could not be possible without our outstanding staff and board, as well as our business partners and principal supporters, the David and Lucille Packard Foundation, the Walton Family Foundation and the Walmart Foundation. FishWise will soon onboard a new Executive Director and I leave inspired by all of you, honored to have served you and committed to the conservation of our oceans for the planet. I am excited to learn what you will achieve in the future to make this earth a more sustainable home. Together, let's celebrate 20 years of FishWise in 2023!

Some highlights of the past year, that are important to note as the Interim:

A Human Resources assessment resulted in updated hiring practices, compensation review, performance review, and promotion and merit bonus criteria. All have been developed with an understanding and respect for diversity, equity, and inclusivity.

At a summer retreat, we began to align our vision for the future. The board and the staff came together to share ideas and prepare for the search for the next Executive Director.

The Board of Directors became a very involved working board to help support the transition. Board members did a self-assessment, organized necessary committees, and attended a six-month board governance training.

We implemented a development fundraising strategy by designating a percentage of time of staff dedicated to fundraising along with a consultant with the necessary expertise. We developed a plan with clear direction and possible new sources of support for 2023.

Board and staff took the time to reevaluate and designate the purpose, objectives, goals, and tasks for all major initiatives at FishWise.

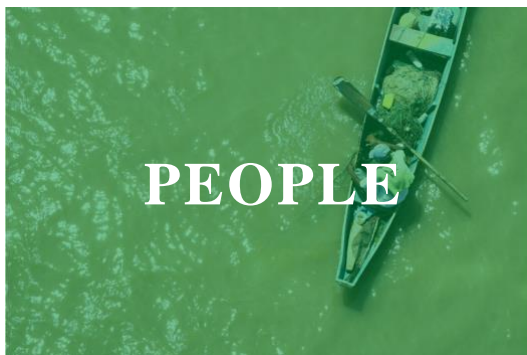
With deep gratitude,
Joan Eads
Interim Executive Director



ABOUT FISHWISE

FishWise is a 501(c)3 nonprofit with a mission to sustain ocean ecosystems and the people who depend on them by transforming global seafood supply chains.

FishWise envisions a future in which the seafood industry, in collaboration with governments and civil society, takes full accountability for the people and the ocean resources upon which it depends.



The millions of people who harvest, produce, process, and sell seafood — benefit and thrive in an inclusive and equitable industry with decent working conditions for all.



The marine and freshwater ecosystems that are integral for supporting life on this planet—remain productive and biodiverse while providing a critical source of healthy protein to meet the needs of a growing global population.



The individuals, families, communities, and businesses around the globe that rely on seafood production — are sustained and can prosper for generations to come.

FishWise takes a three-pronged approach in our work to holistically impact the seafood supply chain at scale.

- 1 Governance Reform
- 2 Supply Chain Engagement
- 3 Collective Engagement

GOVERNANCE REFORM

FishWise builds strategic partnerships to inform relevant governments and regulatory bodies to ensure compliance and accountability for all. Recently the work with industry and government officials helped inform revisions to certain seafood import regulations. Internationally, FishWise expanded traceability consultation to eight countries.

The following figures offer a snapshot of 2022's gains in governance reform.

\$1M

**dollars devoted to global
seafood traceability.**

Sharing and using the Traceability Principles
with governments on three continents.





Stakeholders from **8 countries** have worked with FishWise's USAID-funded project, the **Seafood Alliance for Legality and Traceability (SALT)** on comprehensive electronic traceability.

All Countries involved in a SALT initiative by 2022:

Vietnam	Tanzania	Indonesia	Belize
Mexico	Peru	Philippines	Thailand

THE SALT COMMUNITY HAS GROWN TO

1,870
MEMBERS

ACROSS

900
ORGANIZATIONS

IN

89
COUNTRIES.

Staff made **6 total visits** to Tanzania to strategize traceability plans for octopus fisheries in 2022.

Staff presented **4 years** of industry research and subsequent Seafood Import Monitoring Program (SIMP) recommendations to **12 senior National Atmospheric and Oceanic Administration (NOAA) officials**.

FishWise worked with **30 customs brokers** and **25 importers** to execute **2 'Common Ground Roundtables'** to reach a shared understanding on much-needed SIMP updates.

SUPPLY CHAIN ENGAGEMENT

FishWise partners with seafood companies to address risks of environmental, social, illegal fishing, and traceability issues within their business and across their supply base. In 2022, we broke new ground with our business partners, achieving industry-leading milestones in supply chain transparency, traceability, and human rights due diligence.

These metrics offer a reflection of the impacts of FishWise's 2022's supply chain engagement.



THROUGH RETAIL PARTNERSHIPS, FISHWISE:

Assessed over **3,000 unique seafood products** sold in **4,500 grocery stores** across the U.S.

Connected with over **300 seafood suppliers** to improve the environmental sustainability and traceability of their supply chains.

Retail partner **Hy-Vee** was the **first company ever to publicly disclose** a complete list of fishing vessels supplying its private-label fresh, frozen, and shelf-stable tuna. Over six months FishWise identified:

29

INDIVIDUAL PURSE-SEINE VESSELS

33

LOGLINE VESSELS,
ONE POLE AND LINE VESSEL

AND MORE THAN
3,000
HANDLINE BOATS.



FishWise created individualized, actionable social responsibility recommendations for **over 60 seafood suppliers**.

Through a Walton Family Foundation grant, FishWise conducted **15 interviews** with industry players to better understand the successes and barriers of implementing sustainable seafood programs. The interviews helped FishWise develop a new **Seafood Supply Chain Due Diligence Plan** that aligns with international due diligence frameworks; the plan is on track to be implemented by **2 major U.S. grocery retailers**.



FishWise's Roadmap for Improved Seafood Ethics (RISEseafood.org), saw a **520% increase** year over year in users accessing the publicly available eLearning resources.

2325
USERS

IN
88
COUNTRIES

AND
48
STATES

In 2022, FishWise developed **over a dozen interactive dashboards**, equipping business partners with the ability to monitor progress towards sustainability goals and to make informed decisions about their seafood sourcing.

COLLECTIVE ENGAGEMENT

FishWise translates its experience with 1:1 partnerships to engage the seafood industry at scale and drive change across supply chains. Leveraging our network for industry solutions gave way to innovative research and forged collaboration between governments, nonprofits, and businesses to inform better import regulations.

Our 2022 expansion in collective engagement is exhibited by the following numbers.

FishWise's social responsibility team forges partnerships that affect change across the sector.

17 advisory groups and collaborations



Staff interviewed **16 electronic monitoring users** to understand how sourcing data impacts consumer behavior.

The following participants helped examine the ROI of seafood traceability:

6 NGOs 4 Technology Providers 4 Government Officials 2 Harvesters and Processors

FishWise presented to a total of over **1,000 industry stakeholders** across different forums on topics like:

HUMAN RIGHTS
DUE DILIGENCE

SUPPLIER
ENGAGEMENT

AND RESPONSIBLE
RECRUITMENT.

FishWise has joined a collaboration of **4 nonprofits** to pilot a software solution for seafood businesses to use shared data to more easily identify and address illegal, unregulated, and unreported fishing risks.

World Economic Forum Global Fishing Watch FishWise Center for Ocean Solutions



FishWise partnered with **Seafood Legacy**— a like-minded sustainability social venture based in Japan—on human rights due diligence. FishWise participated in the Tokyo Sustainable Seafood Summit with over **870 global participants**.

FishWise's SALT initiative produced **24 original products** on traceability principles this year, including reports, webinars, blogs, videos, and podcasts. To date, SALT has created **63 original products** in total to build the capacity of governments and agencies.

ON THE HORIZON



FishWise has some upcoming projects that will leverage big data to reinforce sustainability measures in the seafood industry- at scale. Thanks to a technical assistance grant from the Patrick J. McGovern Foundation, FishWise has launched a data analysis initiative to explore human rights risk assessments.

Expanding the growth of data and new technology in traceability, the upcoming supply chain risk initiative, will combine resources from FishWise, World Economic Forum, Global Fishing Watch and Friends of Ocean Action. The project will streamline large-scale traceability tools for retailers and suppliers as a shared resource.

20th Anniversary

In 2023, Fishwise will commemorate **20 years** of work transforming global seafood supply chains. It started in a Santa Cruz grocery store. University of California, Santa Cruz graduate students noticed a lack of information about the products at the seafood counter. Through collaboration, they supported the grocer in their effort to offer shoppers more information about seafood sourcing- and there, the FishWise mission was born. Since then, the breadth of our work has grown tremendously, and our impact has extended across the globe.

NEW LEADERSHIP

FishWise spent the fall of 2022 searching for a visionary in sustainability to serve as our next executive leader. After receiving several highly qualified applications, the search committee will announce the new FishWise Executive Leader in late February, 2023. Stay tuned!