



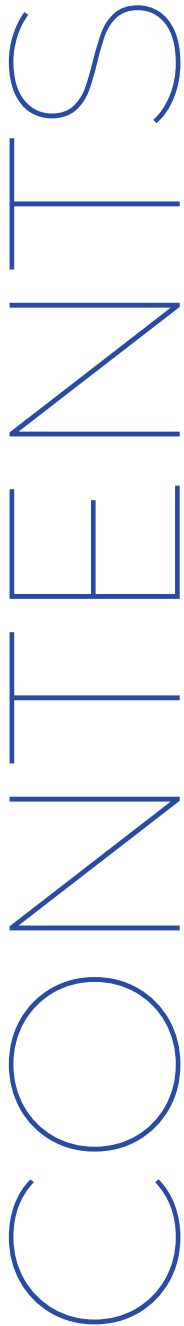
IMPACT REPORT

2023



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LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Board of Directors, Staff, Supporters, Partners, and Our Broader Community,

2023 confirmed the importance of the work we do as a global community focused on oceans and the people who depend on them. We have made progress as a movement, but more remains to be done. Billions of people on our planet depend on seafood for their livelihoods and food security. And this year, we have seen more important revelations about labor and human rights abuses in global seafood supply chains calling on us all to tackle these issues.

After 20 years, FishWise holds a unique place working with global seafood markets directly and collectively bringing diverse stakeholders together to create the systemic change needed to address illegality and sustainability in supply chains. We provide guidance across social responsibility, traceability, seafood procurement, and legality issues to facilitate more aligned approaches for responsible and ethical seafood sourcing. Given the illegal activity, labor and human rights abuses, and unsustainable practices linked to global seafood supply chains, FishWise advocates that companies implement a robust and comprehensive due diligence process that starts with commitment and ends with action. While there is no silver bullet to eliminate these abuses, the private sector is accountable for stewarding the ocean and protecting seafood workers.

This is why it's a very exciting time for me to lead the organization into the future. I assumed the role of Executive Director in 2023 and I am filled with gratitude for the support provided by all of you as I took on this important role. I am committed to leading FishWise because of the commitment of our staff and a strong belief in our mission and vision. My acceptance of this position builds on strong knowledge of FishWise after successfully leading the international initiative, Seafood Alliance for Legality and Traceability (SALT), and 16 years of additional experience leading international projects and working in fisheries on three continents.

I'm proud of what we've been able to accomplish together in my first 10 months on the job. My leadership and vision for the organization has been grounded in the idea of one FishWise: grounding all of our efforts around our mission and vision, and expanding our impact.



“The oceans are a vital life support system for the planet and its people. FishWise works with companies to implement a robust due diligence process that starts with commitment and ends with action.”

We have worked to integrate and operationalize that through redefining our organizational values, reorganizing our work to measure impact, and identifying one set of strategic priorities. Your support has made a tremendous difference for FishWise in executing this vision.

While we are ready to take on exciting new opportunities in 2024 and beyond, we want to share some highlights from the past year:

- **Programmatic Achievements:** There are more details below, but FishWise continued to grow our work with companies assessing millions of tons of seafood products, developed new tools to innovate on supply chain transparency, and expanded our advocacy for governance reform on global seafood issues. We shared the successes of the SALT project while transitioning its essential elements, like the Comprehensive Traceability Principles, to our ongoing portfolio of services. You've likely seen our expert staff at conferences on panels offering insights and sharing our important work in multiple countries.
- **Strategic Priorities:** FishWise identified four main areas of focus for the next few years.
 - Elevate Best Practices in Human Rights Due Diligence: clarify and align guidance for companies to meaningfully engage and protect the rights of workers and fishers.
 - Transparency in Seafood Production and governance: catalyzing transparent, legal, traceable, and verifiable supply chains.
 - Data into Actionable Intelligence for Decision Making: improving data collection, analysis, and frameworks for decision-making.
 - Analysis to Action in High-Risk Regions: identifying best practices and opportunities for companies to effectively address critical social and environmental challenges in key sourcing regions.
- **Reorganizing for Impact:** FishWise reoriented our teams to focus on our main strategic pathways to align around impact and measure success using metrics and data. This led us to transition longtime FishWise staff to new positions including overall programmatic leadership and organizational advancement.
- **Board Leadership and Recruitment:** Our longtime Board Chair stepped down after leading us through challenging times and we are grateful for George Leonard's service to the organization with the rest of the Board of Directors (BOD). We have appointed a new Board Chair, Richard Stavis, who supports our intention to expand our business engagement with companies in the U.S. and abroad. We are also recruiting for new Board Members in support of our internal and external strategic priorities, including championing diversity, equity, and inclusion across the organization and BOD.

FishWise is entering 2024 with strong momentum and focus on making the planet more sustainable. I am excited to move into the future with a renewed and refreshed mandate!

With gratitude and optimism,

Jenny Barker
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. We are working toward 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.

FishWise takes a three-pronged approach to fulfill our vision and to achieve impact at scale:

01

Direct Supply Chain Engagement

We partner with companies to proactively address environmental, social, illegal fishing, and traceability risks across their supply base.

02

Collective Engagement

We drive collaboration across key industry, NGO, and government stakeholders to innovate and transform the status quo.

03

Governance Reform

We advocate for policy and legislation to institutionalize transparent, traceable, and legal supply chains that benefit the ecosystems and communities where seafood is produced and processed.

20 Years of Transformative Impact in Sustainable Seafood:

In the 20 years since our founding, FishWise has redefined responsible business practices in the seafood industry, driving greater accountability and oversight for the environmental and social impacts of seafood production. Time and time again, we've pushed our business partners to set bold commitments and worked tirelessly to provide the guidance, data, and resources for companies to transparently deliver on their commitments.

FishWise was one of the first NGOs in our field to address the critical social dimension of sustainable seafood. In 2018 we released RISE, the Roadmap for Improving Seafood Ethics, an online platform that identified best practices in social responsibility and centralized guidance and resources for companies to align and connect with leading human and labor rights organizations. Today, FishWise continues to play a leading role in evolving human rights due diligence to truly protect and center workers.

FishWise is also working to drive alignment and cohesion in a sector that is notoriously fragmented and complex. Through our Seafood Alliance for Legality and Traceability (SALT) initiative, FishWise convened a global community of governments, seafood industry, and nongovernmental organizations to share ideas and collaborate on solutions for legal and sustainable seafood, with a particular focus on traceability- the ability to track the movement of seafood through supply chains.

In the past two decades, FishWise has evolved from a humble side project of two graduate students to a global presence renowned for its expertise in responsible business practices, supply chain traceability, and social responsibility.



20 YEARS OF FISHWISE

20 Years of Transformative Impact in Sustainable Seafood:

2003

First Business Partner: New Leaf Community Markets

- Concerned about overfishing and its impacts on the oceans, two graduate students from UC Santa Cruz approach New Leaf Community Markets, a local natural foods grocery store
- With New Leaf's store manager, the students pilot a project to label seafood products so customers can make informed purchasing decisions based on environmental criteria
- The pilot project is an overwhelming success, leading to increased sales and customer loyalty

2003 - 2009

Early Years and Growth

- FishWise is officially established as a non-profit 501(c)3 and expands its point of sale labeling, transparency, and staff training programs to other natural food grocers in the Bay Area and across the country

2010-2012

Scaling Impact and Partnerships

- FishWise partners with major U.S. retailer, Safeway, creates new strategies for engaging companies, and develops a customized database to collect data on seafood supply chains at scale
- FishWise expands corporate portfolio to include Target and Hy-Vee

2013

Hitting Our Stride at 10 years

- FishWise grows from a team of 2 to 12, with programs reaching seafood sold at over 3750 storefronts in all 50 US states.
- By the 10th anniversary, FishWise's supply chain engagement has reached 462 suppliers in 52 countries.

2014-2016

Thought Leader in Seafood Supply Chain Traceability

- Recognizing the need for traceable, verifiable, and transparent seafood supply chains, FishWise establishes an in-house team of Traceability experts.
- FishWise white papers on traceability and social responsibility in seafood receive thousands of views.

2017

International Presence with SALT

- FishWise launches the Seafood Alliance for Legality and Traceability (SALT), with the United States Agency for International Development (USAID) and foundation partners to convene a global community dedicated to sharing and finding solutions to address traceability challenges.

2018

Launch of RISE to Elevate Social Responsibility in Seafood

- FishWise launches RISE, the Roadmap for Improving Seafood Ethics, a free online platform centralizing guidance and expertise from leading human and labor rights organizations for seafood companies and market stakeholders.

2019-2023

Advancing Industry Leadership in Sustainable Seafood

- FishWise business partners set new standards in sustainable sourcing, electronic traceability, adoption of supply chain due diligence plans, and sourcing transparency.
- FishWise develops novel analytic dashboards for companies to assess fishing vessel activities against leading indicators for illegal, unreported, unregulated fishing and human rights abuses.
- Today, FishWise's programs reach seafood professionals in over 90 countries.

Gratitude for 20 Years of Partnership and Impact

FishWise's journey to this twenty-year milestone would not have been possible without the enduring support from our dedicated staff and board of directors. As in nature, we are but one part of a broader ecosystem- and thus are incredibly grateful to the philanthropic foundations, our business partners, non-profit colleagues, and government agencies who have shared our vision and passion for a sustainable seafood system. In particular, we would like to thank the David and Lucile Packard Foundation and the Walton Family Foundation for their enduring support over the past two decades. We also are incredibly grateful for the leadership and dedication of our longstanding business partners at Albertsons Companies, Target, Hy-Vee, New Seasons, and of course, our original partner at New Leaf Community Markets!

Together, as a community, we have much to celebrate and also much work ahead to rise to the challenges and opportunities that the future holds. Here's to the next 20 years!

DIRECT SUPPLY CHAIN ENGAGEMENT

FishWise partners with seafood companies to develop and implement credible and comprehensive responsible seafood programs. Using a data-driven approach, we provide business partners with the strategy, practical guidance, expertise, and resources needed to achieve greater visibility and oversight of their seafood supply chains.



The Worldwide Impact of our Consultation:

In 2023, FishWise staff assessed millions of pounds of seafood purchased from our business partners.

Our assessments reached over **300 seafood vendors**, providing business intelligence on the origins and environmental footprint of seafood products, and risks for human and labor rights abuses and illegal, unreported, and unregulated (IUU) fishing.

Our Business Partnerships:



Expanding Social Responsibility in Japan:

Through our partnership with Seafood Legacy, FishWise co-developed the Social Responsibility Journey Report, the only guidance of its kind for Japanese seafood companies. FishWise presented the report during the 2023 Tokyo Sustainable Seafood Summit, reaching an international audience of **97 seafood professionals**.



Hy-Vee's Groundbreaking Tuna Supply Chain Disclosures:

In 2023, FishWise completed a second iteration of our tuna fishing vessel transparency exercise for US grocer, Hy-Vee. By far the boldest disclosure initiative in seafood, FishWise examined fishing vessels tied to Hy-Vee's private-label tuna supply chains for human rights, IUU fishing, and environmental risks. When completed, FishWise and Hy-Vee publicly disclosed the names and identification numbers of **4,706 handline vessels, 167 pole and line vessels, 44 longline vessels, 44 purse seine vessels, one troll vessel, and one gillnet vessel** associated with Hy-Vee's supply chain over a 10 month period. Our work with Hy-Vee has inspired other major US grocery chains and suppliers to examine their tuna supply chains, using this exercise as a model.

COLLECTIVE ENGAGEMENT

Tackling complex, global issues such as illegal, unreported, and unregulated (IUU) fishing, and human rights abuses in seafood requires collaborative efforts with those impacted, those with influence, and those with expertise. Through our partnerships and collaborations with industry, human and labor rights organizations, ocean conservation groups, and government agencies, FishWise bridges historically siloed perspectives to share ideas, seek alignment, and drive collective action.



The Supply Chain Risk Project

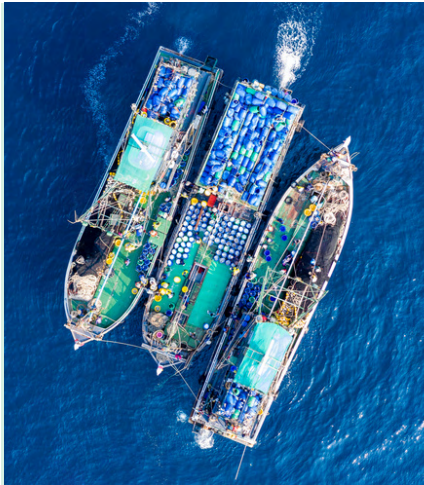
As part of the broader SCRP collaboration - a partnership between Global Fishing Watch, World Economic Forum's Friends of Ocean Action, FishWise, and Stanford Center for Ocean Solutions - the project team assessed IUU fishing risks in data-rich and data-poor supply chains. The SCRP reviewed FAO global data-sharing platforms, identifying opportunities to improve the effectiveness and adoption of these platforms to detect and deter IUU fishing. FishWise also i) piloted the SCRP's methodology across nine supply chains and five companies, ii) uncovered systemic gaps in data transparency, iii) supported public-private partnerships to combat IUU fishing and encourage greater vessel-level transparency, and iv) demonstrated the value of seafood companies knowing their vessels.



The Supply Chain Risk Project team met in La Paz, México-Baja California Sur, to kick off an early phase of the project in 2023.

Guidance Through RISE

FishWise’s Roadmap for Improved Seafood Ethics (RISEseafood.org) is a free platform that focuses on Human Rights Due Diligence in seafood. In 2023, RISE drew over 3985 visitors from 106 countries. RISE users interacted with 22 original resources, such as e-learning modules, to obtain actionable guidance for protecting workers in the seafood industry.



CALM-CS founded by NOAA:

FishWise co-leads a 46-member working group in NOAA’s Collaborative Accelerator for Lawful Maritime Conditions in Seafood (CALM-Cs). In 2023, this working group held 7 sessions with experts focused on best practices in industry accountability and due diligence for decent working conditions throughout seafood supply chains. FishWise also leads a project within the CALM-Cs working group to identify steps companies can take to promote worker and fisher participation and agency.

Due Diligence Webinar Series:

FishWise’s Social Responsibility team facilitated and organized a six-part Anchoring Due Diligence Webinar Series, which was viewed over 500 times by seafood and human rights professionals based across 5 countries.

Anchoring Due Diligence



Garrett Okrasinski
FishWise



Helen Packer
World Benchmarking Alliance



Monica Romis
Oxfam



Andy Hickman
SEA Alliance



World Benchmarking Alliance



FISH WISE



GOVERNANCE REFORM

FishWise leverages our relationships with the private sector as a catalyst for much-needed policy and legislative changes. Through our strategic networks, FishWise actively bridges market, civil society, and government perspectives to promote systemic change. This year, our advocacy efforts resulted in improvements to specific seafood import regulations, joint calls from major corporations to strengthen international fisheries management, and the global expansion of FishWise's traceability initiatives in Tanzania, Vietnam, Mexico, and Peru.

The Transition of SALT:

The Seafood Alliance for Legality and Traceability (SALT) reached the end of its sixth year with USAID and the work will transition to FishWise. At this milestone, the SALT community has grown to over **2,200** members across **996 organizations** in **90** countries.



FishWise plans to organize regular SALT convenings for learning exchange and networking in 2024. FishWise remains open to new funders and partnerships to keep up the momentum generated for the full scale of our technical assistance services and strategy development, especially in Tanzania, Vietnam, and Latin America and the Caribbean.



Broadening Private Sector Advocacy

In 2023, FishWise and our business partners and networks publicly supported 11 advocacy opportunities to strengthen tuna fisheries management, import control rules, government transparency, counter-IUU fishing efforts, and labor rights. Our work to activate industry stakeholders has created a surge in feedback opportunities to regulatory bodies for more inclusive and effective seafood policies, supply chain management, and oversight. Complementing the aforementioned letters, FishWise also embeds advocacy as a key element in our business partners' supply chain due diligence plans.



Influencing Import Regulations

FishWise continues to develop comprehensive recommendations for the Seafood Import Monitoring Program (SIMP). In 2023, this work culminated in 4 'Common Ground Roundtables' with 30 customs brokers and 25 seafood importers to reach a shared understanding of how SIMP could be more effective at keeping IUU products out of the U.S. market. Staff presented years of industry research and subsequent recommendations to 12 government officials across various agencies, including the National Atmospheric and Oceanic Administration (NOAA), Customs and Border Protection (CBP), the Department of Labor, and the Presidential White House's Council on Environmental Quality.

ON THE HORIZON

Into the future, FishWise will continue to pursue a bold vision for the global sustainable seafood movement. In the upcoming year, we are focused on transparency at all levels of seafood production, data-driven decisions that lead to comprehensive action, and Human Rights Due Diligence as a standard business practice. We look forward to sharing progress on the following organizational priorities:

Increased Transparency in Seafood Production and Governance

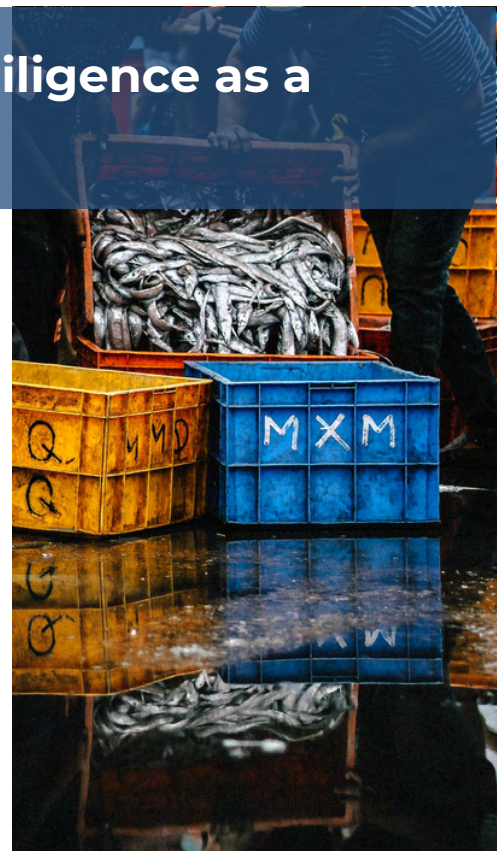


Our focus remains on catalyzing seafood production that is transparent, legal, traceable, and verifiable. To that end, FishWise will refine our consulting services for traceability, data analytics, verification, and transparency, alongside championing global efforts to scale government adoption of traceability best practices and import control rules.

Establish Human Rights Due Diligence as a Standard Practice

FishWise is committed to establishing Human Rights Due Diligence (HRDD) as a standard practice in seafood. We will work with industry to advocate for government implementation of regulations and enforcement measures to uphold the rights of all seafood workers.

FishWise, Conservation International, and LRQA have formed the Consortium for Social Risks in Seafood to develop actionable, up-to-date human rights due diligence guidance and tools for assessing human and labor rights risks in the seafood sector. Over the next two years, the consortium will offer workshops and pilots to implement the Social Responsibility Assessment (SRA), and update the Roadmap for Improving Seafood Ethics (RISE) to align with emerging best practices and guide decision-making in the industry.



Transforming Data Into Actionable Intelligence



FishWise is prioritizing innovative ways to optimize novel and established data sources into practical analytics and actionable guidance that can improve governmental and private sector decision-making processes. Our focus on improving data collection and analysis will facilitate timely, and sustainable business decisions grounded in due diligence. With support from the Patrick J. McGovern Foundation (PJMF) Data Practice team, FishWise is improving its efficacy in triangulating diverse datasets to detect potential human and labor rights risks in seafood supply chains. Using our pre-established proof of concept, in 2024 FishWise will continue to develop a dashboard for interpreting fishing vessel risks.

Moving Stakeholders From Analysis to Action

In the coming year, FishWise is seeking to shift seafood stakeholders from analysis to action in high-risk areas by elevating and identifying best practices, promoting shared understanding, and increasing collaborative responses in these critical zones. Our advocacy will focus on encouraging industry investment, increasing the participation of stakeholders most impacted, and improving governance in seafood production regions with heightened environmental and social risks.





FISH WISE

The logo icon for Fish Wise, featuring a stylized fish swimming over a wave, all contained within a square frame.

Sustaining ocean ecosystems and the people who depend on them by transforming global seafood supply chains.

501(c)3, Santa Cruz, CA.