

The

FUTURE

of Sustainable Seafood



Sustainable Fisheries™
PARTNERSHIP



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MESSAGE FROM OUR CHAIR



Hello friends,

Allow me to introduce myself. This is my first year as Chair of the Board of Directors, having taken the helm from Jean-Louis Meuric. Many thanks to Jean-Louis for his great leadership and continuing support as Vice Chair.

I started my journey in the sustainable seafood movement in late 2003, when Blake Lee-Harwood, campaigns director for Greenpeace UK at the time, hired me as a science writer and researcher for the oceans team. After my first trip to sea – surveying cetacean populations and documenting dolphin bycatch in seabass pair trawl fisheries off the UK's south coast – I was hooked. I knew little about fishes and nothing

about fisheries, having come from a biomedical science background, so it was a steep learning curve!

Following that trip, I wrote a review of UK retailers' sustainable seafood sourcing policies (largely non-existent at the time) and produced the first retailer ranking, which formed the basis of what was to become a global Greenpeace campaign. In 2007, I moved to the Greenpeace International team to support and eventually coordinate the global retailer seafood program and work on improving tuna fisheries management. Since leaving Greenpeace in 2017, I've worked as an independent advisor and as a campaign manager with the Australian Marine Conservation Society on campaigns to improve

“ SFP’s knowledge and expertise have been invaluable for my work over the years, and I’ve always valued SFP’s strong evidence-based decision making. ”

seafood sustainability, traceability, and transparency.

I remember first meeting Jim Cannon in Brussels at Seafood Expo Global in 2006, when he was in the process of setting up SFP. We became friends over beers and a lively debate about eco-certification! Blake Lee-Harwood joined the SFP team soon after leaving Greenpeace and we kept in regular contact.

My friendship with Jim, Blake, and the broader team was reflected in the way SFP and Greenpeace worked together in the growing sustainable seafood movement over the years – a willingness to share knowledge, contacts, and advice, and to respectfully challenge each other’s viewpoints and ways of working, all with a hefty dose of good humor!

SFP’s knowledge and expertise have been invaluable for my work over the years, and I’ve always valued SFP’s strong evidence-based decision making. As some of my best teachers have been people working for progressive retailers and seafood companies, I also really value bringing people together from all areas of the seafood world to find solutions and drive change.

I was surprised, but honored, when I was asked to join the SFP Board in 2019. I’ve been on the Board for five years now, and it’s been a whirlwind of strategy development and meeting amazing people.

When I first joined, we were reviewing the success of the Target 75 initiative and developing the next five-year strategy to expand SFP’s work into new areas that were close to my heart, such as supporting small-scale fisheries and protecting marine

wildlife. As original Board members left, we’ve brought in experts who reflect the new areas of SFPs work – an amazing team with an extraordinary range of knowledge and experience from industry, academia, NGOs, and government. Just as we have in our SFP staff. Now we’re putting in place an ambitious five-year strategy that will take us to 2030.

Getting the right people together with a variety of backgrounds, knowledge, and experiences can catalyze rapid positive change, often unexpectedly. And that’s one of the things SFP does the best.

I hope to meet you out there on this journey!

Best fishes,

Dr. Cat Dorey
Sydney, Australia

MESSAGE FROM OUR CEO



At SFP, we judge our fisheries and oceans strategies and approaches based on the results we obtain “in the water.” The most important of these results we work toward are preventing and reversing overfishing, rebuilding depleted fish stocks, and reducing the bycatch of endangered species.

Achieving these results requires direct engagement with the seafood industry. But we only ask retailers and restaurant chains to change their behaviors when we are confident that those changes will directly lead to the improvements we’re looking for. Importantly, this means not abandoning problem fisheries, but rather supporting them to improve their practices. It also means enlisting their supply chains, from wholesalers to producers, as allies in improving laws and practices in their source fisheries.

In the pages of this report, you’ll find some of the key change behaviors that are resulting in critical improvements in improved laws and practices, which together are delivering those sought-after “in the water” results.

We start with some examples of the basic fisheries governance capacity building we do, to ensure that catchers are organized and equipped to participate effectively in fisheries management. The first thing we need catchers and local processors to do is help collect data, share that data with scientists and regulators, and help analyze the data. Next, we need catchers

“ All of the work described in this report exists to connect retail sustainability commitments to positive changes in the water. ”

and local processors to participate in decision making, together with regulators and fisheries managers, to ensure that regulations are well-designed and effectively implemented. And finally, we ask the seafood industry to help with ensuring compliance with domestic regulations. Catchers and local processors are of vital importance here, but so too are importers and retailers overseas, who can help domestic compliance efforts by ensuring they are buying from catchers and processors that are in good compliance, and avoiding suppliers that cannot or will not demonstrate good compliance.

This compliance role for retailers and importers requires them to correctly identify their source fisheries, a job we've helped make a lot easier by collaborating with the UN FAO to develop fisheries codes that for the first time in history precisely

identify the fish stock and the management unit for each product sourced. Protecting endangered species and regenerating ecosystems are enormous challenges, and the catch sector and fish farmers need a lot of direct help, from their customers and from their governments and civil societies. In the next part of the report, we document some of SFP's efforts to ensure this help is available and delivered where it is needed.

The final section of this report describes the work we do to help retailers understand their seafood supply chains and their improvement priorities, using FishSource and Seafood Metrics, and then to report their sourcing via the Ocean Disclosure Project. The report closes with descriptions of our work to focus supply chain interventions on agreed priority fisheries, as part of Target 75, and helping

convene and align suppliers in Supply Chain Roundtables.

All of the work described in this report exists to connect retail sustainability commitments to positive changes in the water. It's not as simple as "don't buy this," but it is what's required to help governments manage fisheries.

I want to thank Cat and the Board for their commitment to understanding the nuances of what's required and for providing SFP with such clear direction. It requires a lot of coordination across the entire SFP team for us to succeed, from those that "speak the language" of retailers, to those who speak "scientist," to those who speak "fisherman." Finally, I'd like to thank the entire SFP team for being, well, a great team.

Jim Cannon
Honolulu, Hawaii





Sustainable Fisheries Partnership (SFP) works toward a world where 100% of seafood – both wild-capture and farmed – is sustainable.

We engage stakeholders throughout the supply chain, from artisanal fishers to large-scale retailers, to foster the sustainability and resilience of the entire global seafood system, through continuous, dynamic change.



FISHERIES GOVERNANCE

Responsible fisheries governance involves multiple stakeholders at all levels of the seafood production system. SFP works with seafood buyers, suppliers, and industrial and small-scale producers, as well as government organizations, research institutions, NGOs, and other stakeholders, to develop the most effective approaches to improve fisheries management and performance around the world.







Capacity building supports fisher engagement and participation

Including small-scale and artisanal fishers in fisheries management leads to better outcomes for all stakeholders. Yet, in many small-scale and artisanal fisheries, fishers lack legal rights and are not engaged in the governance of their fisheries, leaving them marginalized and excluded from decision-making processes.

SFP works with stakeholders in these fisheries to build the enabling conditions for positive change in fisheries governance, through fisher engagement in co-management, leading to responsible seafood economies with fairer distribution of benefits.



Indonesian snapper-grouper fishers take first step toward equal participation

With support from SFP, more than 400 small-scale snapper-grouper fishers established a fishers' network in South Sulawesi, Indonesia. The [Forum Komunikasi Nelayan Kakap-Kerapu Indonesia \(Forkom Narasi\)](#) is a first step toward enabling the catch sector to participate in fisheries governance and decision-making processes through co-management of the fishery.

SFP facilitated the establishment of the Forkom and helped the participants gain official recognition by the South Sulawesi Provincial Fisheries Office (DKP). SFP is also supporting the Forkom in [registering fishers and their vessels](#) and submitting production data to the government.

Improved data collection and analysis contributes to responsible fisheries governance

In all types of fisheries, from small-scale and artisanal to industrial, catchers and processors have an important role to play in collecting data and sharing it with scientists and government agencies trying to better understand and manage fisheries.

Increased understanding of the Eastern Pacific Ocean mahi-mahi fishery will improve fisheries management

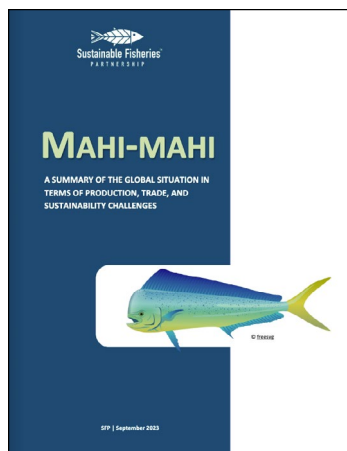
Research published in the journal *Frontiers in Marine Science* in January 2024 underlines the need for [specific management plans for three genetically different populations of mahi-mahi](#), identified by the study, in the tropical Eastern Pacific Ocean (EPO).

The study, organized by SFP and facilitated by fishers from the region, was conducted by scientists from Costa Rica, Ecuador, Mexico, and Peru. The Walton Family Foundation and the Global Sustainable Supply Chains for Marine Commodities (GMC) project provided funding for the work.



For more than five years, SFP has been working with mahi fishers and processors and regional government institutions in the EPO to increase participation in fisheries management and advance the science behind decision making.

Peru and Ecuador together account for nearly 60% of global mahi production. This discovery will help improve future regional stock assessments to guide and produce better management.



SFP's 2023 [Mahi-Mahi Sector Sustainability Report](#) highlights recent production and trade trends in the growing sector and calls for improved data collection and management to control exploitation levels and address and mitigate bycatch.

Assessing the risks of fishmeal production in West Africa

In October 2023, the Global Roundtable on Marine Ingredients, created by SFP and IFFO, released a [human rights impact assessment \(HRIA\) of the small pelagic fish value chain in Senegal and Mauritania](#).

The assessment, conducted by

Partner Africa, identified gaps between current practices and the fishmeal and fish oil industry's global standards. It found that the rapid expansion of fishmeal production in Mauritania has created or exacerbated a number of social and environmental issues related primarily to small-scale fisheries. The report also provides recommendations targeted at specific groups.

Supply chain participation in decision making improves design of legal frameworks for fisheries management

Involving local civil society, fishers, and local supply chain companies in regulatory design and decision making results in feasible and effective regulations and decisions that deliver sustainable seafood.



Stakeholder cooperation produces government and industry action in the Mauritanian octopus fishery

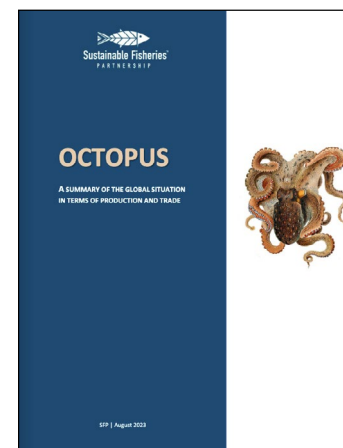
SFP's [Global Octopus Supply Chain Roundtable \(SR\)](#), in conjunction with the Mauritanian Association of Octopus Producers and Exporters (AMPEP), is establishing a fishery improvement project (FIP) in the Mauritanian octopus fishery. This effort includes both artisanal and industrial vessels, fishing in near-shore and deep-sea waters.



At a September 2023 workshop, stakeholders approved a FIP action and implementation plan. Representatives of the Mauritanian government confirmed the government's support for the project and passed a national decree to integrate the FIP into its national fishing strategy. The FIP is currently a prospective FIP. In June 2024, it was submitted for activation as a comprehensive FIP.



Representatives from SMCP in Mauritania presenting the recent decree by the Mauritanian government to the Global Octopus SR at Seafood Expo Global 2024 in Barcelona.



SFP's 2023 [Octopus Sector Sustainability Report](#) highlights consistent growth in octopus production and trade over recent years, and the need for improved data collection and increased market-based initiatives to help address key management and sustainability challenges.



Participation by small-scale squid fishers leads to action at the highest management levels in the South Pacific

Research by SFP's fishery team, published in *Ocean & Coastal Management*, found that [engaging resource users in regional fisheries management organization \(RFMO\) governance can help RFMOs more effectively meet their objectives.](#)

Using the example of CALAMASUR (the Committee for the Sustainable Management of the Jumbo Flying

Squid in the South Pacific) in influencing and advancing squid management decisions by the South Pacific RFMO (SPRFMO), the authors recommend improved fishery governance through development of co-management mechanisms to enable artisanal and small-scale fishers to participate in RFMO decisions that affect their livelihoods.



SFP organized an event at Seafood Expo Global 2024 in Barcelona, bringing stakeholders from the Peruvian jumbo flying squid fishery together to highlight progress toward sustainability. (L-R) Gilary Morales, WWF Peru; Gerardo Carrer, CAPECAL; Alfonso Miranda, CALAMASUR; Elsa Vega, SONAPESCAL; SFP Peru Coordinator Stefany Rojas; Carlos Yenque, SONAPESCAL; and SFP Global Fisheries Director Enrique Alonso.

In an example of SFP’s findings, in February 2024, the South Pacific Regional Fisheries Management Organization (SPRFMO) made a historic decision on labor standards and human rights abuses in distant-water fishing fleets operating in the jumbo flying squid fishery in international waters.

The measure passed as a result of extensive advocacy by CALAMASUR and others before the decision. [More than 30 major seafood companies, industry associations, and pre-competitive coalitions](#) – including all members of SFP’s Global Squid Supply Chain Roundtable – joined CALAMASUR in advocating for the measures.

“This is the first time artisanal fishers and processors have strategically mobilized and engaged at a scale to achieve policy results in a squid RFMO. We hope this can be an example for other communities around the world.”

– Enrique Alonso, SFP global fisheries director

Compliance requires participation from all levels of the supply chain

The entire seafood supply chain, from processors to international retailers, can use monitoring, control, traceability, and contracts to help governments and producers monitor and enforce their domestic regulations.

Major Philippines seafood companies come together to support responsible sourcing

In the Philippines, the Better Seafood Philippines (BSP) program is working with government, industry, and civil society to advance responsible

sourcing as a tool for combating IUU fishing. BSP is led by SFP and supported by the USAID FishRight program.

In June 2023, as part of the International Day for the Fight against Illegal, Unreported, and Unregulated Fishing, USAID and BSP gathered key seafood industry players in Quezon City to discuss responsible sourcing practices. At the meeting, major Philippine seafood companies committed to promote private sector adoption of responsible sourcing





SFP joins forces with global stakeholders to fight IUU fishing

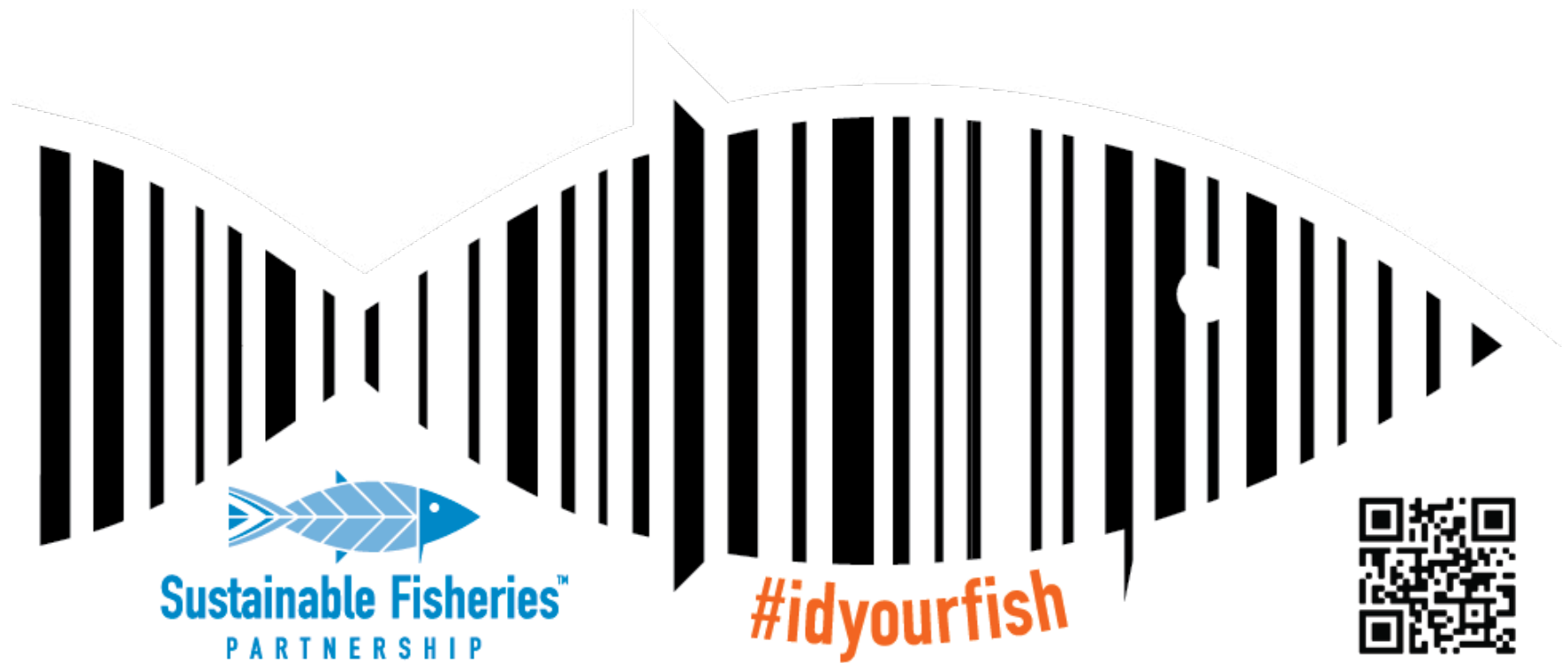
In 2023, SFP joined with World Resources Institute (WRI), the Norwegian Ministry of Climate and Environment, the U.S. State Department, and others as a founding member of the Nature Crime Alliance.

SFP is participating in the Alliance through our work on combating the persistent challenge of illegal, unreported, and unregulated (IUU) fishing. The Alliance was announced in August 2023 at the Seventh Assembly of the Global Environment Facility (GEF), where participants also released the Vancouver Statement on Nature Crime.

practices and further influence seafood consumers' choices to make seafood production, trading, and consumption more responsible.

In September 2023, more than 200 representatives from government, industry, and civil society came together in Manila at the first Responsible Seafood Summit. This Summit kicked off the 60th Philippine Fish Conservation Week and highlighted milestones and industry partnerships developed under BSP.





Universal Fishery IDs provide certainty about seafood origin

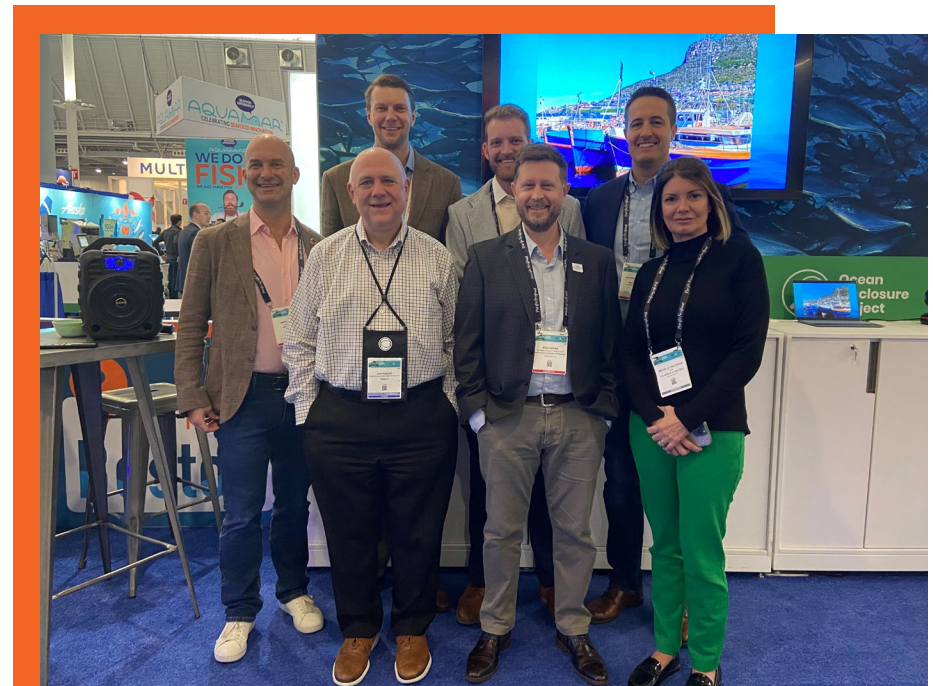
Obtaining reliable information about where seafood comes from is a major challenge in identifying potential **illegal, unregulated, and unreported (IUU) fishing**. SFP's universal fishery IDs, built in conjunction with the U.N. Food and Agriculture Organization (FAO), remove uncertainty about source fisheries and strengthen traceability for industry, governments, NGOs, and other stakeholders.

“ The key to being successful in retail is building consumer trust, and trust is about traceability and transparency. Fishery IDs help build transparency.”

– Guy Pizzuti, business development director of seafood, Publix Super Markets

We are participating in two pilot projects, as part of an SFP-led project supported by the United Nations Development Programme Ocean Innovation Challenge.

- In South Africa, ICV Africa/Cape Fish is working to apply QR codes to their exported products from South African yellowfin tuna and swordfish fisheries. The project will demonstrate how technology like QR codes can link to fishery IDs, giving their customers greater assurance of source fisheries and more precise traceability.
- In the Philippines, Publix Super Markets and Thai Union are working with Wholechain to test the IDs with Publix products from the blue swimming crab fishery. In early 2024, Publix announced that the packaging on its crab products will feature the fishery IDs, becoming the first retailer to do so.



Pilot project representatives during an event at SFP's booth at Seafood Expo North America 2024 in Boston. (Back L-R) Mark Kaplan, Wholechain; Blake Stok, Thai Union North America; Kurt Hill, Cape Fish; Jayson Berryhill, Wholechain; (Front, L-R) Guy Pizzuti, Publix Super Markets; Brad Spear, SFP Global Policy Director; Michelle Bellinger, ICV Africa/Cape Fish



Responsible fisheries governance on the agenda

An SFP delegation attended the Tokyo Sustainable Seafood Summit (TSSS), meeting with Japanese and global stakeholders. SFP Global Fisheries Director Enrique Alonso

(left photo, center) participated in two panels on the role and importance of engaging producers and processors in improvement initiatives to drive policy change. The SFP team found that Japan is increasingly engaged in driving sustainability at the national and international level, and is particularly committed to supporting the fight against illegal, unreported, and unregulated (IUU) fishing.



At Seafood Expo North America 2024 in Boston, SFP hosted a panel on why businesses should support small-scale and artisanal fisheries, featuring (center photo, L-R) Josette Genio of Bluer Seas Philippines, Hugh Govan of the University of the South Pacific School of Law and Social Science, Claudio Pichaud of the Ancud Crab Producers' Committee, Andre Brugger of Netuno USA, and Amber Von Harten, SFP Supply Chain Roundtables Director.

At Seafood Expo Global 2024 in Barcelona, SFP hosted a panel on the implications of the new EU Due Diligence Directive and how it will affect small-scale fisheries, featuring (right photo, L-R) Pedro Ferreiro, SFP Fisheries Markets Director; Yago Dason, Iberostar; Francesca Peretti, ClientEarth; Enrique Alonso, SFP Global Fisheries Director; and Jose Alvarado, Halaihue Fishers Federation.



NATURE & BIODIVERSITY



Reducing the impacts of seafood production on biodiversity, related to both nature and communities, and creating resilience against the impacts of climate change are core elements in sustainable and responsible seafood — both wild-capture and farmed.

Bycatch Solutions Hub connects companies and innovators around the world



Bycatch
Solutions
Hub





In 2023, SFP launched the [Bycatch Solutions Hub](#), with founding sponsorship from longtime SFP partner Purina Europe.

The bycatch of ocean wildlife, such as sharks, sea turtles, marine mammals, and seabirds, is a significant challenge in commercial fisheries. The Hub connects companies who want to fix the problem, including with financial support, with on-the-water solutions and projects. Identifying where and how to support these efforts has been the primary obstacle for companies in taking action.

The Hub also provides:

- A clear way to identify fisheries that are using bycatch best practices and suppliers who are actively working to protect ocean wildlife
- Public recognition for leadership in protecting ocean wildlife
- Easy-to-use resources for addressing bycatch in all parts of the supply chain
- The best available information on bycatch reduction efforts in commercial fisheries.

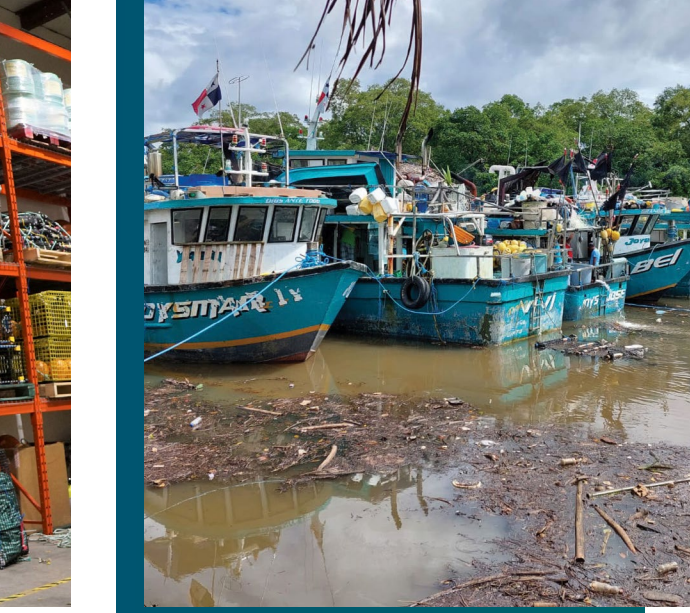
Hub projects harness the power of seafood retailers to support improvements on the water

In its first year of operation, the Hub focused on reaching out to industry stakeholders to promote its inaugural projects and developing a pipeline of new projects and contacts to support bycatch mitigation efforts. The Hub has made several “matches” between innovators with solutions to the bycatch problem and companies that want to support them:

➤ With funding from Santa Monica Seafood, Bay Area tech company Blue Ocean Gear’s smart buoys are being deployed by deep-set buoy gear (DSBG) swordfish vessels fishing off the coast of California. This fishery offers a low-bycatch alternative to traditional gillnets, which catch thousands of non-target species along with swordfish. However, there are challenges with monitoring the location of buoys and safely recovering gear in adverse weather conditions. Blue Ocean Gear’s smart buoys remove these risks, allowing fishers to always know exactly where their gear is located.



➤ Publix Super Markets is providing financial support to the CanFISH gear lending program in Canada and the Northeast Fishery Science Center (NEFSC) gear lending library in the United States. The programs are currently providing on-demand ropeless systems free of charge to fishers in Canadian and U.S. pot and trap fisheries for testing. These gear initiatives promote safer fishing methods to protect the critically endangered North Atlantic right whale and other marine mammals, which can get entangled in rope lines from traditional gear systems.



➤ Publix is also helping enhance electronic monitoring in Eastern Pacific large pelagics longline fisheries targeting yellowfin tuna, mahi-mahi, and swordfish in Costa Rica, Ecuador, and Panama. Publix's funding will support the purchase of electronic monitoring systems to collect data on the effectiveness of bycatch mitigation methods in the fisheries and confirm that vessels are utilizing best practices.

➤ The Hub helped get hook-shielding devices on 12 industrial tuna longline vessels in the Western Central Pacific Ocean to reduce bycatch of endangered albatross, which often get entangled while seeking the bait as the lines are deployed.



PROTECTING
**OCEAN
WILDLIFE**



“With SFP’s support via the Bycatch Solutions Hub, we have helped more fishers avoid gear loss.”

– Ryan Lind, Blue Ocean Gear

“With the help of the Bycatch Solutions Hub, we’ve been connected with funders who are helping to promote fisheries sustainability through the use of safer fishing gear for wildlife in Canada.”

– Elizabeth Vezina, CanFISH Lending Program



At Seafood Expo North America 2024 in Boston, SFP hosted our second annual [Bycatch Solutions Showcase](#), featuring representatives of projects that have been funded through the Hub, and others that are seeking funding.



**PROTECTING
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WILDLIFE**

- In 2023, we updated our interactive [Solve My Bycatch Problem tool](#) to include solutions for pot and trap fisheries, in addition to longline fisheries. The tool enables users to evaluate different bycatch solutions, based on effectiveness, ease of implementation, cost, and more.

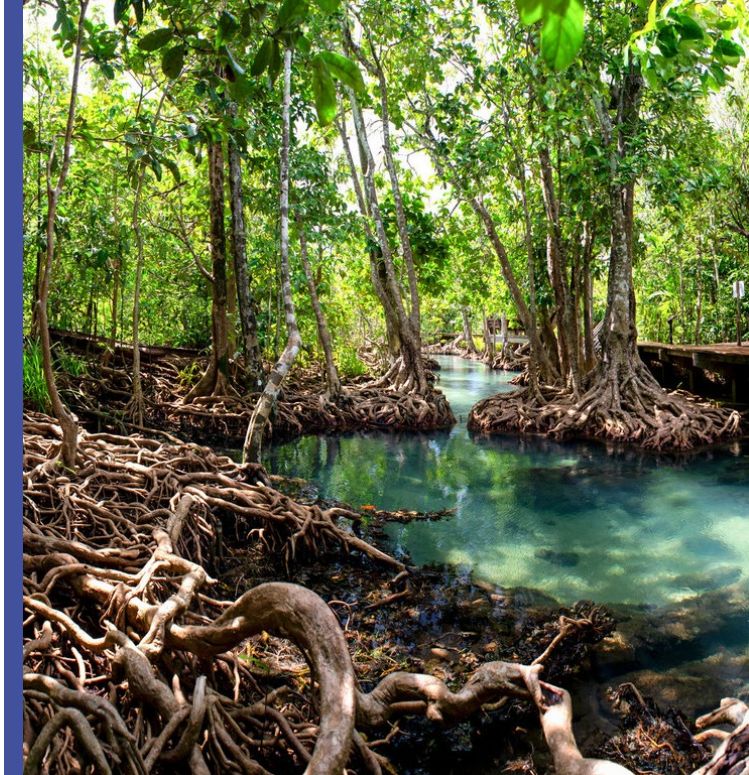
SOLVE MY BYCATCH PROBLEM					
	Solution	Effectiveness	Ease of Implementation	Cost	Additional Information
Filters & Selections Target Fishery: Gear Type: Bycatch Species: Effectiveness: Ease of Implementation: Cost: Additional Information: Sustainable Fisheries	Avoid Hotspots	★	★★	\$	i
	Best Handling	★★	★★	\$	i
	Electronic Monitoring	★★	★★	\$\$\$	i
	Fisheries Observers	★★	★★	\$\$\$	i
	Move-On Rules	★★	★★	\$	i



- SFP participated in an industry roundtable to develop a Seabird-Safe Longline Fishing Toolkit. A project of the Asia-Pacific Economic Cooperation (APEC) Oceans and Fisheries Working Group, the Toolkit will help the seafood industry avoid seabird bycatch in tuna fishing.

- SFP Biodiversity and Nature Director Kathryn Novak (above, left) moderated [a panel on gear innovation in snow crab and lobster fisheries](#) at the Global Seafood Alliance's Responsible Seafood Summit in New Brunswick, Canada. The panelists highlighted successful trials of on-demand or "ropeless" gear and the Canadian Wildlife Federation's CanFISH gear lending library to prevent interactions with North Atlantic right whales in crab and lobster fishing grounds.

- SFP Director of Supply Chain Roundtables and Social Issues Dave Martin was selected as a member of the [Science Based Targets Network Ocean Hub](#) steering committee. The SBTN Ocean Hub sets science-based targets for the ocean. In addition, the committee is developing seafood-specific guidance to help companies determine the data they need for target setting and where they should focus their efforts for maximum impact.



SFP forges collaboration with Aquaculture Stewardship Council (ASC)

In April 2023, SFP signed a Memorandum of Understanding with the [Aquaculture Stewardship Council](#) to collaborate on sustainable aquaculture production and practices around the world.

Shrimp farming can support mangrove regeneration

Research by SFP finds that a [landscape-level approach to shrimp farming](#) can contribute to the conservation and regeneration of mangrove forests, capturing [the wealth of ecosystem services that mangroves provide](#). The research also shows that both abandoned



PROMOTING
ECOSYSTEM
AQUACULTURE

and active [aquaculture ponds are providing the setting for mangrove recovery and regeneration](#). This presents a huge opportunity for the farmed shrimp industry to help bring back lost mangrove habitat.



Reducing the impacts of feed improves aquaculture sustainability

Reducing the climate change and environmental impacts of feed ingredients can ensure that aquaculture is a low-carbon source of protein, protects and restores nature, and helps companies meet their climate, habitat, and biodiversity

goals. These are among the key takeaways of a January 2024 [briefing by SFP for buyers and suppliers of farmed salmon and shrimp](#).

SFP developed the [Feed Solutions Toolkit](#) to help stakeholders address the climate change, habitat, and biodiversity risks associated with feed and its ingredients. The Toolkit brings together more than 80 different tools, standards, initiatives, and platforms from multiple organizations. Users can filter and search by tool type, risks, feed ingredients, and/or

geographies, allowing them to better understand the ingredients being used to feed the farmed shrimp and salmon they are selling, and support them in asking feed manufacturers for greater transparency around the ingredients they use and where they are sourced from.

TARGET 75

SFP's Target 75 (T75) initiative aims to ensure that 75 percent of seafood (by volume) in 13 key sectors is either sustainable or making regular, verifiable improvements.

T75 has become a common goal for the seafood industry and their commitments, bringing them together to create the large-scale change and momentum needed to achieve global seafood sustainability.

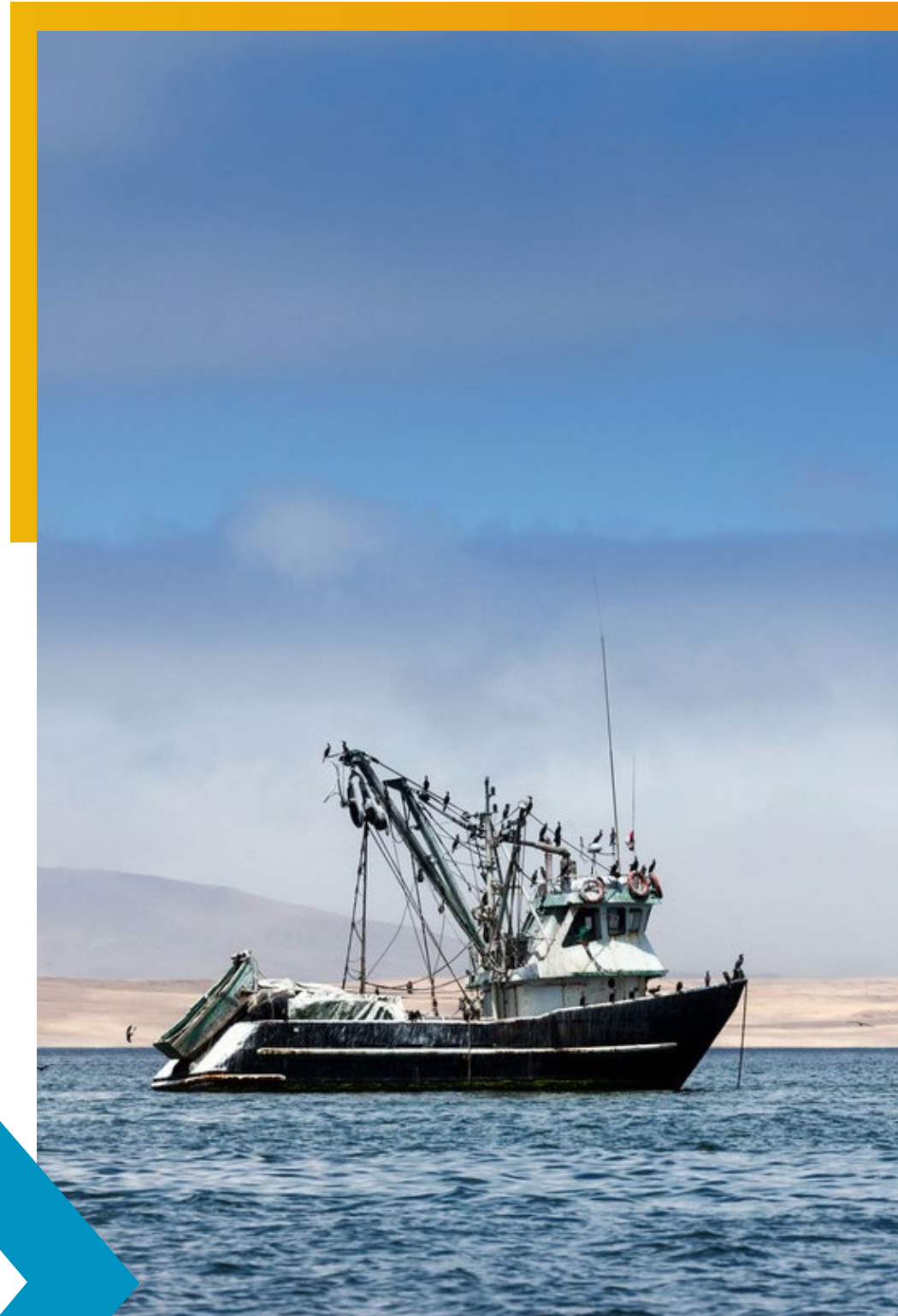




- The 14th edition of our [sustainability overview of reduction fisheries](#) showed declines in the performance of key reduction fisheries for the sixth year in a row, highlighting the need for more active and long-term industry engagement to ensure good fisheries management. While most fisheries assessed continue to be reasonably well-managed or better, performance has been steadily dropping since 2018.
- Our [2023 Sectors Status Update](#) presents a summary update on progress in each of the 13 key sectors, along with information on significant changes in production sources and the latest trends in production and trade. The report found that, while there has been a general upward trend in improving or sustainable production across most seafood sectors, some sectors and regions still face challenges that hinder sustainability.

SFP'S SEAFOOD SERVICES EMPOWER THE SEAFOOD INDUSTRY TO IMPROVE SUSTAINABILITY

SFP's [Advisory Services](#) team offers expert guidance and actionable solutions to support companies in advancing sustainable seafood and creating lasting change. Our Advisory Services are available to any company, including SFP partners and non-partners.





The Advisory Services team helps companies develop responsible sourcing policies and sift through the wealth of available data and information to identify risks. We create detailed reports tailored to each company's specific situation and needs. We also provide specialized training on a range of seafood sustainability topics.

Our system of continuous evaluation and assessment allows companies to adapt their strategies and evolve based on up-to-date and relevant information and results. With SFP, companies can confidently communicate progress on their commitments to consumers and others interested in sustainability.

SFP's Seafood Services empower responsible retailers, foodservice companies, and seafood suppliers to:

- Understand the sustainability of their seafood sources
- Identify improvements needed in individual fisheries and farming regions
- Monitor progress toward environmental and social commitments
- Report sourcing and progress to regulators, investors, and customers
- Communicate their impact to consumers.

SFP's tools and systems provide the foundation for the seafood industry to understand, identify, source, and market sustainable seafood to consumers around the world. Our systems currently provide the support and data for many of the sustainable seafood programs offered by major retailers.





FishSource

Our one-of-a-kind public, online resource [FishSource](#) offers major seafood buyers timely, impartial, and actionable information on fisheries and aquaculture regions, and the improvements they need to become sustainable.

We launched FishSource in 2007 with profiles of just 20 stocks. Since then, it has grown exponentially. In 2023, the database included profiles of 1,590 fish stocks and 5,190 fisheries. FishSource Aqua, which started in

2018 with 35 profiles of aquaculture regions in 10 countries, now includes 72 profiles in 20 different countries around the world.

New FishSource scores allow companies to assess environmental and social risks in their source fisheries

From the beginning, FishSource fishery profiles have assessed how well fisheries perform in terms of management quality and the health of the resources. But recently added

scores now expand the definition of a sustainable resource to include environmental and social factors. Four new environmental scores measure the risks of bycatch in a fishery and impacts on habitat, ecosystems, and endangered, threatened, and protected (ETP) species. And two new scores for small-scale fisheries look at whether fishers have a legal right to fish and the ability to participate in policy and management decision making.



Seafood Metrics

SFP's [Seafood Metrics](#) system is the premier global solution for tracking, monitoring, and evaluating seafood sourcing. Seafood Metrics uses data from FishSource to provide companies with a customized analysis of their seafood portfolios, allowing them to more fully understand the level of sustainability in their wild-caught and farmed seafood sourcing.

Ocean Disclosure Project

The [Ocean Disclosure Project](#) (ODP) is the leading global seafood transparency platform. The ODP enables companies to demonstrate their commitment to transparency and responsible sourcing by publishing details of their wild-caught and farmed seafood products.

The ODP launched in 2015 with disclosures from just four companies. A decade later, 44 companies disclose their wild-capture and farmed seafood sources through the ODP, including every major UK retailer and many of the world's largest retailers and seafood companies.

In 2023 and early 2024, four new companies began participating in the ODP, including US meat and seafood subscription service [Good Chop](#), Canadian food retailer [METRO Inc.](#), and Swiss retailers [Migros](#) and [Migros Group](#).





SUPPLY CHAIN ROUNDTABLES

More than a decade ago, SFP innovated **Supply Chain Roundtables** (SRs) in response to the need for enhanced industry cooperation created by the proliferation of fishery and aquaculture improvement efforts. SRs bring together major buyers and importers of seafood in a particular sector to work together pre-competitively to scale-up individual initiatives and jointly advocate for better fisheries policy and management with governments, regulators, and resource managers.

Today, SFP drives change through nine different SRs that represent several of the most important seafood sectors globally. These SRs are amplifying change across sectors, countries, and regions and bringing critical industry leadership to fisheries and aquaculture improvement around the world.





Industry leadership of SRs

Since their creation, industry leadership and support of SRs, including financial support, has increased dramatically. Now several SRs are becoming financially self-sufficient, through the support of the participating companies. Each SR also elects an industry chair, who works closely with the SFP lead to set priorities, drive progress, recruit participants, and raise funds.

Current industry chairs include:

Asian Farmed Shrimp SR: Blake Stok, Thai Union

Global Mahi SR: Manuel Garcia, Pacific Coral Seafood

Global Roundtable on Marine Ingredients: Árni Mathiesen, former Assistant Director-General and Head of the Fisheries and Aquaculture Department, UN Food & Agriculture Organization

Global Octopus SR: Antonio Alvarez, Grupo Profand; Mari Carmen Fernandez, Angulas Aguinaga

Global Squid SR: Sarah Hussey, Seafresh Group; Stefano Pagliai, Panapesca

Indonesian Snapper and Grouper SR: Casey Marion, Beaver Street Fisheries

Mexican Snapper and Grouper SR: OB Bera, Beacon Fisheries

U.S. Gulf of Mexico Shrimp SR: Reese Antley, Wood's Fisheries



Global Squid SR Industry Chairs
Stefano Pagliai and Sarah Hussey

JOIN A SUPPLY CHAIN ROUNDTABLE

Participating in an SFP Supply Chain Roundtable (SR) can help your company and suppliers increase impact on sustainability through the collective leverage of a specific seafood sector.

Benefits of joining an SR

Mobilize impact through leadership: Work pre-competitively to scale-up individual efforts for global reach and policy impact.

Innovate solutions that deliver progress: Get direct access to sustainability solutions for long-term fishery and policy change.

Analyze information and resources: Receive high-quality, business-ready recommendations and analysis to focus and guide your purchasing policies and commitments.

Communicate your commitment: Be recognized for your collective and individual leadership in advancing improvement efforts.

Contact us at info@sustainablefish.org for more information on joining an SR.





Industry leaders and SFP representatives from our nine SRs gathered at our first-ever [Supply Chain Roundtable Showcase](#) at Seafood Expo North America 2024 in Boston to present their work and recruit additional companies to join the SRs.



FISHERY IMPROVEMENT PROJECTS

Fishery improvement projects (FIPs) bring together retailers, processors, producers, and fishers for better management of marine resources, by identifying environmental issues and implementing priority actions to address the root causes of fishery depletion. Today more than half of the world's FIPs are industry-led.





SFP's Science Team regularly evaluates the progress and impact of the hundreds of fishery improvement projects (FIPs) around the world to help ensure that FIP activities lead to real results on the water.

- The 6th annual edition of the [Fishery Improvement Projects Database \(FIP-DB\)](#), produced by SFP and the Hilborn Lab at the University of Washington, was released in early 2024. The database is a powerful tool for understanding how internal and external factors affect FIP performance and success, ultimately leading to better FIP management, design, and implementation.
- Our FIP Evaluation Team tracks FIP progress via a [monthly ratings report](#). We also continue to increase transparency of FIP metrics. In 2023, SFP worked with the MarinTrust to streamline their reporting using our [FIP Evaluation Tool](#) and revamp their FIP profiles to include links to FishSource. This is part of an overall effort to provide more accessible and transparent information on FIPs under the MarinTrust Improver Programme.

PARTNERSHIPS





SFP's partners include many of the world's biggest retailers, restaurants, and brands.

Our partners actively drive change in fisheries and aquaculture by mobilizing improvements in their supply chains. This includes requiring their suppliers and producers to initiate and participate in fishery and aquaculture improvement efforts.

Suppliers also join Supply Chain Roundtables (SRs) and other pre-competitive efforts to amplify and lead change across sectors, countries, and regions, and globally.

“Seafood sustainability is complex and nuanced. Working with SFP’s team of experts and data management tools helps us stay informed, allowing us to ask our supply chain the right questions and collect important data so we can focus on sourcing responsibly.”

- *Giant Eagle*

“We are proud to be working with Sustainable Fisheries Partnership to help ensure we are sourcing the right products to meet our seafood sustainability commitments and to further our work in identifying ways to engage our supply chain in improvement efforts for long-term impact.”

- *US Foods*

PARTNER WITH SFP

When you become an SFP corporate partner, you join us in embracing our goal of 100% sustainable and responsibly produced seafood.

We can help you improve the sustainability of your seafood sourcing, meet corporate ESG and CSR goals and commitments, and support the United Nations Sustainable Development Goals.

These are ambitious goals. But there is a pathway that starts wherever you are, and SFP can help every step of the way. As an SFP partner, you will have access to resources to support your commitments, including frameworks and models for sustainability and impact, tools and systems, expert consultation, partner-only services and benefits, and key opportunities to network with industry thought leaders.

Join with us – for a better planet and future for all.

Contact us at info@sustainablefish.org. We look forward to hearing from you.

SFP Partners

Aldi Nord

Aldi South

Asda

Auchan Retail Spain

Beaver Street Fisheries

Congalsa

Cooperative Food UK

Disney Parks, Experiences, and
Products

Fish is Life

Fortune International

Frinsa

Giant Eagle

Grupo Profand

High Liner

McDonald's

Meijer

Migros

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Nestlé Purina

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Sainsbury's

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Seattle Fish Company

Super Indo

Sysco France

Tesco

Thai Union Group

US Foods

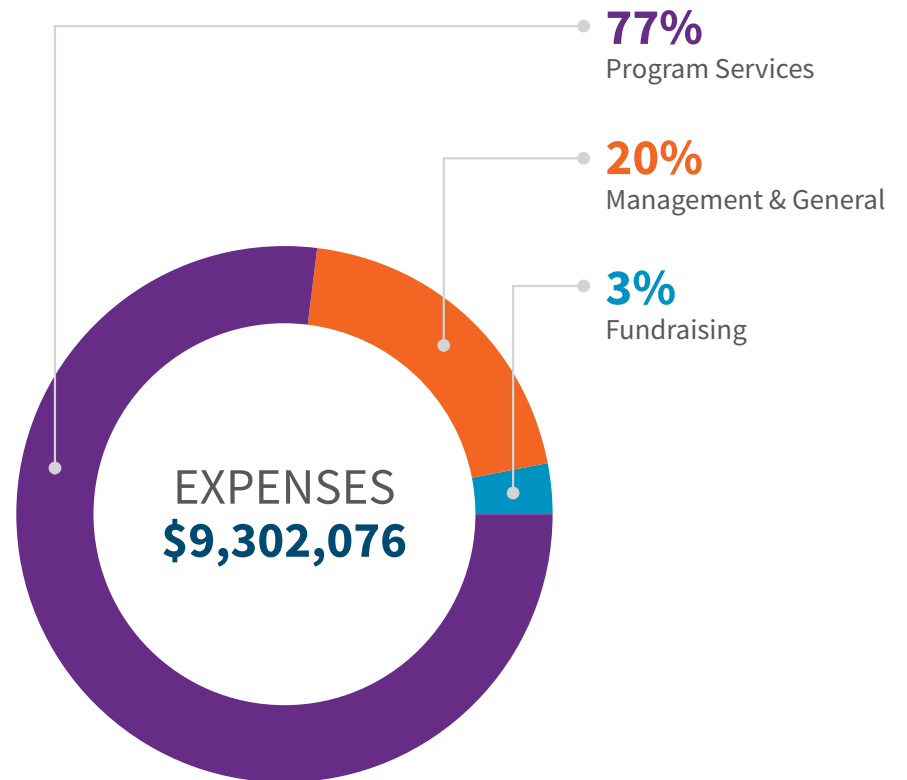
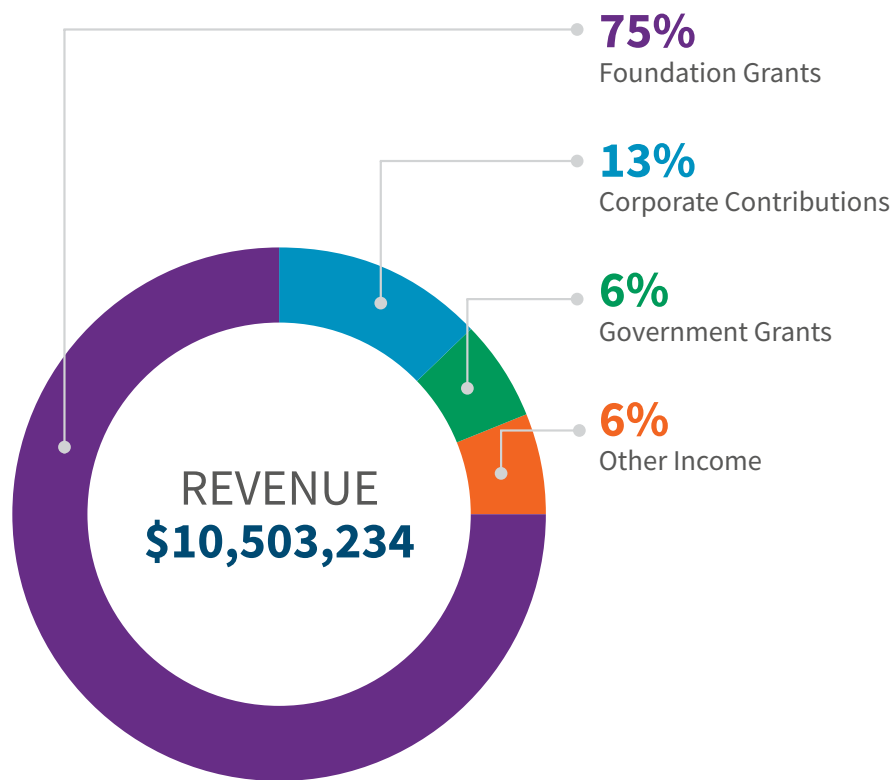
Walmart Canada

Walmart Chile

Walmart Mexico & Central America

Walmart US

FINANCIALS 2023



STATEMENT OF ACTIVITIES

Year Ended
December 31, 2023

SUPPORT AND REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Foundation and government grants	\$250,000	\$8,231,164	\$8,481,164
Corporate grants and sponsorships	999,943	402,215	1,402,158
Contracts	465,112	-	465,112
Contributed services	83,192	-	83,192
Other contributions	643	-	643
Registration fees and other income	70,965	-	70,965
Net assets released from restrictions			
Expiration of time restrictions	956,250	(956,250)	-
Satisfaction of purpose restrictions	6,008,602	(6,008,602)	-
Total support and revenue	8,834,707	1,668,527	10,503,234

EXPENSES

Program services	7,142,484	-	7,142,484
Supporting services			
Management and general	1,870,812	-	1,870,812
Fundraising	288,780	-	288,780
Total expenses	9,302,076	-	9,302,076
Change in net assets	(467,369)	1,668,527	1,201,158

NET ASSETS

Beginning of fiscal year	1,827,265	3,681,599	5,508,864
End of fiscal year	\$1,359,896	\$5,350,126	\$6,710,022

2023 DONORS AND FUNDERS

BAND Foundation

Binnacle Fund of the Tides Foundation

Certification and Ratings Collaboration

John Ellerman Foundation

Multiplier

Oceans 5

The David and Lucile Packard Foundation

Sociedad Peruana de Derecho Ambiental

United Nations Development Programme (UNDP)

United States Agency for International Development
(USAID)

University of Rhode Island Coastal Resources Center

Walmart Foundation

Walton Family Foundation

World Resources Institute





SUPPORT SFP

SFP works toward a future where all seafood worldwide is sustainable and ocean ecosystems are thriving. But we can't do it alone. We have long benefited from the generous support of private foundations and international development agencies, all with an eye toward a sustainable future.

As a registered nonprofit, our success depends on like-minded individuals. If you or your organization are interested in contributing to our work, contact SFP at info@sustainablefish.org.

SFP TEAM

This list includes staff of SFP from January 1, 2023, to April 30, 2024.

LEADERSHIP TEAM

Jim Cannon

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Andrei Klimenko

Chief Operating Officer

Courtney Sakai

Chief Strategy and Communications Officer

Sari Surjadi

Chief of Staff

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Global Fisheries Director

Kathryn Novak

Biodiversity and Nature Director

Ian Rolmanis

Global Markets Director

Braddock Spear

Global Policy Director

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Renato Gozzer

Annie Haylon

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Wilis Juharini

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Dorothy Li

Indrani Lutchman

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Alexia Morgan

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Tita Nopitawati

David Parreño

Merul Patel

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Stefany Rojas

Miguel Ruano

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Heather Sadusky

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