

TO: ASMI Board of Directors

FROM: Susan Marks, Sustainability Director

RE: Sustainability/RFM Program Report

This report covers activities occurring October 2015 – October 2016. This has been another exciting year of progress and growth for the RFM program which has seen some significant accomplishments; including becoming the first program to gain Global Sustainable Seafood Initiative (GSSI) recognition and the development of Version 2.0 of the AK RFM Fisheries Standard.

The following were identified as ‘Key Program Objectives’ for the last 12 months:

➤ Complete GSSI Benchmarking: **OBJECTIVE MET**

Alaska RFM became the first program to gain Global Sustainable Seafood Initiative (GSSI) recognition (July 2016). GSSI is a global benchmark tool and this recognition demonstrates that Alaska RFM is in alignment with all 143 applicable GSSI Essential Components, covering Governance, Operations and our Standards. The GSSI Benchmark Tool is an attempt to streamline procurement decisions by making it easy for buyers to see which certification programs have met the rigorous bar set forth by FAO’s internationally agreed guidelines. GSSI is an extremely important initiative and will provide respected, third party verification of the Alaska RFM Program. GSSI recognition will be useful to provide markets and customers assurance that RFM Certification is a credible and relevant seafood certification program.



ASMI's RFM Program First to Achieve GSSI Recognition in Milestone for Seafood Sustainability

SEAFOODNEWS.COM By John Sackton and Peggy Parker - July 13, 2016



The Board of GSSI announced yesterday that ASMI's RFM certification program was the first to be recognized as being in full compliance with the GSSI Global Benchmark Tool.

This is a milestone for seafood sustainability certifications. For the first time, a program partially supported by public funds has met the highest standards recognized by NGO's and Retailers for seafood sustainability certifications. ASMI's RFM

GSSI Impacts to Date:

Since the announcement in July, there have been several companies that have modified their sourcing policies to include those programs that have been recognized by GSSI.

<http://www.ourgssi.org/partnership/gssi-partner-commitment/>

In addition, GSSI has spoken at many global forums and recognition of Alaska RFM is prominently featured in their presentations.

The most important action now is to encourage customers and companies further down the supply chain to sign on to the commitment to use GSSI in their sourcing policies.

The commitment reads as follows:

“As strong supporters of GSSI, the below retailers, brand manufacturers, traders and food service companies commit to include the outcomes of the GSSI Benchmark Tool in their daily operations by recognizing all GSSI-recognized certification schemes as acceptable when sourcing certified seafood. We encourage companies across the seafood sector worldwide to join our commitment.”

Examples of how some companies have modified their procurement policies to recognize GSSI:

3.1 A more sustainable fish assortment



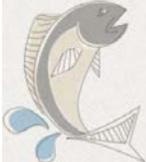
METRO Cash & Carry seeks to expand the sustainability of its assortment of wild fish and aquaculture products in accordance with the aforementioned international certification standards and any other certification standards that have been recognised by the GSSI.



NEW **GOAL:**
100% SUSTAINABLE SEAFOOD+

Kroger has extended and expanded our commitment to wild caught sustainable seafood procurement and our work with WWF. Our new commitment now includes **all wild-caught species** and states that, by 2020, Kroger will source:

- 100% of its wild-caught seafood from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment, in comprehensive Fishery Improvement Projects (FIPs), or certified by other GSSI-recognized programs; and
- Kroger will preferentially source MSC certified wild-caught seafood and, by 2020, Kroger will source at least 90% of its volume from fisheries that are MSC certified.



HighLiner Sustainability Summit:

RFM was invited to speak on a panel at HighLiner’s Sustainability Summit in August. Attendees were all of HighLiner’s VPs and Category leadership team, along with their NGO partners and some key customers in retail and foodservice. The Summit was opened by Bill DiMento, VP of Quality and Sustainability, who gave a special announcement and congratulations to ASMI’s RFM Program for achieving GSSI recognition. HighLiner has also modified their procurement policies to integrate GSSI.

We are American Culinary Federation (ACF) We are Chefs Blog:

Working synergistically with the Foodservice Program, the official Blog of the ACF did a story in August about Alaska Seafood, with mentions of sustainability, RFM and GSSI woven into the story.

[Alaska Seafood: Tradition and Transparency in Good Taste](#)

Stats for the blog: Nearly 27,000 visitors / Over 54,000 views / Over 8,700 Twitter followers / Over 55,000 Facebook page likes

- Completion of Version 2 of the AK RFM Fisheries Standard & Scoring Guidance: **OBJECTIVE MET**



FSC Meeting September 2016

This represents the first full update and reissue of the Standard since the program started in 2011. The RFM Fisheries Standard Committee (FSC) has worked over the last 18 months to finalize this Standard. Meetings were held in March and September of 2016. Stakeholder input was received via one-on-one meetings and through a 60-day public comment period. All input was reviewed by the FSC for relevance and resulted in many of the improvements and updates to the new Standard. Version 2.0 was submitted to the ASMI Board in Oct. 2016.

- Consultations on the new emerging RFM Fisheries Standard V 2.0 and the RFM process to gain advocacy and greater market recognition. **OBJECTIVE MET**

The RFM Team conducted one-on-one meetings with stakeholders at the Boston and Brussels seafood shows including NGOs, government agencies and industry. In addition, Version 2 was posted for a 60day public comment period. The FSC reviewed and responded to all comments and this is available on the ASMI website. <http://www.alaskaseafood.org/rfm-certification/stakeholder-involvement/closed-public-consultation/>

- Improve Chain of Custody Standard & Process: **OBJECTIVE MET**

The RFM Team has developed and pilot tested a ‘Remote Assessment’ criteria and process. This will make Chain of Custody more affordable and accessible for harvesters who are direct marketers and small, low-risk operations. Additionally, we have been collaborating with an ASMI Technical committee member to work on a MSC/RFM Standard comparison to determine how audits can be streamlined for lower cost and less audit fatigue. Both deliverables will be presented and discussed with the Technical Committee at the All Hands meeting.

➤ Training and on-boarding of new Certification Bodies: **OBJECTIVE MET**

A primary goal since RFM started has been to get another Certification Body approved to conduct fishery audits. DNV GL <https://www.dnvgl.com/services/services-for-the-seafood-industry-7303> was on-boarded and trained in early 2016. They were awarded a recent RFP for P. Cod, Pollock and Flatfish and will start work on these certifications in 2017.

➤ Training and on-boarding of new Accreditation Boards: **OBJECTIVE ON-GOING**

Building a relationship with the Accreditation Body ‘American National Standards Institute’ (ANSI), located in Washington D.C. was identified in 2015 as an important initiative. Over the last year, the RFM Team has continued to dialog with this organization regarding the approval of our Chain of Custody Standard. We completed training for ANSI’s team in March 2016. DNV GL has informed us they will seek their ISO 17065 accreditation for the RFM Program with ANSI. Based on this, we will continue working with ANSI for the approval of our Fisheries Standard.

➤ Fishery certifications cost reduction: **OBJECTIVE MET**

In FY16, the RFM Program saw approximately a 33% reduction in Fishery certification costs. This was achieved by working closely with the RFM Fishery Clients and challenging the Certification Bodies to reevaluate initial work proposals for cost savings.

Other Key Accomplishments:

➤ Data Deficient Fisheries Framework Development & Workshop:

The RFM Program’s Data Deficient Framework (DDF) is an addendum to Version 2.0 of the RFM Scoring Guidance and has been designed for use by Assessment Teams in cases of data deficient fisheries in Alaska.

DDF Workshop: The original DDF was produced as part of V1.3 and subsequently adapted for V2.0. In mid-September 2016, the RFM Team invited all key stakeholders and certification bodies to attend a DDF workshop in Seattle, WA, to trial the framework using the Aleutian Islands Golden King Crab fishery for assessment purposes. Attendants carefully analyzed the 22 attributes of the Productivity Susceptibility Analysis (PSA), the central DDF tool, and scored the fishery based on best available information. The PSA returned favorable results with a very low vulnerability score of 0.91 derived for the fishery, indicative of very conservative management practices.

Next Steps: The Aleutian Islands Golden King Crab Fishery is currently in the process of application for full assessment using the alternative RFM Data Deficient Fisheries Framework.

➤ New RFM Communication Tools:

The RFM section of the website was extensively updated with new content and pages in conjunction with the entire alaskaseafood.org website re-launch. The RFM section of the site is continually updated with new information and is a useful tool in and of itself. A new section was added called ‘RFM News & Tools’ - where the following new collateral pieces can be found: <http://www.alaskaseafood.org/rfm-certification/rfm-news/>

- **RFM 101 Brochure:** updated from a 4 to 6 panel piece with all new content, pictures and graphics
- **RFM Quick Reference Tool:** A 1-page reference sheet that staff or industry can use with high-level talking points and facts about the RFM Program

RFM NEWS & TOOLS



RFM 101 BROCHURE



QUICK REFERENCE TOOL

Additional staff/industry tools: RFM FAQs / GSSI Fact Sheet

<p>Alaska Responsible Fisheries Management (RFM) Certification Program</p>  <p>Quick Reference/Cheat Sheet and Frequently Asked Questions (FAQs)</p> <p>Prepared by the Alaska Seafood Marketing Institute 8/26/16</p> <p style="text-align: center;">1</p>	<p><u>Table of Contents</u></p> <p><i>Click on a question and you will be taken to the appropriate page for the answer</i></p> <p>Quick Reference/Fact Sheet.....3</p> <p>1. What is the Alaska RFM Certification Program?.....4</p> <p>2. Why was Alaska RFM developed?4</p> <p>3. How is Alaska RFM the same/different from other certification programs?.....4</p> <p>4. What is the value proposition of the Alaska RFM Certification Program?.....5</p> <p>5. What are the benefits of Alaska RFM to a customer?.....5</p> <p>6. Who owns the Alaska RFM Certification Program?5</p> <p>7. When did the Alaska RFM Certification Program originate?6</p> <p>8. How is RFM funded?6</p> <p>9. Has RFM been benchmarked?6</p> <p>10. Why does it matter that Alaska RFM has GSSI recognition?.....7</p> <p>11. Which fisheries are Alaska RFM Certified?8</p> <p>12. Who are the fishery clients and what is their role?.....9</p> <p>13. During the assessment process, what are the key areas fisheries are evaluated against?9</p> <p>14. What is the length of a Fishery Certification Certificate and how often are the audits?9</p> <p>15. How was the Alaska RFM Fisheries Standard developed?10</p> <p>16. Who developed the Alaska RFM Fisheries Standard?10</p> <p>17. Is there a multi-stakeholder process for the Standard Development and Fishery Assessment process?11</p> <p>18. How often is the RFM Program reviewed and updated?11</p> <p>19. How often is the Fishery Standard reviewed and updated?11</p> <p>20. Why should a company go through Chain of Custody Certification?.....12</p> <p>21. What is the cost for Chain of Custody?.....12</p> <p>22. What is the length of the Chain of Custody Certificate?12</p> <p>23. Can a company use the same Certification Body for RFM and the Marine Stewardship Council (MSC) Chain of Custody audits?12</p> <p>24. Where can I find a list of Alaska RFM Certified Companies?.....12</p> <p>25. How do I sign up for Chain of Custody?.....12</p> <p>26. What is the cost to use the Alaska RFM Seal?13</p> <p>27. How can a company demonstrate to consumers that a product is RFM certified?13</p> <p>28. Are there fisheries from outside Alaska using the RFM Certification model?.....13</p> <p style="text-align: center;">2</p>
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Outreach and Communication

RFM continues ongoing outreach and improved communications with specific sectors; including NGOs, Alaska Industry and corporate social responsibility and procurement officers in foodservice and retail sectors.

Attendance and/or speaking at the following events:

- NFI Market Conference
- Brussels Seafood Show
- Culinary Institute of America / Menus of Change
- Chicago Seafood & Specialty Food Show
- Boston Seafood Show
- NW Fisheries Association
- HighLiner Sustainability Summit
- Conxemar & FAO World Seafood Congress



FAO World Congress
Sustainability Panel / Oct 2016



Chicago Seafood Show Sept 2016

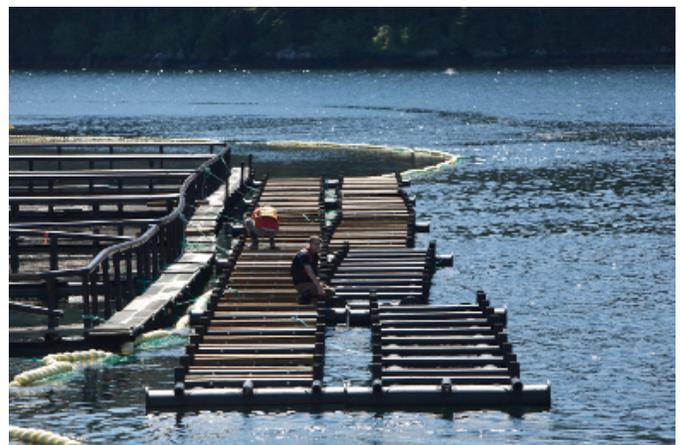


CIA Menus of Change Panel /
June 2016

Other Sustainability Work:

Salmon Sustainability field trip:

For the second year in a row the State of Alaska (ADF&G & ASMI), Pacific Seafood Processors Association and the Prince William Sound Private Non-Profit Hatcheries have sponsored a Salmon Sustainability field trip. The emphasis behind this effort is to provide a salmon centric educational experience to the attendees and a behind the scenes look into the Alaska hatchery program; including the ongoing historic Hatchery/Wild Salmon interaction study. This year's attendees included people from the Marine Stewardship Council, Monterey Bay Aquarium and Ocean



Prince William Sound Hatcheries
/ Salmon Sustainability Field Trip
August 2016



Attendees received a series of presentations on the first day covering the work done by Prince William Sound Aquaculture Corporation including speakers from ADF&G.

*Prince William Sound Hatcheries
/ Salmon Sustainability Field Trip
August 2016*

UK/Netherlands Trade Mission:

The delegation was comprised of eight Alaska seafood buyers from the UK who came to learn about Alaska seafood processing, speak to Alaska seafood industry representatives, learn about Alaska’s seafood products and Alaska’s sustainability practices. One of the representatives was the head of CSR from Anova Seafood, a key funding partner with GSSI.



RFM Program Objectives for 2016:

- Continue outreach /communications with focus on GSSI awareness
- Ongoing retention of GSSI recognition
- Implementation of V 2.0 Fisheries Standard / training of CBs & ABs
- Implementation of Data Deficient Fisheries (DDF) Framework for interested fisheries
- Continue streamlining Chain of Custody processes for decreased cost and increased efficiency and evolution of the Program
- Other objectives as identified by the RFM Committee and ASMI Board