



RFM UPDATE

SPRING 2017



Walmart Backs GSSI Through Their Freshly Released Seafood Policy

Walmart, the world's largest retailer will now accept certification schemes that have successfully completed the Global Sustainable Seafood Initiative (GSSI) Benchmark Process. Walmart's seafood policy specifically states:

By 2025, based on price, availability, quality, customer demand, and unique regulatory environments across our global retail markets, Walmart U.S., Sam's Club, ASDA, Walmart Canada, Walmart Brazil, Walmart Mexico, and Walmart Central America will require all fresh and frozen, farmed and wild seafood suppliers to source from fisheries who are: Third-party certified as sustainable using Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP), or certified by a program which follows the FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative (GSSI) as such.



Kroger and Metro Group have also modified their sourcing policies recognizing seafood certification schemes with successful outcomes to the GSSI Benchmark Tool. <http://ourgssi.org/partnership/gssi-partner-commitment/>.

GSSI is off to a strong start in 2017 with over 40 companies, NGOs, governmental and intergovernmental organizations in support. Last year Alaska and Iceland RFM Programs became the first certification schemes to achieve GSSI recognition. The Marine Stewardship Council recently ended its public consultation and more schemes have publicly entered the benchmark process.





Addition of Data Deficient Fisheries (DDF) Framework

What: The Alaska RFM Program's Data Deficient Fisheries (DDF) Framework is an addendum to Version 1.3 of the RFM Scoring Guidance for use by Assessment Teams in the case of data deficient fisheries in Alaska.

Why: Allows small-scale fisheries with inherently low exploitations and/or that are data poor, the potential to achieve Alaska RFM Certification.

Features: Assesses if a fishery has minor deficiencies in data (not major gaps), and looks at the vulnerability of the target stock and associated bycatch or ETPs (endangered, threatened or protected) and determines whether the risk is low, medium or high.

Benefit: Provides an opportunity for a small-scale, low exploitation fishery to be certified to the Alaska RFM Program, assisting them with carrying the message of sustainability forward to their customers.

First Fishery: The first fishery to use DDF is the Aleutian Islands Golden King Crab (AIGKC) fishery that occurs in the Bering Sea. It's the first fishery going through a preliminary DDF assessment.

For more information on the DDF Framework:
<http://www.alaskaseafood.org/wp-content/uploads/2016/01/Data-Deficient-Fishery-Framework-Addendum-to-Scoring-Guidance-Final-1.pdf>

FISHERIES UPDATE

This past year the Alaska RFM Certification Program instituted a 30-day public comment period for registered stakeholders on draft assessment reports for both initial fishery certifications and re-certifications. Stakeholders register and submit comments directly to the Certification Body (CB).

Alaska sablefish and halibut fisheries achieved recertification in late 2016 and Alaska salmon was recertified in March 2017! See the update below.

FISH SPECIES	Recertified	Under Assessment for Recertification	New Certification in Process	New DDF Framework Certification	Annual Surveillance Audit
SABLEFISH	Completed January 2017				
HALIBUT	Completed January 2017				
SALMON	Completed March 2017				
CRAB BB Red King, BSAI Snow, St. Matthew Blue King		In Process			
CRAB BSAI/GOA Tanner			New fishery to RFM. Assessment in Process.		
CRAB AI Golden King				In Process	
POLLOCK		Spring 2017			
COD					Audit #3 Completed October 2016
FLATFISH					Audit #2 Completed March 2016

SUSTAINABILITY/RFM OUTREACH

Alaska RFM at Ecolabel Symposium, Tokyo University

Hannah Lindoff, ASMI International Program Director, presented the Alaska RFM Certification Program at the Ecolabel Symposium at Tokyo University Yayoi campus on February 3, 2017. Hannah was one of several speakers presenting on regional eco-labeling schemes to an audience of trade press and members of the local Japanese scientific and management community, who are currently working on developing their own eco-labelling scheme.



Reinhart Distribution Implements Alaska RFM Sustainability Quiz

ASMI developed an Alaska RFM Sustainability Quiz for foodservice distributors to implement with their 750 sales associates. Reinhart Foodservice is using the Quiz as a training tool in all divisions as well as a qualifier for the Alaska Seafood Lenten Promotion. Director of Category Management, Mike Becker states, "We always get a lot out of partnership with ASMI and this new Quiz they wrote provided excellent education content for our associates when speaking with our customers." Reinhart projects two-thirds of their sales associates will participate. With a customer base of 45,000 Reinhart is spreading the word about sustainable Alaska Seafood.

For a copy of the Quiz that industry and distributors can customize and implement, please contact Susan Marks, Sustainability Director, at smarks@alaskaseafood.org.



Presentation at Seafood Expo North America 2017

At this year's Seafood Expo, Alaska RFM Certification will be represented on a panel for a session titled "Seafood Standard Program Updates – Challenges and Targets." This session will give the audience updates on the leading and emerging seafood standard programs including both fisheries and aquaculture. The panelists will give details on the challenges and successes that each program is facing. Insights on how the programs are working together and the importance of managing and developing information for trust will also be discussed. Other panelists include: Monterey Bay Aquarium, GAA's BAP and MSC. Session Date: Monday, March 20, 2017 from 2:15 pm – 3:30 pm.



SeaWeb Seafood Summit 2017 Panel Presentation

At this year's SeaWeb Seafood Summit, the Alaska Seafood Marketing Institute (ASMI) Sustainability Director, Susan Marks, will be participating in a panel discussion on today's unprecedented opportunity for seafood. Topic areas will cover how seafood fits with consumers evolving food preferences for healthy and sustainable foods, seafood's place in global diets and how seafood helps reduce the impacts of protein consumption on the planet. Other organizations on the panel include the National Aquarium, Food's Future, LLC, Warner Hanson Television, and Edelman. Session Date: June 5, 2017 from 10:45 am – noon, The Westin Seattle, Seattle, WA For more information on the conference: <http://www.seafoodsummit.org/>





UPCOMING TRADESHOWS

Come visit us at the following upcoming shows:

- Seafood Expo North America, Boston. Booth #1633
- Seafood Expo Global, Brussels. Hall 6, #1126, 1127, 1143

Key Contacts

Susan Marks is the Sustainability Director at ASMI and spearheads the Alaska RFM program. On the fisheries technical side of RFM, Susan is supported by Jeff Regnart, formerly with the Alaska Department of Fish and Game.

For additional information please visit <http://alaskaseafood.org> or contact Susan Marks at smarks@alaskaseafood.org

To receive email updates for specific fishery certifications and to stay informed of the latest developments and news regarding the Alaska RFM Program please sign up to receive our E-Blasts [here](#).



THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION

is a rigorous program founded on the strongest and most widely acknowledged international standards and practices. As the owner of Alaska RFM Certification, the Alaska Seafood Marketing Institute (ASMI) developed the program to offer a credible, cost effective choice in seafood sustainability certification.



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