CERTIFIED SEAFOOD COLLABORATIVE

RFM PROGRAM UPDATE

11/11/2022
Leadership for The RFM Program

CSC Foundation Board Members

- Mark Fina – Chairman, Silver Bay Seafoods & Alaska Seafood Cooperative
- Tomi Marsh – Harvester & current ASMI Board member
- Allen Kimball – Trident Seafoods & current ASMI Board Chairman
- Matt Tinning – At-Sea Processors Association (APA)
- Scott Goodman/Jamie Goen – Bering Sea Fisheries Research Foundation (BSFRF), Alaska Bering Sea Crabbers (ABSC)
- Stephanie Quinn-Davidson – Program Director, Alaska Venture Fund
- Julie Decker/Riley Smith – Alaska Fisheries Development Foundation (AFDF)
- Tom Sunderland – Independent Consultant, Marketing/Sales
- Hannah Lindoff – ASMI, Ex-officio seat
By 2025, RFM certification is broadly used in the primary seafood markets worldwide.
Progress Since November 2021

ONGOING ACTIVITIES

• GSSI re-benchmarking to V2
• Gulf Shrimp enters RFM Assessment
• Signed MOU with Japan RFM (Marine Eco-label Japan)
• Identify common core elements with Iceland RFM
• Exploring collaboration with GSA (Global Seafood Assurances)
• Diversification of CSC Board

ACCOMPLISHMENTS

• Cost Sharing plan implemented / program independently funded by client groups
• Pacific Whiting = 1st fishery outside of AK certified
• Holland America = 1st cruise line certified for RFM CoC
• Expansion of North America RFM to GULF States
• MRAG Americas = New CB for RFM fisheries & CoC assessments
• Low Risk CoC available for use = opportunity for Direct Marketers to participate in program
Chain of Custody Update

Approved Certification Bodies:

New CB!
- MRAG
- NSF
- Global TRUST
- SCS

Shared CoC with Iceland

New CoC Standard V 2.5 Released in 2022

Efficiency

Cost Savings if you use the same CB for both RFM & MSC CoC audits!
New Developments
RFM Program Expansion to North America

USA RFM Logo for Pacific Whiting Fishery & possibly others
RFM Expands to the GULF States!

• GULF was formed in 2012 & is GSSI recognized
• 2021 - CSC Program expands to serve North America

• GULF states will utilize CSC Fisheries & CoC Standards

• Gulf of Mexico Shrimp Fishery currently going through RFM & MSC Certification
• Blue Crab considering RFM certification

GULF endorsement strengthens the RFM brand in North America & globally
Holland America, ASMI partner on Alaska seafood

By Christine Blank
June 13, 2022

Holland America Line is partnering with the Alaska Seafood Marketing Institute (ASMI) to highlight the cruise company’s use of Alaska seafood exclusively on all its ships serving the state.

The first formal collaboration of its kind between ASMI, a partnership between the state of Alaska and Alaska’s fishing industry, and a major cruise line, aims to highlight Holland America’s “leadership and commitment to sustainably sourced local seafood,” the company said in a press release.

Holland America Line purchases and serves more than 4,000 pounds of wild Alaska fish per cruise. ASMI and Holland America Line will bring guests up close to the riches of Alaska’s watersways and the stories of the people behind the fish, from fishermen and women to processors to chefs, the cruise company said.

Future programming initiatives include recipe development in concert with Holland America Line’s award-winning Culinary Council, a collection of elite, international celebrity chefs who bring global influence to dedicated dining experiences across its fleet, according to the cruise company.

It will also feature a destination video content, onboard Alaska SeafoodTributes, and recipes from Council Chef Ethan Stowell.

“We’re thrilled to partner with Alaska Seafood Marketing Institute in its quest to further protect and promote the state’s unattached resource, which accounts for nearly two-thirds of the wild seafood available in the U.S,” Holland America Senior Vice President of Guest Experience and Product Development Michael Smith said.

For its part, ASMI is “honored to partner with Holland America Line in Alaska given our shared commitment to sustainable seafood and supporting local Alaska communities,” ASMI Communications Director Ashley Heimbigner said.

“We are thrilled that visitors to Alaska will have the opportunity to enjoy and connect with what makes Alaska’s seafood so special while they are here, and hope they are inspired to look for Alaska seafooded when they return home,” Heimbigner said.

The two organizations will institute their partnership on July 1 when Stowell will join Alaska commercial fishermen and local leaders in Juneau to demonstrate the depth and breadth of Alaska’s seafood bounty, including five species of salmon, several varieties of whitefish, and numerous types of crab and shellfish.

The event will be capped by a presentation of seafood-cooking techniques led by Stowell.

Holland America Line

Holland America Line Becomes First And Only Cruise Line Certified Sustainable For Alaska Seafood By Responsible Fisheries Management

Seattle, Wash., Sept. 3, 2022 — Holland America Line has been awarded Responsible Fisheries Management (RFM) certification – making it the first and only cruise line to achieve this distinguished credential by serving only fresh, certified sustainable and traceable wild Alaska seafood. RFM certified all six of the cruise line’s ships that sail to Alaska following an independent audit.

“Holland America Line has shared Alaska adventures with our guests for 75 years, and supporting sustainable fishing and local business is an important commitment for us,” said Gus Antorcha, president of Holland America Line. “We’re pleased to buy and serve only local, sustainable, fresh seafood on Alaska voyages, and RFM certification is a crucial step in the commitment to sustainability that we share with our guests and fishing families of Alaska.”

RFM is a third-party certification program for wild-capture fisheries and is aligned with the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive set of international standards and best practices for wild fisheries. The RFM seal label includes the seafood product’s origin and tells consumers where their food comes from every step of the way – starting with the Alaska fishers and processors and continuing to the cruise line’s receipt of product and to the guest’s plate.

Usage of the RFM logo signifies solid commitment to a distinctive Chain of Custody program that assures buyers and guests their seafood is legally harvested, obtained from responsibly managed certified sustainable fisheries, and can be traced back to its origin.

Photo courtesy of Holland America

Certified Sustainable
ALASKA RFM
CERTIFIED SEAFOOD COLLABORATIVE & ITS PARTNERS

THE FUTURE OF RFM
Sustainability means more than protecting the environment. When you shop at ALASKA Seafood, you'll know you're supporting a fishery that's committed to providing the best fish in the world.

Certified Sustainable

The life of Alaska’s wild-caught salmon begins with the care of our farmers. Once the fish are caught, certified processors ensure that the fish is of the highest quality. The fish is then packaged in an environmentally friendly way to ensure that it arrives fresh and delicious to your home.

For Sustainable Seafood, Ask for ALASKA Seafood

Diving into sustainability with Monica George, Head of Retail Marketing, Alaska Seafood Marketing Institute

To learn more about consumer preferences in the seafood category, Progressive Grocer reached out to Monica George, head of retail marketing for Alaska Seafood Marketing Institute (RFM). Here, she shares some insights about why sustainable seafood is important to today’s consumers and how to serve it.

PG: How do Alaska’s consumers feel about the seafood they buy? Do they feel like it’s a good value? Today, consumers care about the sustainability of the seafood they buy, and they want to know where it comes from. ALASKA Seafood is committed to providing seafood that is not only delicious, but also sustainable. RFM is proud to be a part of this conversation and to help educate consumers on the importance of sustainable seafood.

PG: Why should grocery retailers make sustainable seafood a priority? Sustainable seafood is an important component of their overall strategy. While the benefits of sustainable seafood are clear, grocery retailers often have limited resources to make changes. ALASKA Seafood provides retailers with the tools they need to make sustainable seafood a reality. By partnering with ALASKA Seafood, retailers can offer their customers a delicious and sustainable seafood option.

PG: How does ALASKA Seafood support sustainable seafood efforts? ALASKA Seafood supports sustainable seafood efforts by providing retailers with the tools they need to make sustainable seafood a reality. By partnering with ALASKA Seafood, retailers can offer their customers a delicious and sustainable seafood option.

Sustainability in the Sea: Alaska’s Wild-Caught Salmon

Alaska Seafood is committed to providing sustainable seafood that is not only delicious, but also environmentally friendly. Our farmers take great care to ensure that the fish are caught in a sustainable manner, and our processors work hard to ensure that the fish arrives fresh and delicious to your home.

For more information on ALASKA Seafood, visit AlaskaSeafood.org.
RFM will appear on platform that is heavily utilized by chefs

Leveraging & Exploring Partnerships

There are several sustainable seafood certifications and oversight programs that work with fisheries, farms and companies to ensure a safe, healthy and accountable seafood supply. For logos on seafood products, look for Aquaculture Stewardship Council (ASC), and Best Aquaculture Practices (BAP) for farmed fish; Marine Stewardship Council (MSC) and Alaska Responsible Fisheries Management (RFM) for wild-caught fish; Fair Trade USA; and any seafood certification programs benchmarked against GSSI.
Global RFM Programs Collaborate

Shared Chain of Custody Standard
THANK YOU

https://rfmcertification.org/