

TO: ASMI Board of Directors
FROM: Susan Marks, Sustainability Director
RE: Sustainability/RFM Program Report

This report covers activities occurring November 2017 – April 2018.

The Sustainability Program continues to support and collaborate with all ASMI Programs on both general sustainability and certification messaging. Sustainability has continued to work closely with the International Program to assist with trade missions and guests over the last 6 months by providing Alaska sustainability/certification overviews as groups and individuals come through Seattle. ASMI's Domestic Program has formed a new partnership with Heritage Radio Network as a result of connections made with the Sustainability Director at the NYC Media event in October. A collaborative effort between Sustainability and Communications has produced talking points for Pacific Cod and Alaska Pollock and these have been welcomed by industry, and we are in the process of developing talking points in advance of Alaska Salmon season. A key focus remains on message development for social responsibility and we continue to follow the industry's lead on how best to integrate this into our collateral, presentations and website.

The first quarter of 2018 saw an exciting invitation to attend the Walmart Sustainability Meeting in Bentonville. This was a welcome opportunity to present to Walmart's suppliers and NGO partners about the AK RFM Program. ASMI and Alaska were also featured in a 25-minute podcast at the Boston Seafood Show covering sustainability and traceability.

The RFM Program has been primarily focused on activities associated with a future transition. More details about these activities can be found in a confidential separate report submitted to the Board titled '*Alaska RFM Transition Alternatives*'. Along with vetting transition options, the RFM Team and Committee have been conducting outreach and education workshops in Alaska, Boston and Brussels.

The Global Sustainable Seafood Initiative (GSSI) celebrated their 5-year anniversary and continues to have influence in the seafood certification arena, and they continue to increase their funding partners and participation in their benchmark program.

SUSTAINABILITY PROGRAM HIGHLIGHTS:

Internal Program Collaboration and Support:

- November 2017: Participation at Pacific Marine Expo in Seattle.
- December 2017: Worked with ASMI Communications team to develop industry/media talking points for **Alaska Pollock and Cod**. Continuing to work on Alaska Salmon talking points (see more details under March 2018)

Internal Program Collaboration & Support con't..



- January 2018:

- Facilitated introductions between **Heritage Radio Network** and **ASMI Domestic team** and collaborated on calls. This was an organization I met during NYC Media event in October and identified them as a prospect for collaboration in 2018. We have since moved forward with an Agreement to include **underwritten episodes, blog posts, guest placements, pre-recorded mid-rolls, social media campaign and blog posts.**
- Worked with **ASMI International Team** to assist in developing a **sustainability strategy** for Japan.

- February 2018:

- Developed and produced a **sustainability video** for use at the Omnivore conference in Paris for **ASMI France** office. Video is general enough to be used across ASMI global channels. Worked with **ASMI Technical Program** at the last minute when I was unable to appear in the video due to laryngitis.



- Developed slide deck for joint presentation with ASMI Domestic Program at **Walmart Sustainable Seafood Meeting.** (see additional info under Outreach/Communications)
- Provided sustainability/certification training to new ASMI Domestic and International staff during my trip to Juneau.



Walmart Sustainable Seafood Mtg

- March 2018: [AT1]

- Assisted **ASMI International Program** and provided an AK Sustainability overview and presentation for **delegation from**
- Continued work with **ASMI Communications** team to develop internal talking points (for use with media, etc) and **collaborative talking points with MSC and Monterey Bay Aquarium's Seafood Watch Program.** Goal is to have clear and agreed upon messaging for Alaska salmon (and ultimately all AK species), as it relates to how sustainability and eco-certification information is conveyed on the Seafood Watch platforms – web, app and wallet cards.

Internal Program Collaboration & Support con't..

- April 2018:



Pollock Roe Auction, Seattle, WA

Hosted **Overseas Marketing rep from Japan** during his visit to Seattle. Accompanied him to roe auction, industry meetings and events. Also provided an RFM and AK Sustainability overview to assist with his training



Mr. Masahiro Kondo, Japan ASMI Office

Sustainability/RFM Outreach and Communications

The Sustainability Program continues ongoing outreach and communications for the RFM Certification Program and general Alaska sustainability messaging. Some **highlights** from the last few months include:



Alaska RFM Outreach

Walmart Sustainability Seafood Mtg

The ASMI Sustainability Program has been actively working with Walmart on sustainability and RFM messaging since 2017. On February 1, they held a Sustainable Seafood Meeting that convened their suppliers alongside their NGO partners to celebrate some of their successes and discuss plans. ASMI was invited to present at this meeting and we discussed the AK RFM Program and our domestic partnership. Around 75 people attended.

As noted in the opening, RFM has primarily been focused on researching/vetting transition options and conducting industry outreach. Since November, the following transition/outreach discussions have occurred:

- ✓ Presented to the *United Fisherman of Alaska* Board of Directors Spring Meeting (2/27)
- ✓ Presented to a subgroup of the *Association of Sustainable Fisheries* in Boston (3/11)
- ✓ Met with *GAA* representatives at their headquarters in Portsmouth, New Hampshire (3/15)
- ✓ Presented to the *PSPA Board of Directors* (3/22)
- ✓ Presentation to the full *Association of Sustainable Fisheries* in Brussels (4/23)
- 3✓ RFM workshop during *Brussels Seafood Show* (4/26)

Sustainability/RFM Outreach cont'...



Greetings from RFM Committee Chair

The Alaska seafood industry views 2018 as a pivotal year for ASMI's Responsible Fisheries Management (RFM) Certification Program. Advances in the program in 2017 will form the foundation for greater market awareness and the program's long-term success. Re-certifications of salmon, halibut, sablefish, crab, Pacific cod, and pollock fisheries and the addition of a new fishery, Aleutian Islands golden king crab, have Alaska's major fisheries positioned to benefit from the program.

Work by the RFM Committee, at the direction of the Board, over the last year has set the stage for the program to come into its own. The Quality Management System, the overarching guide to the program, together with the program's procedures underwent substantial revisions to streamline the program and save on costs. These updates improve

transparency and predictability of the program and are critical to meeting the current fiscal challenges. The approval of DNV-GL as the second certification body for reviewing fisheries' for certification under the program shows that the program has fully matured.

Benchmarking of the program by GSSI (Global Sustainability Seafood Initiative) demonstrates its credibility as a certification scheme worthy of worldwide acceptance. In the coming year, we look to expand the use of our chain of custody and logo to reach more of the seafood marketplace. These steps should ensure a secure place in those markets for Alaska RFM certified seafood.

—MARK FINA
ASMI RFM Committee Chair
United States Seafood, LLC



Recent Certifications and Re-Certifications

Congratulations to the fisheries and fishery clients that earned their first Alaska RFM Certification and the many that achieved continued certification this past year.

FISHERY	DATE	ALASKA FISHERY CLIENTS
NEW FISHERY CERTIFICATIONS		
Eastern Bering Sea Tanner Crab	Dec 2017	Bering Sea Crab Client Group LLC
Aleutian Islands Golden King Crab	Dec 2017	Bering Sea Crab Client Group LLC
FISHERY RE-CERTIFICATIONS		
Bering Bay Red King Crab	Dec 2017	Bering Sea Crab Client Group LLC
St. Matthew Island Blue King Crab	Dec 2017	Bering Sea Crab Client Group LLC
Eastern Bering Sea Snow Crab	Dec 2017	Bering Sea Crab Client Group LLC
Alaska Pacific Cod	Dec 2017	Alaska Fisheries Development Foundation, Inc.
Gulf of Alaska, Bering Sea, and Aleutian Islands Pollock	Dec 2017	Alaska Pollock Fishery Client Group (APFCG) – Pacific Seafood Processors Association Alaska Processors Association Alaska Corporation Data Bank
Alaska Salmon	Mar 2017	Alaska Fisheries Development Foundation, Inc.
Alaska Pacific Sablefish	Jan 2017	Fishing Vessels Owners Association (East on the Wild Side)
Alaska Pacific Halibut	Jan 2017	Fishing Vessels Owners Association (East on the Wild Side)



Thank you to the Alaska RFM Certification Program Certification Bodies for their hard work and due diligence.



RFM Update Newsletter

The RFM Newsletter was released in Q1 of 2018. This is the first time we have incorporated a 'Greeting from the RFM Committee Chair'. The newsletter covered updates regarding Walmart, GSSI, new V 4.0 of the Quality Management System (QMS),

Boston Seafood Show Highlights



ASMI Featured in YouTube Video series Podcast



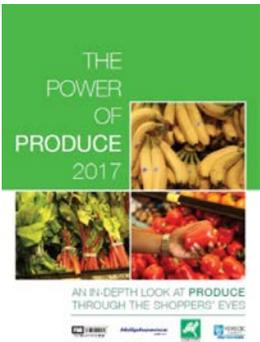
Blue Star Foods recorded a podcast live from their booth at the Boston Seafood Show. The theme was the importance of sustainability and traceability within the global seafood industry and the experiences and milestones that have been realized and achieved.

Boston Seafood Show Highlights con't...

Participation in FMI Seafood Strategy Committee Meeting



The Food Marketing Institute (FMI) is the **largest retail trade association** in the US. ASMI joined FMI in 2017 and secured a seat on the **Strategic Advisory Council to the Seafood Strategy Committee**. There are 44 members from various retailers on the committee, and 30 members from industry and NGO sectors on the Strategic Advisory Council. ASMI Sustainability Director Susan Marks attended the meeting on March 18, which also had 10 invited guests, including GSSI, Fair Trade USA, FishChoice and NOAA.



**** Follow-up:** One of the primary initiatives for 2018 is to create a **'Power of Seafood Report'**. FMI has produced a 'Power of Produce' and a 'Power of Meat' report. These reports identify the biggest trends in consumer purchasing and consumption. **ASMI is actively participating** in the development of the questionnaire that will be used in this study.

Other meetings in Boston included:

- Blue Circle Foods
- GSSI
- Blue You Consulting
- Diversified Communications
- HighLiner / Retail and Foodservice leadership
- Iceland RFM
- Louisiana RFM
- Fair Trade USA
- Seafood Watch / MSC / ASMI joint meeting
- DNV Global / fisheries Certification Body



Meeting with Louisiana RFM Program @ Boston Seafood Show

ALASKA RFM PROGRAM HIGHLIGHTS:



The **Global Sustainable Seafood Initiative (GSSI)** continues to see growth and momentum. They welcomed seven new partners to its [Global Partnership](#) over the last year. The most recent partners, Glacier Fish Company and Seattle Fish were announced on April 10 and April 16.



New GSSI Partners added April 2018



New GSSI Partners added in the last year

GSSI also **celebrated their 5-year anniversary** of working towards more sustainable seafood. To mark the milestone, they had a reception at the Boston Seafood Show that the RFM Team attended. GSSI also moderated a panel discussion titled [Credible Transparency in the Certification Landscape](#)



GSSI's Managing Director, Herman Wisse was joined on stage at the Seafood Expo North America by Hugo Byrnes, Vice President Product Integrity, Ahold Delhaize; Darian McBain, Global Director of Sustainability, Thai Union; Jennifer Dianto Kemmerly, Director of Global Fisheries and Aquaculture, Monterey Bay Aquarium; and Marcio Castro De Souza, Senior Fishery Officer, FAO to discuss credible transparency in the certification landscape.

Fishery Clients & Certifications

Below is a snapshot of the fisheries and fishery clients that earned their first Alaska RFM Certification and continued certification this past year.

FISHERY	DATE	ALASKA FISHERY CLIENTS
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Certification Bodies & Accreditation Boards



DNV and SCS have achieved their ISO 17065 accreditation scope expansion through the American National Standards Institute (ANSI). In addition, the RFM program has a scheduled office visit in August with ANSI to continue their training on the Alaska Fisheries Standard. The RFM Program (*per GSSI and accreditation requirements*) will be conducting their first annual audit of the program's newest certification body, DNV following the Brussels Seafood Show in April.

RFM Fisheries Standard Version 2.0 Release

Alaska RFM Program's Fishery Standard Version 2.0, **the first full reissuance of the Standard** since the original Version 1.2 is now posted and ready for use in certifying Alaska Fisheries. Version 1.2 will be archived and will no longer be in use. Version 1.3 now becomes the outgoing standard over the next several years as the transition to Version 2.0 occurs.

The following activities are planned around this release:

- ✓ Formal notifications to the Certification/Accreditation bodies / Version 2.0 will need to receive formal accreditation through ANSI and INAB
- ✓ Training for the Certification Bodies
- ✓ Formal notification to GSSI
- ✓ Updates to the ASMI website
- ✓ ASMI press release

RFM Quality Management System (QMS) Version 4 Release

Version 4.0 of the Alaska RFM QMS was released in December 2017. Notifications were sent to Certification and Accreditation Bodies. The main emphasis was on greater readability, clarity and **reducing costs where appropriate.**

One example of potential savings – Fishery certification costs to the clients will be reduced due to greater acceptance of desktop reviews over on-site audits for annual surveillances.

