

GLOBAL IMPACT REPORT



Issue 02
August 2023



Worker Voice Project aims at universal vessel wifi

GSA is now beginning to better understand typical access to Wi-Fi for fishing crew at sea and the conditions of that access on vessels deemed to be working at or near current best practice....continue on page 8.

300+

Metric tons of Black Tiger Shrimp to be BAP Certified...pg 14

Exploring humane slaughter improvements...pg 9



SEAFOOD TRACEABILITY



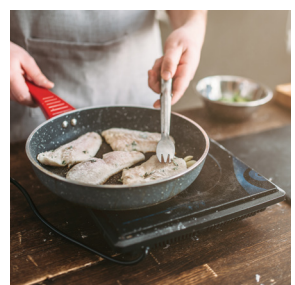
MARINE INGREDIENTS



SDG ALIGNMENTS



CONSUMER CAMPAIGNS



SEAFOOD RECIPES

WELCOME

INSIDE...

Keeping fish in our future

Welcome to the second-annual Global Impact Report by the Global Seafood Alliance (GSA), where we take you on a journey through our joint achievements of the last year. As we gather every Monday morning for our all-staff meeting with employees around the world, it's hard not to be inspired by the efforts being made worldwide to promote responsible seafood practices and the tangible impacts they generate.

We invite you to take a comprehensive look of GSA's advocacy, education, and certification initiatives, presented on a regional basis and how they align with the United Nations Sustainable Development Goals (SDGs). Each section highlights the substantial progress made toward our collective vision of a responsible and thriving seafood industry.

On behalf of every team member of GSA, we thank you for your unwavering support in advancing responsible seafood practices worldwide. We are thrilled to share some of our most impactful projects and initiatives with you, hoping to inspire your engagement and foster a sense of collective responsibility.

Your involvement is invaluable to our ongoing endeavors, and we encourage you to join our cause by becoming a member of GSA. Together, we can create a meaningful and lasting difference, ensuring a brighter future for our oceans and the communities that depend on them.

– GSA Team

VISUAL KEYS



An update from a story in last year's Global Impact Report



Dive Deeper and listen to relevant content from the GSA Podcast - Aquademia



Dive Deeper and read relevant content from the GSA online magazine - The Advocate



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2023 Global Seafood Alliance (GSA)

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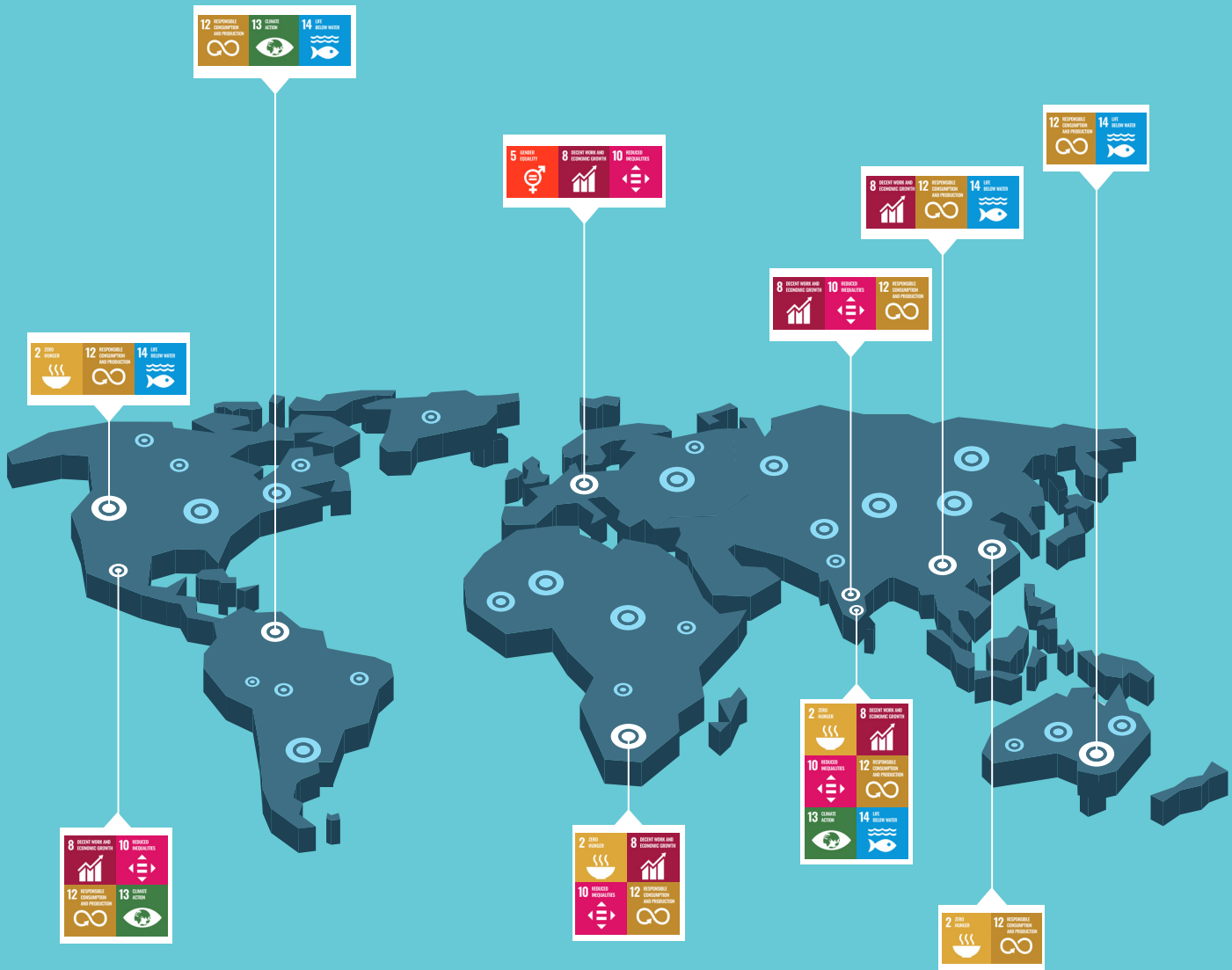
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A global view of Sustainable Development Goals that GSA projects are directly supporting



Our priority SDGs



Corporate Member Spotlight

From its inception, Choice Canning Company has had a tradition of being first in the seafood industry. Choice was the first company in India to establish a completely integrated and automated state-of-the-art factory for processing ready-to-eat shrimp in retail bags. Choice is also the first company in India to introduce fully automated high-tech systems for individually quick frozen (IQF) shrimp. The company is EU certified and certified by National Standard; its finished products are exported mainly to the USA and Canada. Choice Canning's primary seafood business is focused on shrimp. The company has been at the forefront of seafood business since its inception.

Established in 1953 by the late Mr. O.C. Thomas, Choice Group processed and exported canned shrimp and thus it was named Choice Canning Company. When canning technology became outdated in the 1970s, freezing technology was adopted. Processing plants provided value addition in 1990. Today, the Choice Group is a third-generation multinational business that has expanded to include seafood, construction, education and shipping. Recently, Choice Canning celebrated 70 years in the business.

Jose Thomas has led Choice Canning for the past 50 years, with his feet planted firmly on the ground, guiding his team of committed individuals to aim for the stars. Their ultimate objective is to position the company as a world leader in the food processing industry. They have well-placed offices in various parts of India, the United States, Canada, and Singapore.



Are you interested in showing your public support for GSA's impactful projects through membership?

Email us: membership@globalseafood.org



After being the platinum sponsor of GOAL 2022 in Seattle, USA, Choice Canning Co. joined GSA as a corporate member, making it the first India-based company supporting BAP certification to do so.

Thank you Choice Canning for your support of our work at the Global Seafood Alliance through Corporate Membership.

CORPORATE MEMBERSHIP

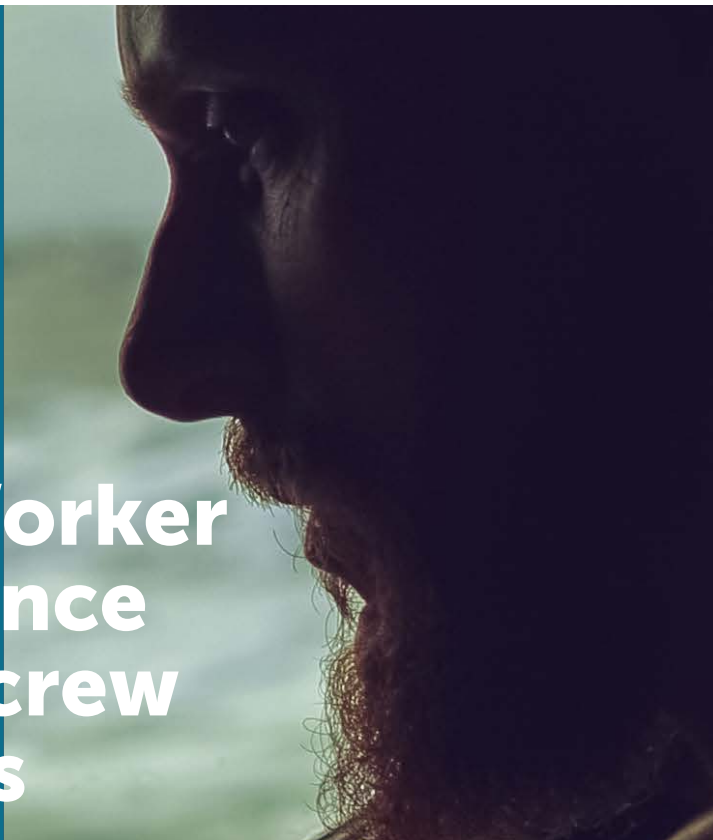
Annual Membership Benefits | \$5,000 per year

- ✓ Public recognition that your company supports responsible seafood:
 - ✓ Your company listing on the GSA website
 - ✓ Your company's logo listed on the Corporate Membership webpage
- ✓ Complimentary advertising through GSA networks:
 - ✓ 1 email newsletter banner advertisement
 - ✓ 1 digital advertisement on the Responsible Seafood Advocate
- ✓ Discount to in-person GSA events
- ✓ Access to the GSA Member Toolkit (infographics, production data, etc.)
- ✓ GSA Newsletter mention
- ✓ Social media mentions across organization channels
- ✓ Feature on the GSA Blog
- ✓ Benefit accessibility to all staff members

Our Corporate Members



Becoming a corporate member is a way for your company to demonstrate support for progress towards responsible seafood practices worldwide. Corporate membership is the closest way an external producer or business can align itself with GSA. Thank you to the GSA corporate members who are partnering with us to further our shared mission of responsible seafood practices.



Establishing Worker Voice and Grievance Mechanisms for crew on fishing vessels

GSA is proud to support the success of the UN Sustainable Development Goals (SDGs) by our mission of meeting global nutrition needs through responsible seafood. The UN SDGs place important emphasis upon human rights. Indeed, more than 90 percent of the goals and targets of the SDGs correspond to human rights obligations. This project is our opportunity to contribute to improving human rights for fishing crew providing the world's seafood.

This project explored the question "What is the expectation of Worker Voice and Grievance Mechanisms on certified vessels?" It was an action research project undertaken through 2022 and supported by the David & Lucile Packard Foundation.

The reason the project focused on certified vessels, or vessels deemed capable of certification, was to understand what current best practice looks like in tandem with stakeholders' expectation of best practice. By identifying current best practice, we, collectively, can identify steps toward further improvement, acknowledge those working to current best practice, and provide clear guidelines as well as demonstrate good models, to those who need to improve practice.

The project engaged with more than 150 stakeholders across more than 30 countries and found that on fishing vessels working at or toward best practice it is expected that crew have safe and fast access to appropriate grievance mechanisms and that they are properly represented through worker voice mechanisms. That can set the target for all fishing vessels.

This project has now concluded, and reports are publicly available. With the continued support of the David & Lucille Packard Foundation, GSA is now beginning to better understand typical access to Wi-Fi for fishing crew at sea and the conditions of that access on vessels deemed to be working at or near current best practice, i.e., using ILOc188 as a framework, for example. Additionally, we will be seeking to understand the challenges and costs encountered by the fishing vessel owners and skippers, in the provision of Wi-Fi to fishing crew at sea. We hope to share a report on this work in the second quarter of 2024.

The results of the research also illustrated the importance of supporting skippers and vessel owners in creating and operating these

processes, and to begin the process with good preparation at recruitment. Further research is also recommended to, for example, understand current levels of access to Wi-Fi and conditions of access.

As a result of the research from this project, key recommendations include:

1. Develop an international dialogue to build a Code of Best Practice to foster effective Worker Voice and Grievance Mechanisms on fishing vessels based on global guidance, experience, and frameworks.
2. Specify requirements, beyond building of the process, within the Code of Best Practice for effective Worker Voice and Grievance Mechanisms, to:

- Train vessel owners and skippers how to create Grievance Mechanisms, enable participation in Worker Voice representation, and specific requirements that support good preparation of crew at recruitment.

- Prepare crew at recruitment so they have a full understanding of the role's work and responsibilities; the contract, including pay amount and how it will be paid; rights on board; and training that to be provided.

- Provide language-appropriate information. Information to ensure crew know how to access a Grievance Mechanism on board and at port.

- Provide communications Access. All fishing trips over 24 hours should provide crew with free access to Wi-Fi daily.

- Share the experience of best practice and applicable tools.



Leveraging Technology to Provide Enhanced Assurances

In 2022, GSA announced a multi-year partnership with Envisible, a company specializing in sustainable sourcing and traceability technology, to leverage supply chain information for Best Aquaculture Practices (BAP) and Best Seafood Practices (BSP) stakeholders. The partnership is focused on meeting the marketplace needs for digital traceability, providing greater transparency and information sharing among supply chain participants, and further enhancing and digitizing the assurances that GSA provides to the marketplace.

During the past year, digital traceability pilots have provided a new level of visibility into a variety of aquaculture and wild-caught supply chains. Digital traceability information, combined with GSA's supply chain data, provides an opportunity to create even stronger assurances for our members, partners, and end-users. In addition to strengthening our BAP and BSP programs through this work, GSA is also

focused on creating more efficient methods of communicating supply chain information among various partners, developing more actionable data and analytics, and deploying new technology platforms to execute GSA standards and programs.

As the acceptance of our standards and programs continues to grow, and as the global marketplace for seafood continues to evolve, GSA is fully committed to deploying new technologies to support our mission and create value for our members.

(en)visible

Exploring humane slaughter improvements

As an organization, a priority of Global Seafood Alliance is to improve the health and welfare of aquaculture species. This aligns with the four pillars of responsible aquaculture (environmental responsibility, social responsibility, animal health and welfare, food safety), which BAP certification standards are based on.

In collaboration with The Center for Responsible Seafood (TCRS), we are conducting

research to improve humane slaughter in commercially important aquaculture species. This means establishing insensibility indicators and using these to test on commercial stunning trials. Such results will inform future iterations of BAP standards where applicable.

As far as next steps go, once insensibility is established then trials can begin on appropriate stunning methods for the relevant species.



The Economist 11th World Ocean Summit



GSA participated in our 6th World Ocean Summit during which time we have introduced and embedded aquaculture in to the agenda both speaking and advising on topics and speakers.

The summit convenes some 1500 delegates from 80 countries representing a wide cross-section of the ocean community from business and finance to government, national and international policy-makers, civil society, and academia.

It provides GSA with an important opportunity to understand the role of seafood production in the context of other blue economies, hearing how they are influencing and engaging with investors and policy makers, competing for priority. In 2023 GSA worked closely with RARE, the Commonwealth Secretariat, the Marine Stewardship Council, and private sector producers to deliver two panels on blue food, helping to ensure the critical role of blue food.



DIVE DEEPER

Headline: Stanford researchers launch IUU fishing and labor abuse risk tool

"Monitoring the world's fishing fleets for labor abuse and illegal fishing is a challenge, but new data could help companies and countries combat illegal, unreported and unregulated (IUU) fishing. Combining machine learning and human insights, a Stanford University-led research team has developed a new modeling approach to identify and map the regions and ports at highest risk for illicit practices..."



Listen to the seafood industry's top podcast




DIVE DEEPER

Episode 170: Supply Chain Transparency and Traceability with Reid Jackson of GS1-US


Description: Using ground up insects as a protein source sounds like something from a sci-fi movie, but in the world of aquaculture feed ingredients, insect meal is a hot topic and a popular alternative. In this episode, Andrew Richardson, the Aquaculture Product Manager at Innovafeed, talks about novel feed ingredients like insect and algal proteins, and how they impact the sustainability of aquaculture feed.


Establishing a workstream for the Global Roundtable of Marine Ingredients



Aquademia
RESPONSIBLE SEAFOOD PODCAST

Listen to the seafood industry's top podcast





DIVE DEEPER

Episode 137 – Insect Proteins and Other Novel Feed Ingredients with Andrew Richardson of Innovafeed.

Description: Using ground up insects as a protein source sounds like something from a sci-fi movie, but in the world of aquaculture feed ingredients, insect meal is a hot topic and a popular alternative. In this episode, Andrew Richardson, the Aquaculture Product Manager at Innovafeed, talks about novel feed ingredients like insect and algal proteins, and how they impact the sustainability of aquaculture feed.

Marine ingredients like fishmeal and fish oil provide nutrients that often cannot be found in other feed materials. They are essential ingredients of many aquafeeds. Fishmeal and fish oil are a finite resource. Certified fishmeal and fish oil are not available domestically in India. As such, this project's goal is to increase the number of Fishery Improvement Projects (FIPs, multi-stakeholder initiatives that aim to help fisheries work towards sustainability) in India, thereby increasing the amount of nutrients available to aquafeeds.

The South and Southeast Asia Marine Ingredients (SSEAMI) Working Group is part of the Global Marine Ingredients Supply Chain Roundtable coordinated by Sustainable Fisheries Partnership (SFP) and the Marine Ingredients Organization (IFFO). The roundtable has membership from organizations interested in improving and increasing the availability of sustainable marine ingredients, including GSA. The Working Group centers around having a global dialogue and action on improvements to fisheries in the region.

The project aims to improve the understanding of the sustainability of fisheries in South and Southeast Asia (focusing on India) and establish a pathway of improvement for them that meets international standards. This includes undertaking research, outreach and

establishing a Working Group comprising members from NGOs and the industry that can direct activities and support implementation. The Working Group holds regular meetings to maintain the momentum of the project and ensure that all target deadlines are met.

The Working Group was officially launched in April 2021, with meetings held approximately each month, and individual stakeholder meetings held when required.

The goal was to facilitate the start of FIP development in India. At that time, GSA did an RFP and chose Key Traceability to work on a project to help move this forward through GSA's work with the Global Roundtable on Marine Ingredients.

It was a yearlong project that stretched to 14 months, but we have seen success. When the project started there was one active FIP in India that was only accessible by one company. As of this report, there are four new FIPs that are in initial assessment and three more that are about to start the process.

We continue to monitor the progress of the FIP activity in India through our membership in the Global Roundtable.

Certification as an instrument of change: A case study from southern Africa

If a fish farmer in southern Africa wants to access international seafood markets, what steps do they need to take? This question is the starting point for a fascinating study by Imani Development aimed at boosting trout exports from Lesotho. It is also the start of a journey for two farms that committed to the international aquaculture standards of Best Aquaculture Practices (BAP) and to making a host of improvements to reach full compliance.

Imani's case study shows that the driver for change is market access, and it logs the improvements made over time to gain this access. As such, it constitutes a valuable, independent assessment of how certification standards can act as an instrument of change long before an auditor even sets foot on a farm.

Baselines

Voluntary certification programs like BAP are sometimes unjustly criticised for certifying the status quo, so it is important to provide evidence from field studies to demonstrate positive change on the water. The Imani study does this job very effectively by setting baselines and by measuring improvements against them.

In the normal course of events, few people have time to establish baselines and no systematic records are kept of the situation before a farm gets certified. Hence, to an uninformed outsider, attaining certification may appear merely as a box-ticking exercise with an auditor signing off compliance on the day of the audit. This would ignore the months of hard work undertaken in advance. Farmers, wisely enough, will not undergo the expense of an audit until they know they are likely to pass – they make improvements and they are not content with the status quo.

Progress

The careful logging of baselines and progress in the Imani report lends itself to charting how farms improve. BAP standards comprise sets of compliance clauses divided into five key areas: food safety, social accountability, environmental responsibility, animal health and welfare and traceability. These key areas are the BAP pillars of responsible aquaculture and they are plotted in the figures below for both farms in the study.

The triple impact of standards: Change before, during and after certification

BAP (and its sister for wild seafood BSP, Best Seafood Practices) is keen to maximise

positive change and to better understand the mechanisms for inducing change. The Imani study shows how certification can drive improvements before certification and it thus helps to fill an important gap in our understanding. To understand change during and after the certification process, BAP has collaborated with other independent researchers (e.g., Michael Tlusty of University of Massachusetts-Boston and Froukje Kruijsen of The Topical Institute in the Netherlands).

The work by Michael Tlusty (ref), through the systematic analysis of audit reports, has mainly focused on assessing improvements that are made between the initial audit and the granting of certification following corrective actions (i.e., those actions taken by the farm in response to any deficiencies identified by the auditor). Unlike Imani, his work did not extend to field studies and the setting of baselines before farms undergo their first BAP audit. The work by Froukje Kruijsen of The Tropical Institute (Ref) was a social impact study that involved analysis of audit reports and interviews in the field to assess how BAP compliance was impacting conditions for workers over time, but it did not set baselines. This again reveals how the Imani study fills an important gap.

Continuous improvement

Finally, it is important to note that BAP standards are not static: They are revised over time in response to technological and industry improvements and better understanding of aquaculture's impacts. For example, the current BAP Farm Standard 3.1 is much more detailed, and it sets a much higher bar than the original BAP farm standards developed some 20 years ago.





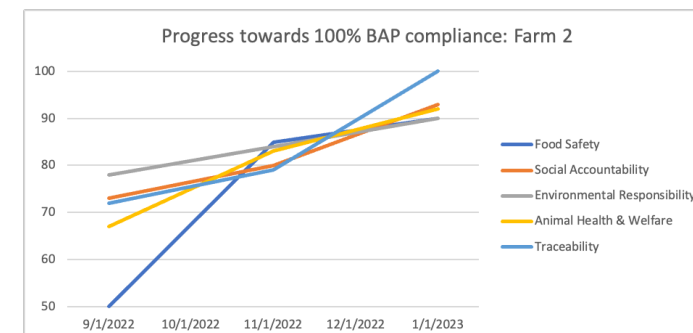
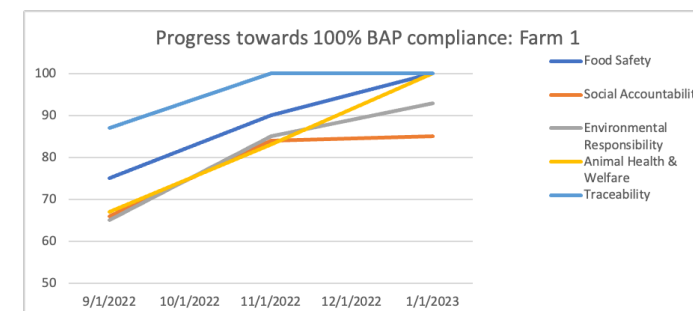
Responsible Seafood
ADVOCATE



DIVE DEEPER

Headline: The value of aquaculture certification

"Many consumers look for an eco-label or rely on a trusted retailer or restaurant to identify sustainable seafood. Certification programs convey this assurance by providing consistent information about the origins, food safety and environmental credentials of seafood."



GSA GETS INVOLVED

GSA associates attend many events globally each year. Here is a sample of where we were and what we did in the last twelve months.



#WHEREINTHEWORLDISGSA

Aquishow Brasil

São José do Rio Preto, Brazil

GSA was invited to perform a speech at Aquishow Brazil 2022 in Sao Jose do Rio Preto. It was a great opportunity to meet tilapia producers in Brazil. Following the show, GSA's Latin America team took the opportunity to visit North-east Brazil, a prominent shrimp producing area. Our team delivered speeches and presentations about responsible farming practices to many companies located in the region.

OECD's Beyond Growth Symposium

Edinburgh, United Kingdom

OECD enabled a unique event to be held at Heriot-Watt University, Edinburgh, in which GSA participated as a facilitator and contributor. The event gathered delegates from around the world including Australia, the US, Africa and Asia to explore donut economic paradigms in the context of fishing policy and futures for fishing communities.

Melanie Siggs who participated on behalf of GSA is an Honorary Professor at Heriot-Watt University.

GSA India Tour

India

Kalcutta: IISS India International Seafood Show – connected with 20+ BAP facilities to thank them for their support of responsible seafood.

Andra Pradesh: Toured processing, farm & feed mills.

Kochi: Met with platinum sponsor Choice Canning & had a fantastic tour/ follow up on the Responsible Farm Practices.

Mangaluru: Met with the fishmeal processors and Key Traceability to tour fishmeal plants & present to the India Marine Ingredients Association.

GSMC

Palm Springs, California USA

"GSMC gave me the unique opportunity to meet and connect with established leaders impacting the United States' seafood supply chain at all levels. NFI also provided a conference program that helped me better understand the most important issues facing our industry from a range of perspectives. I especially enjoyed graduating from the Future Leaders program and connecting with fellow Alumni! I look forward to continuing GSA's presence at GSMC in future events."

Seagriculture

Portland, Maine USA

In September of 2022, select GSA employees attended Seagriculture, an international seaweed conference, in Portland, Maine. The conference brought together top minds in the seaweed industry, exploring topics such as biology, business, engineering, and farming. Key topics surrounded scalability, investment, and seaweed market development.

Blue Food Innovation Summit

London, United Kingdom

The Blue Food Innovation Summit, organized by Rethink Events, was held at the Hilton London Tower Bridge on May 23 and 24. The event aims to match entrepreneurs with investors in a setting that promotes education and networking. The program focused on digital and automated technologies, novel feed ingredients, regenerative aquaculture practices, land-based aquaculture and how investment can drive growth in each area. GSA's Melanie Siggs moderated one of the panel discussions.



Seafood Recipe Air-Fried or Oven-Fried Mediterranean Tilapia Wraps

Flaky air-fried tilapia paired with vegetables and yogurt sauce make these wraps a healthy, quick and delicious dinner.

Prep time: 15 mins
Cook time: 10 mins
Yield: 4 servings

Ingredients

1 cup plain yogurt
1 tablespoon lemon juice
1 teaspoon finely grated lemon zest
1 small garlic clove, finely grated
Salt and freshly ground black pepper
1/2 cup all-purpose flour
2 large eggs
1 cup falafel mix
1-1/2 pounds BAP-certified tilapia, cut into 1-inch strips
Olive oil spray
4 flat breads
2 cups chopped tomatoes
2 cups chopped cucumbers
Dill pickle wedges

Preparation

Step One

In a large bowl, combine the yogurt, lemon juice and zest, garlic and salt and pepper. Set aside.

Step Two

Preheat the air fryer or oven to 450°F. Place the flour on a plate. Whisk the eggs in a pie plate with a tablespoon of water until well mixed. Put the falafel mix on another plate. Season the tilapia with salt and pepper and dip in the flour, coating on all sides. Dip into egg and then into the falafel mix to coat each strip of fish. Spray fish with oil spray.

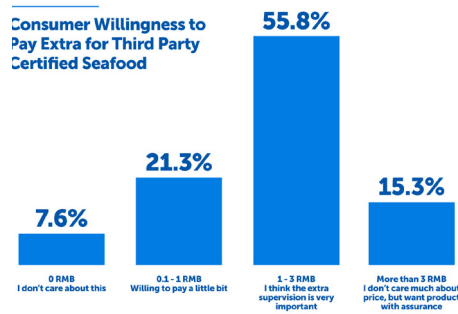
Step Three

Place into air fryer (if oven frying, place on an oiled sheet pan) and cook for 10-12 minutes or until fish is cooked and flaky. Serve on flat bread with tomatoes, cucumbers, pickles and yogurt sauce.

Study Shows Almost a Third of Chinese Consumers Recognize BAP Label

The Global Seafood Alliance (GSA) recently conducted a survey of about 3,400 consumers in China to better understand consumer purchasing decisions and the influence and awareness of the Best Aquaculture Practices (BAP) label.

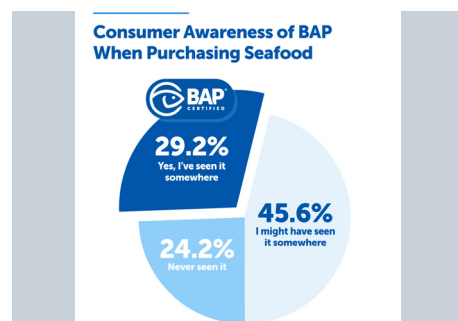
A total of 3,403 consumers were surveyed by a third-party, with about two-thirds of survey respondents being born in 1990 or later. Almost all respondents agreed that seafood is a healthier option than other animal proteins, and more than one-third of respondents currently eat seafood at least twice a week. When asked where they purchase seafood most often, respondents said that they are going back to supermarkets and traditional markets now that COVID restrictions have been lifted in China, whereas the number of respondents getting takeout has decreased.



When respondents were asked which issues are most concerning during the production process, food safety ranked first, followed by environmental sustainability.

When asked if they are willing to pay more for seafood from producers that were audited by a third-party, about 71 percent of respondents said they care enough to pay at least 1 RMB more to purchase a product with added assurances. This shows that having the BAP label on seafood packaging can provide an advantage for producers in the marketplace.

When asked if they recognized the BAP label, about 30 percent of respondents said that they have seen the logo before, and more than half said they are more likely to purchase seafood if the packaging has the BAP label on it.



Behind the Minh Phu shrimp-mangroves social enterprise pilot: Dat Mui sub groups

One of the Global Seafood Alliance's core tenets is to create and uphold best practices in the seafood industry. As large-scale producers prioritize sustainability more and more, one of GSA's focus areas has shifted to supporting small-scale farmers and the responsible development of that sector.

To confidently know that a producer's processes are responsible, Best Aquaculture Practices (BAP) certification is the gold standard. Part of the GSA mission is to give small-scale producers the tools to enable them to produce in a way that measures up to BAP.

Prior to 2003, black tiger shrimp dominated global shrimp production, but this role was eclipsed with the introduction of specific pathogen-free (SPF) Pacific white shrimp (*Litopenaeus vannamei*) as a solution to White Spot Syndrome Virus. By 2018, the white shrimp sector had rocketed to nearly 5 million metric tons (MT) – eight times the production level of black tiger shrimp (*Penaeus monodon*).

Black tiger shrimp farming has remained nearly flat and confined primarily to small-scale farms, as the species is cultured at very low densities without supplemental feed.

The success of *L. vannamei* production led to

an oversupply, commoditization and declines in prices of small to medium-sized shrimp. The market is segmenting with premiums for large sizes, which is leading to renewed interest in *P. monodon*.

To support this movement of interest in black tiger shrimp, GSA is a part of a social enterprise pilot for Minh Phu's shrimp mangroves in Cà Mau, Vietnam. The goal of this pilot is for the Dat Mui sub-groups of Minh Phu to improve their practices with the hope of attaining Best Aquaculture Practices (BAP) certification across 380 farms and 11 groups with over 300 MT of black tiger shrimp.

Minh Phu's audit has been completed and is currently under review. The successful implementation of this project is expected to benefit small-scale black tiger shrimp farms in other producing countries and to help revitalize the *P. monodon* market worldwide.



MoU links GSA and TCRS to Choice Canning to better the safety, security and future of aquaculture through education and training

Because approximately 90 percent of global aquaculture producers are small-scale or family businesses, the need to engage with that diverse sector is critical to continue to support growth and encourage the long-term sustainability and feasibility of aquaculture.

This is also the case in India, where the small-scale sector contends with a lack of resources, training and infrastructure to effectively meet the demands of a continuously evolving seafood market. Small-scale operators tend to be focused on survival from year to year and will often make drastic changes to their business in short periods of time to try and

account for current conditions (i.e., changing species due to disease or a lack of market support, etc.).

Frequently, these small-scale producers lack the necessary capital to purchase proper equipment and solid broodstock, and to engage in good production practices, which leads many of these small farms to struggle for survival. Bringing these small-scale producers together into continuous improvement programs has been identified as a potential way to drive improvements in the industry to create efficiencies for both the farmers and their end customers.

These small-scale producers face the following challenges:

- Lack of infrastructure
- Best practices to achieve consistent product quality
- Lack of market access
- Intermediaries who don't add value
- Lack of capital/funding
- Lack of insurance
- Small/limited Individual volume
- Organization/Structure/Social Environment
- Compliance with laws/regulations of home country and export markets

To promote the development of long-term aquaculture improvements in India, the Global Seafood Alliance, Choice Canning Company and The Center for Responsible Seafood (TCRS) have entered a MoU to better the safety, security and future of our farming society through education and training.

The purpose of this MoU is to jointly deliver educational opportunities to small-scale farmer-producer communities in India through the support of all parties. Early adopters who can lead by example within their local communities will be the first trainees. These initial participants will consist of a handful of individuals who will benefit from training and who will showcase best practices within their farming communities to create increased demand for access to educational content. This joint Responsible Farming Practices initiative will operate under the following guiding principles:

These small-scale producers should be able to have access and knowledge to become self-sustaining environmentally and economically and to achieve:

- Responsible aquaculture practices
- Self-sustaining (environmentally and economically)
- Economic development
- Generational stewardship
- Community development

•Vision: A world in which aquaculture farmers are respected, valued, and prosper

•Mission: To invest in and advance aquaculture education and extension to solve farmers' challenges

The Responsible Farming Practices initiative will consist of four phases that includes a marketing/outreach component to educate the marketplace.

•Phase 1 – Assessment (current)

•Phase 2 – Implementation of training program to initial participants

•Phase 3 – Outreach

•Phase 4 – Graduation



Listen to the seafood industry's top podcast



DIVE DEEPER

Episode 151 – Career Pathways – Jose Thomas of Choice Canning Co.

Description: Entrepreneur Jose Thomas of Choice Canning Co. joined the Aquademia crew to share the story of his career, from sleeping on the floor in his Queens, NY apartment to running multiple successful food processing facilities. His story is insightful and inspiring, and this episode is definitely one you won't want to miss!



**Saint John, New Brunswick,
Canada October 2-5, 2023**

**Responsible
Seafood
SUMMIT**

The Global Seafood Alliance has been encouraging collaboration and facilitating dialogue throughout the seafood community since 2001, beginning with the Global Shrimp Outlook for Leadership (GSOL) and continuing with its successor, the Global Outlook for Aquaculture Leadership (GOAL). Though the name has changed, the mission has not – to provide a pre-competitive platform for sharing knowledge and exchanging

ideas amongst seafood thought leaders, uniting aquaculture and wild-capture fisheries. The Responsible Seafood Summit features a carefully curated, forward-thinking program with around 50 speakers who identify emerging issues before they become challenges and develop a long-term strategy addressing those challenges. Program sessions are structured to unite seafood professionals from both aquaculture

and fisheries to discuss shared responsibilities and goals. This is the world's only seafood event that focuses on bridging the differences and nurturing the commonalities between aquaculture and fisheries, with the goal of building a more unified front for seafood. No two events are the same! We do not rest on our laurels by holding the same event in the same location each year. The Responsible Seafood Summit

has been held in 18 cities on four continents since 2001. Each event is unique, embracing the identity and culture of the host country while providing an entertaining, casual atmosphere for seafood professionals to learn and network through an education program, meals and receptions, and field trips to production facilities. This year's event features eight field trips. Be among the 400 seafood thought leaders who join us in Saint John to stay ahead of the curve and to be an active participant in the development of a healthy, responsible seafood community.





BAP holds educational session for producers and retailers in Nanjing, China

Our Mission: The Global Seafood Alliance is an international nongovernmental organization dedicated to advancing responsible seafood practices through education, advocacy and third-party assurances.

The Global Seafood Alliance's Best Aquaculture Practices (BAP) certification program most notably upholds the "Demonstration" part of the GSA mission, but it also contributes to the "Education" component.

GSA's China office held a seminar educating both producers and retailers about the BAP farm standard on March 7 in Nanjing, China. More than 40 representatives from farms and retailers appeared. This event succeeded in introducing the requirements of the BAP farm standard to the group of stakeholders, many of whom have heard of BAP but were not fully aware of what assurances the certification program provides.

As a direct result of this seminar, five farms are in the process of applying now. Even more importantly, Chinese endorers now have better understanding of the assurances BAP provides, which opens up a new world of opportunities for BAP certified producers in China.

Moving into the future, our China team is looking forward to the opportunity to hold similar events in other cities of China.

With the help of social media influencers, BAP consumer campaigns highlight human and ocean health



Following GSA's first consumer-facing campaign in 2022, this year GSA is focusing on three specific promotional periods for consumer campaigns with the goal of increasing seafood consumption and brand awareness of the Best Aquaculture Practices (BAP) label.

For National Nutrition Month in March, BAP launched a social media campaign with the theme "Sustained by Seafood" that highlighted the health benefits of seafood and featured videos from BAP brand strategist and registered dietitian Sherri Clerk. The campaign focused on healthy aging, mental health, seafood and children's health, and fitness and performance. BAP also worked with two influencers who created recipes using BAP-certified seafood they purchased from their local Walmart store.

In June, BAP launched a social media Ocean Month campaign that featured videos from BAP-certified producers throughout the month. The videos help make the connection between the seafood products and the people behind them, and to show consumers what responsible aquaculture looks like. The videos also helped to show what a career in the seafood industry might entail. The campaign also highlighted new recipes on BAP's consumer website, grilled shrimp lettuce wraps and grilled mustard salmon kebabs.



The biggest promotional period for the year will be in October – National Seafood Month –when BAP will again partner with retail and foodservice operators to educate their customers about the program and help drive an increase in seafood consumption leading into the holiday season. Outreach is looking to firm up commitments with campaign partners and prepare for another social media campaign leading up to October.

As part of this overall effort, BAP has released a toolkit with new point-of-sale materials, recipes, social media posts, digital assets and more. If you're interested in getting involved, reach out to Elise Avallon at elise.avallon@globalseafood.org

Thank You GSA Members!



Member Spotlight

Wasseem Emam - Director, Ethical Seafood Research and Individual member of GSA

Why did you join GSA?

"When I looked into [GSA membership], I realized it was a no-brainer since it was a community of like-minded professionals working towards the same goal. GSA membership basically meant a seat at the table with passionate fellow seafood advocates that don't shy away from the challenges faced by the seafood sector and instead look tirelessly for solutions."

What about responsible seafood motivates you most?

"...in comparison with the seemingly insurmountable challenges posed by gargantuan issues such as climate change, the sustainability issues faced by the seafood sector feel more straightforward to conceptualize and rally support around. I am particularly driven by the existence of synergies between varied stakeholder interests which means that responsible seafood is more than just a pipe dream. Those moments when you find win-win solutions for industry and environmental groups are pure gold."

INDIVIDUAL MEMBERSHIP

Annual Membership Benefits | \$50 per year

- ✓ Public recognition that you support responsible seafood practices
- ✓ Your dollars directly support GSA's worldwide industry improvement projects
- ✓ Your name's listing on the GSA website
- ✓ Access to the GSA Member Toolkit (infographics, production data, etc.)
- ✓ Discounts to in-person GSA events
- ✓ Social media mentions across organization channels
- ✓ Feature on the GSA Blog

All of the initiatives outlined in this report are made possible by the Global Seafood Alliance's corporate and individual members.

Their support enables our organization to carry out projects that advance the responsible seafood space around the world through advocacy and education.



The Global Seafood Alliance (GSA) is an international nongovernmental organization dedicated to advancing responsible seafood practices through education, advocacy and third-party assurances.



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