Throughout 2022, GSA’s #SeafoodWithStandards campaign highlighted each stop along the production chain to pull back the curtain and explain what happens there. We started with the processing plant, as that’s the stop that both wild and farmed seafood go through.

A closer look at what happens at seafood processing plants
February 2022

Atlantic Capes Fisheries, a fully integrated seafood company based in Fall River, MA, USA became the first company to achieve Best Seafood Practices (BSP) certification for its entire supply chain. The company owns 25 harvesting vessels, which are the first vessels to achieve certification to the RFVS in North America.

Atlantic Capes First Company to Achieve Supply Chain Best Seafood Practices (BSP) Certification September 2022

GSA’s Responsible Fishing Vessel Standard (RFVS) is the first to achieve Sustainable Supply Chain Initiative (SSCI) recognition, a demonstration of our leadership in the global effort to build credibility among social accountability standards.

Responsible Fishing Vessel Standard (RFVS) is First Scheme to Achieve SSCI’s Ali-Goo Operations Benchmark November 2022

We shared preliminary results from our first consumer marketing campaign, “Healthy Fish, Healthy Planet, Healthy You!” in 2022. Conducted in October to coincide with U.S. National Seafood Month, the campaign was designed to build consumer awareness of the Best Aquaculture Practices (BAP) certification program and drive sales of BAP-certified seafood products.

GSA Releases Results from First Consumer Campaign December 2022

In honor of GSA’s 25th year, we took a look back to the formation of the Global Aquaculture Alliance in 1997. We still have far to go to help the seafood sector achieve its full potential of feeding the world with wholesome and responsibly produced food, but the first 25 years have provided a strong foundation to build upon.

November 2022

BAP Spotlight Stories were created as a way to highlight BAP-certified producers around the world and the stories of the people behind them. R.J. Taylor, owner of Cedar Crest Trout Farms, which operates the brand Springhills Fish, in Ontario, Canada, answered our questions about owning and operating an aquaculture facility.

BAP Spotlight Story: Springhills Fish May 2022
Our highlights

A few words from our team

"2023 was a year of growth for the Global Seafood Alliance and we have expanded accordingly, adding expertise to our program teams, helping development, operations, and finance teams in particular to gain access and continually improve our work alongside people who are passionate about our mission and committed to the work we do around the world."

- Melodie Brereton
Chief People Officer

"2023 was largely spent exploring new ways to tackle some of the challenges we face. We dedicated our focus on planning some existing initiatives for 2023, while also setting in motion the development of several future-state scenarios and programs with a focus on efficiency, scale, and new kinds of engagement. To a shifting world and a new vision forward, we continue Global Seafood Alliance’s mission in 2023."

- Stu Cooper
Chief Financial Officer

"This year we made our first-ever campaign to increase SAFA-based recommendations and we were well-placed with the overall results of the campaign and the support we received from our partners. We believe consumer education plays an important role in increasing consumer awareness and influencing the public about the sustainability of seafood is a responsible and necessary choice."

- Diane Poon
President of Marketing and Communications

"The establishment of GSA’s GSA Program led to the alignment of resources for the development of the Ocean Model, a data-driven tool that helps our members and partners to benchmark their progress toward our sustainability goals. As a result, we have many new members, and we are able to expand and improve our programs in efforts to meet our mission and engage our community as we continue our mission, many of which are outlined in this report."

- James Wood
Director of Market Development

"ESS is a social-embedded organization. We are “people people.” Our line and email are filled with “people people.” Our work is about people and the environment that surrounds them. Guided by the foodservice industry’s social sustainability standards and expectations, we ensure that we are leading the way in sustainability and food safety, while also ensuring the highest possible level of satisfaction for our customers and partners. We are committed to creating a healthy environment for all, and we strive to build a culture of trust and collaboration that enables us to deliver on our mission."

- Victor Vafakulidis
President and CEO of ESS

"GSA’s Program Imaging Department is tasked with creating our visual identity and ensuring that our work is presented in a way that is consistent with our values and principles. Our team is well-versed in the latest technologies and software, and we work closely with our partners to ensure that our visual assets meet the highest standards. We are excited to continue to work with our partners in the development and implementation of our visual identity."

- Mary Mabry
Chief Marketing Officer

From our roots to yours, we express our heartfelt gratitude for taking the time to read our annual report and for your unwavering support. Thank you for choosing us. Your encouragement and commitment have played a significant role in our success. We are grateful for all of our partners to help us achieve our mission. We look forward to continued work with you in the future. As we move forward, we look forward to continue working with you and others in our industry. Thank you again for your trust and, and we look forward to a prosperous and productive partnership.

THE GSA TEAM
Membership

Our members: the backbone of our mission
Organizations, producers, individuals and students that align themselves with GSAA are advancing responsible seafood practices around the world.

40+ corporate members
8,500+ total membership program
27% growth in paying members
82% member retained rate

Like what you see in our Annual Report?
Show your support for responsible seafood practices - join our network of thousands of producers, businesses, non-profits, students and consumers by becoming a member today.

Become a Member

Member Spotlight

"Listening to the speakers talk at the GSAA conference about all aspects of the seafood industry made me realize it is so important to become part of this organization to reach people, to learn from others, and to help to ensure a more sustainable and responsible seafood supply chain. I want to encourage young students, particularly girls, to take the challenge of unknown worlds."
Makiko Karasawa
HK Sustainable Seafood Coalition | Hong Kong

"I met the pedestrians from GSA’s Aquaculture and recorded a podcast about my book, The Blue Revolution: Hunting, Harvesting, and Farming Seafood in the Information Age, on the show floor and another one a month or so later. That connection, and the shift in GSA to monitor both wild and farmed fish, led me to become a member of the organization."
Nicholas F. Sullivan
Author | United States of America

"For the past 40 years as an insurance and risk manager I travelled extensively around the world viewing an enormous number of aquaculture systems and species. As I near the end of my professional career I think it is important to share what knowledge I have and I believe that a global organization such as GSA, linking people and information, is the ideal forum for knowledge sharing."
Chris Kennedy
Sunoco Food Marine | New Zealand

"GSA membership basically means a seat at the table with passionate fellow seafood advocates that don’t step away from the challenges faced by the seafood sector and instead look tirelessly for solutions."
Wasim Zameem
European Seafood Research Ltd. | Scotland, United Kingdom

Check out more member testimonials on social media with @GSAfishmember!"
Collaborative workstream aims to solve marine ingredient sourcing

The Global Seafood Alliance (GSA) has partnered with the Global Roundtable on Marine Ingredients to start a Workstream focused on filling gaps in supplies of responsibly sourced marine ingredients in South and Southeast Asia. The initial focus of this project is to work with Infant-Trust, Sustainable Fisheries Partnership (SFP), the Marine Ingredients Organization (FYO) and other Roundtable stakeholders to develop solutions to provide locally sourced, responsible produced fishmeal and fish oil for use in the aquaculture industry. The Roundtable has already been working in the Gulf of Thailand to develop solutions for Southeast Asia, so the GSA-led Workstream focuses on responsible fisheries supplies in India.

Aquaculture producers in India are experiencing challenges in sourcing fishmeal and fish oil from certified responsible fisheries or fisherries in assessment through a Fisheries Improvement Project (FIP). Historically there has been a problem for developing FIPs in India, but only one is currently active. Additionally, the imposition of government duties on imported fishmeal (based at 30%) have intensified the ability of Indian feed mills to meet the demand from the global marketplace to provide aquaculture products that are produced with responsible aquaculture. These factors have led to GSA interest in starting a workstream in the Roundtable to bring together industry participants willing to develop solutions.

Seafood purchasers around the world have made commitments to sourcing responsibly produced seafood, which includes responsible ingredient sourcing for aquafeeds destined for use by the aquaculture industry. India is a major supplier of fishmeal to retail and food service companies around the world, so there is strong interest in assuring that India’s feed mills have access to responsibly produced fishmeal and fish oil. GSA is working closely with key stakeholders to lead the workstream. The initial goal of the workstream is to develop a written plan to help advance FIP development in India based upon identified needs and recommended pathways from local experts, industry and market representatives. Multiple stakeholders will be engaged to move this project forward until active FIPs are in place.

An initial mapping document has been developed based upon a literature review of historical activities to develop responsible fisheries in India. In order to support the industry, GSA has modified their feed mill standard to allow feed mills in the country without direct access to currently recognized sources of responsibly sourced fishmeal and fish oil to meet sourcing requirements by becoming activity involved in FIP development. Currently, the Workstream is focused on conducting industry interviews to further understand the current conditions and their impact on fishmeal and fish oil availability.

This project is a first for GSA in how it strengthens series both the wild and farmed seafood sectors. It advances GSA’s mission by driving improvements in both wild fisheries through the development of FIPs, and aquaculture through responsibly produced aquafeeds. Additionally, this project helps support livelihoods of both fisher people and farmers by improving the long-term viability of both sectors.

A Voice for Responsible Seafood

To further position GSA and its members as a voice for responsible seafood, the team launched a media monitoring and outreach program using an AI-based news-aggregation tool. GSA and its affiliated brands garnered more than 5,125 media mentions, more than double 2021’s total. Those 5,000-plus media mentions amounted to more than 38 billion impressions across dozens of online media outlets, up from 21 billion in 2021.

GSA updates its members on campaign progress using email throughout the year. Become a member to stay informed.

2022 Media Outlets

In 2022, the following media outlets reported on GSA and its affiliated brands:

- abcnews
- delicious.
- FoodSafety
- Foodbank
- FOX13
- Seattle
- IntraFish
- Progressive GROCER
- Safesquare
- United by Fish
- Yahoo! News
Education

Our educational offerings: supporting the seafood industry

One of the pillars of our work in the seafood space is education. ODA has three educational products spanning three different media types to ensure that our audience receives information in the way that they learn best (online articles, in-person events, and audio podcasts).

The Advocate Magazine

The Responsible Seafood Advocate continued its editorial transition in 2022, the first full calendar year of showcasing both aquaculture and fisheries-related news, technical papers and feature articles. The online magazine is supported by a weekly newsletter—with open rates averaging 13% and click-thru rates around 20%—and a monthly Editor’s Note, which boasted open rates of 19%. Subscribe to the Advocate below to get our latest stories delivered to your email inbox every Tuesday.

Subscribe

1.2M
pageviews in 2022

1M+
unique pageviews for three consecutive years

4:30
average time on page for all articles

Looking for visibility among qualified seafood professional leads?

Advertise on the Advocate: our online magazine covering a dynamic and evolving industry with objectivity and integrity. The Advocate appeals to industry professionals, academics, marketplace representatives, and more.

Become an Advertiser
The GOAL Conference

After a three-year hiatus, 349 seafood professionals and thought leaders from around the world descended on Seattle, USA, for the 21st edition of the Global Seafood Alliance’s annual GOAL conference, the first in-person GOAL since Chennai, India, in 2019. The event was a success, re-establishing GOAL as a pre-competitive platform for sharing knowledge and exchanging ideas amongst seafood thought leaders, uniting aquaculture and wild-capture fisheries.

Encouraging collaboration, facilitating dialogue.

Same Mission, Expanded Offerings

USA has been encouraging collaboration and facilitating dialogue throughout the seafood community since 2001, beginning with the Global Shrimp Outlook for Leadership (GSOIL) and continuing with its successors: the Global Outlook for Aquaculture Leadership (GOAL). The event was rebranded as the Responsible Seafood Summit for 2023.

Curated content

Staying Ahead of the Curve

Held at the Fairmont Olympic in early October, the event featured around 50 speakers addressing subjects ranging from cutting-edge technologies in seafood supply chains to reducing seafood’s carbon footprint to advancements in open-ocean farming technology, animal welfare and smallholder engagement. The event featured field trips to aquaculture facilities and fishing vessels, innovation awards, and networking opportunities.

No two events are the same!

Seafood Summit 2023

We do not rest on our laurels by holding the same event in the same location each year. Saint John, New Brunswick, Canada, was selected as the location of the 2023 event because of its diverse seafood community and the example it sets for aquaculture and fisheries done responsibly.

Do you want to showcase your organization’s commitment to leading the seafood industry to a more responsible future?

Sponsor our conference and get exposure to the industry’s leaders firsthand.

Aquademia Podcast

The Aquademia Podcast continued to grow its audience in 2022, providing thousands of listeners around the world with 55 episodes — more than 2,600 minutes of quality audio content. We interviewed 45 influential guests, expanding our content’s scope to include more personal stories and wild-caught-focused topics. Aquademia continues to be described as the seafood industry’s top podcast, and it will continue to reach audiences in countries all around the world as we expand our reach into 2023.

195%

Increase in yearly downloads

58

episodes

2.6k

more than 2,600 minutes of audio content

47

influential guests
Growth in 2022

A testament to the industry's dedication and responsible seafood production and sourcing, the Best Aquaculture Practices (BAP) third-party certification program grew almost 5% in 2022. This speaks to aquaculture producers' commitment to the full spectrum of responsibility, whether it's environmental and social responsibility, animal health and welfare or food safety. In just a year since its launch in 2021, the Best Seafood Practices (BSP) program has made waves in the industry, with more than 60 vessels and processors now certified to BSP standards as of the end of 2022.

**Total producers at end of 2022 (BAP and BAP-E):**
- 3,394

**Retention rate (BAP):**
- 88.2%

**Year over year growth in producers (BAP):**
- 4.7%

**Global Impact**

- People employed at certified facilities: 310k
- Meals from certified seafood: 27.5B
- Number of Countries: 43
- Number of Species: 58
Market Endorsers
GSAs Board of Directors

- Michael Bertel, Holman
- Eric Wilson, Eastern Fish Co., Inc.
- Whiting (Crane’s) Inc., Thai Union Group
- Joe Chisholm, Majestic Company
- George Chamberlin, The Center for Responsible Seafood
- Marcus Coleman, SeaFood
- Julie Seeker, Alaska Fisheries Development Foundation
- Ron Fish, Dovett, AGW Consulting LTD
- Tony Deaver, Snyco Corp.
- John Galtier, Lineage Logistics
- Laura Garrido, Priscosea USA
- Al-Henning, Sustainable Strategies & Initiatives
- Robert Jones, The Nature Conservancy
- Allan Kinnal, Allen K Kinnal Consulting LLC
- Santosh Khatri, Marbachi
- Manuel Lindblad, Abasha Seafood Marketing Institute
- Anita Maltby, Government of Ireland
- Robbin McIntosh, Chosen Palmetto Foods Public Co., Ltd.
- Gjerit Milovic, Grabber
- Ron Patton, Grobest Global Service Inc.
- Ten Pickerel, The Few Charitable Trusts
- TY Ross, Snyco Corp.
- Matty Stevens, Global Seafood Alliance
- Jennifer Winter, US Foods

Standards Oversight Committee

- Dr. Alejandro Braschmann, Research and Development Center of Coastal Resources and Environments
- Brigitte Krogh-Poulsen, Independent Seafood Development Consultant
- Daewon Lee, Standards Coordinator
- Dr. David Little, University of Stirling
- Kathy Asjiga, Fish Mark Foods, Inc.
- Ken Carson, Global Seafood Alliance
- Ken Thompson, Aquarium of the Pacific
- Lukean Mavano, U.S. Seafood Import Council
- Patrick Sloane, Marts and Spencer
- Dr. Simon Bush, Wageningen University
- Tyler Isaac, Monterey Bay Aquarium
- Dr. Shokara Gbuerah Thimble, WorldFish
- Jenna Steer, Sustainable Fisheries Partnership
- Duncan Laubflether, Fish Matter
- Mike Park, Scottish Wildfish Producers Association
- Toby Middleton, Marine Stewardship Council

Share your impact!

I’m proud to be a member of GSA’s Seafood and support the projects they do around the world. Check out the impact they had in 2022: #WarTheLoveOfSeafood

Share this

Thank you for taking the time to review our 2022!

Let’s keep in touch