

SEAFOOD NINJA

“HOW TO PARTICIPATE AND NOT BREAK THE BANK”

LOW TOUCH PARTICIPATION

Connect with **Sustainable Fisheries Partnership (SFP)** to participate in one of their Supply Chain Roundtables. Participating in their Supply Chain Roundtables is a great opportunity to learn more about work being done in different species, find opportunities to engage and work with their business engagement team to support your long-term goals. [SFP Supply Chain Roundtables:](#)

- Aquaculture SR
- Russian Far East Crab SR
- Southeast Asia Blue Swimming Crab SR
- Gulf of Mexico Shrimp SR
- Mexican Seafood SR
- Asian Reduction Fisheries SR
- European Sustainable Fishmeal Roundtable
- Latin American Reduction Fisheries SR
- Indonesia Snapper and Grouper SR
- Global Fresh and Frozen Tuna SR
- Global Mahi SR
- Global Octopus SR
- Asian Farmed Shrimp SR
- Global Squid SR
- NW Atlantic Cod SR
- South American Whitefish SR
- Russian Far East Whitefish SR

Sign-up for industry and pertinent organization newsletters. They often offer free webinars and education opportunities as well as important seafood news. For example,

- [Infracfish](#)
- [Seafood Source](#)

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- [Conservation Alliance For Seafood Solutions Newsletter](#)
- Create a [FishChoice](#) Profile – They also send important industry news and updates about work being done in the seafood sustainability space.

Source responsibly- Work with your suppliers to support existing fisheries and products that

- are already **Green or Yellow** rated by [Monterey Bay Aquarium Seafood Watch Program](#) or recommended by [Ocean Wise](#) in Canada
- products that are already certified by an eco-certification benchmarked by the [Global Sustainable Seafood Initiative](#) (GSSI)
- products that your **target customer accepts** within their commitment. For example, they may accept other certifications such as [Fair Trade USA](#), [Friend of the Sea](#), [Naturland](#), etc.
- Connect with Fishery Improvement Projects (FIPs) in areas that you are sourcing from via www.fisheryprogress.org. You may already be sourcing from a producer that is involved in a FIP and do not know it.

HANDS-ON PARTICIPATION

Invest in launching and implementing Fishery and Aquaculture Improvement Projects. Depending on who you partner with, launching and funding a FIP could be anywhere from \$15K to \$250K or more (we have seen basic FIP's launched with \$10K). Therefore, it is very important to identify partners that can help share the cost of these projects.

- Launching a Basic v. Comprehensive FIP also influences cost.
 - A Basic FIP is a good entry point for fisheries to address specific environmental challenges. These can be identified during a gap analysis (which has lower cost) and you can choose fewer activities to tackle in the workplan.

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- A Comprehensive FIP seeks to address the full range of environmental challenges. A pre-assessment is performed based on the Marine Stewardship Council (MSC) certification standard and the workplan has to include the steps needed to address each Performance Indicator (there are 28 PIs in the MSC standard) so that the fishery can improve and achieve certification.
- Fisheryprogress.org has created the following [templates and resources](#) you could use that provide guidance on developing and launching FIPs.

You can also support existing projects by signing a Memorandum of Understanding (MOU) with the FIP lead and committing to either provide direct funding or in-kind support. Depending on the projects' funding model this could also be flat fee, or a specific cents-per-pound of volume sourced from the fishery.

Investing in certification, whether certifying a fishery or farm you source from, or becoming Chain of Custody Certified.

- Certification has a financial cost: contracting a third party to conduct the audit (**Conformity Assessment Bodies-CABs**), hiring and training personnel to implement the certification and compliance requirements, adapt new methods to ensure traceability of certified products and reflect these changes in inventory, invoices and transactions.

Investing in partnerships to further help you reach your goals. Depending on the organization you decide to work with, there is a range of fees that they can charge for the partnership. It's important that you are clear on what your ultimate goal is and contact several organizations to understand what they do, how they can support your long-term goals and you can negotiate the cost based on specific needs and deliverables.

Investing in technology programs that help your company digitize data collection across your supply chain and improve internal traceability systems. IT solutions for your company carry a cost for software licensing and implementation, whether it is blockchain, using Trace Register, Electronic monitoring devices, phone, and web apps, etc.

If you need additional assistance or have specific questions, please email us at sustainability@seafoodninja.com. We are happy to help!