

SEAFOOD NINJA

“HOW TO CHOOSE YOUR PARTNERSHIPS”

There are many organizations that work in the sustainable seafood space. Nonetheless, the following list of organizations and consultants is based on our experience and we regularly update these resources. If you need additional assistance, please email us at sustainability@seafoodninja.com

Sustainable Fisheries Partnership (SFP)- We consider SFP to be industry friendly and an excellent resource, in their own words:

“Sustainable Fisheries Partnership (SFP) is reshaping the world of corporate responsibility in the seafood industry through the creation of powerful information tools and a methodology that enables companies to directly engage with suppliers of natural resources. SFP fills a specific gap between industry and the marine conservation community, utilizing the power of the private sector to help less well-managed fisheries meet the environmental requirements of major markets.”

Participating in their [SFP 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. They also have global [partnerships](#) with industry players such as SAMs and Walmart, Disney World, Aldi US, McDonald’s, to name a few. As their partner you would have access to resources to support your commitment, including SFP’s Metrics system to assess risks to your supply chain and track the progress of your company and your suppliers as you work toward more sustainable and stable supplies of seafood. If you are interested in learning more, you can contact them at info@sustainablefish.org or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

FishWise- For more than fifteen years, FishWise has worked closely with the seafood industry to foster leadership in sustainability and have worked closely with their [partners](#) to achieve the most ambitious responsible seafood commitments. They provide an array of services that range from identifying opportunities for your company to engage with fishery improvement projects (FIPs), on-call support and detailed recommendations for sources that align with your sustainability goals, training for your staff, communication materials, help with your data collection and risk-assessments of your supply chains, etc. They also offer [social responsibility](#) and [traceability](#) services. If

SEAFOOD NINJA

you are interested in learning more, you can contact them at business-engagement@fishwise.org or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

Centro de Desarrollo de la Pesca (CeDePesca)- A nonprofit organization founded in 1997 with the goal of helping Latin American fisheries attain sustainability. Today, CeDePesca has expanded into the Caribbean and is working together with stakeholders in Mexico, Guatemala, Panama, Ecuador, Peru, Brazil, Chile and Argentina, implementing Fishery Improvement Projects (FIPs) for small and large, artisanal and industrial fisheries. CeDePesca creates opportunities for engagement, training and dialogue among fishermen, fishery managers, researchers, academics, representatives of fishing companies and NGOs in the conservation and sustainable use of fisheries resources and marine ecosystems. Learn more about this organization by contacting Ernesto Godelman at: ernesto.godelman@cedepesca.net or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

World Wildlife Fund (WWF)- WWF is the world's largest conservation organization working on seafood and is partnered with over 150 major [seafood buyers globally](#).

We believe you can partner with them in two ways:

1. **Global partnership.** This partnerships is broader in scope and you can work with their buyer engagement team (based on the region where you are located) and they help to evaluate the sustainability of your current supply chain and highlight risks and opportunities, create an action plan, provide internal and external outreach, and help with education and awareness building.
2. **Project specific partnerships.** You can also partner with their regional office in the area you are located to support specific projects in your country of interest. The following are [WWF-led FIPs](#):

[BAHAMAS LOBSTER](#)
[HONDURAS LOBSTER](#)
[NICARAGUA LOBSTER](#)
[ECUADOR MAHI](#)

SEAFOOD NINJA

[PERU MAHI](#)

[PERU JUMBO FLYING SQUID](#)

[THAILAND BLUE SWIMMING CRAB](#)

[EASTERN PACIFIC OCEAN TUNA – TRANSMARINA](#)

[VIETNAM YELLOWFIN TUNA](#)

To learn more about industry engagement at WWF, you can contact them at info@seafoodsustainability.org, or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

[ForSea Solutions \(FSS\)](#)- They provide seafood sustainability technical consulting to the fishing companies and serves as a liaison between local fisheries and global seafood industry to help fisheries unlock their market value. Some of their services include performing fishery assessments (or pre-assessments) against Marine Stewardship Council (MSC), provide technical and logistical support during these assessments as well as assist fisheries in maintaining MSC fishery and Chain of Custody(CoC) certifications, prepare fisheries for annual audits, and develop, launch, and implement fishery improvement projects (FIPs), create and monitor public FIP profiles on FisheryProgress.org. They also help companies connect and liaise with local fishing companies and major seafood buyers, make introductions, organize “buyers” trips to the Russian Far Eastern fisheries. To learn more about their projects and services, you can contact them at 4seasolutions@gmail.com, or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

[IABS Brazilian Institute of Development and Sustainability](#)- Andre Brugger, a versatile professional with experience working at private sector, government, non-profit and University; in different continents and cultures, managing teams with different sizes, backgrounds budgets and goals. In addition to leading NETUNO USA’s sustainability programs, he’s also the Founder and CEO of **[IABS Brazilian Institute of Development and Sustainability](#)**. Contact Andre to learn more about his services at ambrugger@iabs.org.br or let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

SEAFOOD NINJA

[Seafood Watch Business Collaborator Program](#)- If interested in this program, you can sign up [online](#) to receive their Sustainability Guide for Businesses. This guide outlines the steps your business can take to improve the sustainability of the seafood you buy or sell — and gives you the resources to communicate these efforts to your customers. You can also let the **Seafood Ninja Team** know you would like to reach out to them and we will be happy to make introductions.

[Ocean Wise Seafood Program](#)- Based in Canada, they can work directly with you to ensure you have the most current scientific information regarding your seafood so that you can make ocean-friendly buying decisions. The Ocean Wise symbol on menus or packaging enables consumers to easily identify and choose products that ensure the health of our oceans for generations to come. If interested you can sign up [online](#) to become a partner.

Additional organizations working in sustainable fisheries and aquaculture can be found in the Conservation Alliance for Seafood Solutions [Community](#). We would also recommend connecting with the following initiatives and consultants if working in fisheries in Mexico and Brazil:

- **[Pescaconfuturo Mexico](#)**
- **[Impacto Colectivo por la pesca Mexicana](#)**
- **[Paiche Brazil](#)**

We are here to help you connect with these organizations just let the [Seafood Ninja Team](#) know and we will make introductions.