



# A Common Vision for Environmentally Sustainable Seafood

FMI Sustainable Seafood Working Group  
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# The Problem

**Too much competing information about sustainable seafood.**

**Companies asking for consistent advice on how to move forward.**



# The Solution

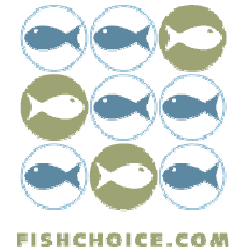
**Fifteen conservation groups.**

**One Common Vision.**

**Six realistic steps that  
companies can take over time.**



# NGOs Involved





# The Steps

- 1. Make a commitment to have a corporate sustainable seafood policy.**
- 2. Collect data on seafood products.**
- 3. Buy environmentally responsible seafood.**
- 4. Make product information publicly available.**
- 5. Educate customers, suppliers, employees.**
- 6. Support reform to improve fisheries and aquaculture management.**



# Retailer Support



For a complete list of companies, please visit [www.solutionsforseafood.org](http://www.solutionsforseafood.org)



# Next Steps

**Serving as a resource for the working group.**

**Exploring partnerships between companies and NGOs.**

**Supporting the Common Vision as an organization.**

**[www.solutionsforseafood.org](http://www.solutionsforseafood.org)**