Advancing the market for sustainable seafood

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The Food and Agriculture Organization (FAO) estimates that nearly three-quarters of ocean fisheries are being fished at or beyond their limits.
### Top 10 U.S. Consumption by Species Chart

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimp</td>
<td>4.40</td>
<td>4.10</td>
<td>4.2</td>
</tr>
<tr>
<td>Canned Tuna</td>
<td>2.90</td>
<td>3.10</td>
<td>3.3</td>
</tr>
<tr>
<td>Atlantic Salmon</td>
<td>2.026</td>
<td>2.43</td>
<td>2.154</td>
</tr>
<tr>
<td>Pollock</td>
<td>1.639</td>
<td>1.47</td>
<td>1.277</td>
</tr>
<tr>
<td>Tilapia</td>
<td>0.996</td>
<td>1.03</td>
<td>1.091</td>
</tr>
<tr>
<td>Catfish</td>
<td>.969</td>
<td>.85</td>
<td>.696</td>
</tr>
<tr>
<td>Crab</td>
<td>.664</td>
<td>.64</td>
<td>.626</td>
</tr>
<tr>
<td>Cod</td>
<td>.505</td>
<td>.57</td>
<td>.603</td>
</tr>
<tr>
<td>Clams</td>
<td>.440</td>
<td>.44</td>
<td>.471</td>
</tr>
<tr>
<td>Scallops</td>
<td>.305</td>
<td>.37</td>
<td>.332</td>
</tr>
</tbody>
</table>

Note: U.S. Per-Capita Consumption By Species in Pounds.

Raw data from National Marine Fisheries Service.

In fact, five of the top ten seafood species consumed by Americans appear on environmental lists as over-fished or caught or farmed in ways that harm other marine life or the environment. They include Atlantic Cod, Scallops, Bluefin Tuna, farmed Salmon, and Shrimp.

Source: Seafood Watch, MBA
The Supply: Captured and Farmed

The U.S. seafood supply totaled approximately 12.2 billion pounds in 2004. With imports accounting for 81 percent of the net U.S. seafood supply. Seafood already is the most global of all food sectors, the international trade in seafood products (both captured and farmed) is currently worth over US$71 billion a year.

Source: Fisheries of the United States, 2004
The demand for seafood is stronger than ever. Nearly half of the world’s people depend on seafood as an essential source of protein. And as the global population continues to grow and consumers, especially in the US and Europe, become more health-conscious, demand for seafood is expected to soar.

In the U.S. seafood represents approximately 17 percent of the consumer’s overall animal protein consumption and in the EU that number rises to 22 percent. According to Progressive Grocer, in 2006:

- US supermarket seafood revenue was $16 billion-plus
- Seafood department share of supermarket sales was 2.8%
- Seafood department gross margin was 31.4%
- Average SKUs per store year-round was 248 (seasonal 46)

Source: Progressive Grocer Market Research, 2007
The USDA is forecasting an increase in per-capita consumption of seafood of 6.58% by 2020. One reason is as “baby boomers” mature, their impact will be felt as 70 million Americans pass the age of 60 by the year 2020. Consumer research has shown that older adults in the U.S. eat more seafood than other age groups. Another demographic trend likely to increase seafood demand is the growth in the Hispanic population. Studies have shown that Hispanics consume seafood at a higher rate than the U.S. population as a whole. Coupled with the many health messages related to seafood consumption, demand for seafood should grow significantly.
The Bridge: Mission and Vision

The Alliance is a global association, with offices in the US, UK and France, which acts as a bridge, bringing the production, retail, restaurant and conservation communities together to help develop and spotlight smart choices, sustainable suppliers and best practices. Along with our business partners we work to help the seafood industry be a leading voice for environmental sustainability, ensuring that seafood supplies are managed with a long term vision in mind.

According to industry analyst Howard Johnson…“To better position themselves to capitalize on growth opportunities within the U.S. seafood industry, retailers and food-service providers will need to develop strategies for insuring supply, particularly as new aquaculture production becomes available.”
The Bridge: The Difference

Serving as the bridge we help create and solidify relationships by providing forums where major players across the business and NGO sectors can earn each other’s trust and explore opportunities to leverage their collective influence.

We act as a common strand across the seafood industry working with the numerous business, political, and technological stakeholders in addressing these complex, ever-changing environmental challenges. And, by filling this gap, the Alliance reaches across sector and geographic boundaries to:

- Unite the growing number of leading voices from the seafood industry
- Provide a pragmatic, visionary voice to business
- Focus on providing useful/actionable information to help businesses reach their sustainability goals
- Support incremental change by providing a strategic path to seafood sustainability
As the bridge working to advance the market for sustainable seafood, our primary activities include:

- Enabling collaborative dialogue through roundtables and workshops

- Convening the Seafood Summit, the annual flagship conference for sustainable seafood

- Showcasing best practices and good actors by presenting the annual Seafood Champion Awards

- Providing tools like the Sourcing Seafood guidebook, our bi-monthly Afishianado newsletter, and our website (www.seafoodchoices.org)
The Bridge: Corporate Collaboration

Disney’s Sustainable Seafood Roundtable
A Business-to-Business Dialogue
One specific example of how the Alliance brings businesses and NGOs together is Disney’s Sustainable Seafood Roundtable, which is one of our Business-to-Business Dialogues.

We believe in the value of creating small groups of like businesses to tease out where there is common interest and test where potential collaboration might be possible.

Starting in 2005, we hosted a round of meetings in conjunction with the Walt Disney Corporation. As with all of our business-to-business dialogues, topics discussed included everything from concerns about sourcing in specific fisheries, to communicating sustainability to customers, and improving the traceability and reliability of supply.

One outcome from these meetings was a white paper on a specific species, detailing the current status and management of that fishery. This report, produced by an independent research group, outlines key recommendations on how food service and retail companies can assist in the species’ regional management and improve the fisheries' sustainability.

A few of our business and NGO partners are taking the lead in some “on the ground” pilot-project work, and the Alliance is spearheading overall implementation of the collective set of actions identified.
“Seafood Summit provides the best opportunity to hear from other buyers about challenges they face and how they manage them.”
-- Carl Salamone, Vice President of Seafood, Wegmans

“Working with the Alliance over the past two years in this forum has been an exceptional learning experience and has allowed us to work with others in the industry to seek solutions to the shared objective of sustainable seafood purchasing.”
-- George Williams, VP of Government and Environmental Affairs, Darden Restaurants, Inc.

“I was pleasantly surprised to see so many seafood companies and non-profit groups in one venue.”
-- Fiona Robinson, Editor, SeaFood Business

“These meetings have offered us the rare chance to look beyond our own sourcing needs and focus on opportunities for collaborative action around high priority fisheries that are critical to global sourcing.”
-- Peter Redmond, VP/Divisional Merchandise Manager Deli & Seafood, Wal-Mart, Inc.
In closing, I encourage you to engage with us by:

Participating in the next Business-to-Business Dialogue this Fall

Convening with like-minded business leaders, scientists, and environmentalists at the Seafood Summit in Barcelona, Spain, January 27th through 30th, 2008

Sharing the story of your company’s ongoing efforts when it comes to sustainable business practices
Thank You

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