

Gulf United for Lasting Fisheries

Updates on Sustainability, New Projects and How to Get Involved

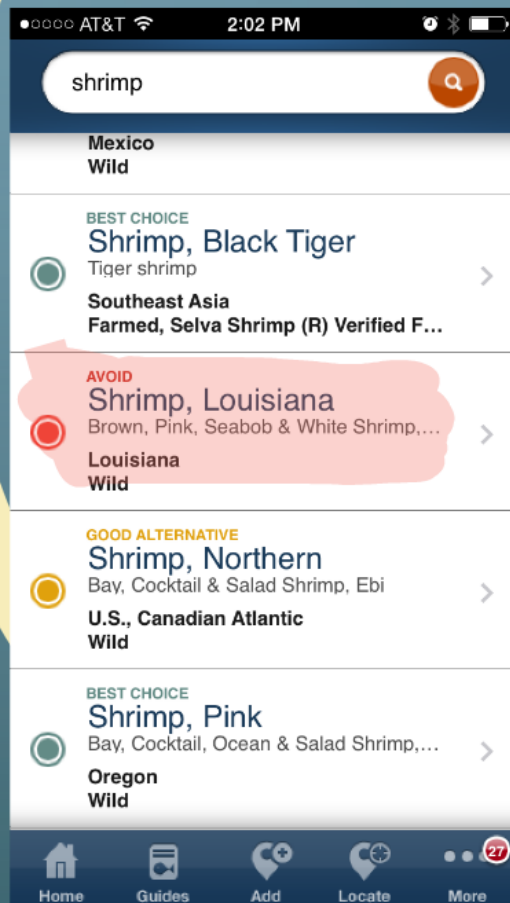


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Retailers and consumers increase demand for sustainable seafood



consequences. Environmental awareness of consumers, stimulated by public and environmental group campaigns, has increased demands for seafood products meeting demands for both quality and environmental sensitivity (Peterson & Fronc 2007). Ecolabelling is slowly spreading (Phillips *et al.* 2003; Seafood Choices Alliance 2008), largely through non-governmental efforts (e.g. the Marine Stewardship Council, MSC), and is likely to continue, better linking the role of governments, responsible for establishing management systems and norms, with independent third-party certification mechanisms. The public sentiment for sustainably produced food and retailers responding to that demand, particularly in Europe and North America, has contributed to improving management frameworks for capture fisheries, as shown by a decade of experience in developed nations.

Serge M. Garcia and Andrew A. Rosenberg
Food security and marine capture fisheries: characteristics, trends, drivers and future perspectives, 2010

Why Sustainability?

- Providing assurance that products from a fishery/region/industry will be available for generations to come
- When harvested don't unduly impact the environment from which they're taken;
- Are available to support the culture and livelihoods of the people who depend on those products, for perpetuity.

G.U.L.F. offers **assurance of sustainability** to retailers who require a **neutral party** to evaluate and communicate the status of fisheries in our region.

G.U.L.F. = facilitator, neutral 3rd party, communicator of **facts**



We are regional and only focus on the Gulf. We understand the uniqueness of our fisheries and harvesting practices and why our fisheries are sustainable. We want to communicate factual evidence about our fisheries.



We Need the Trifecta to Fully Protect Our Industry



• Marketing



• Traceability



• Sustainability

Each can be successful on its own,
but together, they magnify the other's
effects

Communicating Facts

- Real data
- NOAA studies, ongoing efforts
- Regional collection efforts
- Communicating between different agencies, NGOs, management, industry, retail
- Differences between Gulf fisheries and others

...for example, little-known NOAA studies.

Sea Turtle Bycatch

There were no observed sea turtle interactions in the 2008 or 2009 TED testing conducted in MS or AL. However, three sea turtle captures were observed during the 2010 testing in NC (Table 9). All turtles were Kemp's ridley sea turtles observed in control (No TED) nets (Table 9). All three turtles were measured tagged and released alive.

Communication Tools



Outreach



Geaux Fish! Exhibit at the Aquarium of the Americas



We are defense, not offense; created to help, not condemn.



Contracted to create Marine Advancement Plans (MAPs) to ensure market acceptance of Gulf seafood.



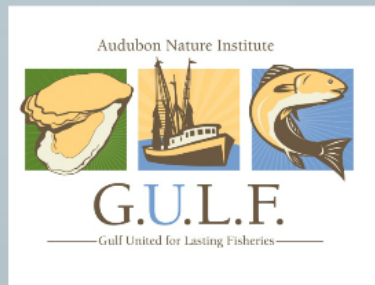
Contracted to develop a third-party certification (ecolabelling) standard for Gulf-states use to ensure market acceptance of Gulf seafood.

What can you do to help protect your product in the marketplace?

What Is the Difference between a Fisheries Improvement Plan (FIP) and a Marine Advancement Plan (MAP)?



- FIPs are industry-driven, and are paid for by industry.
- FIPs are used to demonstrate to retailers that a fishery is "improving" its sustainability.



- MAPs are created specifically for Gulf fisheries.
- We do not have projects in other countries or regions.
- We work closely with management AND industry.
- MAPs showcase fishery health
- Community engagement is key
- We communicate factual research and region-specific information
- MAPs are used to demonstrate to retailers that our fisheries are sustainable and advancing toward even greater sustainability



MARINE ADVANCEMENT PLANS

IDENTIFICATION OF FISHERY

Approach the fishery to determine goals for greater sustainability

SELECTION OF COMMITTEE MEMBERS

Recruit members of the community to engage in the advancement process

LAUNCH COMMUNICATIONS

Update AudubonGULF.org to reflect advancement; begin outreach activities

DATA COLLECTION AND COLLATION

G.U.L.F. team compares available data to sustainability checklist

ACTION PLAN FORMATION

With committee feedback, address areas where there is room for more sustainable practices

ADVANCEMENT OF COMMUNICATIONS PLAN

Share progress of fishery MAP through website, printed materials and outreach

IMPLEMENTATION AND MONITORING

Assist fishery in moving toward sustainability goals

IF DESIRED/NEEDED, FISHERY CAN MOVE TOWARD THIRD-PARTY CERTIFICATION

To learn more about sustainable practices in the Gulf of Mexico, visit AudubonGULF.org

in our committee
make your voice heard

what you see on the
us your best professional
opinion

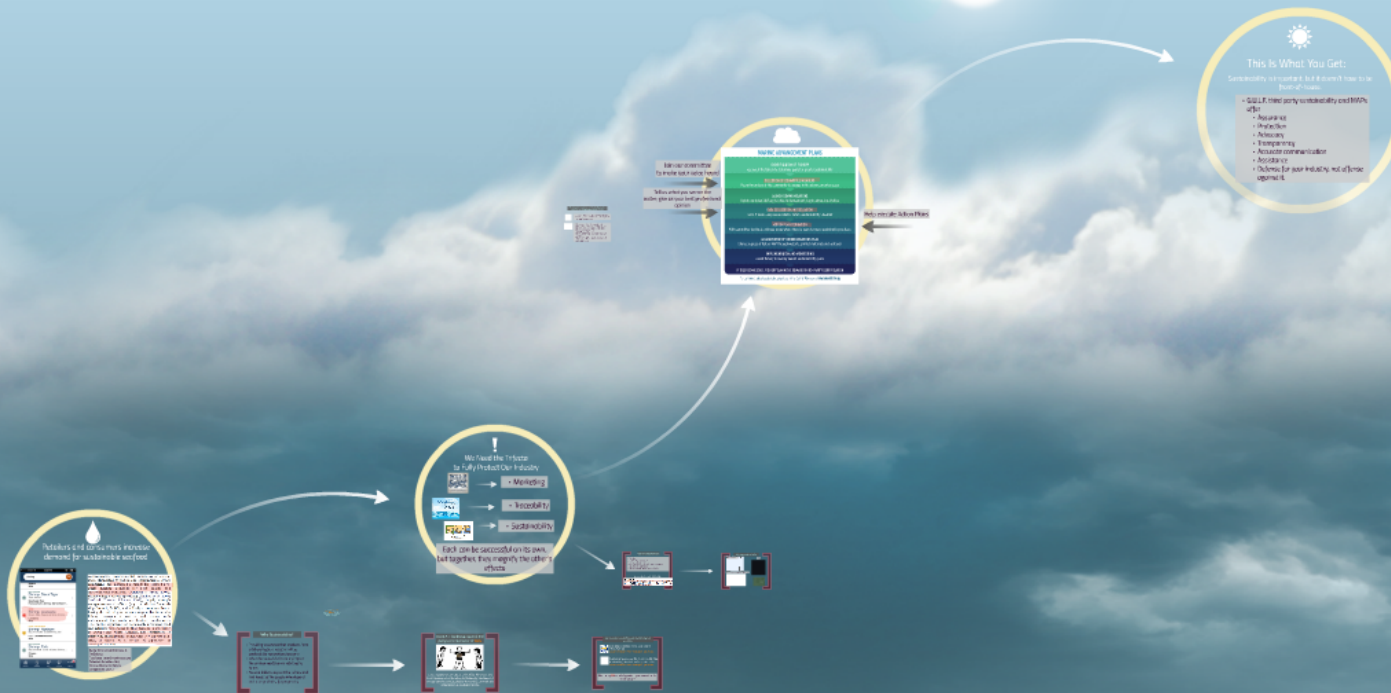
Help execute Act



This Is What You Get:

Sustainability is important, but it doesn't have to be front-of-house.

- G.U.L.F. third party sustainability and MAPs offer
 - Assurance
 - Protection
 - Advocacy
 - Transparency
 - Accurate communication
 - Assistance
 - Defense for your industry, not offense against it.



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