HAVE YOUR FISH, AND EAT IT, TOO

Sustainable seafood and the role of the hospitality industry

December 5, 2013
New England Aquarium Sustainable Seafood Program

We aim to protect the world’s ocean resources by raising public awareness and working with the seafood industry to advance sustainable practices within wild-capture fisheries and aquaculture operations.
How we define SUSTAINABLE SEAFOOD

• Sustainable seafood is seafood that is caught or farmed in a way that maintains healthy and productive ocean ecosystems for future generations.
How we define SUSTAINABLE SEAFOOD

Sustainable production methods:
- minimize environmental impacts
- promote positive economic and social growth
- ensure the seafood will be available in the future

So why does this work matter? What are the drivers?
Why does sustainable seafood matter?

Demand for seafood is outpacing supply. Wild fisheries alone cannot make up that shortfall.

Source: FAO Fisheries Department. 2010. *The State of World Fisheries and Aquaculture*. FAO.
Why does sustainable seafood matter?

Seafood is the primary protein source for 1/3 of the world’s population.

Aquaculture is the fastest growing food production system in the world.

• 50% of the seafood we eat is farmed, and less than 3% of it is farmed here in the US.

• Aquaculture holds enormous promise as a solution to a growing gap in seafood supply, but can also have profound effects on aquatic ecosystems and ocean health.

Growing wild fisheries and aquaculture in ocean-friendly way is crucial to the future health of the oceans.
Why does sustainable seafood matter

US per capita seafood consumption

- Shrimp: 25%
- Tuna: 17%
- Salmon: 13%
- Tilapia: 9%
- Pollock: 7%
- Catfish: 5%
- Crab: 4%
- Cod: 3%
- Pangasius: 3%
- Clams: 2%
- Other: 12%

Why does sustainable seafood matter?

- US demand for seafood is very concentrated into a small number of selections.
  - 10 seafoods make up 88% of US per capital
  - Tuna, shrimp and salmon make up 55%.
- Most of these Top 10 choices are not caught or farmed in meaningful quantities in the United States.
  - This leads to the import of over 85% of our seafood (Seafood is the 2\textsuperscript{nd} largest US trade imbalance after oil)
- Diversifying our seafood consumption is crucial to ocean health

So what are we doing about it?
Corporate Advisory Services

Stop&Shop

Darden Restaurants

The Fresh Market

Gorton's

Sea Port

New England Aquarium

Protecting the blue planet
Corporate Advisory Services

The Aquarium provides advisory services for large seafood buyers and sellers

• Partners represent all parts of the seafood supply chain (import, distributor, processor, value add, retail, restaurants)

Provide consultative, individualized services focusing on promoting best operators and using market forces to improve fisheries and aquaculture overall.

The goal is to enable our corporate partners to use their position in the seafood supply chain to effect change on the water by using market pressures to drive the industry.
Outreach and Education
With chefs and restaurants

Celebrate Seafood Dinner series:

• Dinners hosted by top Boston area restaurants

• Multiple courses, all seafood, optional wine pairings

• Expert speakers (Aquarium experts, fishermen, farmers, scientists, chefs, etc.)

• Format varies, but all dinners offer guests the opportunity to connect with chefs and producers, learn about the chef and restaurant’s sustainability efforts, and ask questions of experts

Visit neaq.org/celebrateseafood or call 617-973-5206 to make a reservation.

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Outreach and Education

With chefs and restaurants

Blue Plate Special:

• 4 week program in which restaurants feature a sustainable seafood dish on their menu, labeled as the Blue Plate Special.

• Restaurants are able to promote the menu item as an ocean-friendly seafood option that was chosen by the Aquarium.

• Aquarium provides sustainability info to chefs and FOH staff, and promotes restaurants via social media, at events, etc.

• Restaurants are encouraged to donate portion of proceeds from the BPS meals back to the Aquarium.
Programs for the Hospitality Industry

Using our expertise we have begun to create programs for restaurant staff. This is important because:

1. Majority of US seafood is consumed in restaurants.
2. Chefs and restaurants have a unique opportunity to introduce new choices to the public.
3. Studies show that even people who are followers of a sustainable seafood decision tool (ex: wallet card) will trust the information and suggestions of their server in a restaurant.

Well educated FOH staff can educate diners, and represent their restaurant’s, priorities and actions around seafood sustainability.
Programs for the Hospitality Industry

- Education and consultation
- Seafood and sourcing info
- Staff trainings
- Chef forums

Hook Caught Haddock

*Key points: Local, wild caught, low bycatch*

<table>
<thead>
<tr>
<th>Stock Status</th>
<th>Healthy</th>
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<tbody>
<tr>
<td>Catch Method</td>
<td>Hook and line</td>
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<tr>
<td>Bycatch</td>
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</tr>
<tr>
<td>Country/Region of origin</td>
<td>US/New England</td>
</tr>
<tr>
<td>Season</td>
<td>Year-round</td>
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**Summary:**
Haddock is one of the iconic New England species. Haddock populations declined in the 70s and 80s, but due to careful management have rebounded. While most haddock is caught with dredges, which can cause damage to the sea floor environment, we source only haddock that has been caught with hook and line. This means there is no damage to the sea floor, and very few juvenile fish or other ocean species are caught by accident. This haddock is caught primarily by local, day boat fishermen, many of whom are from Massachusetts.
What’s the end goal?
The hospitality industry has a platform, and opportunity for engagement, that is unique, and very powerful.

The industry can have a profound impact on the future of seafood.

*Our vision for the future is that you have your fish, and you eat it, too.*
For more information or to learn about the Aquarium’s programs with restaurants contact:

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