

# Sea Pact

## 2022 Progress Update



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## Introduction

In 2022, Sea Pact members adopted their inaugural public work plan. The [2022 Quarter 4 Pilot Work Plan](#) outlined Sea Pact's strategic priority areas and established activities for the organization and its ten members to take in addressing these priorities. Some learnings and reflections from 2022:

- Each Sea Pact member has a unique approach to addressing sustainability given the variations of each company (i.e., sourcing, size, supply chain position, customers, etc.) and members' sustainability efforts extend beyond the scope of Sea Pact. Sea Pact serves as a valuable platform for members to share their sustainability pre-competitively approaches with other members that face similar challenges.
- Sea Pact was originally established for industry members to financially support and engage in a variety of sustainability projects. Only recently has the organization agreed on sustainability priorities and focused collective actions from members in addressing these priorities. Sea Pact is still assessing what is achievable through project funding and collective action efforts based on the organization's capacity.
- Given that each member has a different position on their sustainability journey, it's important to find common ground when establishing collective action work plan activities that enable the group to move forward and build off progress annually.
- Sea Pact is focused on a broad spectrum of sustainability priorities so it's important for Sea Pact to continue collaborations with other organizations and experts in the sustainable seafood movement in order to efficiently drive sustainability improvements.
- Sea Pact's collective action efforts in 2022 were largely focused on advocacy and engaging other sustainability efforts. This will continue in 2023 with an increased focus on specific actions Sea Pact members can take in support of Sea Pact's sustainability priorities.

The following report highlights the progress made on the 2022 work plan and will be used to inform Sea Pact's 2023 Annual Work Plan.

### **Strategic Priority: Sector-based Sustainability Improvements**

Under sector-based sustainability improvements, Sea Pact supports approaches that align relevant industry stakeholders around addressing major environmental and social issues that hinder widespread sustainability within a specific fishery or aquaculture sector (i.e., fresh/frozen tuna, global squid, farmed shrimp, etc.). This theory of change enables Sea Pact members to align and collectively prioritize where members should focus support for improvement efforts beyond their own individual responsible sourcing efforts, which can result in a positive benefit and greater impact on global seafood sustainability. This approach has been championed by Sustainable Fisheries Partnership (SFP) through their supply chain roundtables for a number of years, as well as other organizations such as the Global Tuna Alliance.

Goal: Increase seafood industry engagement in collaborative sector-based efforts that result in credible and impactful improvements in priority fisheries and aquaculture sectors. Engagement includes taking actions, providing financial support, leveraging supplier participation, informing strategies, and other activities.



2022 Progress update:

Activity	Intended Outcome	Outputs
Sea Pact members conduct a seafood sector prioritization exercise.	Sea Pact members are aligned on sustainability improvement priorities.	Sea Pact members identified fresh/frozen tuna and squid as top wild sector priorities.
Support Loyola University's Seafood Tracer Octopus Project.	Research findings result in applicable traceability approaches that reduce supply chain risk for the seafood industry.	Sea Pact submitted a letter of support for Loyola's project to the National Science Foundation. One Sea Pact member worked directly with Loyola's team to pilot the Seafood Tracer project.
Fund a minimum of two projects focused on sector-based sustainability improvements.	Sea Pact funded projects are aligned with strategic priorities.	<u>Projects funded:</u> 1. Global Tuna Alliance ( <i>Japanese tuna supply chain engagement</i> ) 2. Seafood and Fisheries Emerging Technology/SAFET ( <i>Supporting regional adoption of electronic monitoring systems through a community of practice and innovation</i> ) 3. Mote Marine Laboratory ( <i>Electronic monitoring for sustainability in a Gulf of Mexico multi-species fishery</i> )
Sea Pact members support and engage funded projects beyond financial support.	Funded projects successfully achieve objectives and projects receive greater industry engagement (if needed) and stakeholder awareness.	Ongoing: Sea Pact held a preliminary meeting with the SAFET team to discuss how Sea Pact members can engage their supply chains in the project once the project is launched in 2023.
Identify and assign relevant Sea Pact members to serve as liaisons to each of SFP's supply chain roundtables (SRs). Liaisons will ensure all Sea Pact members are aware of the SRs' actions and asks of industry so that Sea Pact can collectively support relevant SR efforts.	Sea Pact members contribute to other pre-competitive efforts aligned with Sea Pact goals while avoiding duplication of effort.	Four Sea Pact members participated on six different SFP supply chain roundtables (SRs), regularly sharing updates and asks with all Sea Pact members.
Sea Pact members will utilize their networks to engage new target companies to participate in SFP's SRs.	Industry stakeholders join sustainability efforts resulting in increased engagement in improvement efforts.	Ongoing - Sea Pact members will work with SFP to further formalize this approach in 2023.



Sea Pact actively engages SFP's Global Squid IUU Prevention Working Group.	Sea Pact members contribute to efforts that reduce IUU activities in the global squid sector.	One Sea Pact member participated in the Global Squid IUU Prevention Working Group. Sea Pact's Executive Director provided feedback and input on the GlobalSquid SR's forthcoming strategy and actively participated in meetings.
Sea Pact participates in efforts to advocate for improved tuna management measures at the RFMO level. Sea Pact members join GTA and engage other NGO tuna efforts.	Greater industry efforts result in stronger tuna management measures at the RFMO level.	Sea Pact signed <a href="#">a joint letter calling for the WCPFC to adopt and implement harvest strategies and harvest control rules for tuna stocks</a> . One Sea Pact member, acting on behalf of Sea Pact, sent <a href="#">a letter to 20 heads of delegations to the WCPFC calling for accelerated management procedures and harvest control rules</a> . Six Sea Pact members joined the Global Tuna Alliance.

**Strategic Priority: Responsible Aquaculture Education and Advocacy**

Sea Pact's Responsible Aquaculture strategy consists of education and advocacy work streams. Education is focused on increasing the understanding of the role that aquaculture plays in our food system and in supporting a healthy diet, as well as raising awareness of how ecosystem impacts of aquaculture compare with other proteins, and the choices that individuals and organizations can make to reduce negative impacts of food production. Sea Pact's aquaculture advocacy efforts are targeted in supporting domestic (North American) aquaculture seafood production, year-round jobs, reducing pressure on protected species and habitats, and enhancing coastal resilience. Sea Pact sees the need to advocate for the expansion of responsible domestic aquaculture to grow the amount of production and reduce dependency on sources that contribute to a larger carbon footprint.

Education Goal: Increase the level of awareness and education internally (within and among Sea Pact members) and externally with Sea Pact members' customers to counter misinformation and misperceptions about aquaculture utilizing clear, credible messaging about farmed seafood. Address consumer awareness and perceptions about farm-raised seafood, debunk myths, and create an enabling environment to position responsibly farmed seafood as a sustainable and healthy food source. This includes clear messaging that sustainably farmed seafood is healthy alongside other sustainably-raised farmed foods.

Advocacy Goal: Advocate for the expansion of responsible domestic (US and Canada) aquaculture that results in increased volumes of responsibly produced aquaculture in North America.



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Activity	Intended Outcome	2022 Outputs
Develop Sea Pact Guidelines for Supporting Responsible Aquaculture, with Sea Pact members adopting guidelines in individual sourcing commitments.	Greater industry alignment and support for responsible aquaculture.	Postponed until 2023.
Fund at minimum one project focused on aquaculture education and advocacy.	Sea Pact funded projects are aligned with the organization’s strategic priorities.	<u>Funded Projects:</u> 1. Ocean Era ( <i>PDMA as a carbon-negative feed for farmed Atlantic salmon</i> ) 2. Seafood Literacy ( <i>Developing a virtual Seafood Literacy retail education program</i> ) 3. Gulf of Maine Research Institute ( <i>Applying video monitoring technology to assess the fisheries habitat value of aquaculture farms in the Gulf of Maine</i> )
Sea Pact members support and engage funded projects beyond financial support.	Funded projects successfully achieve objectives and projects receive greater industry engagement (if needed) and stakeholder awareness.	Sea Pact’s Executive Director and two members actively supported the Seafood Literacy project by providing sustainability guidance and feedback on course content development. Sea Pact members held preliminary discussions with the Reef Fish Conservation and Education Foundation (2021 grantee: <i>Building Bridges in the Gulf of Mexico to Support and Enhance Collaboration in the NOAA Aquaculture Opportunity Area Process</i> ) to engage Sea Pact members’ supply chains in the project’s workshops. Project was previously on hold due to COVID impacts.
Maintain Sea Pact Aquaculture Sub-committee including monthly meetings.	Aquaculture work plan is successfully implemented.	Aquaculture sub-committee consisting of six Sea Pact members met on a bi-monthly basis in 2022 to support work plan activities.
Explore collaborative partnership opportunities with other efforts including Global Seafood Alliance, Sustainable Ocean Leadership Institute, Conservation Alliance for Seafood Solutions (CASS) in order to support and promote their aquaculture education resources.	Engagement and collaborations result in maximized efficiency while limited redundancy around responsible aquaculture education.	Sea Pact’s Executive Director served on CASS’s Advisory Council, Aquaculture Network group, and Aquaculture Public Perception/Consumer Awareness sub-group.



Encourage aquaculture improvement efforts to publicly report on AIPDirectory.org	Transparency of aquaculture efforts increases bringing greater market awareness to these efforts.	No progress to report.
Continue to support Stronger America Through Seafood and Eat Seafood America efforts.	Increased consumer and stakeholder awareness around the benefits of responsible aquaculture.	Sea Pact signed a letter in support of <i>Advancing the Quality and Understanding of American Aquaculture (AQUAA) Act</i> coordinated by Stronger America Through Seafood.

**Strategic Priority: Social Responsibility**

In early 2021, Sea Pact members prioritized pre-competitively addressing challenges associated with advancing human and labor rights in their supply chains. Sea Pact has engaged FishWise to support members’ collaborative efforts on addressing social responsibility through the development of a social responsibility action plan for Sea Pact members. In addition, Sea Pact is committed to supporting other social responsibility efforts, including addressing gender equality.

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Activity	Intended Outcome	2022 Outputs
Collaborate with FishWise to establish a Social Responsibility Working Group for Sea Pact members.	The Working Group contributes to the development and implementation of the Sea Pact social responsibility action plan.	The Working Group was established in June, consisting of eight Sea Pact members.
Working Group to meet regularly, with FishWise providing support in areas of facilitation, identifying areas for collective action, and social responsibility approaches (i.e. Self-Assessment Questionnaires).	The Working Group informs the development and implementation of the Sea Pact social responsibility action plan.	The Working Group held four meetings between July and November. Some Sea Pact members invited primary tuna and squid suppliers to participate in the third Working Group meeting. A total of 12 suppliers joined the meeting to discuss social responsibility priorities and provide feedback on due diligence tools, such as the self-assessment questionnaire. Three Sea Pact members piloted the Self-Assessment Questionnaire and began gathering data from their tuna supply chains.
Working Group to produce a high-level draft action plan to address social responsibility.	Social responsibility action plan enables Sea Pact members to successfully address challenges associated with advancing human and labor rights.	FishWise used the information gathered through the Working Group to develop a cursory draft action plan, as well as gaps that need to be addressed prior to adopting a collective action plan. A full report of



		the <a href="#">Working Group's effort can be found here.</a>
Sea Pact members adopt an action plan and implement the plan during 2023.	Social responsibility action plan enables Sea Pact members to successfully address challenges associated with advancing human and labor rights.	To be addressed in the 2023 work plan informed by the recommendations to the Working Group.
Fund Seafood and Gender Equality's (SAGE's) Gender Dialogues while collaborating with SAGE to address gender equality beyond grant funding.	Contribute to uplifting, amplifying, and integrating diverse voices in the global seafood sector.	Grant successfully completed. SAGE will present to Sea Pact in February 2023 with an opportunity for Sea Pact members to participate in the Gender Equality Dialogues.

**2022 Sea Pact Funded Projects** (More details on [funded projects here](#))

Seafood and Fisheries Emerging Technology (SAFET) - *Supporting the regional adoption of electronic monitoring systems through a community of practice and innovation*

Ocean Era / Center for Aquaculture Technologies - *PDMA as a carbon-negative feed for farmed Atlantic salmon*

Global Tuna Alliance - *Japanese tuna supply chain engagement*

Mote Marine Laboratory - *Electronic monitoring for sustainability in a Gulf of Mexico multi-species fishery*

Seafood Literacy - *Seafood Literacy retail education program*

FishWise - *From commitment to action plan: Supporting Sea Pact's social responsibility priority through engagement and capacity building*

Gulf of Maine Research Institute - *Applying video monitoring technology to assess the fisheries habitat value of aquaculture farms in the Gulf of Maine*

**Other Efforts**

During 2022, Sea Pact also took the following actions in support of advancing the organization's strategic priorities:

- [Sea Pact hired an Executive Director.](#)
- [Seafood Legacy and Sea Pact announced collaboration.](#) Sea Pact presented at Tokyo Sustainable Seafood Summit and met with Seafood Legacy's leadership team to share updates on strategic priorities and identify common areas of alignment for collaboration.
- [Sea Pact joined other pre-competitive efforts in calling for more effective fisher safety initiatives.](#)
- Sea Pact submitted a [letter of support to Alaska Dept. of Fish and Game](#) regarding crab fishery management.



- Sea Pact worked with [Fat Moon Creative](#) to address communications capacity. Fat Moon Creative updated the Sea Pact logo, developed brand guidelines, and provided strategic recommendations around communicating lessons learned and outcomes from Sea Pact funded projects.
- Sea Pact formally launched the [Sea Pact Supporter program](#), providing industry stakeholders with the opportunity to contribute to Sea Pact’s mission and efforts. In 2022, financial sponsorship from Supporters contributed directly to Sea Pact’s project funding program. Sea Pact supporters included the following companies: [Eight International](#) (Silver Supporter), [Censea](#), [Del Pacifico](#) (Bronze Supporters).

### **Funding**

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