

AGENDA

seafood  summit

San Diego, California
February 1-3, 2009

seafood summit

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AGENDA

SUNDAY, FEBRUARY 1

<u>TYPE, TIME & ROOM</u>	<u>SESSION</u>
7:30 – 9:00 AM Foyer	Breakfast
Plenary Session 9:00 – 10:15 AM Sorrento-Riviera	Seafood Summit Welcome & Keynote Address <i>Mike Boots, Vice President for Sustainable Markets, SeaWeb</i> <i>Mr. Kristjan Th. Davidsson, KE ehf.</i>
Panel 10:30 – 12:00 PM Sorrento-Riviera	Dive or Thrive: What determines economic sustainability in the rapidly expanding aquaculture market? <p>The \$70 billion aquaculture industry is the world's fastest-growing source of food production. There remain many challenges, but aquaculture appears to offer many opportunities; as a food source, as a growth market for developing countries, as a source of fish to world markets, and in helping to protect wild stocks, if appropriately managed. However, Western countries have witnessed the dramatic demise of highly financed, apparently successfully marketed operations, while small farms in developing countries are dangerously susceptible to the economic impact of world fuel prices and achieving access to international markets. The expert panel will explore what makes an aquaculture business a viable investment opportunity, and why some dive while others thrive.</p> <p>Moderated by Velo Mitrovich (<i>Fish Farming International</i>) with panelists Kristjan Davidsson (KE ehf.), Mathias Ismail (OSO, Madagascar), Karol Rzepkowski (See Green Consultancy).</p>
Panel 10:30 – 12:00 PM Monte Carlo/ St. Tropez	Today's Fisherman: Purveyor, steward and advocate of wild fish <p>In 2008, the U.S. West Coast Chinook fishery was closed, leaving Californians for the first time since statehood with no local, wild salmon. While California and Oregon's fishermen bore the brunt of this closure, nearly all West Coast salmon fisheries are facing threats, endangering the livelihoods of thousands of wild salmon purveyors. In response to these threats, some salmon fishermen are redefining their role, getting more engaged in the management and protection of the resources that their livelihoods depend upon. They are no longer just salmon providers, but they are wild salmon stewards and advocates as well.</p> <p>Moderated by Paul Johnson (Monterey Fish Market) with panelists Lindsey Bloom (Alaskan Commercial Salmon Gillnet Fisherman), Joel Karwahara (Commercial Salmon Fisherman) and Duncan MacLeon (Commercial Salmon Fisherman).</p>

Presentation
10:30 – 11:30 AM

**Marseilles/
Portofino**

Connecting the Lobster Fishermen to the Dinner Plate Provides Traceability While Improving Sustainability

The fishermen's conservation involvement ends when they remove the lobster from the trap. The unmonitored process from the fishermen to the plate results in approximately 20% (38 million lbs/year) of lobsters dying before they can be utilized, placing an unnecessary waste and false demand on our precious resource. Fishermen, retailers and restaurateurs are in a unique position to reverse resource waste and insure its preservation by stewarding throughout the distribution chain. In his presentation, Leonardo LaRosa of Rose Seafood Industries will detail the tools and steps for raising the bar for Acceptable Quality Levels and shrinkage from the fishermen to point of sale, with full traceability. Topics include shortening the distribution chain, POS inventory control and reducing retail equipment maintenance costs. Also discussed, is an Internet based tracking system to measure success from the fishermen to each individual store or restaurant.

12:00 – 1:00 PM
South Poolside*

Lunch

Panel
1:15 – 2:45 PM
Sorrento-Riviera

Sustainable Seafood in Japan – A Force in the Next Five Years?

Japan sees a bloom of the sustainable seafood movement: MSC has just opened an office in Tokyo where, at the Seafood Summit 08, a successful panel about Mediterranean bluefin tuna proved there is traction. This reinforced the considerable interest in researching the public's opinion. With a growing population of young, internationally minded consumers there is much the marine conservation movement needs to share to engage the power of this potentially large force for change. Key players will present the latest developments and debate what the most strategic approaches could be in the next five years.

Moderated by Sadayosi Tobai (WWF Japan) with panelists Kozo Ishii (Marine Stewardship Council), David Pilling (Financial Times), and Kazuhiko Wada (Kamewa Shouten, wholesaler at Tsukiji fish market).

Panel
1:15 – 2:45 PM
**Monte Carlo/
St. Tropez**

Green Chefs, Blue Ocean: Building Culinary-Conservation Coalitions to Improve Seafood Sustainability

Chefs and the culinary sector have the ability to shape food trends and influence public opinion about where food comes from and how it gets to the table. This panel will explore the ways groups in the United States and the United Kingdom are building coalitions of non-profit and for-profit enterprises in an effort to work with the culinary community in navigating and improving seafood sustainability. Panelists will discuss their roles in building and maintaining coalition-based sustainable seafood programs that engage NGO's, culinary students, chefs, restaurateurs, fishers, suppliers, and the public.

Moderated by Leigh Belanger (Chefs Collaborative) with panelists Christopher Koetke (Kendall College School of Culinary Arts), Kristofor Lofgren (Bamboo Sushi) and Joe McGarry (Bon Appétit Management Company).

Presentation
1:15 – 2:15 PM
**Marseilles/
Portofino**

The Science of Sustainability

While there has been recent progress in some areas, the seafood industry has had dramatic impacts on fish stocks and the marine ecosystems that sustain them. Dr. Jeremy Jackson will provide Summit attendees with an overview of the state of our oceans, bringing together information on fisheries, pollution, and climate change. He will summarize the best available science and share thoughts on implications for the seafood industry and the public. Dr. Jackson will share data on changes that have already taken place in the marine environment, together with projections for the future.

2:45 – 3:00 PM Break

Foyer

Workshop Engaging the Seafood Industry on CO2 Emissions

3:00 – 6:00 PM

Sorrento-Riviera

Seafood marketers and conservationists are buzzing about “carbon footprint” and “food miles” of fish products. But how much can these metrics deliver? At best, the quest for market advantage among green seafood consumers can affect only a tiny “fraction of a fraction” of the flood of fossil fuel CO2 that threatens world fisheries. The real levers are elsewhere. Within the seafood industry itself (a small emitter), high fuel cost and the need for efficient production are the main drivers for reducing CO2. But protecting ocean productivity requires engaging the industry’s influence, not just its tailpipe. We look at how companies, fishermen and NGOs are working to make a real difference.

Moderated by Brad Warren (Sustainable Fisheries Partnership) with presenters Cliff Goudey (MIT), Jan Jacobs (American Seafoods), Alan Parks (Alaska Marine Conservation Council), Bruce Steele (CA urchin fisherman), and John Van Amerongen (Trident Seafoods).

Workshop Aquaculture in the 21st Century: Economic, Environmental and Social Sustainability

3:00 – 6:00 PM

**Monte Carlo/
St. Tropez**

In the aquaculture business, understanding and predicting future trends is a key element of success. Presenters from a diversity of backgrounds will examine the future of aquaculture from three perspectives: economic, social and environmental sustainability. For each aspect of sustainability, there will be a presentation followed by discussion. A final presentation and discussion will be on the role of integrated, multi-use ocean management plans in sustainable aquaculture. The workshop will conclude with a role-playing exercise in which groups will design and present stakeholder-driven, multi-use coastal and ocean management plans.

Moderated by Paul Greenberg (writer) with presenters Dr. Thierry Chopin (University of New Brunswick), Hector Corrales (Grupo Granjas Marinas) and Jason Clay (WWF US).

Workshop Developing Confidence in Developing Trade

3:00 – 6:00 PM

**Marseilles/
Portofino**

Working with suppliers from developing countries, such as those on the West African coast, can feel like a daunting prospect for Western buyers nervous about illegal fish or inconsistent supply. However, innovative work is being undertaken to help overcome these issues and could provide an appropriate supply of fish; broadening specie portfolios, differentiating menus, counters or label “stories”, while positively supporting trade and social stability in the countries from which it derives - which can in turn help to combat illegal fishing and shore up traceability. Our speakers talk about some of these opportunities, explore the potential for committed buyers, and the role of such work in the fight against IUU fishing.

Moderated by Nigel Edwards (Seachill) with presenters Sid’Ahmed Sidi Mohamed Abeid (Fédération Nationale de Pêche/National Federation of Fish), John Arnold (Fairtrade Foundation), David Eli (TESCOD), Kieran Keheller (The World Bank) and Bart van Olphen (Fishes).

6:00 – 7:00 PM Welcome Reception

South Poolside*

Join Seafood Choices Alliance in celebrating sustainable seafood and the companies and organizations that make this market a reality.

MONDAY, FEBRUARY 2

<u>TYPE, TIME & ROOM</u>	<u>SESSION</u>
7:30 – 8:30 AM Foyer	Breakfast
9:00 – 10:30 AM Sorrento-Riviera	Panel Collective and Cooperative Efforts by U.S. West Coast and Alaska Harvesters to Promote Responsible Fishing The Alaska and West Coast trawl groundfish fisheries account for 40% of U.S. fish landings. Fishermen-led sustainability initiatives in these fisheries include: fish harvesting cooperatives, adaptive management to reduce bycatch, and collective social responsibility activities. Fish harvesting cooperatives have resolved overcapacity, increased food production without increasing landings, and enabled the fleet to limit non-target catches. Groundfish trawl fishers contract with SeaState to conduct voluntary bycatch reduction programs that complement fishery management regulations. SeaState accesses confidential federal observer data collected onboard vessels, analyzes and reports on “bycatch hotspots” on a real-time basis, and the fleet acts to avoid such areas. The trawl fleet promotes sustainability through fishing industry partnerships with non-profits and universities for hunger relief, marine research, and marine debris clean up. Moderated by Mark Powell (The Ocean Conservancy) with panelists Karl Halfinger (Sea State Inc.), Stephanie Madsen (At-sea Processors Association) and Dan Waldeck (Pacific Whiting Conservation Cooperative).
9:00 – 10:30 AM Monte Carlo/ St. Tropez	Panel Innovative Aquaculture: Charting a course forward for open ocean aquaculture. The emerging open ocean aquaculture industry holds promise as an environmentally sound, sustainable source of safe, healthy seafood. This panel will examine the current state of open ocean aquaculture from the differing perspectives of fish farmers, environmentalists, and sustainable-seafood-conscious restaurateurs. Panelists will present their viewpoints on the most effective course for moving the industry forward in terms of federal support, U.S. and international legislation to ensure rational growth, setting meaningful environmental standards, and driving towards a sustainability certification program that can be embraced by producers, environmentalists, government, trade, and – most importantly – consumers. Moderated by Paul Holthus (World Ocean Council) with panelists Sam King (King’s Seafood Company), Dr. George Leonard (The Ocean Conservancy), Paco Padilla (Cofradia de Pescadores de Conil) and Neil Anthony Sims (Kona Blue Water Farms, Ocean Stewards Institute).
9:00 – 10:00 AM Marseilles/ Portofino	Presentation Development, Environment & Trade: Achieving a "triple-win" through subsidies negotiation While issues such as overfishing and IUU are acknowledged as primary drivers of fisheries resource depletion, these issues are exacerbated by fisheries subsidies, estimated at between \$15-34 billion per year. Certain subsidies are harmful to trade, the environment and development. The past few years have seen intense pressure by governments, international institutions and conservation organizations on the World Trade Organization to cut subsidies, and the Doha Round of negotiations has included provisions for ending the most perverse of these subsidies. Presenters Rashid Sumaila (University of British Columbia Fisheries Centre) and Anja van Moltke (UNEP) will provide an overview of current fisheries subsidies and will discuss the recent work by the Fisheries Centre at the University of British Columbia and the UNEP-WWF report about the environment and development gains possible through subsidy negotiation.

10:30 – 11:00 PM Break

Foyer

Panel Whitefish Fisheries: Collaboration = Change

11:00 – 12:30 PM

Sorrento-Riviera

Buyers, suppliers and producers have collaborated to improve the management performance of global whitefish capture fisheries. A global buyer, a high-volume processor and a fisher will provide presentations on collaboration, conditions required to facilitate change and lessons learned. A constructive dialogue between the catching sector and the supply chain (consumer branded seafood companies, retailers, processors etc.) was instrumental, demonstrating that fish stocks can improve when problems are acknowledged, potential solutions recognized and mutual understanding exists. Taking sequential steps has reduced fishing mortality, provided higher resolution scientific advice, introduced harvest control rules, improved compliance and demonstrated progress towards sustainable fisheries.

Moderated by Doug Beveridge (Sustainable Fisheries Partnership) with panelists Dr. Michael Bockisch (Birds Eye/Iglo), Gary Johnson (McDonald's), Manish Kumar (Fishin' Company) and Alex Ocampo (Alpesca).

Panel Marine Protected Areas and California's Marine Life Protection Act: Exploring the linkages between place-based, ecosystem management and sustainable fisheries.

11:00 – 12:30 PM

**Monte Carlo/
St. Tropez**

The project is committed to working with, and providing outreach to, state and local stakeholders, the general public, the scientific community, as well as consumptive and non-consumptive user groups to carry out the goals outlined in the MLPA and strives to balance these stakeholder views with a science-based planning process. The goal is to complete a network of MPAs throughout the California coast by 2011 utilizing a series of five regional processes. This regional approach helps to ensure that MPAs are designed to reflect local input and knowledge while taking user needs and opportunities into consideration.

Moderated by Susan Ashcraft (California Department of Fish and Game) with panelists Dr. Chris Harrold (Monterey Bay Aquarium), Michael Sutton (California Fish and Game Commission, Center for the Future of the Oceans at Monterey Bay Aquarium) and Stephen Wertz (California Department of Fish and Game).

Presentation Integrated Multi-Trophic Aquaculture: Mixed Farming Under Water

11:00 – 12:00 PM

**Marseilles/
Portofino**

Researchers in the US, Canada and Scotland are growing complementary aquaculture species at different trophic levels to use waste nutrients from one level as feed for another: mixed farming at sea. Astonishing growth-rates for some species (algae, mollusks) have been observed, but early enthusiasm is tempered by regulatory hurdles, modest levels of waste nutrient captured, and difficulty marketing some of the products. This panel will present research findings, discuss potential applications, and explore IMTA as a new paradigm for sea pen fish farming.

Moderated by Hugh Raven (Soil Association) with presenters Dr. Stephen Cross (Coastal Aquatic Research & Training Network) and Nick Joy (Loch Duart Ltd.).

12:30 – 1:30 PM Lunch

South Poolside*

**Film Screening
and Panel
Discussion**

2:00 – 5:00 PM

Las Palmas

A Sea Change: Imagine a world without fish

"Immense and profound." - Ned Sullivan, Scenic Hudson

If we continue to burn fossil fuels at our current levels, it's possible that ocean chemistry will change so drastically that fish won't survive. *A Sea Change* is a new documentary about ocean acidification, the chemical changes to seawater caused by excess carbon dioxide. The film combines hard scientific information – it interviews internationally known scientists – with the personal story of a family of fishermen. With Sven Huseby, retired educator and concerned grandparent, the film travels from Norway to Northwestern America, learning about the scientific, economic, and cultural implications of ocean acidification.

A panel discussion will follow the screening. Moderated by Brad Warren (Sustainable Fisheries Partnership) with panelists Barbara Ettinger (Director/Co-producer, *A Sea Change*), Dr. Victoria Fabry (California State University San Marcos), Sven Huseby (Co-producer, *A Sea Change*), and Bruce Steele (CA urchin fisherman).

Workshop

2:00 – 5:00 PM

Sorrento-Riviera

Feeding the Aquaculture Industry: Supply, Demand and Sustainability

This three-hour workshop will be divided into two parts. In part one, panelists will aim to clarify key factors about the fishmeal and fish oil industry. Specifically, panelists will discuss the status of the world's largest feed fishery, the robustness of enforcement measures in that fishery, the industry's commitment to responsible production practices, and the generation of real social and economic benefits by the industry. After a short break, part two will commence with a discussion of the advancements in development of alternative feedstuffs. As ingredients in aquaculture feed, fishmeal and fish oil supply essential amino acids and fatty acids required for normal growth for a variety of farmed species. Studies are underway to better understand the nutritional requirements of fish and shrimp and to evaluate the use of alternative dietary ingredients in aquaculture feed. Panelists will discuss some of the alternative ingredients and the implications for fish farmers and the effects on the broader marketplace.

Dawn Purchase of Marine Conservation Society will present an overview. Jonathan Shepherd (International Fishmeal and Fish Oil Organization) will moderate part one with presenters Juan Carlos Ferrer (Coloso), Dr. Andrew Jackson (International Fishmeal and Fish Oil Organization) and Dr. Hector Soldi (IMARPE - Instituto del Mar del Perú). Dr. Michael Rust (NOAA) will moderate part two with presenters Sean Nepper (Troutlodge Marine Farms) and Dr. Einar Wathne (EWOS Group).

Workshop

2:00 – 5:00 PM

**Monte Carlo/
St. Tropez**

Social Responsibility in Farmed Seafood: Supporting change and sharing responsibilities

Oceans and inland waters sustain livelihoods of many millions of small-scale fishers and aquaculture farmers, including many of the world's poorest people. Is the drive towards "sustainable seafood" benefiting these livelihoods? The session brings diverse participants and voices together to explore partnerships for environmental and social sustainability that deliver real social change and benefits all along the market chain, from producers to consumers. The session will engage the audience, share ideas and fears, on how supply chain partnerships might be catalyzed and what is needed to make them attractive to all parties.

Moderated by Dr. Michael Phillips (The WorldFish Center) with presenters Vishnu Bhat (Marine Products Export Development Authority), Cut Desyana (WWF Indonesia), Dr. Dominique Gautier (Aqua Star Europe), CV Mohan (NACA), Arun Padiyar (FAO), Corey Peet (David Suzuki Foundation), Dr. Rohana Subasinghe (UN Food and Agriculture Organization), N.R. Umesh (NacSA), and Valeska Weymann (GlobalGap).

Workshop
2:00 – 5:00 PM

**Marseilles/
Portofino**

Quantitative Approaches for Evaluating the Environmental and Socio-economic Performance of Seafood Production Systems

As demand for sustainable seafood continues to increase amidst declining fish populations, pressure is increasing to better define and measure the environmental performance of seafood production systems. This workshop highlights a new generation of fisheries and aquaculture assessment tools, which quantitatively evaluate the environmental performance of our seafood choices. Methods and results emerging from the Global Aquaculture Performance Index (GAPI) and Life Cycle Analysis (LCA) of various aquaculture systems and capture fisheries will be presented and discussed. Workshop participants will learn how these methods can be applied and how they may affect decisions regarding seafood production, processing, sales and consumption.

Moderated by Christopher Mann (Pew Environment Group) with presenters Daniel Lee (Global Aquaculture Alliance), Dr. Astrid Scholz (Ecotrust), Pablo Trujillo (Seafood Ecology Research Group, University of Victoria) and Dr. John Volpe (Seafood Ecology Research Group, University of Victoria).

5:00 – 6:00 PM
South Poolside*

Cocktail Reception

Film Screening
6:15 – 7:45 PM
Las Palmas

A Sea Change: Imagine a world without fish

If we continue to burn fossil fuels at our current levels, it's possible that ocean chemistry will change so drastically that fish won't survive. *A Sea Change* is a new documentary about ocean acidification, the chemical changes to seawater caused by excess carbon dioxide. The film combines hard scientific information – the film interview internationally known scientists – with the personal story of a family of fishermen. With Sven Huseby, retired educator and concerned grandparent, the film travels from Norway to Northwestern America, learning about the scientific, economic, and cultural implications of ocean acidification.

TUESDAY, FEBRUARY 3

<u>TYPE, TIME & ROOM</u>	<u>SESSION</u>
7:30 – 8:30 AM Foyer	Breakfast
9:00 – 10:30 AM Sorrento-Riviera	Panel Catch Shares: A Primer <p>Catch shares dedicate a secure share of fish to an individual fisherman, community or fishery association. Shareholders are usually allowed to buy and sell shares, giving them a long-term interest in the health of the fishery. This panel will address design and implementation of catch share programs to achieve particular objectives; the relationship between catch shares and fisheries health; case studies of fisheries where catch shares have achieved conservation and other goals and where they haven't and what went wrong; and how seafood buyers can benefit from and work with catch share fisheries.</p> <p>Moderated by Teresa Ish (Environmental Defense Fund) with panelists Kate Bonzon (Environmental Defense Fund), Wes Erikson (Sushi-Mon) and Daryl Sykes (New Zealand Rock Lobster Industry Council).</p>
9:00 – 10:30 AM Monte Carlo/ St. Tropez	Panel Beyond Bluefin: Science and management of non-bluefin tuna species <p>This panel will explore recent research on improving the accuracy of assessments of several species of non-bluefin tuna with new kinds of data and models. Because non-bluefin tuna species of tuna are also at risk for overfishing and are commercially important, it is crucial to provide accurate estimates of their numbers and to find ways to sustainably manage them. This session will also explore options for improved management of several tuna species, including the use of improved catch documentation and changes in management by regional fishery management councils. Finally, the panel will examine options for improving the sustainability of tuna catches.</p> <p>Moderated by Dr. Rebecca Goldberg (Pew Charitable Trusts' Environment Group) with panelists Susan Jackson (International Seafood Sustainability Foundation), Dr. Murdoch McAllister (University of British Columbia Fisheries Centre) and Mark Stevens (WWF US).</p>
9:00 – 10:00 AM Marseilles/ Portofino	Presentation Sustaining Healthy Coastal Fishing Communities <p>There are many challenges facing commercial fishing men and women in terms of sustaining their communities, livelihoods, and traditions. Fishing communities have a shared cultural history that comes from working to make a living on the sea. They are places where human activities are inextricably linked with marine ecosystems and with the renewable resources held within it. Fishermen are the foundation of traditional knowledge of the local marine ecosystem and are the link between consumers and seafood- a publicly owned resource. Without an active and knowledgeable local fishing fleet, consumers lose an intrinsic tie to their local marine resources. This presentation by Sara Randall (Institute for Fisheries Resources) and Leesa Cobb (Port Orford Ocean Resource Team) will explore the decline of coastal fishing communities and possible solutions.</p>
10:30 – 11:00 PM Foyer	Break

Panel
11:00 – 12:30 PM
Sorrento-Riviera

Effect of Aquaculture on World Fish Supplies – Ten years on

The aquaculture industry continues to expand, but what is its net impact on world fish supplies? This question was posed ten years ago in an important review article in the journal Nature. Environmental concerns were highlighted (habitat damage, pollution, escapes) and the net contribution of carnivorous species was questioned because of dependence on meal and oil from wild fisheries. This panel will address these critical issues again and, with the benefit of hindsight, will make predictions for the future. Has the aquaculture industry responded effectively to environmental concerns? To what extent has it actually been constrained by supplies of fishmeal and fish oil? And finally, what lessons have been learned and what are the implications for policymakers?

Moderated by Daniel Lee (Global Aquaculture Alliance) with panelists Dr. Andrew Jackson (International Fishmeal and Fish Oil Organization) and Dr. Rosamond Naylor (Stanford University).

Panel
11:00 – 12:30 PM
**Monte Carlo/
St. Tropez**

Achieving Sustainable Harvests: Fishermen’s perspectives from around the globe

Fishermen from Alaska, the Netherlands, New Zealand and Scotland will explore the ongoing issues and challenges they face from NGOs, retailers/wholesalers, media and consumers to prove their fishing methods are responsible and contributing to a sustainable future. All four fisheries have evolved their fishing practices over the past decade to secure and maintain international markets, and have sought independent recognition from MSC. They will explain how their efforts go above and beyond MSC requirements, how they have forged working relationships and partnerships with government, scientists and buyers, and how they have come to a new understanding with NGOs.

Moderated by Maarten Mens (Dutch Fish Product Board) with panelists Chris Carey (Skipper of Al Mustaqila 1), Richard Draves (American Seafoods Group), Klass Jelle Koffeman (Geertruida BV) and Jason Schofield (Skipper/Owner of Viking Monarch K58 and the Norlantean II K508).

Presentation
11:00 – 12:00 PM
**Marseilles/
Portofino**

Fishermen and Chefs, Working Together to Bring Sustainable Seafood to the Table

This presentation will review a case study where the South Carolina Aquarium fostered a connection between a local fisherman and local chefs. Both the fisherman and chefs risked departure from the traditional business model, found innovative solutions to obstacles, and successfully positioned themselves as new leaders in the seafood industry. This short supply chain simplifies traceability from boat to plate, enhancing marketability of the product, and establishes a stable market for the fishermen. If we are to have fisheries in the future, the fishermen must be supported socially and economically while scientists pursue environmental sustainability.

Moderated by Megan Westmeyer (South Carolina Aquarium) with presenters Jason Davidson (Crew Carolina) and Mark Marhefka (Snapper & Grouper Fisherman and Abundant Seafoods).

12:30 – 1:30 PM
South Poolside*

Lunch

Panel
2:00 – 3:30 PM
Sorrento-Riviera

The Common Vision for Environmentally Sustainable Seafood: Sharing responsibility in partnerships for real change

How can companies and conservation organizations work together most effectively to meet both business needs and conservation goals? The Common Vision was created in 2008 to provide seafood buyers and suppliers with conservation community input on establishing corporate policies on environmentally responsible seafood. During this session, two pairs of business representatives and their NGO partners will describe how they have been collaborating to create change, using the Common Vision as a guide. Their brief presentations will be followed by an open discussion about how the industry and NGOs can work together and overcome challenges to continue to make real progress on sustainability.

Moderated by Howard Johnson (H.M. Johnson & Associates) with panelists Edward Cassano (Monterey Bay Aquarium's Center for the Future of the Ocean), Guy Dean (Albion Fisheries), Robert Dennill (ARAMARK) and Bill Wareham (David Suzuki Foundation).

Panel
2:00 – 3:30 PM
**Monte Carlo/
St. Tropez**

Sustainable Seafood and Public Policy

Engagement in public policy is the next frontier for the sustainable seafood movement. More and more businesses are taking steps towards sustainability. However, all companies are not alike in this regard, and many forward-thinking companies are concerned that some steps that would be good for the environment and long-term sustainability may not be currently competitive. Engaging in advocacy to reform fisheries and aquaculture laws can be a powerful avenue to extend sustainability measures to the entire sector, ensuring that steps that are good for the environment will be good for business as well.

Moderated by John Hocevar (Greenpeace) with panelists Amy Grondin (Sustainable Seafood Consultant and Commercial Fisherman), Nina Thuellen (Greenpeace) and Kate Wing (Ocean Policy Analyst).

Presentation
2:00 – 3:00 PM
**Marseilles/
Portofino**

Working Together for Farmed Tilapia and Pangasius Sustainability

Most of the world's farmed fish products come largely from small producers globally and most of them cannot afford to be audited against current standards. The variety of standards also creates confusion among buyers and producers unsure of which standard they need to comply with. Sustainable Fisheries Partnership (SFP) implemented a comparison of tilapia standards through test audits (10 farms). The audits evaluated existing standards based on feasibility, applicability and its content. This report also highlights why producers and buyers participated in this program. The presentation also included results of the water quality monitoring for pangasius farms. Presented by Ernesto "Jack" Morales of SFP and Dr. Nguyen Thanh Phuong of Can Tho University in Vietnam.

Plenary Session
3:45 – 4:30 PM
Sorrento-Riviera

Conference Closing: Sharing Responsibility for Real Change

Melanie Siggs, Director, Seafood Choices Alliance

WEDNESDAY, FEBRUARY 4

<u>TIME</u>	<u>SESSION</u>
8:30 – 11:00 AM	Tour of Carlsbad Aquafarm <p>Carlsbad Aquafarm is the only aquafarm in Southern California, located on the property of the NRG Power Plant in Carlsbad, directly off the 5 freeway, in north San Diego County. Carlsbad grows mussels, oysters, and scallops in a lagoon adjacent to the Pacific Ocean and abalone and red seaweed in re-circulating seawater tanks on shore. Though their footprint is small, they produce much of the shellfish for California and various states across the U.S.</p> <p>The tour may include any/all of the following aspects: 1) Tour of our vertically integrated facility including sustainable grow and harvest methods and poly-culture techniques; 2) Lecture by Chief Science Officer, Dr. David Leighton, professor emeritus, author and world-renown expert of abalone for culinary and ornamental production, habitat restoration, and reintroduction of threatened native species; 3) Tasting of Carlsbad Aquafarm product prepared by professional chef; and/or 4) Tour of neighboring Carlsbad Desalination Project by Poseidon Resources Corporation, including a demonstration of the desalination process and exemplification of its benefits to aquafarming by way of the warmed seawater by-product it produces.</p> <p>**Picture identification required**</p>
9:00 – 11:00 AM	Tour and discussion with fisherman from the American Albacore Fishing Association <p>The American Albacore Fishing Association (AAFA), based in San Diego, represents US pole and troll albacore fishing vessels and is comprised of small-scale, family-run fishing operations. In September 2007, the North and South Pacific AAFA fishery became the first tuna fishery in the world to be certified sustainable to the Marine Stewardship Council (MSC) standard. Fishermen catch albacore, one at a time with the pole & troll method, ensuring the health of the stock and the ocean while resulting in a superior product for the consumer.</p> <p>The tour will take participants out to the wharf to visit the vessels that comprise this fishery. Skippers/owners will take small groups aboard their vessels to talk about the tuna fishery in San Diego, harvest method, their experience with the certification process, market benefits and other topics relevant to this fishery. Participants will also pass by Shelter Island to view a monument dedicated to the pole and troll albacore fishery in San Diego.</p>

*In case of rain, all events held South Poolside will be held in the Pavillion.

