



OCEAN TRUST

YOUR LINK TO SUSTAINABLE FISHERIES WILDLIFE & THE ENVIRONMENT

Join Ocean Trust as your Sustainable Seafood Partner!

Join an award-winning program that works with top scientist to address seafood sustainability and provide fishery improvement projects for sustainable oceans and communities dependent on the sea.

Science & Sustainability Forum: 85 Presentations Profiling Seafood Sustainability

Since 2010, Ocean Trust has hosted an international forum with the American Institute of Fishery Research Biologists and other leading scientists on “Science & Sustainability” that has produced eighty-five reports and summaries on the status and sustainability of capture fisheries and cultured seafood globally, regionally, and nationally. The forum brings together world renowned scientists and recognized management authorities from FAO, NOAA, Canada, Iceland, Norway, New Zealand, Mexico, Russia, South America, ICES, CCAMLR, NAFO, Indian Ocean, New England, Gulf of Mexico, WWF, Audubon Nature Institute, ISSF, Saving Seafood, and scientists like Ray Hilborn, Brian Rothschild, Fabio Hazin Chair of FAO Committee on Fisheries. It is one of the most comprehensive and reliable sources of information on the sustainability of seafood and related issues from globally recognized competent management and science authorities who are now speaking out on misinformation and misapplication of ecolabelling programs and standards. See “Scientists Challenge Secretary Kerry's on Global Fisheries” at www.oceantrust.org



Ocean Trust Forum Calls for Re-evaluation of Ecolabelling and Sustainability Standards

In addition to correcting misrepresentation of information on the status of fisheries, our forum also addressed the growing concern of market access issues associated with ecolabelling and the misapplication of standards developed for high latitude, open-ocean fisheries in certifying coastal fisheries in tropical and subtropical regions. Ocean Trust was the first to identify this mismatch and is working with scientists to document successful management systems and practices in coastal regions. See “Scientists at Ocean Trust/AIFRB Forum Call for Re-evaluation of Seafood Ecolabeling & Sustainability Standards” at www.oceantrust.org

Rationalizing Sustainability: Presenting A New System for the Certification of Seafood

Only ten percent of global fisheries have gone through ecolabelling programs like MSC. There simply is not enough money to certify all fisheries in the world, nor does it make sense. What is needed is a systematic approach to assure seafood sustainability by certifying management systems instead of individual fisheries or the status of a stock at any given point in time. Since 2012, Ocean Trust has been working with NOAA and the Gulf States Marine Fisheries Commission to pilot test new tools to measure fisheries sustainability based on the responsiveness of management systems and its conformance to FAO ecolabelling standards. It provides greater efficiencies by eliminating the duplication of assessments and expense associated with current certification programs that take a fishery-by-fishery approach. Initial findings from our comparative assessment of national and regional management programs were presented to FAO in 2014 as a tool to validate management systems and the sustainability of fisheries under those programs. See “Ocean Trust Presents New System for Assessing Sustainability to FAO” at www.oceantrust.org



Fisheries, Wildlife and Environment Improvement Projects Since 1995

Ocean Trust also continues to provide a full-service solution to ocean conservation based on long record of projects that improve fisheries sustainability, enhance wildlife and restore the marine environment which fisheries and aquaculture rely on. Visit www.oceantrust.org/what-we-do

By Joining Ocean Trust, you support:

1. A global Science & Sustainability Forum, active research on sustainability issues and partnership development with scientists and resource managers to give Ocean Trust members access to FAO and other competent science and management organizations' assessments on seafood sustainability.
2. Efforts to rationalize seafood certification instead of perpetuate programs that introduce new standards, duplicate peer reviews and assessments, and ignore science and management authorities.
3. Assessment and enhancement plan development and projects that continue to enhance fisheries, wildlife and environment. *Join us and our other supporters at www.oceantrust.org*

Renew your membership online at www.oceantrust.org or return this form by fax or mail.

Please enroll me as a:

Member Benefits - Cumulative with each level:

<input type="checkbox"/> Global Partner	\$25,000	<i>Assessment & Enhancement Plan development for product line including sustainability objectives & recommendations</i>
<input type="checkbox"/> Oceanic Partner	\$10,000	<i>Sustainability Profile on company product line which identifies potential issues associated with fishery and seafood products</i>
<input type="checkbox"/> Seas Sponsor	\$5,000	<i>Premium partnership recognition corporate logo on OT site receive sustainability status updates of species of interest</i>
<input type="checkbox"/> Seafarers	\$3,000	<i>Extend membership to individual stores, units or subsidiaries & allow each unit to display and access OT seafood data base</i>
<input type="checkbox"/> Bluewater Patron	\$2,500	<i>Use Ocean Trust logo on product packaging & public print ads to promote your commitment to sustainable seafood</i>
<input type="checkbox"/> Coastal Patron	\$1,500	<i>Use OT logo on trucks, request a Sustainability Species Profile</i>
<input type="checkbox"/> Fisheries Contributor	\$1,000	<i>Single species OT profiles for e-distribution, OT web logo use</i>
<input type="checkbox"/> Seafood Supporter	\$500	<i>Science & Sustainability Forum presentations, web link</i>

Please accept the following commitment of support at \$ _____ or level indicated above:

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