



RFM UPDATE

FEB/MAR 2018



Greetings from RFM Committee Chair

The Alaska seafood industry views 2018 as a pivotal year for ASMI's Responsible Fisheries Management (RFM) Certification Program. Advances in the program in 2017 will form the foundation for greater market awareness and the program's long-term success. Re-certifications of salmon, halibut, sablefish, crab, Pacific cod, and pollock fisheries and the addition of a new fishery, Aleutian Islands golden king crab, have Alaska's major fisheries positioned to benefit from the program.

Work by the RFM Committee, at the direction of the Board, over the last year has set the stage for the program to come into its own. The Quality Management System, the overarching guide to the program, together with the program's procedures underwent substantial revisions to streamline the program and save on costs. These updates improve

transparency and predictability of the program and are critical to meeting the current fiscal challenges. The approval of DNV-GL as the second certification body for reviewing fisheries' for certification under the program shows that the program has fully matured.

Benchmarking of the program by GSSI (Global Sustainability Seafood Initiative) demonstrates its credibility as a certification scheme worthy of worldwide acceptance. In the coming year, we look to expand the use of our chain of custody and logo to reach more of the seafood marketplace. These steps should ensure a secure place in those markets for Alaska RFM certified seafood.

— MARK FINA
ASMI RFM Committee Chair



Recent Certifications and Re-Certifications

Congratulations to the fisheries and fishery clients that earned their first Alaska RFM Certification and the many that achieved continued certification this past year.

FISHERY	DATE	ALASKA FISHERY CLIENTS
NEW FISHERY CERTIFICATIONS		
Eastern Bering Sea Tanner Crab	Dec 2017	Bering Sea Crab Client Group LLC
Aleutian Islands Golden King Crab	Dec 2017	Bering Sea Crab Client Group LLC
FISHERY RE-CERTIFICATIONS		
Bristol Bay Red King Crab	Dec 2017	Bering Sea Crab Client Group LLC
St. Matthew Island Blue King Crab	Dec 2017	Bering Sea Crab Client Group LLC
Eastern Bering Sea Snow Crab	Dec 2017	Bering Sea Crab Client Group LLC
Alaska Pacific Cod	Dec 2017	Alaska Fisheries Development Foundation, Inc.
Gulf of Alaska, Bering Sea, and Aleutian Islands Pollock	Dec 2017	Alaska Pollock Fishery Client Group (APFCG) – Pacific Seafood Processors Association At-Sea Processors Association Alaska Groundfish Data Bank
Alaska Salmon	Mar 2017	Alaska Fisheries Development Foundation, Inc.
Alaska Pacific Sablefish	Jan 2017	Fishing Vessels Owners Association (Eat on the Wild Side)
Alaska Pacific Halibut	Jan 2017	Fishing Vessels Owners Association (Eat on the Wild Side)



Thank you to the Alaska RFM Certification Program Certification Bodies for their hard work and due diligence.



GSSI AND RFM UPDATE



Alaska RFM is a credible, robust certification program with global recognition through the GSSI benchmark. Alaska RFM was the first to achieve recognition through GSSI in July 2016. Many other fisheries and aquaculture certification programs followed (Iceland, MSC, GAA) and four more are going through the GSSI process. The great news is the marketplace is recognizing the importance of the GSSI Benchmark Tool and we are starting to see the impact of this.

Walmart and RFM

In February of 2017, Walmart modified their seafood policy to support GSSI by accepting certification schemes that successfully completed GSSI's Benchmark. In further support, Walmart has now added Alaska RFM and Alaska sustainability language to its [website](#).

“ASMI has worked with Walmart for a number of years on Alaska seafood promotion and the addition of this language to their website is testament to the strength of Alaska’s dedication to sustainability and to the RFM program.”

— SUSAN MARKS, ASMI Sustainability Director



Growing Momentum with Sourcing Policies

Major retailers and foodservice groups such as Aeon, Ahold Delhaize, Kroger, Metro, Morrisons, Publix, Sodexo, and Walmart have incorporated GSSI into their sourcing policies and now accept seafood certified by GSSI-recognized schemes. The Tokyo 2020 Olympic and Paralympic Games and the World Economic Forum Tuna Traceability Declaration, have also incorporated GSSI recognition into their responsible sourcing commitments. All of this has strengthened GSSI's international recognition and credibility to realize GSSI's goal of enabling informed choice for procurement of certified seafood.



New Funding Partners

Signaling GSSI's growing relevance and importance, six new partners joined GSSI in 2017 — Aeon, Bidfresh, King and Prince, Nissui, Red Lobster and Unisea joined GSSI's global network of partners. Highlighting the growing importance of sustainability in foodservice, in January of this year, US Foods became the first American distributor to join GSSI's Global Partnership.



FAO ENDORSEMENT



“So far, the GSSI experience has been positive with several major schemes benchmarked and many others in the pipeline. The role of FAO as an observer is to ensure that the GSSI builds on FAO or other internationally agreed instruments and that GSSI strives to ensure that developing countries be included in the process. FAO will continue to engage in this process.”

— DR. AUDUN LEM,
Deputy Director of Policy and Resources Division in the Fisheries and Aquaculture Department at FAO and GSSI Steering Board member during the bi-annual COFI Sub-Committee on Fish Trade

RFM Quality Management System Improvements

Dedication to evolving the RFM Program and gaining efficiencies, ASMI Staff and the RFM Committee updated the Quality Management System Manual and Procedure documents. The resulting Version 4.0 has improved readability, clarity and cost savings to clients. For example, a preference for desktop reviews for annual surveillance audits with fisheries that have low risk or minimal changes since the previous audit or assessment was added in. Desktop reviews are typically half the cost of on-site reviews. Version 4.0 QMS Manual and Procedures are posted at <https://www.alaskaseafood.org/rfm-certification/>



RFM Certified Seal

The [Alaska RFM Certification seal](#) is available for those who satisfy the Chain of Custody requirements, would like to demonstrate traceability and make a certification claim.



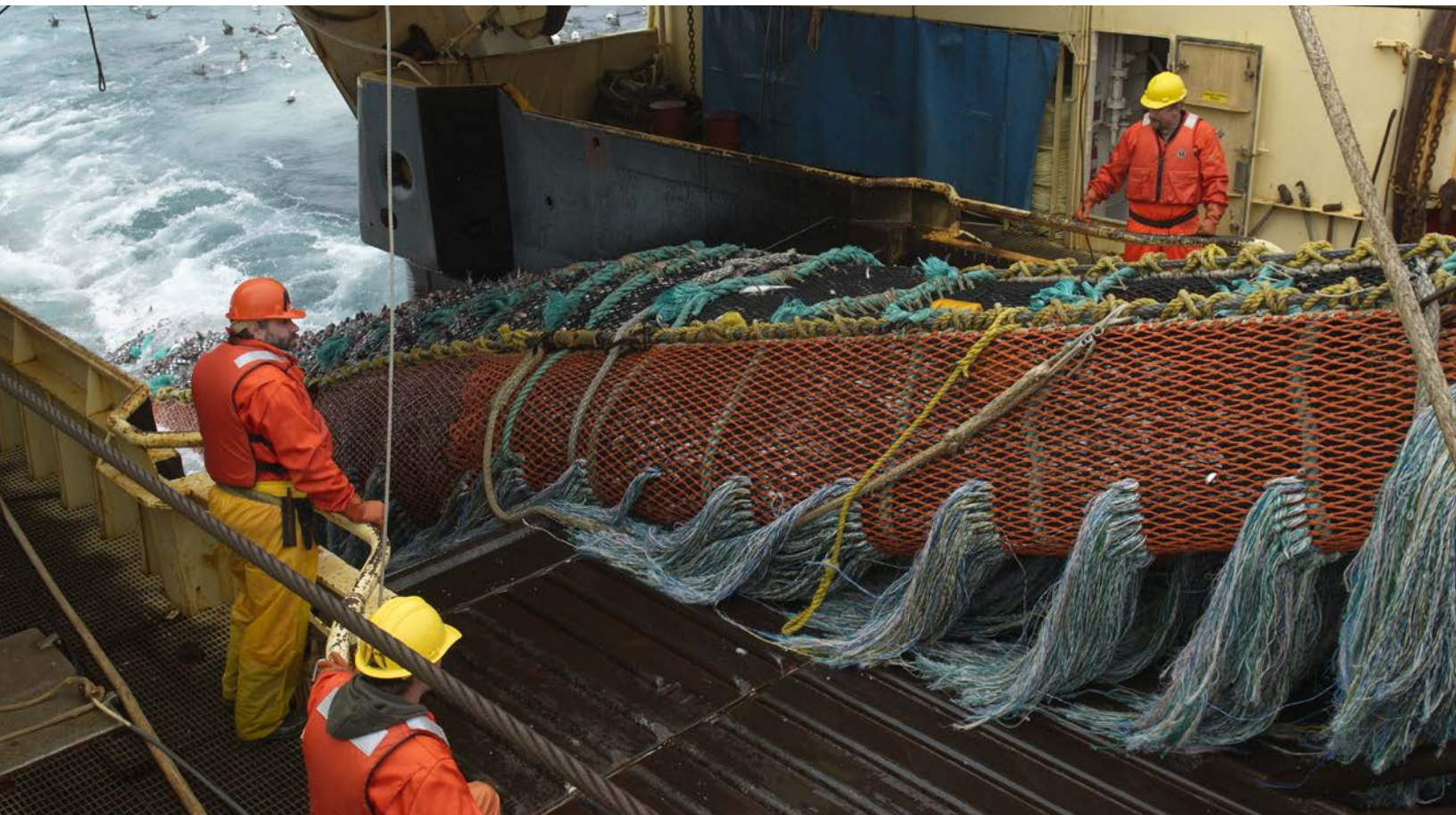
There is no logo-licensing fee and it is free to use with Chain of Custody and a signed Terms of Use Agreement.

ON THE HORIZON

The RFM Program is in discussions with new fisheries interested in applying for certification; stay tuned for new announcements and sign up to receive our [Eblasts](#). There are currently seven fisheries certified to the [RFM Standard](#). RFM certification demonstrates your fishery has met an internationally accredited standard that confirms adherence to responsible fisheries management. If you would like more information about the process or have any questions about fisheries certification please contact Jeff Regnart at jregnart@gmail.com

RFM Outreach

ASMI and the RFM Committee will be providing outreach and educational workshops on RFM to fishermen and processor sectors. Stay tuned for dates or contact Susan Marks for information at smarks@alaskaseafood.org





UPCOMING TRADESHOWS

Come visit us at the following upcoming shows:

- Seafood Expo North America, Boston. Booth #1633
- Seafood Expo Global, Brussels. Hall 6, #1126, 1127, 1143

Key Contacts

Susan Marks is the Sustainability Director at ASMI and spearheads the Alaska RFM program along with Jeff Regnart, Fisheries Technical Consultant.

For additional information please visit <http://alaskaseafood.org> or contact Susan Marks at smarks@alaskaseafood.org

To receive email updates for specific fishery certifications and to stay informed of the latest developments and news regarding the Alaska RFM Program please sign up to receive our E-Blasts [here](#).



THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION

is a rigorous program founded on the strongest and most widely acknowledged international standards and practices. As the owner of Alaska RFM Certification, the Alaska Seafood Marketing Institute (ASMI) developed the program to offer a credible, cost effective choice in seafood sustainability certification.



ALASKA SEAFOOD MARKETING INSTITUTE

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