



For Immediate Release

Pacific Whiting, the first fishery outside of Alaska, enters RFM Assessment

December 10, 2021 - The Responsible Fisheries Management (RFM) certification program is pleased to announce that the Pacific Whiting (Hake) Mid-Water Trawl fishery, covering US federal EEZ waters off Washington, Oregon and California, is being [assessed to the RFM Fishery Standard on behalf of the Pacific Whiting Conservation Cooperative \(PWCC\) in collaboration with all sectors of the US whiting fishery.](#)

“The Certified Seafood Collaborative (CSC), owners of the RFM program, are delighted to welcome Pacific Whiting as the first fishery outside of Alaska to enter into an RFM assessment,” states Mark Fina, Chairman of CSC Board. “We couldn’t be more thrilled that PWCC sees the value RFM offers – credibility, plus an eco-label that features origin without logo licensing fees, helping drive costs down for the supply chain. It’s an exciting time to see our industry’s growing request for choice in sustainable seafood certifications.”

PWCC President, Mike Luchino shares this desire for certification choice. “At PWCC we believe the industry is better off having sustainable seafood certification program alternatives. We anticipate adding the Pacific Whiting fishery to the roster of RFM certified fisheries will facilitate important growth of the RFM program by expanding its geographic scope, increasing the volume of RFM certified fish available to businesses and consumers, and in extending RFM's market reach.”

Daniel Waldeck, PWCC Executive Director says, “Sustainability of the Pacific Whiting fishery is of paramount importance to PWCC. We recognize that sustainable seafood certification programs provide critical information to businesses and consumers as they make their seafood buying choices. We’ve witnessed the growth of RFM certified fisheries in Alaska and see the many benefits they have derived from their RFM certifications.”

Waldeck continues, “As RFM expands their reach and scope, PWCC is proud to be the first fishery outside of Alaska to pursue RFM certification. We expect our member companies, and other sectors of the Pacific Whiting fishery client group, to benefit from RFM certification.”

MRAG Americas, Inc. is conducting the independent assessment for PWCC in partnership with the entire US whiting fishery. MRAG Americas is a newly approved RFM Fishery Standard Certification Body (CB).

“MRAG Americas is excited to offer RFM fishery and chain of custody assessment services. With our strong presence in Alaska and the Pacific Northwest, performing RFM assessments is a natural expansion of our audit and assessment services and we look forward to working with fishing companies in the region to demonstrate their sustainability and consistency with the FAO code of conduct for responsible fisheries,” states Amanda Stern-Pirlot, Director, Fisheries Certification Division for MRAG Americas.

For more information on RFM certification visit rfmcertification.org.

The PWCC is a Washington-based fishing and research cooperative, comprised of three Seattle-based companies that operate 10 catcher-processor vessels, home-ported in the Puget Sound region ([American Seafoods](#), [Glacier Fish Co.](#), and [Trident Seafoods](#)). PWCC was formed to promote rational harvest, optimal utilization, and minimal waste in the whiting fishery. Sustainability is of paramount importance, by working cooperatively, PWCC member companies greatly improved product recovery rates and significantly decreased bycatch, notably of salmonids and rockfish, in our sector of the whiting fishery. PWCC also funds and performs cooperative research to generally improve the Pacific coast fisheries.