



THE ORIGIN OF YOUR SEAFOOD MATTERS.

**AND WE'RE HERE
TO HELP PROTECT IT.**

We are **Responsible Fisheries Management (RFM)**, a unique approach to certifying responsible, wild-capture fisheries. We're experts in what goes on above and below the water, and we're committed to protecting it. All so we can help make sustainable seafood a part of everyone's story – including yours.



Keys To Our Story



ORIGIN FIRST

Our Chain of Custody certification preserves the story of our fish so that it's traceable through the supply chain back to its point of origin. And we're the only program that includes origin on every pack logo.

BENCHMARKED AND TRUSTED

We were the first certification program to be benchmarked by the rigorous Global Sustainable Seafood Initiative (GSSI). And our standards are based on the United Nations' FAO standards, so you can trust that they're vetted, stable and comprehensive.

EXCEPTIONAL RELIABILITY

Unlike other seafood certification programs, our certified fisheries are always well-managed, with no allowance for serious deviations. Our sound governance ensures against special interest influence, meaning our certification is always impartial.

NO LOGO FEES, EVER

While others are focused on gaining financial success through logo license fees, as a non-profit, RFM is focused solely on offering a rigorous program for fisheries certification. We charge no logo fees, ever, because our goal is to make certified sustainable and traceable seafood accessible to all.

BUILT ON THE WATER

Our story originated with experts who have dedicated their lives and livelihoods to wild-capture sustainable fisheries. They are fishery managers, scientists and conservationists who are specialists in fishery issues. So when you buy seafood from RFM-certified fisheries, you're not just doing good for your business, you're also working with a program you can trust.

50%

of seafood consumers say sustainability claims or certifications have a major impact on their purchase decisions (*Power of Seafood, Food Marketing Institute, 2022*)

64%

of U.S. consumers want to know the source of the seafood they purchase (*Datassential, 2022*)

85%

of consumers say including **ORIGIN** on RFM eco-label is important (*Datassential, 2022*)

ADD US TO YOUR STORY

Offering RFM-certified sustainable seafood to your customers is simple, cost-efficient and strategic for your business. Reach out to get started.

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