



CALIFORNIA OCEAN PROTECTION COUNCIL

Lester Snow, Secretary for Natural Resources, Council Chair
John Chiang, State Controller, State Lands Commission Chair
Linda Adams, Secretary for Environmental Protection
Susan Golding, Public Member
Geraldine Knatz, Public Member
Fran Pavley, State Senator
Pedro Nava, State Assemblymember

MEMORANDUM

TO: Ocean Protection Council

FROM: Valerie Termini

DATE: March 3, 2010

RE: AB 1217 California Sustainable Seafood Initiative

EXHIBITS: A) [Recommended panel members](#) for the California Sustainable Seafood Initiative
B) [AB 1217](#)
C) CSSI [Nomination Form](#)

REQUESTED ACTION:

Staff recommends the Council approve the following resolution:

“The Ocean Protection Council hereby appoints the individuals identified in the attached Exhibit A of the staff recommendation to serve as advisory representatives to the California Sustainable Seafood Initiative, pursuant to Assembly Bill 1217 (Chapter 279). If any of these individuals are unable to serve through the tenure of the California Sustainable Seafood Initiative, the Ocean Protection Council hereby delegates authority to the Council Chair to appoint a replacement for that member.”

BACKGROUND:

Assembly Bill 1217 (Monning, 2009), which added Section 35617 to the Public Resources Code and amended Sections 35550 and 35650 of the Public Resources Code, requires the Ocean Protection Council to develop and implement a voluntary seafood promotion program for California fisheries. The intent of AB 1217 is to encourage California fisheries to seek certification in accordance with internationally accepted standards for sustainability and to promote the purchase and consumption of certified sustainable California seafood. (See Section 1(a) of AB 1217 § 1).

The statute directs the Council to: 1) develop a protocol to guide entities on how to be independently certified to internationally accepted standards for sustainable seafood; 2) implement a marketing assistance program for such seafood in cooperation with the Department of Food and Agriculture (CDFA); 3) develop a competitive grant and loan

program to help fisheries become certified as sustainable when funded by the legislature; and 4) design a label or labels that may be used exclusively to identify seafood caught in California. This memorandum provides an initial overview of the program, with a focus on the first task (development of a protocol).

The statute stipulates that the protocol is to be developed in a transparent process and adopted by the Council in a public meeting. In addition, the Council will need to identify in a public document that the standards developed meet or exceed the Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries promulgated by the Food and Agriculture Organization of the United Nations (FAO). It is not envisioned that the OPC or staff will certify fisheries in California; rather the purpose will be to guide entities on how to become certified as sustainable through existing organizations.

Need

The need for sustainable fisheries and the conservation of marine biodiversity are widely recognized¹. California's growing population, the increasing worldwide demand for seafood, and the accumulating stresses on marine and coastal habitats create a challenge to sustaining our living marine resources and activities associated with them.² Eco-labelling schemes, such as the Marine Stewardship Council (MSC), the Agreement on the International Dolphin Conservation Program (AIDCP), and Naturland, are increasingly perceived as a way to maintain the productivity and economic value of fisheries while providing incentives for improved fisheries management and the conservation of marine biodiversity.

Over the past century, the increasing demand for seafood has had huge implications for marine species and ocean ecosystems. The adoption of increasingly powerful technologies has led to a massive increase in global fishing capabilities. The demand for seafood in the U.S. is large. Annually, the U.S. consumes about 16 pounds of seafood per capita, which represents about \$69.8 billion in revenue (\$46.8 billion at foodservice and \$22.7 at retail, with industrial seafood products accounting for the remaining \$389.4 million).³ Californians consume even more, due to a higher degree of health-consciousness, and proximity to the coast. This has both national and international implications for California's economy, since a portion of California's fisheries is exported to foreign nations, and because the national and California markets are growing. The more California can effectively manage its fisheries for optimal sustainable productivity, the greater the opportunity for an increase in foreign trade, thus reducing the seafood trading deficit,⁴ while simultaneously providing incentives for Californians to

¹ *Science* 3 November 2006: Vol. 314. no. 5800, pp. 787 – 790 DOI: 10.1126/science.1132294

² Dept of Fish and Game and California Sea Grant, California's Living Marine Resources: A Status Report (2001).

³ Fisheries of the United States 2008. Available at:
http://www.st.nmfs.noaa.gov/st1/fus/fus08/fus_2008.pdf

⁴ The United States currently imports 84% of its seafood supply. The U.S. seafood trade deficit is \$9.4 billion, second only to oil in the natural resources category. Sea Grant Legal Program accessed at: <http://masglp.olemiss.edu/Water%20Log/WL29/29.3aquaculture.htm>

buy locally caught seafood. Buying local seafood helps reduce energy demands, mitigates climate change, and supports local fishermen.⁵

In adopting AB 1217, the Legislature found that:

- California fisheries have been at the forefront of efforts to protect and restore fish stocks and engage in responsible and sustainable fishing practices;
- Within the commercial fishing sector there are a variety of existing methods and practices that can reduce the environmental impacts of seafood production;
- Market-based approaches informed by consumer demand, including product differentiation, labeling, and marketing, can provide incentives to improve the sustainability of seafood production; and
- Some California fisheries have adopted sustainable practices consistent with internationally accepted standards and should be recognized in the marketplace and others should be encouraged to do so.

Components of AB 1217

There are four main components of AB 1217. OPC is required to: 1) develop a protocol to guide entities on how to become independently certified; 2) develop a marketing assistance program; 3) develop a grant and loan program; and 4) develop a label for California sustainable seafood.

1) Develop a protocol (standards) to guide entities on how to be independently certified to internationally accepted standards for sustainable seafood

To meet the requirements of AB 1217 in developing standards for sustainable California fisheries, the OPC's protocol must encompass standards that meet or exceed the Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries promulgated by the Food and Agriculture Organization of the United Nations (FAO), and conform to the following principles (outlined in Section 35550(c)(2)(A)-(C)):

(A) A fishery must be conducted in a manner that does not lead to overfishing or depletion of the exploited populations and, for those populations that are depleted; the fishery must be conducted in a manner that demonstrably leads to their recovery.

(B) Fishing operations should allow for the maintenance of the structure, productivity, function, and diversity of the ecosystem, including habitat and associated dependent and ecologically related species on which the fishery depends.

(C) The fishery is subject to an effective management system that respects local, national, and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.

The FAO Guidelines are applicable to programs designed to certify and promote labels for products from well-managed marine capture fisheries and focus on issues related to the sustainable use of fisheries resources. The Guidelines state that an eco-labelling

⁵ Kildow et al. 2005. California's Ocean Economy: Report to the California Resources Agency. Prepared by the National Ocean Economics Program. Available at: http://www.resources.ca.gov/press_documents/CA_Ocean_Econ_Report.pdf.

scheme for fisheries should, among other things, recognize the sovereign rights of states; be voluntary, market-driven, transparent, non-discriminatory, and based on best available scientific information; allow for fair trade and competition; establish clear accountability; and meet the minimum substantive criteria outlined in the Guidelines. Substantive requirements are specified for fishery management systems, fishery stocks, and impacts of the fishery on the larger ecosystem. The Guidelines state that the setting of standards is among the most critical tasks of any eco-labelling scheme.

Panel Selection Process

To meet the requirements of SB 1217, OPC staff has been working to convene a California Sustainable Seafood Initiative Advisory Panel. In January 2010, staff sent out a request for nominations for the CSSI Advisory Panel (Exhibit C). This request included categories for representatives from; state or federal fishery management agencies, non-governmental organizations (NGOs), the commercial fishing industry, fish processors, fish retailers or traders, restaurateurs, public health/nutrition officials, fishing port officials, and the scientific community.

All nominations, including self-nominations, were asked to use the CSSI nomination form (Exhibit C). Each complete nomination included:

- Submitter's name, organization and contact information
- Nominee's name, organizational affiliation, and contact information including email address, telephone number, and mailing address
- The category for which the nominee is being nominated to represent (i.e., scientist, processor, fishing representative, NGO)
- Not more than two paragraphs explaining why the nominee would be a good representative for the category for which they have been nominated
- Whether the nominee has been contacted and is willing to serve.

After receiving the nominations, staff ranked the nominees based on the following criteria: experience and knowledge of sustainable seafood standards, time availability, geographical balance, diversity of views and opinions, the ability and willingness to represent others within their category (i.e., candidates for the processor slot should be willing to bring in ideas from other processors not on the Advisory Panel), and their willingness and ability to work in a group dynamic.

OPC staff and the OPC science advisor have reviewed nominations and recommended candidates from each of the groups mentioned above based on professional qualifications and the need for balanced representation in terms of disciplinary representation, perspectives, affiliations, and geography.

After all nominations were reviewed and ranked, staff now recommends the following individuals with the overall highest qualifications from each sector:

Recommended CSSI Advisory Panel Members

Fish processor, Trader, Retailer Representatives

Logan Kock is the purchasing director for Santa Monica Seafood Company. Kock served as a founding member of the Aquarium of the Pacific's Sustainable Seafood Forum in 2004. He has participated the last 6 Seafood Choices Alliances Summits and in sustainable seafood panel presentations at the Boston Seafood Show, Seafood Choices Alliance and Western Restaurant Show. He is responsible for Santa Monica's Seafood Champion nomination in 2009 and MSC certification in 2007. His integrity, passion for and deep interest in responsible seafood sourcing gave the Monterey Bay aquarium confidence enough to select Santa Monica Seafood to be the first participant in their Seafood Distribution Program in 2009. Mr. Kock has more than 40 years working in various aspects related to ocean health, from a fishery biologist to a national seafood restaurant chain purchasing director to VP purchasing at Santa Monica Seafood.

Paul Johnson founded the Monterey Fish Market in 1979, a business that sells sustainably-captured and cultured seafood and promotes ocean conservation. A former chef and the co-author of *The California Seafood Cookbook*, Mr. Johnson currently serves on the advisory board of the Monterey Bay Aquarium's Seafood Watch Program and has published the book *Fish Forever: The Definitive Guide to Understanding, Selecting, and Preparing Healthy, Delicious and Environmentally Sustainable Seafood*. Mr. Johnson also currently serves on the Dungeness Crab Task Force.

Matthew Owens directs program management, business development, and internal operations at FishWise. He and his team of Program Managers understand and respond to the needs of existing FishWise member retailers and distributors while developing innovative, customized programs for new business partners. This direct involvement with production along with daily supplier interactions through his work at FishWise provides him a strong grasp of the seafood supply chain. Mr Owens holds a master's degree from UCSD in Environmental Economics and Policy with a Marine Resource Emphasis, and graduated with honors. Prior to joining FishWise, Matt's graduate work was focused on the credibility and cost-benefit of MSC certification, a certification/eco-label that is fully compliant with UNFAO's Guidelines for the Eco-labeling of Fish and Fishery Products from Marine Capture Fisheries.

Tim o'Shea is a co-founder and the Chairman of CleanFish. Previously, Mr. o'Shea served as Director of Policy for the Council on the Environment of New York City, and a strategic consultant to environmental and conservation agencies. Mr. o'Shea spent years facilitating multi-stakeholder events involving public utilities including the Sacramento Municipal Utility District (SMUD), where he refined his skills in listening to multifaceted problems. Mr. o'Shea was awarded the 2008 Innovation in Business Award from the Social Venture Network for developing a market-driven response to the seafood sustainability crisis in his founding of CleanFish.

Restaurant Representatives

Cynthia Walter is co-owner of Passionfish Restaurant in Pacific Grove, California. Bon Appetit Magazine recognized Cindy and her husband Ted as "sustainable seafood experts," in its "Best of 2006" cover focus, which was published in January of 2007. At the same time, Passionfish is one of the few Monterey County restaurants to hold a Zagat rating and has earned the Wine Spectator Award of Excellence each year since 1998. The Walters were both inducted into the California Restaurant Association "Hall of Fame" in recognition of their work. The Monterey Bay National Marine Sanctuary Advisory Council and the Association of Monterey Bay Area Governments presented her with the "Sanctuary Reflections" Award for outstanding business practices. In January of 2008, The Seafood Choices Alliance named her one of 10 finalists for the Annual Seafood Champion Awards. And in March 2008, she was named Woman of the Year for the 27th Assembly District.

Patricia Unterman is chef and co-owner of the Hayes Street Grill in San Francisco. She also writes for the San Francisco Examiner newspaper, often exploring issues of sustainability. In addition, Ms. Unterman was a founding member of Cuesa that established the Ferry plaza farmers market and often works with slow food and other groups to educate consumers on the issues of sustainability. Unterman grew up in Evanston, Illinois and graduated from Stanford University. She attended the graduate school of journalism at the University of California, Berkeley. Instead of writing a thesis, she opened a small restaurant in Berkeley in the early seventies called the Beggar's Banquet. Shortly after that she became the Underground Gourmet for New West Magazine. In 1979 she opened the Hayes Street Grill in San Francisco and became the restaurant critic for the San Francisco Chronicle for the next fifteen years.

Kenny Belov is co-owner of FISH restaurant in Sausalito. In addition, Mr. Belov is an active commercial fisherman and owner of a new sustainable seafood wholesaler. He has also started a non-profit, *Fish or Cut Bait*, which educates restaurateurs about the impact of serving unsustainable fish. He investigates the methods used to catch the fish he cooks and sells at his restaurant and retail market. Due to his knowledge of seafood sustainability, Mr. Belov understands and can explain the linkages between a fishing boat and a consumers' plate.

Sam King co-founded King's Seafood Company with his cousin Jeff King in 1984, and since then has developed the largest independently owned seafood company in Southern California. Sam developed and operates restaurants that specialize in seafood -- Ocean Avenue Seafood, Water Grill and King's Fish House. Sam is an active Board Member for the Aquarium of the Pacific for 7 years. Sam also serves on the Board of the Wrigley Institute of Environmental Studies, helping direct educational perspectives on the subject.

Non Governmental Organization Representatives

David Anderson is a marine biologist currently serving as the Seafood Officer in the Aquarium of the Pacific Seafood for the Future program. His background includes work in fisheries and stock enhancement, and graduate work in statistics and population genetics. As the Seafood Officer for Seafood for the Future, Mr. Anderson researches information on federal and state managed fisheries. Information from various seafood advisory programs, third-party certifications, and self-declared retail labels is also

compiled and compared to data from fisheries regulatory agencies. This information is used to create seafood recommendations for the Seafood for the Future program, which ensures that sustainable seafood is available to the public by connecting informed chefs with distributors and producers.

Marcela Gutierrez is currently the Marine Conservation Program Manager at WiLDCOAST. As part of her work she has developed a program entitled, “Defiende el Mar” (Defend the Sea) a campaign to foster marine stewardship amongst California’s Hispanic population. In addition to her work at WiLDCOAST, Ms. Gutierrez was recently part of the South Coast Regional Stakeholder Group of the Marine Life Protection Act Initiative in Southern California. Ms. Gutierrez’ also has experience in commercial seafood production and distribution, attained during her tenure as an operation manager for Oceanic Enterprises Incorporated.

Mark Gold currently serves as President of Heal the Bay in Santa Monica. Gold has experience working in multi-stakeholder policy making and technical advisory bodies, and helping to come up with recommendations and policies. Gold has participated in fish contamination studies and served on technical advisory committees for the Palos Verdes shelf DDT-PCB Superfund site. Recently, he sat on a small stakeholder committee that helped craft the water recycling policy for the state of California. Heal the bay recently received the excellence in water leadership award from ACWA in 2009. Gold holds a doctorate in Environmental Sciences and Engineering from the University of California, Los Angeles.

Teri Shore is Program Director at Turtle Island Restoration Network (TIRN). She directs all aspects of conservation, policy and advocacy campaigns for sea turtles and sustainable fisheries in California, Texas, Costa Rica, and Papa New Guinea. Shore has years of experience with fisheries, bycatch and endangered species issues and has hands-on experience with seafood marketing and partnering with responsible fishers. Shore managed the turtle-safe shrimp certification program working with shrimp fishers along the East Coast who developed the first Turtle Excluder Devices. In addition, she marketed turtle-safe shrimp and achieved national distribution to supermarket chains and high-end restaurants. She also participated in inspections of shrimp boats to verify independent compliance with TEDs laws. Launched in the 1990s, the turtle-safe shrimp program predated the Marine Stewardship Council and the rise of seafood sustainability cards.

Scientific Community Representatives

Sarah Glaser is currently studying California fisheries as a postdoctoral fellow at Scripps Institution of Oceanography where she earned her PhD in Biological Oceanography. She spent eight years studying the feeding habits of albacore tuna as they interact with other commercially harvested populations (such as squid, rockfish, and anchovy) in the California Current System (CCS). Currently, she is studying the links between climate, fishing, and changes in fish abundance for the suite of commercially harvested species in the CCS. The focus of her research has provided important connections to the fishing industry, commercial and recreational fisheries, and the state and national agencies that manage fisheries. Her research on albacore was conducted aboard recreational charter vessels, and she worked closely with commercial fishing vessels and the American Fisherman’s Research Foundation, the organization

representing the commercial albacore fishing fleet. Throughout her career, she worked in conjunction with stock assessment scientists at the Inter-American Tropical Tuna Commission and the National Marine Fisheries Service (NOAA), particularly the laboratory in La Jolla, CA.

Michael De Alessi holds his Ph.D. in the Department of Environmental Science, Policy, & Management at UC Berkeley, with a dissertation examining the environmental history, politics, and economics of fisheries policy in New Zealand. He also holds an M.A. in Marine Policy from the Rosenstiel School of Marine and Atmospheric Science at the University of Miami, as well as an M.S. in Management Science and Engineering and a B.A. in Economics from Stanford. His dissertation critiqued the current methodology for measuring sustainability in fisheries, and suggested improvements and explores uncertainty in harvest models.

Sean Anderson is an ecologist and assistant professor of Environmental Science and Resource Management at California State Channel Islands where he is now developing a center for coastal ecological restoration research and teaching. Mr. Anderson has served as an elected Director of the Ventura County Resource Conservation District for the past four years. In this role, he is a vocal advocate for sustainable food systems and the streamlining of various permitting and needlessly bureaucratic policies that degrade our local production and ultimately increase the ecological footprint of the food arriving to our market shelves here in California.

David Hankin has been a faculty member in the Fisheries department at Humboldt State University since 1978. He is a quantitative fishery scientist by training and his studies have focused primarily on life history and fishery management of Dungeness crab and Chinook salmon. In addition, he has considerable experience in stock assessment and sustainable fisheries and he has been very involved in assessment of potential long-term impacts of hatchery operations on Chinook salmon. He has been active in various fishery management forums, serving on the Pacific Fisheries Management Commission's Science and Statistical Committee for eight years and he was the lead in the development of management regulations for Klamath River Chinook salmon. He currently serves as one of two US members of the Pacific Salmon Commission's Committee for Scientific Cooperation, and as a member of the Science Advisory Team for the North Coast MLPA process in CA.

Fishery Management/Government Representatives

Jonathan Hardy currently serves on Senator Denise Ducheny's staff representing California's 40th Senate District. Mr. Hardy has worked on several issues related to San Diego fisheries including the San Diego fisheries revitalization project, where he serves on the Core Committee. Mr. Hardy is presently helping to facilitate the San Diego Fishermen's Working Group (SDFWG). In this role, he is assisting in developing a Mission Based Strategy to create business, funding, employment, and marketing opportunities for the San Diego Commercial Fishing Industry, utilizing local production for local and regional consumption.

Mark Helvey is the Assistant Regional Administrator (ARA) for Sustainable Fisheries at NOAA's National Marine Fisheries Service (NMFS), Southwest Region. His duties include representing the agency as the regional designee at the Pacific Fishery

Management Council on fishery issues affecting NMFS Southwest Region. He is also involved with Pacific-wide fishery issues pertaining to fisheries managed by the Inter-American Tropical Tuna Commission, the Western Central Pacific Fishery Commission, and the U. S.–Canada Albacore Treaty. All of his responsibilities revolve around sustainable fisheries and fishing practices. In addition, Mr. Helvey is responsible for implementing fishery regulations that achieve the objectives of the Magnuson-Stevens Conservation and Fishery Management Act (MSA), the Nation’s fishing law.

Rick Algert currently is the Harbor Director for the City of Morro Bay where he oversees the city’s 40-plus commercial waterfront leases and its harbor patrol services, as well as the harbor itself. Mr. Algert is also former chairman of the California Marine Affairs and Navigations Conference (CMANC), an advocacy group for the state’s harbors, ports and other marine interests. He also serves as a partner with The Nature Conservancy on the Central Coast Groundfish Project and serves on California Fisheries Fund’s business network advisory panel. Recently the panel conducted a branding study and strategy for Morro Bay and Central Coast fisheries.

Richard Parrish has more than 40 years experience working with California’s commercial fisheries. This includes 8 years working with the California Department of Fish and Game with pelagic fishes and commercial rockfish fisheries. At the National Marine Fisheries Service (NMFS), Mr. Parrish served as one of the team members of the Coastal Pelagics Fisheries Management Plan where he helped develop the management plan for the sardine fishery. Since retiring, Mr. Parrish has worked with local commercial fisheries developing an analysis of the effects of current fishing regulations on fisheries, “*A Review of Traditional and Ecosystem-based Fishery Management in the Monterey Bay National Marine Sanctuary*”. Mr. Parrish is familiar with the entire range of State and Federal fishery management regulations and holds a PhD. in Fisheries from Oregon State University with minors in Oceanography and Statistics.

Paul Siri served as the former Associate Director of the University of California’s Bodega Marine Laboratory for 21 years. While there, Mr. Siri was responsible for development and operation of the Lab’s ocean monitoring program. In 1997-98 Mr. Siri was a visiting scientist at the UN FAO when the Marine Stewardship Council was forming and participated in numerous seminars and consultations the MSB requested of FAO. Mr. Siri was also an invited project leader for the UN Expert Consultation of Inland Fisheries Enhancements as (Dhaka, Bangladesh 1997) well as an invited participant in the first World Forum of Artisanal Fisheries (Loctudy, France 1999). Mr. Siri served for three years as an invited member of the State Sustainable Agriculture Advisory Committee for specific guidance on fisheries and watersheds. Mr. Siri also serves as a consultant for the State of California on a number of related topics including collaborative fisheries, eco-system based management, and ocean energy.

Commercial Fishing Representatives

Diane Pleschner-Steel is the executive director of the California Wetfish Producers Association (CWPA), Diane spearheads California’s sardine and squid fisheries. Ms. Pleschner-Steel has more than 25 years of in-depth knowledge of California fisheries and experience with California fishing communities. As contributing editor to Pacific Fishing Magazine from 1981–1991, she researched and published numerous feature articles on California fisheries and fisheries issues, ranging from Crescent City to San Diego. In

1991 the California fishing industry leadership selected her to direct the California Seafood Council, an advisory body to the Department of Food and Agriculture, where she managed all aspects of the CSC, including promotion and marketing, from 1991 until the CSC closed its doors in 2001. In addition to her experience promoting fisheries, she has extensive knowledge of protocol for certification programs and guidelines for sustainability.

Pietro Parravano currently serves as the President of the Institute for Fisheries Resources. Since his tenure with the Pew National Ocean Commission, he has been active in promoting its recommendations of reforming ocean policy. He is a member of the California Sea Grant Advisory Board. He is co-chair of the Roots of Change Council and a founding member of the San Mateo County Food System Alliance. In 2005, he initiated the process to form a national organization of commercial fishermen. Now the group is established with a national membership. He has received numerous awards from all levels of government and community organizations for his advocacy of sustainable fishing. He received his master's degree in biology from Eastern Michigan University.

Stephanie Mutz is the research coordinator for Commercial Fishermen of Santa Barbara (CFSB) organization which integrates regional efforts of fishing communities with the aim of improving the economic and biological sustainability of fisheries. She has more than ten years of experience involving investigating and planning for marine policy, conservation and research. In addition, she has a commercial fishing license, and is involved with a number of fisheries out of the Santa Barbara port. As the Research Coordinator of CFSB, she sustains relationships and collaborates with NGO's, government agencies and university researchers, and coordinates projects that Commercial Fishermen of Santa Barbara pursues to further ensure healthy and sustainable fisheries. Mutz holds a Master's degree in Marine Science from James Cook University in Townsville, Australia.

Wayne Heikkila is the executive director of the Western Fishboat Owners Association (WFOA) since 1995 which represents about 300 commercial albacore vessels on the west coast and nearly 100 local support businesses. Wayne serves on many federal and international management delegations and is involved in WFOA's efforts to secure Marine Stewardship Council certification for all U.S. albacore trollers. He also has the unique experience of being a fisherman for salmon, crab, and albacore on the west coast, and growing up in a diverse fishing family.

All Nominations:**Fish Processor/Retailer**

Antonio de Lucia, Long Beach Seafood
Don Albert, Albert Seafood
Giovanni Comin, Central Coast Seafood
Timothy O'Shea, CleanFish
Logan Kock, Santa Monica Seafood
Paul Johnson, Monterey Fish Company
Matthew Owens, FishWise
Sam King, King Seafood
Matt Stein, King Seafood

Restaurant

Ted Burke, Shadowbrook Restaurant
Michael Wagner, Andria Seafood
Cynthia Walter, Passionfish Restaurant
Michael Hutchison, Bartell Hotels
Patty Unterman, Hayes Street Grill
Kenny Belov, FISH Restaurant

NGO

Cassen Trenor, Greenpeace
Mark Gold, Heal the Bay
Marie Logan, Food and Water Watch
Christopher Chin, COARE
Eli Saddler, Ocean Health
Lia Protopapadakis, Santa Monica Bay Restoration
David Anderson, Aquarium of the Pacific
Marcela Gutierrez, WiLDCOAST
Teri Shore, Turtle Island Restoration Network

Scientific Community

Jayson Smith, California State University, Fullerton
Phaedra Doukakis, Institute for Ocean Conservation Science, Stony Brook University
Robert Mazurek, Management Planning Consultant, Resources Legacy Fund Foundation
Robert Warner, University of California Santa Barbara
Michael Graham, Moss Landing Marine Labs
Matt Kay, University of California Santa Barbara
Sarah Glaser, Scripps
Michael De Alessi, Stanford
Sean Anderson, CSU Channel Islands
David Hankin, Humboldt State University

Fishing Official/Government/Public

Jonathan Hardy, Office of Senator Denise Ducheny
Richard Parrish, retired NMFS biologist
Rick Algert, Morro Bay Harbor Director
Mark Helvey, NMFS, Southwest Region
Paul Siri, Marine Consultant

Commercial Fishing

Diane Pleschner-Steel, California Wetfish Producers

Larry Collins, Crab Boat Owners Association of SF

Pietro Parravano, Institute for Fishery Resources and San Mateo County Harbor District

Stephanie Mutz, Commercial Fishermen of Santa Barbara

Wayne Heikkila, Western Fishboat Association

Sara Randall, Institute for Fishery Resources

Appointment of CSSI Advisory Panel Alternates

Although all recommended CSSI Advisory Panel members have confirmed that they are able and willing to serve, unforeseen circumstances may arise. Because the people appointed to these positions do not have alternates, it is in the best interest of the CSSI Advisory Panel to have replacement representatives appointed as quickly as possible. Since the OPC meets only quarterly, staff is requesting the Council to grant authority to the Chair to fill a vacancy if one arises.

Additional Panel Information:

Panel Time Commitment

Once a panel has been selected it will meet three to five times throughout the year to review fishery certification protocols and develop ideas for a marketing strategy, in addition to work via email between in person meetings. The work of the panel will be guided by one or more professional facilitators and supported by OPC staff.

Panel Process

Panel representatives will provide recommendations to guide California fisheries to become certified in concert with OPC staff, provide advice in developing a marketing strategy and logo for sustainable California fisheries. The final result of all these issues will then be submitted to the OPC for approval.

Panel Tasks

The CSSI Advisory Panel will play a critical role in ensuring that the state receives authoritative and robust advice on these important issues. Members of the CSSI Advisory Panel will be called upon to:

- Review the guidelines for seafood certification set forth by the Food and Agriculture Organization of the United Nations (FAO) as well as other similar programs
- Provide advice about how guidelines should be tailored for California fisheries to navigate through existing sustainable certification processes
- Develop recommendations on how to develop a sustainable seafood marketing program for California fisheries
- Identify any critical issues that should be of concern to the OPC and the state regarding developing a sustainable seafood program in California

Compensation

The OPC anticipates that it will be able to pay travel expenses for the members of the panel. Other than travel costs, members will serve as volunteers. Due to the ongoing budget crisis, the OPC does not anticipate making any grants or loans pursuant to AB

1217 during calendar year 2010. However, the OPC is currently exploring other potential funding sources and partnerships that may advance the goals of AB1217 in the near term.

Conflict of Interest

In general, the CSSI Advisory Panel will be eligible to apply for OPC funds for research support but members will be expected to recuse themselves from review processes or decisions where they have a clear financial or other personal interest in the outcome.

Scientific Review

It is anticipated that the Ocean Science Trust (OST) staff and SAT (Science Advisory Team) will work with OPC staff to support the work of the advisory panel.

2) Marketing assistance program

AB 1217 requires the OPC to work with the California Department of Food and Agriculture (CDFA) to develop and implement a successful marketing campaign for certified California Seafood. Currently, two California fisheries have already developed marketing schemes with CDFA, the Chinook salmon fishery and the sea urchin fishery.

According to the California Department of Food and Agriculture, the purpose of CDFA marketing programs is to provide producers and handlers an organizational structure, operating under government sanction, which allows them to solve production and marketing problems collectively that they could not address individually. Current marketing programs' activities include commodity promotion, research, and maintenance of quality standards. Some of the programs carry out all three authorized activities while others carry out only one or two, depending on the needs of each respective industry. These organizations provide a structure for solving problems and also provide a vehicle for collecting funds to support activities⁶.

3) Competitive grant and loan program

When funds are appropriated or otherwise become available, OPC staff will recommend to the Council grant and loan support for California fisheries to complete the California certification process. These fisheries must meet the standards that are developed by the CSSI Advisory Panel.

OPC staff would recommend grants to sustainable California fisheries that would help reduce the financial hurdles to adopting sustainable practices and meeting certification requirements.

4) The design of a label that may be used to exclusively identify seafood caught in California

The statute also requires the Council to develop a label or labels to identify Certified California seafood. OPC staff envisions that the California label could promote

⁶ California Department of Food and Agriculture marketing programs, site accessed at: <http://www.cdffa.ca.gov/mkt/mkt/about.html>

various ports throughout the state, thereby promoting the ‘buy local’ and sustainability concepts that are popular⁷.

Eco-labels are marks on products that are “deemed to have fewer impacts on the environment than functionally or competitively similar products” (Carolyn Deere, Eco-labelling and Sustainable Fisheries, IUCN 1999). One of the goals of an eco-label is to provide buyers with information on a product’s environmental or ecological production, such as the fact that the product is produced in a way that ensures sustainability of the resource. In the context of fisheries, eco-labels are often, but not always, concerned with the overall ecological sustainability of a given fisheries’ system, meaning the biological system and the management system.

Over the past decade, the number and range of seafood eco-labelling initiatives has grown along with the range of claims made and the range of goals set. The risk of potential consumer confusion or a lack of confidence in seafood eco-labeling, among buyers along the supply chain (processors, retail seafood outlets, chefs, or the end consumer) only increases with the increase in the myriad of seafood labels. Clearly, there is a need to ensure the credibility of seafood eco-labels if the overarching goal of improving the sustainability of marine fisheries is to be achieved. Therefore, it is critical that redundancy is minimized for what ever system California uses to certify its fisheries to avoid consumer confusion and to take advantage of existing certification processes.

CONSISTENCY WITH THE CALIFORNIA OCEAN PROTECTION ACT:

This project is consistent in the following respects:

The California Ocean Protection Act (COPA) identifies duties and activities of the Council in PRC Section 35615. These include coordinating activities of state agencies, establishing policies to coordinate the collection of scientific data related to the ocean, transmitting the results of research and investigations to state agencies to provide information for policy decisions, and identifying desirable changes in state and federal law.

Convening an advisory panel is consistent with these COPA objectives in that the CSSI Advisory Panel will make recommendations to OPC staff and to the Council to provide incentives for sustainable fisheries in California (Pub. Res. Code § 35617(b)). The advisory panel meetings will provide a forum for the various stakeholders to discuss various standards and in particular how to create mechanisms to ensure that more California fisheries achieve certification. This will help to ensure both the success of various fisheries, as well as the ecosystems that sustain them, and the historic fishing legacy of California.

⁷ The statute defines sustainable as: (1) Continuous replacement of resources, taking into account fluctuations in abundance and environmental variability. (2) Securing the fullest possible range of present and long-term economic, social, and ecological benefits, while maintaining biological diversity. The label should reflect these practices. See sec 3550(c).

CONSISTENCY WITH THE OPC'S STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):

The proposed project is consistent with the OPC's Strategic Plan adopted June 8, 2006, in the following respects:

Goal A (Governance) Objective 2b: “Work with all relevant state agencies to develop necessary legislation, regulations, or other tools to improve ocean governance.” The OPC will work with AB 1217 authors to ensure the intent of the statute is met. In addition, the members of the CSSI Advisory Panel will provide direction and ideas for developing California sustainable seafood standards for certification. The recommendations of the Advisory Panel will likely span the range of potential ideas, and include working with various agencies throughout the state and federal government.

Goal E (Ocean and Coastal Ecosystems) Objective 4c: “Investigate the potential for consumer-oriented market approaches, such as a California sustainable seafood certification program or direct-to-consumer sustainable seafood markets.” The goal of AB 1217 is to encourage California fisheries to seek certification in accordance with internationally accepted standards for sustainability and to promote the purchase and consumption of verified California sustainable seafood. AB 1217 instructs the OPC to develop and implement a voluntary sustainable seafood promotion program.

Goal E (Ocean and Coastal Ecosystems) Objective 5a: “Encourage and support new and innovative economic activities that can be conducted in a sustainable manner along or off the California Coast.” AB 1217 promotes sustainable fishing and employs market incentives for such California fisheries. The idea behind AB 1217 is to provide incentives to fisheries that meet certain sustainable fishing criteria developed by the CSSI Advisory Panel. The OPC would support such endeavors with approval of the project.

The California Sustainable Seafood Initiative aims to provide incentives for California fisheries to become certified as sustainable. California fisheries and fishermen have strived to become some of the world's most sustainable fisheries and the OPC should work to promote those fisheries that embrace the principles and actions in the OPC strategic plan. The CSSI will examine various aspects of California fisheries to determine ways to make those fisheries more ecologically and economically sustainable. The CSSI will strive to use community- and market-based approaches to preserve California's marine resources and fishing heritage for generations to come.

Successfully implementing AB 1217 will rely on the wealth of expertise of the advisory panel. Panel members will provide insight on best methods to assist California fisheries navigating through certification programs as well as determine efficient and cost effective methods for marketing and promoting ‘Sustainable California Seafood’. AB 1217 seeks to have fishermen, government officials, forward-thinking chefs, scientists, food suppliers and seafood producers to work together to provide such incentives for sustaining California's fishing legacy. Consumers will ultimately drive the progress toward sustainability by supporting these innovative approaches. These trends offer hope for the future.