

**AGENDA**  
**California Sustainable Seafood Initiative**  
**Advisory Panel Meeting #4**  
 March 15, 2010 (10:00 AM – 5:15 PM)

Cal-EPA Building  
 1001 I Street, Sierra Hearing room  
 Sacramento, CA

**MEETING OBJECTIVES**

1. Review and discuss alternative models for CA sustainable seafood certification
2. Provide advice on a CA sustainable seafood certification protocol
3. Provide input toward a marketing program

*Public comment will take place at approximately 2:00 PM on March 15, 2011*

**March 15, 2011**

<b>Time</b>	<b>Topic</b>
<i>9:30 AM</i>	<i>Arrivals and refreshments</i>
10:00 AM	Welcome, Introductions, and Agenda Review
10:15 AM	Review status of Advisory Panel process and outline anticipated next steps
10:30 AM	Compare and discuss key options for CA sustainable seafood certification protocol <ul style="list-style-type: none"> <li>• Marine Stewardship Council (MSC)</li> <li>• CADDY+</li> </ul>
<i>12:00 PM</i>	<i>Lunch</i>
12:45 PM	(Continued) Compare and discuss key options for CA sustainable seafood certification protocol
2:00 PM	Public Comment
<i>2:30 PM</i>	<i>Break</i>
2:45 PM	Provide individual feedback on certification protocol; address evaluation criteria
3:45 PM	CA Dept. of Food and Ag presentation on marketing program
4:30 PM	Advisory Panel provides input on marketing program
5:00 PM	Recap, Next Steps, and Thanks
<i>5:15 PM</i>	<i>Adjourn</i>