NOAA FISHERIES

Help Spread the Word: U.S. Seafood Is Safe, Healthy and Sustainable

Presenter: Rebecca F Reuter

What's the matter with seafood?

- ***Seafood is good for your health.***
  - *U.S is the second largest consumer of seafood*
  - *Citizens of U.S. consume 15 lbs/year*
  - USDA suggests eating it at least twice/week
- **It's healthy for the economy** *(2011 data)*.
  - Contributed $5.3 billion to GDP of U.S.A
  - U.S. imported $16.6 billion worth of seafood
  - Exports $5.4 billion worth of seafood

General Misconceptions

- Oceans are overfished.
- Fish are unhealthy – full of toxins (mercury)
- Fisherman are bad, don't care about environment.
- Most seafood is not sustainably harvested.
- Bottom trawling is destructive.

Confusing ecolabels

What is their conservation ethic (definition of sustainability)?

a) Conservation of environment?
b) Conservation of jobs/economy?
c) Conservation of community/social value?
d) All of the above?

Monterey Bay Aquarium Seafood Watch®

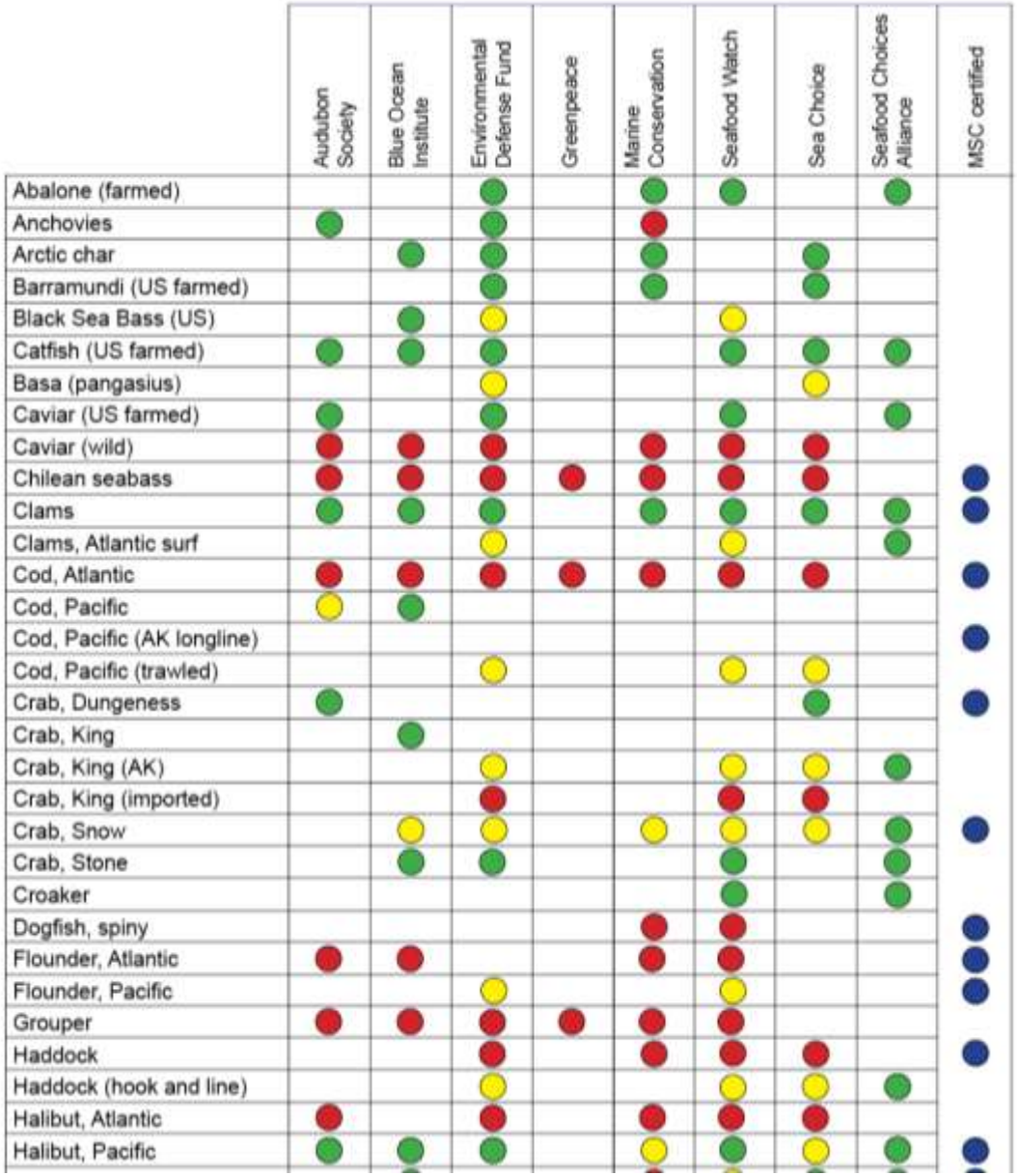
- Ocean Issues
- What Consumers Can Do
- What Businesses Can Do
- Seafood Recommendations
  - Seafood Search
  - Pocket Guides
  - Mobile Guides
  - Sushi
  - Seafood & Your Health
  - Chart of Alternatives
  - Buyer's Guide
- What's New

Seafood Search

SEARCH

Search results for: pacific cod

SEAFOOD	RATING	MARKET NAMES	WHERE CAUGHT	HOW CAUGHT
Pacific Cod	GOOD ALTERNATIVE	Alaska Cod, Gray Cod, True Cod	U.S.	Trawl
Pacific Cod	BEST CHOICE	Alaska Cod, Gray Cod, True Cod	U.S.	Bottom Longline, Jig, Trap
Pacific Cod	AVOID	Alaska Cod, Gray Cod, True Cod	Imported Pacific	Wild-caught

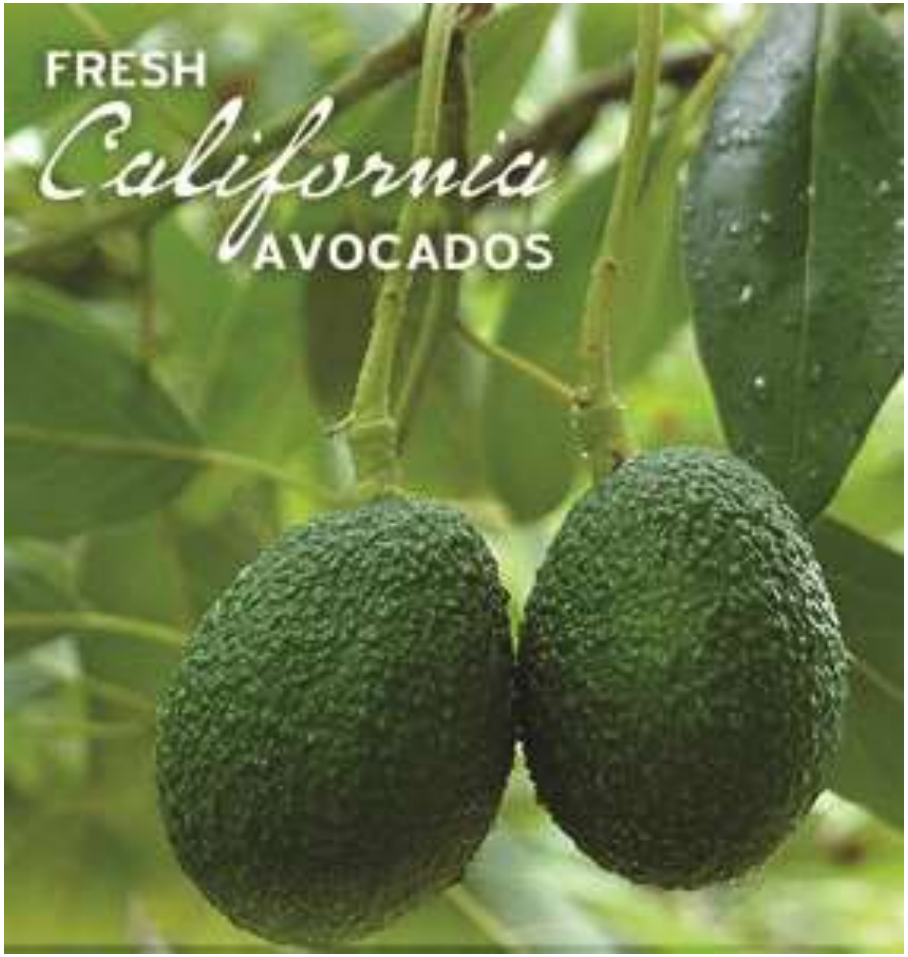


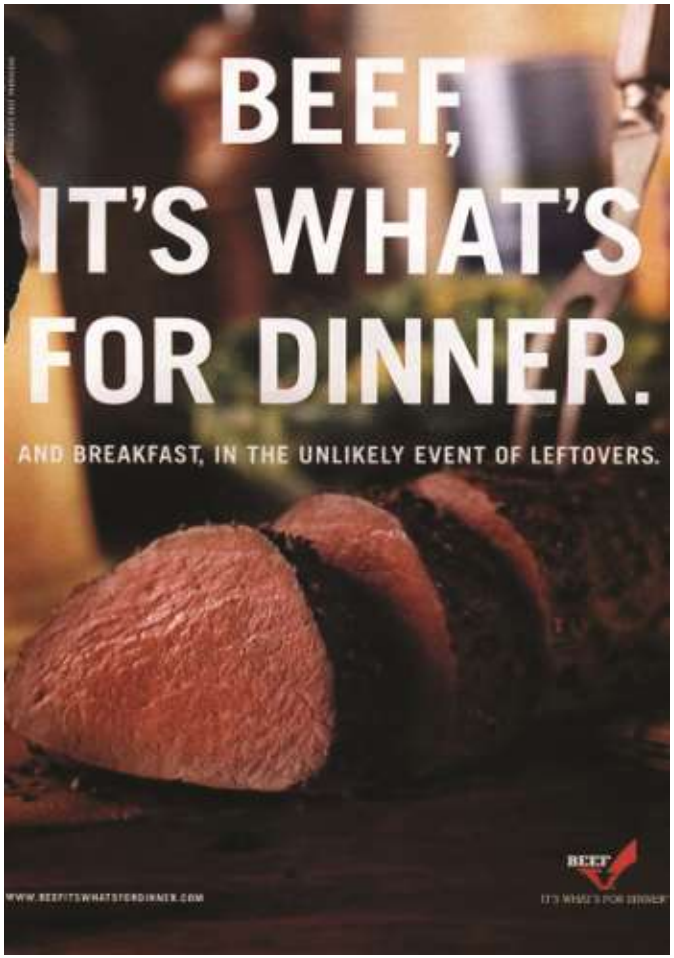
Source: Seafood for the Future website
In partnership with University of Rhode Island

End result = People not eating seafood

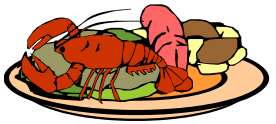
Growing number of local/regional seafood councils

- Hawaii Seafood Council
- Alaska Seafood Marketing Institute
- Gulf of Mexico Alliance
- Louisiana Seafood and Marketing Board
- Gulf of Maine responsibly harvested program
- Northeast Seafood Coalition
- Northwest Atlantic Marine Alliance
- California Seafood Council
- Seafood Oregon
- *More to come* with development of Community Sustainability Plans…
  - Morro Bay
  - Monterey Bay
  - San Diego


FRESH
California
AVOCADOS


BEEF,
IT'S WHAT'S
FOR DINNER.
AND BREAKFAST, IN THE UNLIKELY EVENT OF LEFTOVERS.
BEEF

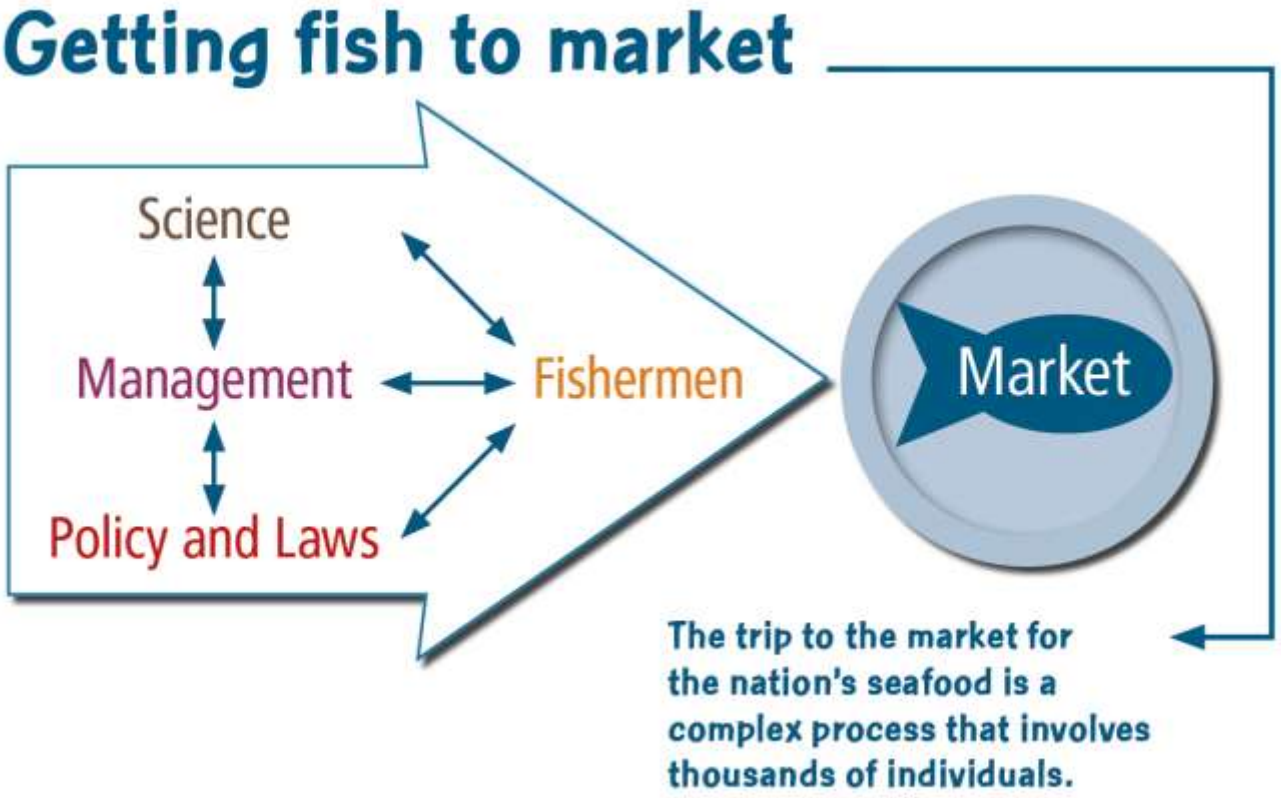
Got Seafood?



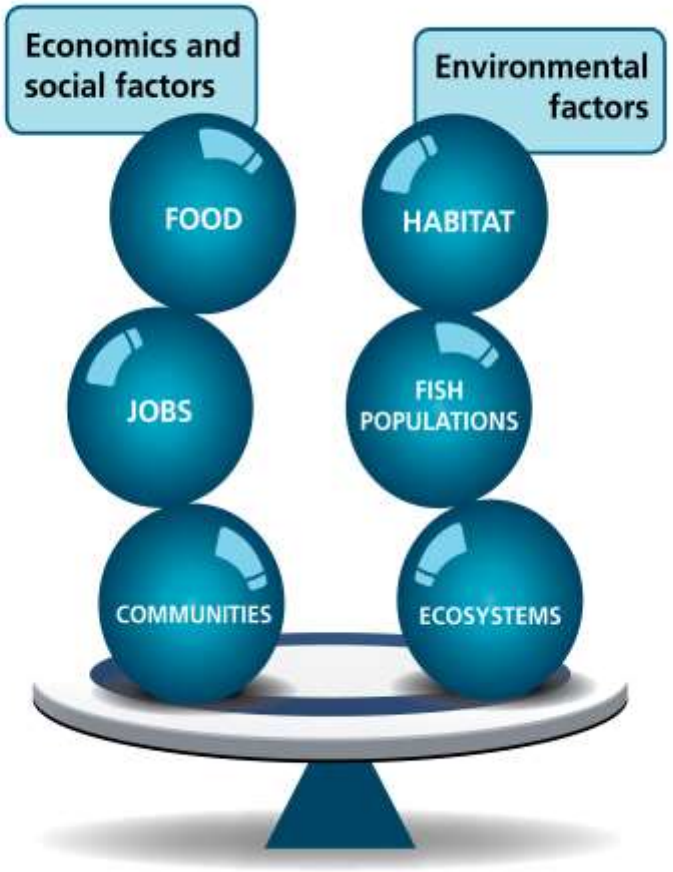
What are our key messages?

- *U.S. Seafood is Sustainable and Responsibly Managed*
  - *Is Science-Based*
  - *Is a Balancing Act*
    - *Ensures a healthy ecosystem*
    - *Ensures jobs and food for future generations*
- *U.S. Seafood Is Healthy and Safe*
- *Responsible U.S. aquaculture is important to fill seafood demands*

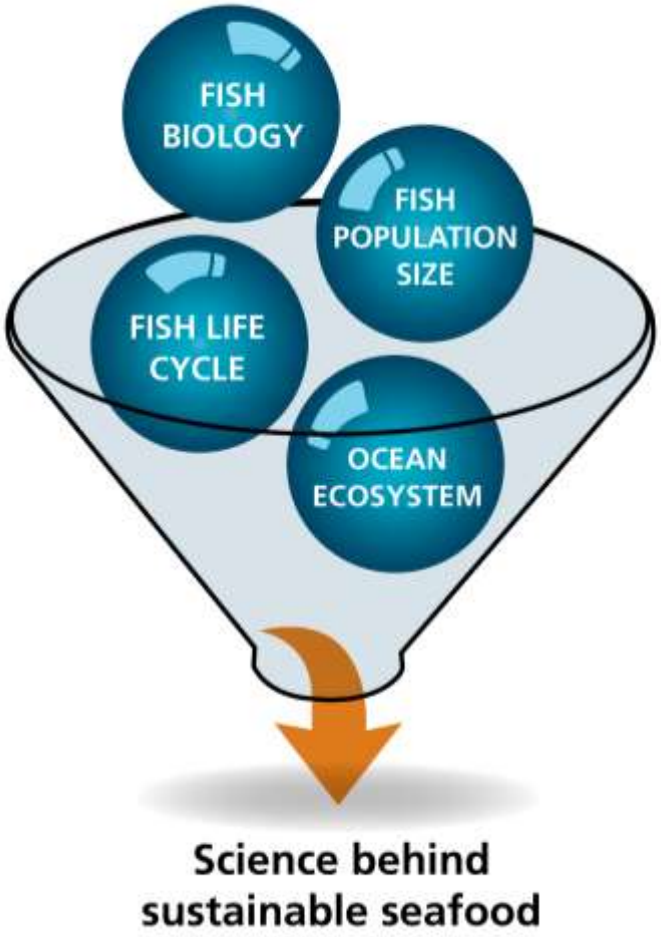
How does U.S seafood get to market?



Responsible management is a balancing act



Responsible management is science based

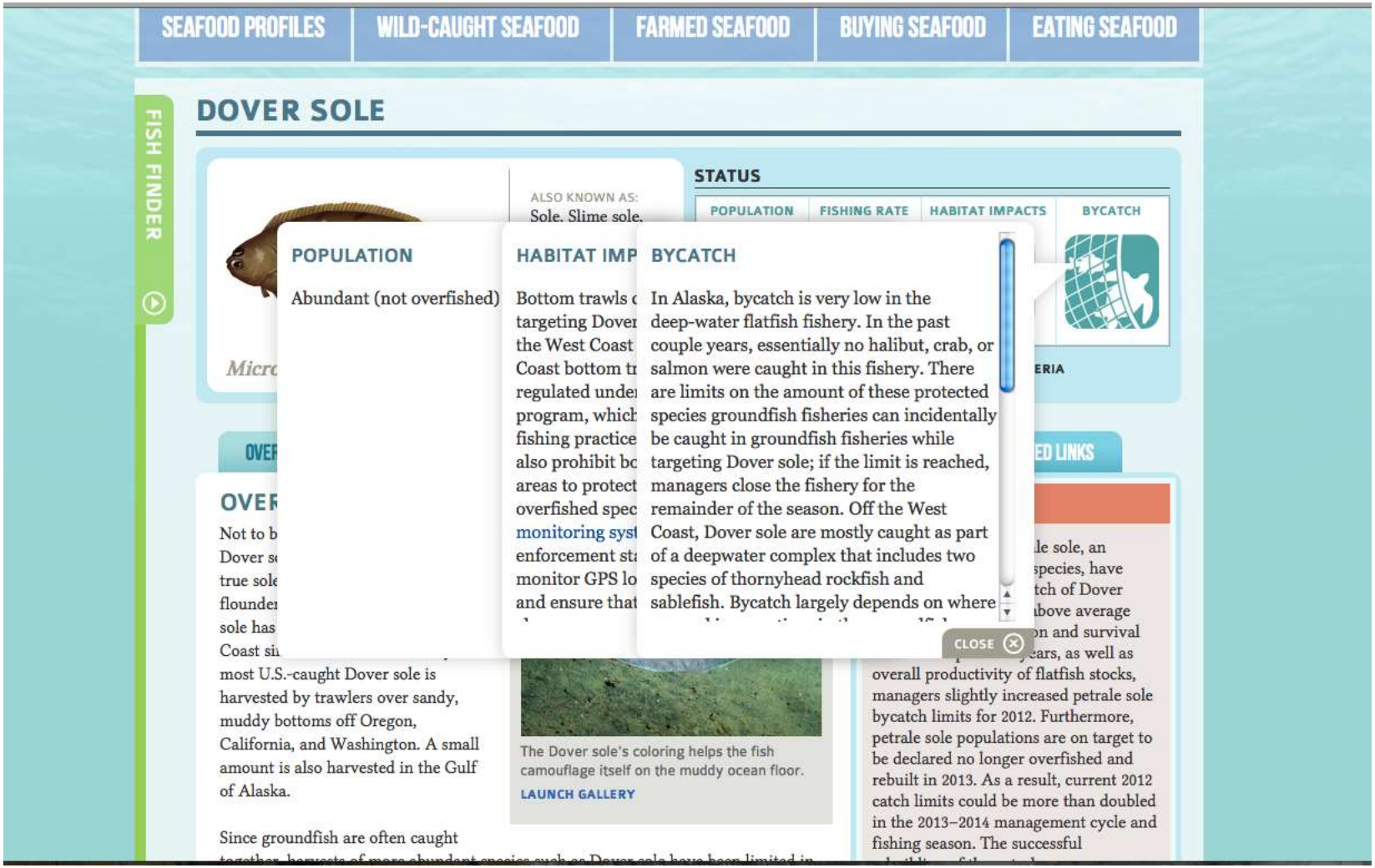


How NOAA Fisheries is spreading the word:

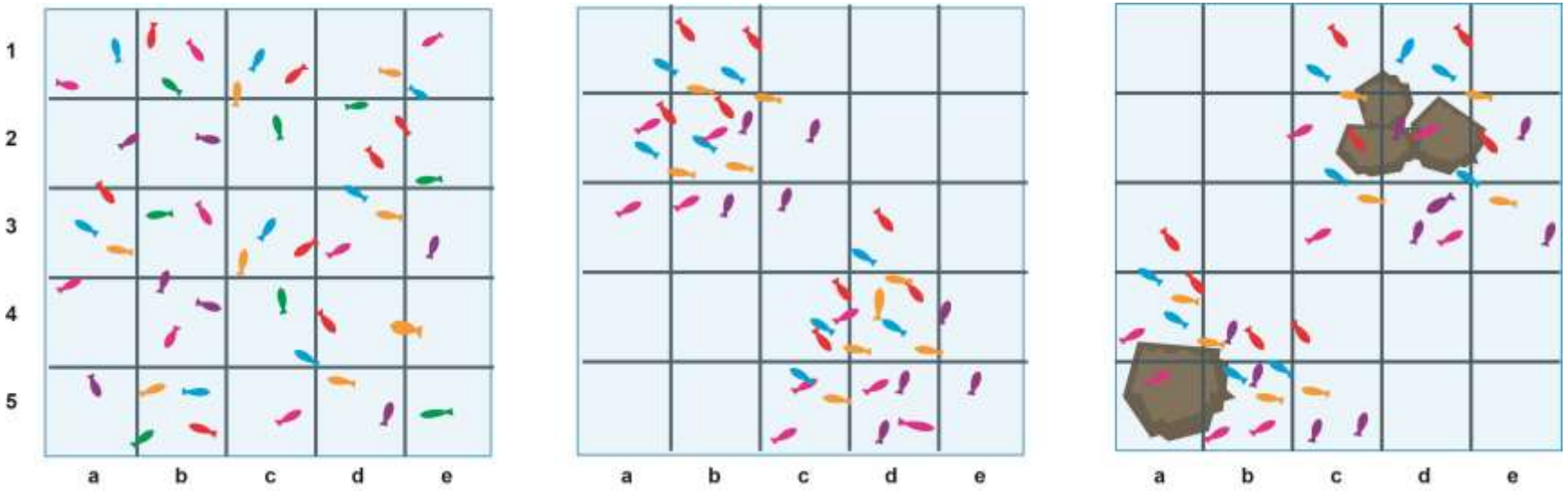
- Improving Transparency
- Building Understanding
- Engaging Communities
- Working with Stakeholders
- Connecting Cultures

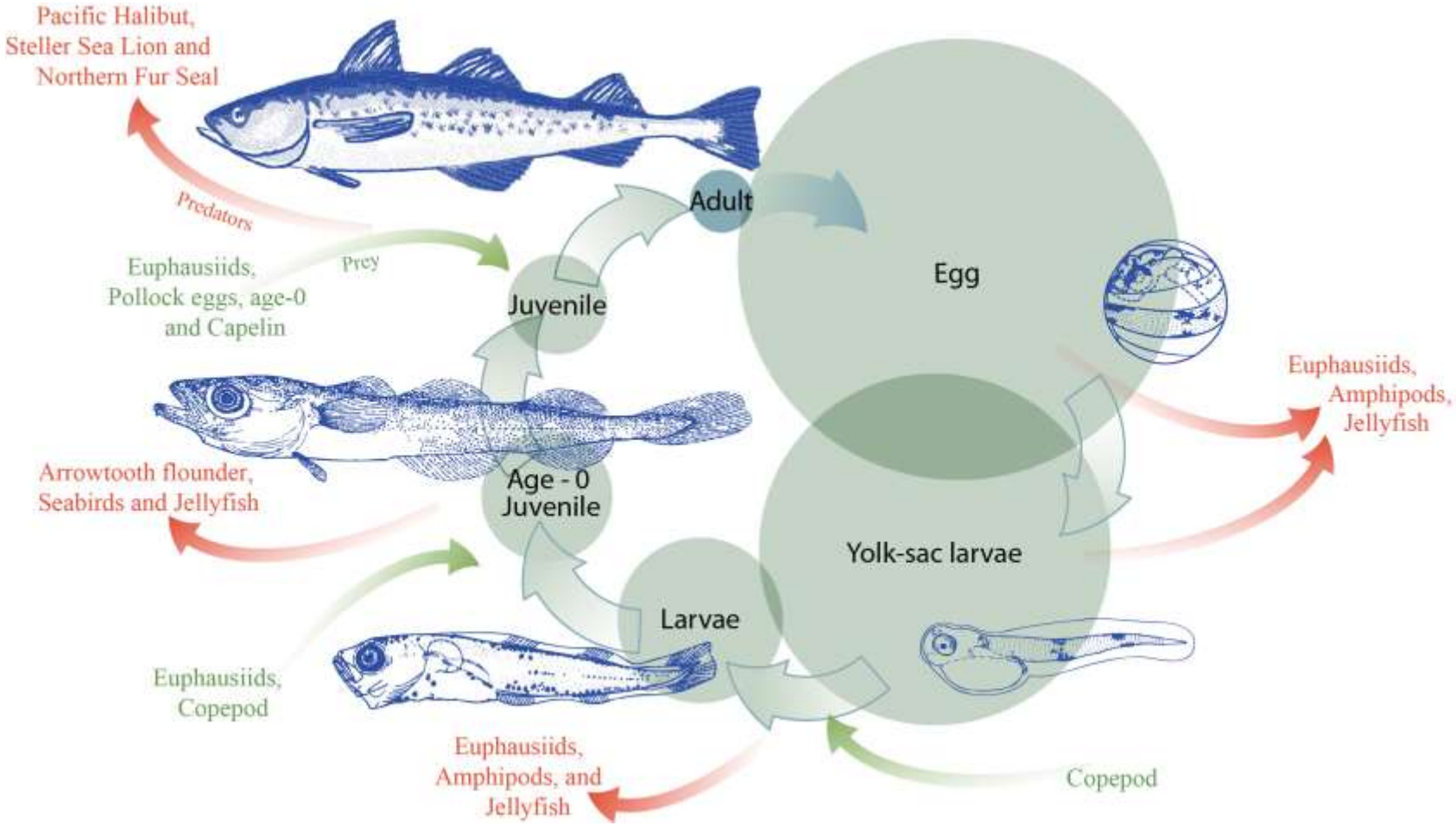
Improving Transparency with FishWatch.gov

Species by Species information



Developing Understanding: Lesson plans, presentations, brochures




Pacific Halibut,
Steller Sea Lion and
Northern Fur Seal
Predators
Prey
Euphausiids,
Pollock eggs, age-0
and Capelin
Adult
Juvenile
Egg
Euphausiids,
Amphipods,
Jellyfish
Arrowtooth flounder,
Seabirds and Jellyfish
Age - 0
Juvenile
Yolk-sac larvae
Larvae
Euphausiids,
Copepod
Euphausiids,
Amphipods, and
Jellyfish
Copepod

NOAA FISHERIES SERVICE PRESENTS

PART THREE

SUSTAINABLE U.S. SEAFOOD:

A JOURNEY FROM SEA TO MARKET

Go on a journey with NOAA Fisheries Service in this five-part series to learn about the complex process and the people involved in getting safe and sustainable seafood to your dinner plate.

Yesterday we learned about the importance of understanding what supports a healthy fish population. Making sure there are enough fish for a healthy ocean ecosystem and enough catch for food is a tall order. Fortunately, NOAA Fisheries Service doesn't do this alone—they work with scientists, fishermen, resource managers, tribes and citizens to manage marine fish for the benefit of everyone, both now and into the future. Today let's find out how scientific information is used to manage fisheries.

Roadmap to Sustainable Fisheries

NOAA Fisheries Service is the government agency responsible for managing all marine fish that live from three miles to 200 miles off the U.S. coast. (Don't worry, other agencies are keeping an eye on the rest.) The Magnuson-Stevens Fishery Conservation and Management Act is the law governing our nation's marine fisheries. This law requires NOAA Fisheries Service to prevent or end overfishing by limiting the amount of fish we harvest. It also created eight regional fishery management councils to help NOAA Fisheries Service develop the rules for fishing in U.S. waters.

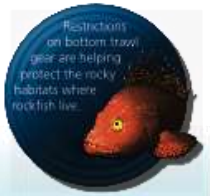
Who is involved in managing our fisheries?

Fishery Management Councils are in charge of making recommendations to NOAA Fisheries Service about how to manage all fish in their geographic region. By working closely with folks from NOAA, tribes, state agencies, fishermen and citizens like you, the Councils make sure that everyone has a voice in figuring out what will work best for their fishery. The Council uses the information in the stock assessments that the scientists, economists and other specialists create to make their informed decisions. Collaboration is key for this crew!

Pacific Fishery Management Council meeting (Photo: NOAA Fisheries Service)

How many fish can be harvested?

After reviewing the information found in the stock assessments for each species or species group and discussing the available management tools, the Council makes a recommendation on annual catch limits and methods to regulate the fishery to NOAA Fisheries Service. NOAA Fisheries Service then makes the final regulatory action, which is what tells people how many fish they can catch, as well as where, when and how they can catch them. NOAA Fisheries Service, the U.S. Coast Guard and state agencies make sure these rules are followed. They can give warnings, issue fines, take away fishing permits or even confiscate a fisherman's catch.



A Fishery Manager's Toolbox

Imagine if everyone could fish all they want with no limits and without any knowledge of how much anyone else is also fishing in the same area. Eventually, we'd run out of fish! Fishery managers use many tools to prevent this from happening:

- **Annual catch limit** – Sets the maximum number of fish that fishermen can catch in a year. Sometimes the total catch is divided up among individual fishermen. (See "What Are Catch Shares?")
- **Fishing trip limits** – Limit the number of times a fisherman can go out to sea
- **Fish size limits** – Require fisherman to only catch fish of a certain size
- **Fishing gear restrictions** – Prohibit the use of some types of fishing gear
- **Area closures** – Make it illegal to fish in some parts of the ocean
- **Seasonal Closures** – Specify days/months when fishing is not allowed

What Are Catch Shares?

Fishermen in a catch share program receive a fixed share (2–3%) of the total groundfish annual catch limit (measured in pounds of fish landed). Unlike the traditional method of regulating fishing in which all fishermen work during a given season, hurrying to catch as much as possible before a specific amount of fish is caught, this system is designed to benefit both the fish and the fisherman because it allows fishermen to work when the seas are not stormy and when fishing is profitable, and it allows them to plan for the future. In Alaska, this method of managing the quota has been successfully used in the sablefish, halibut and pollock fisheries.

The Seattle Times Newspaper in Education

Anchorage Daily News

Learn more about sustainable seafood and find classroom activities here: **afsc.noaa.gov/education**. Visit NOAA at **noaa.gov** or e-mail NOAA at **afsc.outreach@noaa.gov**. To register for NIE, email **nie@seattletimes.com**.


NOAA FISHERIES SERVICE
U.S. Seafood is Sustainable.
Seafood is sustainable
In the U.S.,
SAFE
HEALTHY
SUSTAINABLE
FISHWATCH.GOV

March 25, 2013

Sushi Joint Serves Edible QR Codes, Sustainable Fish

A California sushi restaurant has launched a program that uses edible technology — served on the sushi — to provide diners with sustainability information about the fish.

Harney Sushi's will print edible, water-based ink quick response (QR) codes on rice paper wafers and serve these codes on its sushi. The QR code will take customers to the National Oceanic and Atmospheric Administration's FishWatch website, which will provide diners with information about the fish they're consuming, sustainable species on Harney's menu and the latest news coming from the sustainable seafood world. The initial launch will utilize just one code that will lead to the FishWatch homepage, but the program will eventually include species-specific codes.

Harney Sushi's owners Dustin Summerville and Kirk Harrison, and executive chef Robert Ruiz, have been working closely with NOAA over the last several months at its Southwest Fisheries Science Center in La Jolla, Calif. to help establish better sustainability standards. The restaurant owners say Harney Sushi is among the first restaurants in the US to offer such edible technology.

Last week, Whole Foods, Trader Joe's and other grocery retailers representing more than 2,000 stores across the US pledged to not sell genetically engineered seafood if it is approved by the Food and Drug Administration as the FDA conducts its final review of AquAdvantage Salmon, a genetically engineered

RELATED STORIES

Liquid Composter Saves Fish Company 800,000 lb CO_2e

IECC Building Code Recommendations Add Up to 30% in Energy Efficiency Gains

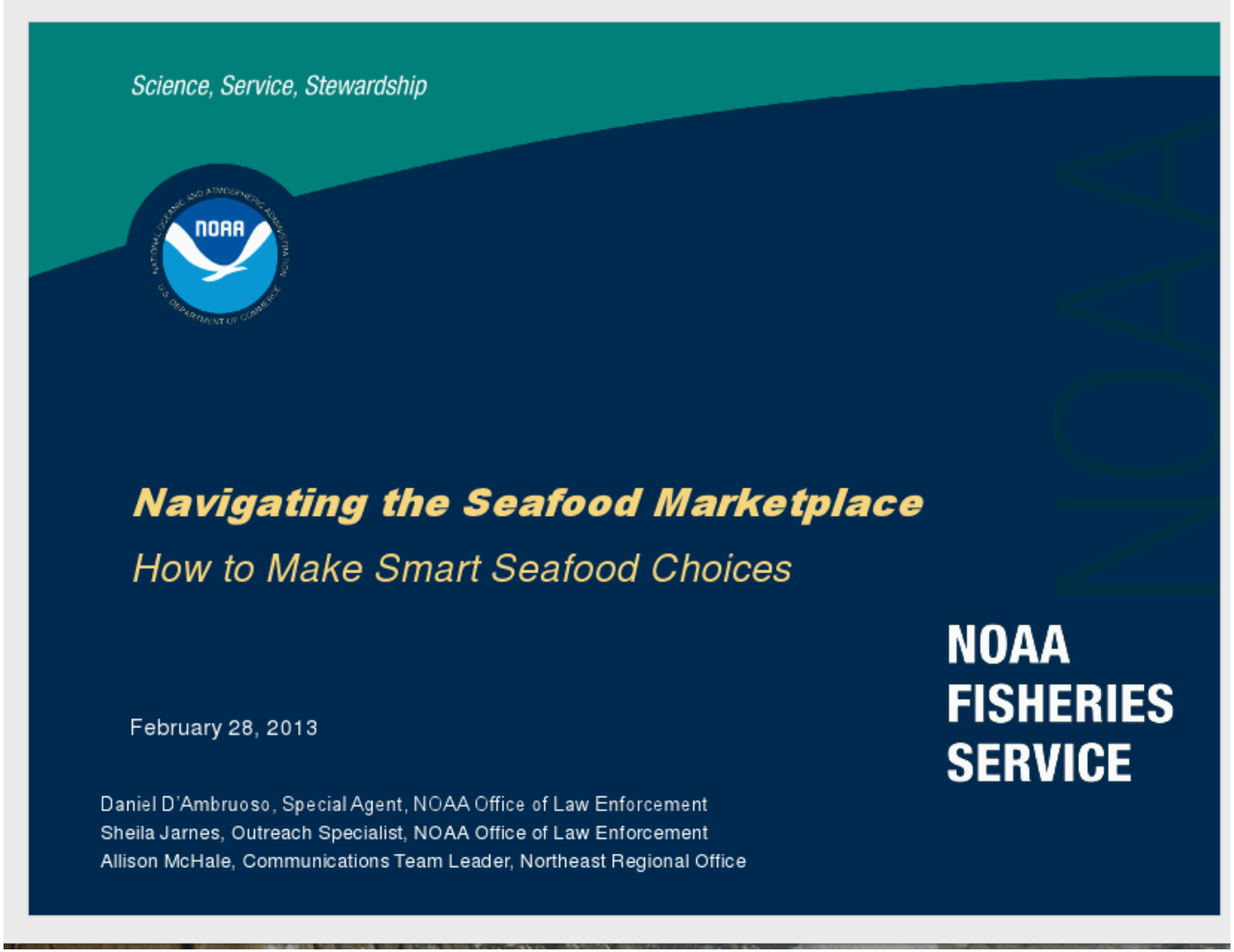
Sustainable Seafood Gains Traction

Engaging Communities - Festivals

Ballard Seafood Fest in Seattle WA

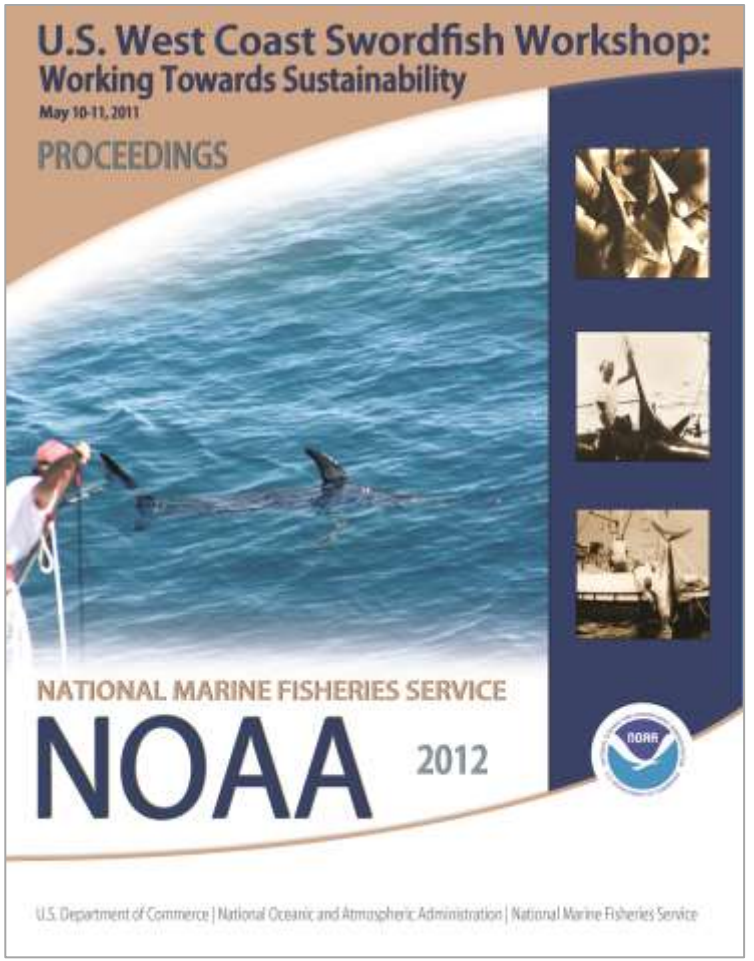
Chowderfest
Long Beach, CA

Fisherman's Fall Festival



Presentation at Wellfleet Oysterfest in Massachusetts

Working with Stakeholders:
Workshops with Industry



Connecting Cultures: *Locavore* events

- Guest Blog - Chef's Collaborative website
- Trawl to Table – Gulf of Maine Research Institute
- Sustainable Foods Summit – San Francisco
- Chowderfest – Long Beach, CA

Responsibly Managed Fisheries = Sustainable Seafood

JANUARY 22ND, 2013

This is a guest post by Rebecca F Reuter - Fisheries Scientist/Communications Specialist to NOAA Alaska Fisheries Science Center.

As a fisheries scientist I have found it challenging to overcome misconceptions about what is sustainable seafood. For years I would give presentations about my science and talk about why the science I conduct is part of the process of ensuring sustainable fisheries in the U.S. But I knew I wasn't connecting with my audience when the first question I would get would be "What is a fishery?" I always thought that if I explained what a fishery was that my audience would have a better understanding about the importance of my work.

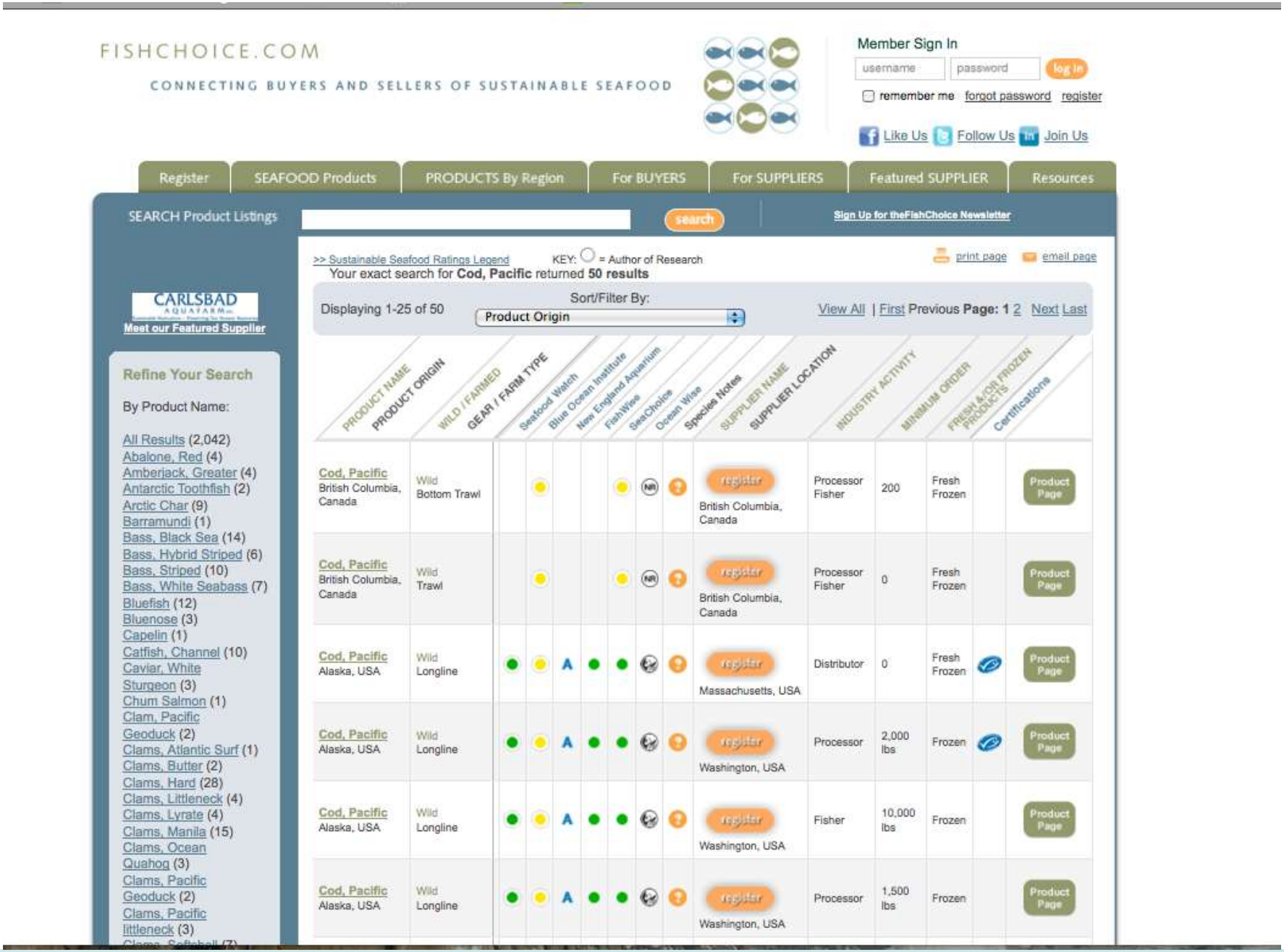
Then one day I had an "aha moment." After several years as a fishery scientist and several years after the sustainable seafood movement began, I realized that I was not only part of the


What would you like from us?

Fishwatch.gov - Toolbox

- http://www.fishwatch.gov/toolbox.htm#webbadge


WHITING
MERLUZA PACIFICA
KEEP FROZEN
NET WT 5 lbs (80 oz) 2.27 kg
ALBER SEAFOODS
• Fresh Frozen
• Pan Ready
• Dressed & Headless
Nutrition Facts
FishWatch
U.S. Seafood Facts
Alber Seafoods' Pacific Whiting is Wild Caught off the west coast of the United States in the Pacific Ocean. Our Whiting is harvested in accordance with the National Marine Fisheries Service sustainable fishery regulations. More information regarding the status of the stock, management, harvest and nutritional benefits of Pacific Whiting is available at www.fishwatch.noaa.gov.
WILD CAUGHT
Product of U.S.A
Handling/Serving Suggestions
Thaw fish completely. Rinse fish, including the cavity, under running water.
To Thaw:
1. Refrigerate overnight (up to 12 hours)
2. Microwave. (See oven's owner manual)
Recipe Suggestions
Margie's Mozzarella Whiting
Margie's Spicy Whiting
Packed by Alber Seafoods, Inc.
San Francisco, CA 94133
Crescent City, CA 95531
www.alberseafoods.com


FISHCHOICE.COM
CONNECTING BUYERS AND SELLERS OF SUSTAINABLE SEAFOOD
Member Sign In
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password
log in
remember me
forgot password
register
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Follow Us
Join Us
Register
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KEY: = Author of Research
print page
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Your exact search for Cod, Pacific returned 50 results
CARLSBAD AQUAFARM
Meet our Featured Supplier
Displaying 1-25 of 50
Sort/Filter By:
Product Origin
View All | First Previous Page: 1 2 Next Last
Refine Your Search
By Product Name:
All Results (2,042)
Abalone, Red (4)
Amberjack, Greater (4)
Antarctic Toothfish (2)
Arctic Char (9)
Barramundi (1)
Bass, Black Sea (14)
Bass, Hybrid Striped (6)
Bass, Striped (10)
Bass, White Seabass (7)
Bluefish (12)
Bluenose (3)
Capelin (1)
Catfish, Channel (10)
Caviar, White Sturgeon (3)
Chum Salmon (1)
Clam, Pacific Geoduck (2)
Clams, Atlantic Surf (1)
Clams, Butter (2)
Clams, Hard (28)
Clams, Littleneck (4)
Clams, Lyrate (4)
Clams, Manila (15)
Clams, Ocean Quahog (3)
Clams, Pacific Geoduck (2)
Clams, Pacific littleneck (3)
PRODUCT NAME
PRODUCT ORIGIN
WILD / FARMED
GEAR / FARM TYPE
Seafood Watch
Blue Ocean Institute
New England Aquarium
FishWise
SeaChoice
Ocean Wise
Species Notes
SUPPLIER NAME
SUPPLIER LOCATION
INDUSTRY ACTIVITY
MINIMUM ORDER
FRESH &/OR FROZEN PRODUCTS
Certifications
Cod, Pacific
British Columbia, Canada
Wild
Bottom Trawl
register
British Columbia, Canada
Processor
Fisher
200
Fresh
Frozen
Product Page
Cod, Pacific
British Columbia, Canada
Wild
Trawl
register
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Alaska, USA
Wild
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Washington, USA
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Product Page
Cod, Pacific
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register
Washington, USA
Processor
1,500 lbs
Frozen
Product Page