

# Monterey Bay Aquarium Seafood Watch



## Expert Advisors

### Peter Bridson

Founder, **Seagreen Research**



Initially trained in fisheries management, Pete now has nearly thirty years of aquaculture experience working in academic, commercial and environmental organizations. He was the aquaculture manager for the Monterey Bay Aquarium's Seafood Watch program from January 2009 to December 2014, and a primary author of the program's current Aquaculture Standard. Pete now runs Seagreen Research, a small consultancy company focusing on sustainable aquaculture, based in Monterey, California. He currently sits on the Global Aquaculture Alliance's Standards Oversight Committee and the Aquaculture Stewardship Council's Technical Advisory Group, and was previously on the Global Seafood Sustainability Initiative's Aquaculture Expert Working Group, the National Institute for Animal Agriculture's Sustainable Seafood Roundtable, the Aquaculture Stewardship Council's Shrimp Aquaculture Dialogue's Global Steering Committee, the Global Aquaculture Performance Index's (GAPI) Policy Advisory Committee, and the European Commission's Expert Working Group on Organic Aquaculture.

### Larry Crowder

Science Director, **Center for Ocean Solutions**



**Larry Crowder** is the Science Director at the Center for Ocean Solutions (COS). He is also a Professor of Biology at Hopkins Marine Station and a Senior Fellow at the Woods Institute for the Environment, both part of Stanford University. Previously, he was the Stephen Toth Professor of Marine Biology at Duke University. Dr. Crowder's research centers on predation and food web interactions, mechanisms underlying recruitment variation in fishes, population and food web modeling in conservation biology, and interdisciplinary approaches to marine conservation. He has studied food web processes in both freshwater and marine ecosystems, and has used observational, experimental, and modeling approaches to understand these interactions in an effort to improve management. He was Principal Investigator for a number of large interdisciplinary research projects including the South Atlantic Bight Recruitment Experiment (SABRE), OBIS SEAMAP (Spatial Ecological Analysis of Megavertebrate Animal Populations), and Project GLOBAL (Global Bycatch Assessment of Long-Lived Species). He has also directed and participated in a number of

research, analysis, and synthesis groups at the National Center for Ecological Analysis and Synthesis (NCEAS) and for the National Research Council's Ocean Studies Board.

His recent research has focused on marine conservation, including research on bycatch, spatial ecological analysis, nutrients and low oxygen, sustainable seafood ecosystem-based management, marine spatial planning, and governance. He is an AAAS Fellow and was awarded Duke University's Scholar/Teacher of the year award in 2008-2009.

## Kevin Fitzsimmons, PhD

Professor, Director of CALS International Programs, **University of Arizona**



**Kevin Fitzsimmons** is a past President of the World Aquaculture Society and a Professor and Extension Specialist at the University of Arizona. His research and extension work since 1981 have focused on improving the sustainability of the aquaculture industry domestically and abroad. He has been a leader in the development of the tilapia farming industry on a worldwide basis. Dr. Fitzsimmons is the Director of a three year USAID project "Developing a Sustainable Seafood Industry in Burma (Myanmar)". In April 2017, he was awarded his second Fulbright Award, a four-month research grant working on commercialization of alternative ingredients for aquaculture feeds in Southeast Asia.

## Kendra Karr, PhD

Scientist, **Fishery Solution Center**  
Oceans Program, **Environmental Defense Fund**



**Kendra Karr** is a Scientist with the Fishery Solutions Center of the Environmental Defense Fund. She conducts cutting edge research that drives innovation in fishery assessment and management. Her research focuses on data-limited stock assessment, fishery management and science-based networks of marine protected areas. Kendra advises EDF's international and national teams on identifying gaps in science knowledge at local levels; building knowledge and capacity in diverse areas; and developing comprehensive fishery management approaches that result in better ecological, social and economic outcomes. Kendra has conducted fisheries research in Belize, Cuba, Indonesia, Mexico, Indonesia, Myanmar, Chile, the Philippines and the Pacific

coast of the United States.

In addition to her role with the center, Kendra is a research associate with the University of California, Santa Cruz's (UCSC) Institute of Marine Science. Prior to joining EDF, she worked for The Nature Conservancy's Global Marine Initiative where she supported research on marine restoration, spatial planning and policy. Kendra assists the Seafood Watch Working Group on Data-Limited Fishery Assessment and advised Fairtrade on methodologies for certifying fisheries as fair-trade.

## Nick Leonard

Director of Responsible Sourcing, **Rubicon Resources**



**Nick Leonard** is the Director of Responsible Sourcing for Rubicon Resources, a sustainable seafood company headquartered in Thailand. Nick is responsible for maintaining Rubicon's aquaculture footprint through certification, sustainability initiatives, and improvement projects. Nick spends much of the year working with Thai shrimp farmers, helping to improve farms, manage sourcing and build relationships. Nick has a business degree from the University of Southern California and has studied sustainable aquaculture under Dr. Rick Barrows at the USDA Fish Technology Center in Bozeman, Montana. Nick sits on the boards of the Global Sustainable Seafood Initiative (GSSI) and Seafood Task Force (STF).

## Le Thanh Luu, PhD

Director, **ICAFIS**



**Le Thanh Luu** has B.Sc. University of Fisheries, Astrakhan, USSR (former); PhD. University of Iaroslav, USSR (former); College of Foreign Languages, Ha Noi; School of Fisheries, University of Washington, USA Fishing Nutrition Certificate Dr. Le Thanh Luu was the former director of the Research Institute for Aquaculture No 1 (RIA – 1) Vietnam with rich experience in techniques and management. He possesses valuable knowledge about aquatic resources, fish culture, fish nutrition, farming systems and aquaculture extension. His publications cover different aspects of fisheries and aquaculture have been published in various journals and proceedings. In addition, Dr. Luu had experiences in managing large scale projects through many elevated positions including Vice and then National Project Director of UNDP/FAO project VIE/86/011 and VIE/93/008; Vice National Project Director of NORAD project phase 1 and NPD of NORAD project phase 2, Country Manager of AIT Outreach Aquaculture and Aquatic Resources Management Program, Coordinator of ACIAR projects, etc. Dr. Luu was very active in the fisheries and aquaculture sector. He was a member of the Governing Council of NACA (Network of Aquaculture Centres in Asia-Pacific). Recently, Dr Luu participated in USAID MARKET project representing private sector and is member of both SEASAIP and FIP steering committees.

## Shannon McDiarmid

Seafood Sustainability and Supply Chain Consultant, **Blue Apron, Future of Fish**



**Shannon McDiarmid**, is a seafood sustainability and business consultant with over 10 years of experience as a social entrepreneur and management professional working with international stakeholders across the entire seafood supply chain. Shannon is currently working with meal kit company, Blue Apron, to stand up a new responsible seafood program and lead their sustainability initiatives. Shannon is also the senior seafood supply chain and business consultant for Future of Fish and working with UC Davis Wildlife Health Center on derelict fishing gear research and recovery.

Shannon earned an MA in International Environmental Policy and an MBA in International Management from the Monterey Institute of International Studies. Previously, Shannon was the President and Director of Safety and Sustainability at a seafood distribution company, where she was responsible for the performance and strategic plan of the company as well as all safety and sustainability programs and initiatives. Prior to that experience, Shannon worked for various environmental non-profits, including the National Ocean Economics Program and the Monterey Bay Aquarium's Seafood Watch Program where she supported major retailers and food service companies in their efforts to fulfill their sustainability commitments.

## Ellen Pikitch, PhD

Professor and Executive Director, Institute for Ocean Science, **Stonybrook University**



**Ellen K. Pikitch** is an award-winning scientist, conservationist and communicator who is transforming the way the ocean is regarded and managed. She is Professor at the School of Marine and Atmospheric Sciences at Stony Brook University, and directs its Institute for Ocean Conservation Science. Dr. Pikitch's contributions span the gamut from basic science innovations to domestic and international policy change and from locally to globally significant investigations. She has authored more than 200 scientific and popular articles and edited two books. Her work has led to improved management policies for fishes, including sharks, sturgeon and forage fish. Dr. Pikitch chaired the Lenfest Forage Fish Task Force which provided recommendations for managing these species in a manner which accounts for their ecological role. She currently serves as scientific lead of the 10x20 initiative, a coalition of UN Member states that is building political capital and providing guidance for the establishment of marine protected areas around the world. On the East End of Long Island, she co-leads the Shinnecock Bay Restoration Program, which is aiming to "turn brown tide blue" through in-the-water restoration activities.

## Birgitte Poulsen

Independent Social Development Specialist



**Birgitte Krogh-Poulsen** has over 20 years of global experience in social development and human rights work, mostly in Europe, Africa and Asia. Birgitte started her own consulting business in 2010 and runs it out of her home country, Denmark. She has previously worked for NIRAS Consulting Engineers and for the International Labour Organization (ILO). She has lived and worked in several countries, including India, Tanzania, Thailand and Zambia. Birgitte specializes in elimination of child labour, forced labour and human trafficking, and works also in the related fields of child protection, access to education and gender equality. She works extensively with different stakeholders in the sea food industry to promote socially sustainable seafood; provides extensive policy level support to governments, for example towards development and implementation of national action plans against child labour and forced labour; undertakes studies and assessments; and carries out training and capacity development with governments and civil society organisations around the world.

## Nick Salafsky

Co-Director, **Foundations of Success**



**Nick Salafsky** is Co-Director of [Foundations of Success](#), a non-profit organization that seeks to improve the practice of conservation. Foundations of Success has worked for over 17 years with conservation practitioners around the world to define clear and practical measures of conservation success, determine sound guiding principles for using conservation strategies, and develop the knowledge and skills of individuals and organizations to do good adaptive management. Nick is also product manager of the [Miradi Adaptive Management Software](#) program and Co-Chair of the [Conservation Measures Partnership](#), a community of practice composed of many of the world's leading conservation organizations and agencies.

Prior to starting FOS, Nick worked for the MacArthur Foundation where he was responsible for environmental grantmaking in Asia and the Pacific. Nick also worked for the Biodiversity Support Program, testing enterprise-based approaches to biodiversity conservation across the Asia/Pacific Region. Nick spent several years in West Kalimantan, Indonesia, conducting interdisciplinary research on the forest gardens, a locally developed agroforestry system, and the behavioral ecology of the red-leaf monkey. Nick has a Ph.D in Environmental Studies and an MA in Resource Economics from Duke and an AB in Biological Anthropology from Harvard.

## Soe Tun, M.Sc.

Vice President, **Myanmar Fisheries Federation**



**Soe Tun** is the Vice President of Myanmar Fisheries Federation, which is an NGO working for the welfare of the fishery community.

He was in aquaculture mainly in shrimp / prawn hatchery and farms. He started the first commercial shrimp hatchery in Thandwe, Rakhine in 1983. His first assignment was with the Research Department of People's Pearl and Fishery Corporation. He resigned from service in 1994 and worked in Indonesia for 7 years in Situbondo in shrimp hatchery and farm. He attended the "Prawn Propagation Training" course for one year conducted by JICA in 1985. At present he is also servicing as Chief of Party of "Sustainable Seafood Industry Development Project" conducted by University of ARIZONA and supported by USAID. He is Head Instructor of the Aquaculture Training Programme No 1 conducted by Myanmar Fisheries Federation on 19-10-2017.

He is working on the revival of the shrimp / prawn industry in Myanmar especially in Rakhine.

## Michèle Stark

Seafood Advisory



**Michèle Stark** is a marine biologist with specialization in coastal science and management. After working for an EU research project on biochemical analysis on nutritional quality, working on the health of wetlands (Ramsar) and several years in risk management (research institute), Ms. Stark joined IMOswiss AG where she founded the department for aquaculture & fisheries which she lead for 8 years until her departure in 2014. The department for aquaculture & fisheries set up offices in four continents and supported the development of major seafood standards and trained a global team of lead auditors to bring seafood producers, especially in developing countries, to certification and to international market access. After leaving IMOswiss AG, Ms

Stark founded Seafood Advisory Ltd. in 2014.

## Caroline Stem

Operations Manager, **Foundations of Success**



**Caroline Stem** is the Operations Manager at Foundations of Success ([FOS](#)). In this role, she helps support FOS staff and coordinate systems and learning at the organizational level. She is also heavily involved in programmatic work, including training in and facilitating strategic planning, monitoring, and evaluation processes for conservation teams around the world, as well as developing supporting guides and materials for these processes. Along with FOS colleague, Nick Salafsky, Caroline has been working with the Seafood Watch Monitoring and Evaluation team over the past year to help them develop an M&E system to monitor and learn from key management questions linked to their main programmatic areas.

Before joining FOS, she spent four years working in Ecuador and Bolivia for local non-profit organizations and USAID. Caroline has a doctoral degree in natural resource management from Cornell University, as well as a master's degree in public health and a bachelor's degree in business administration, both from the University of Michigan.

## Nick Sterling

Sterling Consulting



**Nick Sterling** is experienced in both technical and strategic aspects of corporate sustainability programs, Nick works with companies on business strategy and operations to help them manage sustainability risks and opportunities across their value chain. The core focus of his work is on building more resilient supply chains that are able to create business value and address pressing sustainability challenges. Nick has worked with and advised a diverse range of organizations from corporate entities to non-governmental organizations. Prior to starting Sterling Consulting Nick worked with Environ-

mental Incentives, as well as with sustainability pioneer Hunter Lovins, and her non-profit firm Natural Capitalism Solutions for over a decade.

## Songlin Wang

China Program Director, **Ocean Outcomes**



**Songlin Wang** is an experienced and passionate conservation professional. His international career includes work for The Nature Conservancy, Worldwide Fund for Nature (WWF China and WWF International), and The Paulson Institute, among others. He has planned, led, and coordinated a number of large scale sustainable fisheries projects, aquaculture improvement projects, and wetlands conservation projects. His efforts helped guide the first MSC certification of a Chinese fishery and created enabling conditions for the first two Chinese fish farms to be certified by the ASC. In addition to this work, he also advises leading international and Chinese NGOs on coastal and marine biodiversity conservation issues. Trained first as a marine ecologist at the Ocean

University of China, and then an environmental manager at Yale School of Forestry & Environmental Studies, Songlin excels at exploring conservation solutions from political, market, and scientific angles. Songlin developed and is leading Ocean Outcomes' China program. He also help founded and is chairing Qingdao Marine Conservation Society, a new Chinese eNGO focusing on coastal & marine ecosystem conservation and seafood sustainability. In spare time, Songlin enjoys reading, traveling, sports, and keeping ornamental freshwater fish.