



Monterey Bay Aquarium®

Seafood Watch Multi-Stakeholder Group Meeting

13-14 November 2017

Monterey, California

Participants

The MSG is the decision - making body for approving the SFW standards and it was modeled after the guidelines set in [ISEAL’s standard setting code](#). (ISEAL is the global leader in defining and communicating components of credible sustainability standards).

The first two-day meeting was held in September 2015 and was attended by the 14 Multi-Stakeholder Group members, with each of the seven stakeholder groups represented by two members. At the first meeting the MSG approved both the revised Seafood Watch Fisheries and Aquaculture Standards. The second two-day meeting was held on October 4-5th, 2016, was attended by 12 MSG members and 5 Technical Advisory Committee members. At the 2016 meeting, the Monitoring and Evaluation plan was discussed and the MSG voted to approve the Seafood Watch Standards for Wild-Capture Salmonids, as well as updates to both the Fisheries and Aquaculture Standards. The standard revision process, complete with public comments and summaries of meetings can be found [here](#).

During the 2017 meeting there were no proposed revisions to the Seafood Watch Standards for Fisheries or Aquaculture and thus, no voting. Based on feedback from the 2016 meeting, the 2017 meeting focused more broadly on various big picture topics, which necessitated the inclusion of expert advisors representing a variety of sectors and projects with which SFW is currently involved. The participants for the 2017 meeting are presented in Table 1.

Table 1 – Names and affiliations of participants in the Seafood Watch 2017 Multi-Stakeholder Group meeting, including MSG members, Expert advisors, Seafood Watch Staff

Multi-Stakeholder Group Members		
Name	Affiliation	Stakeholder
Christine Absil	Good Fish Foundation	MSG - International Ratings Organizations
Terry Bradley	Mt Cook Alpine Salmon	MSG - Seafood Industry
Simon Bush	Wageningen University	MSG-Academics
Guy Dean	Albion Fisheries Ltd.	MSG - Seafood Business



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Bill DiMento	High Liner Foods	MSG - Seafood Business
Rebecca Goldberg	Pew Charitable Trusts	MSG - Policy NGOs
Daniel Knoop	Solidaridad	MSG - Organizations focused on Improving Fisheries/Aquaculture
Tom Kraft	Norpac Fisheries Export	MSG - Seafood Industry
Hawis Maduppa	Bogor Agricultural University	MSG - Auditors/On-the-ground experts
Fio Micheli	Stanford University, Hopkins Marine Station	MSG – Academics
Cormac O'Sullivan	SGS	MSG - Auditors/On-the-ground experts
Carmen Revenga	The Nature Conservancy	MSG - Organizations focused on Improving Fisheries/Aquaculture
Expert Advisors		
Name	Affiliation	Expertise
Pete Bridson	Seagreen Research	Aquaculture
Kevin Fitzsimmons	University of Arizona	Southeast Asian Aquaculture
Kendra Karr	Environmental Defense Fund (EDF)	Data-Limited Fisheries
Nick Leonard	Rubicon Resources	Seafood Industry/Shrimp
Le Thanh Luu	International Collaborating Center for Aquaculture and Fisheries Sustainability	Southeast Asian Fisheries and Aquaculture
Dave Martin	Sustainable Fisheries Partnership	Aquaculture and Fisheries
Shannon McDiarmid	Blue Apron	Seafood Business
Ellen Pikitch	Stonybrook University	Low Trophic Fisheries
Birgitte Poulsen	Human rights expert advisor	Social Issues
Nick Salafsky	Foundations of Success	Monitoring and Evaluation
U Soe Tun	Myanmar Fisheries Federation, Myanmar Shrimp Farmers Association	Southeast Asian Fisheries and Aquaculture
Michèle Stark	Seafood Advisory	Aquaculture, Assurance
Caroline Stem	Foundations of Success	Monitoring and Evaluation
Nick Sterling	Cheesecake factory	Seafood Business
Songlin Wang	Ocean Outcomes	Chinese Fisheries and Aquaculture
Corey Peet	Postelsia	Facilitator
Conner Jainese	Translation by Design	Note taker
Katelin Seeto	Translation by Design	Note taker



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Seafood Watch Staff	
Name	Position
Jennifer Kemmerly	Monterey Bay Aquarium - Director of Global Fisheries and Aquaculture
Wendy Norden	Monterey Bay Aquarium - SFW Director of Science
Santi Roberts	Monterey Bay Aquarium – SFW Science Manager
Erin Hudson	Monterey Bay Aquarium – SFW Information and Evaluation Manager
Kiel Edson	Monterey Bay Aquarium – SFW Science Coordinator
Robin Pelc	Monterey Bay Aquarium – SFW Fisheries Program Manager
Lisa Max	Monterey Bay Aquarium – SFW Senior Fisheries Scientist
Sam Wilding	Monterey Bay Aquarium – SFW Senior Fisheries Scientist
Sara McDonald	Monterey Bay Aquarium – SFW Senior Fisheries Scientist
Lisa Tucker	Monterey Bay Aquarium – SFW Aquaculture Program Manager
Taylor Voorhees	Monterey Bay Aquarium – SFW Senior Aquaculture Scientist
Tyler Isaac	Monterey Bay Aquarium – SFW Aquaculture Scientist
Tori Spence McConnell	Monterey Bay Aquarium – SFW Aquaculture Scientist
Shawn Cronin	Monterey Bay Aquarium – SFW Business Program Manager
Ryan Bigelow	Monterey Bay Aquarium – SFW Program Engagement Manager



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Seafood Watch Multi-Stakeholder Group Meeting Agenda

13-14 November 2017

Monterey Plaza Hotel

Point Lobos Room

400 Cannery Row, Monterey, CA, 93940

Meeting Objectives

1. To discuss and obtain feedback on the current state of the sustainable seafood movement and the current/future role of Seafood Watch (SFW) within that space.
2. To discuss current and evolving projects within the context of the SFW role in the sustainable seafood movement.
3. To discuss and obtain feedback on the work of SFW related to measuring impacts.

Sunday, 12 November 2017

5:30 – 8:00pm	Meet and Greet
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Monday, 13 November 2017

8:30am	Meet at <i>Point Lobos rooms</i> , Monterey Plaza Hotel <i>Breakfast</i>
9:00 – 9:30	Welcome Round of introductions
9:30 – 9:40	Meeting Objectives, Meeting ground rules <i>Corey Peet</i> – Facilitator
9:40 – 10:40	SFW Strategic Direction and Theory of Change: looking from the past year into 2018 and beyond



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	<p>Where are we in the sustainable seafood movement?</p> <ul style="list-style-type: none"> • State of fisheries and aquaculture • What role does SFW play • What roles do other organizations play • Where are the areas of collaboration and where are the gaps <p>Discussion</p> <p><i>Jennifer Kemmerly</i> – Director of Global Fisheries and Aquaculture</p>
10:40 – 11:00	<i>Break</i>
11:00 – 12:00	<p>Science Program Updates and Discussion</p> <p><i>Wendy Norden</i> –Science Director</p>
12:00 – 1:00	<i>Lunch</i>
1:00 – 3:45	<p>Discussion</p> <p>1. Expanding Capacity while Maintaining Credibility</p> <ul style="list-style-type: none"> • Assurance update • Expansion models: Increasing efficiency within SFW, and supporting the sustainable seafood movement <p><i>Lisa Tucker</i> –Aquaculture Program Manager <i>Tori Spence McConnell</i> –Aquaculture Scientist</p> <p>2. The Role of SFW in Fisheries and Aquaculture Improvement</p> <p><i>Robin Pelc</i> –Fisheries Program Manager <i>Sam Wilding</i> –Senior Fisheries Scientist <i>Taylor Voorhees</i> –Senior Aquaculture Scientist</p> <p>3. Emerging Role in Human Rights</p> <p><i>Sara McDonald</i> –Senior Fisheries Scientist <i>Birgitte Poulsen</i> –Independent Social Development Specialist</p> <p>4. Parking Lot Items</p>
3:45 – 4:00	<p>Review day, address parking lot items, discuss Next Day’s Agenda</p> <p>GROUP PHOTO on patio</p>



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4:00 – 6:00	Patio games, drinks, appetizers
6:00pm	<i>Dinner</i>

Tuesday, 14 November 2017

8:00am	<i>Breakfast – Point Lobos rooms at Monterey Plaza Hotel</i>
8:30 – 8:45	Recap from Day 1 <i>Corey Peet – Facilitator</i>
8:45 – 9:15	Monitoring and Evaluation (M&E) of the Impact of the Seafood Watch Program <ul style="list-style-type: none"> • Overview of the Impacts Program methodology <i>Nick Salafsky and Caroline Stem– Foundations of Success</i>
9:15 – 10:00	Monitoring and Evaluation of the Impact of the Seafood Watch Program <ul style="list-style-type: none"> • Review M&E Plan – version 1.0 • Focus on Impact of the standard and SFW red rating <i>Erin Hudson – Information & Evaluation Manager, Kiel Edson – Science Coordinator</i>
10:00 – 10:15	<i>Break</i>
10:15 – 12:30	Working Groups to Review Standard and SFW Red Rating <ul style="list-style-type: none"> • Working groups discuss and provide input on theories of change, research questions, indicators, and methods • Plenary sharing of one key finding <i>Erin Hudson – Information & Evaluation Manager, Kiel Edson – Science Coordinator</i>
12:30 – 1:30	<i>Lunch</i>
1:30 – 3:00	Discussion: breakout groups <i>Attendees were able to sign up for topics of interest, which were introduced on Day 1. Topics were subject to change based on discussions and interest throughout the meeting. Primary topics are:</i> <ol style="list-style-type: none"> Seafood Carbon Emissions Tool



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	<ul style="list-style-type: none">b. Human Rightsc. Building credibility/assuranced. Plans for next year's convenings (e.g. chemical use, polyculture, bycatch, others we should consider)e. M&E: research opportunitiesf. Producer engagement and toolsg. Consequences of deferring to eco-certifications
3:00 – 3:30	Report back to broader group Wrap up and Adjourn
3:30 – 5:00	Afternoon options: <ul style="list-style-type: none">• Aquarium<ul style="list-style-type: none">○ Aquarium Tour <i>Brian Albaum</i>– Business Engagement Manager (starts in aquarium lobby at 4:00pm)○ Explore on your own• Farmer's Market<ul style="list-style-type: none">○ Downtown Monterey• Meet with Seafood Watch if you'd like to talk more in-depth about certain subjects
6:00pm	<i>Dinner</i>