SeaWeb
Seafood Summit

Seize Opportunity | Create Solutions

9–11 FEBRUARY 2015
Hyatt Regency
New Orleans, LA, USA
Welcome to New Orleans and the 11th SeaWeb Seafood Summit!

A special thank you for joining us here in coastal Louisiana – the fish basket of the Gulf of Mexico with a rich seafood heritage! For generations, families and friends have gathered to enjoy the most famous cuisine of New Orleans — oysters, crawfish, shrimp and more. Amidst all the important work that will be carried on in the course of the next few days, we hope you are able to get to enjoy the city and its remarkable seafood delights!

After being in Hong Kong for the last Summit, we return to the United States for the first time in six years. Here we have gathered leaders from Australia, Belgium, Canada, Chile, China, Denmark, Fiji, France, Germany, Indonesia, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Panama, Peru, Philippines, Republic of the Maldives, Solomon Islands, South Africa, Spain, Switzerland, Thailand, United Kingdom and the United States. While sustainability is becoming mainstream in many countries around the world, there is work that still needs to be done and the people that will likely solve many of those remaining problems are here at this gathering. You have made the progress that has brought us to this point and you will be the ones to help see it through to the next level.

We gather here because we share a common purpose. We believe, collectively and individually, that we can do better. It is our moral imperative to leave an ocean legacy for the next generation of which we can all be proud. Each of you is here because you have already taken steps to improve the management of wild fisheries and ocean health or to strengthen the important role that sustainable aquaculture can play in meeting global protein needs. Some of you are on the front lines battling pirate fishing or working to address the social inequities in global fisheries production, while others are working to build resilience in ocean ecosystems and combating climate change and ocean acidification. Whatever your particular focus and expertise, we hope you leave here at the end of this Seafood Summit, more empowered and resolved than ever to strive to do even more.

Thanks to you, momentum is building and our movement continues to grow. To the extent that the Seafood Summit has played a part in that growth, it is because of the participation of the thousands of seafood leaders who over the years have joined in to create, manage and experience the Seafood Summit. Our predecessors have paved the pathway for the successful collaborations that will be furthered during this week. Now is your time. It is your ideas, talent and experience that have created the program we will be participating in and learning from. It is your presence on many levels that creates the side-meetings and events where so much business is conducted and progress made. This is your Summit so, please enjoy yourselves and let us know how we can continue to improve and strengthen the experience for you.

This event would not be possible without the dedication of the people who developed the programmatic content and organized the presentations, panels and workshops, and just as important are those who agreed to speak during the conference and share their expertise. You are a part of our organizing team and are responsible for the progress that is made, the work that is conducted. The accomplishments realized here at the Summit are a reflection of the incredible collaborations and dedication you have established among your peers. This level of commitment has improved the sustainability of seafood globally and we hope you use this gathering to provide both a platform and a catalyst to escalate this momentum.

Over the years the way we communicate with each other has changed dramatically. We have transitioned from talking at each other, to talking to each other, and now we are talking with each other. The Seafood Summit serves as a forum for constructive challenge, inquiry and exploration – a place where leaders from different walks of life gather knowledge, ask the tough questions, build relationships, and blur the lines between competitor and collaborator. Our goal over the next few days is a simple one – to foster more of this engagement and sharing that leads to solutions. We have 116 speakers at this Summit and while that is an impressive number of perspectives and points of view that will be shared, our goal is to have everyone's voices heard – in the sessions, in the hallways, on the field trips, or over a beverage.
The next few days are about the future and where we are going as a community. Ask each other questions and explore new ways of thinking. What is the next opportunity to provide the marketplace with better, more sustainable products? How do we positively meet and overcome the challenges in front of us? Who is the best partner to get us a good return on our investment in sustainability? Where should we focus our energy to protect the ocean and ocean resources? Our hope is that we don't just discuss potential answers to these and other questions, but that we roll up our sleeves and figure out ways that we can move the discussion to action and allow our work to have a real impact on the water and in the marketplace.

If, however, at the end of our time together here in New Orleans, we are not able to flood the marketplace with sustainable product, meet all challenges in front of us, and secure the future health of the ocean – what do we do then? We want to hear from you about your plan:

- What are the next steps in the discussion or work that was started here and how can the Summit platform be a catalyst to escalate this momentum?
- What is the next set of issues that would benefit from the kind of collaboration the Summit offers – multi-stakeholder, inclusive, high-level, and responsible in its execution?
- Who is missing that needs to be at the table both at the next Summit and between Summits?

Your input will help us provide a platform for you to create and cultivate the kind of change everyone wants to see. Meeting once a year is a hard way to drive change, so we must look for ways to stay connected and to bridge the time between Summits. We are committed to leveraging other events around the world to provide an opportunity for us to continue to build and achieve the goals that will be fostered here in New Orleans.

SeaWeb and Diversified Communications are thrilled to have been able to produce this Seafood Summit, our first together, and we are eager to take on the opportunities that await us. We trust our new partnership is one that gives you hope that with your continued engagement and the sharing of your expertise and experience, we can and will make a better tomorrow. Thank you for your participation – you are the best of the best in our global sustainability movement.

Welcome to New Orleans and the 11th international SeaWeb Seafood Summit. Have a great time!

Dawn M. Martin  
President, SeaWeb

Mary Larkin  
Executive Vice President, Diversified Communications
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Welcome to the SeaWeb Seafood Summit!

ABOUT SEAWEB

SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean. To accomplish this important goal, SeaWeb convenes forums where economic, policy, social and environmental interests converge to improve ocean health and sustainability. SeaWeb works collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By using the science of communications to inform and empower diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation.

DIVERSIFIED COMMUNICATIONS

Based in Portland, Maine, USA, Diversified Communications provides information and market access through face-to-face events, magazine publishing, and online resources on four continents. Diversified Communications serves several industries, including seafood, food service, natural and organic, commercial marine, healthcare, and business management. The company’s global seafood portfolio of expositions and media includes Seafood Expo North America/Seafood Processing North America (formerly International Boston Seafood Show/Seafood Processing America), Seafood Expo Global/Seafood Processing Global (formerly European Seafood Exposition/Seafood Processing Europe), Seafood Expo Asia (formerly Asian Seafood Exposition), and SeafoodSource.com. The company operates divisions in Australia, Hong Kong, India, the UK, and Canada.
Board of Directors

SEAWEB BOARD OF DIRECTORS

Dawn M. Martin
Richard Beatty
Nicholas Haffenreffer
Alan Jones, Ph.D.
John Ogden, Ph.D.
Nora Pouillon
Callum Roberts, Ph.D.

SUMMIT ADVISORY BOARD

Mary Larkin, Diversified Business Communications
Dawn Martin, SeaWeb
Dick Jones, Sustainable Fisheries Partnership
Tobias Aguirre, Fish Wise
Phil Gibson, Encore Associates
Alan Jones, Consultant
Tom Kraft, Norpac
Richard Stavis, Stavis Seafoods
Bill DiMento, Highliner
Wally Stevens, GAA
Feng Yuming, Zhangzidao Group
Summit Program
GUIDELINES FOR DIALOGUE

The SeaWeb Seafood Summit strives to create a neutral, inclusive and safe environment for all participants at the conference. We ask you to respect each other's opinions and appreciate that they may differ from yours. Please use this opportunity to learn from each other and understand your different perspectives to enhance your own work and inform your sector. We would ask you to adhere to the different guidelines below in order to stay true to the ethos of the Summit.

• We must be tough on the problem, not on each other
• Seek solutions, not blame
• Share the floor
• One person speaks at a time
• We respect each other's' views, even if we don't agree with them
• Phones quiet in sessions
• Introduce yourself when you speak
• Speak clearly addressing the whole room
• Comments and questions must be kept succinct and direct
Seafood Champion Awards

First presented in 2006, the Seafood Champion Awards recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood in ways that lead to industry innovation and change. SeaWeb established the award to honor those in the seafood industry whose past and/or present contributions demonstrate a commitment to innovation that leads to change.

This award continues to evolve to ensure that individuals or organizations who receive it represent the full diversity of large and small industry, academia, media, and nonprofit stakeholders in the sustainable seafood movement. For the first time, this year’s Awards include four categories:

**Seafood Champion Award for Leadership** — An individual or entity that displays leadership by organizing and convening seafood stakeholders to improve the sustainability of seafood or ocean health.

**Seafood Champion Award for Innovation** — An individual or entity that identifies and applies creative new solutions to address: ecological challenges; existing market needs; barriers to sustainability.

**Seafood Champion Award for Vision** — An individual or entity that establishes a clear and compelling vision of the future that inspires positive change for sustainable seafood in fields such as: technology; policy; products or market; conservation tools.

**Seafood Champion Award for Advocacy** — An individual or entity who positively influences public policy, uses the media to raise the profile sustainable seafood, or influences public discourse and engages key stakeholders by publicly championing advances in sustainable seafood.

**AWARDS RECEPTION**

**Monday, February 9 | 5:00pm - 9:00pm**

5:00pm – 6:00pm: Happy hour in Empire Foyer

6:00pm: Second Line Parade from hotel to Club XLIV

6:30pm: Seafood Champion Awards Ceremony at Club XLIV

Be a part of the announcement and celebration of the Seafood Champion Awards winners at club XLIV, located next door to the Summit, adjacent to Champions Square and just steps away from the Mercedes-Benz Superdome! Join fellow attendees, seafood professionals, global leaders, and members of the media to network and recognize outstanding contributions to the sustainable seafood movement in New Orleans fashion!
Seafood Champion Finalists

UMASS DINING

FINALIST, Innovation Category

UMass Dining, a campus food service provider, serves 45,000 meals per day and purchases $850,000 of sustainable seafood per year. It is the largest dining-services operation in the country. UMass Dining students consume nearly 21 pounds per year of seafood per person, well over the national average of 14 pounds.

LOBLAW COMPANIES LTD.

FINALIST, Vision Category

In 2009, Loblaw became the first major food retailer in Canada to commit to sourcing 100 per cent of the seafood in its stores from sustainable sources by the end of 2013. By 2014, Loblaw had converted nearly 90 percent of sales in key seafood categories to products from sources that fall in one of the following categories: certified sustainable, acceptable with conditions, or making meaningful progress towards sustainability.

CEDEPESCA—CENTRE FOR DEVELOPMENT AND SUSTAINABLE FISHERIES

FINALIST, Leadership Category

CeDePesca is a nonprofit organization founded in 1997 with the goal of helping Latin American fisheries attain sustainability. Today, CeDePesca has expanded into the Caribbean and is working together with stakeholders in Mexico, Guatemala, Panama, Ecuador, Peru, Brazil, Chile and Argentina, implementing Fishery Improvement Projects (FIPs) for small and large, artisanal and industrial fisheries.

ENVIRONMENTAL JUSTICE FOUNDATION

FINALIST, Advocacy Category

The Environmental Justice Foundation’s Oceans Campaign is committed to eradicating Illegal, Unreported and Unregulated (IUU), or ‘pirate’ fishing, to encourage full transparency and traceability within seafood supply chains and markets and to advocate for better marine governance. By depleting fish stocks, pirate fishing is a threat to marine ecosystems and environments and severely compromises the food security and livelihoods of vulnerable coastal communities.

Biographies Continued...
BILL DIMENTO, HIGH LINER FOODS

Finalist, Leadership Category

Bill DiMento, High Liner’s Corporate Director of Sustainability, believes that sustainability is not only the right thing to do but makes good business sense. With over 35 years of industry experience, Bill has spent the last five years working to ensure that High Liner Foods leads by example for the benefit of the broader seafood industry and to ensure that High Liners’ sustainability initiatives positively impact communities.

INTERNATIONAL SEAFOOD SUSTAINABILITY FOUNDATION

Finalist, Leadership Category

ISSF is a global partnership among scientists, tuna processors (representing approximately 75% of the world’s canned and shelf-stable tuna production), and WWF. ISSF works to improve the long-term sustainability of global tuna stocks and their ecosystem by developing and implementing verifiable, science-based practices, commitments and international management measures that result in tuna fisheries meeting the Marine Stewardship Council certification standard.

DR. ANDREW JACKSON, IFFO

Finalist, Advocacy Category

Dr. Andrew Jackson, Technical Director of the International Fishmeal and Fish Oil Organisation, has shown great leadership in working with stakeholders to raise awareness of the need for responsible production of fishmeal and fish oil. The capture of wild fish to manufacture fishmeal and oil for use in aquaculture has been controversial and viewed as potentially wasteful.

THE MALDIVES

Finalist, Advocacy Category

The Maldives delegation to the Indian Ocean Tuna Commission (IOTC) and Ministry of Fisheries and Agriculture have been pivotal in the sustainable management of the Indian Ocean tuna fishery, in particular the skipjack fishery. The Maldives joined the IOTC in 2011 and immediately began encouraging other coastal states to form a group of like-minded nations to engage in the IOTC process.

TJ TATE, GULF WILD

Finalist, Vision Category

TJ is the Sustainability Director for Gulf Wild, a brand of genuine, responsibly-caught seafood from the Gulf of Mexico that provides traceability and accountability to each reef fish landed. Gulf Wild was created by forward thinking commercial fishermen in the Gulf of Mexico in immediate response to declining sales of seafood due to seafood fraud and the Deep Horizon Gulf Oil Spill.

Biographies Continued...
PROJECT: INSHORE

Finalist, Innovation Category

Project: Inshore is a collaboration of the Marine Stewardship Council and Seafish. Small, coastal fishing boats, or the ‘Inshore Fleet’, make up nearly three quarters of England’s fishing fleet. The rich array of seafood they serve up also presents unique scientific challenges for fishery managers. Relatively small landings per vessel, with varying market demand from one day to the next, make it hard to attract investment for scientific research.

DAVE KELLIAN, PELAGIC FISHER

Finalist, Innovation Category

Dave Kellian is one of New Zealand’s most experienced commercial fishers, but it is his innovative ideas to keep seabirds from harm around fishing boats, and his incredible drive to see seabird deaths from fishing become a thing of the past, that are inspiring change worldwide. When scientists first raised concerns about the impact of tuna fishing on seabirds in the early 1990s, Dave began working with a local engineering firm and manufactured a prototype device.

AYUMU KATANO, SUSTAINABLE SEAFOOD ADVOCATE

Finalist, Advocacy Category

Ayumu Katano serves as a deputy general manager at a major Japanese fishing company. His advocacy work comes from his personal view and opinion. As part of his work, Ayumu noticed the growth and expansion of Norway’s fisheries, while Japanese fisheries collapsed during the same period. In response, he began writing a series of influential articles about the need for resource management in a widely distributed business magazine.

MARS PETCARE

Finalist, Vision Category

Mars Petcare, the world’s leading pet care company, is taking a leadership role in sourcing fish in ways that do not threaten stocks. In 2013, Mars Petcare launched Sheba® Brand in the U.S., a cat food made with responsibly sourced fish following the sourcing recommendations set forth by Monterey Bay Aquarium Seafood Watch® program. In fact, SHEBA® Brand remains the only mainstream cat food brand in the US to offer responsibly-sourced fish entrees.

ANOVA FOOD’S FISHING & LIVING

Finalist, Innovation Category

Anova Food, LLC launched its Fishing & Living (F&L) Initiative in 2010. Its first effort was to implement FIPs and begin the process of working toward MSC certification of Indonesian Handline Yellowfin tuna and improved fishing practices in longline fisheries. However, Anova’s team felt that truly sustainable fisheries address not only the environmental aspects of the fishery, but also the local community development and the wellbeing of the fishers.

Biographies Continued...
STEVE VILNIT, MARYLAND DEPARTMENT OF NATURAL RESOURCES

Finalist, Advocacy Category

Steve Vilnit, Director of Fisheries Marketing at the Maryland Department of Natural Resources, has been a tenacious advocate for local, sustainable seafood in Maryland. He has implemented several initiatives during his tenure that have expanded the market for various locally caught, responsibly harvested marine species and shifted the focus away from many strained fish stocks and imported products.

MASYARAKAT DAN PERIKANAN INDONESIA FOUNDATION

Finalist, Vision Category

MDPI's vision for a better future includes both the health of the fisheries and the coastal communities that rely on them. In 2013 MDPI evolved from Anova Food LLC Fishing & Living program and is focused on improving fishing practices, fishery management, fisher welfare, community development, value chain, and food safety.
MALICIOUS (BUT DELICIOUS): Celebrity Chefs come together for Lionfish Challenge
MONDAY, 9 FEBRUARY 2015 | 5:00PM

Event Offers Tips on Cooking Up the Terror of Gulf Fisheries

Seven chefs from across the US face off February 10 in New Orleans for the first-ever “Celebrity Chef Lionfish Challenge – Malicious but Delicious!” event produced by the national ocean conservation groups The National Marine Sanctuary Foundation (NMSF) and SeaWeb.

Chefs will prepare signature dishes incorporating lionfish, often called the Terror of Gulf Fisheries, an invasive species plaguing the Southeast of the Atlantic Ocean and the Gulf of Mexico. One of the National Marine Sanctuaries (link) impacted by lionfish is the Flower Garden Banks National Marine Sanctuary (link) located 100 miles off the coast of Louisiana and Texas. SeaWeb and NMSF are working to popularize the use of lionfish as a readily-available food source as well as a means to diminish its ocean numbers.

The event will be held at the Hyatt Regency New Orleans (link), 6:00-8:30PM and is (open to the public? By ticket? Unclear). (Streamed?) (Recipes posted?) Media information follows.

“The goal of this event is to increase awareness of the destructive impact of lionfish and highlight how chefs have the power to influence the marketplace and help drive viable solutions to pervasive problems. It also will remind people of the important role of the national marine sanctuaries as sentinel sites to eradicate invasive species,” said Jason Patlis, President and CEO, NMSF.

The seven chefs participating in the “Lionfish Challenge” are:
- Brian Barber, Fleet Landing Restaurant and Bar, Charleston, South Carolina
- Xavier Deshayes, Executive Chef at the Ronald Reagan Building, Washington, DC
- Eric Damidot, Executive Chef at Hyatt Hotels Corporation, New Orleans, Louisiana
- Jean-Philippe Gaston, Executive Chef, Izakaya Itanji, Houston, Texas
- Dana Honn, Executive Chef/Owner of Carmo, New Orleans, Louisiana
- Roberto Leoci, Owner and Chef at Leoci’s Trattoria and Leoci Fine Foods, Savannah, Georgia.
- John Mirabella, Owner of Castaway Waterfront Restaurant & Sushi Bar, Marathon, Florida

Emcee is Chef Barton Seaver, author of For Cod and Country. A National Graphic Fellow, he is Director, Sustainable Seafood and Health Initiative, Center for Health and the Global Environment at the Harvard School of Public Health.

The National Oceanic and Atmospheric Administration (NOAA) is currently considering expanding the protections for the valuable natural resources within the Flower Garden Banks National Marine Sanctuary. The protections would address concerns about the impact of anchoring, safe access by fishers and divers, damage as a result of unregulated activities and the need to protect unique features in the Sanctuary.

ABOUT NMSF
The National Marine Sanctuary Foundation is a private, nonprofit organization that connects people to the most valued places in our American ocean: National Marine Sanctuaries. Areas in our ocean and Great Lakes set aside for their cultural and ecological significance, sanctuaries protect the very best of the American ocean for the next generation.

ABOUT SEAWEB
SeaWeb works collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By using the science of communications to inform and empower diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation.
Pre-Conference Workshop

SUNDAY, 8 FEBRUARY 2015 | 1:30PM – 5:30PM

Organized by Mariah Boyle, Project Director, FishWise
Co-Hosted by Bill DiMento, Corporate Director of Sustainability, High Liner Foods

EXPLORING THE ELEMENTS OF EFFECTIVE SEAFOOD TRACEABILITY, INCLUDING KEY DATA ELEMENTS

Illegal, unreported and unregulated (IUU) fishing and the intentional mislabeling of seafood product are practices that threaten the viability and integrity of seafood in the United States. Many in the industry, working collaboratively with other stakeholders, are already taking steps to combat these practices. One of those steps, the development and implementation of traceability systems is vital for identifying illegal activities and products within supply chains and working to eliminate them. This workshop will provide an opportunity for industry representatives and other interested stakeholders to discuss best practices for effective seafood traceability schemes. Participants will also consider and refine a proposed set of key data elements to identify seafood sources. This workshop will result in improved guidance on information sharing and traceability requests within the seafood industry.

Please note: This schedule is subject to change. For updates and session details, please be sure to check the mobile app. or go to www.seafoodsummit.org/conference-program/pre-conference-workshop.
Post-Conference Field Trips

MISSISSIPPI RIVER DELTA AND ESTUARY RESTORATION TOUR

THURSDAY, 12 FEBRUARY 2015 | 7:00AM – 4:00PM

Take a boat tour of the Barataria Basin to see crucial coastal wetlands restoration efforts in the wake of significant land loss and recent oil spills.

Tour Summary:
This tour will visit Barataria Basin, an area of coastal Louisiana with high rates of land loss that is also one of the areas hardest hit from the impacts of recent oil spills. Tour participants will be able to see first-hand the degraded wetlands and large expanses of open water that was formerly land. Tour participants will also visit and discuss two restoration project sites. The first stop will be at the future site of the Mid-Barataria Sediment Diversion, a project designed to reconnect the river to its floodplain and deliver freshwater, sediment and nutrients to the wetlands. The second site, the Lake Hermitage Marsh Creation, is an example of a project that dredges sediment from the Mississippi River and pumps it through pipelines to the project site to create a marsh platform.

Tour Itinerary:

7:00AM  Meeting in Lobby of Hyatt Regency (behind check in desk at bus loading dock). Coffee and Tea available.
7:30AM  Bus leaves Hyatt
8:30AM  Arrive Myrtle Grove Marina, Project Site of Mid-Barataria Basin Sediment Diversion
9:00AM  Boat tour:
     - Barataria Basin wetlands
     - Barataria Bay
     - Bay Jimmy (degraded wetlands)
12:00PM Lunch Break (Box lunches will be provided)
1:00PM  Boat tour continues:
     - Cat Island (degraded wetlands)
     - Lake Hermitage March Creation Project site
3:00PM  Return to Myrtle Grove Marina
4:00PM  Arrive back at hotel
2015 SeaWeb Seafood Summit

9–11 FEBRUARY 2015 • Hyatt Regency • New Orleans, LA, USA

SUSTAINABLE GULF OF MEXICO SEAFOOD TOUR

THURSDAY, 12 FEBRUARY 2015 | 7:00AM – 6:30PM

Tour Lake Pontchartrain’s Marine Stewardship Council-certified blue crab fishery, experience the region’s storied shrimp fishery in Montegut, and visit a Gulf oyster research lab and hatchery in Grand Isle.

Tour Summary:
Take an in depth look at the management and harvest of three of the regions most important seafood products: blue crab, shrimp and oysters.

The tour will start on Lake Pontchartrain and look at the MSC-certified blue crab fishery visiting and learning about the harvest, processing and markets for the Louisiana blue crab. Next the tour will head down to Montegut to learn about the gulf shrimp industry from Lance Nacio who has been recognized as one of the most sustainable shrimp fishermen in the Gulf of Mexico. Shrimp is an iconic seafood in the Gulf and its harvest comes with many challenges, but participants will also learn about some of the opportunities and innovative work taking place in the Gulf of Mexico to improve the sustainability of Gulf shrimp. For the third leg of the tour, participants will tour the Grand Isle oyster hatchery and research facility to learn about all aspects of oyster production and harvesting. Participants will also learn about the impact of recent disasters on seafood resources and how future restoration efforts in the Gulf may impact seafood resources. While focused on these three seafood resources, this field trip will also provide an opportunity to learn about and experience the culture, economies, and landscape of Louisiana’s Gulf Coast Communities.

Tour Itinerary:

7:00AM  Meeting in Lobby of Hyatt Regency (behind check in desk at bus loading dock). Coffee and tea available.
7:30AM  Bus leaves Hyatt
8:30AM  Lake Pontchartrain
11:00AM  Montegut
12:00PM  Lunch Shrimp Boil
1:00PM  Bus discussion
2:30PM  Sea Grant Oyster Research Farm and Research facility tour
4:30PM  Bus discussion

Please note: Pre-registration is required to attend field trips. This schedule is subject to change. For updates and session details, please be sure to check the mobile app or go to www.seafoodsummit.org/conference-program/field-trips
### Conference at a Glance

**Please note:** This schedule is subject to change. For updates and session details, please be sure to check the mobile app. or go to [www.seafoodsummit.org/conference-program](http://www.seafoodsummit.org/conference-program).

#### Sunday, February 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 – 5:00 PM</td>
<td>Registration Open</td>
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</table>
| 1:30 PM – 5:30 PM| Pre-Conference Workshop: Exploring the Elements of Effective Seafood Traceability, including Key Data Elements  
*Empire Ballroom A* |

#### Monday, February 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Open</td>
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| 8:00 AM – 9:00 AM| Continental Breakfast  
*Served in Elite Hall* |
| 9:00 AM – 9:15 AM| Seafood Summit Introduction  
*Empire Ballroom A/B* |
| 9:15 AM – 10:00 AM| Opening Keynote with Dr. Kathryn D. Sullivan, NOAA Administrator and Under Secretary of Commerce for Oceans and Atmosphere  
*Empire Ballroom A/B* |
| 10:00 AM - 10:30 AM| Report on Presidential Task Force on Combating Illegal, Unreported, and Unregulated Fishing and Seafood Fraud  
*Empire Ballroom A/B* |
| 10:30 AM – 11:00 AM| Break  
*Coffee served in the Empire Foyer* |
| 11:00 AM – 12:30 PM| The Impact of Aquaculture on World Protein Markets  
*Empire Ballroom A/B* |
| 12:30 PM – 2:00 PM| Lunch Break  
*Meal provided in the Elite Hall* |
| 2:00 PM – 3:15 PM| Break  
*Coffee served in the Empire Foyer* |

<table>
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<th>Time</th>
<th>Event</th>
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| 3:15 PM – 3:45 PM| Break  
*Coffee served in the Empire Foyer* |
### Conference at a Glance Continue...

#### 3:45 PM – 5:00 PM

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Land Based Aquaculture – Environmentally Responsible AND Good Business?</td>
<td>Empire Ballroom A</td>
</tr>
<tr>
<td>The Changing Landscape of Sustainable Seafood</td>
<td>Empire Ballroom B</td>
</tr>
<tr>
<td>Bycatch -- Concerns, Conservation and Solutions in the Gulf of Mexico</td>
<td>Strand 11A/B</td>
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<tr>
<td>Strategies to Protect Seafood Supplies from Ocean Acidification</td>
<td>Bolden 2</td>
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<tr>
<td>The Impact of Restoration on Seafood Resources</td>
<td>Bolden 3</td>
</tr>
</tbody>
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#### 5:00 PM – 9:00 PM

**Seafood Champion Awards Reception**

*All attendees must have a badge for this event*

5:00 PM: Happy hour – Empire Foyer
6:00 PM: Second line parade to Club XLIV
6:30 PM: Seafood Champion Awards Ceremony at Club XLIV*

*Hors d’oeuvres & drinks will be served

### Tuesday, February 10

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Open</td>
<td></td>
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<tr>
<td>8:00 AM – 9:00 AM</td>
<td>Continental Breakfast</td>
<td>Served in Elite Hall</td>
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<tr>
<td>9:00 AM – 10:30 AM</td>
<td>Preventing Human Rights Abuses in Seafood Supply Chains</td>
<td>Empire Ballroom A/B</td>
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<tr>
<td>10:30 AM – 11:00 AM</td>
<td>Break</td>
<td>Coffee served in the Empire Foyer</td>
</tr>
<tr>
<td>11:00 AM – 12:30 PM</td>
<td>Assessing FIPs and their Impact on Sustainable Seafood</td>
<td>Empire Ballroom A/B</td>
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<tr>
<td>12:30 PM – 1:45 PM</td>
<td>Lunch Break</td>
<td>Meal provided in the Elite Hall</td>
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<tr>
<td>1:45 PM – 3:15 PM</td>
<td>Meeting Industry Information Needs for Sustainability: Science, Metrics, Financing &amp; Communications</td>
<td>Empire Ballroom A</td>
</tr>
<tr>
<td>3:15 PM – 3:45 PM</td>
<td>Break</td>
<td>Coffee served in the Empire Foyer</td>
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<tr>
<td>3:45 PM – 5:00 PM</td>
<td>Building Consumer Demand for Sustainable Seafood in the Marketplace</td>
<td>Empire Ballroom B</td>
</tr>
<tr>
<td>5:00 PM – 7:00 PM</td>
<td>Seafood Champion Awards Reception</td>
<td>Empire Ballroom A/B</td>
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<tr>
<td>7:00 PM – 9:00 PM</td>
<td>Seafood Champion Awards Celebration</td>
<td>Empire Ballroom A/B</td>
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</tbody>
</table>

*Hors d’oeuvres & drinks will be served*
### Conference at a Glance Continue...

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:45 PM – 5:15 PM</td>
<td>Cleaning Up the Catch: Supporting Advocacy and Regulations with Market Incentives to Eliminate IUU Fishing in the Tuna Industry</td>
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<td></td>
<td>Is It Time for a New Conversation About Farmed Salmon?</td>
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<td>Growing Potential for Markets and Production in the Far East</td>
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<td><strong>Empire Ballroom A</strong></td>
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<tr>
<td></td>
<td><strong>Empire Ballroom B</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Strand 11A/B</strong></td>
</tr>
<tr>
<td>6:00 PM – 8:30 PM</td>
<td>Celebrity Chef Lionfish Challenge - Malicious but Delicious! <strong>Elite Hall</strong></td>
</tr>
</tbody>
</table>

**Wednesday, February 11**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:00 AM – 1:00 PM</td>
<td>Registration Open</td>
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<tr>
<td>8:00 AM – 9:00 AM</td>
<td>Continental Breakfast  <strong>Served in Elite Hall</strong></td>
</tr>
<tr>
<td>8:00 AM – 10:45 AM</td>
<td>Workshop: Au Naturale - Aligning Forces and Experience from Sustainable Business for Sustainable Seafood  <strong>Strand 11A/B</strong></td>
</tr>
<tr>
<td>9:00 AM – 10:30 AM</td>
<td>Certification, Traceability and Consumer Awareness in the Southern Hemisphere  <strong>Empire Ballroom A</strong></td>
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<td>An ASEAN Movement to Ensure Sustainable and Responsible Seafood to Serve the Global Marketplace  <strong>Empire Ballroom B</strong></td>
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<td>The Forage Fish Identity Crisis  <strong>Bolden 2</strong></td>
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<td>Assurance in Practice: Try Auditing and Share in Auditors’ Perspectives from within the System  <strong>Bolden 3</strong></td>
</tr>
<tr>
<td>10:30 AM – 11:00 AM</td>
<td>Break  <strong>Coffee served in the Empire Foyer</strong></td>
</tr>
<tr>
<td>11:00 AM – 12:30 PM</td>
<td>How Wild is “Wild”?  <strong>Empire Ballroom A</strong></td>
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<td></td>
<td>Supply Chain-onomics: How the Gulf Seafood Industry United to Ensure Fair Access to Local, Sustainable Seafood  <strong>Empire Ballroom B</strong></td>
</tr>
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<td>Challenges and Opportunities in Sustainably Managing Seafood Resources in Louisiana and the Gulf of Mexico  <strong>Strand 11A/B</strong></td>
</tr>
<tr>
<td>12:30 PM – 2:00 PM</td>
<td>Lunch Break  <strong>Meal provided in the Elite Hall</strong></td>
</tr>
<tr>
<td>2:00 PM – 3:30 PM</td>
<td>Closing Plenary Presentation with remarks by Fabien Cousteau, aquanaut, oceanographic explorer, conservationist and documentary filmmaker  <strong>Empire Ballroom A/B</strong></td>
</tr>
</tbody>
</table>
Biographies
Dr. Kathryn Sullivan was confirmed by the Senate as the Under Secretary of Commerce for Oceans and Atmosphere and NOAA Administrator on March 6, 2014, having served as Acting NOAA Administrator since February 28, 2013. She is a distinguished scientist, renowned astronaut and intrepid explorer.

Prior to her appointment as Acting Administrator, Dr. Sullivan held the position of Assistant Secretary of Commerce for Environmental Observation and Prediction and Deputy Administrator, and also performed the duties of NOAA's Chief Scientist, a vacant position. As Assistant Secretary, Dr. Sullivan played a central role in directing Administration and NOAA priority work in the areas of weather and water services, climate science and services, integrated mapping services and Earth-observing capabilities. She also provided agency-wide direction with regard to satellites, space weather, water, and ocean observations and forecasts to best serve American communities and businesses. As Deputy Administrator, she oversaw the smooth operation of the agency.

Dr. Sullivan is the United States Co-chair of the Group on Earth Observations (GEO), an intergovernmental body that is building a Global Earth Observation System of Systems (GEOSS) to provide environmental intelligence relevant to societal needs.

Dr. Sullivan’s impressive expertise spans the frontiers of space and sea. An accomplished oceanographer, she was appointed NOAA’s Chief Scientist in 1993, where she oversaw a research and technology portfolio that included fisheries biology, climate change, satellite instrumentation and marine biodiversity.

She was the inaugural Director of the Battelle Center for Mathematics and Science Education Policy in the John Glenn School of Public Affairs at Ohio State University. Prior to joining Ohio State, she served a decade as President and CEO of the Center of Science and Industry (COSI) in Columbus, Ohio, one of the nation’s leading science museums. Dr. Sullivan joined COSI after three years of service as Chief Scientist.

Dr. Sullivan was one of the first six women selected to join the NASA astronaut corps in 1978 and holds the distinction of being the first American woman to walk in space. She flew on three shuttle missions during her 15-year tenure, including the mission that deployed the Hubble Space Telescope. Dr. Sullivan has also served on the National Science Board (2004-2010) and as an oceanographer in the U.S. Navy Reserve (1988-2006). She holds a bachelor’s degree in earth sciences from the University of California at Santa Cruz and a doctorate in geology from Dalhousie University in Canada.
Session Speaker List

Please note: This list is subject to change.

TUNDI AGARDY,
EXECUTIVE DIRECTOR, SOUND SEAS

MELANIE AGOPIAN,
SR. DIRECTOR, SUSTAINABILITY, LOBLAW CO. LTD.

TOBIAS AGUERRRE,
EXECUTIVE DIRECTOR, FISHWISE

MEGAN ATCHESON,
FISHERIES ASSESSMENT MANAGER, MARINE STEWARDSHIP COUNCIL

NED BELL,
EXECUTIVE CHEF, FOUR SEASONS HOTEL VANCOUVER

SEBASTIAN BELLE,
EXECUTIVE DIRECTOR, MAINE AQUACULTURE ASSOCIATION

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SEAFOOD WATCH OUTREACH PROGRAM MANAGER, MONTEREY BAY AQUARIUM

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PHD CANDIDATE, IMPERIAL COLLEGE LONDON

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PROJECT DIRECTOR, FISHWISE

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CARRIE BROWNSTEIN,
SEAFood QUALITY STANDARDS COORDINATOR, WHOLE FOODS MARKET

ALEJANDRO BUSCHMANN,
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SIMON BUSH,
ASSOCIATE PROFESSOR, WAGENINGEN UNIVERSITY

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STATE REPRESENTATIVE, MAINE STATE GOVERNMENT

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PUBLIC POLICY AND COMMUNICATIONS DIRECTOR, TAYLOR SHELLFISH FARMS

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CATHERINE EMRICK,
SENIOR ASSOCIATE, AQUACULTURE INNOVATION, TIDES CANADA

RANDY ERICKSEN,
FISHERIES SCIENCE DIRECTOR, OCEAN OUTCOMES

Session Speakers Continued...
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CHIEF OPERATING OFFICER, SEATTLE FISH COMPANY

TIMOTHY FITZGERALD,
SEAOOD MARKET STRATEGY, ENVIRONMENTAL DEFENCE FUND

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VICE PRESIDENT, FISHERIES CONSERVATION, WORLD WILDLIFE FUND US

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Pelagic Fisheries Director, Hawaii Pacific University

ALLYN GLAYSHER,
General Manager, Human Resources & Sustainability, AOTEAROA Fisheries Ltd

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LANA GUNNLAUGSON,
NATIONAL MANAGER, SEACHOICE

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GLOBAL AQUACULTURE ALLIANCE

CLARE LESCHIN-HOAR,
JOURNALIST

CHRISTOPHER LISCHEWSKI,
PRESIDENT AND CEO, BUMBLE BEE FOODS

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FOUNDER, POSTELSIA

MYLA POREE,
VICE PRESIDENT/MANAGING DIRECTOR, TRUFUND FINANCIAL

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DIRECTOR OF THE DIVISION OF COMMERCIAL FISHERIES, ALASKA DEPARTMENT OF FISH AND GAME

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SEA TO SKY VETERINARY SERVICES

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SENIOR VP / CHIEF CONSERVATION OFFICER, NATIONAL AQUARIUM
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FISHERMAN, F/V SOUTH BAY, SOUTH BAY WILD  

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LIBBY WOODHATCH,  
SEAFISH  

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SENIOR EDITOR, SEAFOODSOURCE.COM  

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PROFESSOR OF OCEAN, EARTH & ATMOSPHERIC SCIENCES, OLD DOMINION UNIVERSITY
Acknowledgments
Carbon Offsets at the Summit

With sustainability being of the highest importance at the Summit, we would like to thank all of the individuals who chose to offset their own greenhouse gas emissions from their travel to New Orleans and all of the organizations committed to advancing seafood sustainability at the Summit.

Through The Ocean Foundation’s SeaGrass Grow! Project, the Summit is offsetting greenhouse gas emissions from the core activities of its 11th edition. In addition, all delegates were offered the opportunity to offset their carbon emissions incurred through travel during their registration process. The Ocean Foundation was chosen as the Summit’s partner due its focus on ocean habitats in developing a new way to naturally offset greenhouse gas emissions in the ocean—known as “Blue Carbon”. Please visit www.oceanfdn.org to learn more about SeaGrass Grow.

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