



FRIEND OF THE SEA

Sustainable Seafood

**One to One Meeting
Bangkok
9-12 Nov 2015**

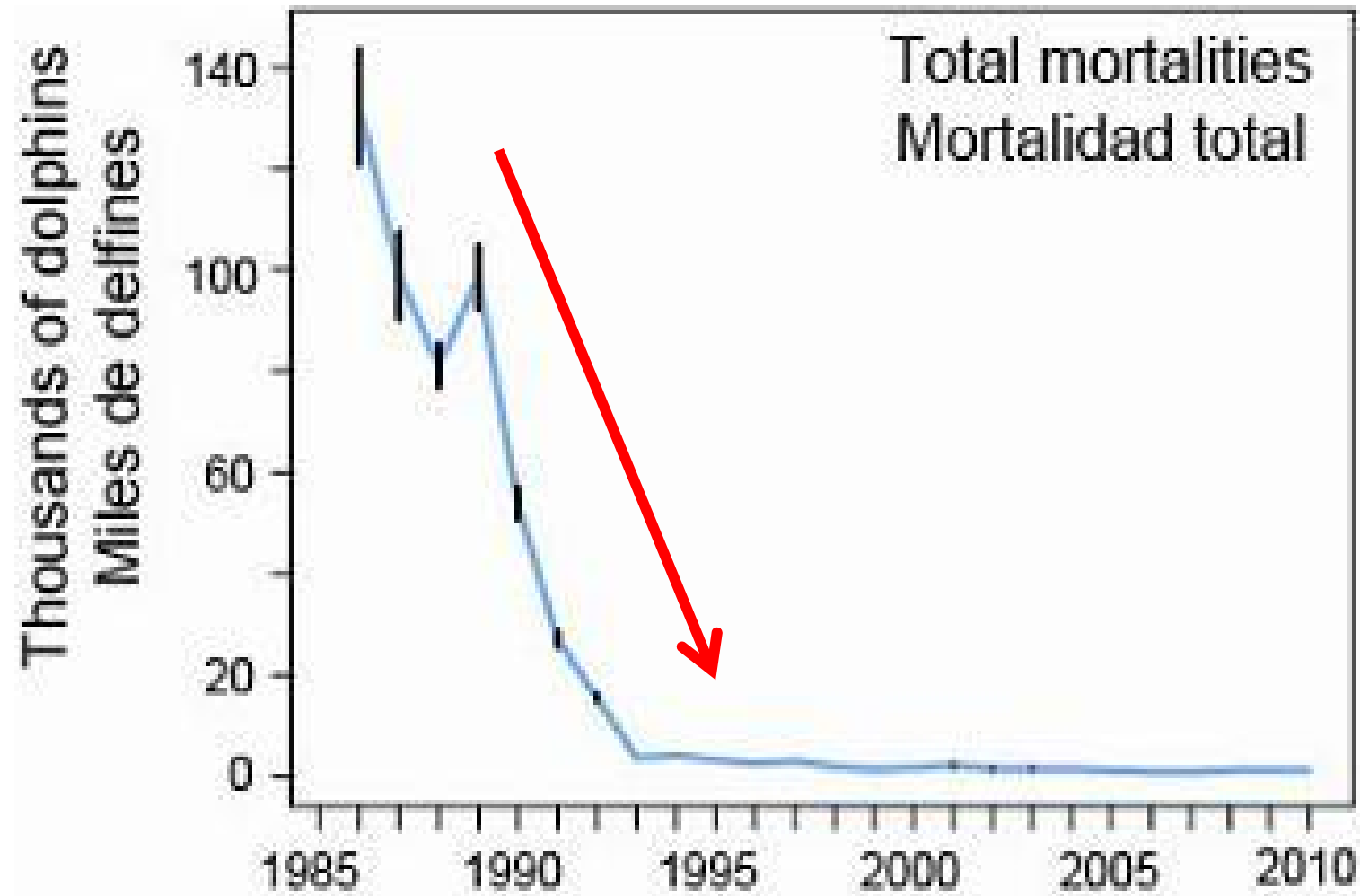
25 Years Anniversary! 1990-2015



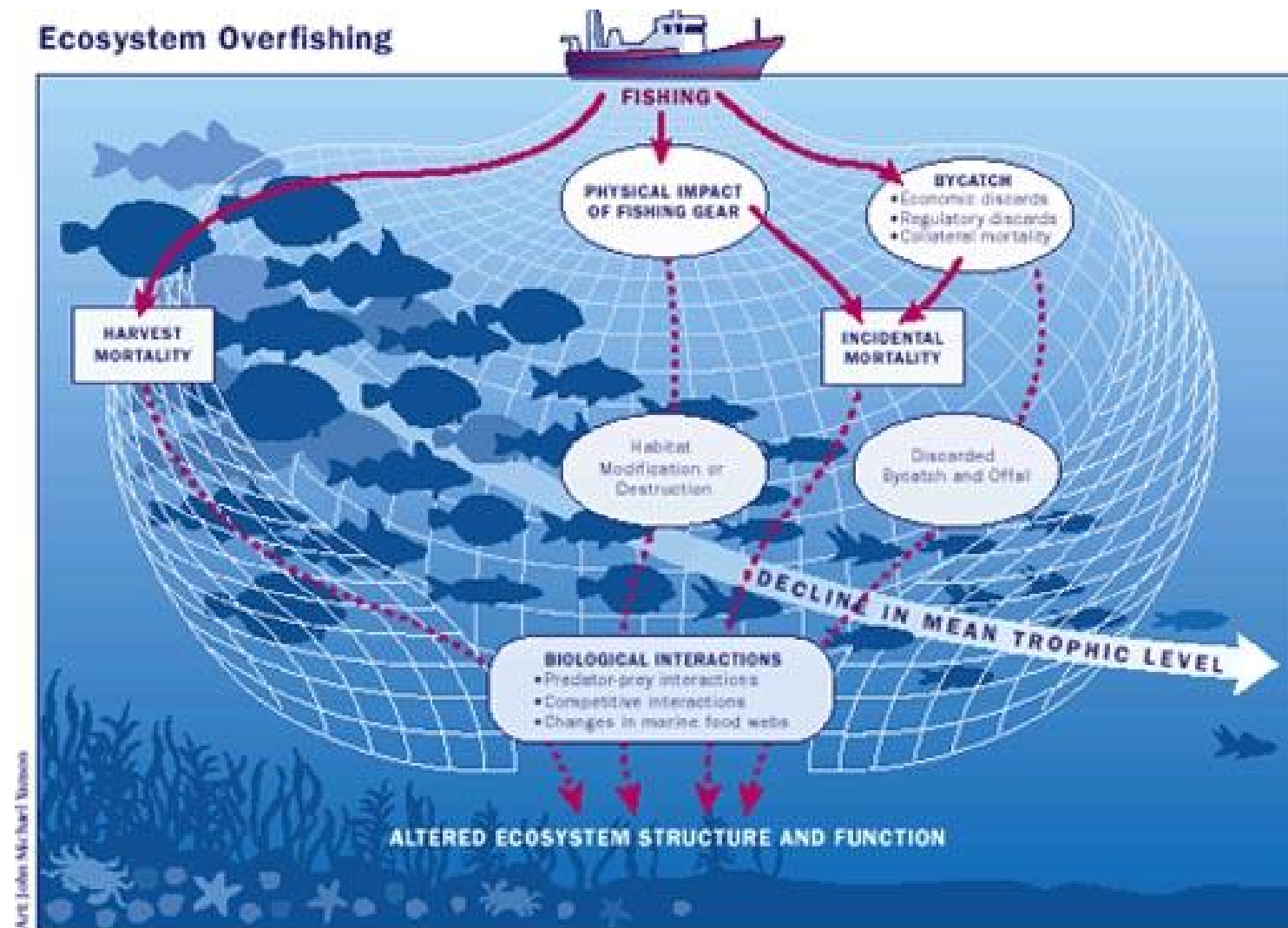
Earth Island Institute

Conservation, Preservation, Restoration

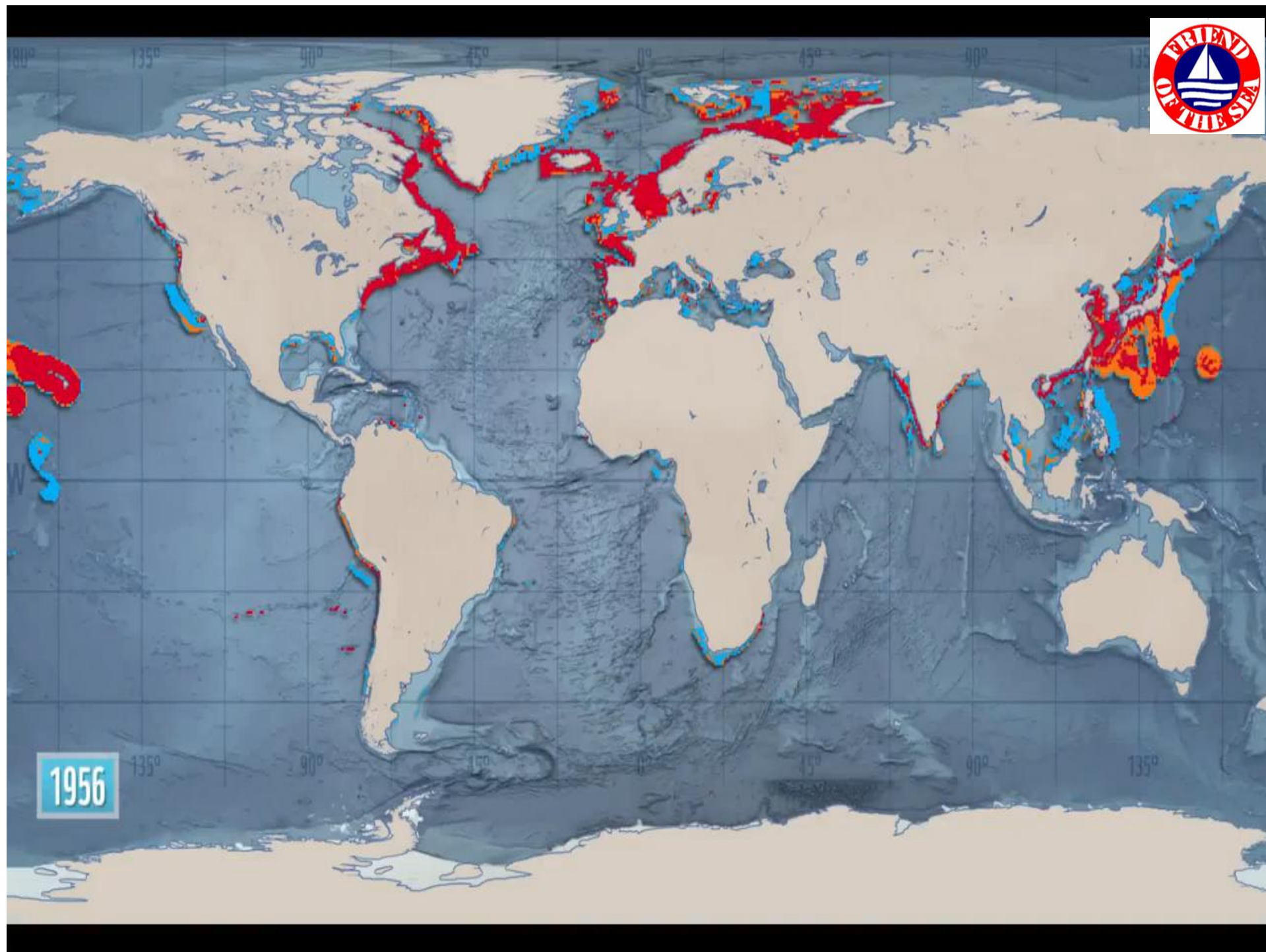
98% Decrease in Dolphin-Mortality



Fisheries potential environmental impact



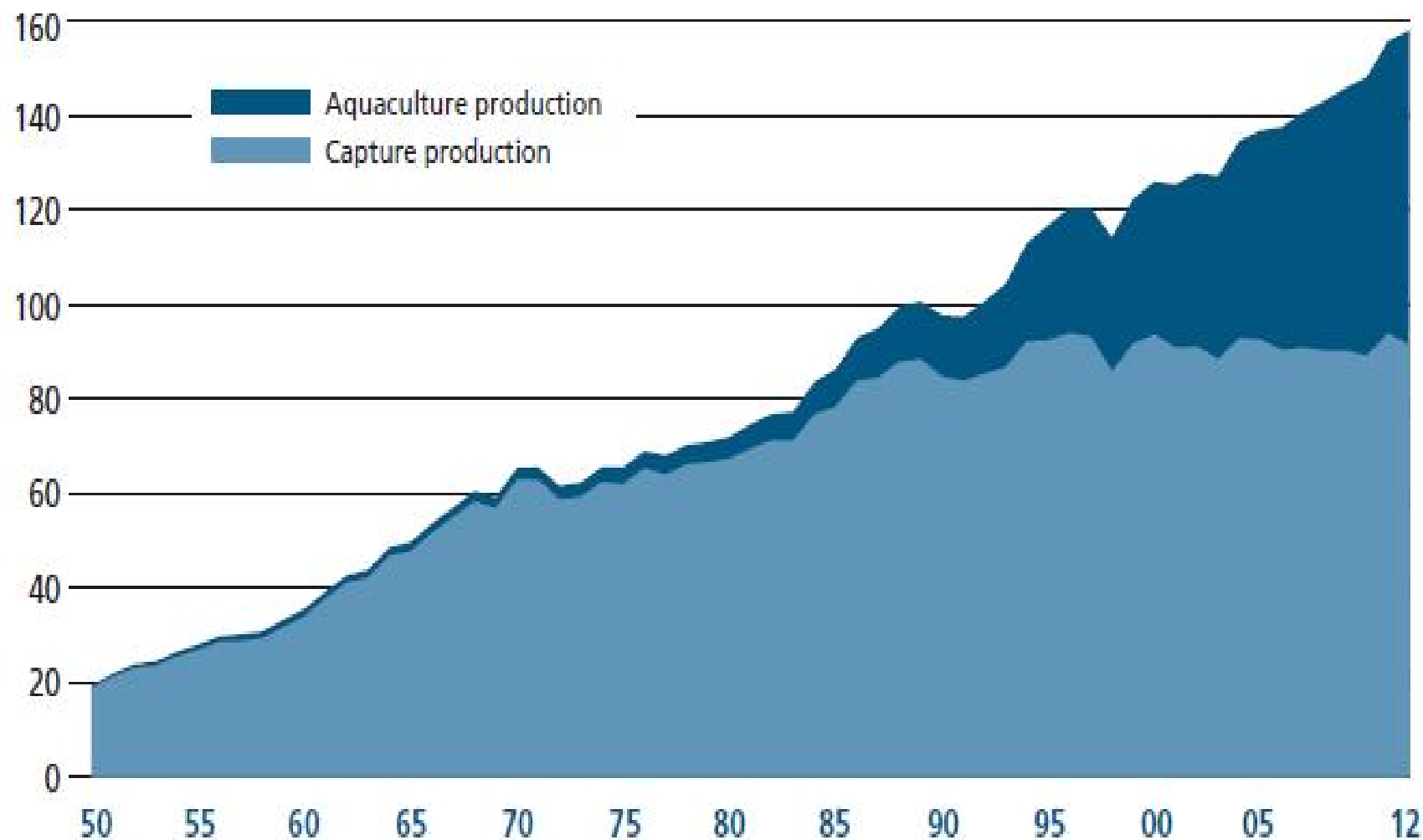
Source: Adapted from Pauly et al., 1998; Godd, 2000.



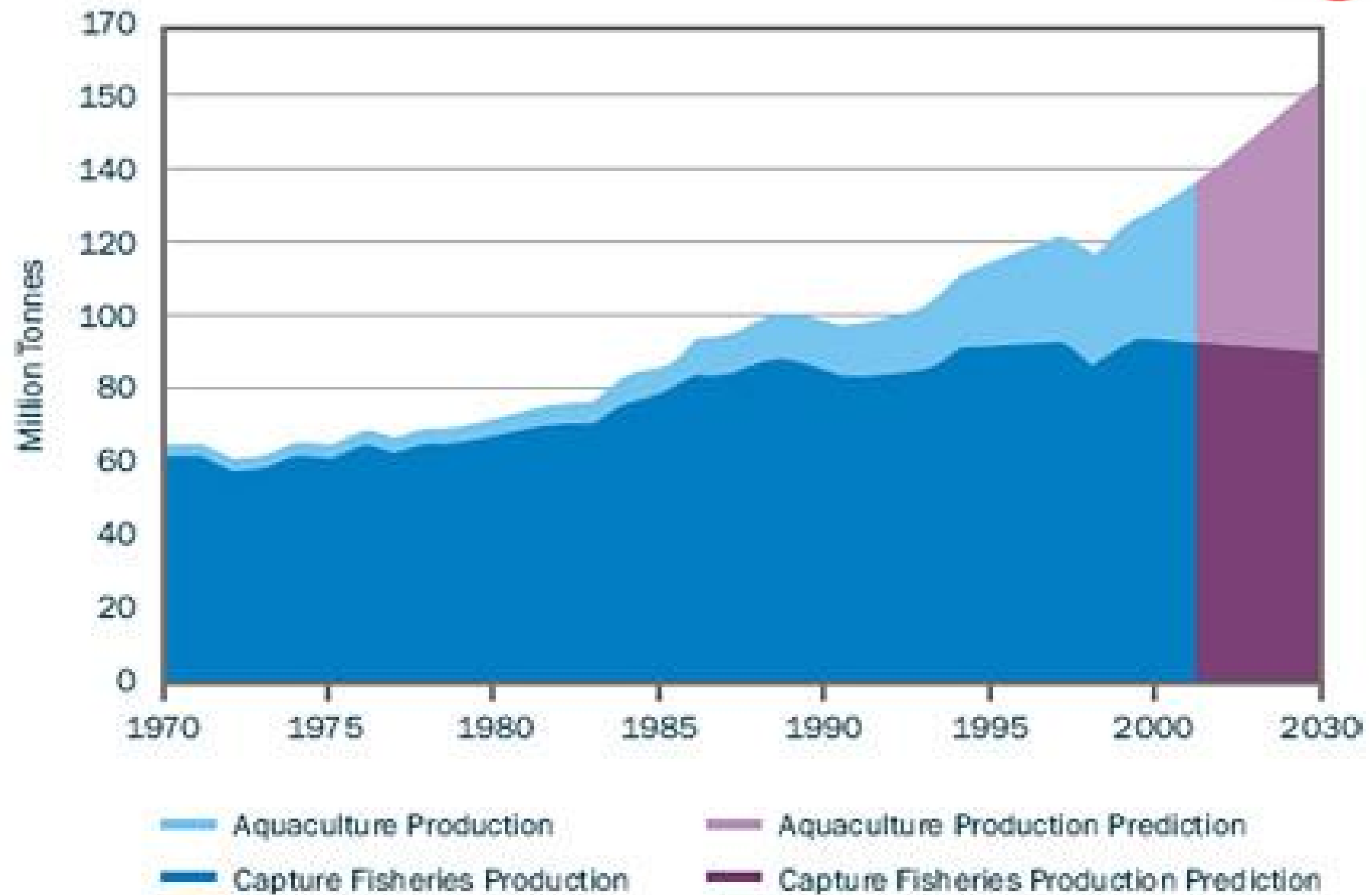
World capture fisheries and aquaculture production



Million tonnes



WORLD FISH PRODUCTION



Aquaculture Potential Environmental Impacts

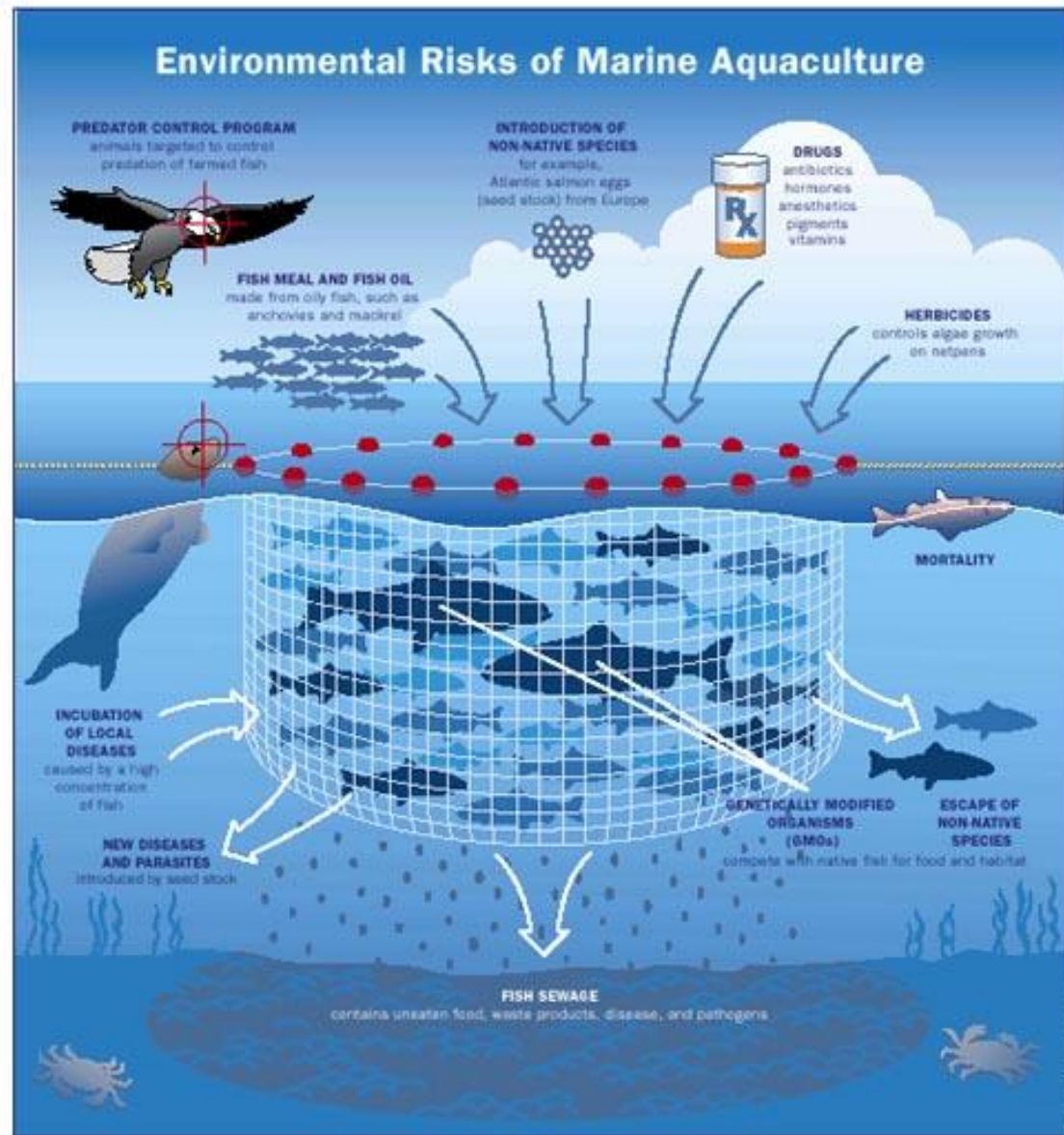




Table 2: Changes in numbers of species in the threatened categories (CR, EN, VU) from 1996 to 2014 (IUCN Red List version 2014.3) for the major taxonomic groups on the Red List

Changes in number of threatened species from year to year should not be directly interpreted as trends in the status of biodiversity. The figures displayed below reflect increased assessment efforts by IUCN and its Partners over time, rather than genuine changes in numbers of threatened species. For a clearer view of genuine trends in the status of biodiversity please refer to the IUCN Red List Index (see the section [Trends in the status of biodiversity](http://www.iucnredlist.org/about/summary-statistics#TrendsInBiodiversityStatus) on the IUCN Red List website: <http://www.iucnredlist.org/about/summary-statistics#TrendsInBiodiversityStatus>).

Critically Endangered (CR)														
Group	1996/98	2000	2002	2003	2004	2006	2007	2008	2009	2010	2011	2012	2013	2014
Mammals	169	180	181	184	162	162	163	188	188	188	194	196	196	213
Birds	168	182	182	182	179	181	189	190	192	190	189	197	198	213
Reptiles	41	56	55	57	64	73	79	86	93	106	137	144	164	174
Amphibians	18	25	30	30	413	442	441	475	484	486	498	509	520	518
Fishes	157	156	157	162	171	253	254	289	306	376	414	415	413	443
Insects	44	45	46	46	47	68	69	70	89	89	91	119	125	168
Molluscs	257	222	222	250	265	265	268	268	291	373	487	549	553	576
Plants	909	1,014	1,046	1,276	1,490	1,541	1,569	1,575	1,577	1,619	1,731	1,821	1,957	2,119

Endangered (EN)														
Group	1996/98	2000	2002	2003	2004	2006	2007	2008	2009	2010	2011	2012	2013	2014
Mammals	315	340	339	337	352	348	349	448	449	450	447	446	447	477
Birds	235	321	326	331	345	351	356	361	362	372	382	389	397	419
Reptiles	59	74	79	78	79	101	139	134	150	200	284	296	329	356
Amphibians	31	38	37	37	729	738	737	755	754	758	764	767	783	789
Fishes	134	144	143	144	160	237	254	269	298	400	477	494	530	587
Insects	116	118	118	118	120	129	129	132	151	166	169	207	247	270
Molluscs	212	237	236	243	221	222	224	224	245	328	417	480	486	501
Plants	1,197	1,266	1,291	1,634	2,239	2,258	2,278	2,280	2,316	2,397	2,564	2,655	3,009	3,231

Vulnerable (VU)														
Group	1996/98	2000	2002	2003	2004	2006	2007	2008	2009	2010	2011	2012	2013	2014
Mammals	612	610	617	609	587	583	582	505	505	493	497	497	500	509
Birds	704	680	684	681	688	674	672	671	669	678	682	727	713	741
Reptiles	153	161	159	158	161	167	204	203	226	288	351	367	386	397
Amphibians	75	83	90	90	628	631	630	675	657	654	655	657	647	650
Fishes	443	452	442	444	470	681	693	717	810	1,075	1,137	1,149	1,167	1,192
Insects	377	392	393	389	392	426	425	424	471	478	481	503	524	555
Molluscs	451	479	481	474	488	488	486	486	500	587	769	828	859	873
Plants	3,222	3,331	3,377	3,864	4,592	4,591	4,600	4,602	4,607	4,708	4,861	4,914	5,099	5,234



[Home](#) > [Huso huso](#) (Beluga, European Sturgeon, Giant Sturgeon, Great Sturgeon)



Huso huso

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

© International Sturgeon Research

[Home](#) > [Anguilla anguilla](#) (European Eel)



Anguilla anguilla

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

© Janez Gregori

[Home](#) > [Mustelus fasciatus](#) (Striped Dogfish, Striped Smooth-hound)



Mustelus fasciatus

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

Palombo striato

[Home](#) > [Thunnus maccoyii \(Southern Bluefin Tuna\)](#)



Thunnus maccoyii

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	< CRITICALLY ENDANGERED >	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

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[Home](#) > [Pristis pectinata \(Smalltooth Sawfish, Wide Sawfish\)](#)



Pristis pectinata

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	< CRITICALLY ENDANGERED >	EXTINCT IN THE WILD	EXTINCT
NE	DD	LC	NT	VU	EN	CR	EW	EX

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[Home](#) > [Acipenser baerii \(Siberian Sturgeon\)](#)



Acipenser baerii

NOT EVALUATED	DATA DEFICIENT	LEAST CONCERN	NEAR THREATENED	VULNERABLE	< ENDANGERED >	CRITICALLY ENDANGERED
NE	DD	LC	NT	VU	EN	CR

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(www.borrero.eu)



[Home](#) > [Monachus monachus](#) (Mediterranean Monk Seal)



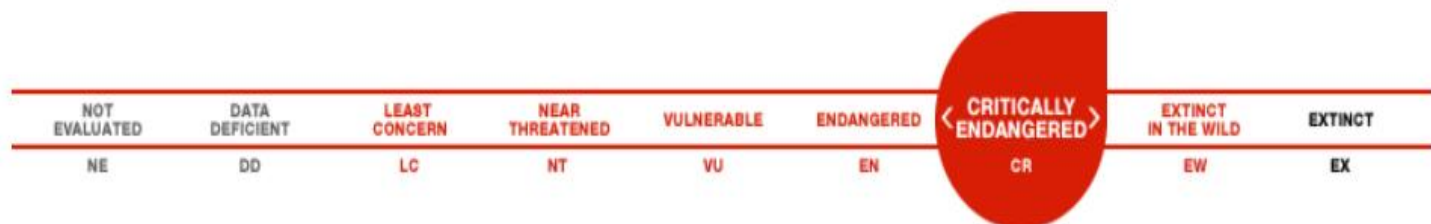
Monachus monachus



[Home](#) > [Dipturus batis](#) (Blue Skate, Flapper Skate, Grey Skate)



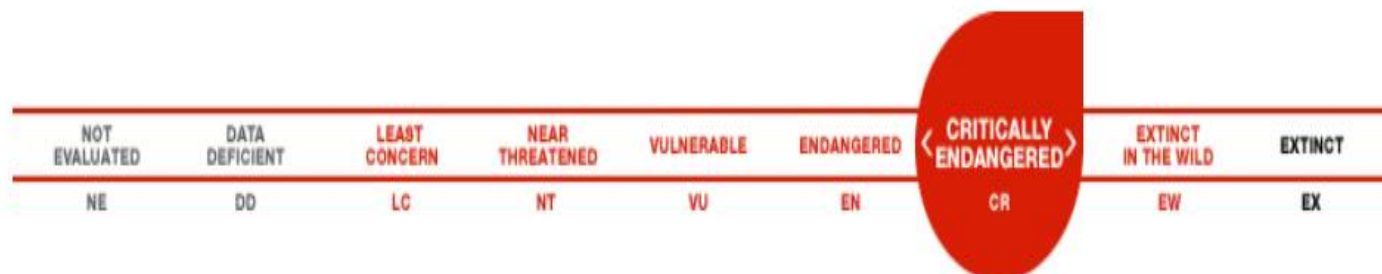
Dipturus batis

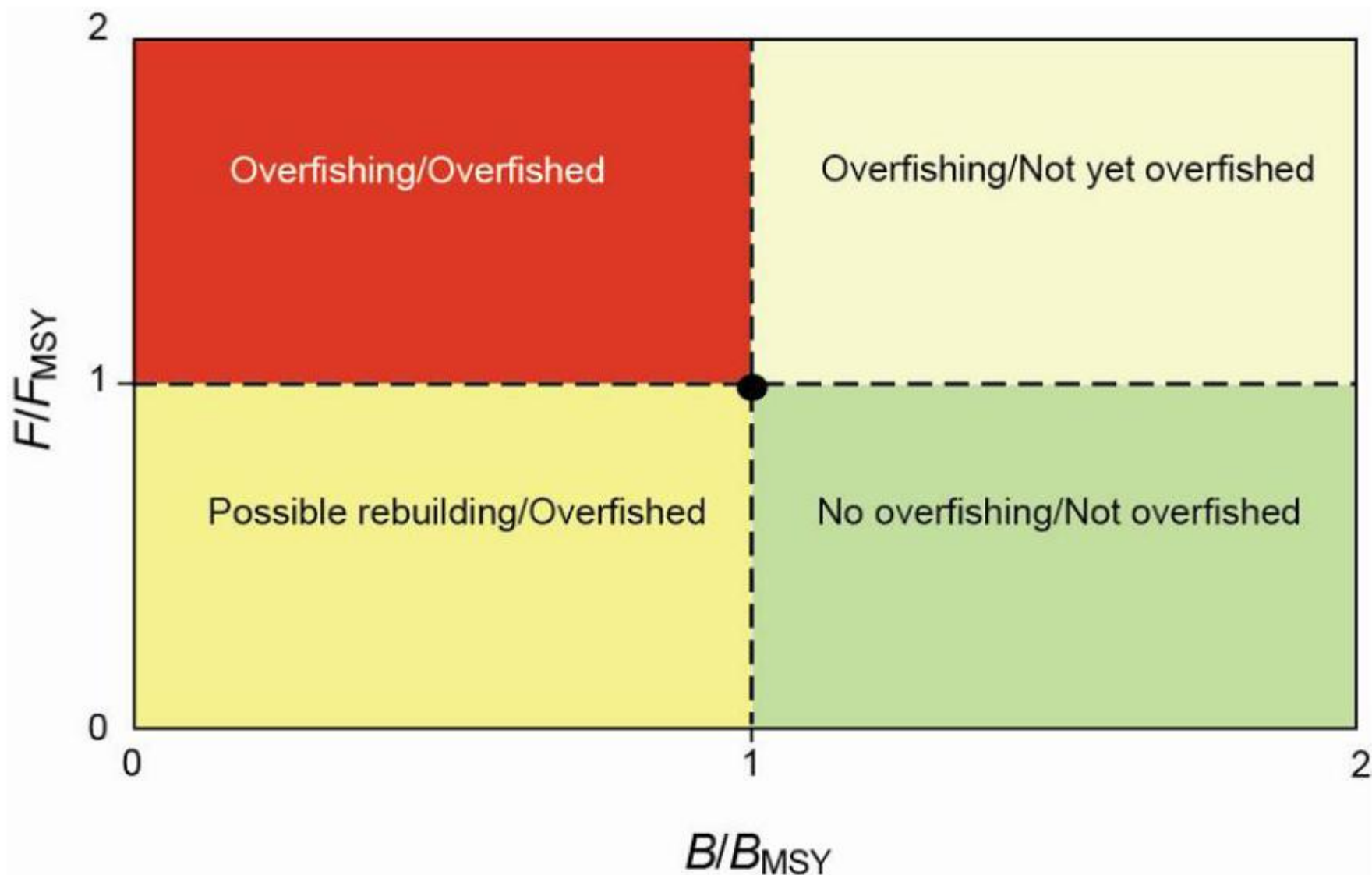


[Home](#) > [Phocoena sinus](#) (Cochito, Gulf Of California Harbour Porpoise, Gulf Of California Porpoise, Gulf Porpoise, Vaquita)



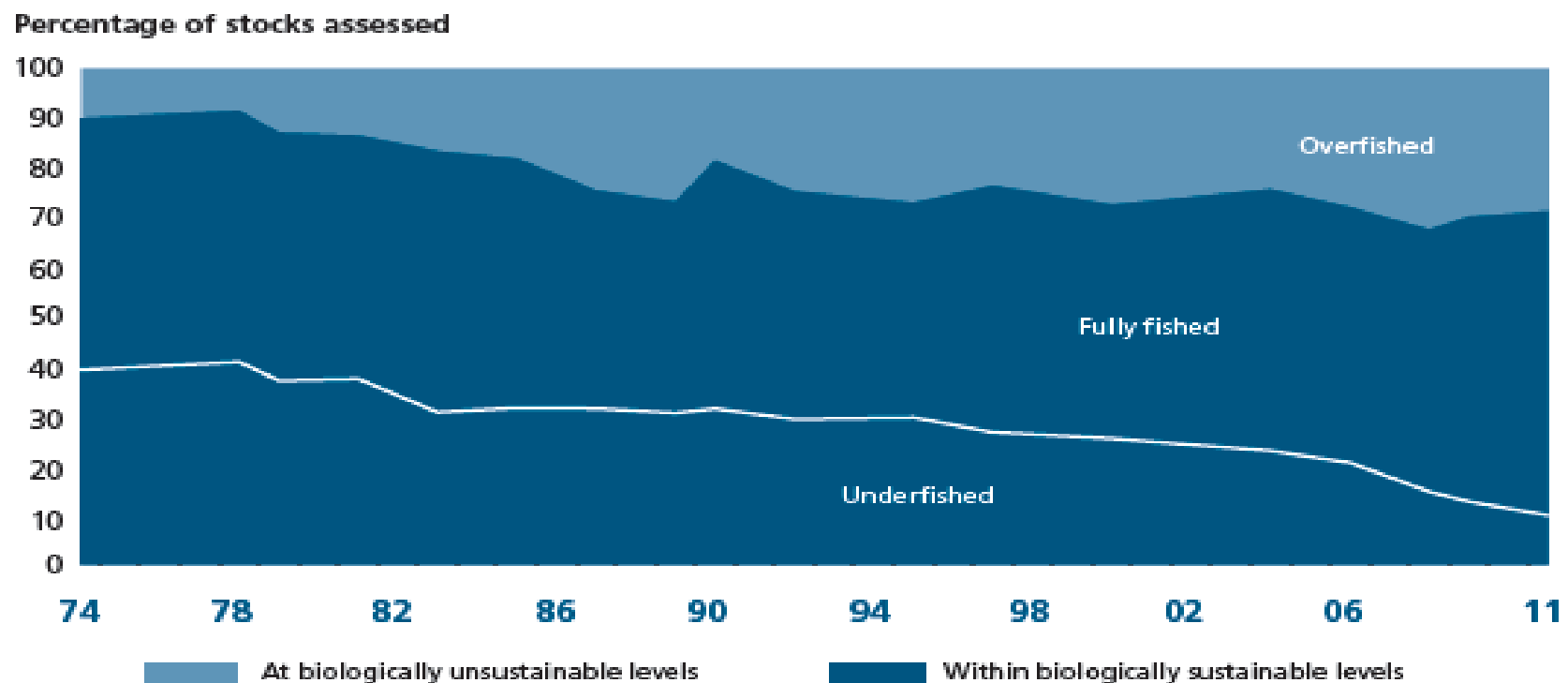
Phocoena sinus







Global trends in the state of world marine fish stocks, 1974–2011

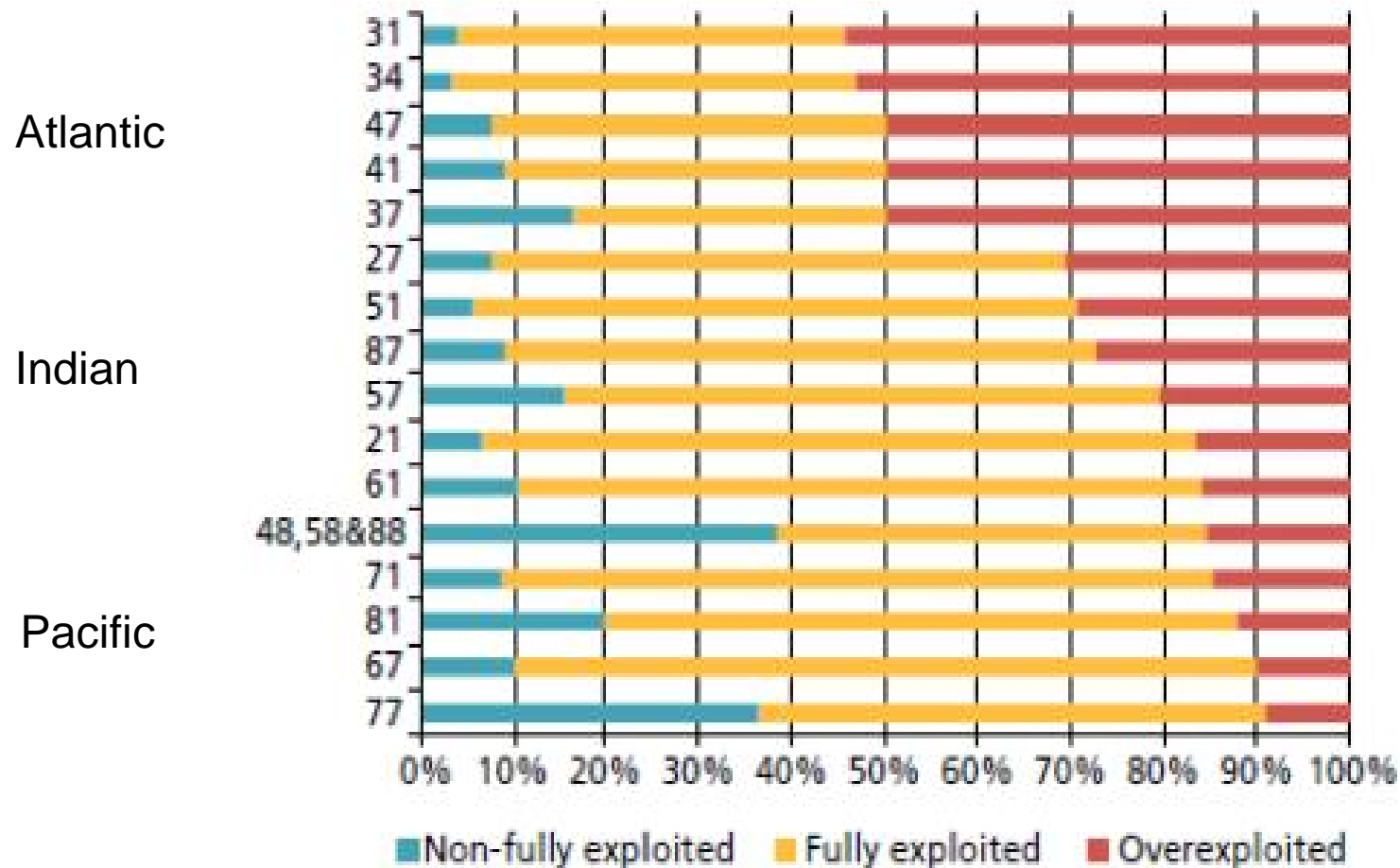


Notes: Dark shading = within biologically sustainable levels; light shading = at biologically unsustainable levels.
The light line divides the stocks within biologically sustainable levels into two subcategories: fully fished (above the line) and underfished (below the line).

State of the Stocks per Ocean

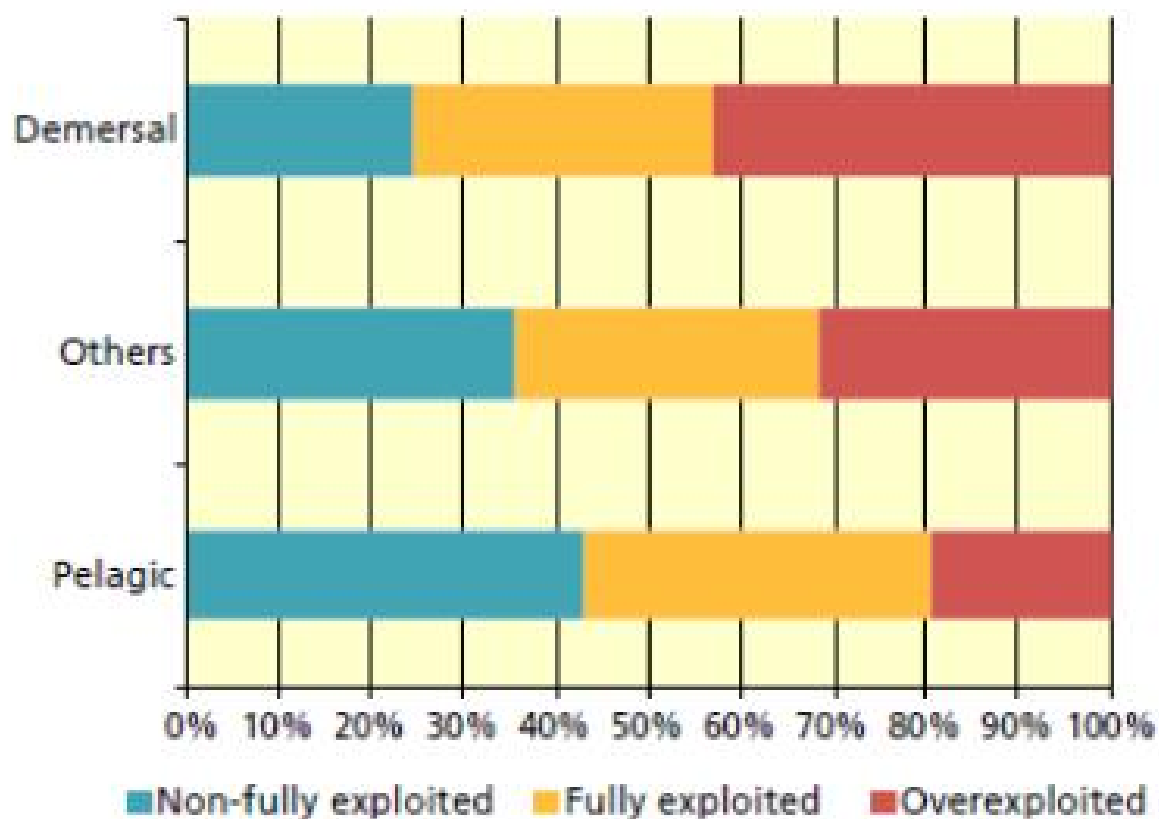


Percentages of Fish Stocks in Different Status by Major Fishing Areas in 2009





Percentages of Fish Stocks in Different Status by Three Groups in 2009



AUSTRALIA – Stocks Status



Stock Status Classification Summary of the Stocks in the Status of Key Australian Fish Stocks Reports 2012, and the Proportion of the Catch of All Species Considered in the Reports

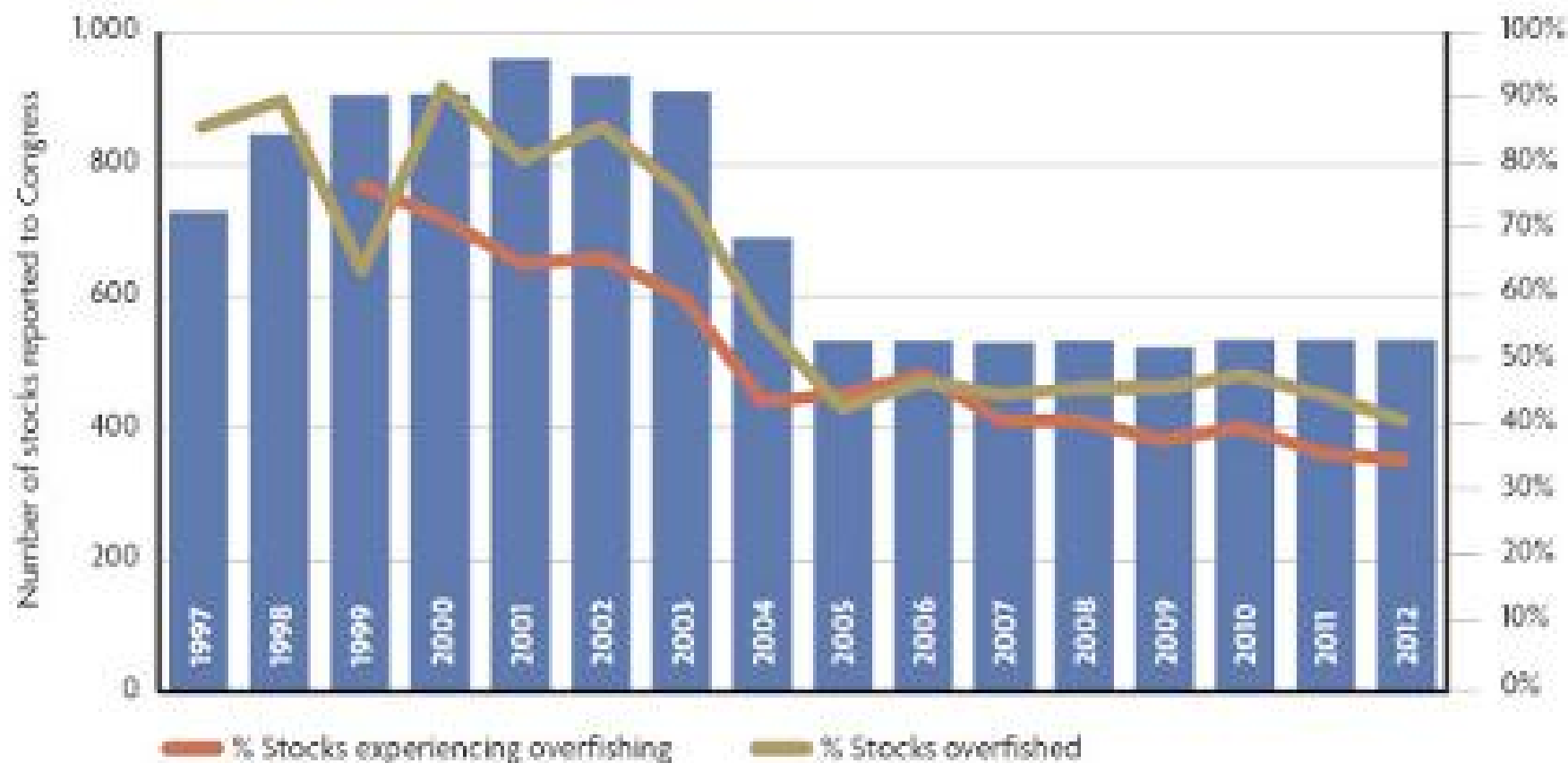
	Number of stocks				Catch ('000 t)	% of the total catch of species considered
	Biological stock	Management unit	Jurisdiction	Total stocks		
Sustainable stock	53	35	10	98	109.8	90.6
Transitional-recovering stock ↑	5	2	1	8	0.9	0.7
Transitional-depleting stock ↓	3	0	0	3	0.8	0.7
Overfished stock	2	0	0	2	4.3	3.5
Undefined stock	18	8	13	39	5.4	4.5
Total	81	45	24	150	121.2^a	100

^a The total does not include international catches (i.e. catch taken outside Australian waters by countries other than Australia) of the four tuna and billfish species.

USA – Stocks Status



Status of U.S. fish stocks, 1997-2012



Tuna Stock Status



Only 3-8% of tuna stocks are overfished

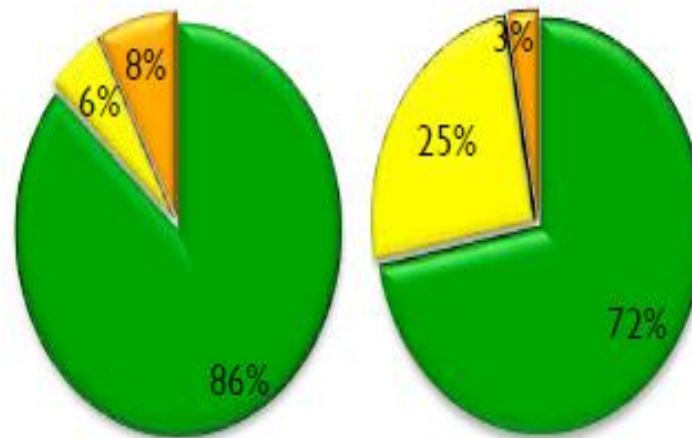


Figure 2. Distribution of stocks of major commercial tunas according to abundance ratings (left) and fishing mortality ratings (right). The percentages correspond to the total catch of all stocks with a given ranking.

Environmental impact of Fishing Gears



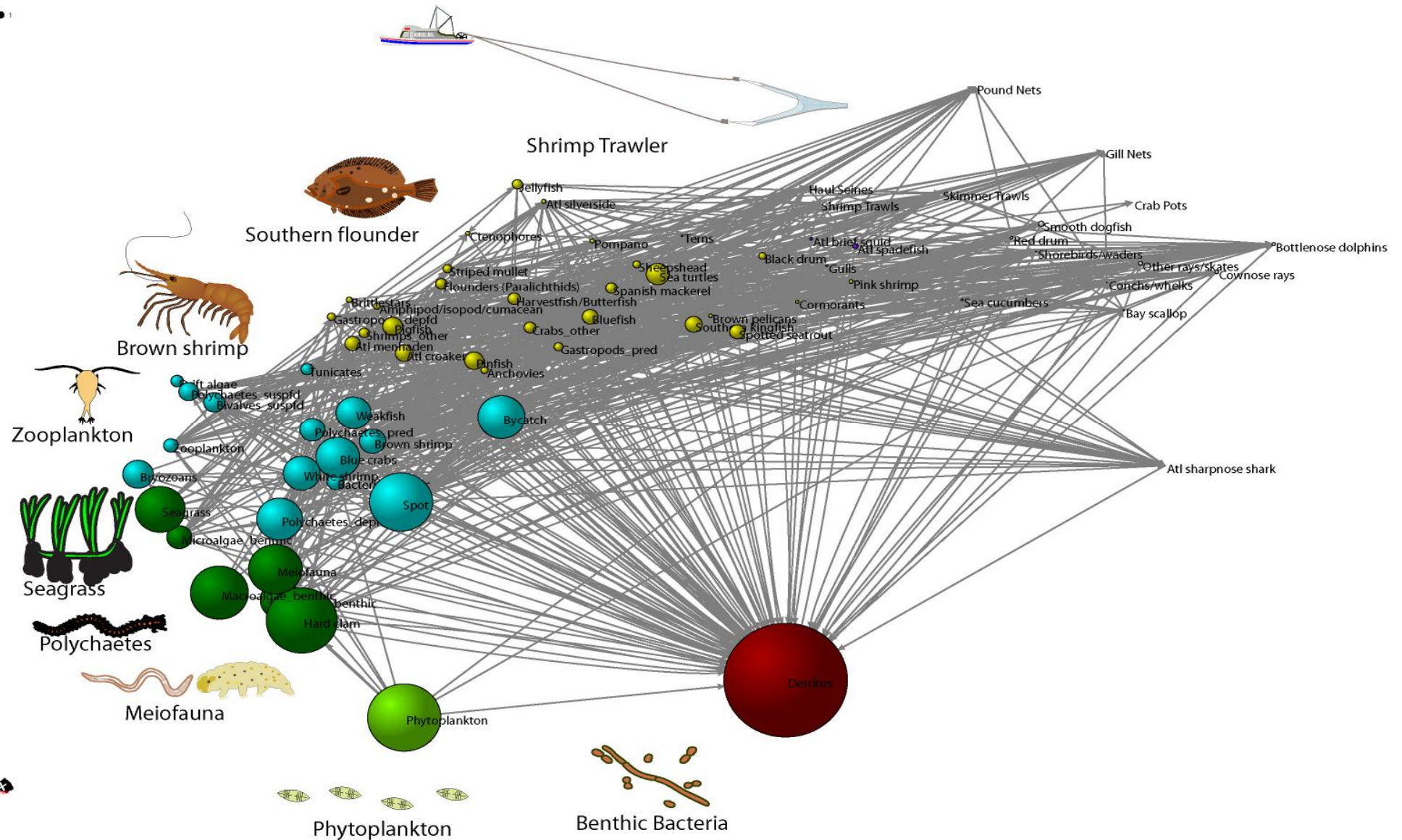
GEAR CLASS	HABITAT IMPACTS		BYCATCH					MANAGEMENT CATEGORY (Policy responses)
	Physical	Biological	Shellfish & crabs	Finfish	Sharks	Marine mammals	Sea birds & turtles	
Trawls – bottom	5	5	3	5	2	2	2	HIGH IMPACT (Very Stringent)
Gillnets – bottom	3	2	1	4	3	4	3	
Dredges	5	5	4	2	1	1	1	
Gillnets – midwater	1	1	1	4	4	5	5	
Pots and traps	3	2	4	2	1	3	1	MEDIUM IMPACT (Moderately Stringent)
Longlines – pelagic	1	1	1	3	4	3	5	
Longlines – bottom	2	2	1	4	3	1	2	
Trawls – midwater	1	1	1	3	2	2	2	LOW IMPACT (Least Stringent)
Purse seines	1	1	1	2	2	3	2	
Hook and line	1	1	1	2	3	1	2	

KEY: 5 VERY HIGH IMPACT 4 HIGH IMPACT 3 MEDIUM IMPACT 2 LOW IMPACT 1 VERY LOW IMPACT

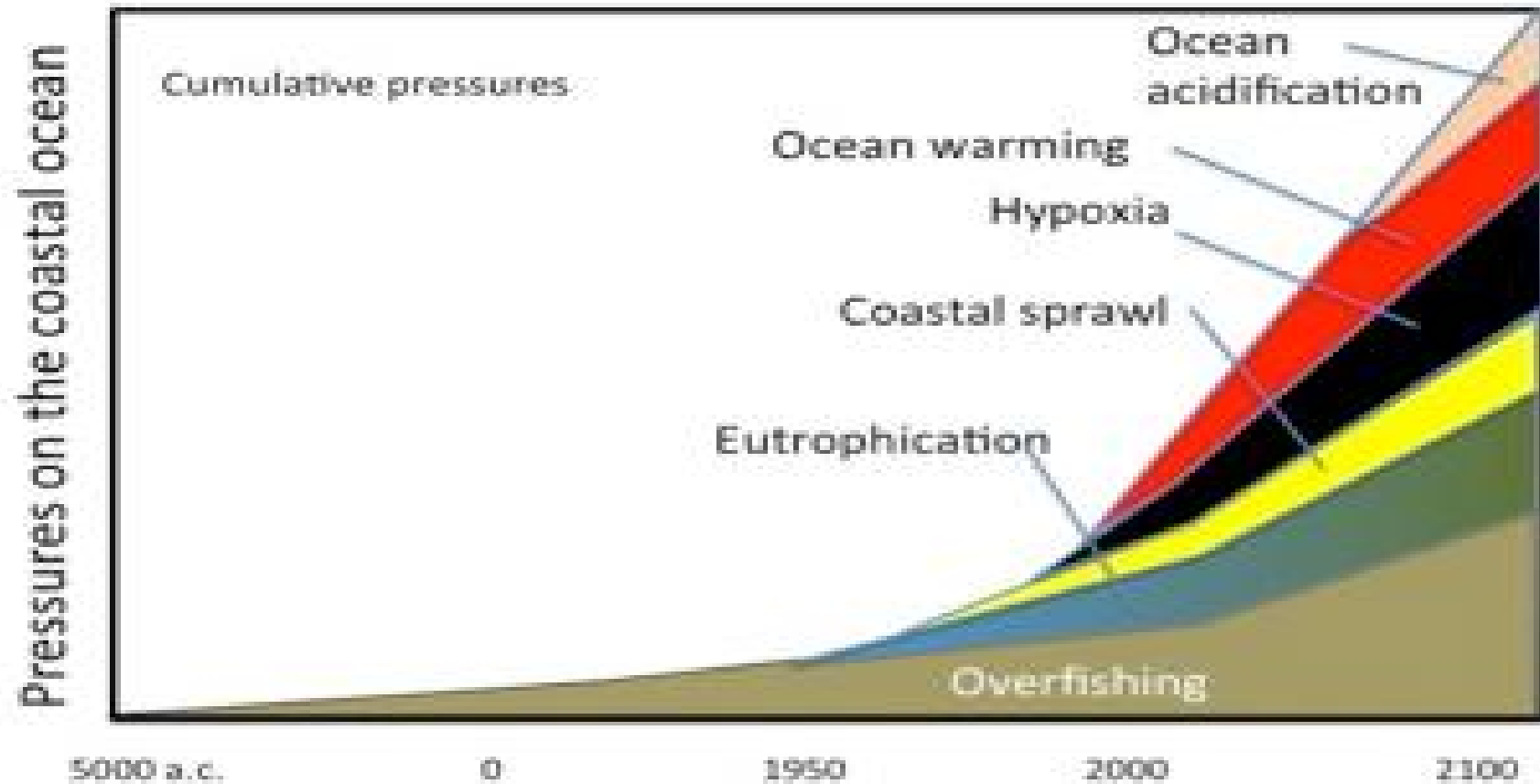


THE POSITION



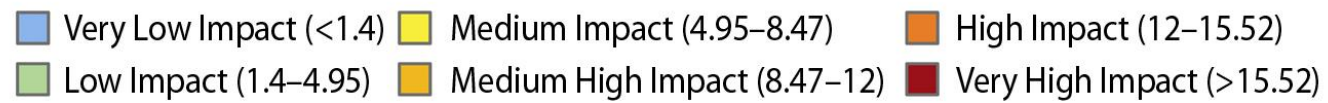
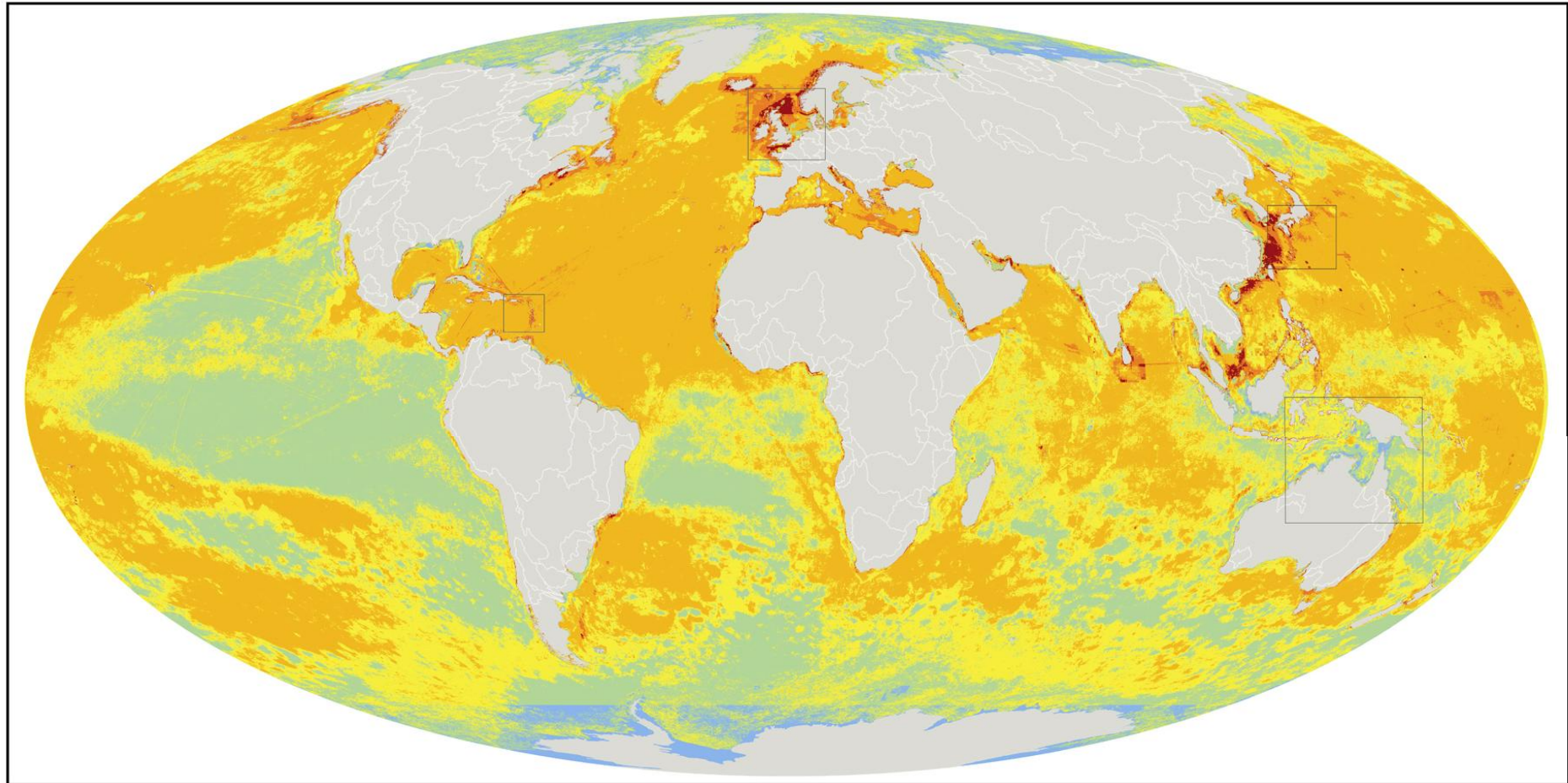


Ecosystem Approach



Carlos Duarte 2013

Ecosystem Approach



FRIEND OF THE SEA



Sustainable Seafood

Established 2008

Certification of Products
from Sustainable Fisheries and Aquaculture



Fish, fresh



Fish, preserves



Fish, canned



Fish, smoked



Fish, frozen



Sushi



Seafood



Eggs, caviar

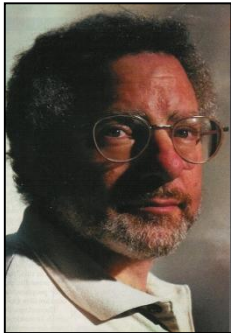


Fish Oils



Fishmeal

Friend of the Sea – Who we are



Mark Berman
(USA- AB)



Morven
Robertson
(UK)



Paolo Bray
(Intl Director)



Matia Grondona
(Scientific Officer)



Anna Perfetti
(Marketing Officer)



Silvia Roversi
(Operational
Officer)



Heinzpeter
Studer
(Switzerland,
Germany - AB)



Vittorio Coco
(Sri Lanka,
Indian Ocean))



Trixie
Concepcion
(Asia)

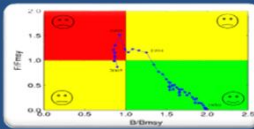


Angel Herrera
(Costa Rica,
South
America)



Federica Colombo
(Australia,
Oceania)

Sustainable FISHERIES criteria



Target Stock Not Overexploited (*FAO Guidelines*)



Selective Fishing Method (max. 8% discard)



No IUCN Redlist Bycatch (*Vulnerable up*)



Fishing Method cannot impact the Seabed (*FAO Guidelines*)



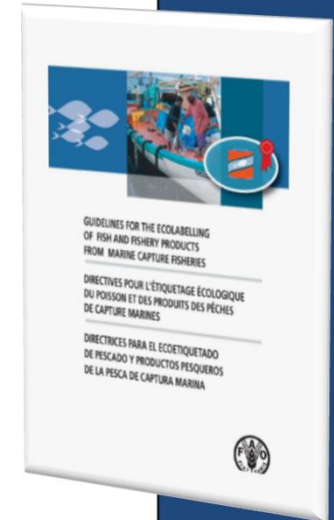
Compliance with Legal Req. (TAC, no IUU, etc) (*FAO Guidelines*)



Social Accountability



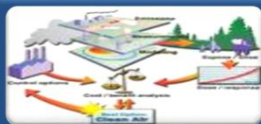
Yearly Fuel Efficiency Improvement



FOS Sustainable AQUACULTURE criteria



GLOBALG.A.P.



Environmental Impact Assessment. No impact on critical habitats (mangroves, wetlands, etc)



No Fish Escapes nor Bycatch of Mammals or Birds



No G Hormones, No Toxic Antifouling Paints



FOS certified Feeds or Trimmings / Bycuts



Waste, Energy and Feeds Management and Control



Social Accountability



Yearly fuel efficiency improvement

FOS Sustainable AQUACULTURE criteria



GLOBALG.A.P.



Accreditation and Certification



Scheme
Owner

FRIEND OF THE SEA

Sustainable Seafood

Accreditation
Body



Immediately recognized
by all other EU AB

Certification
Bodies

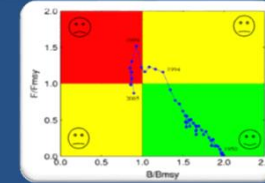


Certification Process – The Audit



STAKEHOLDERS CAN PROVIDE INPUT / OBJECTIONS

Preliminary Assessment
(Certification Body)



On-Site Audit at unloading (min size, mesh size, VMS, bycatch quantity and quality, logbook, etc)
(Certification Body)



Traceability
(Certification Body)



Surveillance Audit
(Certification Body) [once a year]

Chain of Custody
(onsite monitoring program, CB) [ongoing/permanent] (FOS)



International Onboard Observers Program





CCTV
FAD/FREE



100% Onboard Observers Coverage



Formulario ruta n°: Línea ruta n°: Nombre barco: Campaña n°:

ESPECIE	L1	SEXO	FOTO n°	Peso (Kg)

ESPECIE	L1	SEXO	FOTO n°	Peso (Kg)

PROGRAMA DE OBSERVADORES FRIEND OF THE SEA (2012)

Campaña n°	Observador	Buque	Oceano
4	Esteban de la C.	Juan Ramon Egaña	Atlántico

Fecha salida	05/05/2011	Puerto salida	Dakar
Fecha entrada	23/05/2011	Puerto Entrada	Dakar

n° de lances	Banco libre	Objeto
	3	5

Captura de túnidos retenida (Tn)	Robil	Patudo	Listado
107	0	12	
Captura de túnidos descartada (Tn)	0	0	0

Captura de túnidos retenida (Tn)	Melva	Decoreta
0	0	
Captura de túnidos descartada (Tn)	0	0

Especies accesorias	Cantidad (n° o Kg)	Devenir (Retenido, suelto vivo, suelto muerto)
Unicornis unicornis	6	Retenido
Canthidermis maculata	180	Retenido
Flapialis bipinnulata	340	Retenido
Acanthocybium solandri	7	Retenido
Acanthocybium solandri	4	Retenido
Caranx crysos	490	Retenido
Caranx crysos	180	Retenido
Pseudocaranx dentatus	23	Retenido
Carcharias falciformis	20	Suelto vivo
Onchaspis carolinensis	4	Retenido
Familia Balistidae	1	Retenido
Familia Coryphaenidae	13	Retenido

Observaciones: (Declarar respecto los datos, etc.)

-Negligible turtles bycatch. All released alive

-0,025% Shark bycatch. 50% released alive

Benchmarks score FOS #1



Fisheries Benchmark	FOS	MSC	ASC / WWF	IFFO	BAP	Freedom Food	Whole Foods	Naturland (Bio)	GAA	Global Gap	Marks & Spencer
Froese, Proelss	81% of FOS approved fisheries for which benchmark had data for were deemed Not Overexploited.	Only 61% of MSC certified fisheries for which benchmark had data for were deemed Not Overexploited.									
Food & Water Watch Europe - Fisheries	1st (First)	3rd (Last)		2nd							
Food & Water Watch Europe - Aquaculture	1st (First)		2nd		3rd (Last)	2nd					
Sea Ecology / Pew Environmental Group	1st		At the time only in draft				2nd	3rd	4th	5th	Last

Prof Froese: stricter than MSC

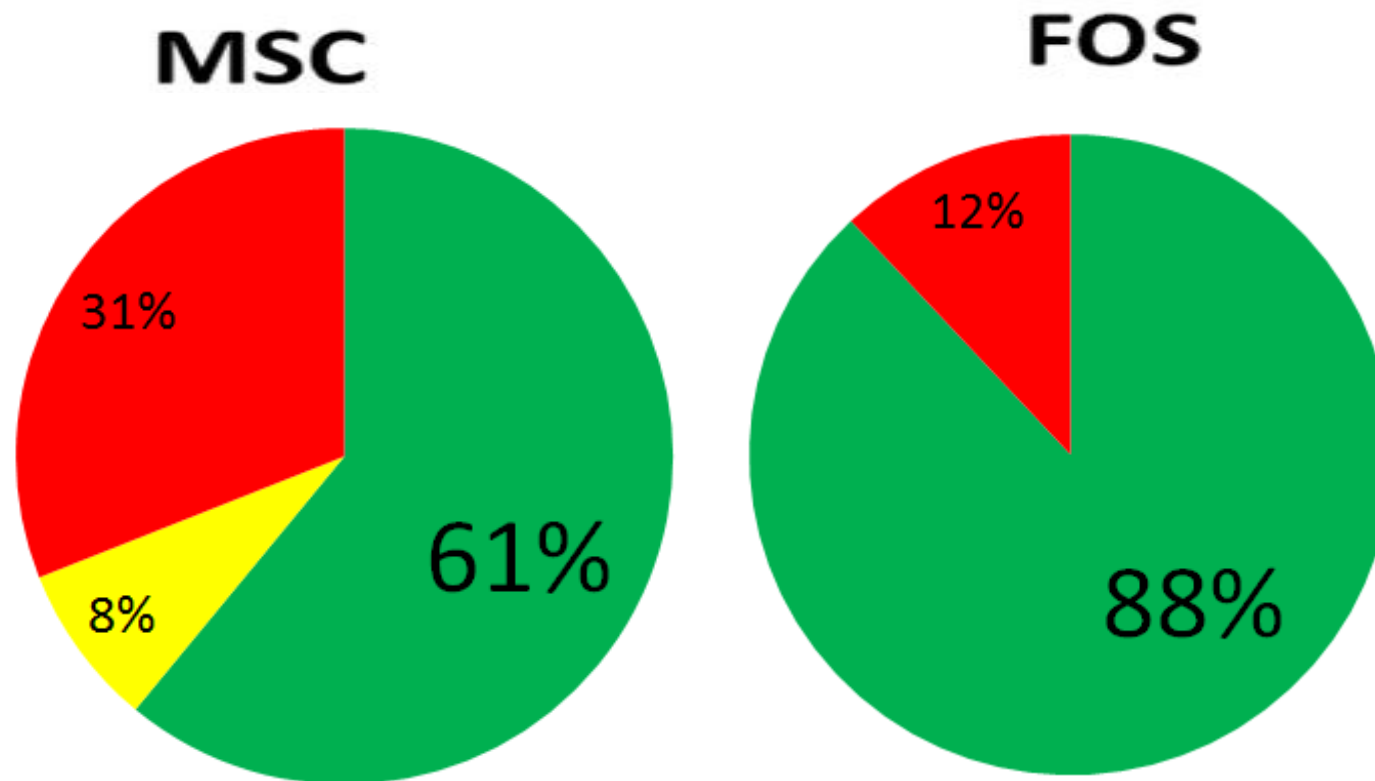


Figure 2. Percentages of stocks with available data, which were not overfished with no ongoing overfishing (green), overfished or subject to overfishing (yellow), overfished with ongoing overfishing (red), as certified by MSC and FOS, respectively.

Froese R, Proelss A. Evaluation and legal assessment of certified seafood. Mar. Policy (2012)

<http://dx.doi.org/10.1016/j.marpol.2012.03.017>

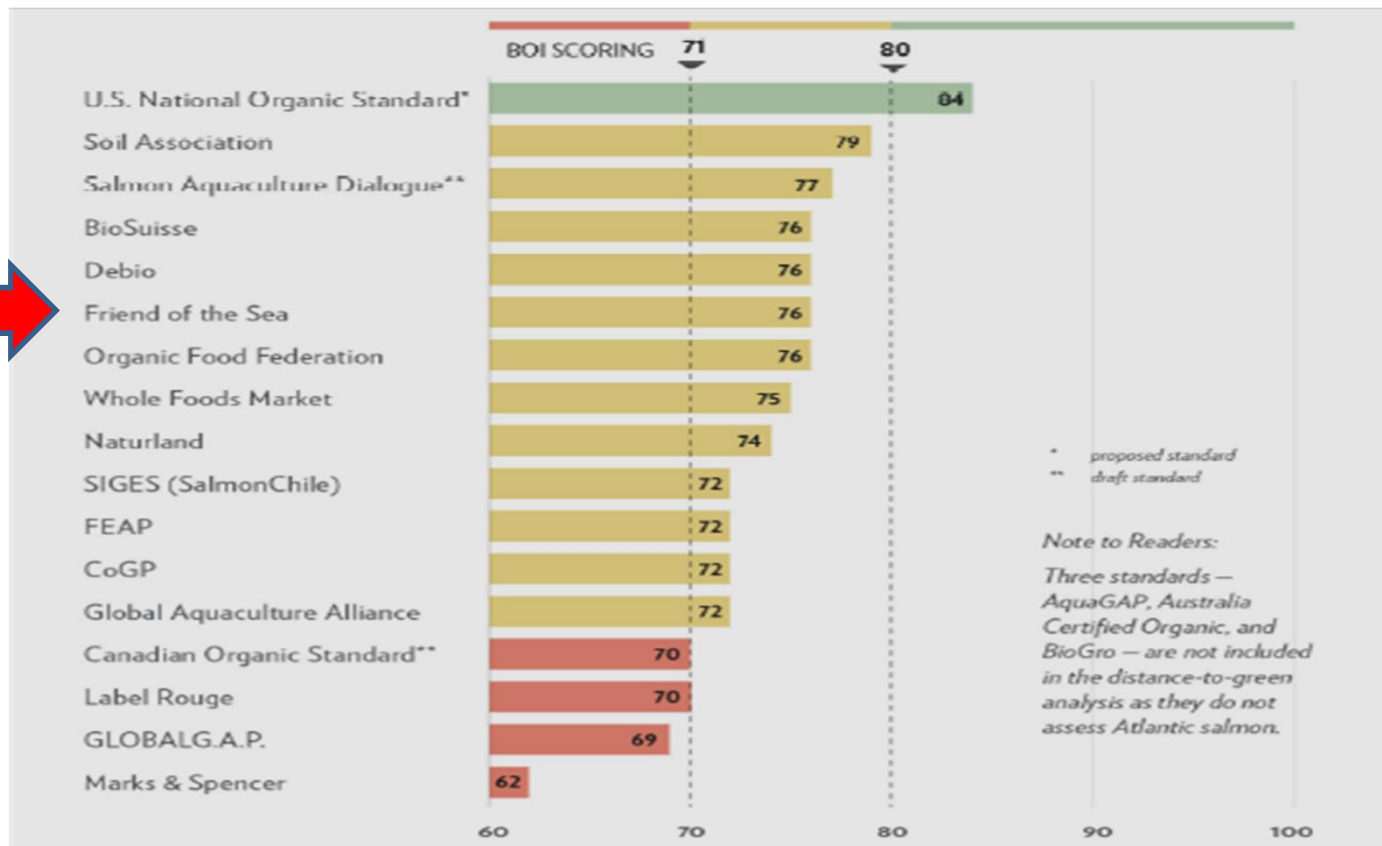
Evaluation and Legal Assessment of Certified Seafood

Rainer Froese, GEOMAR, Kiel, Germany, rfroese@geomar.de

Seafood Ecology: Best multispecies standard for sustainable aquaculture



Seafood Ecology Research Group study confirms
Friend of the Sea is the best international
multispecies standard for sustainable aquaculture



Food & Water benchmark scores Friend of the Sea best among fisheries and aquaculture certifications



Food & Water Europe (FWE) NGO, in its "Decoding Seafood Eco-labels" paper, assessed fishery certification programs such as Friend of the Sea and MSC. FWE identifies only 4 concerns regarding Friend of the Sea standards compared to 8 concerns regarding MSC. FWE is particularly concerned about MSC's prohibitive costs, lack of carbon food print standards, and free-rider problem.

When comparing Friend of the Sea to other aquaculture certification programs, the superiority is even more striking as FOS beats all others. Food & Water Europe has identified 4 concerns for Friend of the Sea and 8 for Best Aquaculture Practices (BAP), 5 for ASC (with other 4 pending as they still have To Be Defined) and 5 for Freedom Food. The study highlights the differences between FOS and the other mentioned programs: prohibitive costs (BAP); no prohibition of GMOs (BAP); no prohibition of use of hormones (BAP and ASC); certification of farms with negative impact on mangrove ecosystems (BAP); no carbon footprint standards (BAP and ASC); free rider problem (ASC); insufficient workers safety (BAP).

Food & Water Europe



Eco-Label Comparison and Breakdown

Table 1: Concerns Associated with Standards for Certifying Wild Fish, by Label

	MARINE STEWARDSHIP COUNCIL	FRIEND OF THE SEA (WILD CRITERIA)	INTERNATIONAL FISH MEAL AND FISH OIL ORGANIZATION
Prohibitive costs	⚠		
Ambiguous or non-transparent criteria	⚠	⚠	
Insufficient public input	⚠	⚠	⚠
Negative impact on marine animals	⚠	⚠	⚠
No carbon footprint standards	⚠		⚠
Certifies forage fisheries or their products	⚠	⚠	⚠
Free-rider problem	⚠		
Incongruent with FAO criteria	⚠	⚠	⚠



De-Coding Seafood Eco-Labels: How the European Commission Can Help Consumers Access Sustainable Seafood

Table 2: Concerns Associated with Standards for Certifying Farmed Fish, by Label

	BEST AQUACULTURE PRACTICES	FRIEND OF THE SEA (FARMED CRITERIA)	AQUACULTURE STEWARDSHIP COUNCIL/ASC	FREEDOM FOOD	TERRE ET SAUVAGE
Prohibitive costs	⚠		TBD		N/A
Does not prohibit... GE	⚠				
antibiotics	⚠	⚠	⚠	⚠	Unknown
hormones	⚠		⚠		Unknown
Ambiguous or non-transparent criteria		⚠		⚠	⚠
Insufficient public input	⚠	⚠	⚠		⚠
Certify farms with negative impact on mangrove ecosystems	⚠		TBD	N/A	Unknown
No carbon footprint standards	⚠		⚠	⚠	Unknown
Insufficient FCR standards		⚠	TBD	⚠	Unknown
Free-rider problem			⚠		Unknown
Insufficient worker safety	⚠		TBD	⚠	Unknown

*Standards have only been completed for four (tilapia, pangasius, bivalves and abalone) out of the 12 categories being discussed in the Aquaculture Dialogues. **Because each species or category of species is being discussed separately, not all violations will necessarily apply to all standards. Concerns listed here are associated with one or more of the completed sets of standards. No standards produced by the Aquaculture Dialogues yet have made reference to carbon footprint.

One of 6 natural labels recognized in D



20/08/2012 - Friend of the Sea seal of approval is now among the officially accepted eco-labels for wild caught fish and seafood in Germany

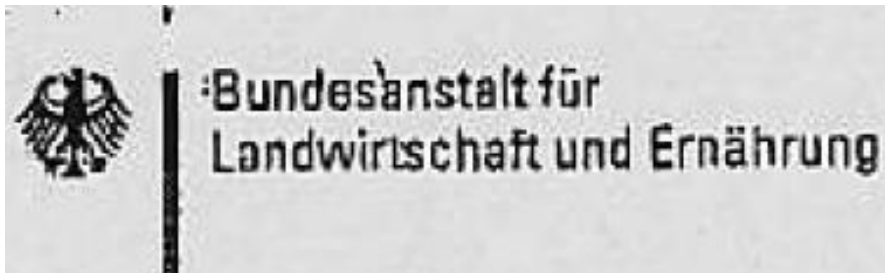


Als geeignete Kontrolleinrichtungen/Zertifizierer im Sinne dieser Richtlinien zur Gewährleistung der Rückverfolgbarkeit gelten (Stand: August 2012):

- Naturland
- KRAV Ekonomisk Förening
- MSC (Marine Stewardship Council)
- ASMI (Alaska Seafood Marketing Institute)
- IRF (Iceland Responsible Fisheries)
- FOS (Friend of the Sea)

Sofern ein Hersteller bzw. Anbieter von Wildfischprodukten mit keinem der genannten Zertifizierer zusammenarbeiten will, obliegt es ihm, eine nachweislich fachkundige, unabhängige Institution mit der Überprüfung der Einhaltung der festgelegten Nachhaltigkeitskriterien zu beauftragen, deren Bericht und Befund seinen Abnehmern vorzulegen und diesen in Verbindung mit dem Produkt kenntlich zu machen.

Equivalent to Bio/organic and Naturland



Italien kontrolliert. Nach Prüfung des Standards kann eine Gleichwertigkeit zu den Naturland Richtlinien und dem vorliegenden Entwurf der Durchführungsbestimmungen der EG-Rechtsvorschriften für Aquakultur festgestellt werden.

EU suggests consumers to rely on FOS



- management system: the fisheries must comply with the management measures laid down by law for the zone concerned.
- Impact on the ecosystem: the fishery must not have an adverse effect on the ecosystem.

Which are the main labels that certify sustainable fisheries?

- The Marine Stewardship Council (MSC), created in 1997, certifies a fishery or a fish stock. It operates worldwide, with the majority in developed countries, and applies multiple international standards including the UN FAO Code of Conduct for Responsible Fishing.
- The 'Friend of the Sea' (FOS), created in 2006. It certifies both farmed fish and fish caught at sea, in both developed and developing countries.
- The KRAV 'fisheries' label, created in 2004, is limited to Sweden and Norway.
- The 'Dolphin Safe', label focuses solely on by-catches of dolphins, but does not guarantee other conditions for sustainable fisheries.

Major retailing chains and other players have also organised their own labels, but consumers should get information about the true extent of these commitments.

Does size really matter?

It is important to take care to buy only fish that have reached adult size. Fish that are caught too young have not had a chance to reproduce and help renew stocks. Talk to your fishmonger and find

Partnership with FAO /Infosamak

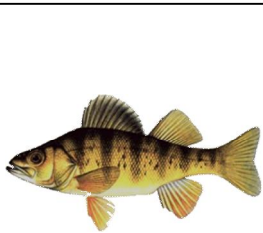


FRIEND OF THE SEA



Sustainable Seafood

40% Negative Audit / Audit not authorized



Perch
Baltic



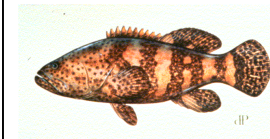
Haddock NA



Hake S Atl



Nephrops



Grouper
Oman



Octopus Mor
BT



Anchovies
NA



Bluefin



Indian BT
shrimps

Others

FRIEND OF THE SEA



Sustainable Seafood

Negative Audit / Audit not authorized

p9/02/2015

Friend of the Sea – Press Release

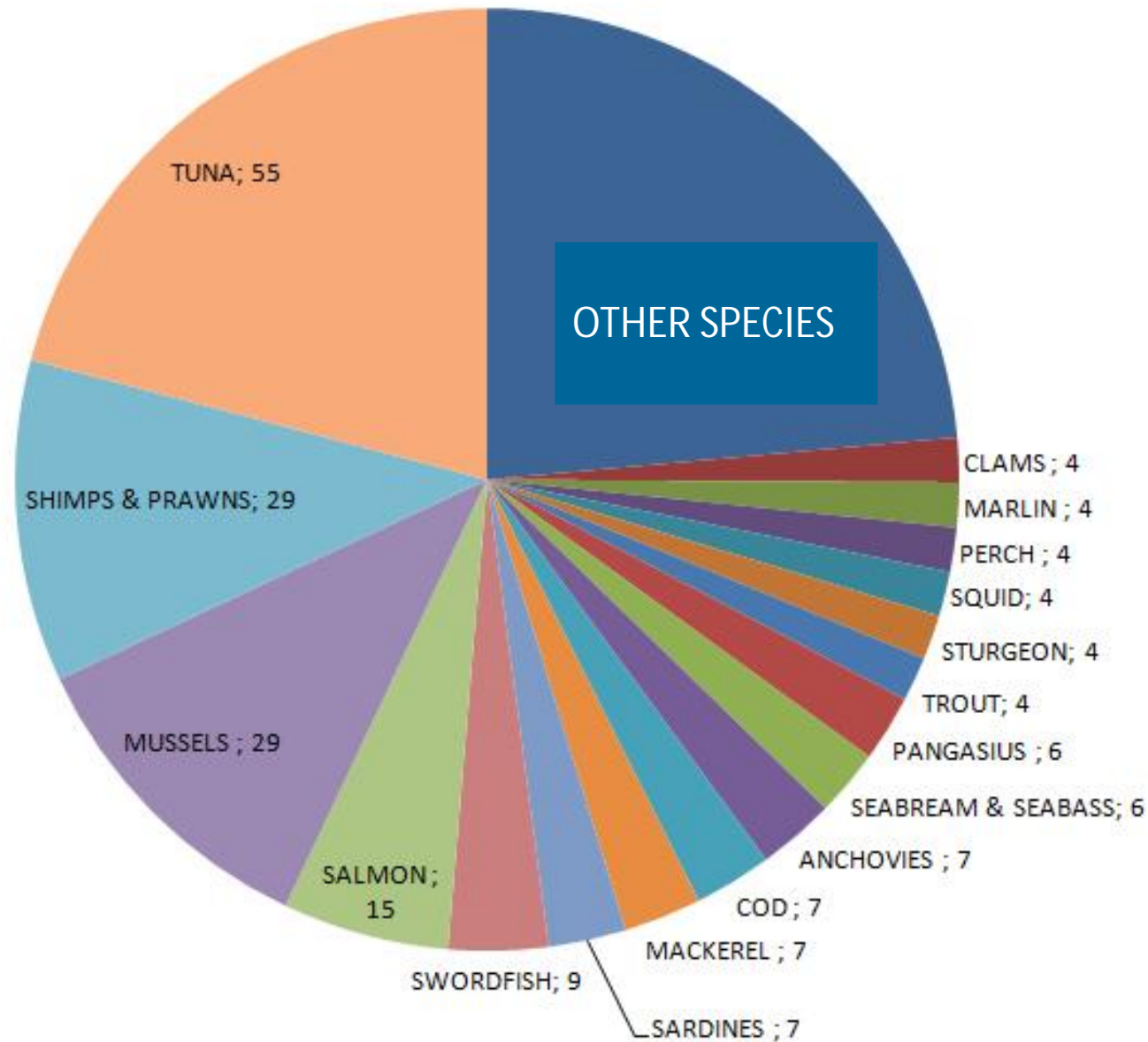
TUNA FLEET SETTING NETS ON DOLPHINS NOT QUALIFIED FOR FRIEND OF THE SEA CERTIFICATION

Friend of the Sea has received certification audit applications from two major Central America tuna shipowners whose vessels set nets on dolphins to catch tuna. Friend of the Sea audit was not authorized because one of the requirements for Friend of the Sea certification is that the tuna company be also certified Dolphin-Safe by the Earth Island Institute.

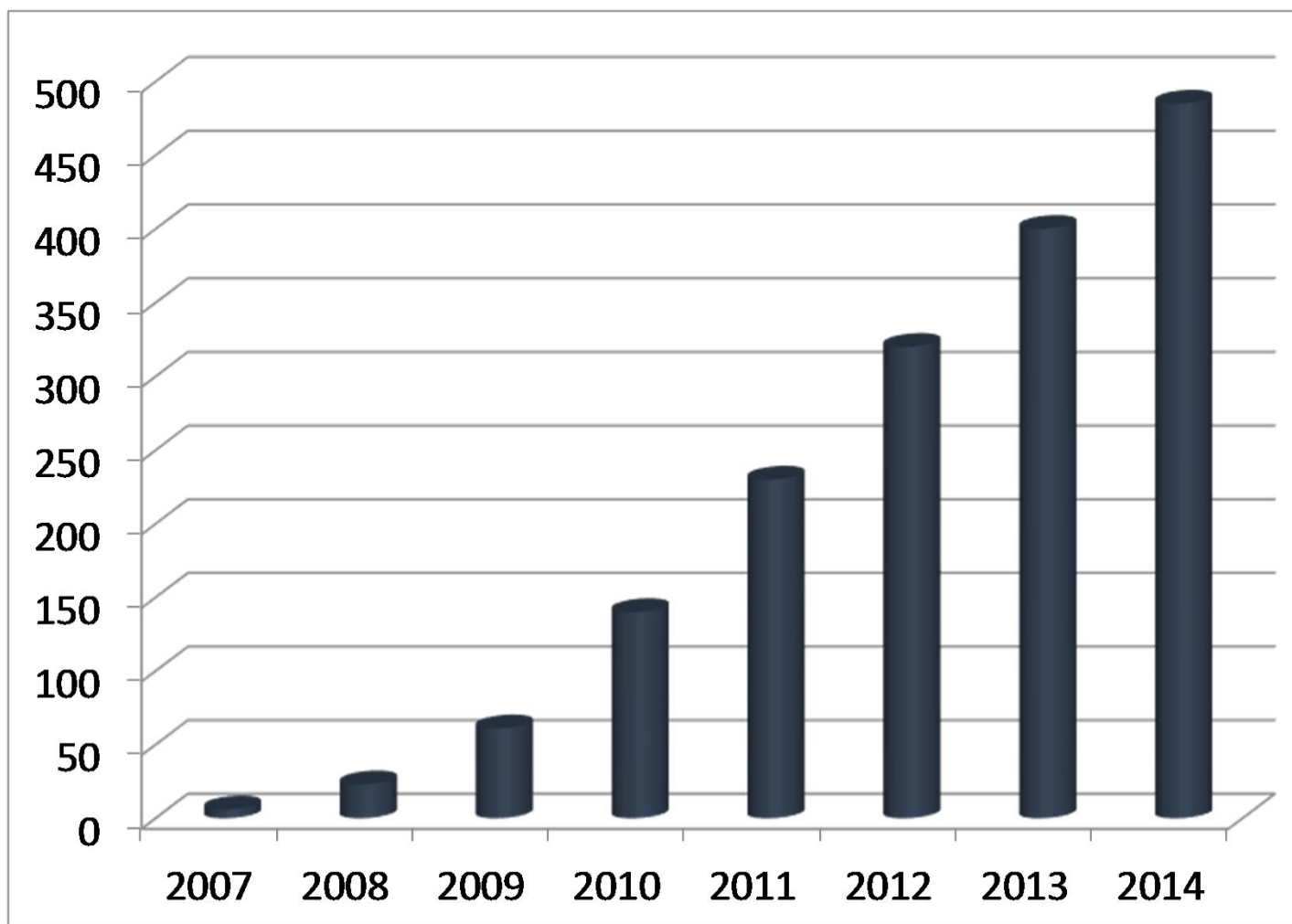
“Setting nets on Dolphins is a practice which may imply use of explosives or paint bombs, speedboats to harass and encircle dolphins.” explains Dr Paolo Bray – director of Friend of the Sea “Dolphin mortality is unfortunately still allowed by some countries as part of tuna fishing activity in the Eastern Tropical Pacific. Fishing tuna by setting nets on dolphins is a practice that implies marine mammals harassment and which decimated dolphins populations. No dolphin-killing fleet will ever be certified Friend of the Sea sustainable.”

“While Friend of the Sea has denied certification to these fisheries, other programs seem to consider this practice potentially sustainable and worth evaluation.” concludes Dr Bray “In my opinion, certification of such a dolphin targeting fishery as sustainable would be misleading for consumers. The certifying ecolabel will be associated to a cruel and wasteful fishing practice which has killed millions of dolphins over the years.”

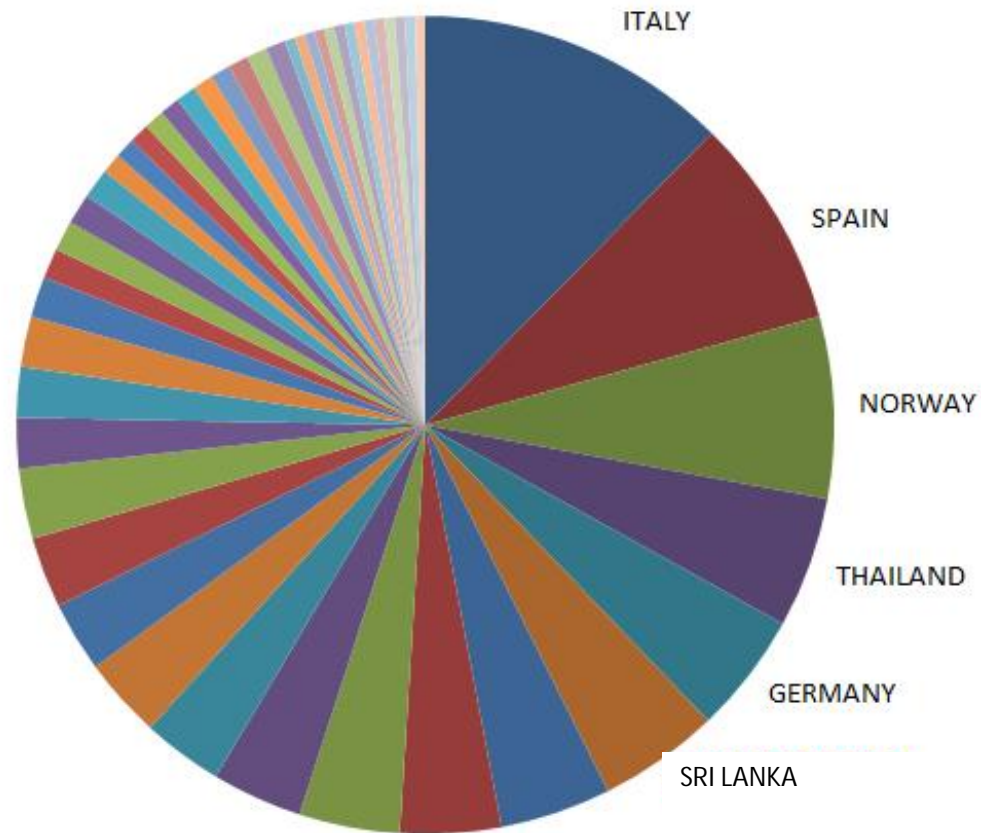
FOS Companies per Species



Over 450 Companies with FOS certified products



... from 48 Countries



Italy	Spain	Norway	Thailand	Germany	Sri Lanka	Switzerland	France
UK	Vietnam	Philippines	USA	Chile	Chile	Netherlands	Brazil
Morocco	Scotland	Australia	Costa Rica	Denmark	Maldives	Senegal	Belgium
Canada	China	Finland	Greece	India	New Zealand	Peru	Singapore
Sweden	Turkey	Argentina	Ecuador	Estonia	Iceland	Indonesia	Madagascar
Malaysia	Mauritius	Oman	Poland	Portugal	South Africa	Tasmania	Tunisia

Over 50% - Artisanal / Small-Scale



Vietnam
(Squid and
Cuttlefish)



Philippines Handline
(Tuna Yellowfin)



Ireland Troll Fishery
(Tuna Albacore)



Indonesia Trammel
nets (Prawns)



Sri Lanka, PNG
Handline
(Tuna)



Azores, Brazil,
Senegal, South
Africa Pole and Line
(Tuna)



Morocco Purse
Seine
(Anchovies, Sardines
and Mackerel)



Maldives Pole and
Line
(Tuna)

Over 50% - Artisanal / Small-Scale



Brazil
(Pirarucu)



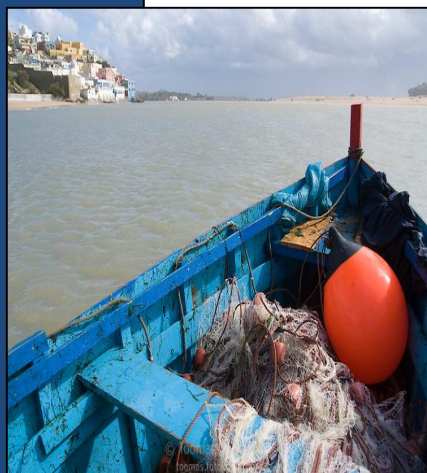
Italy
(Clams)



Chile
(Squid)



Oman (Mixed)



Morocco Merja
Zerga
(Mixed)



Spain
(Octopus)



Thailand
(Clams)

Friend of the Sea All Companies



About us | Sustainable Seafood | Aquaculture | Fisheries | Where to Buy | Certified Products | Apply | Stakeholders | News | Downloads | Newsletter | FAQ | Contacts

FRIEND OF THE SEA
Sustainable Seafood

Select language

Certification of Sustainable Seafood from Fisheries and Aquaculture

Search

Certified Products

Find producers and resellers of Friend of the Sea certified products from the below listed species.

Species:

Fishing or Farming Method:

Common and Scientific Name:

Country of Origin:

Producer / Supplier:

Product Type:

Search

A | B | C | D | E | F | G | H | J | K | L | M | O | P | R | S | T | U | W | Y

A Alfonsino | Amberjack | Anchovy

B Barramundi | Bass | Bonito | Brazilian catfish | Brill

C Cassava Fish | Catfish | Caviar | Clam | Cobia | Cod | Comb

D Dab | Drum

Certified Products



See all products

Useful Links

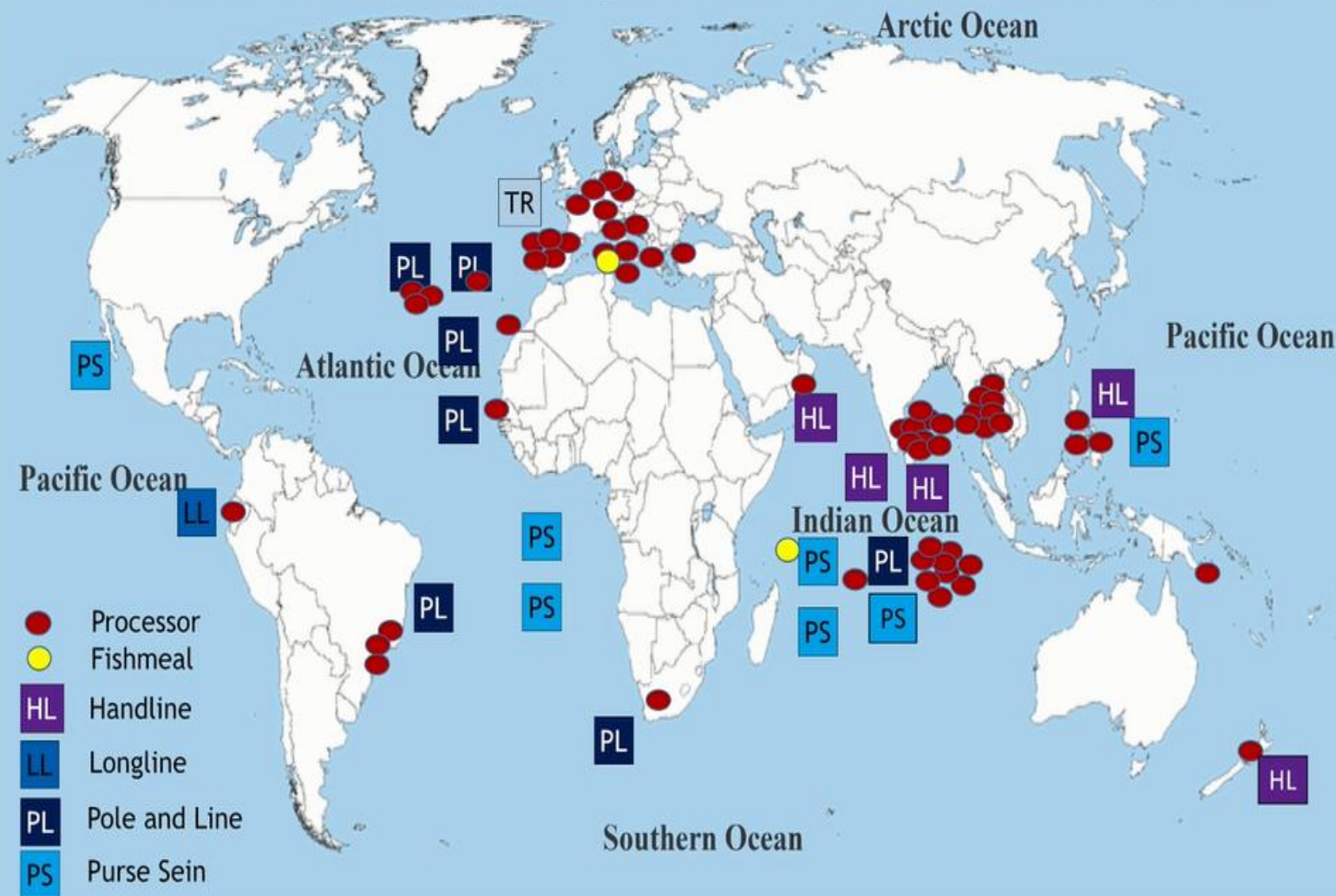
FOS Approved Customers & Suppliers & Retailers :

Billing Country	ASC/Account Name	Industry	Production Chain	Certified species
Argentina (1)	Centauro SA	Fishery	Fishery - Ship Owner	Engraulis encrasicolus
Australia (7)	A Raptis and Son Pty Ltd	Fishery	Fishery - Ship Owner; Fishery - End Processing; Fishery - Exporter	Penaeus merguensis - Penaeus esculentus
	Australian Beverage Holdings Pty Ltd - Noble Beverages	Omega3	Omega3 - Distributor	Engraulis ringens
	Clean Seas	Aquaculture	-	Seriola lalandi - Argyrosomus hololepidotus
	Health World Limited	OMega-3 supplements	-	-
	Kinkawooka Mussels	Aquaculture	Aquaculture - Aquaculture site; Aquaculture - Processor	Mytilus galloprovincialis
	Spring Bay Seafoods Pty Ltd	Aquaculture	Aquaculture - Aquaculture site	Mytilus galloprovincialis
	Swisse Vitamins Pty Ltd (NKO)	Omega 3	-	Euphausia superba
Austria (1)	SPAR Österreichische Warenhandels-AG	Retailers	Fishery - Other	-
Belgium (3)	Delimed NV	Fishery	Fishery - Importer; Fishery - Distributor	Engraulis encrasicolus
	Setraco Frozen Seafood	Fishery	Fishery - Distributor	Thunnus albacares, Mytilus chilensis
	Sopralax & Vosmarques SA - (Imperial)	Wholesalers/Distributors	Fishery - Distributor	Engraulis encrasicolus
Brazil (3)	Com. e Ind. de Pescados Kowalsky Ltda	Fishery	Fishery - Ship Owner; Fishery - Pre Processing; Fishery - End Processing; Fishery - Exporter	Katsuwonus pelamis, Thunnus albacares, Thunnus obesus, Thunnus alalunga, Auxis thazard thazard
	GDC Alimentos - Gomes da Costa	Fishery	Fishery - End Processing; Fishery - Exporter	Katsuwonus pelamis, Thunnus albacares, Thunnus alalunga
	Industrias Alimenticias Leal Santos Ltda.	Fishery	Fishery - Ship Owner; Fishery - End Processing; Fishery - Exporter	Thunnus albacares, Katsuwonus pelamis, Thunnus alalunga
Canada (4)	Calkins and Burke Ltd	Fishery	Fishery - Pre Processing; Fishery - End Processing; Fishery - Broker; Fishery - Importer; Fishery - Exporter; Fishery - Distributor	Oncorhynchus nerka - Oncorhynchus kisutch - Oncorhynchus gorbuscha - Oncorhynchus keta - Oncorhynchus tshawytscha
	Inno-Vite Inc. (NKO)	Krill Oil	Krill Oil - Producer; Krill Oil - Distributor	Euphausia superba
	Jamieson Laboratories Ltd. (NKO)	OMega-3 supplements	Fishoil - Producer; Fishoil - Distributor; Krill Oil Peruvian anchovy, antarctic krill	-

Friend of the Sea approved tuna fleets



Friend of the Sea approved TUNA Fisheries and companies 20 Fisheries – 65 Companies



Friend of the Sea GDO and Catering Private Label



UK



Waitrose



brakesgroup

Spain

Dia %

Alcampo.es

Alteza

euromadi



GRUPO **DinoSol**

Italy

coop

ESSELUNGA

CONAD

DESPAR

interdis



CALIFORNIA
BAKERY
Il forno d'America



Switzerland

MANOR[®]
FOOD

ALIGRO



Germany

METRO
Cash & Carry

TRANSGOURMET

Austria



France

matsuri

Davigél
Partenaire de votre réussite

Asia/China

Cold Storage
The fresh food people

great
Food Hall

c!ty'super
www.citysuper.com

[illegible]

FRIEND OF THE SEA



Sustainable Seafood



FRIEND OF THE SEA



Sustainable Seafood



FRIEND OF THE SEA



Sustainable Seafood



FRIEND OF THE SEA



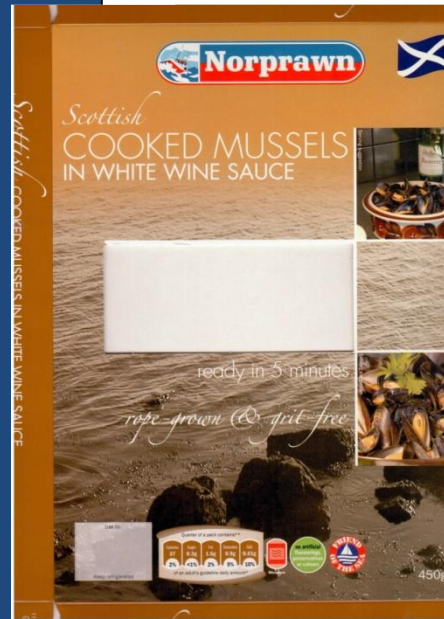
Sustainable Seafood



FRIEND OF THE SEA



Sustainable Seafood



Mejillones certificados Friend of the Sea en España



Mejillones certificados Friend of the Sea en EE.UU.



FRIEND OF THE SEA



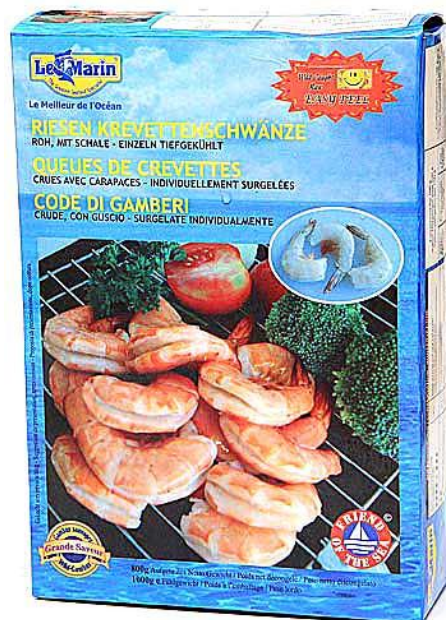
Sustainable Seafood



FRIEND OF THE SEA



Sustainable Seafood



FRIEND OF THE SEA



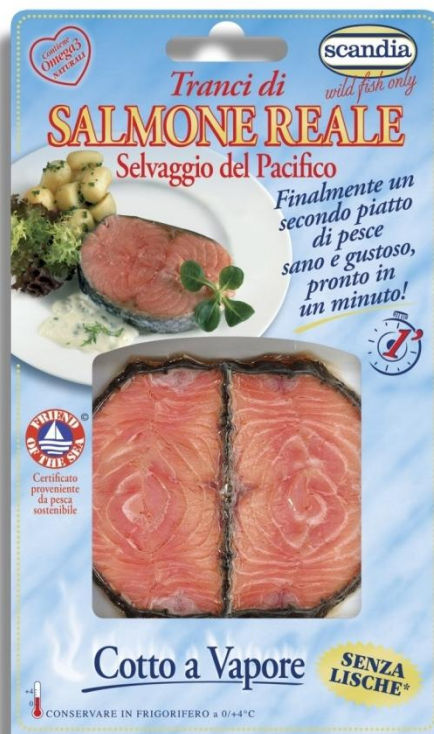
Sustainable Seafood



FRIEND OF THE SEA



Sustainable Seafood



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Sustainable Seafood



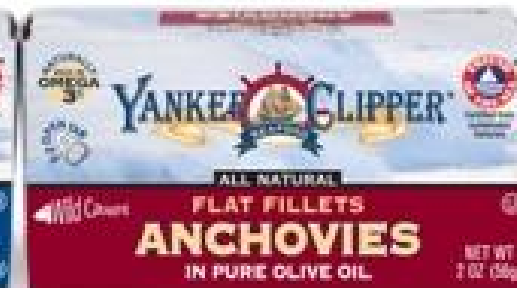
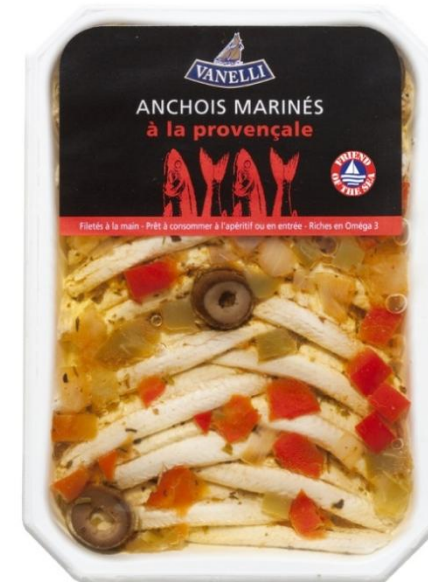
KEEFALONIA
fisheries



FRIEND OF THE SEA



Sustainable Seafood



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Sustainable Seafood



BELCEAN



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Sustainable Seafood



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Sustainable Seafood



Marketing!



How Producers promote FOS



Den ena är OK att äta. Den andra inte.
Kan du se skillnaden?

Om inte, så ska du inte vara ledsen för det. Det kan nämligen ingen. Däremot är det många som har klart för sig att det här med "scampi-räkor" inte är helt okomplicerat. Är det vildfångade som är ok att äta, men inte odlade? Eller var det tvärtom? Det är sannerligen inte lätt för en vanlig konsument att hålla reda på vad som är rätt eller fel.

Mycket kortfattat ligger det till så här:
Odlade räkor bör undvikas eftersom odlingarna utgör ett hot mot mangrove-skogarna och andra känsliga kustmiljöer. **Vildfångade räkor kan man äta med gott samvete men endast under förutsättning att de är fångade med nät.** Vildfångade räkor fiskade med trål är inte ok eftersom trålen förstör botten, koraller och andra bottenlevande organismer. Dessutom är bifångsterna av havssköld-

paddor och andra arter höga. Men hur ska en vanlig dödlig människa kunna hålla reda på detta? Och hur ska vi veta att det som står på paketen är sant? Svaret är att vi måste förlita oss till befintliga certifieringsorgan. De som kontrollerar att fisket bedrivs på rätt sätt.

Vi har valt Friend of the Sea för att certifiera våra produkter. Friend of the Sea är en internationell, ideell organisation (NGO) vars uppdrag är att bevara den marina livsmiljön.

Certifieringar enligt Friend of the Seas standarder utförs av ett oberoende, certifieringsorgan, så kallad tredje part certifiering och följer FAO:s riktlinjer för miljömärkning av fisk och skaldjursprodukter. Dom kan se skillnaden. Det kan du lita på.



SeaSam
Ullmo. Casbeknara SEAKOLD

How Producers promote FOS



USA



Cerca

Omega Protein Wins Friend of The Sea Award for Sustainability Efforts.wmv

omegaprotein

8 video

Iscriviti



How Producers promote FOS



Uk



Environmental sustainability and concern for the world's sea life is a top priority at Healthspan. That's why we're proud to announce that our premium omega 3 products all contain oils that have been granted Friend of the Sea certification due to our sustainable marine sourcing and production methods.

Friend of the Sea is a nonprofit, independent organisation dedicated to conserving marine habitat and resources. It is known for its thorough certification procedure, using stringent guidelines before awarding their seal of approval.

Sustainable Seafood

Friend of the sea



Omega 3 Concentrated 650mg
Ideally suited for anyone looking for high levels of omega 3 in a small one-a-day capsule. Each concentrated 650mg capsule is highly purified to remove all toxins and provides 390mg of total omega 3, including 130mg DHA and 200mg EPA.

Nutritional info per capsule:
Pure Fish Oils - 650mg providing total Omega 3 Fatty Acids - 390mg (DHA - 130mg, EPA - 200mg).

Recommended intake:
One capsule daily.



90 capsules £5.45
180 capsules £9.95

Omega 3 Super Strength 1,000mg
Our super strength omega 3 capsules offer the ideal one-a-day solution for anyone who fails to get enough oily fish in their diet, or anyone looking for particularly high levels of omega 3 fatty acids. The oil used has been highly distilled to remove any toxins and each capsule provides an unparalleled 600mg total omega 3, including 200mg DHA and 300mg EPA.

Nutritional info per capsule:
Concentrated Fish Oil - 1,000mg, providing total Omega 3 Fatty Acids - 600mg (DHA - 200mg, EPA - 300mg).

Recommended intake:
One capsule daily.



90 capsules £7.45
180 capsules £13.95

Opti-Omega 3 (TG) 500mg & 1,000mg
Opti-Omega 3 (TG) is the purest, most bioavailable (body-ready) form of omega 3 essential fatty acids available. The letters TG stand for 'triglyceride' and this form of omega 3 is particularly high in DHA. The oil is double-distilled using our patented filter-pure technology - this removes saturated fats, cholesterol and pollutants, such as heavy metals, dioxins and PCBs to a level lower than that found in fresh fish. It is also odour-neutralised to reduce any reflux taste.

Nutritional info per capsule:
500mg: Concentrated Fish Oil - 500mg providing total Omega 3 Fatty Acids - 300mg (DHA - 138mg, EPA - 110mg). 1,000mg: Concentrated Fish Oil - 1,000mg providing total Omega 3 Fatty Acids - 600mg (DHA - 276mg, EPA - 220mg).

Recommended intake:
500mg: Two capsules daily. 1,000mg: One capsule daily.




120 capsules £8.95
60 capsules £8.95
Repeat order price: £7.95

Save on every pack



How Retailers promote FOS



Hong Kong





Cold Storage

The fresh food people

**New Zealand
Seafood Fair**

Join us at Great World City
Kallang Leisure Park & Jelico
to get a taste of our
New Zealand Seafood!

\$5.09

BLUENOSE FILLET
New Zealand
100g

With the mission to conserve the marine habitat, Friend of the Sea is now a main international certification project for products originating from both sustainable fisheries and aquaculture. Come down to Cold Storage and check out the range of New Zealand seafood products which are certified by Friend of the Sea!

\$2.69

LIVE MUSSELS
New Zealand
100g

\$7.69

BASS GROUPEL
FILLET
New Zealand
100g

\$3.39/\$4.09

WILD SNAPPER/
RED SNAPPER
New Zealand
100g

\$24.99

LIVE OYSTERS
New Zealand
3-4 inches each

\$2.99

FRESH LITTLE NECK CLAM
New Zealand
100g

AIR FLOW

\$3.49

SALMON FILLET
Norway
100g

\$2.49 - \$2.89

HAKE FILLET
WITH LEMON & PEPPER/
WITH LEMON & BLACK PEPPER/
WITH GARLIC
South Africa
100g

\$3.29

RED GURNARD
New Zealand
100g

\$4.89

HIGH IN OMEGA 3

COD LOIN STEAK
Chile
100g

Sampling at
Jelico & Jelico Village
(10 & 17 Oct, 11am - 7pm)

SAVE 15%

\$11.25

BIRD'S EYE
Fish Fillets
Crispy
150g x 280g
U.P. \$12.25

SAVE 10%

\$10.95 BIRD'S EYE
Fish Fillets
Crispy
150g x 280g
U.P. \$12.25

SAVE 20%

\$6.80 L&L
Light & Crispy
Lemon Pan Fried
250g U.P. \$8.40

SAVE 10%

\$7.95 DELICAT
Heritage
Crispy Breaded
Mild Original
175g/190g
U.P. \$8.90

\$21.50/\$24.50

STILLBOK
Cape Curry Fish
200g
U.P. \$23.45/\$24.50

**Deep Sea
Fish Cutting
Demonstration**

Join us (23 Oct, 10am - 11am)
Great World City (24 Oct, 10am - 1pm)
Kallang Leisure Park (27 Oct, 10am - 1pm)

How Retailers promote FOS



Italy



UN PERCORSO *nel rispetto delle regole.*

Il marchio "Conad Percorso Qualità" è la certezza che i nostri pesci e molluschi arrivano da allevamenti che rispettano le più rigide norme igieniche e ambientali.



UN PERCORSO *controllato.*

Dalla produzione alla distribuzione, i nostri esperti effettuano controlli a campione, verificando che i pesci e i molluschi siano pescati e allevati nel modo migliore.



UN PERCORSO *garantito.*

Un organismo indipendente di certificazione verifica l'effettivo controllo, da parte di Conad, dell'intera filiera ittica e lo svolgimento costante di visite ispettive e analisi di laboratorio sui prodotti.

How Retailers promote FOS



Waitrose

UK

Friend of the Sea mussels a real catch

Enjoy tasty, nutritious shellfish with a side helping of peace of mind as Scottish mussels farms get an eco-friendly stamp of approval.

They have long been admired as nutritious shellfish that are delicious served with garlic, cream and wine. But this season's live in-shell Scottish mussels arriving in Waitrose stores have a new reason to whet diners' appetites – they are the first UK farmed shellfish to be awarded the prestigious Friend of the Sea certificate for their top quality eco-credentials.

It means customers can be certain these protein-packed mussels have been sustainably farmed using methods that have virtually no environmental impact.

From this week, Waitrose shoppers can get a taste of the first Friend of the Sea live Scottish mussels.

Inspectors of the not-for-profit organisation spent eight months carrying out rigorous checks on the Scottish Shellfish Marketing Group's 14 mussel farms in west Scotland and Shetland.

The farms do not dredge mussels from wild stock, but instead allow shellfish to spawn naturally and then grow in the sea on ropes hung from buoys. Farmers allow the growing shellfish to eat plankton and do not feed them artificially.

Until now the Friend of the Sea logo has been used mainly in Italy, Spain, France and Germany, but UK farms are making inroads in response to shopper demand for sustainable seafood.

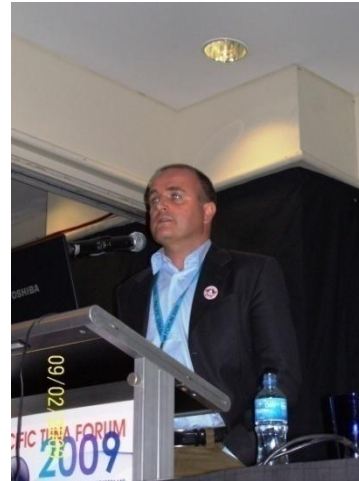
Waitrose specialist fish buyer Jeremy Ryland Langley said the supermarket stocked fish and shellfish only from sustainable, well-managed fisheries and responsible fish farms.

"The important thing is that all our fish is from a sustainable source and farmed in a sustainable way. But what we look for, if at all possible, is a good, independent third-party certification," he said. "I am really pleased to be able to offer our customers mussels that have achieved this standard." The Scottish Shellfish Marketing Group, which represents around 70 per cent of Scottish mussel production, achieved Friend of the Sea certification for its mussels earlier this year, but the first live packs are only just going into stores following the summer growing period.

Stephen Cameron, Scottish Shellfish Marketing Group managing director, said: "Our mussel farmers are totally dependent on nature and merely provide a helping hand in their production."



Marketing - Events



Your customers asked for a
Sustainable Seafood Certification?
Would you like consumers to know that
you care for and protect the environment?



FRIEND OF THE SEA®
is the only **International Third Party
Certification Scheme** which,
with the same ecolabel,
audits and can certify products from
both fisheries and aquaculture.

*Over 20 years experience & tangible results
Regular speaker at FAO's and EU conferences
Growing presence in Asia and India
Non profit project and affordable audit cost*

Contact our **India representative**
at the **Indian International Seafood Expo:**

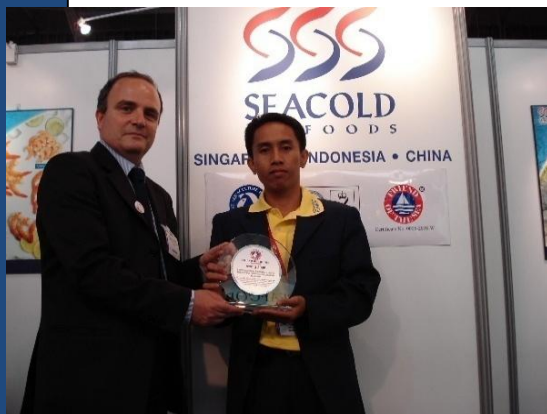
Ravi Gautham
Email: rg@tritonconsultants.com
TEL: + 91 80 41460324
Mo: + 91 98802 40819
SKYPE ID: Raviind1

www.friendofthesea.org
info@friendofthesea.org

TUNA NEW DATES
ANNOUNCED
2010 Bangkok 13 - 15
September
2010
11th INFOFISH World Tuna Trade
Conference & Exhibition
Centara Grand & Bangkok Convention Centre At CentralWorld



Marketing – FoS Awards



Marketing – FoS Awards



FOS Media presence

12 issues in 2012/3



TIME

10 Questions

Actress, activist and writer-director
Angelina Jolie on Bosnian Serbs, sex
scenes and that Oscar pose

The first movie you've written and directed, in the *Land of Blood and Honey*, is about the Bosnian war. Was this an artistic or advocacy choice?
I hesitate with the word advocacy. I just wanted to understand what happened in the former Yugoslavia. I've always felt the responsibility, since it was my generation. I thought I'd use writing this script as an excuse to do research. It sat on my desk for a little while until Brad picked it up and read it. And he said, "You know, honey, this is really not that bad. It's kind of good."

He couldn't come up with anything kinder?
He actually said something much nicer, but I paraphrase to not flatter myself. He wrote me a very nice note, and then we talked about it at length, and then we went back to the region together, and I just kept meeting people. Could we get Bosnian Serbs and Bosnian Muslims in the same room, working together? Can they agree on a piece of art? Is this the impossible act?



It's a bit of a grim movie. Is that because of the war, or is it your style?
I don't know if I have a style. To be honest, there were quite a few things that were harder to watch than we cut. I think some of them made the DVD that just came out. I put in the film what I had heard firsthand accounts about.

Sombody told you that Serbs threw a baby off a balcony and made old ladies strip so they could laugh at them?
Well, no, but babies were killed. The ladies' having to strip was a firsthand account of a victim of war that I met. And by the way, all the things as described were worse.

Do the unglamorous sex scenes reflect your experiences acting in scenes like that?
The ones I've done in my life—not my style. If you're going to do it, it should feel real. When a woman's in the room with her lover, she's not in a perfect pose or covered by a sheet.

Your movie is critical of the West for not intervening sooner in Bosnia. Are you more in favor of boots on the ground?
I believe that the way the Security Council uses the veto should be questioned. There is something amiss when so many countries want to intervene and the one or two that have a

financial interest want to stop the intervention.
You're a frequent guest at the International Criminal Court. What did you think of the Kony 2012 campaign?
I believe that group's intention is pure. And I think it's very inspiring that so many young people were so moved. If people are more drawn to this than to something that is more shallow, then we have to see that as a positive.

You have sold photos of your kids to raise money for charity. Is this getting tricky as your children get older?
That was only their birth pictures. There are people who assume, because they see one picture, that they know everything about your personal life. I'm very private.

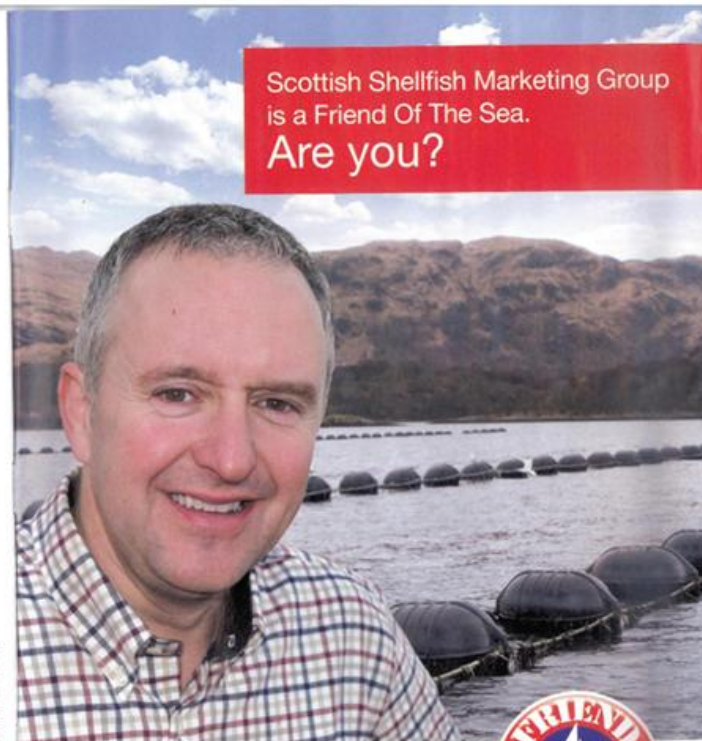
The Internet says your next project is to get married, with your brother as the celebrant. True?
Maybe I should read these things more often. They sound highly entertaining. No, I'm not. My next project is a Disney movie, and I'm playing a villain. I get to tell a great story, but I also get to wear giant horns.

There's a new word: Jolening. It means to strike a pose as you did at the Oscars, with one leg out. Heard of it?
No. It's funny. That was actually the backup dress. I decided to go for the one that was less attention grabbing.
—**HELINDA LUSCOMBE**

FOR VOICES ON OTHER TOPICS, VISIT US AT 602 72 TIME.ORG/SHARETHESIDE

TIME April 9, 2012

Scottish Shellfish Marketing Group
is a Friend Of The Sea.
Are you?



Mussels from Scottish Shellfish Marketing Group grow naturally on ropes suspended in open water, feeding on nature's rich bounty of plankton carried by the strong tidal flows found around the Scottish West coast and Shetland.

Consumers are becoming increasingly aware of the provenance of their food. Achieving the Friend of the Sea prestigious certification rewards SSAG commitment to environmentally sustainable production and enables consumers to make informed choices when purchasing seafood.

Stephen Cameron - SSAG Managing Director
www.scottishshellfish.co.uk

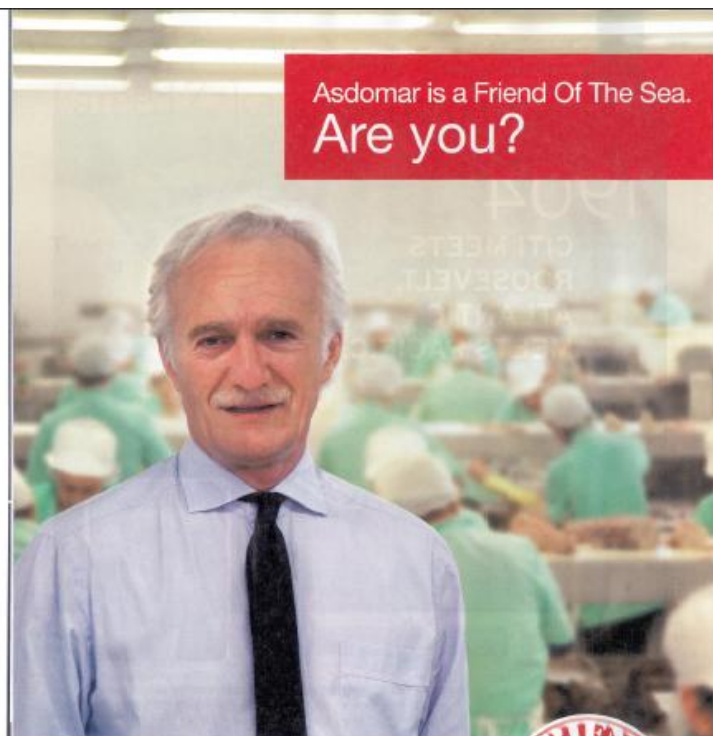
www.friendofthesea.org

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Asdomar is a Friend Of The Sea.
Are you?



Asdomar has always meant 'top quality seafood' but consumers request and deserve more. They want to know about the fishing method and how we respect the marine habitat, the environment and our employees.

This is why we have been the first fishing company in the world sourcing tuna and other seafood exclusively from Friend of the Sea approved fleets, bringing only mature tuna from healthy stocks, protecting endangered species and monitored by independent onboard observers.

Our factory in Savona, Italy, uses only renewable energy and it is ISO9001 certified for Social Accountability. Because we care for our employees as much as we care for the environment.

Dr. Vito Gullì - President - www.asdomar.it



www.friendofthesea.org

In the Arena

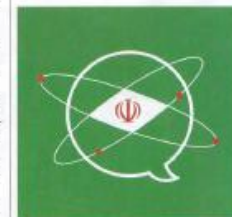
Joe Klein

Why Tehran Might Be Ready to Talk Two years of persistent U.S.-led diplomacy may finally be getting to the powers in Iran

HERE IS HOW IT USUALLY WORKS when the world attempts to negotiate with Iran about its rogue nuclear program. The U.N. passes a resolution, or threatens sanctions, or imposes sanctions. Iran's friends and trading partners, like Russia and China, quietly exert pressure for talks. Iran agrees to talks but dangles, arguing that it will need time to prepare. Months pass. Finally, there are talks, which consist of dueling speeches. The members of the U.N. group designated to negotiate with Iran—the U.S., Britain, France, Germany, Russia and China—present a statement listing the world's concerns about the Iranian program. The Iranians read a statement demanding an end to sanctions before any talks can begin. And that's it. The Iranians go home, continue to enrich their uranium and continue to refuse the International Atomic Energy Agency (IAEA) access to inspect certain sites. That is what happened in Geneva in 2010 and in Istanbul in 2011. But something very different is happening this year.

A meeting was scheduled for Istanbul on April 15. At first, it seemed the same old dodge: weeks were wasted as the Iranians attempted to switch the date of the meeting to Baghdad. That effort met a brick wall, the U.N. coalition, often a spongy alliance, refused to countenance it, and the Iranians... backed down. And then they began to actually talk with the European Union's designated negotiator, Helga Schmid. Their statement at the Istanbul meeting was substantive. They agreed to another meeting, which will take place on May 23 in Baghdad. They've continued to talk to Schmid. They seem to understand what the world is asking of them. They promise to make a serious proposal in Baghdad. There is some cautious op-

timism that, as the retired U.S. diplomat Nicholas Burns puts it, "For the first time in 32 years, since the Iranian revolution, there is the possibility of serious, substantive and sustained talks with Iran." What on earth happened? Diplomacy happened. The Obama Administration conducted a quiet, persistent two-year campaign to bring the Russians and Chinese into a unified front supporting the most serious round of economic



sanctions ever passed by the U.N., the European Union and the U.S. have imposed further sanctions, against Iranian oil and Iran's central bank, that are scheduled to kick in this summer. The economic impact of these sanctions has been greater than anticipated. Iran's economy is nearing collapse; its oil sits on ships, awaiting customers. Iran's Revolutionary Guards Corps, the real power behind the regime, controls about a third of the Iranian economy, and it is being hurt badly. Iranian sources speculate that the Guards have been pressuring Supreme Leader Ali Khamenei to make a deal or get the sanctions eased by appearing to make

a deal. But it's difficult to know for sure what's happening within the regime. Israel has made a difference too; its covert campaign to sabotage the Iranian nuclear program has been very successful. Its overt threats to bomb Iran's facilities are taken seriously by the regime, even if most experts believe that Israel lacks the capacity to do much permanent damage to the Iranian program.

So what can we expect from the Baghdad talks? The biggest issue on the table is the IAEA's ability to make intrusive, unannounced inspections of the Iranian nuclear program, including visits to military facilities like Parchin, where the Iranians may have been testing the blasting devices that can initiate a nuclear explosion. The U.N. has also demanded that Iran suspend its enrichment program. Neither of those concessions is likely to be made in Baghdad. The Iranians have made noises about suspending their program to enrich uranium to 20% purity, a precursor to the creation of a nuclear bomb, in return for an easing of the sanctions. Iran may agree to ship out its 20% pure uranium in return for fuel rods that can be used in its medical reactor, which creates isotopes for radiation therapy in Tehran. Or it may offer to simply talk about these possibilities. It won't agree to suspend its program to enrich uranium to 3-5% purity, the

level necessary for peaceful nuclear power. If Iran offers to suspend production of 20% uranium, that will be big news. And there will be pressure to ease the sanctions. It is possible that the Russians or the Chinese—or even the French, now that Nicolas Sarkozy is no longer in charge—will concede, which is what the Iranians are obviously hoping for. The true test of the Obama Administration's diplomacy will be if it can hold the coalition together and continue to demand rigorous IAEA inspections. Only if the coalition holds, and no Iranian concessions are made, will we see if Iran is really serious about negotiations this time.



THE REBEL JOE KLEIN
BY JOE KLEIN, 45, is
a New Yorker columnist

TIME May 28, 2012

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In the Arena

Joe Klein

Why Bain Matters

It's not just the tax returns. It's short-term profits vs. long-term investments

THE FIRST SIGN THAT BARACK Obama's demolition job on Mitt Romney's record at Bain Capital was going to be a doozy came on May 23 at the NATO summit in Chicago, of all places. Obama was asked a question about his campaign's first round of attacks on Bain, which had been criticized by Newark, N.J., Mayor Cory Booker and a few other Democrats. The President could have chosen to give a quick "This isn't the place to talk politics" answer. But Obama not only chose to answer the question; he answered it at length. He made a bulletproof case for putting the Bain style of capitalism at the center of this campaign. It may have been the most important 67 words uttered by either candidate this year—and it offers a preview of what is about to transpire in the next few months.

It was clear then that Obama wasn't going to back off of Bain, clear that Obama's consultants had found the anti-Bain case to be dynamite with focus groups. The case would be made on three levels. The first would be the gutbucket populist assault on Bain's laying off workers and sending jobs overseas. The dwindling Wall Street wing of the Democratic party considered this dreadful; the fact that Romney participated in the global economy made him guilty of precisely nothing. (The recent imbroglio about whether Romney actually retired from Bain in 1999 or continued to make out-sourcing decisions is a minor, semi-relevant subset of the populist pitch.)

The second level of the assault was a character attack: Why wasn't Romney releasing tax returns from the years when he was hauling it in at Bain? This was a much fatter target. During the Republican primaries, Romney had shown

an impolitic reluctance to reveal even one year of his tax returns. We can assume that the 14% he paid in federal taxes during 2010 was a high water mark. It's possible there were years when Romney paid no taxes at all. This is not to say he cheated. It is to say that the rules of the game were tilted, unfairly, in his direction—which points the way to the most important, intellectually coherent and utterly proper level of the case against Romney

What's the real case against Romney and Bain? In Chicago, the President said that private equity capitalism was a "healthy part of the free market ... But understand that their priority is to maximize profits. And that's not always going to be good for communities or businesses or workers ... When you're President, as opposed to the head of a private-equity firm, then your job is not simply to maximize profits. Your job is to figure out how everybody in the country has a fair shot ... Your job as President is to think about, How do we set up an equitable tax system so that everybody is paying their fair share?"

In other words, the job of private-equity guys like Mitt Romney is to think short term, quarter to quarter, and maximize returns for shareholders. This was a plausible exercise, especially in the 1980s and 1990s, when many American corporations had to be restructured to compete in the global economy. By almost all accounts, Bain Capital performed this function honorably and well.

But the efficiencies that Bain and others created led to a major distortion of American capitalism—away from long term planning, away from research and development (which detracted from quarterly profits), toward higher executive salaries, toward financial gamesmanship as assets were purchased with junkier and junkier bonds. The tax code was tilted to encourage such behavior. And there is a crying need now to rebalance American capitalism, to make sure that the rewards of financial wizardry do not dwarf the rewards of productive manufacturing, to reward long term development rather than short term profits.

In the end, the strongest case against Bain capitalism is a metaphor: Mitt Romney made a fortune swapping equity for debt. That's what Americans have done for the past 30 years, turning a great many of their assets into deficits for short term gain. They need to do the opposite now.

Tuna King is a Friend Of The Sea.

Are you?

Our company has been sourcing tuna for the past 20 years only from the Sri Lanka local artisanal vessels as we are aware of the sustainability of this fishing method. Tuna King is itself involved in this traditional fishing practice and it maintains strong ties with the local fishermen.

These small vessels use "multi hook short-lines" deployed at depths up to 150 meters. Discards are less than 1% as the fishery is much more selective than alternative methods. Tuna catches represent up to 90 percent of total catch, depending on the fishing season. The tuna caught comes from a stock which is not overexploited according to the latest assessments and the average tuna caught is 30 kilograms or more, thus mature and been given the opportunity to spawn and support the Indian Ocean tuna stock.

The Friend of the Sea certification highlights the true sustainability of our tuna origin.

Mr. James Weerawardena
Owner and Managing Director of Tuna King and Tuna Retail Sale
www.tunaking.com • james@tunaking.com

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TIME July 30–August 6, 2012

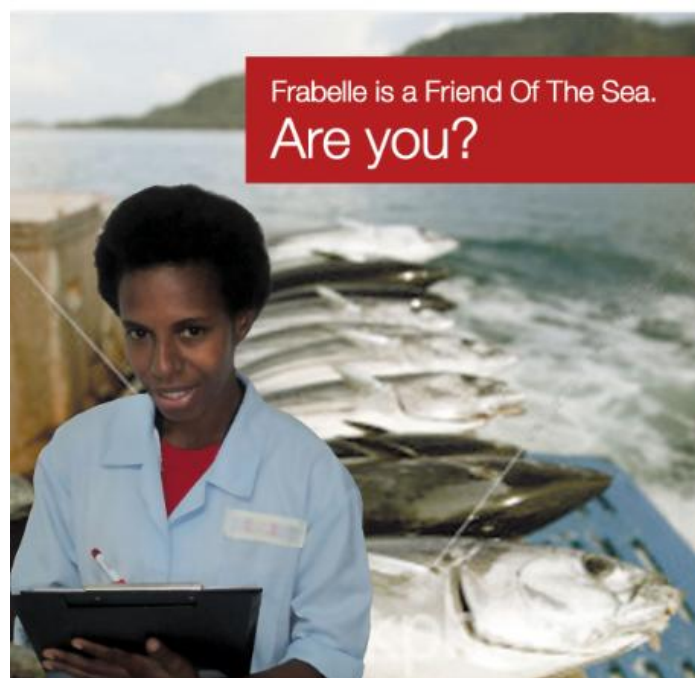
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Frabelle is a Friend Of The Sea.
Are you?



Frabelle is a major tuna producer in Papua New Guinea. The local fisheries authority has implemented strict sustainable fishing practices based on the Precautionary Approach and in full collaboration with the other Pacific Nations of the region.



Official FPA observers are on board every vessel reporting information such as harvest, discard and other data which allows to produce always more precise stock status and ecosystem impact information. With Friend of the Sea we are now going even further and we have started classifying our tuna based on whether it was caught with Fish Aggregating Devices or on Free Schools. This way consumers can make their choice.

Frabelle was the first company in the area achieving Friend of the Sea certification for its already Earth Island Institute Dolphin-Safe approved purse seine fleet and its processing factory. As Quality Manager I verify continuous compliance with our sustainable fishing policy, which includes No Shark Fishing and Live Release of any bycaught endangered species.

As a PNG Citizen I am proud my company has always considered Social Accountability a priority, providing its employees with a pleasant and safe working environment and supporting us with special training to make best use in our daily lives of the salary earned at work.

Artho Magua Quality assurance and quality control manager
www.frabelle.com



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Consumer awareness

Conservation initiatives



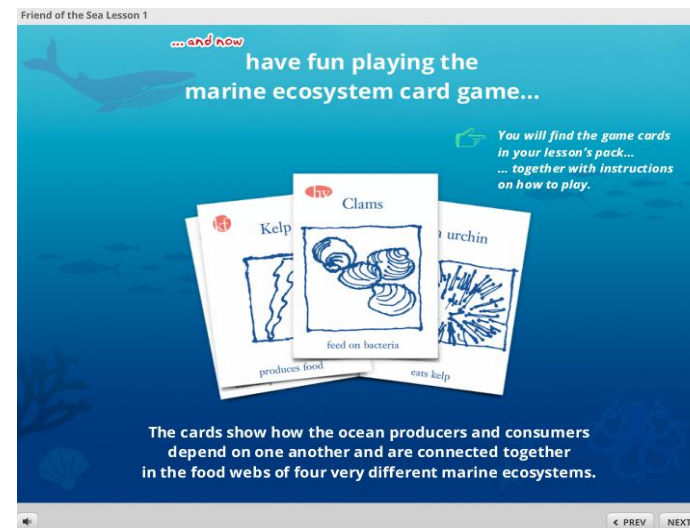
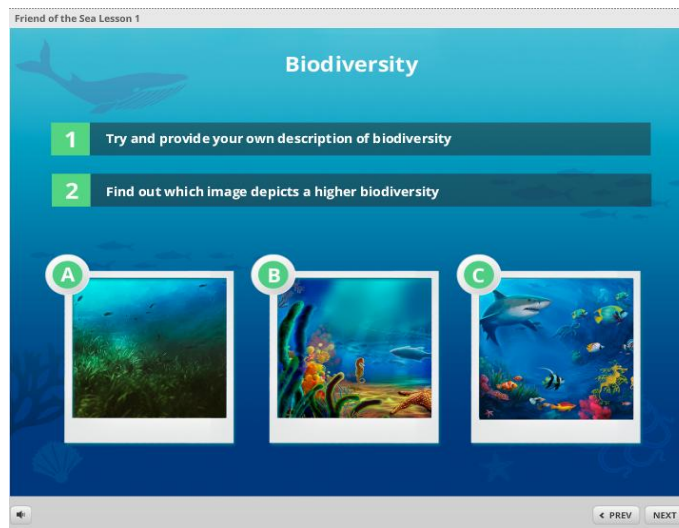
Consumer awareness

School lessons



Consumer awareness

School lessons



Consumer awareness

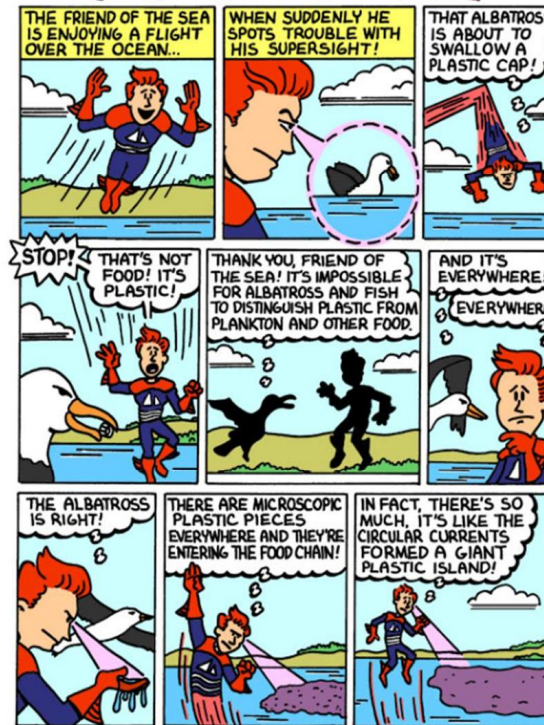
FOS Hero



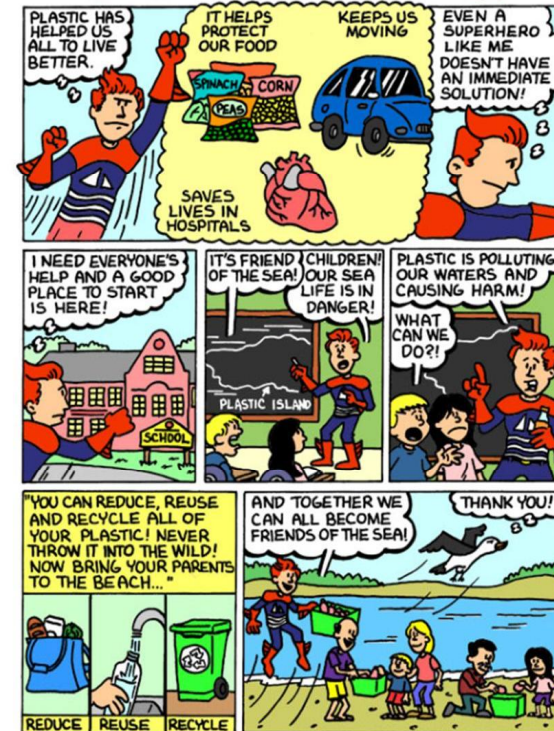
FRIEND OF THE SEA PROTECTING THE OCEANS



FRIEND OF THE SEA THE GIANT PLASTIC ISLAND PART I



FRIEND OF THE SEA THE GIANT PLASTIC ISLAND PART II





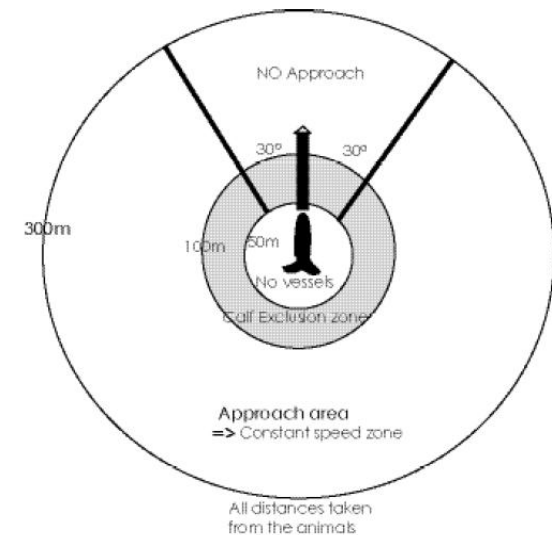
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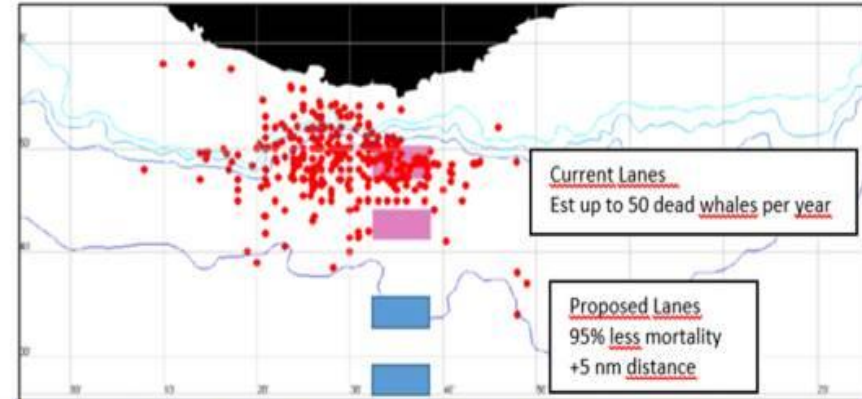
FOS Sustainable Whale Watching Requirements

- 1 - Commercial Operations
- 2 - Detection of cetaceans
- 3 – Zones
- 4 - Special Considerations for Sperm Whales
- 5 - Swim-with
- 6 - Other



Picture by Sopaka Karunasundara – Dead whale on shipping vessels' bowl - Colombo

The distribution of whale sightings (Raja and the Whales) relative to the current (pink) and proposed (blue) traffic separation schemes Off Dondra Head



Urge Sri Lankan Government to submit proposal to shift the lanes 15nm South, by the 27th of November to the International Maritime Organization (IMO).

change.org

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Friend of the Earth



Sustainable Agriculture

Certification Requirements



Ecosystem Conservation



Protection of wildlife



Farming and Agriculture management system



Waste, water, atmospheric, land management system



Conformity with legislation



Social Accountability

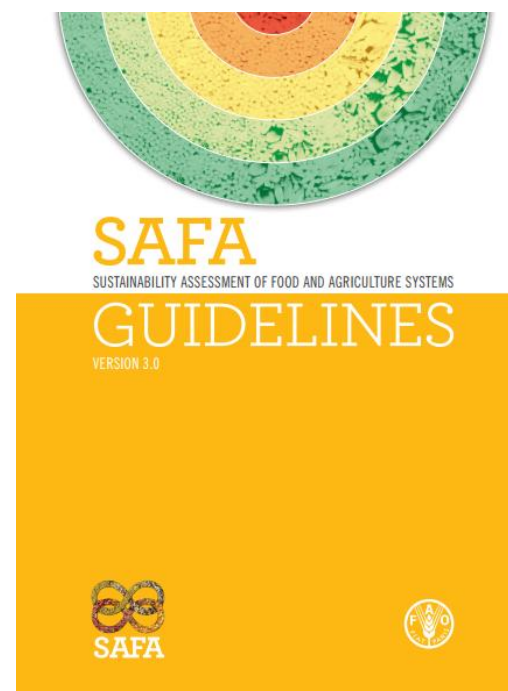
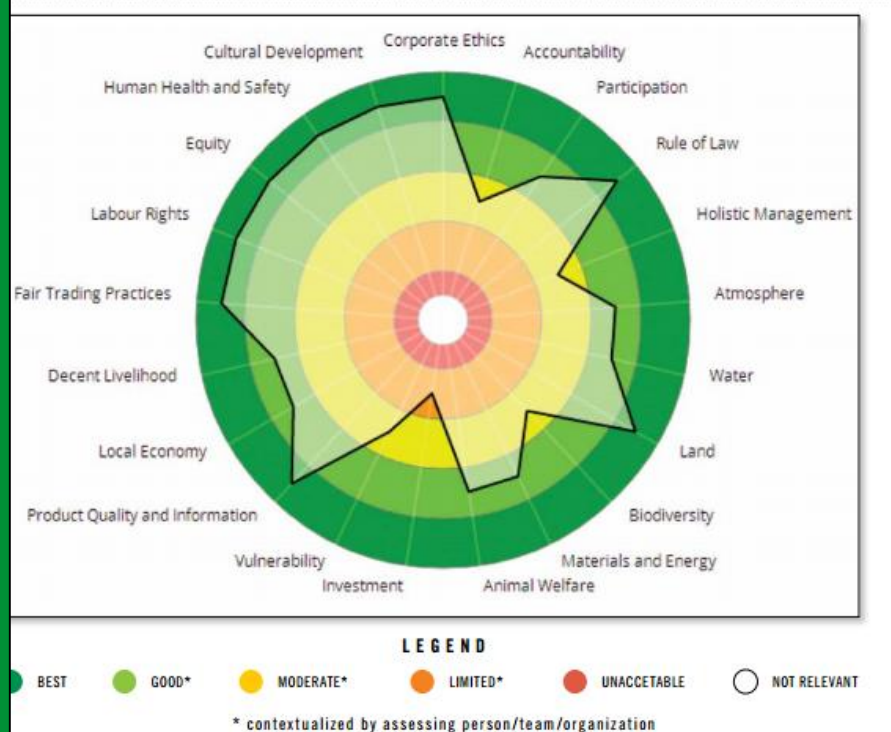


Energy efficiency

SAFA / FAO requirements compl.



Figure 7. Example of a polygon after completing the step "Indicators"



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Video



Watch Friend of the Sea Institutional video.

News

domenica 10 febbraio 2013

Spoiled: Organic and Local is So 2008

But that's not the reality. Many of the familiar models don't work well on the scale required to feed billions of people.

1 2

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Certified Products



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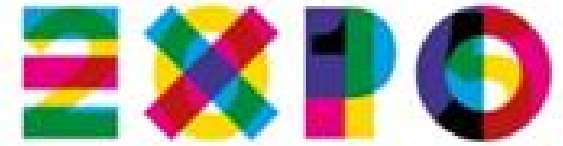


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Thank you!
paolobray@friendofthesea.org