



Working with industry to deliver sustainable seafood

Braddock Spear
09 February 2017







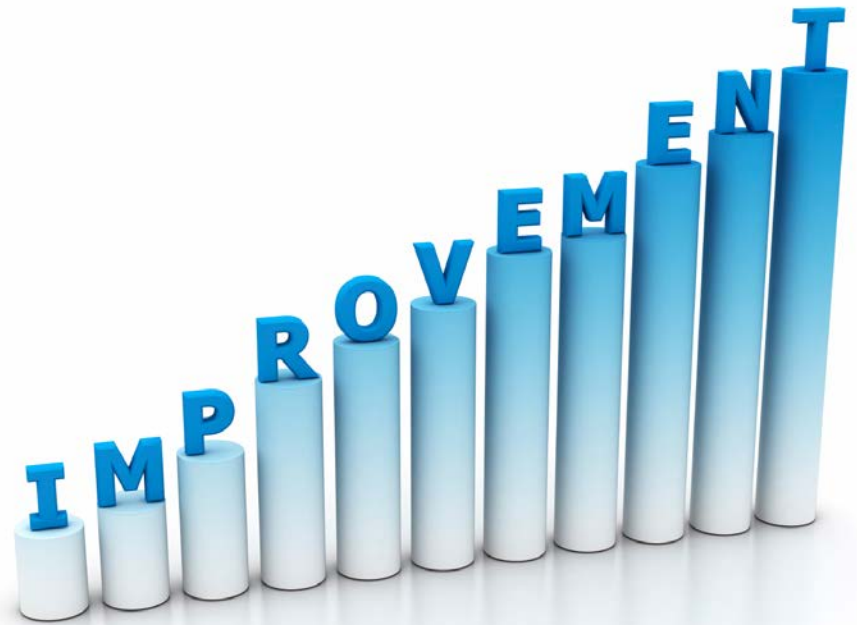
What we aren't...



(C) Kim White/Greenpeace



What we are...







Data on fishery/aquaculture sources



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Adonde se compra?
Luzern
Cantón



Objective public science



FISHSOURCE



Improvement recommendations







Top-down buyer pressure/incentives





Supply chain/producer response





Formal improvement projects and certification





End result





What's not ahead: Targeting good governance

Ministry for Primary Industries
Manatū Ahu Matua



Fisheries and Oceans
Canada



The Scottish
Government
Riaghaltas na h-Alba



NOAA
FISHERIES



What's ahead: Scaling impact

智
魚



ChinaBlue
SUSTAINABILITYINSTITUTE



MDPI



CeDePesca



For more information...

braddock.spear@sustainablefish.org

www.sustainablefish.org (corporate site)

www.fishsource.org (science database)