



RESOURCES

Exploring Sustainable Seafood

Who's Responsible for Putting the 'Sustainable' in Sustainable Seafood?

SPEAKERS

Danielle Blacklock, PhD

NOAA Fisheries Office of Aquaculture

Rob Johnson*

SeaPact

Dick Jones*

Blue Ocean Mariculture

**See attached for bio.*



KEY TERMS AND CONCEPTS

Stakeholders Represented

- NOAA Fisheries Office of Aquaculture**
- Sea Pact**
- Blue Ocean Mariculture**



Executive Order

- President Signs New Executive Order Promoting American Seafood Competitiveness and Economic Growth (*NOAA Fisheries, May 2020*)
- Aquaculture Opportunity Areas (*NOAA Fisheries, 2020*)



Seafood Certification

- Understanding Seafood Ratings and Seafood Certifications (*FishChoice*)
- Q&A: Sustainable Seafood's Future (*SeafoodSource, 2010*)
 - Interview with Cathy Roheim, PhD re: certifications



Pre-competitive Collaboration

- The Business Case for Pre-Competitive Collaboration: The Global Salmon Initiative (*GSI*) (*World Wildlife Fund, 2019*)
- Conservation Alliance for Seafood Solutions**

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SPEAKER BIOS

Rob Johnson

Rob Johnson is a seafood sustainability professional that brings together a comprehensive background of markets-based solution-oriented sustainable seafood program development, business partnership leadership, and industry procurement and supply chain management. He has expertise and professional knowledge in marine ecosystem science, improvement projects and certification and rating programs, seafood industry and supply chain dynamics, and ecological economics. Rob has a Master's degree in Natural Resource and Ecosystem Management from Stockholm University, Sweden, and is a strong advocate for pre-competitive business collaboration and fisheries and aquaculture improvement projects. These essential strategies for the conservation and sustainable use of healthy productive oceans are key to the provision of a long term supply of seafood to sustain both people and planet.

Dick Jones

Dick Jones is the CEO of Blue Ocean Mariculture, currently the only open-ocean finfish aquaculture company in the US. His passion for the ocean started very early in life, leading him to his first full-time job working at his family's seafood processing business on the Boston Fish Pier in 1986. His diverse career includes 14 years overseeing seafood operations at Whole Foods Market and HEB Grocery. Over the past 12 years he has been a leader in the non-profit sector; assisting industry, governments and development agencies implement improved practices at fisheries and aquaculture operations globally. Dick is a co-founder of Sea Pact, a group of leading North American seafood companies dedicated to driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain. He is also a founding trustee of ThinkAqua, a non-profit whose mission is to improve the performance of small-scale aquaculture in Africa and ASEAN nations. He has served as a Director or Advisor to several organizations, including the California Salmon Council, the Aquaculture Certification Council, the Conservation Alliance for Seafood Solutions, World Resources Institute, Fair Trade USA, and Ocean Outcomes. Dick currently serves as an Editorial Advisor to the Global Aquaculture Alliance Advocate magazine.