

# FisheryProgress

The Fishery Improvement Project Tracking Website



Kristin Sherwood

*FishChoice Program Director*



**FishChoice**

# Our Mission

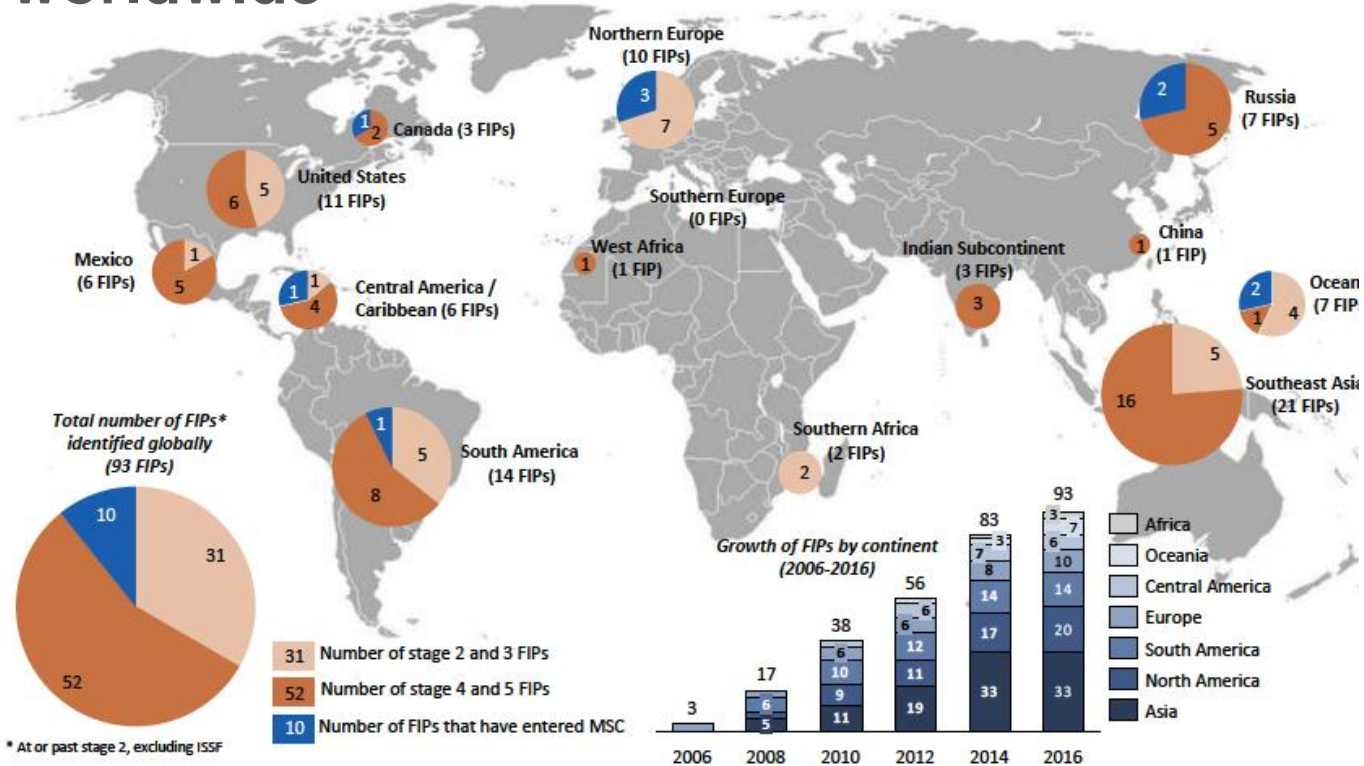
FishChoice creates solutions that accelerate sustainability in the global seafood industry



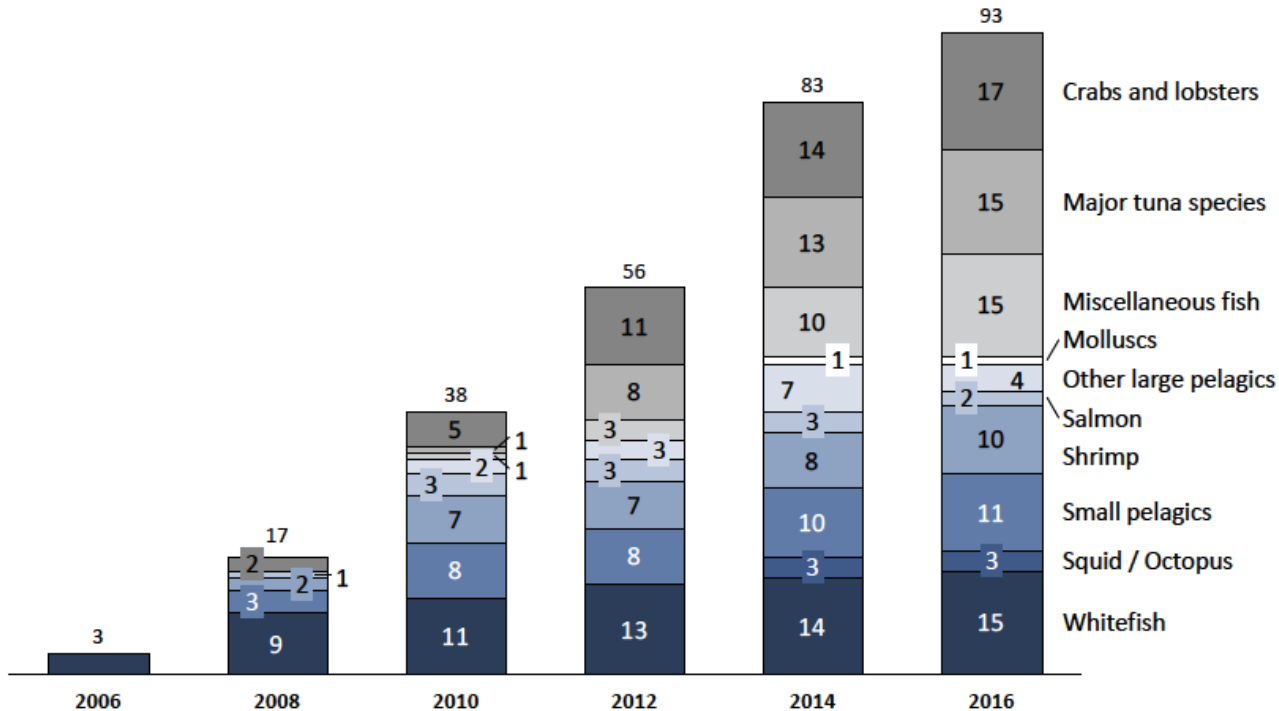
MY FISHCHOICE  
SUSTAINABLE  
SEAFOOD  
PLATFORM

FISHERY  
PROGRESS.ORG

# FIPs continue to grow in popularity worldwide



# FIPs started with whitefish, but now cover many different commodities



# Companies with public commitments to support or source from FIPs



Hilton



The screenshot shows the homepage of FisheryProgress.org. At the top, the logo 'FISHERYPROGRESS.ORG' is on the left, and navigation links 'Create New Account', 'Log In', and 'Add or Update a FIP' are on the right. Below the logo, a navigation menu includes 'Directory', 'How to Use This Site', 'Resources', 'About Us', and 'Contact'. The main content area features a large background image of a boat on a river. A central text box reads: 'Welcome to Fishery Progress. A fishery improvement project uses the power of the private sector to address challenges in a fishery. As the number of FIPs around the world has grown rapidly, businesses and conservation organizations need an easier way to access consistent, reliable information about FIP progress. FisheryProgress.org gives you a range of information about global FIPs from a quick snapshot of progress and opportunities to get involved to detailed evidence for improvements. Learn more >>'. Below this are three smaller sections: 'Directory' with a search box and 'GO' button; 'Add or Update a FIP' with a description and a 'Log in to get started >>' link; and 'About Us' with a description and a 'Connect with us >>' link.

FISHERYPROGRESS.ORG Fishery Improvement Project  
Progress Tracking Database & Tools

Create New Account | Log In  
Add or Update a FIP

Directory How to Use This Site Resources About Us Contact

## Welcome to Fishery Progress

A fishery improvement project uses the power of the private sector to address challenges in a fishery. As the number of FIPs around the world has grown rapidly, businesses and conservation organizations need an easier way to access consistent, reliable information about FIP progress.

FisheryProgress.org gives you a range of information about global FIPs from a quick snapshot of progress and opportunities to get involved to detailed evidence for improvements.

[Learn more >>](#)

### Directory

Search FIPs by typing the name in the box below.

[Advanced Search >>](#)

### Add or Update a FIP

Create a new FIP profile or update an existing one.

[Log in to get started >>](#)

### About Us

The website is a joint project of FishChoice and the Conservation Alliance for Seafood Solutions.

[Connect with us >>](#)

## The Challenge

Companies want to support fishery improvement projects (FIPs), but inconsistent and often unreliable documentation of progress has made it hard/risky for buyers.

## The Solution

FisheryProgress.org is a one-stop-shop for reliable, credible and verified information about fishery FIP progress.

# FISHERYPROGRESS.ORG

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90

PUBLISHED  
FIPS

49

COUNTRIES  
REPRESENTED

1K

REGISTERED  
USERS

30

FIPS COMING  
SOON







# What makes FisheryProgress valuable?



Information is **reviewed** by an independent party



Measures all FIPs against the **same yardstick**



FIPs **must report** every 6 months



**Open access** to all FIPs of various stages and sizes



Funded by **private foundation**

# The Team



CONSERVATION ALLIANCE  
FOR SEAFOOD SOLUTIONS

## Advisory Committee



SEAFOOD NINJA

CEA

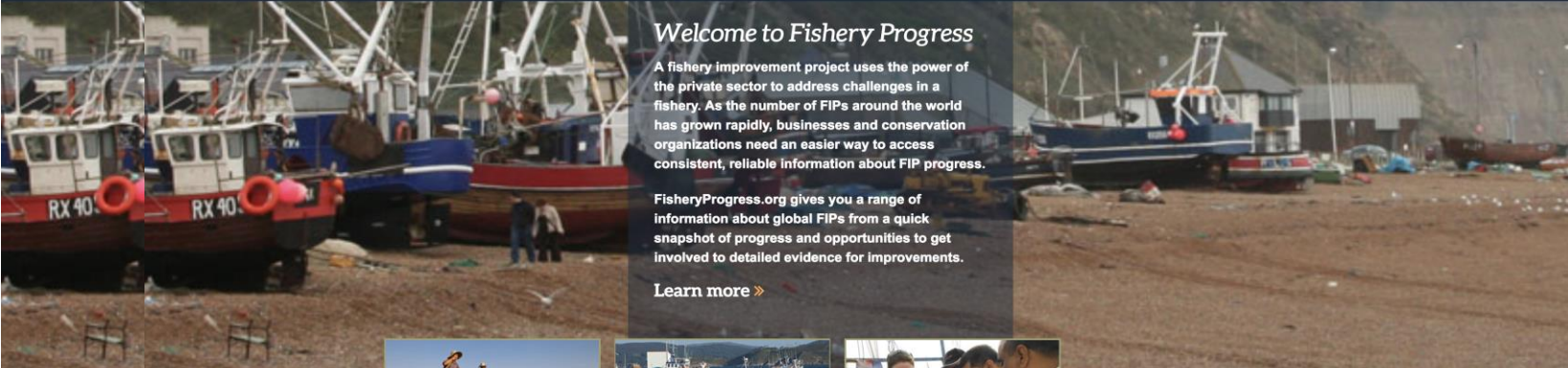
CALIFORNIA  
ENVIRONMENTAL  
ASSOCIATES

## Technical Oversight Committee



SCALING  
BLUE

Improving  
Sustainable  
Production LTD



## Welcome to Fishery Progress

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[Learn more »](#)



### FIP Directory

Search FIPs by typing the name in the box below.




[Advanced Search »](#)




### Add or Update a FIP

Create a new FIP profile or update an existing one.

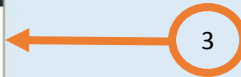
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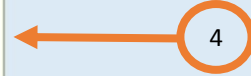
[Connect with us »](#)




### FIP Resources

Tools and guidance to help FIP implementers and supporters.

- [Conservation Alliance FIP Guidelines](#)
- [FIP Glossary](#)
- [Workplan Template](#)
- [Marine Stewardship Council Benchmarking & Tracking Tool](#)



# Ecuador mahi-mahi - longline

Overview Details Improvement Progress Actions Progress Red Indicator Progress

## Overview

Mahi-mahi is Ecuador's largest and most socio-economically important artisanal fishery. The majority of the catch is exported to the United States.

MORE

### FIP Objective(s)

The goal of the Ecuador mahi-mahi FIP is to move the fishery in a step-wise approach towards Marine Stewardship Council (MSC) certification by the end of 2017.

### FIP Type

Comprehensive

### FIP Stage

Stage 5: Improvements on the Water

### Start and Projected End Dates

January, 2010 - December, 2017

### Species

#### Common Name

Mahi-mahi

#### Scientific Name

*Coryphaena hippurus*

#### Additional Names

dorado, dolphinfish, perico

### Gear Type

Longline

### Location

#### FAO Major Fishing Area

Area 87 (Pacific, Southeast)

#### Exclusive Economic Zones

##### Country

Ecuador

### Regional Fisheries Management

#### Organization

IATTC

#### High Seas Name

Pacific Ocean

Print PDF f t Fa

### FIP at a Glance

FISHERY STATUS FIP is addressing 28 of 28 indicators

#### Current Status:



Starting Evaluation: January 01, 2010



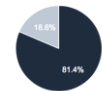
### FIP PROGRESS

#### Progress Rating

B

GOOD PROGRESS

#### Actions Complete



● Complete ● Incomplete

#### Next Update Due

MAR 2018

#### Target End Date

DEC 2017

### FIP Leads

#### Organization Name

World Wildlife Fund

#### Organization Type

NGO

#### Primary Contact

Wendy Goyert

#### Email

[wendy.goyert@wwfus.org](mailto:wendy.goyert@wwfus.org)

#### Phone

202-495-4331

#### Website

[WWF Seafood Sustainability](http://WWF.Seafood.Sustainability)

#### Organization Name

World Wildlife Fund

#### Primary Contact

Pablo Guerrero

#### Email

[pablo.guerrero@wwf.org.ec](mailto:pablo.guerrero@wwf.org.ec)

1

3

2

Ecuador mahi-mahi - longline

Overview **Detail** **Improvement Progress** Actions Progress Red Indicator Progress

### Improvement Progress

FisheryProgress.org uses industry-standard indicators based on the Marine Stewardship Council Fisheries Standard to measure the performance of FIPs over time.

The table below shows a summary of the fishery's progress on making measurable improvements against the indicators. Clicking on a specific indicator will display details on the FIPs actions and progress achieved.

**Key**

Scoring Range 60-69 70-79 80+

Not addressed by this FIP

Click to see why an indicator is not being addressed

Progress made but not enough to change scoring level

Setback but not enough to change scoring level

**Multi-Species/Multi-Gear FIPs**

Some FIPs include multiple species and/or gear types that have each been scored separately in the FIP's baseline assessment. If this FIP does include multiple species or gears, the main table displays the lowest scores for each indicator across the species/gear combinations. A summary of scores for each species/gear combination covered by the FIP will be included at the bottom of the page.

#### 1 - Sustainable fish stocks

Indicator	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Stock status outcome (1.1.1)	Red	Grey	Red	Red	Red	Red
Stock rebuilding outcome (1.1.2)	Red	Grey	Red	Red	Red	Red
Harvest strategy (1.2.1)	Red	Red	Red	Red	Red	Red
Harvest control rules & tools (1.2.2)	Red	Red	Red	Red	Red	Red
Harvest strategy information & monitoring (1.2.3)	Red	Red	Red	Red	Red	Red
Assessment of stock status (1.2.4)	Red	Red	Red	Red	Red	Red

#### 2 - Minimizing environmental impact

Indicator	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Primary species outcome (2.1.1)	Green	Green	Green	Green	Green	Green
Primary species management (2.1.2)	Green	Green	Green	Green	Green	Green
Primary species information (2.1.3)	Green	Green	Green	Green	Green	Green
Secondary species outcome (2.2.1)	Green	Green	Green	Green	Green	Green
Secondary species management (2.2.2)	Green	Green	Green	Green	Green	Green
Secondary species information (2.2.3)	Green	Green	Green	Green	Green	Green
ETP species outcome (2.3.1)	Green	Green	Green	Green	Green	Green
ETP species management (2.3.2)	Green	Green	Green	Green	Green	Green
ETP species information (2.3.3)	Green	Green	Green	Green	Green	Green
Habitat outcome (2.4.1)	Green	Green	Green	Green	Green	Green
Habitat management (2.4.2)	Green	Green	Green	Green	Green	Green
Habitat information (2.4.3)	Green	Green	Green	Green	Green	Green
Ecosystem outcome (2.5.1)	Green	Green	Green	Green	Green	Green
Ecosystem management (2.5.2)	Green	Green	Green	Green	Green	Green
Ecosystem information (2.5.3)	Green	Green	Green	Green	Green	Green

#### 3 - Effective management

Indicator	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Legal/customary framework (3.1.1)	Red	Red	Red	Red	Red	Red
Consultation, roles & responsibilities (3.1.2)	Red	Red	Red	Red	Red	Red
Governance/policy long-term objectives (3.1.3)	Red	Red	Red	Red	Red	Red
Fishery-specific objectives (3.2.1)	Red	Red	Red	Red	Red	Red
Decision-making processes (3.2.2)	Red	Red	Red	Red	Red	Red
Compliance & enforcement (3.2.3)	Red	Red	Red	Red	Red	Red
Monitoring & management performance evaluation (3.2.4)	Red	Red	Red	Red	Red	Red

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Harvest strategy information & monitoring (1.2.3)	Red	Red	Red	Red	Red	Red
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Primary species information (2.1.3)	Green	Green	Green	Green	Green	Green
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ETP species outcome (2.3.1)	Green	Green	Green	Green	Green	Green
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Habitat management (2.4.2)	Green	Green	Green	Green	Green	Green
Habitat information (2.4.3)	Green	Green	Green	Green	Green	Green
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## 3 - Effective management

Indicator	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
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Consultation, roles & responsibilities (3.1.2)	Red	Red	Red	Red	Red	Red
Governance/policy long-term objectives (3.1.3)	Red	Red	Red	Red	Red	Red
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## Ecuador mahi-mahi - longline

[Overview](#)
[Details](#)
[Improvement Progress](#)
[Actions Progress](#)
[Red Indicator Progress](#)

## Actions Progress

The table below shows the progress the FIP is making on actions in its workplan. Click the links within the table to see more details.

Action Name	Indicators	Tasks	Expected Completion Date	Status	Red
<a href="#">1.1 Genetic Analysis</a>	<a href="#">1.2.3</a>		03/2013	Completed	
<a href="#">1.3 Otolith micro-elemental analysis</a>	<a href="#">1.2.3</a>	Milestone 1: Proposal to present at International Workshop  Milestone 2: Decision following International Workshop	12/2017	Behind Schedule	
<a href="#">1.4 Training national technicians</a>	<a href="#">1.2.3</a>		03/2012	Completed	
<a href="#">1.5 National mahi mahi workshop (genetics, stock assessment &amp; status, biological characteristics, monitoring)</a>	<a href="#">1.2.4</a> , <a href="#">1.2.2</a> , <a href="#">1.2.3</a> , <a href="#">1.1.1</a>		11/2012	Completed	
<a href="#">1.6 International mahi mahi workshop (genetics, stock assessment and status, biological characteristics, monitoring)</a>	<a href="#">1.2.4</a> , <a href="#">1.2.2</a> , <a href="#">1.2.3</a> , <a href="#">1.1.1</a>		10/2015	Completed	
<a href="#">1.7 Define Practical Stock Unit</a>	<a href="#">1.2.4</a> , <a href="#">1.2.2</a> , <a href="#">1.2.3</a> , <a href="#">1.1.1</a>	Milestone 1: Assemble and report on evidence for a southern stock  Milestone 2: Present evidence and develop consensus position at International Workshop	10/2015	Completed	
<a href="#">1.8 Bilateral Technical Workshop with Peru</a>	<a href="#">1.2.4</a> , <a href="#">1.2.2</a> , <a href="#">1.2.1</a> , <a href="#">1.2.3</a> , <a href="#">1.1.1</a> , <a href="#">3.2.3</a> , <a href="#">3.1.2</a> , <a href="#">3.2.2</a> , <a href="#">3.1.3</a> , <a href="#">3.1.1</a>		09/2015	Completed	<a href="#">View</a>

## Action 1.3 Otolith micro-elemental analysis

## Action Goal

To help determine the overall temporal/spatial distribution of the stock.

## Description

Information received after the 2012 FIP meeting determined that a micro element analysis could provide information on stock structure by testing a null hypothesis of a single Pacific-wide stock against an alternate hypothesis of separate stocks. A micro element analysis could be done for about \$50,000 to test three regions of the Pacific for similarity and differences. SRP agreed at the 2013 meeting that the methodology has merit and is worth considering further. At the 2014 FIP review meeting the participants agreed to have a proposal prepared for the International Workshop, for discussion and developing a consensus position. If scientists agree on the importance of developing this study, sharing the cost among interested agencies (Inter-American Tropical Tuna Commission- IATTC, SRP-Ecuador, IMARPE-Peru's Institute of the Sea and stakeholders (WWF, CI, ASOEXPEBLA- the Whitefish Exporters Association) could bring down the cost per participant, and could help secure international collaboration.

This action was removed in 2012 and re-added in 2014. Ecuadorian fisheries scientists from the SRP are collaborating with technicians from the Mexican National Fishing Institute to sample and analyze mahi otoliths using morphological techniques to determine subpopulations in the EPO. Scientists continue to collect otolith samples and plan to conduct a comparative analysis between samples caught in Ecuador and Mexico to determine whether they are 2 sub-populations mahi mahi. This work came out of the 1st international scientific mahi mahi workshop held in October 2014.

4/14/17: The collaboration continues. In February 2017, the SRP-Ecuador delivered to INAPESCA-Mexico, 300 additional otolith samples for analysis. The results of these studies are still expected to be obtained. ONGOING

## Participants

Instituto de Pesca (INP)  
SRP  
MRAG

## Action Dates

**Start** January, 2010      **End** December, 2017

## Details

### Participants ⓘ

[D&E Import LLC](#)

[Hyatt Corporation](#)

[Orca Bay Seafoods, Inc.](#)

[Sea Delight, LLC](#)

[Sodexo](#)

[Sysco Corporation](#)


[The Kroger Co.](#)

[Costco Wholesale](#)

### Engagement Opportunities


1. Become an active FIP Participant 
2. Support the Ecuadorian government's fisheries monitoring program and development of an aquaculture and fisheries information system 
3. Support the national observer program 
4. Support best fishing practices 
5. Establish a traceability system for mahi-mahi 

### Documents

Pre-Assessment ⓘ or Needs Assessment 



Scoping Document(s) ⓘ 

Workplan ⓘ 

Memorandum of Understanding ⓘ or  
Participants List ⓘ 

Proof of Budget ⓘ 

Indicator Baseline Support Documentation 



## **5. Establish a traceability system for mahi-mahi**

### **Description**

Seafood companies can implement an interoperable traceability system that meets the requirements of the US Seafood Import Monitoring Program.

### **How will the Engagement Opportunity Benefit Businesses?**

Putting a strong traceability system in place will allow companies to comply with the US Seafood Import Monitoring Program requirements for mahi-mahi, which will be implemented in January 2018. A strong traceability system will benefit companies by making your business procedures more efficient, ensuring you know where their seafood originates from, and reducing the risk of illegal, unreported, and unregulated seafood (IUU) from entering your supply chain. In addition, this will help companies meet MSC chain of custody requirements.

### **Who Needs to do the Engagement Opportunity?**

Importers/exporters

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Importers/exporters

### **Why is the Engagement Opportunity Important?**

It is important for companies from a risk standpoint to know where their seafood comes from. Currently there is a traceability system in place for mahi-mahi from Ecuador that needs to be improved. In order to ensure companies' products are originating from where they claim it is, and ensuring their mahi-mahi is coming from the Ecuador mahi mahi FIP, a traceability system should be put into place. A traceability system will also help to reduce the risk of IUU fish entering the US.

### **Deadline**

December 31, 2018

### **How to Get Involved**

Contact Wendy Goyert from WWF ([wendy-goyert@wwfus.org](mailto:wendy-goyert@wwfus.org)) for specific information on how to get engaged in ongoing traceability efforts.

# What do companies think?

“Albion has integrated [FisheryProgress.org](https://fisheryprogress.org) into our sourcing procedure. Our purchasing team utilizes the site as a tool to search for info that that can help us source more sustainable alternatives or at least groups moving towards more sustainable practices.”

*-Guy Dean, Albion Farms and Fisheries*



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“Orca Bay is involved in numerous FIPs around the world and we use [FisheryProgress.org](https://fisheryprogress.org) to **stay abreast of the latest developments.**

*-John Steinmetz, Orca Bay Seafood*



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“At Thai Union, we use FisheryProgress to **monitor the progress of FIPs that we source from** around the world. Rather than track down each FIP individually, FisheryProgress provides a one-stop shop for us to assess FIP performance over time.”

*-Jennifer Woofter, Thai Union*



- Would you use FisheryProgress to help you evaluate FIPs?
- What FIPs would you like to see reporting on FisheryProgress?
- Any suggestions for improving FisheryProgress?





Questions? Comments?

Thank You!

Please contact Kristin Sherwood at [kristin@fishchoice.com](mailto:kristin@fishchoice.com)

