



SYMPOSIUM AGENDA

Eat Local, Think Global: A Case for U.S. Fisheries

July 16-17, 2013

The Nile Room, Preservation Park

1233 Preservation Park Way, Oakland, CA 94612

Day 1 - July 16	Session	Speakers
9:00 am	Registration	
9:30 am	Welcome and Introductions <ul style="list-style-type: none"> • Workshop Objectives and Agenda Review Symposium Objectives: NOAA Fisheries is working to become more engaged with the broader seafood supply chain and serve as a trusted resource to assist with their corporate commitments to sustainable seafood. <ul style="list-style-type: none"> • Meeting Format and Routine Housekeeping 	<i>NOAA Fisheries</i> <i>CONCUR</i> <i>CONCUR</i>
10:00 am	Setting the Stage <ul style="list-style-type: none"> - Brief overview of the status of U.S. Fisheries - What are transfer effects and why we should care? - Impetus for this symposium 	<i>Mark Helvey,</i> <i>NOAA Fisheries</i>
10:20 am	Plenary Session 1: Status of U.S. Fisheries Questions for Group Discussion: <ul style="list-style-type: none"> - In what ways are consumers and fishermen benefiting from U.S. caught seafood? - Where are the most information gaps? - How can U.S. fisheries gain reciprocal recognition in the market place? - What are U.S. retailers looking for in sourcing their seafood? - Is there room to create cooperative seafood projects sponsored by major corporations? How can corporate retailers be involved with scientific research funding to support their products? - How can we move forward? 	<i>Mark Helvey and</i> <i>Galen Tromble,</i> <i>NOAA Fisheries</i>
11:00 am	BREAK	
11:15 am	FishWatch Program – What it is, what it’s not, and what it does. Group Discussion: <ul style="list-style-type: none"> - What are suggested improvements? - What are features that are working or should be enhanced? 	<i>Laurel Bryant,</i> <i>NOAA Fisheries</i>
12:00 -	LUNCH and NETWORKING (<i>On Your Own</i>)	

1:15 pm		
1:15 pm	Discussion Panel: Sustainability Perspectives - Information Providers and Industry— Group Discussion: <ul style="list-style-type: none"> - Overview of current standards and guidelines for sustainable fishing - What are the key linkages? What is important to each link in the sustainable seafood chain? - What are the biggest differences and driving forces in choosing among U.S. or foreign-caught seafood? - What do information providers, industry leaders, and retailers need to provide to their customers? - What is the range of perspectives and players NOAA should engage? 	<i>Jim Humphreys, MSC; Phil Gibson, Encore Associates; Dave Glaubke, Sea Port</i>
2:00 pm	Presentation: Overview of Transfer Effects – What are they and why should we care?	<i>Dale Squires, NOAA Fisheries</i>
2:30 pm	Plenary Session 2, Part A: Distinctions Between U.S. and Foreign Fisheries Management <ul style="list-style-type: none"> - What are the important management distinctions? - How does U.S. fisheries management stack up relating to the FAO Code of Conduct? Questions for Discussion: <ul style="list-style-type: none"> - Have management distinctions affected seafood business decisions? - Would this information influence seafood sourcing decisions? 	<i>Mariah Boyle, FishWise</i>
3:15 pm	BREAK	<i>Convenors draft Key Themes for Report of Day 1</i>
3:35 pm	Plenary Session 2, Part B: Case Study - U.S. Swordfish Fisheries Questions for Discussion: <ul style="list-style-type: none"> - How do we monitor the status relative to ESA and MMPA issues? - How is the process of adaptive management legitimized? 	<i>John Kaneko, Hawaii Seafood Council</i>
4:15 pm	Review and Report on Key Themes from Day 1 Plenary and Panel Sessions: <ul style="list-style-type: none"> - Overarching Key Themes and Ideas from Plenary and Panel Discussions? - What's the next step? 	<i>Moderator/ NOAA Fisheries/ CONCUR</i>
4:45 pm	Brief Summary of Day 1 <ul style="list-style-type: none"> - Overview of Key Themes and what to expect Day 2 - Consider roles of messages and messengers going into Day 2 	<i>Moderator/ NOAA Fisheries/ CONCUR</i>
5:00 pm	ADJOURN	
5:00 - 7:00 pm	Informal Networking - No Host Gathering (To Be Held at Preservation Park)	

Day 2 - July 17	Session	Moderators
8:30 am	Welcome and Reconvene <ul style="list-style-type: none"> - Brief review of Day 1 and expectations for that information - Agenda Review to continuing the discussions: 	<i>CONCUR Facilitating</i>
9:00 am	Break Out Discussion 1: How Can U.S. Fisheries Gain Domestic Market Recognition as Responsibly Managed? <ul style="list-style-type: none"> - U.S. fisheries are recognized as a global leader in sustainability yet retailers and consumers are unaware. How can we change this? - Do retailers and their advisory groups engage with harvesters and U.S. fishery managers for their information? - Should NOAA be better engaged as a key source of information? If so, how? If not, why? <p>Synthesis:</p> <ul style="list-style-type: none"> - What are the key themes and messages? (prepare concise notes for the report back) 	<i>Jim Humphreys, MSC; Jenn Kemmerley, Seafood Watch</i>
10:00 am	BREAK	
10:15 am	Break Out Discussion 2: Is Traceability an Issue --- What are Potential Solutions? <ul style="list-style-type: none"> - In what ways is traceability used? What are the distinctions between labeling and a traceability system? - How effective are existing traceability systems? - How does traceability impact buying and selling U.S.-based seafood? - What would be the necessary elements of a U.S. program on traceability? <p>Synthesis:</p> <ul style="list-style-type: none"> - What are the key themes and messages? (prepare concise notes for the report back) 	<i>Seema Balwani, NOAA Fisheries</i>
11:15 am	BREAK	
11:30 am	Break Out Discussion 3: Can FishWatch Be Used More Effectively? <ul style="list-style-type: none"> - How are people currently using FishWatch? - How could FishWatch be more effective? - Is there value in creating a FishWatch app? <p>Synthesis:</p> <ul style="list-style-type: none"> - What are the key themes and messages? (prepare concise notes for the report back) 	<i>Bob Harman, NOAA Fisheries</i>
12:30 - 1:45 pm	LUNCH and NETWORKING (On Your Own) with Preparation of Reports Out	

1:45 pm	Reports Back: Break Out Session 1 Key Themes and Messages <ul style="list-style-type: none"> - What are the main messages regarding question to participants: Do U.S. Fisheries Need 3rd-Party Certification? - Who is the audience for these messages? - Who are the messages and how should the messages be delivered? - Who should provide the messages and how? 	<i>Jim Humphreys, Jenn Kemmerley / CONCUR</i>
2:15 pm	Reports Back: Break Out Session 2 Key Themes and Messages <ul style="list-style-type: none"> - What are the main messages regarding traceability in U.S. fisheries? - Who is the audience for these messages? - Who are the messages and how should the messages be delivered? - Who should provide the messages and how? 	<i>Seema Balwani / CONCUR</i>
2:45 pm	Reports Back: Break Out Session 3 Key Themes and Messages <ul style="list-style-type: none"> - What are the main messages regarding the question of how can FishWatch be used more effectively? - Who is the audience for these messages? - Who are the messages and how should the messages be delivered? - Who should provide the messages and how? 	<i>Bob Harman/ CONCUR</i>
3:15 pm	Recommendations for Moving Forward	<i>NOAA Fisheries with CONCUR</i>
4:00 pm	Closing Remarks and Thank You	<i>NOAA Fisheries</i>
4:15 pm	ADJOURN	