



*Photo by Doug Tompkins*

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## KEYNOTE SPEAKER

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**Yvon Chouinard** is founder and owner of Patagonia, Inc., based in Ventura, California. He began in business by designing, manufacturing, and distributing rock-climbing equipment in the late 1950's. His tinkering led to an improved ice axe that facilitated the French ice climbing technique and is the basis for modern ice axe design. In 1964 he produced his first mail order catalog, a one page mimeographed sheet, containing advice not to expect fast delivery during climbing season. Business grew slowly until 1972 when Yvon added rugby shirts to his catalog and his clothing business took off.

In the late 1980's, Patagonia's success was such that Yvon considered early retirement. In some ways he would have preferred to disappear into the South Pacific with his fly rod and surfboard. However, he decided to continue directing Patagonia's course, in part to use the company to inspire and implement solutions to the environmental crisis. As part of this goal, Patagonia instituted an Earth Tax, pledging 1 percent of sales to the preservation and restoration of the natural environment. In 2001, Yvon, along with Craig Mathews, owner of West Yellowstone's Blue Ribbon Flies, started One Percent For The Planet, an alliance of businesses that contribute at least 1 percent of their net annual sales to groups on a list of researched and approved environmental organizations.

Yvon spends much of his time in the outdoors and serving on the boards of numerous environmental groups. "I work every day of my life. My job is to be the 'outside' man, studying lifestyles around the world, coming up with ideas for new products, new market trends, seeing that Patagonia stays relevant in a rapidly changing world."

## RAY HILBORN



Ray Hilborn is a Professor in the School of Aquatic and Fishery Sciences, University of Washington specializing in natural resource management and conservation. He teaches graduate and undergraduate courses in conservation, quantitative population dynamics and risk analysis. He co-authored “Quantitative Fisheries Stock Assessment” with Carl Walters in 1992, and “The Ecological Detective: confronting models with data” with Marc Mangel, in 1997 and has published over 200 peer reviewed articles. He serves on the Editorial Boards of 7 journals including the Board of Reviewing Editors of Science Magazine. He has been a member of the Ocean Studies Board of the National Research Council, and the Scientific Advisory Panel for the President’s Commission on Ocean Policy and the Independent Science Advisory Panel for the Commission for the Conservation of Southern Bluefin Tuna. He has received the Volvo Environmental Prize, the American Fisheries Societies Award of Excellence, and the American Institute of Fisheries Research Biologists Outstanding Achievement Award. He is a Fellow of the Washington Academy of Sciences, the Royal Society of Canada and the American Academy of Arts and Sciences.

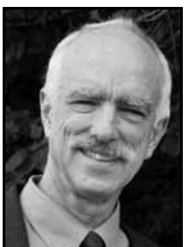
## MELANIE SIGGS



Melanie joined SeaWeb in 2006 to lead the development of Seafood Choices in the United Kingdom and then took international leadership of the program in January 2009. During her time at SeaWeb Melanie has traveled extensively, developing a wide network of international relationships, speaking at events in the United States, Europe, Asia, Africa and Australia, and using her corporate and strategic background to ensure a solid understanding of the seafood sector.

Prior to SeaWeb, Melanie specialized in working in natural resource industries such as agriculture, forestry and food. She has worked in a number of different countries including a period working with the United Nations Food and Agriculture Organization (FAO) developing international trade meetings on seafood in Europe, Japan, Russia and Indonesia. In addition, Siggs also served as Head of Communications for the Finnish group UPM-Kymmene Group, one of the world’s largest forest products groups and acted as Head of Corporate Affairs for the Australian company Global Renewables. Melanie holds a master’s degree in Responsibility and Business Practice from the University of Bath in England and brings to the organization a breadth of business experience, strong skills in strategic positioning and corporate affairs, as well as a personal passion for responsible business. She is based in SeaWeb’s London office.

## HAL HAMILTON



Hal Hamilton founded and co-directs the global Sustainable Food Lab. The purpose of the Sustainable Food Lab is to mainstream sustainability in global food supply, and its projects are all aimed at practical supply chain tools and shared learning among peers.

Hal’s career began as a commercial dairy farmer in Kentucky, where he was named Master Conservationist. He led the development of the first formal alliance among tobacco farmer and public health organizations, an alliance that paved the way for hundreds of millions of dollars of tobacco settlement funds to be invested in rural communities in the upper south. He has founded and directed rural development and leadership organizations, and was the Executive Director of the Sustainability Institute.

Hal is a frequent guest faculty or lecturer at the MIT Sloane School of Management, the Harvard Business School, the Kennedy School, the Society for Organizational Learning, and the Tuck School of Business at Dartmouth College. Hal has been an advisor to the Clinton Global Initiative for two years. At the invitation of the U.S. State Department in 2006, he gave the annual George McGovern address to the FAO at World Food Day. He has written numerous columns, journal articles and three chapters in books on agricultural policy and change. Hal lives in a community in Vermont located on a farm that produces many products. His grandchildren are his three greatest delights.

## JIM CANNON

Jim Cannon is CEO of the Sustainable Fisheries Partnership (SFP). SFP is an NGO that focuses on improving overfished and destructive capture fisheries and reducing the environmental impacts of fish-farming. SFP educates major customers and their supply chains about environmental and sustainability problems in the fisheries and farms they source from. SFP convenes suppliers and producers together in Fishery and Aquaculture Improvement Projects (FIPs and AIPs) to agree and implement practical improvement action plans in individual fisheries and fish-farming regions. Key early seafood sustainability leaders working with Jim included McDonald's, Wal-Mart, Espersen and Findus. SFP has since developed partnerships with other leading retailers and suppliers, including Aldi, Aquastar, Biomar, BJ's Wholesale, Dansk, Ewos, Findus, High Liner Foods, Multiexport, Phillips Foods, Publix, Raley's, Skretting, Slade Gorton, Sobey's and ZF America. Many other catchers, farmers and local processors participate in individual FIPs and AIPs. Jim served on the Marine Stewardship Council's Technical Advisory Board from 2005 to 2008, worked at Conservation International from 1997 to 2006, edited the FAO World Review of Marine Fisheries in 1995/97, and studied environmental economics and fisheries at Imperial College London and ecology at Cambridge University. Jim was voted IntraFish Person of the Year 2009.

## HENRY E. DEMONE



Henry E. Demone is President and CEO of High Liner Foods Incorporated, headquartered in Lunenburg, Nova Scotia. In addition to his career at High Liner Foods, he spent four years with Franz Witte AB as Managing Director of their Canadian and French subsidiaries. He is a member of the World Presidents' Organization and serves on the Executive Committee of the National Fisheries Institute. He is active in community affairs in the fields of health care, education and youth recreation. Henry is a graduate of Acadia University. He is a member of the Executive Committee of the Groundfish Forum.

## GREGOR ROBERTSON



In November 2008, the people of Vancouver chose Gregor Robertson as their new Mayor. He was elected on a platform of ending street homelessness in the City of Vancouver by 2015, and making Vancouver the greenest city in the world.

Mayor Robertson is committed to building a sustainable and thriving economy in Vancouver. By working to foster economic hubs in the burgeoning green economy, including digital media, clean technology, and renewable energy, Mayor Robertson is establishing Vancouver internationally as the Green Capital—a City where going green is good for business. Vancouver was recently named the greenest city in Canada by Corporate Knights, as well as predicted to have the fastest growing economy in 2010 by the Conference Board of Canada. Under Mayor Robertson's leadership, Vancouver has taken swift action on becoming more sustainable by doubling the City's bicycle infrastructure budget, setting the highest electric vehicle charging standards for new buildings in North America, and approving laneway housing. Vancouver now has the greenest building standards in North America, requiring all new buildings to be LEED Gold.

Since being elected, Mayor Robertson and City Council have also expanded the popular car-free days throughout the city, installed protected bicycle lanes on the Burrard Street Bridge and Dunsmuir Viaduct, and launched curbside compost pick-up in Vancouver. On his first day in office, Mayor Robertson moved quickly on homelessness and established the Mayor's Homeless Emergency Action Team (HEAT). HEAT rapidly opened five low-barrier shelters that immediately filled to capacity, providing close to 500 people a night with a safe, secure place to sleep. The Mayor has since secured over \$333 million in new funding from the provincial government for social housing throughout the City.

Prior to entering politics, Gregor co-founded Happy Planet, and grew the Vancouver-based socially responsible company up to 50 employees in 10 years. Happy Planet produces organic juices and promotes health and nutrition. For his achievements as a successful entrepreneur and community leader, Gregor was named one of Canada's 'Top 40 under 40' by The Globe and Mail in 2004. Gregor and his wife Amy have four children: Terra, Satchel, Jinagh and Johanna. He is a dedicated cyclist, avid soccer fan, and plays the tuba, guitar, and drums.

### **MICHAEL ABBEY**

*Capacity Building Lead, Asia-Pacific, NOAA*

**PRESENTATION:** The Coral Triangle Initiative—Coral Reefs, Fisheries and Food Security

Michael is the Capacity Building Lead for NOAA in the Asia-Pacific. He is responsible for assessing, developing and managing international fisheries collaboration between NOAA Fisheries and the Asia/Pacific region. He is the NOAA Fisheries liaison to the Coral Triangle Initiative where he manages the technical contributions to support the strengthening of local fisheries science and management through several projects. He is the United States Representative to the FAO supported Asia-Pacific Fisheries Commission with an appointment to the Executive Committee for 2011-2012.

### **LARRY BAND**

*Director, California Fisheries Fund*

**PANEL:** Financing Change in Fisheries—Building Partnerships for Strategic Investment

Larry Band currently works as a consultant to non-profit organizations on finance and market-related issues in environmental policy. Most of his work has focused on the catch share reform process in U.S. Fisheries. His clients include the Environmental Defense Fund and The Nature Conservancy. In addition to his consulting work, Larry is also the Director of the California Fisheries Fund, a revolving loan fund that supports fishing communities working to improve the sustainability of their fisheries.

Previously, Larry worked for 20 years at Lehman Brothers. He spent 17 years as an investment banker advising corporations on a wide variety of strategic and financing transactions. Larry worked primarily with companies in the telecommunications, technology and industrial sectors. He became a senior member of Lehman's human capital management team in 2005 where he was the global head of recruiting and responsible for talent management for junior professionals across the firm. Prior to Lehman Brothers, Larry worked as a management consultant for Bain & Co. and as a policy analyst at the American Enterprise Institute. Larry holds a B.S. in Biology and a B.A. in Political Science, both with distinction, from Stanford University, and an M.B.A. from Harvard Graduate School of Business.

### **SADIE BEATON**

*Community Supported Fishery Coordinator, Ecology Action Centre*

**PANEL:** Community Supported Fisheries—Broadening the Scope of Traditional Fisheries Management and Markets

Sadie Beaton grew up all over Guysborough county, including seven years in the fishing community of Canso, Nova Scotia where she could see a working wharf from her bedroom window. When the groundfish collapsed and the fish plant closed, Sadie remembers participating in protests with the community. She eventually moved to Halifax where she got a B.A. in English from Kings College and a Masters in Resource and Environmental Management from Dalhousie University. Sadie has been a part of the Ecology Action Centre marine team since 2004 when she began to promote sustainable seafood to local restaurants. In October of 2006, Sadie drove a life size groundfish dragger net to Ottawa on the back of a rickety trailer, displaying its immensity to members of Parliament to raise awareness about the impacts of deep sea trawling. Since then she has worked with the Ecology Action Centre on issues from beach management to community conservation and direct marketing research. These days, she has been thrilled to be working to help facilitate the start-up of a small fishing cooperative to carry out the first Community Supported Fishery in Atlantic Canada.

## **RENE BENGUEREL**

*Managing Partner, Blueyou Consultancy*

**PRESENTATION: Fair Trade Social Certification and Community Empowerment**

René Benguerel is founder and managing partner of Blueyou Consultancy, an international consulting body focusing on sustainable aquaculture and fisheries and the related supply chains. He holds a master's degree in aquatic ecology and fish biology. Before founding Blueyou six years ago, he worked as a strategic procurement manager for fish and seafood with a large Swiss retailer. Today, Blueyou is a well established and recognized consulting body with international clients in the private and public sector, on both the production and market level. Having both a commercial, practical and scientific background, René Benguerel today engages in market-driven schemes for aquaculture and fishery improvement. A specific focus of Blueyou are small-scale holders in aquaculture and fisheries and their specific challenges in better management and market access.

## **ERIC BERNARD**

*Head of Quality and Sustainable Development, R&O Seafood Gastronomy*

**PRESENTATION: Succession Planning—Exploring International Approaches by Chefs and Fishmongers to Embed Sustainability on the Demand Side**

After 18 months at IFREMER (French National Research Institute for Exploitation of the Sea), Eric began his career in French Polynesia as a Production Manager for Pacific Black Pearly oysters, and later Quality and Environment Manager of a tropical shrimp farm in the Indian Ocean. In 2006 Eric joined World Wildlife Fund (WWF) France as coordinator of the West African Marine Eco Region (WAMER) project. He has also coordinated the 'Shrimp Aquaculture Dialogue' for WWF USA since 2007, a global initiative to develop environmental and social standards for responsible shrimp farming that will be used by the upcoming Aquaculture Stewardship Council (ASC). Eric will be a member of the ASC steering committee.

In 2010 Eric joined OSO, the world pioneer in AB-Organic certified shrimps (from Madagascar) and Premium brand in sustainable and organic certified seafood. OSO is a division of R&O, Seafood Gastronomy, the largest seafood distribution company in France with more than 40.000 MT per year traded yearly. As Head of Quality and Sustainable Development, Eric is charged to build throughout the supply chain, sourcing and product development, a consistent approach of 'Global Sustainable Quality' in order to guarantee product integrity.

## **KATE BONZON**

*Director of Design Advisory Services, Environmental Defense Fund*

**PANEL: Is Environmental Sustainability Enough? Addressing the Social, Economic and Community Needs of Fisheries and Their Participants**

Kate Bonzon is the Director of Design Advisory Services Environmental Defense Fund's Ocean Program. Since 1967, Environmental Defense Fund has linked science, economics and law to create innovative, equitable and cost-effective solutions to society's most urgent environmental problems. Bonzon manages EDF's cutting-edge research on catch share design including development of the first step-by-step guide for designing and implementing catch shares; the most comprehensive database to date of catch shares worldwide; and a complete directory of resources on catch shares. Working with experts, she is leading the development of policy on catch share in the U.S. and internationally. She has trained more than 50 people on catch share design and regularly consults with governments, NGOs, fishermen and other stakeholders on fisheries management. Bonzon helped conceptualize, design, and capitalize the California Fisheries Fund. Bonzon holds an M.S. (2002) in Earth Systems, concentration in Marine Conservation, and a B.S. in Human Biology, concentration in Global Environmental Ethics (2001), from Stanford University.

## **DR. ANDRE BOUSTANY**

*Postdoctoral Researcher, Duke University*

PANEL: Responsibility without Borders—The Industry's Role in Conserving Bluefin

Andre Boustany is currently a postdoctoral researcher at Duke University where he studies fisheries related issues. He received his Ph.D. from Stanford University where he studied the ecology of large pelagic fishes such as tunas, marlin and sharks. Andre's thesis examined the migration patterns, population genetics and habitat preferences of bluefin tuna in the Atlantic and Pacific Oceans. Andre took part in the Tag-a-Giant (TAG) and Tagging of Pacific Predators (TOPP) tagging programs, which have deployed more than 1,500 tags on bluefin tuna in the Atlantic and Pacific Oceans.

## **SHEILA BOWMAN**

*Seafood Watch Senior Manager of Outreach and Education, Monterey Bay Aquarium*

WORKSHOP: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood

Sheila Bowman is Senior Manager of Outreach and Education for the Monterey Bay Aquarium's Seafood Watch program. She manages the team responsible for developing programs and materials and promoting ocean-friendly seafood choices to consumers, advocates, chefs, partners and major seafood buyers.

Launched in 1999, Seafood Watch has researched over 130 seafood items found in the U.S. market. These recommendations are communicated through our website, our popular iPhone app and our pocket guides. To date, over 34 million regional, national and sushi Seafood Watch pocket guides have been distributed.

## **KEN BOYCE**

*New Product and Standards Development Manager, Fairtrade Foundation*

PRESENTATION: Fair Trade Social Certification and Community Empowerment

Ken is a New Product and Standards Development Manager at the Fairtrade Foundation based in London. The Foundation is the UK member of Fairtrade Labelling Organizations International (FLO), which unites 21 labeling initiatives across Europe, Japan, North America, Mexico and Australia/New Zealand as well as networks of producer organizations from Asia, Africa, Latin America and the Caribbean. The Fairtrade Foundation is the independent non-profit organization that licenses use of the FAIRTRADE Mark on products in the UK in accordance with internationally agreed Fairtrade standards.

Ken started his career working in the retail sector for five years. He then changed careers to work in the development sector working for a British charity providing basic health care in central Africa. On returning to London he joined Fairtrade Foundation in 2008. Fairtrade's vision is of a world in which justice and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent and dignified livelihood. At the Fairtrade Foundation he manages research and development of new areas of Fairtrade. Over the past 2 years in collaboration with other Fairtrade Foundations, industry partners, marine experts and producers he has led on research into the feasibility of Fairtrade certification in the marine sector.

## **STEPHANIE BRADLEY**

*Fisheries Research Manager, Seafood Watch Program, Monterey Bay Aquarium*

PANEL: Linking Sustainable Seafood with Marine Spatial Planning

Stephanie joined the Monterey Bay Aquarium Seafood Watch Program in September 2006 as fisheries research analyst, and in that role, developed sustainable seafood recommendations on numerous crab species, sushi species, and sablefish. Stephanie is currently the Fisheries Research Manager, managing the generation of science reports on wild-caught species for our sustainable seafood recommendations. Stephanie has a bachelor of science in marine biology from the University of North Carolina-Wilmington and a master's in coastal environmental management from Duke University.

## **ROBERTO MIELGO BREGAZZI**

*Independent Fisheries Consultant*

**PRESENTATION:** Traceability Shortcomings in Mediterranean Farmed Bluefin Tuna Production

Roberto Mielgo Bregazzi is an independent Fisheries Industry & Market analyst, consultant and investigator. He specializes in global IUU and Tuna fisheries. He attended as an observer for WWF and Greenpeace to the 15th, 16th 17th and 20th Special and Ordinary Meetings of the International Commission for the Conservation of Atlantic Tuna (ICCAT), held in 2006, 2007, 2008 and 2010. He also assisted as a contracted consultant to the Tokyo, Japan ICCAT/Industry meeting in March 2008; as well as to the 2008 & 2010 ICCAT-SCRS BFT Stock Assessment Meetings in Madrid, Spain.

He is the Director of Advanced Tuna Ranching Technologies, SL.™, an independent fisheries consulting & investigation bureau based in Madrid, Spain and incorporated as a private limited company on October 1st, 2003.

He is the author of numerous reports and opinion articles and has appeared on a number of films and TV programs worldwide, dedicated to bluefin tuna fisheries and the future of the stock.

## **CARRIE BROWNSTEIN**

*Seafood Quality Standards Coordinator, Whole Foods Market*

**PANEL:** Salmon's Just the Tip of the Iceberg—Using New Science Tools to Assess and Shift the Current Trajectory of Marine Aquaculture

As the Seafood Quality Standards Coordinator at Whole Foods Market, Ms. Brownstein's work is primarily focused on developing and enhancing quality standards for seafood. She analyzes critical issues in both ocean fisheries and aquaculture and works with a range of stakeholders to find solutions that encourage greater sustainability in the seafood marketplace. Prior to joining Whole Foods Market, Ms. Brownstein worked as an independent consultant for a range of environmental NGOs and for five years as the research and outreach coordinator for the Blue Ocean Institute's seafood sustainability program. Ms. Brownstein has a Masters degree in Environmental Management from Duke University, where she focused on fisheries management.

## **FRÉDÉRIC BUSSON**

*FishBase project leader for the National Museum of Natural History (MNHN), Paris, France.*

Place of work: FishBase Consortium. Primarily in the Department of Aquatic Environments and Populations, MNHN, Paris, France, and with the FishBase team in Los Baños, Laguna, Philippines.

Marine biologist by training, specialized in ichthyology and databases for both marine and freshwater species. Participates in various field missions in French Guiana, New Caledonia and the Philippines as well as multidisciplinary oceanographic missions such as the CEAMARC survey off the Adelie Coast in Antarctica.

Together with Romain Causse, collection manager for ichthyology collections at the MNHN, they collaborate with the Center for Fishmongers' Training of Rungis (CFA) where they train students about the biology of commercial species. In 2010, they participate in the new program developed in collaboration with the CFA and Seafood Choices that encourages fishmarkets to provide sustainable options to customers.

FishBase: FishBase ([www.fishbase.org](http://www.fishbase.org)) is a free online database including 31,900 species of fish with reference data, photos or drawings and distribution maps. Information is searchable by common name (including 291,100 common names), genus, species or family. A variety of information is available from the database: country information, ecosystem, as well as different topic and tools, including identification keys, fishery data or a tool for diagnosing fish diseases.

## **JONATHAN M. CARTWRIGHT**

*Grand Chef, Relais & Châteaux*

PANEL: Gatekeepers to Cuisine Consciousness—Chefs Explore Their Influence on and Responsibility to Sustainability

Jonathan M. Cartwright, Grand Chef Relais & Châteaux, is a native of northern England and began cooking when he was 15 years old. Since then, his mastery of the culinary arts has taken him to some of the world's finest Relais & Châteaux properties including Blantyre in Lenox, Massachusetts, the Horned Dorset Primavera in Rincon, Puerto Rico and the Hotel Bareiss in the Black Forest region of Germany.

Cartwright joined The White Barn Inn Restaurant as sous chef in early 1994. Prior to his position at the Inn, Cartwright was the executive chef of the Horned Dorset Primavera. His training apprenticeships included positions at the Savoy Hotel in London where he studied under Anton Edelmann, Maître Chef de Cuisine. In 1989, during his tenure at the Savoy, he accompanied Edelmann to the Pierre Hotel, New York and the Four Seasons, Beverly Hills to assist with celebrations honoring the Savoy Hotel's 100th anniversary. In the spring of 1999, Cartwright recently enjoyed the honor only awarded to the country's greatest chefs by cooking at the prestigious James Beard House in New York City. In 1996, after two years as sous chef at The White Barn Inn, one of only three AAA Five Diamond restaurants in New England, Cartwright was named executive chef. In this capacity, Cartwright oversees all food and beverage operations of the 120-seat restaurant and the Inn's Wine Room, including daily menu planning, food purchasing and supervision of a 16-person kitchen staff.

## **ROBERT CLARK**

*Executive Chef, C Restaurant*

PANEL: Gatekeepers to Cuisine Consciousness—Chefs Explore Their Influence on and Responsibility to Sustainability

C Restaurant's Executive Chef Robert Clark began his culinary training at Ontario's George Brown College, graduating in 1982. Throughout his career he has trained with Canada's top chefs such as Jamie Kennedy, Michael Bonaccini and Mark Thuet. Clark now heads the culinary operations for Harry Kambolis' C Restaurant, Raincity Grill and NU Restaurant & Lounge.

Clark's belief in food is pure and simple: 'As chefs, our job is not only about serving great tasting food, but encouraging our staff and our guests to learn how to get sustainably produced food to the table.' Only quality, sustainable products from earth and sea are used as the building blocks of his cuisine. Rob was recently crowned the culinary champion at Vancouver's Gold Medal Plates—the coast-to-coast celebration of Canada's Olympic team.

## **HUGO CONTRERAS**

*Global General Manager, Cargill Animal Nutrition and Aquaculture*

SEMINAR: China's Seafood Marketplace—Our Common Future (Aquaculture and Feed Use in China)

Hugo Contreras is currently Global General Manager for Cargill's Animal Nutrition Aquaculture feed business. He is responsible for CAN aqua operations in Asia and the Americas. Hugo has been with Cargill for seven years and during this time he has lived and worked in Central America, Europe, Southeast Asia and North America under various capacities including: Sales and Marketing, Mergers and Acquisitions, Business Strategy formulation and implementations and General Management. Hugo has a MBA from The Darden School of Business at the University of Virginia. Before getting his MBA, Hugo worked in Sales & Marketing for Sigma Alimentos, one the largest packaged food companies in Mexico. Hugo has a degree in Chemical Engineering from Tecnológico de Monterrey. He is originally from Mexico and is married with two kids: Diego (6) and Andrea (4). He is an outdoor enthusiast, likes to travel and to spend time with his family.

## **ISABELLE CÔTÉ**

*Professor, Simon Fraser University*

### **PANEL: Linking Sustainable Seafood with Marine Spatial Planning**

Isabelle Côté is a Professor of Marine Ecology in the School of Biological Sciences at Simon Fraser University. She pioneered the use of meta-analysis to reconstruct ecological changes on coral reefs and measure the effectiveness of marine protected areas at enhancing fish and their habitats. She is actively involved in MPA issues in Canada, advising Parks Canada on National Marine Conservation Areas and serving on the Royal Society of Canada panel on ocean climate change and marine biodiversity. She was awarded the Marsh Award for Conservation Biology of the Zoological Society of London in 2009, for contributions of fundamental science to the conservation of animal species and habitats.

## **CHERYL DAHLE**

*Co-Founder, Future of Fish*

### **PANEL: Traceability—Why We Need it and What it's Going to Look Like in the Future**

A journalist and entrepreneur who has worked at the intersection of business and social change for more than a decade, Cheryl conceived and co-led the effort to found Future of Fish, an initiative to help the seafood industry respond creatively and responsibly to the threat of fish extinction by enabling multiple companies to 'co-entrepreneur' solutions to drive systemic change.

Prior to her work with fisheries, she was a director at Ashoka, where she distilled knowledge from the organization's network of 2,000 fellows to provide strategic insight to foundations and corporations. As a consultant, Dahle has served leading organizations in the space of hybrid business/social solutions, including Humanity United, Nike, the Robert Wood Johnson Foundation, the David and Lucile Packard Foundation and the Center for the Advancement of Social Entrepreneurship at Duke University.

Dahle spent 15 years reporting on social entrepreneurship and business for publications including Fast Company, The New York Times and CIO magazine. Before her work with non-profit organizations, she was part of an incubation and start-up team for which she helped secure \$12 million in venture funding to launch an online environmental magazine. Dahle also founded and led Fast Company magazine's Social Capitalist awards, a competition to surface top social entrepreneurs. As the project manager, she helped design an evaluation methodology to measure compelling models for change.

## **GUY DEAN**

*Vice President, Import/Export, CSO Albion Fisheries Ltd.*

### **WORKSHOP: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood**

Guy graduated from University of British Columbia with a B.Sc. in Marine Zoology and has been involved in the seafood industry for over 24 years. He started his seafood career involved in helping to operate an independent Salmon Farm and hatchery on the West Coast of Vancouver Island and has worked on fishing vessels in Canada and Australia and was a commercial diver and harvester in Japan. He worked for over 15 years in the Primary Processing side of the West coast Seafood industry—including stints in production, sales and management. Actively involved within the seafood industry, he is the Vice President for the WCSMPA (Western Canada Seafood Merchant and Processors Association) and a Director of CHMSF—(Canadian Highly Migratory Species Foundation)

Guy is currently the Vice President and Chief Sustainability Officer (CSO) of Albion Fisheries Ltd.—the largest seafood distributor in Western Canada (distributing to both Food Service and Retail) and is focused on procurement, special projects and sustainability initiatives.

## **XAVIER DESHAYES**

*Executive Chef, Ronald Regan Building and International Trade Center*

**PANEL: Gatekeepers to Cuisine Consciousness—Chefs Explore Their Influence on and Responsibility to Sustainability**

A native of Béziers, France, Xavier was born into the restaurant business. As a child, he was allowed to help in his family's restaurant kitchen, adding spices, stirring the sauces or creating new menu items. At the age of 18; Xavier started six years of culinary training to earn diplomas in both Catering Services Operations and Advanced Restaurant Operation for Hotel Management, in France. In 1989, Xavier traveled to California to pursue his culinary career working in restaurants such as the award winning San Ysidro Ranch's Stone House or Michel Richard's Citrus.

In 1994, he moved on to Four Seasons in Toronto as Restaurant Chef for the restaurant Truffles. Xavier caused Truffles to become the only restaurant in Canada to receive the coveted AAA/CAA Five-Diamond designation. He has also received accolades from Bon Appétit, Gourmet and Esquire Magazines. Since 2001, Xavier manages the catering for the myriad of functions held at the International Trade Center/Ronald Reagan Building, in Washington DC, which also includes managing the kitchen and catering events at the Supreme Court. While at the ITC/RRB Xavier has received prestigious guests such as former and present Presidents of the United States and their First Ladies, actors, singers, athletes, and world known journalists. In 2005, Xavier started to be involved with sustainable seafood when he became an advisor to the board director of National Marine Sanctuary Foundation. Ever since, Chef Xavier has been a fervent advocate to the cause by offering only sustainable seafood on his menus and by promoting sustainability anyway he can.

## **BILL DEWEY**

*Manager of Public Policy and Communications, Taylor Shellfish Company*

**PANEL: How the Seafood Industry Can Beat Ocean Acidification**

Since receiving his degree in shellfish biology from the University of Washington in 1981, Bill Dewey has worked 28 years as a shellfish farmer in Washington State. He is Manager of Public Policy and Communications for Taylor Shellfish Company, the largest producer of farmed shellfish in the country, and owns and operates his own manila clam farm in Samish Bay. Bill has taken an active role throughout his career on environmental and human health regulations as they affect the shellfish farming community. He serves on a number of boards and committees locally and nationally. In 2006 he was appointed by U.S. Commerce Secretary Carlos Gutierrez to serve on the National Oceanographic and Atmospheric Administration's (NOAA) Marine Fish Advisory Committee.

Also in 2006, the National Shellfisheries Association honored Bill with the David H. Wallace award in recognition of his service in promoting research, understanding and cooperation among shellfisheries scientists, culturists, managers, producers and regulators. In April, 2008 NOAA presented Bill with their Environmental Hero award in recognition of the thousands of hours he has dedicated over the last two decades to help develop and implement public policy that protects water quality, marine resources and supports sustainable aquaculture.

## **DR. ERIC DEWAILLY**

*Professor, Laval University*

**PANEL: Creating a Healthy and Sustainable Seafood Supply System**

Eric Dewailly is Professor of Social and Preventive Medicine at Laval University, Québec City, and Director of the Public Health Research Unit at the Laval University Medical Centre (CHUL-CHUQ). Originally from France, he received his MD and Ph.D. in toxicology from Lille, and a Master of Science in epidemiology from Laval. He is a specialist in public health (in both France and Canada). Prof. Dewailly is internationally recognized for his work among fishing communities, especially in the Arctic, dealing with risk assessment and risk management issues as well as nutritional outcomes. He has published more than 150 peer reviewed papers in exposure assessment, endocrine disrupting effects and seafood safety and nutrition. He is scientific director of the WHO Collaborating Centre in Environmental Health and co-director of the Nasivik Centre.

## **BILL DIMENTO**

*Corporate Director of Sustainability, High Liner Foods, Inc.*

PANEL: Sustainable Impacts, Sustainable Business—Reality and Vision

Bill DiMento oversees all of High Liner Foods' corporate-level sustainability initiatives, ensuring that the company is reducing its overall environmental footprint and complying with the strictest standards of seafood procurement. Under Bill's leadership, the company continues to strengthen its commitment to sustainable practices by increasing the amount of products that are certified sustainable and reducing packaging and food waste, as well as lowering energy and water usage across the company. Bill DiMento has held key positions at High Liner Foods, Inc., including Director of Quality Assurance and Regulatory Affairs, Director of International Food Safety and Regulatory Affairs, and most recently, Senior Director of Manufacturing and Regulatory Affairs. DiMento is a professional member of the Institute of Food Technologies, U.S. Representative to CODEX, and has been named chairman of the NFI Technical Committee. DiMento has been named to the Board of Directors for the International Association of Fish Inspectors and the Atlantic Fisheries Technology Conference.

## **DARCY DOBELL**

*Vice President, Pacific Region, WWF Canada*

PANEL: Linking Sustainable Seafood with Marine Spatial Planning

Darcy Dobell is Vice President of WWF-Canada's Pacific Region. As VP, Darcy cultivates and guides conservation programs that are firmly rooted in the Pacific region and backed by the strength of WWF's national and global networks. Darcy's professional career includes over 20 years of public service and consulting work, with a focus on strategic planning, communications, and facilitation to help multi-party ventures advance shared sustainability goals. Her academic background combines science and literature, and she has put both into practice in her work as author and editor of a number of science books and articles for young people. Darcy's love of the ocean keeps her close to the coast, and she currently lives in Vancouver with her family.

## **JOHN DUNCAN**

*Sustainable Fisheries Program Officer, WWF South Africa*

PANEL: Further Down the Line—Creating Sustainable Seafood Markets in Developing Countries

John Duncan is a program officer for WWF South Africa's Southern African Sustainable Seafood Initiative (SASSI) and has been with the program since 2008. His role revolves around working with local seafood restaurants, retailers and suppliers through partnerships between WWF and the industry. The focus of this work is conducting sustainability assessments with partners to help develop sustainable seafood business strategies.

Before joining WWF South Africa he studied a BSc in Zoology and completed his honors in Botany at the University of Cape Town and went on to study his MSC in Environmental Science, Policy and Management through the University of Manchester and the Central European University in Budapest, Hungary. His major areas of interest are environmental policy and the development of market incentives for responsible resource management and the socio-economic implications thereof.

## **DAN EDWARDS**

*Executive Director, Area A Crab Fishery*

PANEL: Is Environmental Sustainability Enough? Addressing the Social, Economic and Community Investment Needs of Fisheries and Their Participants

Third generation fishermen from B.C. living in Ucluelet on the west coast of Vancouver Island, participated in many small boat fisheries over the last forty years as an owner operator. Spent much of the nineties negotiating an Aquatic Management Board for the West Coast of Vancouver Island to bring forward a more responsive management framework

for aquatic resources in partnership with native and non-native communities. One of the architects of the Groundfish Integration process in B.C. presently owns a groundfish longliner with his son. A member of a license bank created with the help of Ecotrust Canada and the Moore foundation to help struggling small boat groundfish fishermen maintain their operations in B.C. A member of the General Executive Board of the UFAWU-CAW, Vice president of the Canadian Council of the Professional Fish Harvesters, a director in the B.C. Seafood Alliance, an interim member of the PNCIMA marine planning commercial fishing caucus, and presently employed as the Executive Director of the Area A Crab fishery, a Dungeness crab fishery based in Prince Rupert B.C. and primarily located in the Hecate Strait region of B.C.

## **NIGEL EDWARDS**

*Sustainability Director, Icelandic Group hf and Technical Director, Seachill, Icelandic Group UK*

PANEL: Responsibility Across Borders: New Ways of Working Across Sectors for Change in Europe

Nigel was appointed Technical Director of Seachill in 2007, and has represented both Icelandic Group and Seachill within various industry bodies including (eg AIPCE-CEP, GlobalGAP, and as chair of a thematic area within the European Aquaculture Technology and Innovation Platform). Nigel is part of the executive team at Seachill who have successfully launched the award winning Saucy Fish Co brand and has responsibility for technical standards, sustainability and product quality throughout their supply chains. Prior this appointment, he was the technical manager at Seachill from the day it was founded in 1998 and before Seachill held increasingly senior technical and development positions within Marr Foods (most recent), Hazlewoods, United Biscuits and the Mars group. Nigel is a member of the AIPCE-CEP sustainability committee and was a principle author of their Principles for Environmentally Responsible Fish Sourcing. He is also a member of the GlobalGAP Aquaculture Committee and the UK Food and Drink Federation Seafood Group Steering committee. He holds a BSC degree in fisheries science from Plymouth in the U.K..

## **MATTHEW ELLIOT**

*Environmental Consultant, California Environmental Associates*

PANEL: Salmon is Just the Tip of the Iceberg—Using New Science Tools to Assess the Current Trajectory of Marine Aquaculture

Matthew Elliott is an environmental consultant with California Environmental Associates (CEA). At CEA, Matt serves as the Director of Philanthropic Services, a practice focused at the nexus of environmental economics and conservation strategy. Matt has led several marine-related projects for foundations and NGOs, including various analyses of fisheries and aquaculture, MPA networks, certification, and new tools for conservation. Matt is also the Conservation Director of the Sea Change Investment Fund, a double-bottom line venture capital fund with a mission of promoting the sustainable seafood industry in North America. Prior to joining CEA, Matt worked and consulted for several conservation groups, including: Environmental Defense Fund, Natural Resources Defense Council, and the Monterey Bay Aquarium.

Matt holds a master's degree in Environmental Change and Management from Oxford University (with distinction) and a bachelor's degree in Environmental Science and Public Policy from Harvard University (summa cum laude, Phi Beta Kappa).

## **BARRY ESTABROOK**

*Freelance Journalist*

PANEL: Gatekeepers to Cuisine Consciousness—Chefs Explore Their Influence on and Responsibility to Sustainability

PANEL: Between the Deadline and the Deep Blue Sea—Journalists Talk about Reporting on the Sustainable Seafood Movement

A James Beard Award-winning journalist, Estabrook was a contributing editor at *Gourmet* magazine until its closure in 2009. In addition to editing and writing regular features on food politics, he helped compile three anthologies of articles from the magazine for Random House/Modern Library and originated and developed the editorial plan for *The Gourmet*

*Cookbook*. He was the founding editor of *Eating Well* magazine, co-founder of Chapters Publishing and was publisher at Houghton Mifflin Company, where he managed that company's cookbook and field guide lines. His work has also appeared in the New York Times 'Dining' section and the *New York Times Magazine*, *Men's Health*, *Saveur*, *Gastronomica*, *TheAtlantic.com* and many other national magazines, and he is the author of two crime novels published by St. Martin's Press. He has been anthologized in *The Best American Food Writing 2005, 2007, 2008 and 2010*. He was co-writer of Jacques Pépin's best-selling memoir *The Apprentice*. His book *Tomatoland*, an investigative look at industrial-scale tomato agriculture, will be published by Andrews McMeel in the summer of 2011.

## **DR. RICHARD A. FEELY**

*Senior Scientist, NOAA Pacific Marine Environmental Laboratory*

PANEL: How the Seafood Industry Can Combat Ocean Acidification

Dr. Richard A. Feely is a Senior Scientist at the NOAA Pacific Marine Environmental Laboratory in Seattle. He also holds an affiliate full professor faculty position at the University of Washington School of Oceanography. His major research areas are carbon cycling in the oceans and ocean acidification processes. He received a B.A. in chemistry from the University of St. Thomas, in St. Paul, Minnesota in 1969. He then earned both an M.S. degree (1971) and a Ph.D. degree (1974) in chemical oceanography at Texas A&M University. He is co-chair of the U.S. CLIVAR/CO2 Repeat Hydrography Program. He is also a member of the U.S. Carbon and Biochemistry Program. He is a member of the American Geophysical Union, the American Association for the Advancement of Science and the Oceanography Society. Dr. Feely has authored more than 200 refereed research publications. He was awarded the Department of Commerce Gold Award in 2006 and the 2007 Lowell Thomas Award for his pioneering research on ocean acidification. In 2007, Dr. Feely was elected to be a Fellow of the American Geophysical Union. In September 2010 Dr. Feely received a Heinz Award for his work on ocean acidification.

## **KATHLEEN FRITH**

*Assistant Director, Center for Health and the Global Environment, Harvard Medical School*

PANEL: Creating a Healthy and Sustainable Seafood Supply System

Kathleen is the Assistant Director of the Center for Health and the Global Environment at Harvard Medical School, an organization devoted to helping people understand how their health depends on a healthy environment. In addition to leading the Center overall, Kathleen oversees a project aimed at increasing awareness about the human health connections to the ocean environment by developing media, curriculum and exhibitry for educational institutions such as aquariums and museums. Kathleen also directs the Center's Healthy and Sustainable Food Program that educates the public about food, including seafood, that is healthy for humans and the environment. This program recently implemented the Harvard Community Garden in the heart of Harvard Square, a raised bed plot used by students and faculty university-wide. Kathleen is also working with National Geographic to help develop educational tools for seafood consumption and reaching out to the health community. Prior to joining the Center, Kathleen was the Public Information Officer for the Bermuda Biological Station for Research (now BIOS), a U.S. oceanographic institution in Bermuda. Kathleen holds a Bachelor's degree in marine biology from the University of California Santa Cruz and a Master's degree in science journalism from Boston University's Knight Center for Science Journalism. Kathleen fills advisory roles for a number of science education and communication projects, and has published articles in a variety of publications.

## **ANDY FURNER**

*Vice President, Marketing and Business Development, Trace Register*

PANEL: Traceability—Why We Need it and What it's Going to Look Like in the Future

Andy has primary responsibility for Trace Register's worldwide marketing and sales execution. Andy brings a wealth of technology and executive management experience to Trace Register. He has spent the past 20 years working in the information technology, telecommunications and consulting industries. He has held executive management positions with responsibility for profit and loss management, sales, marketing, and operations and has deep skills in strategy,

sales, business development and professional services. Andy has extensive international experience having held senior management positions for companies in the United States, Europe, and the Middle East. Prior to joining Trace Register, Andy was the Managing Director of a \$100m Middle East business unit for a global telecommunications company. He holds a Bachelor of Arts honors degree in Psychology from Manchester University, UK; and is a graduate of the Capgemini International Business School in France.

## **BRUNO GAUVAIN**

*Director, Fishmongers Apprentice School, Rungis, France*

**PRESENTATION: Succession Planning—Exploring International Approaches to Embed Sustainability in the Next Generation on the Demand Side**

Born in Paris in 1966, Bruno Gauvain chose to follow his ancestors' path, after finishing high school, he would be a fish vendor. Beginning in 1900, his great grandmother sold fish from a cart on the streets of Paris. In turn, his grandparents, parents, uncles, aunts and cousins have all worked in fish markets across the capital. In January of 1994, Bruno opened his own fish market in the Saint-Germain district in Paris. His products come exclusively from small-scale fisheries. At this time, Bruno gradually came to be aware of the fragility of the resource.

In 2000, the city of Paris rewarded him for his commercial dynamism and the quality of his products. His work has been publicized in the press and on television, where he often addresses the problems associated with aquaculture. In 2005, he left the trade to teach at the apprentice-training center for fish vendors in the International Market of Rungis. Bruno prepared for the competition One of the Best Craftsmen of France, which he won in 2007.

In 2008, with Seafood Choices, he set up awareness modules for the apprentices.

In 2010, he became the head of the school and runs the project A sustainable stall in collaboration with Seafood Choices and the National Museum of Natural History. This project strives to engage apprentices and master trainers in the gradual establishment of fish stalls that do not sell endangered species.

## **REBECCA GOLDBURG**

*Director of the Ocean Science Division, Pew Environment Group*

**SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption**

Rebecca Goldberg is the Director of the Ocean Science Division at the Pew Environment Group. Before joining Pew in October 2008, she was a senior scientist at the Environmental Defense Fund, a national nonprofit research and advocacy organization, where she worked for 20 years. One of her major areas of focus was scientific and public policy issues concerning fish farming, especially issues involving the massive use of wild caught fish in feed for farmed fish. She also worked to increase market demand for more sustainably produced seafood through partnerships with several major corporate purchasers of seafood.

Goldburg served on the Marine Aquaculture Task Force, established by the Woods Hole Oceanographic Institution and The Pew Charitable Trusts, which released recommendations concerning United States' aquaculture policy in January 2007. An author of numerous articles, she co-authored the Pew Oceans Commission's report on marine aquaculture. In addition, she has served on the advisory board to the Henry Luce Foundation's Environment Program, the National Academy of Science's Committee on Genetically Modified Pest-Protected Crops and the United States Department of Agriculture's National Organic Standards Board.

## **JOHN GOODLAD**

*Chairman, Shetland Catch & the Scottish Pelagic Sustainability Group*

**PRESENTATION: Delivering Sustainability in One of the World's Most Technically Powerful Fisheries**

John is Chairman of Shetland Catch (one of Europe's largest pelagic processing plants) and of Shetland Fish Products (a fish meal and oil plant). John is also Chairman of the Scottish Pelagic Sustainability Group—which represents the entire

Scottish pelagic industry. This group was established to promote the sustainable management of its pelagic fisheries. MSC certification has been awarded for its herring and mackerel fisheries. John is a member of the MSC Stakeholder Council and an Executive Committee member of the Association of Sustainable Fisheries.

Previously, John owned and managed his fish farming business for almost 20 years. Most recently, he established and expanded North Atlantic Sea Farms into one of the world's largest organic salmon farms before selling this company to the Greig Seafood Group of Norway in 2007. John was Chief Executive of Shetland Fishermen's Association and Shetland Fish Producers Organization from 1982 to 2002. He was the President of the Association of European Fish Producers Organizations from 2001 to 2005 and Vice President of the Scottish Fishermen. Federation from 1994 to 2001. He was also a board member of both the Sea Fish Industry Authority from 2000 to 2006 and Highlands and Islands Enterprise from 1994 to 2001.

## **DAVID GOULD**

*Member Support Manager, ISEAL Alliance*

PANEL: Sustainable Impact, Sustainable Business—Reality and Vision

David Gould is currently the Member Support Manager for the ISEAL Alliance. He is an expert in regulatory frameworks for sustainable production and has worked over the past 15 years in all facets of the supply chain from raw product to table. His experience involves field inspection, certification, accreditation, policy and standards setting, risk assessment, quality control systems, and consultation to private commercial companies, non-profit organisations including certification and accreditation bodies, and governmental agencies. He has trained producers, processors, traders, inspectors, certification officials, and government agents in topics related to sustainable production practices and establishment of regulatory systems for it, in North America, South America, Europe, Africa, Asia, the Middle East, and the South Pacific. David has extensive knowledge of organic, non-GMO, and fair trade systems and principles, as well as several years experience consulting to an Alaskan salmon fishing and marketing company, where he advised on quality control, traceability, certification, and product development. In the late 1990's he served on the USDA's National Organic Standards Board's special sub-committee on aquatic species.

David holds a degree in Life Sciences from the Massachusetts Institute of Technology. Following his studies, he spent a decade designing and executing a variety of alternative education systems for students aged kindergarten through adult. His current responsibilities require a mix of technical expertise, development of educational tools, and stakeholder engagement facilities for ISEAL's membership. He lives with his family in Portland, Oregon, United States, where he frequently enjoys the local delicacies of the ocean.

## **PAUL GREENBERG**

*Author*

PANEL: Responsibility without Borders—The Industry's Role in Conserving Bluefin

Paul Greenberg is the author of the New York Times best-seller 'Four Fish: The Future of the Last Wild Food' (Penguin Press, 2010) and a regular contributor to The New York Times Magazine, Book Review, and Opinion Page. He also writes for National Geographic Magazine, GQ, Vogue, and other publications. In the last four years, he has been a National Endowment for the Arts Literature Fellow, a W. K. Kellogg Foundation Food and Society Policy Fellow, and a writer-in-residence at the Bogliasco Foundation's Liguria Study Center near Genoa, Italy. His 2002 novel Leaving Katya (Putnam) was a Barnes & Noble Discover Great New Writers selection. Prior to becoming a full-time writer, Mr. Greenberg ran international television production and training programs for the nonprofit organization Internews. Working in the countries of the former Soviet Union and the former Yugoslavia, Greenberg designed and implemented journalism curricula for television and radio professionals and oversaw the production of conflict-resolution television series. A graduate in Russian Studies from Brown University, Mr. Greenberg speaks Russian and French.

## **IAN HAAG**

*Corporate Social Responsibility Director, Findus Group*

PANEL: Life Cycle Assessment for Farmed and Wild Seafood

Ian is Group CSR Director at Findus and supports the business to develop its CSR strategy and meet its sustainability commitments across all products and operations. Fish for Life defines and drives the Group's seafood sustainability and he works with the business to deliver against its ten Principles of Responsible Procurement. Previously Ian ran corporate responsibility at British Gas and as a consultant advised companies such as Wrigley UK, Shell, Eurostar and Virgin Mobile on their sustainability. He is the current Chair for the third year of the Climate Clinic, the UK grouping of environmental NGOs that coordinate activity at political party conferences, and established and chairs recycling and development charity TRAUD.

## **SCOTT HACKENBERG**

*Lending Manager, RSF Social Finance*

PANEL: Financing Change in Fisheries—Building Partnerships for Strategic Investment

Scott is a Lending Manager with RSF Social Finance, a San Francisco-based non-profit, where he helps identify, underwrite and monitor loans for RSF's Core Lending Program. Ranging in size from \$200,000 to \$5 million, RSF provides loans to nonprofit and for-profit organizations, which are dedicated to improving the well-being of society and the environment. Previously he worked for a venture debt firm focused on technology & alternative energy (TriplePoint Capital), served as Vice President to a food and consumer products focused private equity firm (Swander Pace Capital) and worked for The Blackstone Group in New York City.

One of RSF's core areas of lending focus is in the food and agriculture sector, where the organization has made several loans to organizations who are committed to addressing key social and ecological issues such as rural economic development, sustainable food production, local food systems & value-added processing. RSF's first loan in the sector was with the Farmers Conservation Alliance, an Oregon-based non-profit which creates a Farmers Screen, a self-cleaning screen which keeps stream water irrigation intake systems clear while protecting fish and reducing farmer's costs.

## **HAN HAN**

*Program Manager, Chinese Tilapia Aquaculture Improvement Partnership, Sustainable Fisheries Partnership*

SEMINAR: China's Seafood Marketplace—Our Common Future (Panel 1: Sustainable Seafood and China—How Do We Get There from Here?)

Han Han, Program Manager of Chinese Tilapia Aquaculture Improvement Partnership, leads and implements our Tilapia AIP projects in South China. Han has worked on environmental protection and conservation in China for many years as a research scientist as well as a program manager that coordinates international projects. Widely connected with local academia, NGOs, governments and industry, Han also provided market research consultancy to many foreign companies interested in China's environmental protection and renewable energy industries. Han has an M.S. in Environmental Science from Rutgers University, and is based in Guangzhou, China.

## **DR. RON HARDY**

*Director, Aquaculture Research Institute, University of Idaho*

SEMINAR: China's Seafood Marketplace—Our Common Future (Panel 2: Aquaculture and Feed Use in China)

Ron Hardy is Director of the Aquaculture Research Institute and the Hagerman Fish Culture Experiment Station, University of Idaho, and a Professor in the Department of Animal and Veterinary Sciences. He received his BS in Zoology (1969) and Ph.D. in Fisheries from the University of Washington (1979), and his MS in Animal Sciences/Nutrition from Washington State University (1973).

Dr. Hardy is an expert on aquaculture, fish nutrition and feed production technology, authoring over 250 scientific publications, book chapters and popular articles on these topics. He was Secretary of the World Aquaculture Society from 1997 to 2001, and Vice-President from 2001-2002. He served on the Committee on Animal Nutrition, National Research Council, National Academy of Sciences, and more recently on the National Agricultural Research, Extension, Education and Economics Advisory Board of the U.S. Department of Agriculture. He is co-author of *Fish Nutrition*, 3rd Edition, and editor of *Aquaculture Research*. His research interests include developing sustainable feed sources for the global aquaculture industry and expanding the use of genomics in fisheries research. He is currently chair of the National Research Council's committee that is revising 'Nutrient Requirements of Fish and Shrimp,' for the National Academy Press and the International Scientific Committee on Fish Nutrition and Feeding.

## **PER HEGGELUND**

*President, AquaSeed*

**PANEL: The Next Generation of Salmon Farming—Exploring the Business of Land-Based Closed-Containment Aquaculture**

Per Heggelund grew up in Andenes, a fishing community on the island of Andøya, some 200 miles above the Arctic Circle in Norway. There his family worked for generations in the seafood industry. Per moved to Seattle where he received an M.Sc. in Fisheries and Food Science and an MBA from the University of Washington. After graduation he taught at the University of Alaska, Anchorage and later served on the National Food Processor Association in Washington, DC.

Per started in the salmon aquaculture industry in 1980. He founded the AquaSeed Corporation in 1988. The company initially focused on salmon genetics and the unique pedigree breed Domsea Coho, acquired from Campbell Soup Company in 1991. AquaSeed also operated safety-net conservation programs for ESA listed Chinook.

In 2000 Per began to raise SweetSpring freshwater Coho based on the Domsea pedigree strain, at AquaSeed's Rochester, Washington facility. In early 2010 Monterey Bay Aquarium's Seafood Watch program ranked SweetSpring Coho as the first Super-Green raised salmon.

## **AARON HILL**

*Ecologist, Watershed Watch Salmon Society*

**PANEL: Wild Salmon Sustainability—Complexities and New Initiatives**

Aaron Hill is an ecologist with the Watershed Watch Salmon Society ([www.watershedwatch.ca](http://www.watershedwatch.ca)), where his work focuses on sustainability of salmon fisheries and conservation of salmon habitat. He holds a masters degree in biology and has worked extensively as a salmon biologist in BC. As a student he spent several summers working as a fisheries technician and observer for commercial salmon fisheries of all gear types. Aaron has been an active stakeholder participant in MSC certifications of BC salmon fisheries and an outspoken critic of the MSC process.

## **DR. MARK HOLLIDAY**

*Director, NOAA Fisheries Service Office of Policy*

**PANEL: Is Environmental Sustainability Enough? Addressing the Social, Economic and Community Investment Needs of Fisheries and Their Participants**

Since 2003 Dr. Holliday has served as the Director of the NOAA Fisheries Service Office of Policy, including assignment as Executive Director of NOAA's Catch Shares Task Force. His 26-year career with NOAA includes a career progression in the Office of Science and Technology as well as a detail as the Chief Financial Officer/Chief Administrative Officer. During his tenure he has helped organize or lead NOAA-wide strategic initiatives in the planning and formulation of budgets and policy, and created new operational programs in information technology, economics and other social sciences, observer programs and commercial and recreational fishery statistics. His training includes a wide range of disciplines, including fisheries biology and resource economics, having received his Ph.D. in marine studies from the University of Delaware.

## **MARK HUME**

*National Correspondent, The Globe and Mail*

**PANEL: Between the Deadline and the Deep Blue Sea—Journalists Talk About Reporting on the Sustainable Seafood Movement**

Mark Hume is a National Correspondent for The Globe and Mail, based in Vancouver, writing news and feature stories on a daily basis about his home province of British Columbia. His weekly column, which often challenges the orthodoxy on environmental issues, appears every Monday.

Born in Victoria, Mr. Hume has worked as a reporter for local dailies in Victoria, Vancouver, Edmonton and Ottawa. He spent three years based in Yellowknife, covering the Arctic, before returning to the West Coast where, as an investigative reporter for The Vancouver Sun, he wrote a series of more than 50 stories that exposed criminal activities tied to NDP fund raising. The scandal, which became known as ‘Bingogate,’ led to the conviction of a former cabinet minister for fraud and the political fallout caused the resignation of a premier. Mr. Hume also wrote a special 16-page newspaper supplement that explored the environmental threats facing Georgia Strait. He helped launch the National Post, serving as the founding Vancouver bureau chief, before joining The Globe in 2003.

He has won numerous national and provincial journalism awards and both the Haig-Brown and the B.C. Booksellers Choice prizes for two of his natural history books, *River of the Angry Moon* and *Birds of the Raincoast*.

## **NEEL INAMANDAR**

*Director, Verde Ventures Fund*

**PANEL: Financing Change in Fisheries—Building Partnerships for Strategic Investment**

An avid fisherman, Neel Inamdar has more than 20 years experience in successfully developing, financing, operating and marketing sustainable enterprises in some of the planet's most bio-diverse regions, representing private equity, owners, management and communities in different capacities.

A strong believer in the role of markets and finance in conservation, Neel now leads Conservation International's Verde Ventures Fund. The Fund contributes to building sustainable green economies by investing in small and medium sized businesses that are strategically placed to contribute to conserving Earth's biologically richest and most threatened areas. Sustainable fisheries are a specific target of the Fund.

## **JENNIFER JACQUET**

*Researcher, Sea Around Us, University of British Columbia*

**SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption**

Jennifer Jacquet is a post-doctoral research fellow with the Sea Around Us Project at the University of British Columbia. She researches market-based conservation initiatives related to seafood and other natural resources and her work has recently focused on the MSC's certification of capture fisheries.

## **MONICA JAIN**

*Founder and Director, Manta Consulting*

**PANEL: Financing Change in Fisheries—Building Partnerships for Strategic Investment**

Monica is the founder and director of Manta Consulting Inc. She started her career as a marine science before moving into the business and philanthropic spheres. She held the position of Marine Conservation Officer at the Avina Foundation for six years where she worked to support change leaders in conservation, business and social change throughout the Americas and Europe. She also has four years' experience in New Zealand working on philanthropic growth, marine policy and energy efficiency issues, building relationships between philanthropists, business leaders and conservationists.

She brings experience from venture capital, international banking and finance, and business planning to her work, having helped to grow over 200 small businesses and non-profit organizations from the ground up during the past 15 years. She currently works with a range of NGOs and corporate business partners on strategic projects related to business-nonprofit relationship building, structuring loan funds and other financing mechanisms and to advance other market-based incentives and programs that support sustainable fisheries.

Monica holds a B.Sc. from Stanford University (1985) and a MBA in finance and strategic management from the Wharton School (1990).

## **HOWARD M. JOHNSON**

*Director, Global Programs, Sustainable Fisheries Partnership*

PANEL: Control Documents and Other Supply Chain Tools for Combating IUU Fishing and Verifying Incremental Fishery Improvements

Howard M. Johnson is the Director of Global Programs for the Sustainable Fisheries Partnership and has over 35 years experience in all facets of the seafood industry. As a consultant, Howard has provided analysis on global seafood trends, planning, marketing and market research. His clients include major U.S. government and international agencies, financial institutions, non-governmental organizations, leading seafood corporations and commodity marketing organizations. He is the former editor and publisher of The Annual Report on the United States Seafood Industry, an authoritative reference on seafood trends. Howard also served on the MSC Technical Advisory Board and the Conservation Committee of the Sea Change Investment Fund LLC. In 2010 he was named a ‘Seafood Champion’ by Seafood Choices.

## **DICK JONES**

*Program Director, Americas, Sustainable Fisheries Partnership*

PANEL: Control Documents and Other Supply Chain Tools for Combating IUU Fishing and Verifying Incremental Fishery Improvements

Dick Jones is Program Director, Americas for the Sustainable Fisheries Partnership, a group that was founded in 2006 as an independent non-governmental organization focused on breaking new ground in the world of sustainable seafood and marine and freshwater conservation. He has been working on Gulf of Mexico and Gulf of California fisheries issues for several years and oversees SFP work in those regions. The vision of the organization is to enable leading private-sector stakeholders to become more pro-active in the management of “unsustainable” sources of seafood, to help put them on the path to sustainability. In many fisheries worldwide, improvements in the stock sustainability simply are not possible without private-sector leadership. Sustainable Fisheries Partnership fills a specific gap between industry and the marine conservation community.

## **ALAN JOYNSON**

*Certified Culinary Educator, Culinary Consultants*

PANEL: Gatekeepers to Cuisine Consciousness—Chefs Explore Their Influence on and Responsibility to Sustainability

Alan honed his culinary acumen during an apprenticeship in the South of France where he became fascinated in local cuisines and the Farmer’s Markets. He had started at a five-star restaurant after culinary school, in his native San Francisco, during the time when the local foods trend was just starting. Upon his return to the States, his desire to adapt menus to incorporate more local and sustainable products became his passion.

He then spent over a decade in Asia, living in Hong Kong, Bangkok and Guam managing large food production facilities providing food for Lufthansa, Japan, United, Garuda, Saudi Airlines, amongst a few, while learning about the cuisines of the peoples of South and Southeast Asia.

After marrying, he settled in the Seattle area where he taught college level Culinary Arts for 13 years, incorporating local and sustainable products into the instruction, through Community Supported Agriculture, local fishermen and ranchers. Alan, now a Certified Culinary Educator, and management consultant, continues to teach Culinary Arts and Hospitality Management while running a small consulting business, assisting others with training on sustainable food service concepts and practices throughout the Northwest.

## **HARRY KAMBOLIS**

*CEO, The Kambolis Group*

**WORKSHOP: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood**

Harry Kambolis owns and operates three independent restaurants in Vancouver, Raincity Grill (est. 1992), C Restaurant (est. 1997) and Nu (est. 2005).

In the early 1990s, Kambolis built relationships with local farmers and producers of quality ingredients and served and promoted what later became known as Pacific Northwest cuisine. He also supported British Columbian wines, a burgeoning industry at the time, long before it was in vogue. By offering wines only from B.C. and the American Northwest, and by having a formidable “wines by the glass” program, Kambolis developed a successful business model that later was emulated.

The opening of C Restaurant, in 1997, created another opportunity for Kambolis to demonstrate his commitment to regional bounty. The restaurant’s mandate was to look beyond the typically homogenized selection of seafood available on menus around the world. Kambolis, in tandem with his chefs Soren Fakstorp and Robert Clark, sourced and introduced about 60 local varieties of the highest quality seafoods, all of which were locally harvested. C Restaurant is credited with introducing and popularizing several B.C. seafoods (some back from extinction, some unfamiliar to the market), including geoduck, sablefish, pink salmon, and B.C. abalone.

Nu Restaurant + Lounge, which stands on stilts in the water of False Creek, close to C Restaurant, opened in 2005. It is a modern French bistro which embraces the sustainable, “farm to table” philosophies of both Raincity Grill and C. Enroute magazine voted it the Best New Restaurant in Canada not long after it opened.

Kambolis is the co-author, with Chef Robert Clark, of the cookbook “C Food”. He also publishes an e-newsletter titled Ethical Luxury, which features people, fashion, food and lifestyle that are committed to quality, luxury, and sustainability. He is also the partner in Greenscape Capital Group, a strategic capital, eco-friendly company.

## **GERALD KNECHT**

*President and Founder, North Atlantic, Inc.*

**PRESENTATION: The Coral Triangle Initiative—Coral Reefs, Fisheries and Food Security**

Gerald Knecht is the president and founder of North Atlantic, Inc. Presently his responsibilities include developing and implementing strategic vision and growth for the company. He is active in daily management and business development. He is the majority stock holder and an industry veteran with 28 years of operating experience in many segments of the seafood industry. He began his career in the seafood business in 1981 as a fleet operator of 5 large New England ground fish trawlers.

North Atlantic, Inc has been operating in S.E. Asia for 5 years. All of the supply chain development has been handled by Mr. Knecht. Recently Mr. Knecht has made a large commitment to Indonesia where he has established a foreign joint venture with P.T. Kelola Mina Laut. Also he is developing a program in the eastern part of the Indonesian Archipelago to help develop and certify six sustainable fisheries.

Mr. Knecht earned a Bachelor of Arts Degree from Bowdoin College in 1976 in Political Science. He has held many titles within the industry including President, New England Fisheries Development Foundation, Director, National Fisheries Institute, Director, Gulf of Maine Research Institute, Advisor, Food Marketing Institute Seafood Group, Founder, Lesser

Sunda Sustainable Fisheries Initiative.

## **DR. ALAN KNIGHT, OBE**

*Independent Advisor, The Virgin Group*

PANEL: Sustainable Impact, Sustainable Business—Reality and Vision

PRESENTATION: Nine Billion Sustainable Lives and Shopping—From Paradox to Solution

Alan has nearly 20 years' experience of working with global and national organizations advising them at board level on sustainable development. He helped create the Forest Stewardship Council, introduced the concept of 'choice editing' into the product policy debate and frequently lectures on sustainable lifestyles and product centric corporate sustainability. He is a visiting professor at the Exeter University Business School and a Senior Associate of the Cambridge Programme for Sustainability Leadership. Currently Alan is the independent advisor to the Virgin Group. He also runs the Virgin Earth Challenge (a US\$25 million prize for carbon sequestration). He has worked with companies as diverse as B&Q, Kingfisher, SABMiller, Coca Cola, Axa Insurance, Body Shop, the Alberta Oil Sands Industry and served on several Government Advisory roles. For nine years he was a commissioner in the Sustainable Development Commission.

He was awarded the OBE (Order of the British Empire) in June 1998 and in 2005 the U.S.-based Rainforest Alliance presented him with a lifelong award for his contribution towards finding solutions to rainforest destruction.

## **THOMAS J. KRAFT**

*Founder, Norpac Fisheries*

PANEL: Traceability—Why We Need It and What It's Going to Look Like in the Future

Thomas J. Kraft is the founder and operator of Norpac Fisheries based in Honolulu, Hawaii. He is a certified public accountant and holds a BA in Business Administration.

Norpac Fisheries Export has been instrumental in the continued development of the long line fishery in the Central and Western Pacific. In 2004 Norpac developed a comprehensive bar code system for tracking wild capture, allowing traceability from the vessel to the end consumer. In 2006 Norpac was recognized by the Hawaii State Senate as the Employer of the Year, for our employer practices and outreach to the community.

In 2007 Norpac established a Joint Venture with Luen Thai Fishing Venture (LTFV). LTFV is the largest operating long line fleet in the Western Pacific, with bases in Palau, Davao, Pohnpei and Majuro. This allows Norpac input and impact regarding fishing practices, gear use and policies in this region. Norpac remains committed to the ongoing development and implementation of environmentally responsible fishing gear, practices, data gathering and management.

## **JESSICA LANDMAN**

*Strategic Advisor, Marine and Fisheries Policy, WWF European Policy Office*

PANEL: Crossing Borders and Sectors for Sustainable Seafood

PANEL: Developing Policy for Resilience and Responsibility—How Can Governments Balance the Priorities?

Jessica Landman is Strategic Adviser for Marine and Fisheries Policy for WWF's European Policy Office in Brussels. WWF offices in many European countries are engaged in a Europe-wide campaign to reform the EU Common Fisheries Policy, and for the past two years Jessica has been leading that campaign. She is a lawyer with over twenty five years of experience in marine and freshwater conservation policy and advocacy.

## **JENNIFER LASH**

*Executive Director, Living Oceans Society*

PANEL: Linking Sustainable Seafood with Marine Spatial Planning

Jennifer Lash is the founder and Executive Director of Living Oceans Society. She has a degree on Public Policy and Administration from the University of Toronto. A life long love of the ocean led Jennifer to Australia where she spent 8 months diving on the Great Barrier Reef and 2 months working on a prawn trawler. As a result of witnessing the wonders of a protected marine ecosystem and the impacts of destructive fishing gear, Jennifer returned to Canada to find a ways to protect the oceans at home. In 1998 she established Living Oceans Society from her home in the coastal community of Sointula. Living Oceans Society is now the largest marine conservation organization in Canada.

## **DUNCAN LEADBITTER**

*Technical Director, Sustainable Fisheries Partnership*

SEMINAR: China's Seafood Marketplace—Our Common Future (Panel 2: Aquaculture and Feed Use in China)

Duncan Leadbitter is a director of Australia based fisheries and natural resource consulting company, Fish Matter, which he established in March of 2009. The role of Fish Matter is to provide practical advice to industry, government and NGOs regarding the sustainable use of fish and other aquatic natural resources. Over the past 20 years, Leadbitter has gained extensive experience in fisheries in Europe, Asia, North America and the Pacific. As an in-house consultant Leadbitter provides advice on a wide range of issues such as aquaculture feed fish fisheries, tunas and deep-water species, and liaises with seafood producers, NGOs and multilateral fisheries and aid bodies.

Previously, Leadbitter was International Fisheries Director for the Marine Stewardship Council, which he joined in 2000. In 2002 became responsible for developing and managing the MSC's Asia Pacific region. He also served as the Executive Director of Ocean Watch Australia, worked for the fisheries agency in New South Wales, Australia and in the private sector as an environmental consultant. Mr. Leadbitter was the Deputy Director of the Australian Seafood Industry Council and held a number of positions on federal and state based natural resource and biodiversity advisory councils. Until recently he chaired the national Squid Management Advisory Committee for the Australian Fisheries Management Authority.

## **DANIEL LEE**

*BPA Standards Coordinator, Global Aquaculture Alliance*

PANEL: Life Cycle Assessment for Farmed and Wild Seafood

Daniel Lee is an aquaculture specialist with expertise in the design, implementation and management of new projects. He has been GAA's Best Aquaculture Practices standards coordinator since the program's inception seven years ago. The multilingual aquaculturist works closely with the BAP Standards Oversight Committee and helps guide and coordinate among technical committees.

Lee also manages aquaculture research projects for the Centre for Applied Marine Sciences at Bangor University in the United Kingdom, where his main interests lie in understanding the environmental impacts of tropical aquaculture operations as well as developing systems with minimal impacts. He co-wrote the textbook *Crustacean Farming, Ranching and Culture*.

## **DR. GEORGE LEONARD**

*Director, Aquaculture Program, Ocean Conservancy*

PANEL: Salmon is Just the Tip of the Iceberg—Using New Science Tools to Assess the Current Trajectory of Marine Aquaculture

George Leonard is the Director of Ocean Conservancy's Aquaculture Program where he works to ensure that U.S. aquaculture develops under strong environmental standards. In particular, his work is currently focused on legislative activities surrounding the development of open ocean aquaculture in state and federal waters. From 2002 to 2007, he was the Senior Science Manager for Monterey Bay Aquarium's Seafood Watch program where he was responsible for overseeing the research and analysis of capture fisheries and aquaculture practices related to the development of sustainability recommendations for the public and businesses. These recommendations were presented in the form of regional, wallet-sized pocket guides for consumers as well as sourcing guidance for major seafood buyers. George holds a Ph.D. in ecology and evolutionary biology from Brown University and a M.S. in Marine Science from Moss Landing Marine Laboratories. Before joining Seafood Watch in early 2002, he was the Program Manager for COMPASS (the Communication Partnership for Science and the Sea) where he helped communicate emerging marine conservation science to policy makers, NGOs and resource managers.

## **CLARE LESCHIN-HOAR**

*Journalist*

**PANEL: Between the Deadline and the Deep Blue Sea—Journalists Talk About Reporting on the Sustainable Seafood Movement**

Journalist Clare Leschin-Hoar has written about the issues surrounding sustainable seafood for a broad array of publications including The Wall Street Journal, The Christian Science Monitor, The Boston Globe, ScientificAmerican.com, Eating Well magazine, edibleBoston, National Culinary Review, Seafood Business and many more. She covers the seafood beat for AOL's Slashfood.com, which draws 3.5 million visitors a month. From Whole Food's color-coded fish counters, to the BP oil spill and seafood safety, Clare's stories frequently focus on the tangle of information consumers are caught in while they stand in front of their fish counters.

## **RICH LINCOLN**

*Director, State of the Salmon*

**PANEL: Wild Salmon Sustainability—Complexities and New Initiatives**

Rich has 33 years of varied experience in fisheries research, management, and policy in the Pacific Northwest as well as working on global fisheries sustainability. A graduate of the University of Michigan, a central focus of his career has been promoting the use of best available science in sound resource management decision-making. Prior to joining the Wild Salmon Center Rich was International Policy Director with the Marine Stewardship Council in London, UK. Other past roles have included bi-lateral chair of the Pacific Salmon Commission's Fraser Panel under the U.S.-Canada Salmon Treaty, leading development of Washington State's Wild Salmonid Policy and Wild Stock Initiative, and developing cooperative management arrangements with Northwest treaty Indian tribes. Rich has a strong history of involvement and leadership in salmonid research programs including hatchery supplementation, freshwater productivity evaluation, and development and application of salmonid stock identification techniques to improved fishery management. Rich's diverse skills and experiences collaborating with salmon researchers, policy makers, and managers around the Pacific Rim create a great fit for leading the State of the Salmon Program.

## **JACK LUI**

*President, ZF America*

**SEMINAR: China's Seafood Marketplace—Our Common Future (Sustainable Seafood and China—How Do We Get There from Here?)**

Jack Liu is the President of ZF America, which is the marketing and sales arm of Dalian, China-based Zhangzidao Fishery Group. Prior to joining ZF Group, he was the president of Ocean Max International Inc., a seafood importer/exporter.

## **CHIEF ANNE MACK**

*Cultural and Programs Manager, Toquaht Nation*

**PANEL: The Next Generation of Salmon Farming—Exploring the Business of Land-Based Closed-Containment Aquaculture**

Anne Mack, Cultural and Programs Manager for Toquaht Nation for 10 years, was also one of the key negotiators for Toquaht, one of the five participating Nations of the Maanulth Treaty Table since 2003. She will, under the Maanulth Treaty, April 01, 2011, take on the position of Director of Operations for Toquaht Nation. Anne has a Bachelor of Arts degree in Sociology and Anthropology from Simon Fraser University. She has been traditionally seated by her father, Chief Bert Mack, Deets-kee-sup, to take his place as Hereditary Chief in January of 2009.

Anne's passion is to learn her traditional language and continues with her language group to produce language resources for classroom use and for many of our members who would like to learn when they return to their traditional territory. The vision of Toquaht is to 'bring people home to a land that can sustain them' as we did for centuries. In these modern times, following the economic trends of fishing and logging, didn't prove to be sustainable. Our lands pose great potential, and we, as a new governing Nation must strive to develop this sustainability within our region. We want 'community' and that is the priority being developed through our land use and economic plans for our traditional territory.

## **DR. PATRICIA MAJLUF**

*Founder and Director, Center for Environmental Sustainability of the Cayetano Heredia University*

**SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption**

Dr. Patricia Majluf is the Founder and Director of the Center for Environmental Sustainability of the Cayetano Heredia University (UPCH) in Lima, Peru. She obtained her degree in Biology at the UPCH (1980) and Ph.D. in Zoology at the University of Cambridge, UK (1988). Since 1982, she has directed the longest running research program in coastal Peru, studying the impacts of El Niño and fisheries on marine wildlife populations. From 1996 she has led marine conservation efforts in Peru, promoting the establishment of marine protected areas and developing public awareness of the ecosystem and socio-economic impacts of the industrial anchoveta (*Engraulis ringens*) fisheries, as part of an ongoing effort to develop the necessary enabling conditions for the implementation of ecosystem-based management for the Humboldt Upwelling Ecosystem. Her most successful initiative has recently led to a nation-wide increase in direct consumption of Anchovetas, the keystone species in this ecosystem, which is extracted in large volumes and is primarily reduced and exported as feed for aquaculture and industrial animal production systems. For her work in marine conservation she has obtained the Charlotte Wyman Award for Women in Conservation, Lindbergh Award, Whitley Gold Award, Guggenheim Fellowship and Marlin Perkins' Conservation Award this year

## **MICHAEL MCNICHOLAS**

*Operations and Quality Control Manager, Sales and Marketing Executive, Uoriki Fresh, Inc.*

**PANEL: Traceability—Why We Need It and What It's Going to Look Like in the Future.**

In 1986 together with a business partner, Michael began a trading company specializing in the design and development of electronic peripherals, which were sourced in Asia. In 1996, having grown the company to become the leader in their sector with distribution around the world, Michael sold his share holding. Soon after, he was approached by the market development arm of the Irish government (Enterprise Ireland) to spearhead their export sales program in the U.S.. He had primary responsibility for developing export sales for all consumer and industrial product companies.

Here he found his true passion. With the Irish seafood suppliers and an American retailer he developed the first-ever national organic seafood program in the United States. In 2004, on completion of his contract with Enterprise Ireland he dedicated himself to bringing sustainable seafood to the U.S. retail environment.

In 2007, he joined the company that is considered Japan's premier fishmonger. His role within the company is broad and includes management of operations and quality standards. His first step with the company was to prepare it for third party audit, which he completed in just three months. Today he manages relationships with key retail and restaurant accounts across the country and continues to pursue his passion for pure product, quality and transparency.

## **LISA MONZÓN**

*Program Officer, David and Lucile Packard Foundation*

### **PANEL: Financing Change in Fisheries—Building Partnerships for Strategic Investment**

Lisa Monzón serves as the Program Officer for the David and Lucile Packard Foundation's Marine Fisheries Program. The Foundation is a U.S. based private foundation that has supported several areas of conservation activities with a significant emphasis on ocean health and marine conservation. The Marine Fisheries program works to conserve and restore marine fish populations and their ecosystems, and to establish a sustainable relationship between those ecosystems and the people who use them. In her role, Lisa manages strategy development, partnerships with grantees, organizational effectiveness and performance, constituent building and innovation explorations, and program impact and assessments.

Lisa brings more than 15 years of experience in strategy, organizational development and performance management, capacity-building, fundraising, and in-depth research from both the corporate and nonprofit sectors through her work with Borders Group, Inc., Deloitte Consulting, Goldman Sachs, and The Nature Conservancy. She has developed and led teams, designed various stakeholder partnerships, and coached and mentored staff. Earlier in her career, Lisa conducted research for the Inter-American Development Bank and the World Bank in Washington, D.C., to evaluate indigenous relocation programs and identify global mechanisms for carbon sequestration. Much of her earlier conservation experience has been focused in Latin America and Mexico, in particular.

Lisa graduated from Stanford University with a B.A. in international relations and attended graduate school at University of Michigan's Erb Institute for Global Sustainable Enterprise, a dual MBA/MS program. She serves on the Conservation Committee of the SeaChange Investment Fund and on the Alumni Admissions Committee for the Ross School of Business at the University of Michigan.

## **GEOFFREY MULDOON**

*Strategy Leader of the Coral Triangle Programme, WWF*

### **Panel: Further Down the Line: Creating Sustainable Seafood Markets in Developing Nations**

Geoffrey comes to the Coral Triangle Program with an academic background in economics. He has worked in the fisheries sector within South-east Asia since 2002, while completing his PhD in Fisheries Economics.

His background is varied having worked with the NGO sector on market-based initiatives that promote sustainability in fisheries and with government agencies undertaking market, trade and economic analyses on coral reef fisheries. Geoffrey began working with WWF in 2006, examining the live reef fish trade within the Sulu-Sulawesi Marine Ecoregion before being appointed strategy leader for the live reef food fish trade sub-initiative of the Coral Triangle programme. Geoffrey coordinates a suite of LRFT activities across the Coral Triangle working on diverse issues (industry roundtables, full-cycle mariculture, consumers, partnership development between government and private sector and understanding and redressing ecosystem impacts) and working closely with all CT countries as well as those such as Hong Kong and Singapore whose footprint extends into the region.

More recently his focus has shifted beyond live reef food fish to encompass coastal small-scale fisheries generally and the application of market-based approaches outside the traditional certification frameworks that can incentivise fishers to incrementally improve their fishing practices, particularly given the role of developing countries in the global seafood trade. While recognizing the importance of seafood trade to millions of people in the region, for Geoffrey the biggest challenge is assisting stakeholders to recognize the problem and facilitating gradual improvement multi-stakeholder, multi-lateral solutions.

## **JUDI L. MURDOCK**

*Controller, Kwik'pak Fisheries*

PANEL: Traceability—Why We Need It and What It's Going to Look Like in the Future

Alutiq Alaska Native and member of the Koniag Native Corporation having 26 years of production, accounting, marketing and retail knowledge and experience in the Southeast, Prince William Sound, Cook Inlet and Lower Yukon Delta areas working with Alaska State shrimp, crab, whitefish and arctic lamprey fisheries as well as Federal salmon, halibut, pacific cod and black cod fisheries. Kwik'pak Fisheries is a subsidiary of the Community Development Quota (CDQ) nonprofit organization Yukon Delta Fisheries Development Corporation (YDFDA) supporting the economy of Yupik Eskimo villages on the Lower Yukon River. Member of Fair Trade Federation and partner of FishWise programs. Implementing salmon traceability through Trace Register systems since June 2009.

## **ROSAMOND LEE NAYLOR**

*Director, Food Security and the Environment Program, Stanford University*

SEMINAR: China's Seafood Marketplace—Our Common Future (Aquaculture and Feed Use in China)

Rosamond Lee Naylor is the Director of the Program on Food Security and the Environment, the William Wrigley Senior Fellow at the Freeman-Spogli Institute for International Studies and the Woods Institute of the Environment, and a Professor of Environmental Earth Systems Science at Stanford University. Naylor received her B.A. in Economics and Environmental Studies from the University of Colorado, her M.Sc. in Economics from the London School of Economics, and her Ph.D. in applied economics from Stanford University. Her research focuses on the environmental and equity dimensions of intensive fish, livestock, and crop production worldwide. Naylor has been an author on a number of interdisciplinary science and policy papers on marine aquaculture, and she has been engaged in discussions and hearings on emerging legislation at the California state and federal levels. She currently has aquaculture research projects in China and Chile. Naylor was named Fellow in the Aldo Leopold Leadership Program in Environmental Sciences in 1999 and Pew Fellow in Conservation and the Environment in 1994. She has been on the advisory committee of the Pew Charitable Trust's Pew Marine Fellows Program and is a member of the U.S. National Academy's Pacific Science Association.

## **ANTHONY NICALO**

*CEO and Founder, FoodTree*

PANEL: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood

Anthony Nicalo has spent his career as a chef and entrepreneur dedicated to the notion that story should be a key ingredient in everything we consume. Every business he turns his hand to celebrates provenance—from provenir (Fr.) 'the origin or source of something'—as the heart of what makes things good. He began scouting local flavor as a chef in locations from Hawaii to Italy. This focus on ingredients extends to Inevitable Table, where clients access a range of services designed to provide them with clean, healthy foods. Through Farmstead Wines, Anthony shares the passion of wine making farmers. Anthony parlays a love of functional, eco-friendly design into chemical-free chef's apparel at Dajoji. Now Anthony is pouring that same passion for ethical sourcing into Foodtree, where his goal is to make all information about food open and transparent.

## **DR. JOHN NIGHTINGALE**

*President and CEO, Vancouver Aquarium*

PANEL: Role of Aquariums in Impacting Consumer Behavior

Dr. Nightingale has been the President and CEO of the Vancouver Aquarium since 1993. A professional biologist and educator, Dr. Nightingale has been responsible for the development and operation of some of the world's best aquariums, and aquarium programs. Coming to the Vancouver Aquarium from the Wildlife Conservation Society's New York

Aquarium, he began his career as the founding General Curator at the Seattle Aquarium. In addition, he helped found the Oregon Coast Aquarium, Maui Ocean Centre, and Shark Reef in Las Vegas.

During his 17 years at the Vancouver Aquarium, Dr. Nightingale has guided the Aquarium's international leadership in research, conservation, new communications and public engagement. The Vancouver Aquarium is now one of the 'greenest' cultural institutions in Canada, and is the only financially self-sufficient institution operating without an annual subsidy from government.

## **CHRIS NINNES**

*Deputy CEO, Marine Stewardship Council*

PANEL: Sustainable Impact, Sustainable Business—Reality and Vision

PANEL: Wild Salmon Sustainability—Complexities and New Initiatives

Chris Ninnnes is the Deputy CEO of the Marine Stewardship Council. He holds a B.Sc. in Biology, as well as a Postgraduate Diploma in Tropical Fisheries Management, and an Mphil degree in Zoology. Chris' role is to contribute to the collective management and strategic development of the organisation, providing cross-organisational support to the CEO, deputising for the CEO and the promotion and representation of the organisation at the most senior levels across key stakeholder audiences internationally. Chris was Vice President of MRAG Americas, a subsidiary of MRAG Ltd—a leading consulting firm dedicated to promoting sustainable utilisation of natural resources. He has over 25 years of experience in natural resource and aquatic environment-related management and development in 30 countries and territories, including the Turks and Caicos Islands, St Helena, Sudan and Kenya, where he began his career.

## **DR. YEMI OLORUNTUYI**

*Program Manager, Developing World Fisheries, Marine Stewardship Council*

PANEL: Further Down the Line: Creating Sustainable Seafood Markets in Developing Countries

Dr. Yemi Oloruntuyi is Programme Manager for Developing World Fisheries at the Marine Stewardship Council (MSC), United Kingdom. She has been with the Marine Stewardship Council since 2000.

Her role within the MSC is leading the implementation of the Developing World Fisheries Program strategy, including promoting the participation of developing countries in the MSC's certification program, and evaluation, development and implementation of policies to ensure the MSC program is more applicable to developing countries. Before joining the MSC she was involved in fisheries research and training in Nigeria, where she worked on issues related to fisheries resource management, aquaculture and environmental impact for a period spanning over 10 years.

## **JULIE PACKARD**

*Founding Executive Director, Monterey Bay Aquarium*

PANEL: The Role of Aquariums in Impacting Consumer Behavior

Julie Packard is a marine biologist and founding executive director of the Monterey Bay Aquarium—the first major public aquarium dedicated to interpreting marine life of a single region. Julie has served as the Aquarium's Executive Director since its opening and has led the institution through its first 26 years of hosting over 47 million visitors, almost 2 million free school group visitors, and a series of new exhibitions and conservation and science initiatives. Today, the Monterey Bay Aquarium is widely acknowledged as a leader among aquariums worldwide. With a mission to 'inspire conservation of the oceans,' it has expanded the public's world view by bringing new animals to light—from jellies to deep sea animals to the open sea. Through its Center for the Future of the Oceans, the Aquarium also advocates for sound conservation policy, including marine protected areas and a comprehensive overhaul of national ocean policy. Among numerous other honors, she received the 1998 Audubon Medal for Conservation; the California Coastal Commission's 2009 Ocean Heroes Award; and, in 2010 was presented with the National Marine Sanctuary Foundation's Lifetime Achievement Award for her commitment to ocean sustainability and leadership.

## **DR. GURO MELDRE PEDERSEN**

*Global Seafood Coordinator, Det Norske Veritas*

**PANEL: Control Documents and Other Supply Chain Tools for Combating IUU Fishing and Verifying Incremental Fishery Improvements**

Dr. Guro Meldre Pedersen is the Global Seafood Coordinator of Det Norske Veritas (DNV), an independent certification body with offices in more than 100 countries. Before joining DNV, Guro spent eight years at a private research institute working with marine biotechnology. She joined DNV working with research and innovation to support existing and develop new risk management services for DNV customers within the global seafood industry. Key topics were sustainability, traceability and verification. As part of this job, she led a DNV project investigating feasibility for harmonization of aquaculture standards. In the current position as Global Seafood Coordinator for DNV's certification services, her focus is on risk management and verification of claims through standards targeting seafood sourcing and production.

## **DR. DON PEPPER**

*Executive Director, Canadian Pacific Sardine Association*

**SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption**

Don Pepper is the Executive Director of the Canadian Pacific Sardine Association (CPSA). He received his Ph.D. in fisheries economics from the University of Wales Institute of Technology (Cardiff). His fishing career started early in Alert Bay, British Columbia and resumed in 1980. He was instrumental in setting up the CPSA and worked for ten years on one of the first Canadian vessels fishing Pacific sardines. He has been a government official and educator.

## **SERGIO ALEJANDRO PEREZ VALENCIA**

*Small-Scale Fisheries Consultant, Centro Intercultural de Estudios de Desiertos y Océanos, A.C.*

**PANEL: Is Environmental Sustainability Enough? Addressing the Social, Economic and Community Needs of Fisheries and Their Participants**

Since 2007 Sergio has been involved in activities designed to guide a geoduck emerging fishery in the upper Gulf of California toward sustainability. The strategy includes monitoring and research for determining biological reference points and assessing the environmental impacts of the fishery; encouraging the creation of informal and formal co-management instruments; establishing clear resource property rights; and the creation of formal institutions that give market incentives for compliance with regulations. He sees the 2011 Seafood Summit in Vancouver as an opportunity to create direct contact with buyers from the final markets and reduce the number of intermediates between the fishermen and the consumers. This can help accomplish his objectives and therefore contribute to the formation of a responsible fishery in a region where the typical pattern has been the development and then collapse of most small-scale fisheries.

## **DR. SAMANTHA PETERSEN**

*Manager, Responsible Fisheries Program, WWF South Africa*

**PANEL: Further Down the Line—Creating Sustainable Seafood Markets in Developing Countries**

Samantha developed and managed the WWF Responsible Fisheries Program since its inception in February 2007, an initiative of WWF South Africa, which aims to facilitate the implementation of an Ecosystem Approach to Fisheries management (EAF) in Southern Africa. In 2009 the RFP merged with its sister program, the Southern African Sustainable Seafood Initiative (SASSI), to form the new WWF Sustainable Fisheries, a portfolio, which she now manages.

Prior to joining WWF South Africa, Samantha managed BirdLife International's Southern African Seabird Program from April 2003 until February 2007. The program focused on the by catch of seabirds, turtles and sharks in longline and trawl fisheries in South Africa, Namibia and Angola. This experience gave Samantha practical experience in the implementation

of ecosystem principles at the level of resource managers, fishers, fisheries support programs (e.g. the observer program), and the public. Samantha received a BSc honors degree in Marine biology with distinction from the University of Cape Town in December 2003 and completed her doctorate in February 2008. She has received a national and an international award, which recognizes her contribution to conservation.

## **DR. ELLEN K. PIKITCH**

*Professor, School of Marine and Atmospheric Sciences, Stony Brooke University*

**SEMINAR: For the Future of Fishmeal and Fish Oil—Managing Forage Fisheries**

Ellen K. Pikitch, is a Professor at the School of Marine and Atmospheric Sciences at Stony Brook University, and executive director of the Institute for Ocean Conservation Science. Pikitch is an internationally recognized expert in fisheries sustainability and ocean conservation research. Her contributions span the gamut from basic science innovations to domestic and international policy change. She has authored or edited more than 100 articles and books on fisheries science and management.

After earning her Ph.D. in Zoology from Indiana University in 1983, she spent 13 years in academia, ultimately rising through the ranks to direct the Fisheries Research Institute at the University of Washington. She then moved to the Wildlife Conservation Society in New York, where she founded and directed the Society's Marine Conservation Program, building the enterprise to span four oceans in 19 countries around the globe. Pikitch's work at the critical nexus of ocean science and policy has been recognized through awards for scholarship, conservation, communication and public education. Pikitch has served on many high-level scientific panels, including President Clinton's Panel on Ocean Exploration and the UN Task Force on Environmental Sustainability; she currently chairs the Lenfest Forage Fish Task Force.

## **DR. MARK POWELL**

*Global Seafood Leader, WWF International*

**PANEL: Further Down the Line—Creating Sustainable Seafood Markets in Developing Countries**

Dr. Mark Powell is Global Seafood Leader for WWF international. In this role, he works with WWF staff, seafood businesses, fishery managers, and others around the world on advancing sustainable fisheries and sustainable aquaculture, supporting the development of markets for sustainable seafood, and uniting seafood markets work with WWF's ocean conservation programs. Prior to joining WWF, Powell developed and led fish conservation and sustainable seafood programs for Ocean Conservancy for 10 years, including working with governments, NGOs, businesses, and individuals. Previously, he ran a consulting business focused on managing fish and watersheds with clients that included governments, businesses, and NGOs. Powell earned his Ph.D. from the University of California, San Diego, while working at the Scripps Institution of Oceanography. He has worked as an Assistant Professor of Marine Sciences at the University of Connecticut, and as a postdoctoral researcher at the Hopkins Marine Station and Bodega Marine Laboratory.

## **PETER REDMAYNE**

*President, Sea Fare Group*

**SEMINAR: China's Seafood Marketplace—Our Common Future (Panel 1: Sustainable Seafood and China: How Do We Get There from Here?)**

Mr. Redmayne is president of the Sea Fare Group, a sales and market-consulting firm and Sea Fare Expositions, Inc., an international trade show management company, which organizes China Fisheries & Seafood Expo, Asia's largest seafood show. In addition, Mr. Redmayne, who is based in Seattle, was the founding editor and publisher of Seafood Leader and Simply Seafood magazines, two respected seafood trade and consumer publications.

An acknowledged authority on international seafood production and market trends, Mr. Redmayne has traveled to dozens of seafood-producing countries throughout the world and completed a wide variety of seafood marketing and research

projects. He graduated from the University of Pennsylvania and has a Masters of Marine Affairs from the University of Rhode Island.

The Sea Fare Group currently consults with a number of NGOs on how to effectively engage the seafood industry on sustainability issues and organizes the annual Sustainable Seafood Forum at China Fisheries & Seafood Expo.

## **MICHAEL RENWICK**

*Executive Director, British Columbia Dogfish Hook and Line Industry Association*

### **PANEL: Linking Sustainable Seafood with Marine Spatial Planning**

Michael Renwick is Executive Director of the British Columbia Dogfish Hook & Line Industry Association, representing both fishermen and processors in the BC dogfish fishery and close to 100% of BC's production of dogfish products for the EU and Asian markets. With the support of members and other stakeholders, the fishery is in the midst of MSC certification, with a hopeful successful outcome in 2011, making this fishery the first shark fishery sustainably certified in the world.

Mr. Renwick has been involved in the BC and international seafood industry for over 40 years. Through his consulting practice, Renwick & Associates, he also manages an organic fish fertilizer manufacturing and marketing business—Great Pacific Bioproducts. Dogfish waste products are a key ingredient, making a significant addition to the BC dogfish fishery sustainability footprint.

## **DR. JOHN REYNOLDS**

*Professor, Simon Fraser University*

### **PANEL: Wild Salmon Sustainability—Complexities and New Initiatives**

Dr. John Reynolds is a Professor at Simon Fraser University, where he holds the Tom Buell BC Leadership Chair in Salmon Conservation and Management. His research focuses on understanding connections between salmon and their ecosystems, emphasizing implications for conservation and sustainability. This includes research on numerous streams in both the Fraser Basin and in the Great Bear Rainforest. Dr. Reynolds has held a wide range of scientific advisory positions, including the BC Pacific Salmon Forum and the Skeena Independent Science Review Panel. He currently serves on the Boards of the Vancouver Aquarium and the Fraser River Sturgeon Conservation Society and has testified before the Cohen Commission of Enquiry into Fraser sockeye salmon. He has published five books and over 150 scientific articles on a wide range of topics in ecology and conservation. He has won several awards for his research, as well as the 2010 President's Award from Simon Fraser University for media relations.

## **DR. BRIAN RIDDELL**

*CEO & President, Pacific Salmon Foundation*

### **PANEL: Developing Policy for Resilience and Responsibility—How Can Governments Balance the Priorities?**

Dr. Riddell comes to PSF with a PhD from McGill University and as former Division Head, Salmon and Freshwater Ecosystems, Science Branch, Department of Fisheries and Oceans, Pacific Biological Station based in Nanaimo, BC. Brian is one of Canada's most respected and decorated salmon researchers and managers. His current committee appointments include: Canadian member, North Pacific Anadromous Fish Commission, and a long association with the negotiation and implementation of the Pacific Salmon Treaty; invited member of the Advisory Board for the SFU Leadership on Salmon Conservation and Management Appointee to the Scientific Advisory Committee of the B.C. Pacific Salmon Forum (Hon. John Fraser chair). Dr. Riddell has received numerous awards for his work in salmon conservation and management. These include: Canada Medal (125 Year Commemorative Medal) for citizenship in the community and contributions to the conservation of Pacific salmon, and the Public Service of Canada; Public Service Distinction Award for development of 'Canada's Policy for Conservation of Wild Pacific Salmon'; Deputy Minister's Prix d'Excellence Award for contributions to the Department and the Public Service of Canada.

## **DR. CATHY ROHEIM**

*Professor of Environmental and Natural Resource Economics, University of Rhode Island*

**PRESENTATION:** Sustainability and Global Seafood

Cathy A. Roheim is a Professor of Environmental and Natural Resource Economics at the University of Rhode Island with a Ph.D. in resource economics at the University of California—Davis. Her research focus has been on the interactions of international markets with effectiveness of fisheries and aquaculture management, including market-based incentive systems such as certification programs. Particular subjects include evaluating consumer demand and the role of corporate social responsibility in sourcing sustainable seafood, trade and market-based incentives to reduce IUU fishing, and the economics of seafood safety. Her publications include articles in *Science*, *Marine Resource Economics*, *Food Policy*, and other scholarly journals, as well as the report *The Great Salmon Run: Competition between Farmed and Wild Salmon*, and chapters in books such as *Seafood Ecolabelling: Principles and Practice*, *Labeling Strategies in Environmental Policy*, and *The International Seafood Trade*. Dr. Roheim is the Director of the URI Sustainable Seafood Initiative, has previously served as President of the International Institute of Fisheries Economics and Trade, and editor of the journal *Marine Resource Economics*. She served on the Stakeholder Advisory Council of the Marine Stewardship Council from 2000-2007, and is currently on the Scientific Advisory Board to the WorldFish Center.

## **SHANNON RONALDS**

*Founder, School of Fish Foundation*

**PRESENTATION:** Succession Planning—Exploring International Approaches to Embed Sustainability in the Next Generation on the Demand Side

Shannon's career has been closely tied to the foodservice industry for over 20 years and he has come to realize the important role of chefs in the sustainable seafood marketplace. Shannon believes that by targeting those who are responsible for the preparation of these dishes coupled with consumer focused menu programs, a demand-side shift in the market for sustainable seafood will occur.

Shannon plans to implement a modular sustainable seafood course into the curricula of culinary schools around the world. He is leading a project team who are establishing partnerships with leading scientific organizations in order to compile the necessary data to educate the chefs of tomorrow on the virtues of sustainable seafood while also building a resource center to promote scientifically approved sustainable species and purveyors to chefs everywhere. Shannon is also heading up a global awareness campaign and fundraiser. He has designed and built the world's only dining room, which is floating on plastic bottles. The 'Plastic Dining Room' entertains 12 guests per night for 60 consecutive nights in various cities and is serving a menu of elegantly prepared sustainable seafood with the help of fine-dining restaurant partners.

## **DR. JERRY R. SCHUBEL**

*President and CEO, Aquarium of the Pacific*

**PANEL:** Role of Aquariums in Impacting Consumer Behavior

On 7 June 2002, Dr. Schubel became President and CEO of the Aquarium of the Pacific in Long Beach, California. He also directs the Aquarium's Marine Conservation Research Institute and its Aquatic Forum. From 1994-2001, he was President and CEO of the New England Aquarium. From 1974-1994 he was Dean of the Marine Sciences Research Center of Stony Brook University. He has written extensively for scientific journals and general audiences. He has published over 225 scientific papers and several books. He has long been active in regional, national and international environmental affairs, particularly the coastal ocean. He holds a B.S. degree from Alma College, Michigan, a Masters from Harvard University, and a Ph.D. from Johns Hopkins University. He received an honorary doctorate from the Massachusetts Maritime Academy in 1998. He has served and continues to serve on numerous local, regional, state, national, and international committees. Present commitments include, the Coastal America Executive Committee, the Science Advisory Panel of the California Ocean Protection Council, and the NOAA Science Advisory Board.

## **BLENDLE SCOTT**

*Vice President Innovation and Supply Chain, Overwaitea Food Group*

**WORKSHOP:** From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood

With 37 years in the retail grocery industry, Blendle Scott started his career with the Overwaitea Food Group (OFG) in 1973 as a Grocery Clerk. Over the years Blendle has moved through a series of progressively senior positions, commencing in our retail stores. After 7 years as Store Manager, Blendle moved to the Langley office in 1997 as Manager of Retail Pricing. His position soon changed to Director of Retail Pricing.

After receiving OFG's Leadership Excellence Award in 2000, he moved on to General Manager of Merchandising Services, followed by General Manager of Grocery Merchandising in 2002. On January 1, 2008, Blendle was promoted to Vice President of Merchandising, responsible for all merchandising departments including grocery, non foods, meat, deli, bakery, and produce.

Blendle currently holds the position of Vice President Innovation and Supply Chain, where he continues to examine opportunities for growth and development as well as oversee the complex business of warehousing, transportation, and logistics. Blendle is well known throughout the company and the industry for his ability to solve complex challenges and maximize relationships for the benefit of all parties. His extensive background, knowledge, and expertise has made him an invaluable member of the Overwaitea Food Group.

## **BARTON SEAVER**

*Chef; Founder of For Cod and Country*

**PANEL:** Creating a Healthy and Sustainable Seafood Supply System

Barton Seaver is a chef who has dedicated his career to restoring the relationship we have with our ocean. It is his belief that the choices we are making for dinner are directly impacting the ocean and its fragile ecosystems. Seaver has manned the helm of some of Washington, D.C.'s most acclaimed restaurants. In doing so, he brought the idea of sustainable seafood to the nation's capitol while earning Esquire magazine's 2009 'Chef of the Year' status from acclaimed food writer John Mariani. A graduate of the Culinary Institute of America, Seaver has cooked in cities all over America and the world. While sustainability has largely been assigned to seafood and agriculture, Barton's work expands far beyond the dining table to encompass socio-economic and cultural issues. Locally, he pursues solutions to these problems through D.C. Central Kitchen, an organization fighting hunger not with food, but with personal empowerment, job training, and life skills. Barton has been lauded as a leader in sustainability by Seafood Choices and was named a fellow with National Geographic and the Blue Ocean Institute. He is presently an appointed member of the Mayor's Council on Nutrition in Washington, D.C., helping to craft a wellness policy for District residents.

## **NEIL ANTHONY SIMS**

*President and CEO of Kona Blue Water Farms*

**PANEL:** Life Cycle Assessment for Farmed and Wild Seafood

Neil Anthony Sims is the Co-founder, President and CEO of Kona Blue Water Farms, and the Founding President of the Ocean Stewards Institute. Kona Blue is the USA's first integrated marine fish hatchery and open ocean mariculture operation, off Hawaii's Kona Coast. The company is a leader in the expansion of the environmentally sound production of the ocean's finest fish, producing up to 25,000 lbs per week of sashimi-grade Kona Kampachi® from their offshore deepwater site. The Ocean Stewards is a trade association that advocates for rational, considered development of offshore mariculture in the Americas.

Neil has a B.Sc. in Marine Biology / Zoology (James Cook University, 1980) and an M.Sc. in Zoology (University of New South Wales, 1990). In the 1980's, he established the Fisheries Research Division of the Cook Islands' government,

in the South Pacific. Since 1993, he has been based in Kona, Hawaii, where he has led research projects in aquaculture development that have led to—among other things—the breakthrough hatchery technology for ‘difficult-to-rear’ marine fish. This in turn led to the founding of Kona Blue, and the expansion of open ocean mariculture in America.

## **DR. MARTIN SMITH**

*Associate Professor of Environmental Economics, Duke University*

PRESENTATION: Sustainability and Global Seafood

Martin D. Smith has a Ph.D. from University of California, Davis and is an Associate Professor of Environmental Economics at Duke University in both the Nicholas School of the Environment and the Department of Economics. He studies the economics of marine resources with a focus on fisheries and marine ecosystems. He’s worked on fisheries in Alaska, California, Gulf of Mexico, North Carolina, and Indonesia, and has written about marine reserves, limited entry programs, seasonal closures, fish life history, ecosystem-based management, catch shares, and the global seafood trade. Smith’s research has been funded by National Science Foundation, National Oceanic and Atmospheric Administration, National Center for Ecological Analysis and Synthesis, and Research Council of Norway. His published work appears in numerous economics journals as well as in *Science*, *PNAS*, *Canadian Journal of Fisheries and Aquatic Sciences*, *Conservation Biology*, and *Bulletin of Marine Science*. Smith is a past associate editor of the journal *Marine Resource Economics* and currently is co-editor of the *Journal of Environmental Economics and Management*. He is a member of the Scientific and Statistical Committee of the Mid-Atlantic Fishery Management Council and has worked as a consultant for the National Marine Fisheries Service and for the World Trade Organization.

## **RUSSELL SMITH, III**

*Deputy Assistant Secretary for International Fisheries, NOAA*

PANEL: Developing Policy for Resilience—How Can Governments Balance the Priorities?

Russell Smith came to NOAA from the Office of the U.S. Trade Representative (USTR) where he has been the Director for International Environmental Policy and Multilateral Environmental Agreements since 2006. He joined USTR in 2002 as a Deputy Director in the Office of the Americas. Prior to that, he had many years of experience at the U.S. Department of Justice and in private practice. Smith has led U.S. delegations in negotiating various international negotiations, including for example, the U.S.-China Bilateral Agreement on Combating Illegal Logging and the Environment Chapter of the free trade agreement between the United States and the Republic of Korea, and been an integral part of the U.S. delegation negotiating other international agreements. Smith is the U.S. Government Commissioner for the International Commission for the Conservation of Atlantic Tunas (ICCAT) and will also provide high-level coordination among all of the tuna regional fishery management organizations.

## **MAYA SPAULL**

*Director of New Category Innovation, Fair Trade USA*

PRESENTATION: Fair Trade Social Certification and Community Empowerment

Fair Trade USA, a non-profit organization, is the only independent, third-party certifier of Fair Trade products in the U.S. and one of 21 members of Fairtrade Labelling Organizations International (FLO). Fair Trade USA’s rigorous audit system, which tracks products from farm to finished product, verifies industry compliance with the criteria and allows U.S. companies to display the Fair Trade Certified label on products.

Maya Spaul, Director of New Category Innovation has worked at Fair Trade USA since 2004, managing a multitude of products across the grocery sector including tea/spices, wine and cosmetics with global brands. Maya’s commitment to economic sustainability for farming communities and her deep belief in positive systems change is grounded in her early work as an ethnobotanist. Maya has found her niche at Fair Trade USA, spearheading strategic development of new Fair Trade categories, she works from idea through market launch, connecting all stakeholders and building Fair Trade supply chains. Since 2008, Maya has been working with Fair Trade partners and global allies in the marine sector including

NGO's, environmental advocacy groups, industry and producers to explore how Fair Trade standards will generate benefits for fishing communities in the global south and meet the growing market demand for environmentally and socially sustainable seafood.

## **NORBERT SPORNS**

*CEO, HQ Sustainable Maritime Industries Inc.*

Norbert Sporns is one of the founders of HQS, and is director, chief executive officer and president. He has extensive experience in project development and investment consultancy. He graduated with various Philosophy and law degrees from the University of British Columbia, Canada, and from McGill University. Mr. Sporns co-founded HQS in 1997, taking it public in the United States in 2004. The company has grown to become a major player in the production and value add of Tilapia and its by-products. It produces feed through its State-of-the-art 100,000 MT annual production feedmill and has its own fry-breeding facilities. Recently value added products are made in its own processing plant just south of Seattle. It uses Tilapia and other fish by-products to make a range of health products in a plant located in Wenchang, Hainan China. Its Seafood processing plant in the same location is capable of flowing through over 60,000 MT of Tilapia Live weight annually

## **JOSHUA S. STOLL**

*Knauss Fellow, National Sea Grant*

**PANEL: Community Supported Fisheries—Broadening the Scope of Traditional Fisheries Management and Markets**

Raised on the rocky coast of bucolic Maine, Joshua's interests and his perspective are rooted in his connection to the coast. In 2005, Joshua earned his undergraduate degree from Bates College. After graduating, eager to spend time on the water, he worked on a lobster boat. The contrast between academia and commercial fishing reshaped his understanding of coastal conservation and fueled an interest in social-ecological systems. Motivated to experience new perspectives (particularly related to fisheries), Joshua moved to the Northwest to learn more about salmon conservation. During his three years on the west coast he worked at a federal fishing hatchery on the Columbia River and then for the USGS where he worked on several projects examining the impact of dams on the volitional movement of juvenile salmonid.

In 2010 Joshua received a Masters of Coastal Environmental Management from Duke University's Nicholas School of the Environment. During this time, he helped found Walking Fish, the first community-supported fishery (CSF) in the southeast United States. Currently, Joshua is a Knauss Fellow with National Sea Grant. Joshua hopes to use the fellowship to gain new insight about regional fisheries and better understand how these fisheries and their associated conservation efforts overlap. After completing the fellowship, Joshua hopes to continue build community capacity in rural fishing communities working to maintain the viability of our ecological and cultural landscape.

## **SHAUN STROBEL**

*Knauss Fellow, National Sea Grant*

**PANEL: Community Supported Fisheries—Broadening the Scope of Traditional Fisheries Management and Markets**

Shaun began gillnetting for Salmon with his father Otto on the British Columbia Coast in the late 1970's. He has seen first hand the tremendous changes in the industry over the last three decades. Shaun and his wife Sonia worked for 5 years as teachers at a public maritime high school in New York City, returning to British Columbia each summer. They moved back to Vancouver in summer 2009 to help start British Columbia's first community supported fishery with Otto. Prior to teaching, Shaun studied the Salmon industry in depth at Simon Fraser University, where he completed his master's thesis on the history and political economics of the west coast fishery.

## **DR. STEVE SUMMERFELT**

*Director of Aquaculture Systems Research, The Conservation Fund Freshwater Institute*

**PANEL: The Next Generation of Salmon Farming—Exploring the Business of Land-Based Closed-Containment Salmon Aquaculture**

Steven Summerfelt is the Director of Aquaculture Systems Research at the Conservation Fund's Freshwater Institute in Shepherdstown, West Virginia. He has worked at the Freshwater Institute for 18 years. Steven Summerfelt is Principle Investigator of a project titled, 'Improving the Sustainability of Land-Based Closed-Containment Systems for Salmonid Food Fish Production,' which is funded by the United States Department of Agriculture. His research has focused on technologies and practices that can be used to control water quality and temperature to optimize fish production and health, provide barriers that prevent escape of fish and entry of pathogens, contain and remediate waste flows to curtail environmental impact, and minimize water use. He is author or co-author of 50 peer-reviewed journal publications, nine book chapters, and a book titled Recirculating Aquaculture Systems. He also has contributed to the design of several large private and public land-based fish farms that use closed-containment systems. Steven Summerfelt is a registered Professional Engineer in Virginia. He earned a Doctorate of philosophy in Civil Engineering (Environmental Emphasis) at Iowa State University, a Masters of Science in Chemical Engineering at Michigan State University, and a Bachelors of Science in Chemical Engineering at Iowa State University.

## **BRUCE SWIFT**

*Fish Farmer and Breeder, Swift Aquaculture*

**PANEL: The Next Generation of Salmon Farming—Exploring the Business of Land-Based Closed-Containment Aquaculture**

Bruce Swift has been involved in the Canadian aquaculture industry for over 30 years. Bruce has a BSc. in Biology and an M.Sc in Animal Breeding. Bruce, his wife MaryLou (M.Sc. and Ph.D. in Animal Nutrition), and their three children approach the challenges of salmon farming as a team. The Swifts established themselves as the first contract grower of net pen reared Pacific salmon for B.C. Packers, have developed fish feeds using local and sustainable fish meals, have initiated the application NIR (Near Infra Red) for flesh quality, facilitated the establishment of Cryogenetics A.S. in Canada and developed a pilot integrated freshwater land based Coho salmon farm.

Bruce Swift and his family will continue to integrate freshwater salmon production into the Canadian agriculture industry.

## **HEATHER TAUSIG**

*Associate Vice President of Conservation, New England Aquarium*

**PANEL: Creating a Healthy and Sustainable Seafood Supply System**

Based at the New England Aquarium for 15 years, Heather (Associate Vice President of Conservation) is responsible for all programs and staff within the Conservation Department. She is the senior director of the New England Aquarium's sustainable seafood programs, which aim to protect the world's ocean resources by raising public awareness and working with the seafood industry to advance sustainable practices. These programs include the Celebrate Seafood initiative, which profiles ocean-friendly seafood options in many public venues including the website, exhibits and events, and Sustainable Seafood Advisory Services, a market-based approach to advising companies on sustainable seafood issues and facilitating changes along their supply chains. Over the past 15 years, Heather has also co-organized fisheries forums and workshops. She is a senior producer of the Aquarium's World of Water (WOW) conservation films. Heather also oversees the coordination of grant requests and serves on the board for the Marine Conservation Action Fund—a unique re-granting program that aims to protect and promote ocean biodiversity by supporting small-scale, time-sensitive, community-based projects around the world. She currently serves on the Advisory Board for EcoFish and the University of Massachusetts' Large Pelagics Research Center, as well as the Food Marketing Institute's Sustainable Seafood Working Group's Advisory Council. Heather received her master's degree in International Relations and Energy and Environmental Studies from Boston University.

## **KRISTIAN TELEKI**

*Vice President for Science Initiatives, SeaWeb*

PANEL: How the Seafood Industry Can Combat Ocean Acidification

PANEL: Creating a Healthy and Sustainable Seafood Supply System

Kristian Teleki joined SeaWeb as Vice President for Science Initiatives in November 2009. For the last decade Kristian was the Director of the International Coral Reef Action Network (ICRAN), a global partnership dedicated to addressing the decline of the world's coral reefs. Kristian had oversight for more than 40 coral reef projects in 35 countries. Kristian also established and led marine program at the United Nations Environment Program's World Conservation Monitoring Centre, designed to reflect the interconnected nature of the world's seas and its coastlines. Kristian has a diverse background in marine science and conservation, and his field experience extends from the polar to tropical environments. He is particularly interested in the relationship that humans have with the ocean and promoting the sustainable use of its resources. Kristian is a member of the Ocean Acidification Reference Users Group, on the Editorial Board of *Aquatic Conservation: Marine and Freshwater Ecosystems* and is a Steering Committee member of the Global Islands Partnership and the Global Forum on Oceans, Coasts, and Islands. He is also a member of the Board of the Centre for Rural Empowerment and the Environment and its Scientific Advisory Committee, an advisor to Community Centered Conservation. He has degrees from the University of California, Santa Barbara, and Cambridge University.

## **RICK THOMPSON**

*CEO and President, Freshfin Aquaculture*

PANEL: The Next Generation of Salmon Farming—Exploring the Business of Land-Based Closed-Containment Aquaculture

Rick Thompson is CEO and President of Freshfin Aquaculture. Mr. Thompson has worked in the retail environment for the past 25 years with a major retailer in western Canada. During his employment he has been exposed to the entire spectrum of retail from purchasing to distribution to retail itself, more recently Mr. Thompson headed up the Food Safety division as well as the corporate responsibility area, which included participating on Nation Committees with Government and industry such as the CFG (Canadian Federation of Independent Grocers), the Organic Value Chain Roundtable and was instrumental in the development of the Organic Regulations for Canada. Before his exit from the retail environment, Mr. Thompson supported the movement on behalf of his employer to move the company to a more sustainable seafood offering for the consumer. Mr. Thompson's understanding and belief in the conservation of the oceans has been instrumental in his decision to get involved with closed containment salmon farming thus opening his new company, Freshfin Aquaculture, Inc. and is now taking the closed containment salmon rearing process to a large commercial scale in partnership with joint venture investors worldwide.

## **DR. MICHAEL TLUSTY**

*Director of Research, New England Aquarium*

PANEL: Creating a Healthy and Sustainable Seafood Supply System

Michael began his seafood career working to define and assess environmental impacts of salmon aquaculture in Canada. Upon moving to the New England Aquarium nearly a decade ago, he expanded this work to help develop the program on market-based initiatives and corporate advising at the aquarium. His current interest focuses on developing models to measure how certification programs may be reducing environmental impacts, and as part of this participates on a variety of committees including the Tilapia Aquaculture Dialogue Steering Committee for the WWF and the Standards Oversight Committee with the GAA. Part of Michael's passion for seafood is as a means to create efficient, nutritious food. He has examined the role omega-3 fatty acids and the antioxidant astaxanthin have in ameliorating stress responses in aquacultured animals, including a focus on aquatic plant sources of omega-3s.

## **BRETT TOLLEY**

*Community Organizer and Policy Advocate, Northwest Atlantic Marine Alliance*

PANEL: Community Supported Fisheries—Broadening the Scope of Traditional Fisheries Management

Brett Tolley comes from a four-generation fishing family out of Cape Cod, MA and is the Community Organizer at the Northwest Atlantic Marine Alliance (NAMA). Before coming to NAMA he served with AmeriCorps and worked in Brooklyn, New York as an Immigrant Advocate organizing campaigns around health, housing, and workers rights. In 2005 Brett produced an award-winning documentary titled ‘Dying to Get In’ which examines the plight of global-south farmers and their journeys north.

## **DR. SERGI TUDELA**

*Director, Fisheries Program, WWF Mediterranean*

PRESENTATION: Traceability Shortcomings in Mediterranean Farmed Bluefin Tuna Production

PANEL: Responsibility without Borders—The Industry’s Role in Conserving Bluefin

Sergi Tudela, Barcelona, holds a M.Sc. degree in marine ecology from the University of Barcelona (Spain) and another in Oceanography from the University of Perpignan (France). He obtained a Ph.D. at the University of Girona (Spain) in 1997. Dr. Tudela has published more than 30 papers in peer reviewed journals in the fields of fish ecology, fisheries, marine ecology and genetics, as well as several books on fisheries and marine conservation. He heads the Fisheries Program of WWF for the Mediterranean region since 2001, from where he coordinates the work on regional fisheries policies and leads the global WWF’s campaign on the conservation of the Atlantic bluefin tuna. Major conservation achievements include the full ban on driftnets in large pelagic fisheries in the Mediterranean adopted in 2003—including the effective phase out of the large Moroccan driftnet fleet, the 2005 full ban on deep-sea trawling in the Mediterranean to preserve vulnerable deep-sea habitats, the creation of several Fisheries Restricted Areas in the Mediterranean High Seas by the General Fisheries Commission for the Mediterranean, and the work to avoid the collapse of the Atlantic bluefin tuna.

## **DR. SIGBJORN TVETERÅS**

*Professor, Pontificia Universidad Católica del Perú*

SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption

Sigbjorn Tveterås has a Ph.D. in economics from the Norwegian School of Economics and Business. He has been a visiting scholar at Cornell University and FAO. Tveterås has worked on a number of research projects related to seafood markets and published several scientific articles on the subject. His recent work has focused on salmon, fishmeal and the construction of a global fish price index. He is currently employed as a professor at CENTRUM Católica business school, part of Pontificia Universidad Católica del Perú in Lima.

## **PETER TYEDMERS**

*Associate Professor, School for Resource and Environmental Studies, Dalhousie University*

PANEL: Life Cycle Assessment for Farmed and Wild Seafood

Peter Tyedmers is an ecological economist whose research primarily explores the biophysical sustainability of our food systems. Essentially he’s interested in quantifying the material and energy requirements of the systems we employ to feed ourselves and how these inputs contribute to large scale environmental change. Ongoing research interests include better understanding the energy performance of capture fisheries globally, the environmental consequences of technological substitutions and identifying opportunities to improve the environmental performance of food systems generally. Recent projects have employed life cycle assessment to evaluate the resource and environmental implications of salmon fishing and farming systems globally (undertaken with colleagues from Sweden and the U.S.), lobster and herring fisheries management in Nova Scotia and Maine, Antarctic krill fishery product supply chains, alternative dairying systems, and Nova Scotia wine production.

Peter is an Associate Professor in the School for Resource and Environmental Studies at Dalhousie University in Halifax, Nova Scotia.

## **PAUL UYS**

*Vice President, Sustainable Seafood, Loblaw Companies*

PANEL: Sustainable Impacts, Sustainable Business—Reality and Vision

PANEL: Linking Sustainable Seafood with Marine Spatial Planning

Paul Uys is Vice President, Sustainable Seafood with Loblaw Companies Limited. Paul and his team are responsible for implementing the Loblaw Sustainable Seafood Commitment. This commitment requires all seafood sold in Loblaw stores to come from sustainable sources by the end of 2013 and covers all wild and farmed seafood products, in all categories, across all brands.

Paul was born and educated in South Africa. Upon graduating from the University of Cape Town, he joined Woolworths, South Africa—a retail company closely associated to Marks & Spencer of Britain. Prior to becoming Vice President, Sustainable Seafood, Paul was Vice President, Fresh Foods, where he played a key role in the development of ‘President’s Choice Organics’ and ‘President’s Choice Blue Menu’. His professional experience spans 40 years in retail and in July 2002, the American publication ‘PL Buyer’ selected Paul as one of the North American Private Label Executives of the Year. In May 2006, Paul was awarded the Chairman’s Achievement Award in recognition of his outstanding contributions to Loblaw Companies Limited.

## **PHILIPPE VALLETTE**

*General Manager, NAUSICAA, Centre National de la Mer*

PANEL: The Role of Aquariums in Impacting Consumer Behavior

Philippe Vallette is an oceanographer, General Manager of NAUSICAA, Centre National de la Mer, co-president of the World Ocean Network and President of the World Festival of Underwater Pictures.

Philippe Vallette’s vocation is to raise public awareness about the sustainable use of the ocean so as to inspire a change of behavior. Considering the alarming state of the world ocean, he is convinced that it is necessary to inform and raise awareness of the general public at a global scale. NAUSICAA has been co-founder in 2002 of the World Ocean Network with the Vancouver Aquarium and others. The aim of this non profit organization is to mobilise the general public worldwide for actions in favour of the ocean. One of this action is to co-coordinate the World Ocean Day.

Under the World Ocean Network umbrella, he has launched with two other colleagues, from the Acquario di Genova (Italy) and Aquarium Finisterrae (Spain), a European campaign on sustainable seafood consumption named ‘Mr. Goodfish’.

Philippe Vallette also sits on the board of director of the Global Forum on Oceans, Coasts and Islands, and on the International Aquarium Forum steering committee. He is also a member of the Explorer’s Club (New York City).

He is co-author with Jean-Michel Cousteau of the *Atlas of the World Ocean* (Autrement Editions, 2007), with Christine Causse of *Madagascar, l’Île Océan* (Autrement, Nausicaá, Mare Nostrum Editions, 2009), *Secrets des abysses* (Fleurus Editions—2009) and *Les grands explorateurs* (Fleurus-Editions, 2010).

## **DR. JOHN VOLPE**

*Director, Seafood Ecology Research Group, University of Victoria*

PANEL: Salmon is Just the Tip of the Iceberg—Using New Science Tools to Assess the Current Trajectory of Marine Aquaculture

Dr. John Volpe leads the Seafood Ecology Research Group at University of Victoria, Canada. Trained as a population and molecular ecologist, he and his students use data intensive approaches to uncover linkages between ecological and social sustainability, particularly with regard to marine-based food production systems. In addition to the Global Aquaculture Performance Index (GAPI) initiative, salmon, sablefish and bivalve aquaculture, aquaculture-capture fisheries interactions, invasive species and marine applications of complexity theory are topics of current interest and research.

Dr. Volpe holds a BSc.(Honours) and M.Sc. in Molecular Ecology from the University of Guelph, Canada and a Ph.D. in Population and Invasion Ecology from the University of Victoria, Canada. After three years as a faculty member in the Dept. of Biological Sciences at the University of Alberta, Dr. Volpe returned to UVic in 2005 when he joined the School of Environmental Studies.

## **BEVERLY WADE**

*Fisheries Administrator, Belize Fisheries Department*

PANEL: Developing Policy for Resilience and Responsibility—How Can Governments Balance the Priorities?

PANEL: Is Environmental Sustainability Enough? Addressing the Social, Economic and Community Needs of Fisheries and Their Participants

Ms. Beverly Wade is the Fisheries Administrator of the Belize Fisheries Department. She is directly responsible for a full range of domestic and international fisheries management. Ms. Wade is directly responsible for the establishment and declaration of marine reserves. Ms. Wade is the adviser to the Minister and Chief Executive Officer in the Ministry of Agriculture and Fisheries on all matters related to the fishing industry.

Ms. Wade has been involved in Fisheries Management for the last 17 years and as the Fisheries Administrator for the past 10 years, has been directly involved in the implementation of measures to facilitate the sustainable development of Belize's marine resources. She also spearheaded the endorsement and implementation of regional policies and legislations directed at the sound management and conservation of Belize's fisheries resources. Ms. Wade has been a member of the executive committee of the Caribbean Regional Fisheries Mechanism and OSPESCA for the last seven years, which are the regional organizations for CARICOM and Central America charged with assisting governments in the sustainable development of their Fisheries and Aquaculture sectors.

As a leader in conservation, Belize has utilized the ecosystems approach to fisheries management through key legislation, and establishment of marine reserves.

## **BILL WAREHAM**

*SeaChoice Representative; Senior Marine Conservation Specialist, David Suzuki Foundation*

WORKSHOP: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood

Bill has been an environmental advocate in B.C. for over 24 years and holds a bachelors degree in Zoology and a Masters Degree in Business Administration. He has worked as a campaigner and a program manager for several environmental organizations. Bill has worked for the past four years as the Suzuki Foundation representative on the SeaChoice Initiative where he focuses on developing business partnerships aimed at delivering sustainable seafood programs. Bill also serves as a steering committee member for the Conservation Alliance for Seafood Solutions. Bill has extensive experience with campaign communications, fundraising, project management, land and marine-use planning and environmental policy development related to protected area and wildlife conservation campaigns.

## **SCOTT WALLACE**

*Marine Ecologist, David Suzuki Foundation*

SEMINAR: Food, Fodder or Forage—Managing Small Pelagic Fish for Human Consumption

Scott Wallace is a marine ecologist employed by the David Suzuki Foundation as their Sustainable Fisheries Analyst. Scott is an educator, author, activist, naturalist and analyst whose career has focused on marine conservation. He holds a Ph.D. from the University of British Columbia. He has taught several university and college level courses focused on the marine and coastal ecology of British Columbia. He is currently a member of the Marine Fishes Subcommittee of the Committee on the Status of Endangered Wildlife in Canada (COSEWIC). Scott is also an adjunct professor at the University of British Columbia's Fisheries Centre. In 2006 he wrote on a book on basking sharks.

## **BRAD WARREN**

*Director, Program on Ocean Acidification, Sustainable Fisheries Partnership*

### **PANEL: How the Seafood Industry Can Combat Ocean Acidification**

Brad Warren directs the Sustainable Fisheries Partnership's (SFP's) program on ocean acidification and related impacts, the Productive Oceans Partnership. This program works to inform and prepare the seafood industry to address challenges to fishery productivity that arise from ocean acidification and associated changes in seawater chemistry. As a journalist and consultant Brad has worked on fisheries conservation and marine resource management since the early 1980s. He was editor of Pacific Fishing from 1996 to 2004, a correspondent and editor for National Fisherman from 1981 to 1996. He was founding director of the National Fisheries Conservation Center (1994) and has served as an advisor and consultant to National Marine Fisheries Service, FAO, and industry and conservation groups.

## **SEAN WILTON**

*President, AgriMarine Industries, Inc. and AgriMarine Industries, Inc.*

### **SEMINAR: China's Seafood Marketplace—Our Common Future (Sustainable Seafood and China—How Do We Get There from Here?)**

Mr. Wilton is a professional engineer and has worked for AgriMarine since 2004, designing hatchery and closed containment rearing environments. Mr. Wilton has been involved in many aspects of the environmental engineering, construction and aquaculture industries for over 15 years. His engineering experience encompasses a multitude of designs, from complex municipal water systems to the most advanced fish hatchery systems in the world and the largest cold-water fish hatchery in North America. Mr. Wilton is an aerospace engineering graduate from the Canadian Forces School and holds a Bachelor of Mechanical Engineering from the Royal Military College of Kingston.

## **HELENE YORK**

*Director, Bon Appétit Management Company Foundation*

### **PANEL: Between the Deadline and the Deep Blue Sea—Journalists Talk About Reporting on the Sustainable Seafood Movement**

### **WORKSHOP: From Consumer Confusion to Confidence—The Roles of Producers, Businesses, Governments and Others in Creating Clear Choices for Sustainable Seafood**

As an educator, writer, and supply chain manager, Helene keeps marine resource conservation forefront in her many responsibilities. In 2005, she developed a comprehensive sustainable seafood procurement policy for Bon Appétit Management Company's parent company, Compass Group NA, and helped manage internal implementation for three years.

In 2007, she launched Bon Appétit's ground-breaking Low Carbon Diet program to raise awareness of the food system's impact on climate change and radically improve food procurement policies, including eliminating air-freighted seafood, promoting low-trophic species, and buying from community-supported fisheries.

She advises NGOs and chefs on working effectively together, is a founding board member of FishChoice, an online chefs' resource to find sustainable seafood, and a regular contributor to The Atlantic Monthly online. In 2010 she received a Seafood Champion Award.

## **JEFFERY YOUNG**

*Aquatic Biologist, David Suzuki Foundation*

PANEL: Wild Salmon Sustainability—Complexities and New Initiatives

Jeffery Young is an aquatic biologist and leads projects for the David Suzuki Foundation related to Pacific salmon and freshwater ecosystem conservation. Jeffery is a member of the Canadian Pacific salmon integrated harvest planning committee and the Canadian Caucus of the Fraser River Panel (Pacific Salmon Treaty). Jeffery assesses salmon fisheries sustainability for the SeaChoice sustainable seafood program. Jeffery has completed graduate research investigating mortality issues in B.C. sockeye salmon and has completed a B.Sc. in environmental science.