



**FAIR TRADE
CAMPAIGNS**

Seafood Activist Toolkit

Educate and advocate to increase the availability of Fair Trade Certified™ seafood in your community!

Use this toolkit to educate yourself on the importance of fair trade in the seafood sector and persuade your local grocery store to make the switch.

The Industry

A sector in need of sustainability

- The seafood industry is one of the oldest in the world and is growing at an incredible rate. In 2020, the global seafood market was estimated to be worth \$113 billion, projected to increase to over \$138 billion by 2027¹.
- Globally, 179 million tons of seafood are produced each year.² The top seafood exporting countries are China, Norway, Vietnam, the U.S., and Japan.³
- There are two types of seafood production: 1) capture fisheries (wild fish caught in open waters) and 2) aquaculture (fish farmed in controlled environments).
- Worldwide, around 157 billion tons of seafood is consumed each year, or 88% of global production.⁴ In the U.S., we consume around 19 pounds per capita.⁵
- COVID-19 impact: Reduced demand for seafood during the pandemic has put many fishers out of work. Even where fisheries have reported stable or increased demand, disruption in the supply chain and challenging logistics have hampered fishers' ability to bring fish to market.⁶



Umar Pabolia casts out line just before sunrise in Waepure Village, Indonesia. Prior to fishing Umar worked in the logging industry. He joined fair trade hoping to make a better living.

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¹ <https://www.businesswire.com/news/home/20210719005374/en/Global-Seafood-Market-Trajectory-Analytics-Report-2021-Market-to-Reach-138.7-Billion-by-2027---U.S.-Market-is-Estimated-at-6.3-Billion-While-China-is-Forecast-to-Grow-at-3.7-CAGR---ResearchAndMarkets.com> (July 2021)

² <https://www.seafoodsource.com/news/supply-trade/un-the-world-is-producing-and-consuming-more-seafood-but-overfishing-remains-rife> (June 2020)

³ <http://www.fao.org/state-of-fisheries-aquaculture> (June 2020)

⁴ <http://www.fao.org/state-of-fisheries-aquaculture> (June 2020)

⁵ <https://www.fisheries.noaa.gov/resource/document/fisheries-united-states-2019> (May 2021)

⁶ <https://www.fairtradecertified.org/news/covid-update-around-the-world> (May 2020)

The Problem

Overfishing, forced labor, and unsafe working conditions and low wages are just a few of the problems fishers face.

Economic:

- Fishing is hard work, often involving long hours and multiple days at sea. Unfortunately, in conventional seafood supply chains, fishers are often underpaid. Deep poverty is common in fishing communities.

Social:

- Human trafficking and forced labor are big issues in conventional seafood supply chains, especially in Southeast Asia.

Environment:

- Overfishing and unsustainable fishing practices are rampant. Today, almost 90% of global marine fish stocks are overfished. The decline in marine biodiversity is closely connected with ocean pollution and acidification.⁷ Illegal fishing of endangered species and bycatch, fish caught unintentionally, are also threats. Over 1,600 species of fish are at risk of extinction worldwide today, including 30% of the global shark population.

The Solution

Fair Trade Certified seafood

- **Fair Trade USA® first launched its seafood certification in 2013** and the financial impact to fishers and fishing communities has grown dramatically. Starting with \$4,000 in Community Development Funds (extra funds for fishers to invest in their communities in addition to the wages they earn) in the first year, the program has now generated nearly \$2 million in Community Development Funds, with 4,741 fishers currently involved in the fair trade program.
- **Fair trade positively impacts fishers and their communities by:**
 - **Increased Resiliency against the COVID-19 pandemic:**
 - Fair Trade Certified fishing associations have used Community Development Funds to provide emergency assistance to their families and communities. For example, in Indonesia, the Fair Trade Committee for a yellowfin tuna fishery distributed food, protective gear, and cleaning supplies to their community using these funds.⁸



The Fair Trade Committee of a certified yellowfin tuna fishery in Maluku, Indonesia holds a meeting to discuss the fair trade program.

“Fair trade is a good way to help our community, which is all based on fishing. With fair trade, we can get a better price and offer a better product”

-Carlos Santiago Valdez
(shrimp fisher in Sinaloa, MX)

⁷ <https://datatopics.worldbank.org/sdgatlas/archive/2017/SDG-14-life-below-water.html> (June 2017)

⁸ <https://www.fairtradecertified.org/news/covid-update-around-the-world> (May 2020)

- **Improved Livelihoods in Coastal Communities:**
 - Fair trade standards ensure safe working and living conditions and fair wages, in addition to Community Development Funds. Forming a Fair Trade Committee is a requirement of fair trade certification, and fishers vote at General Assembly meetings twice per year to invest Community Development Funds in projects that improve the welfare of the entire community. Human trafficking and forced labor are prohibited and, when needed, overtime work is voluntary and paid.

- **Enhanced Environmental Stewardship:**
 - Fair trade criteria include responsible resource management and ecosystem protection. Fair trade fishery standards mandate that 30% of Community Development Funds are spent on environmental projects. Trash removal, both on the shoreline and underwater, protecting endangered marine life, and proper waste management are a few examples.

- **There are currently 10 countries with Fair Trade Certified fisheries and 75 Fair Trade Certified seafood products** available to consumers, 30 of which were launched in 2020. The largest volumes are salmon from Norway, tuna from the Maldives, and shrimp from Mexico.

- **You can now find Fair Trade Certified seafood at many major grocery stores across the U.S.** But – there’s only one way to ensure that the seafood in your community is Fair Trade Certified, you have to make the case with local grocery stores and restaurants!



Children in the first grade at Altata Primary School in Sinaloa, MX. Many of the fishers’ kids attend the school and they voted to use some of their community development funds to install air conditioning units in the classrooms.

Making the Case in Your Community: How YOU Can Drive Impact for Fishers and Fishing Communities!
Convince your local grocery stores and restaurants to make the switch.

- **First – determine your best opportunities for sourcing Fair Trade Certified seafood.** Where do most folks in you community shop? Which stores already carry fair trade products? What restaurants might be open to switching to fair trade seafood? Do they have existing sustainability commitments?

- **Second – Identify a specific person to contact and send them an informational email to schedule a meeting** (start with the store or restaurant manager or owners). Inform them about the issues with conventional seafood, the impact fair trade has on fishing communities and the environment and **where they can source Fair Trade Certified seafood.** Ask a fellow community member to join. Practice active listening and note their questions. For tips, check out the **resources under goals #2-3 in our Fair Trade Towns Resource Hub.**

Your community as a whole has incredible purchasing power – but you can also make a difference for fishers and their communities by encouraging friends and family to purchase Fair Trade Certified seafood and sharing recipe ideas. Remember – no impact is too small!

- **Third – follow-up as often as needed after the introductory meeting.**
For grocery stores, if they're not ready to commit to switching to offering Fair Trade Certified seafood, ask what info or resources they need do so. For restaurants, suggest trying it out first with a recipe from the resources below.
- **Fourth – once they have made the switch, offer to help promote and celebrate.**
Drive excitement among the community about their new fair trade seafood offerings! Utilize the info in this toolkit as well as [Fair Trade Campaigns' 101 factsheets](#) and [promotional materials](#) to table or co-host an event at the grocery store. Encourage retailers to utilize signage such as the [Fair Trade Certified seafood seal and shelf talkers](#) and restaurants to add information to the menu about Fair Trade Certified seafood.

Additional Resources

- Fair Trade Certified Seafood seal and signage:
 - <https://promote.fairtradecertified.org/>
- Issues in the Conventional Seafood Industry:
 - [Fishing Report - Global Slavery Index](#)
 - [World Wildlife Fund – Overfishing](#)
 - [2020 State of World Fisheries and Aquaculture – Food & Agriculture Organization of the United Nations](#)
- Fair Trade Seafood Standards & Impact:
 - [Fair Trade USA Seafood Origin Photo Library](#)
 - [Fair Trade Certified Seafood Switch video](#)
 - [The Human Face of Seafood Sustainability video](#)
 - [Fair Trade USA Capture Fisheries Standard \(CFS\)](#)
 - [Fair Trade Seafood at Work: Cleaning up Mexico's Altata Bay](#)
 - [Celebrating Fair Trade Certified Seafood: Q&A with Fair Trade USA](#)
 - [A trip to five Indonesian communities who fish Fair Trade Certified™ tuna](#)
- Fair Trade Seafood Recipes
 - [10 Recipes for Sustainably Sourced Seafood](#)
 - [6 Recipes for Making the Seafood Switch](#)

Find more resources at:

<https://action.fairtradecertified.org/fairtradeseafood>

