

ANNUAL REPORT

2018



EXECUTIVE DIRECTOR'S LETTER



A MESSAGE FROM ANDREW MALLISON

Hello and welcome to our 2018 Annual Report.

I had the good fortune to join GAA in August 2018 as the new executive director, taking over the role from Wally Stevens who, after a successful 11 years, has moved across to a new project developing certification services in wild fisheries – the Global Seafood Assurances.

As the new man, my first month was spent getting to know the GAA team – an amazing group of dedicated people committed to a better future for the aquaculture industry and a tribute to Wally’s leadership. Although I had some knowledge of GAA’s Best Aquaculture Practices program, the assurance throughout the value chain from feed mill to fish processor and across a wide range of risks including food safety, environmental impact, social standards and animal welfare was impressive.

Following this came a strategic review, setting goals for 2019 and a restructure to create clear functional groups, pulling together a lot of great ideas that had emerged in 2018.

Foremost among these was the need to encourage demand for responsibly farmed seafood. We have seen many improvements in the supply side of industry but have not seen a similar increase in consumption. GAA’s ambition is to be the global voice of the aquaculture industry and help retailers and food-service operators grow their sales of responsibly farmed seafood, using our knowledge to tell the story and make aquaculture as familiar as land-based farmyard animals. As part of the restructure, we created a new Marketing and Outreach department, combining our communications, marketing, education and online assets to improve how we get this message across.

We are the only organization to offer membership services, general advocacy and certification to the aquaculture industry and I hope you find this report a useful summary of our work so far.

Thanks for your support.

Andrew Mallison | Executive Director

OUR VISION

A world that embraces and enables the role of responsibly farmed seafood in meeting global nutrition needs.

We do this by providing membership resources to individuals, businesses and associations worldwide who are leaders in improving the practices and perceptions of aquaculture. We improve production practices through our third-party certification program, our partnerships with countries, communities and companies, as well as online learning and groundbreaking journalism that boasts active readership in every country of the world.





TIMELINE

1997

- Global Aquaculture Alliance (GAA) founded by shrimp farmers, feed companies and seafood companies responding to mounting criticism regarding mangrove destruction

1999

- GAA publishes "Codes of Practice for Responsible Shrimp Farming" (qualitative predecessor to BAP standards)
- FAO granted GAA Liaison Status, and GAA participated in FAO-COFI meeting in Rome
- Published Global Aquaculture Advocate Vol. 2, Issue 4/5 as an 80-page color magazine

2003

- Aquaculture Certification Council incorporated as a charitable not-for-profit organization (IRS designation: 501c3); office established in Kirkland, Washington
- ACC Logo developed
- Best Aquaculture Practices (BAP) certification program established with seafood processing plant standards

2005

- Walmart and Darden Restaurants endorse BAP program
- Inaugural GFOL (Global Fish Outlook for Leadership) conference

1998

- Published "Guiding Principles for Responsible Aquaculture" and "Mangrove Code of Practice"
- Published Vol. 1, Issue 1 of Global Aquaculture Advocate in March 1998 as an eight-page black-and-white newsletter
- GAA website launched

2001

- Inaugural GSOL (Global Shrimp Outlook for Leadership) conference

2002

- BAP certification standards for shrimp farms completed

2004

- 1st BAP-certified shrimp farm, in Belize
- 1st BAP-certified seafood processing plant, in Honduras

2006

- BAP star status established

2007

- Wally Stevens becomes GAA's Executive Director



2008

- BAP certification standards for tilapia, catfish farms completed
- GSOL, GFOL conferences rebranded as annual GOAL conference
- Standards Oversight Committee established
- Sainsbury's endorses BAP program

2010

- BAP achieves GFSI (Global Food Safety Initiative) benchmark
- BAP certification standards for feed mills, pangasius farms completed
- ACC dissolved and integrated with BAP

2013

- BAP certification standards for finfish and crustacean farms completed
- BAP certification standards for mussel farms completed

2016

- Number of BAP-certified producers increases nearly 50 percent in 2016, surpassing 1,500 producers worldwide
- BAP certification standards for mollusk farms completed, replacing BAP mussel farm standards
- GAA opens an office in China

2018

- Number of BAP-certified producers worldwide surpasses 2,000 in March
- BAP launches Food Safety & Residue Testing program and Enhanced Social Audit
- Seafood Processing Standard (SPS) encompassing wild and aquaculture completed



2009

- Certification bodies accredited under ISO standards

2011

- BAP certification standards for salmon farms completed

2015

- Number of BAP-certified producers worldwide surpasses 1,000 in December
- iBAP program launched as a precursor to full BAP certification
- GAA prohibits BAP-certified processing plants from outsourcing processing of shrimp to third-party entities to fight against labor abuse
- Global Aquaculture Advocate shifts from print to online
- GAA moves HQ to Portsmouth, NH

2017

- GAA celebrates 20th anniversary
- GAA launches MyGAA online community and GAA Films initiative
- Responsible Aquaculture Foundation e-learning program relaunched and rebranded as Global Aquaculture Academy
- Launched state-of-the-art Supply Chain Transparency (SCT) for BAP endorsers and suppliers
- 1st third-party aquaculture certification program to be Global Sustainable Seafood Initiative benchmarked; 1st program to achieve 3Gs (social, environmental, food safety)

HISTORY & GROWTH

INNOVATION

INTEGRITY

BUSINESS DRIVEN

PEOPLE & PLANET



MEMBERSHIP GROWTH

COMMUNITY RESPONSIBILITY

Membership is at the heart of who we are as an association. Our members are demonstrating to the world that responsibly aquaculture is an important part of providing good nutrition and protecting the environment. They're also helping to change the practices and perceptions of our industry. 2018 was a major growth year for GAA's membership program, and we've been able to offer more benefits to our individual and business members than ever before.



DR. SUNIL KADRI

CEO, Aquaculture Innovation

I attended GOAL for the first time in Dublin in 2017 and got to know the GAA community for what it is: a unique group comprising players from throughout the entire aquaculture value chain, complemented by researchers. All have a common interest in the sustainable growth of aquaculture. I wanted to be part of this dynamic, proactive alliance, and having had the honor of being invited to speak at GOAL in Guayaquil in 2018 I found out what great value an individual membership subscription is and signed up immediately!



DONNA LANZETTA

CEO, Manna Fish Farms

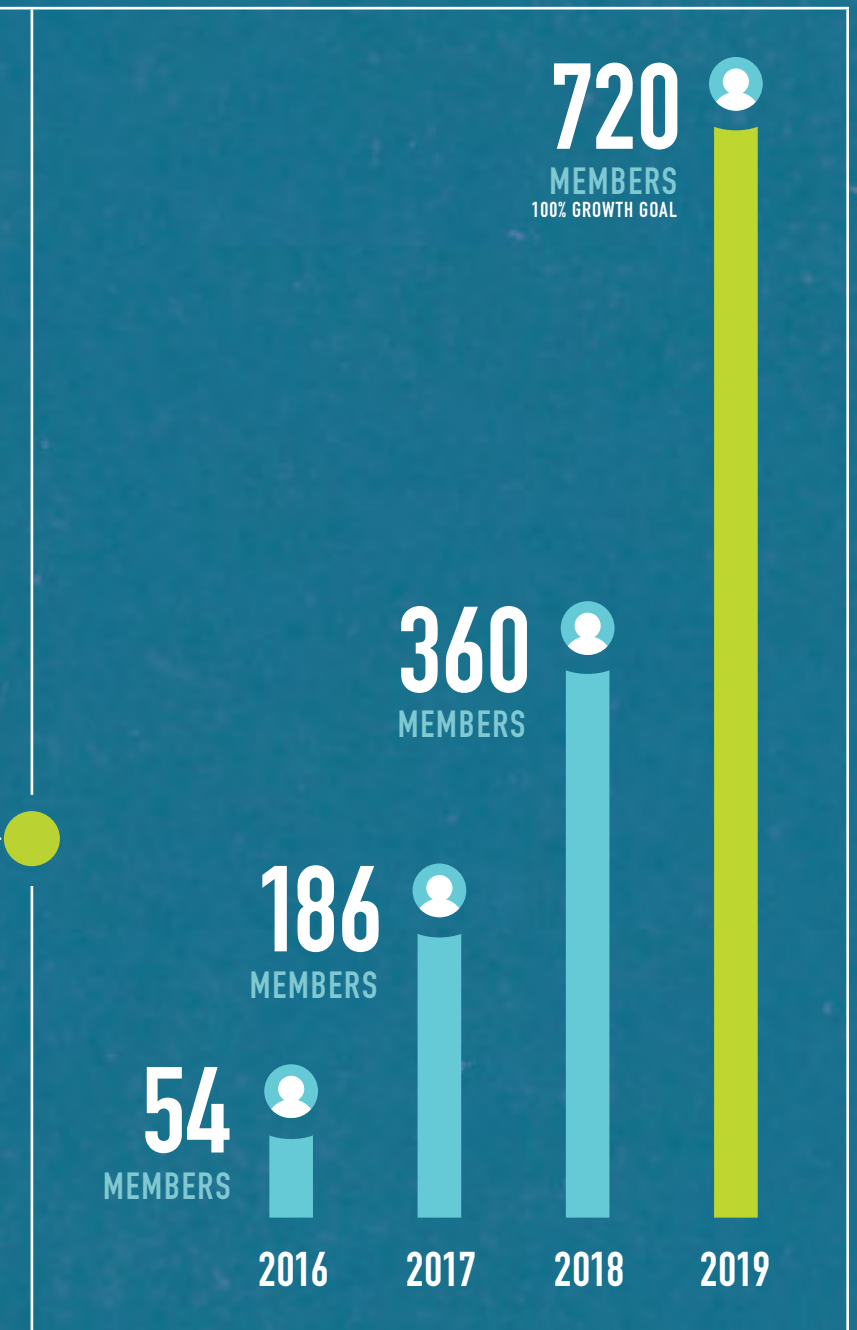
I joined the GAA to stay current in the aquaculture industry. GAA illuminates the path of sustainability, through education, networking, collaborations and implementation of Best Aquaculture Practices standards.

MEMBERSHIP BY THE NUMBERS

20% of our membership base have been members for over **20 years**

2X GAA's membership has doubled every year **since 2016**

50 Our membership represents over **50 countries** and the entire supply chain



MEMBERSHIP



BAP GROWTH MAP

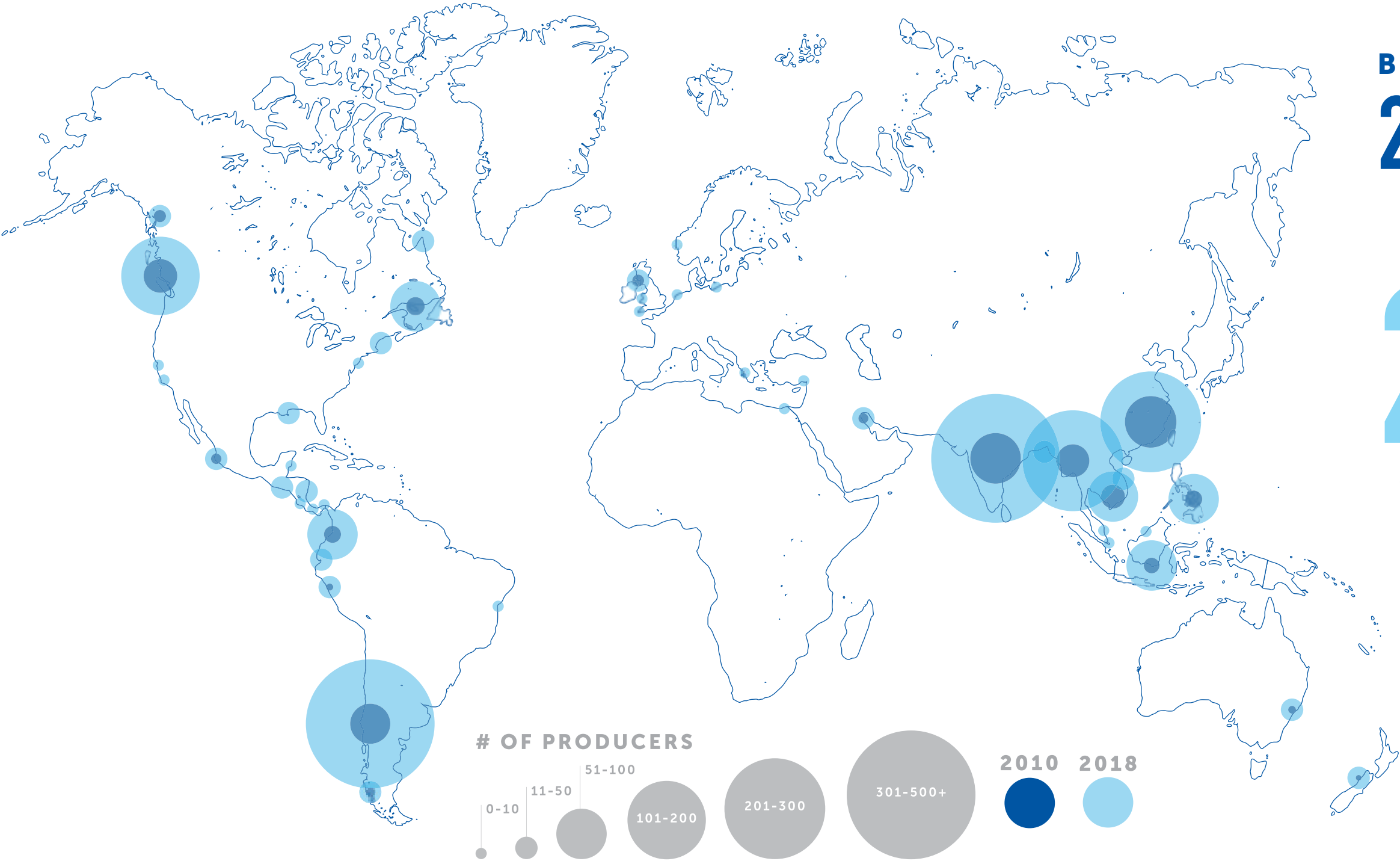


BY THE NUMBERS

2010 vs 2018

29.4%

GROWTH IN PRODUCERS
FROM 2017 - 2018



BAP GROWTH



	TOTALS	TOTAL VOL.
PRODUCERS	2,287	
PROCESSING PLANTS	370	2,023,933 MT
FARMS	1,534	1,544,083 MT
FEED MILLS	118	7,034,811 MT
HATCHERIES	220	
REPROCESSORS	45	
SPECIES	29	

34

Total number of
COUNTRIES



27

Total number in
iBAP

Graduated from iBAP
29

92%

Rate of
RETENTION

195

Total number of four-star ★★★★★
PROCESSING PLANTS





INNOVATION IN AQUACULTURE

COLLABORATION

Since 2001, GAA’s annual GOAL (Global Outlook for Aquaculture Leadership) conference has provided a pre-competitive space for delegates from all industry segments to put aside day-to-day business to discuss shared responsibilities and goals. The challenges facing aquaculture require collaboration — no one organization can solve a problem on its own. That’s where GOAL comes in, as a meeting place for industry segments that don’t normally collaborate to move the dial on the challenges facing aquaculture.

EDUCATION

You heard it here first! GAA’s *Global Aquaculture Advocate*, which celebrated its 20th anniversary in 2018, is often first to report on the innovations and technologies changing the landscape of aquaculture. Like the GOAL conference, connections are made and trust is built through the *Advocate*, a library of information on the latest and greatest in aquaculture, that helps to spur confidence and investment in the sector.

SPECIAL PROJECTS

What’s the best way to address a challenge? Anticipate it! GAA has supported or received grants to organize a number of special projects over the years, allowing the industry to get out ahead of challenges that are certain to affect its reputation or stunt its growth. One such project that GAA is currently working on involves identifying and strengthening best practices for animal welfare in aquaculture. The project will result in the development of online educational content to provide best practices training to aquaculture professionals as well as the incorporation of elements of the project into the Best Aquaculture Practices (BAP) standards.

COMPETITION & RECOGNITION

Established in 2012, GAA’s Global Aquaculture Innovation Award recognizes individuals and companies finding new solutions to the challenges facing aquaculture. Past winners include a water quality monitoring system that uses optical sensing technology, a microalgae-based aquaculture feed ingredient, a mucosal mapping technology to thwart aquatic diseases, a high-density, land-based Pacific white shrimp farm, a technology that uses ultrasound to control sea lice infestations, and a novel biotechnology application to produce all-male populations of freshwater shrimp.

FACES OF AQUACULTURE

Often, a story is best told directly from the people who live it every day. GAA Films is a documentary short film series highlighting the untold stories of the people and places practicing aquaculture. The latest film, “A Different Light,” follows a mother-and-daughter team who created an innovative network of shrimp farms along the Mahakam Delta in Borneo, Indonesia. Sometimes, the best innovations are relationship driven.



SUPPLY CHAIN TRANSPARENCY

DATA DRIVEN FUTURE



BAP endorsers are encouraged to work with the BAP business development team to gain visibility into their supply chains through BAP’s Supply Chain Transparency (SCT) program.

Understanding the BAP supply chain and identifying where specific gaps in BAP volume appear is a real advantage in building a robust procurement strategy. Risk analysis and the ability to see overlaps in supply play an invaluable role in ensuring BAP endorsers meet demand and their goals.

The SCT program is available to provide insight into product availability in the supply chain. No other seafood certification program offers a tool built specifically to ensure endorser success.

HERE’S HOW IT WORKS

Companies provide BAP with specific data relative to their needs by species and the producer in their supply chains. Once BAP has obtained the necessary data, it can identify gaps, risks and overlaps and work with companies to develop a plan to address them. This process helps to increase engagement throughout the supply and production chain and increase the volume of BAP product.



LEIGH CHASE

Category Manager, Side Case/Frozen/Seafood,
Hannaford Supermarkets



Seeking better transparency throughout our supply chain has been a point of pride for Hannaford Supermarkets. Building consumer trust is critical to the Hannaford brand and being able to tell our seafood story from sea to table will allow us to maintain that trust and continue to sell seafood to our customers.

The majority of the top 20 retailers and foodservice operators in the U.S. are currently tied to the SCT process.

65%

of the North American retail food market requires BAP 2-STAR +

40%

of the North American foodservice market requires BAP 2-STAR +



BAP SEAFOOD TRACE

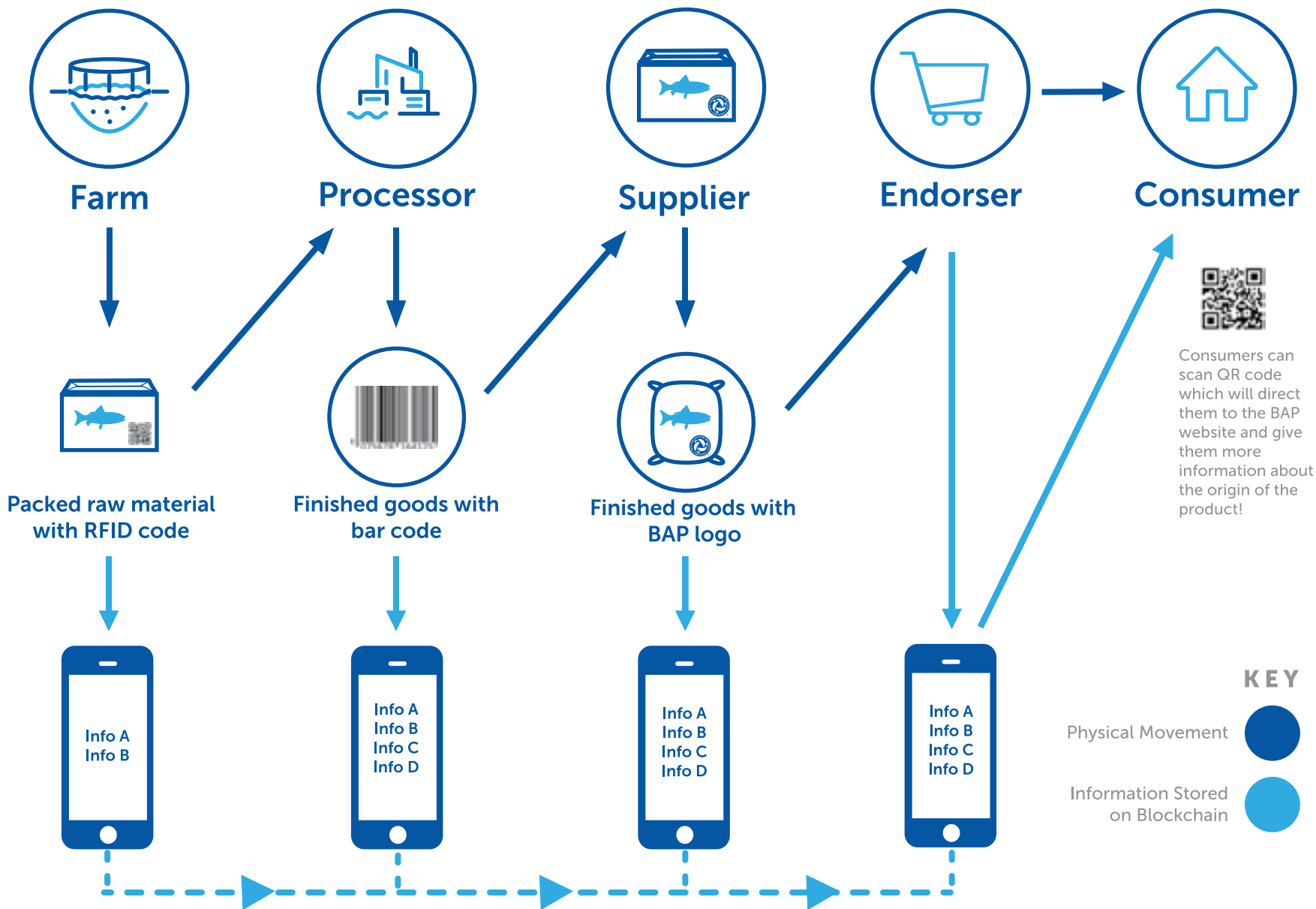
TOOLS FOR SUCCESS

Imagine a map of a product’s supply chain, from hatchery to farm to plant, popping up on your smart phone. One of the benefits of a modern traceability product is being able to produce a QR code that provides easy access to additional information. The QR code can be affixed to product packaging and then scanned by consumers, bringing them to the BAP website and displaying information about the origin of the product as well as the producers’ BAP records and applicable star status.

The Best Aquaculture Practices SeafoodTrace application is a traceability tool backed by blockchain. Currently being piloted in various supply-chain configurations, SeafoodTrace allows BAP endorsers, suppliers and producers to track lot shipments of seafood from BAP-certified producer from one point in the supply chain to the next. The result is a 100% traceable product with each transaction securely and permanently recorded to the blockchain.

This product enhances already existing BAP chain of custody by showing every lot and every actor in your supply chain 365 days a year. SeafoodTrace will eventually form the underlying data collecting service for the Supply Chain Transparency program as well.

HOW IT WORKS





Label Inspection Report

Farm	Lot Name	Lot Number
Reference/Lot #		
Date		

FISH INSPECTION REGULATION REQUIREMENTS

	Part of	Part of	Part of
A	Contents- What species?		
B	Customers name and address		
C	Packaging date/code		
D	Plant registration NO #950		
E	Weight, Size, Quality, Grade		
F	Reference Number		
G	Product of Canada		
H	"may contain Canthaxanthin and Astaxanthin"		
I	Farmed Raised		
J	Lot No- CHECK THE FIRST THREE DIGIT CODE FOR CORRECT FARM		



The Responsible Seafood Choice



KEEP REFRIGERATED 0-2°C
ATLANTIC SALMON
IN-100512
S 12-14
Size Range
2.95 LB 24.02

PROGRAM INTEGRITY

ALWAYS IMPROVING.

HIGHLIGHTS FROM 2018

The program integrity team ensures that independent, third-party certification bodies and auditors as well as BAP-certified aquaculture producers are in compliance with program requirements. We do this by maintaining a robust quality management system and by providing training and support to BAP stakeholders. In 2018, the program integrity team traveled to more than 12 countries to visit BAP-certified facilities, food-safety laboratories and our seafood partners. The program integrity team also maintains a logo-approval and logo-policing process, to ensure that the BAP logo is being used appropriately. The team’s goal is to not only act as an in-house checks-and-balances and support system, but also to drive continuous improvement in the BAP program. We work closely with the BAP operations and information technology teams to pilot new approaches and make recommendations for how to improve our program.

Pilot food-safety and residue testing (FSRT) program launched in Southeast Asia as a novel and robust approach to antibiotic residue and contaminant testing of seafood. Elements of FSRT include one- to two-day scheduling notices to processing facilities, anonymous sampling and testing protocols, and inventory traceability during sampling events. More than 150 producers have been sampled through FSRT to date. Based on the observed success of the program, BAP is expanding the FSRT pilot to additional countries in 2019.

A pilot program focused on social accountability and employee health and safety in BAP-certified facilities. The new audit approach, currently being piloted in BAP facilities, splits the audit between two auditors — the BAP lead auditor and an auditor specially trained in social accountability and human rights. Not only does this allow the auditors more time to review documentation and interview workers, but it also provides additional assurance that the producer is operating a responsible business.

Auditor training courses held in Lima, Peru; Portsmouth, New Hampshire, USA; and Bali, Indonesia. BAP has certified auditors in more than 20 countries worldwide.

The trainers, consultants and experts (TCE) program is entering the second phase of development in early 2019. The TCE program will help producers better understand the requirements outlined in the BAP standards.



BENCHMARKING

RAISING THE STANDARDS

The BAP certification program holds its processing plants, farms, hatcheries and feed mills to a high standard, so why shouldn't the BAP program be held to a high standard itself? Well, it is. Being recognized by the gatekeepers of international certification standards is very important to the integrity and independence of the BAP program. BAP is the world's first aquaculture certification program to be recognized by the Global Sustainable Seafood Initiative (GSSI). Additionally, BAP is compliant with the Global Food Safety Initiative (GFSI) and Global Social Compliance Programme (GSCP).

GSSI

The Global Sustainable Seafood Initiative's Global Benchmark Tool, launched in October 2015, was developed over a three-year, multi-stakeholder process involving environmental NGOs, businesses, independent experts, governmental and intergovernmental organizations, alongside two public consultations and a pilot test. The GSSI Global Benchmark Tool encompasses three aspects of the BAP program – the technical content of the standards, the management of the program and the governance of the program, including the integrity of chain of custody and procedures for group certification. The scope of recognition applies to two-, three- and four-star BAP certification for the BAP salmon farm standards and BAP finfish and crustacean farm standards.

GFSI

The Global Food Safety Initiative brings together key actors of the food industry to collaboratively drive continuous improvement in food safety management systems around the world. With a vision of safe food for consumers everywhere, food industry leaders created GFSI in 2000 to find collaborative solutions to collective concerns, notably to reduce food safety risks, audit duplication and costs while building trust throughout the supply chain. In November 2018, GAA's seafood processing plant standards were successfully benchmarked against the latest version (7.1) of the GFSI Benchmarking Requirements.

GSCP

The Global Social Compliance Programme is part of The Consumer Goods Forum's work to harmonize social and environmental requirements and avoid duplication of audits while ensuring that international standards are adhered to. In December 2017, BAP successfully completed the GSCP Equivalence Process, becoming the world's first third-party aquaculture certification program to do so. The process lasted nine months and involved an initial self-assessment of the BAP program followed by independent, third-party validation by an Equivalence Assessment Panel of international experts.





BUSINESS DRIVEN

GROWING THE MARKET FOR RESPONSIBLE SEAFOOD

WESTERN HEMISPHERE



Whether you are on the market or production side of the seafood business, GAA staff work diligently to help you increase your network and provide sustainable seafood solutions.

● PRODUCERS ● ENDORSERS

● OREGON, USA

- First company to offer four-star BAP oysters

● UNITED STATES

- 18 of the top 21 USA retailers require BAP 2-star plus
- Walmart, Sam's Club, Hannaford, US Foods and Winco Foods deliver messaging around the BAP program
- 65% of the North American retailer market requires BAP 2-star +
- 40% of the North American foodservice market requires BAP 2-star +

● FLORIDA, USA

- First pet food product to carry BAP label

● MEXICO

- Conducted social media campaign for National Seafood Month with Comepesca and Pesca Con Futuro featuring Acuicola Gemso tilapia farm

● COLOMBIA

- FEDEACUA member hatcheries and farms attain BAP certification; first tilapia groups in South America
- Hosted workshop with local tilapia farmers



GROWING THE MARKET FOR RESPONSIBLE SEAFOOD

EASTERN HEMISPHERE



● PRODUCERS ● ENDORSERS

● SCOTLAND

- First Scottish company to attain BAP certification for Atlantic salmon
- First BAP-certified feed mill in Scotland

● UNITED KINGDOM

- First BAP-certified mussel farm in UK/EU
- BAP is accepted in 94% of retail markets

● HOLLAND

- First BAP-certified recirculating aquaculture producer in Holland

● CHINA

- First two golden pompano farms in Hainan, China, become BAP certified
- First turbot and sea cucumber farms apply for BAP certification
- First company to offer three-star BAP channel catfish

● TURKEY

- First company to offer four-star BAP sea bass and sea bream

● EGYPT

- First BAP-certified feed mill in Egypt

● NEW ZEALAND

- First company to offer four-star BAP king salmon

● NORWAY

- First Norwegian salmon plant certified

● JAPAN

- Maruha-Nichiro, Seiyo-Compass and Hitachi commit to BAP program, first in Japan to do so

● CHINA

- JD.com pledges to source 50% of its farmed seafood from BAP (2-star minimum) by 2020
- Alibaba sources 70% of its Tmall Fresh pangasius from BAP
- Walmart/Sam's Club China adds BAP to its sourcing requirements for farmed seafood
- Yonghui, with over 850 stores in China, signs MOU to begin sourcing BAP product
- Hisealink, a seafood-focused foodservice provider to high-end hotels and restaurants, signs MOU to begin sourcing BAP
- First BAP consumer education campaigns launched in China through Beijing Metro, JD.com and Yonghui



MARKETING HIGHLIGHTS



Working with BAP market endorsers and partners to help increase trust in farmed seafood and awareness of the BAP program is an important part of what we do. By engaging with a number of our retail, foodservice and NGO partners, we were able to increase awareness of the BAP label and expand our reach to new audiences.

BAP & USSEC: INCREASING AWARENESS ABOUT RESPONSIBLE AQUACULTURE

BAP partnered with the U.S. Soybean Export Council (USSEC) last year on a marketing campaign aimed to increase awareness around responsible aquaculture, the BAP program and sustainable feed. The campaign included two videos that featured BAP-certified GEMSO tilapia farm in Mexico, a webinar, a myth-busting infographic, and blog

posts, all of which were promoted on social media. The campaign launched during U.S. National Seafood Month, and with the help of our partners, the videos received a total of over 700,000 views.



MARKETING HIGHLIGHTS



WALMART IN-STORE SIGNAGE

In January of 2018, Walmart launched new in-store signage, and the BAP program was the only aquaculture certification program listed. In conjunction with this signage, they also launched a shopping guide on Walmart.com with information about each label.



SAM'S CLUB LENT PROMOTION

In early 2018, Sam's Club launched a lent promotion in all 589 stores that included in-store kiosks, handouts and an interactive app members could download that provided them with additional information on the BAP program. This was part of its "Seas the Day" campaign.



US FOODS HARBOR BANKS COHO SALMON VIDEO

US Foods, one of America's leading food distributors, partnered with BAP on a video about their BAP four-star Harbor Banks® Coho Salmon. The video was distributed to 60,000 US Foods® customers and posted on social media.



YONGHUI PROMOTIONAL EVENT

Yonghui in China adopted BAP in their sourcing policy and launched a promotional event at 66 of their high-end Bravo stores in major metropolitan markets in Shanghai, Beijing and Fuzhou.



“For GEMSO, quality is very important, and not just because we say that ourselves, but because a third party comes and validates us with international standards. When we put the BAP stamp on our products, what we want to convey to our customer is that our product is totally safe for their health.”

– **Juan Antonio Loustaunau, Facility Manager, Acuicola Gemso**

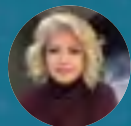
TESTIMONIALS



JASON DRISKILL

Director of Seafood, H-E-B

GAA plays a valuable role in assisting with outreach from customer to grower, and its team is committed to tackling all pieces of the supply chain such as site environment, animal welfare, social accountability and food safety. GAA's message, goals and body of work are very comprehensive, and, for that reason, I feel they add tremendous value to the industry and its stakeholders.



SHEILA EDWARDS

Director, Food & Beverage, Brinker International

As a restaurant company, our partnership with GAA enables us to trust the seafood products we offer to our valued guests. At Brinker, we are leading the way to higher sustainability standards through our work with GAA, whose certification program is one of the most influential forces in sustainably farmed seafood. All of our farm-raised seafood is sourced from BAP-certified producers and sustainable farms that follow best aquaculture practices as defined by GAA.



WAKAO HANAOKA

CEO, Seafood Legacy

As Seafood Legacy's vision is "Designing seafood sustainability in Japan, Together," we are excited to see the expansion of BAP certification in the Japanese market. We look forward to having more stakeholders participate in this movement and making the Japanese market sustainable and responsible.



ANNIE ST-ONGE

Director Procurement, Fish and Seafood, METRO

Certification programs such as BAP are valuable to the industry as they allow building bridges between producer, retailers and consumers. The BAP team is always helpful and supports us in our efforts to move towards higher sustainability and better traceability, key priorities for us. Their comprehensive standards are amongst the important tools METRO uses to offer our customers responsible and high-quality products.



MICHAEL TLUSTY

Associate Professor, Sustainability and Food Solutions, University of Massachusetts

I am passionate about aquaculture because it has so many great opportunities to create improvement through increasing our technology and knowledge-based systems. As an academic it is fun to work with students to explore these opportunities and to show them they can have a real and immediate impact on this industry. GAA is a treasure trove of data, and they have been really open to looking at these data to understand the mechanics of how certification works, and how it is impacting farmers.



HIROTOSHI AKITA

Purchasing, Buyer, Seiyo Food-Compass Group Inc.

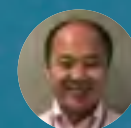
There are various sustainable seafood certifications, but the reliability of BAP certification is secured by international benchmarks such as GSSI, GFSI and GSCP. And BAP is different from other sustainable seafood programs having food safety as a key component of the program. This is the main reason we decided to go with BAP.



DAVID WEIR

Buyer/Merchandiser, Seafood, Meijer

Working with BAP gives us confidence that the farm-raised seafood we buy has been managed in the best possible way. The standards suppliers must meet are fundamental in ensuring high quality product with the least impact to the environment as possible.



TADASHI (TED) NISHITA

Manager, Brand and Marketing Communications, Hitachi

We are aligning our goals with the United Nations' Sustainable Development Goals as well as trying to protect the marine environment and ecosystems by raising our employees' awareness and understanding about sustainable seafood, and our commitment to GAA and its Best Aquaculture Practices certification program helps us do just that.

OUR TEAM

A MESSAGE FROM OUR TEAM

Customer service is of utmost importance to the Global Aquaculture Alliance. GAA consolidated its operations in Portsmouth, New Hampshire, USA, in 2015 to better serve its customers, and in August 2018 the organization opened a brand new office in Pease International Tradeport. There are about 50 employees based in the Portsmouth office, with an additional 20 part- and full-time employees working remotely in nine countries (Australia, China, India, Indonesia, New Zealand, Thailand, United Kingdom, United States and Vietnam).



OUR TEAM



JANE BI
Asia Business Development Director

I remember distinctly from my internship with GAA eight years ago I was introduced to the outlook of modern aquaculture. The human race started growing crops and farming livestock thousands of years ago which is agriculture; not long ago we started to grow fish and shrimp in the waters which is aquaculture, and we need to find the responsible way and do the right thing. That’s how I was hooked to aquaculture and GAA! I’m still young and inexperienced but I’m excited to learn and to serve.



PANCHU DURAISAMY
India Country Coordinator

The last four years of my formal association with GAA/BAP as its Country Coordinator for India was eventful for both Indian aquaculture and the BAP program. Indian shrimp production saw a cumulative growth of around 70% during the above period, contributing to around 35% of all shrimp-related BAP-certified producers worldwide.

Initiatives to increase global shrimp consumption along with farming technologies to deal with disease concerns are key to stimulate further growth in the sector.

I am glad to be part of an organization that is dealing with trade promotion as well as dissemination of technology. I am particularly excited about GOAL, the annual GAA conference, coming to my hometown of Chennai this year.



DAN LEE
BAP Standards Coordinator/Program Integrity Advisor

GAA has made a big impact because it manages to combine the enthusiasm of an NGO with the efficiency of a commercial enterprise. Personally I feel I have found my dream job because I can use my technical knowledge to promote consensus-building around best practices – it’s often a challenging role but it comes with a strong sense of purpose. GAA remains globally relevant because the solutions it offers are important for meeting nutrition needs and achieving sustainable development.



SUSTAINABLE DEVELOPMENT GOALS

(SDGs)

How is the Global Aquaculture Alliance aligned with the United Nations’ Sustainable Development Goals?

Adopted by all 193 UN member states in 2015, the Sustainable Development Goals (SDGs) are a blueprint to achieve a better and more sustainable future for all by 2030. GAA’s education, advocacy and certification work, and the work of its members, is directly aligned with 15 of the 17 SDGs. GAA believes in a collaborative, multi-stakeholder approach to addressing the global challenges that the SDGs highlight, and that aquaculture has a critical role to play.



SUSTAINABLE DEVELOPMENT GOALS

(SDGs)

1 NO POVERTY

Aquaculture has made significant strides toward lifting people out of poverty. In the past three decades, the rate of extreme poverty has fallen rapidly. In 2013, it was one-third of what it was in 1990.

2 ZERO HUNGER

As one of the world’s fastest growing food-producing sectors, aquaculture is critical to food security. Seafood provides more than 4.5 billion people with at least 15 percent of their average per capita intake of animal protein. Aquaculture is projected to represent nearly two-thirds of global human seafood consumption by 2030, and GAA and its members are committed to ensuring that this growth happens responsibly.

3 GOOD HEALTH AND WELL-BEING

Seafood is a rich source of protein containing all essential amino acids, in addition to essential fats, vitamins and minerals. Just 150 grams of seafood can provide the average adult with more than half of his/her daily protein requirement, and seafood is key to optimal heart and brain health.

5 GENDER EQUALITY

When aquaculture thrives, so do the communities in which they operate, providing women and girls with access to education, health care and decent work. Additionally, GAA’s education and advocacy work calls attention to the women-owned businesses that improving the landscape of aquaculture worldwide.

6 CLEAN WATER AND SANITATION

Fish need clean water to thrive. Done responsibly, aquaculture promotes the need for clean water and sanitation in coastal and rural communities, all of which is monitored by the BAP certification program.

7 AFFORDABLE AND CLEAN ENERGY

Innovation is the heart of aquaculture, requiring producers to think creatively to keep energy clean and affordable.

8 DECENT WORK AND ECONOMIC GROWTH

Aquaculture makes a significant socioeconomic contribution in coastal and rural communities where economic opportunity tends to be limited, often lifting people out of poverty. GAA’s education, advocacy and certification work can both help identify and support such opportunities, while ensuring they are delivered responsibly and fairly.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Responsible, sustainable businesses — including the seafood processing plants, farms, hatcheries and feed mills certified against the BAP standards — reinvest in their communities, helping to bring infrastructure, transportation, energy, irrigation, communication technology and ancillary businesses to coastal and rural communities. Further, small-scale aquaculture can help provide access to affordable credit as well as value chains.

10 REDUCED INEQUALITIES

GAA is actively supporting the enhancement of fair and transparent employment for those working in aquaculture. Seafood processing plants, farms, hatcheries and feed mills certified against the BAP standards must ensure a safe, healthy working environments. The BAP standards also address wages and other terms of employment as well as the use of forced and child labor. GAA will continue to develop and enhance these aspects of the BAP standards.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

By developing best practices to address issues such as disease and feed conversion, GAA and the BAP program are able to meaningfully contribute to ensuring that seafood, through aquaculture, is produced responsibly. The broad range of species that can be produced allow extensive adaptability to grow seafood that is best suited to the determining factors of the local environment and end use.

13 CLIMATE ACTION

Aquaculture production is highly resource efficient. Fish has a higher protein retention rates and energy retention rates than chickens, pigs and cows as well as a lower feed conversion rates. Demand for animal protein is forecasted to almost double by 2050, and aquaculture is the most resource efficient and least environmentally impactful means of meeting that demand.

14 LIFE BELOW WATER

The world’s fisheries are under immense pressure, and production has been static for years. While improvements are being made and fisheries are being more responsibly managed than ever, it is important to grow aquaculture responsibly to meet the world’s burgeoning demand for seafood. Aquaculture depends on healthy oceans and quality water. By encouraging best practices, GAA and its BAP program are ensuring that the impact on local ecosystems is minimized.

15 LIFE ON LAND

Less than 1 percent of the world’s ocean are used to grow seafood. Using a greater percentage of the world’s oceans for aquaculture will relieve pressure on the land for terrestrial animal production, preserving fragile ecosystems.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Seafood processing plants, farms, hatcheries and feed mills certified against the BAP standards must ensure a safe, healthy working environment. The BAP standards also address wages and other terms of employment as well as the use of forced and child labor.

17 PARTNERSHIPS FOR THE GOALS

GAA acts as a voice for responsible aquaculture around the world, bringing together all industry stakeholders to address shared responsibilities and goals in a pre-competitive environment. By addressing challenges collaboratively, sharing knowledge, creating communities, showcasing best practices, connecting stakeholders and building capacity through education, GAA is dedicated to responsible aquaculture, benefiting people and planet, in partnership from now to 2030 and beyond.



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A LETTER FROM OUR PRESIDENT



A MESSAGE FROM GEORGE CHAMBERLAIN

The journey continues.

The Global Aquaculture Alliance was founded at a time when looming environmental issues threatened the growth of aquaculture. The challenges were immense, the organization’s resources were small, and the path forward was uncertain. The approach was simply to identify the issues, gather the facts, and work with stakeholders to develop consensus solutions. Each issue led the organization into a new arena, with a steep learning curve. Inevitably, missteps were taken, but corrections were made and programs strengthened over time.

One of the major programs evolving from this process was Best Aquaculture Practices certification for shrimp farms, which eventually broadened to cover the full production chain for virtually all aquaculture species. To assure that the standards are robust and credible, they were benchmarked to international guidelines (Global Food Safety Initiative, Global Sustainable Seafood Initiative and Global Social Compliance Programme). Over time, many supporting programs were developed, including the *Global Aquaculture Advocate*

magazine, the Global Outlook for Aquaculture Leadership conference, disease research, the GAA Academy online education program, residue and pathogen testing, traceability systems, area management, and several more.

As the programs have grown, they have become “institutionalized,” with established processes, policies and documentation. To newcomers, this might give the perception that GAA programs were always well understood and robust. This simply isn’t true. The initial programs were born as concepts that gradually took shape through a process of trial and error.

Going forward, we must guard against the tendency to consider that our scope of work is limited to well established programs. There is still so much more to do, and we must not hesitate to face new issues, embrace new learning curves, and make new mistakes. These are the necessary steps of continuous improvement that guide our journey toward sustainability.

George Chamberlain | President



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