



Annual Report

2020



A Letter From the CEO



To say that 2020 was a most unusual year is an understatement. Yet it sets the backdrop for the Global Aquaculture Alliance’s work. Working remotely afforded us time to focus on our mission. Our achievements and aspirations are represented in this annual report, and they would have been commendable in a normal year. But they are even more commendable considering the restrictions imposed on us by COVID-19. What’s most impressive is the resilience of the women and men within our organization, as they have adapted to “the new normal.” Well done.

What we would like to share with you now are our aspirations for 2021 and beyond. The primary objective is to navigate the coronavirus pandemic so that we can move on to “the next normal” in operating our businesses. We will never fully return to the way things were prior to the pandemic. Technology — whether for communicating, auditing or tracing seafood through supply chains — will assume a greater role for us as we strive to realize our vision. Our mission will be reflected through the transition to the Global Seafood Alliance. Our assurances for environmental responsibility, social accountability and worker voice, food safety, and animal health and welfare are expanding to include fishing vessel standards that link well-managed fisheries to our processing plant standards to the marketplaces of the world. Our goal

is to expand the supplies of responsibly produced seafood around the world.

We also aspire to do more in addressing the United Nations’ Sustainable Development Goals (SDGs). We all are impacting some or most of these 17 SDGs positively. Yet for us we must measure ourselves against these goals and with laser focus see that our work with advocacy, education and certification is making a positive difference, and to demonstrate that work clearly. For us, the SDGs are the standards that aspire us to do what we do.

I am incredibly proud of my GAA associates for their achievements in 2020. We should also be proud of the women and men in the industry who surmounted the challenges of 2020 with courage and commitment. Just think what we can achieve in 2021 and beyond with that same professionalism and passion. This is a great opportunity for us to live up to our aspirations for a healthy global society, where all 17 SDGs are consistently being addressed.

A handwritten signature in black ink that reads "Wally Stevens". The signature is fluid and cursive.

Wally Stevens
CEO
Global Aquaculture Alliance

Our Vision

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

We do this by encouraging innovation on a global scale; by incentivizing producers to adopt a rigorous set of best practices; by building meaningful partnerships with academic institutions, governments and non-governmental organizations recognized as worldwide leaders in environmental and social responsibility; and by providing educational resources for all stakeholders, large and small. We are also committed to addressing the challenges highlighted by the UN Sustainable Development Goals (SDGs). Keep an eye out for how our work contributes to these goals throughout this report.

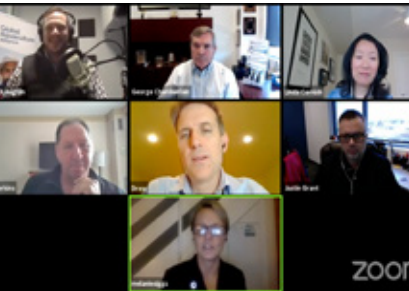




2020 | At a Glance

JANUARY

GAA hosts “Come Together: Uniting the Wild and Farmed Seafood Sectors”



FEBRUARY

GAA publishes 2019 annual report

GAA Academy launches in-pond raceway system (IPRS) course



MARCH

BAP releases spotlight video featuring Ideal Fish, a BAP-certified branzino producer

Seiyu becomes first retailer in Japan to market BAP seafood



APRIL

Scottish Salmon Company becomes first in Europe to earn four-star BAP status

Chinese restaurant chain Bantianyao commits to sourcing seafood from BAP-certified producers

Seafarms Group Ltd. becomes first Australian prawn company to achieve four-star BAP certification

Remote audit pilots launched for BAP-certified producers

MAY

GAA publishes results of Open Philanthropy-funded animal welfare study



JUNE

BAP releases new Feed Mill Standard

Deyan Aquatic Products & Food Co. Ltd. becomes world’s first to offer two-star BAP crayfish

China-based supermarket chain Beiguo commits to sourcing seafood from BAP-certified producers

Global Seafood Assurances (GSA) takes ownership of the Responsible Fishing Vessel Standard (RFVS)



2020 | At a Glance

JULY

China-based e-commerce company Benlai Group commits to sourcing seafood from BAP-certified producers

GAA creates COVID-19 guidance document for seafood processing facilities

Four new members appointed to GAA's Standard Oversight Committee (SOC)

AUGUST

GAA successfully completes the pilot phase for remote auditing of farms, hatcheries and feed mills



SEPTEMBER

Kvaroy Fiskeoppdrett becomes Norway's first salmon farm to earn BAP certification



OCTOBER

GAA hosts first-ever virtual GOAL conference

Simão Zacarias of University of Stirling wins Global Aquaculture Innovation Award

GAA and BAP launch Instagram influencer campaign for U.S. National Seafood Month

East Coast Seafood becomes first company to certify facilities to BAP Chain of Custody Standard

NOVEMBER

GAA relaunches strategic partnership program

New edition of BAP Seafood Processing Standard (Issue 5.1) released



DECEMBER

Mercadona becomes first Spain-based retailer to add BAP to its farmed seafood sourcing policy

GAA releases latest GAA Film, "The Diver"





Still from GAA's latest film, *The Diver*, about the story of Ulises, a sea urchin diver, as he navigates family, a changing climate and the seafood industry.

Membership Highlights

In 2020, our members were not only the backbone of our organization, but of the seafood industry as a whole. In a year where priorities shifted and plans changed, we can't thank our members enough for their support.

With an intention to embrace the full global aquaculture community, we relaunched our strategic partnership program in September. By the end of the year, we garnered 45 member-based associations from around the world to join the initiative.

To show our gratitude for continuing to support our efforts to promote responsible aquaculture practices, we expanded member benefits and opened up our first-ever virtual GOAL conference to all of our members.

2020 PAYING MEMBERS:

309 **57**

INDIVIDUAL MEMBERS CORPORATE MEMBERS



KAITLIN TILLY

The Island School

We joined the GAA in January of 2019 as a way to expand our connections within the aquaculture industry as well as use it as a tool for information sharing. Not only are we able to learn more about aquaculture but we can also share our research and spread knowledge on aquaponics.



MATT PARKER

University of Maryland

GAA is a great organization working to develop aquaculture around the world. I have enjoyed and benefited from the information GAA sends out and look forward to learning more and continuing my membership for many years into the future.

Check out more member testimonials on social media with #ofFISHalmember!

We Appreciate Your Membership

To show our appreciation for your support, GAA opened last year's virtual GOAL conference to all GAA individual and corporate members, GAA strategic partners, and Best Aquaculture Practices producers and endorsers.

Your support — as well as the support of our sponsors — allows us to continue to act as a voice for responsible aquaculture through pre-competitive activities such as GOAL. A more informed, better educated aquaculture community benefits us all.



Communications and Collaboration

Media Monitoring & Outreach

In its second year, GAA’s media and monitoring program continued to act as a voice for responsible aquaculture worldwide, proactively publishing content positioning aquaculture in a positive light and reacting to misinformation in the mainstream press. GAA and its affiliated brands garnered 1,564 media mentions and 6.2 billion impressions in 2020.

Aquademia Podcast

Aquademia is the world’s leading seafood podcast, offering fresh takes from passionate staff members and their guests from around the world. Everyone from seafood professionals and environmental scientists to chefs and curious consumers should download and listen. Available on six major podcast platforms.

#EatSeafoodAmerica

The #EatSeafoodAmerica campaign is a cross-industry initiative to encourage seafood consumption among every day grocery shoppers. Spearheaded by Seafood Nutrition Partnership, GAA and BAP partnered with SNP and dozens of other organizations to help spread the word across social media.

Webinars and Roundtables

GAA and BAP hosted a number of roundtables and webinars throughout 2020 to initiate discussion and educate audiences on a variety of topics. This included two roundtables, one on uniting the farmed and wild seafood sectors as well as one that brought together members of the industry to discuss how the seafood supply chain was responding to the COVID-19 pandemic.

Global Aquaculture Advocate

For 23 years, the *Global Aquaculture Advocate* has supported GAA’s mission of responsible aquaculture with news features and technical articles documenting the evolution of aquaculture. Beginning in September 2019, access to *Advocate* articles no longer required a log-in, and since then traffic mushroomed to more than 100,000 pageviews per month by the end of 2020.

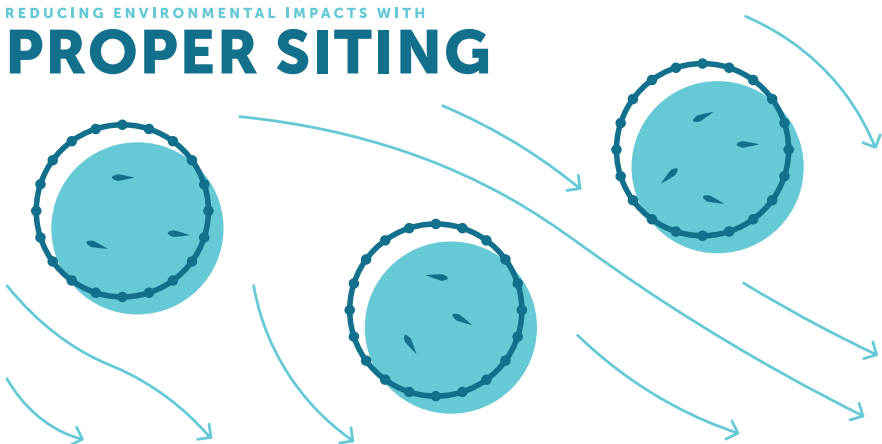


Aquaculture 101

Aquaculture 101 is a campaign run by the Global Aquaculture Alliance to educate the public about the basics of aquaculture and to disseminate information in an easily understandable way. The campaign dispels myths and gives facts about the promising future of the industry. In 2020, the focus of Aquaculture 101 was on the alignment of aquaculture with the United Nations Sustainable Development Goals (SDGs). Each month GAA delved into one of the SDGs and explore how GAA’s work in advocacy, education and certification addressed that specific goal.

Check out the hashtag [#Aquaculture101](#) on social media for more information.

REDUCING ENVIRONMENTAL IMPACTS WITH
PROPER SITING



Fish is packed with nutrients many people are lacking.

PROTEIN

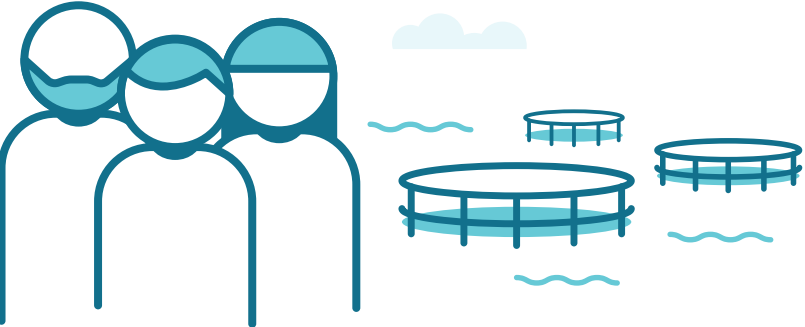
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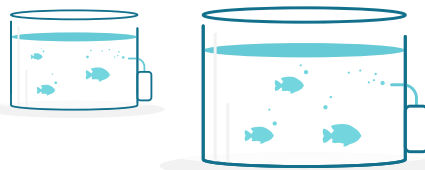
**OMEGA-3
FATTY ACIDS**

MINERALS

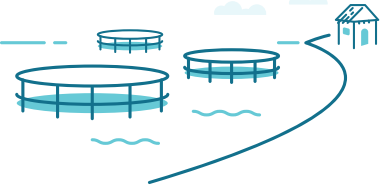
19.3 million
Number of people working
in aquaculture as of 2016



Recirculating Aquaculture Systems (RAS) are resource efficient



Aquaculture provides jobs to rural communities worldwide



47%
of coastal regions worldwide improved their water quality between 2012-2018



GOAL 2020 Goes Virtual

GAA’s signature GOAL conference began its evolution in 2020 with its first-ever virtual event.



Held from Oct. 5 to 8, the virtual event featured 10 sessions and 50 speakers, about two-thirds of which spoke at GOAL for the first time. The virtual event attracted about 800 active attendees. In 2021, GOAL is featuring a hybrid experience with a series of virtual events leading up to an in-person event in Seattle in October.



Global Aquaculture Innovation Award

In 2012, GAA established the competition to recognize individuals and companies finding new solutions to the key challenges facing aquaculture.

THREE FINALISTS

The three finalists of the eighth annual Global Aquaculture Innovation Award were Mark Luecke of Prairie AquaTech, Simão Zacarias of the University of Stirling and Pablo Berner of Nuseed. By audience vote at the first-ever virtual GOAL conference in October, Zacarias was selected as the winner for his work on the shrimp-hatchery practice of unilateral eyestalk ablation.

Simão Zacarias



Zacarias’ research debunked the conventional notion that eyestalk ablation results in higher egg production and showed that it actually escalates disease vulnerability.

Mark Luecke



Prairie AquaTech’s ME-PRO® is a plant-based protein ingredient manufactured in South Dakota that has two primary goals: sustainability and digestibility.

Pablo Berner



Nuseed® uses genetic engineering to turn canola plants into prolific producers of omega-3 oils and other nutritionally important fatty acids.







Growing the Market for Responsible Seafood

WESTERN HEMISPHERE



● PRODUCERS

● UNITED STATES

- BAP releases video featuring Ideal Fish, a BAP-certified RAS branzino farm

● LATIN AMERICA

- 80 new producers in Latin America were certified in 2020, primarily in Chile, Ecuador and Mexico
- Launched BAP landing page in Spanish

● CHILE

- Nova Austral S.A. attains BAP certification for its salmon farm site

● COLOMBIA

- About 60 producers are certified in Colombia, mostly tilapia

● ECUADOR

- Santa Priscila, the largest shrimp producer in Latin America, attained BAP 4-star certification

● ENDORSERS

● UNITED STATES

- Walmart launches new in-store signage featuring BAP label
- About 75% of the retail market requires BAP and about 70% of foodservice
- The following retail and food service operators became BAP endorsers: Albertsons, Amazon, Kings Food Markets, Nestlé Purina, Sprouts Farmers Market, Target
- Sysco added BAP to their sustainability program
- BAP accepted at many online seafood delivery companies including Fulton Fish Market, Metro Lobster Seafood, Impact Kitchen, and Schwan's

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 responsible seafood solutions.



Growing the Market for Responsible Seafood

EASTERN HEMISPHERE



PRODUCERS

UNITED KINGDOM

- Scottish Salmon Company becomes first in UK and Europe to achieve four-star BAP certification

NORWAY

- Kvarøy becomes the first Norwegian salmon company to attain BAP certification

CHINA

- Deyan Aquatic Products & Food Co. Ltd. becomes world's first company to offer two-star BAP crayfish
- BioMar Tongwei (Wuxi) Biotech Co. Ltd. becomes first feed mill in China producing feed for trout and turbot to earn BAP certification
- Xinjiang Tianyun Organic Agriculture Co. Ltd. earn BAP certification

AUSTRALIA and NEW ZEALAND

- Seafarms Group Ltd. becomes first Australian prawn company to achieve four-star BAP certification
- Approximately 90% of the region's salmon and shrimp production is BAP certified

AUSTRALIA and NEW ZEALAND

- All major retailers in the region accept BAP certification
- Strong retail and growing food service support has led to growth of BAP certification in the region

ENDORSERS

UNITED KINGDOM

- 97% of retail market and 55% of foodservice accepts BAP
- Harrods adds BAP to its sourcing policy
- Marrfish becomes a BAP supplier to foodservice

CHINA

- The majority of national and international traditional and ecommerce retailers accept BAP
- Shenzhen Pengcheng Marine Products strengthens its commitment to BAP
- Chinese restaurant chain Bantianyao pledges to source seafood from BAP-certified producers
- Shijiazhuang Beiguo Supermarket pledges to source seafood from BAP-certified producers

JAPAN

- The majority of the international seafood trading companies recognize and accept BAP certification
- Seiyu becomes first retailer in Japan to market BAP seafood
- Three of the four largest retailers are now accepting BAP certified products

PAN-EUROPE

- Auchan adds BAP to its sourcing policy
- Metro launches BAP marketing in five languages

SPAIN

- Mercadona becomes first Spain-based retailer to add BAP to its farmed seafood sourcing policy



BAP Launches Spotlight Video

Featuring RAS Producer Ideal Fish



As part of its producer spotlight initiative, in March BAP launched a video featuring BAP-certified producer Ideal Fish. Launched in 2013, Ideal Fish uses a recirculating aquaculture system (RAS) to raise Branzino, or European sea bass. Their 63,000-square-foot facility is located in Waterbury, CT, within close proximity to the major metropolitan U.S. East Coast markets.

The video shines a light on their state-of-the-art RAS technology, their traceability initiatives and why they chose to attain BAP certification. The video premiered on Facebook and was posted on YouTube and BAP’s social media platforms, and received close to 8,000 views. This video is part of a larger initiative by BAP to highlight certified producers and their responsible practices.



ERIC PEDERSON
President and CEO, Ideal Fish

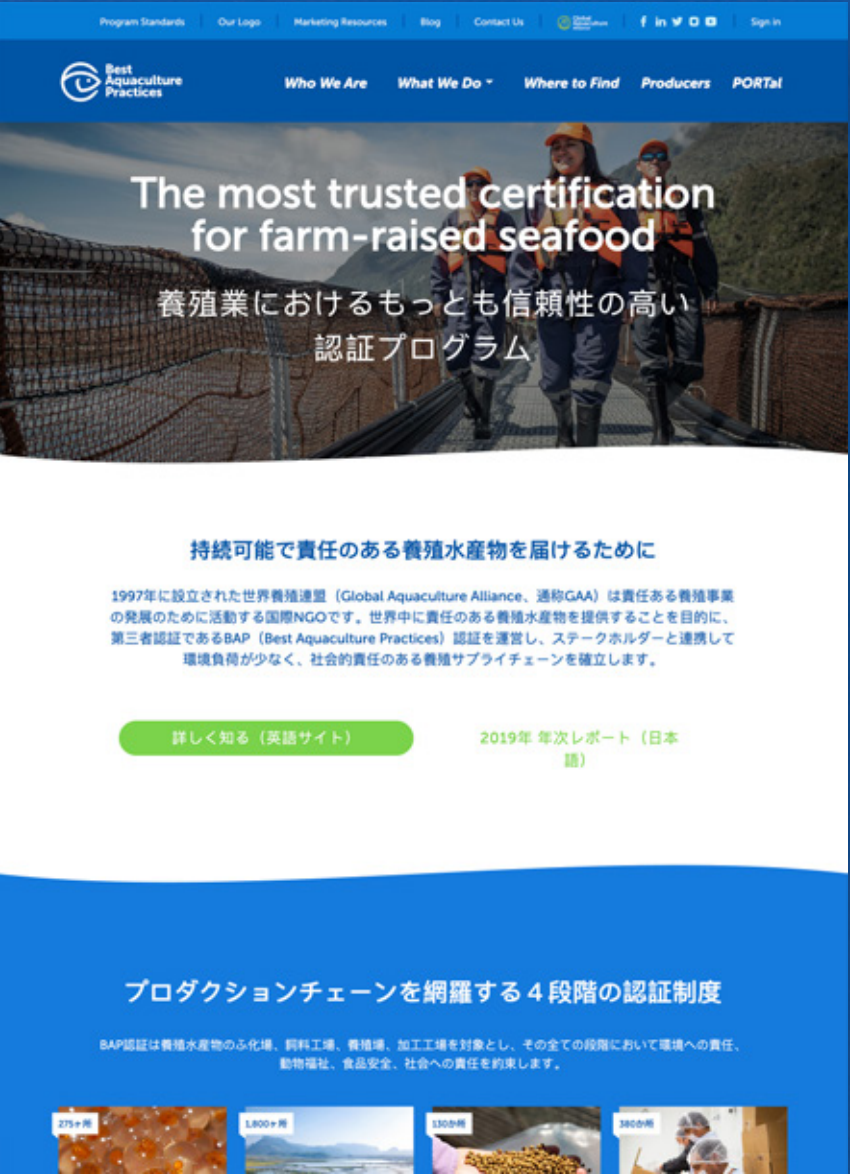
“We were very interested from the beginning of the development of our business plan in becoming BAP certified. It is the gold standard in seafood production verification. It is the way that we can tell our customers that we adhere to the loftiest standards, the most rigorous requirements in terms of the way we conduct our business and the way that we produce our product.”



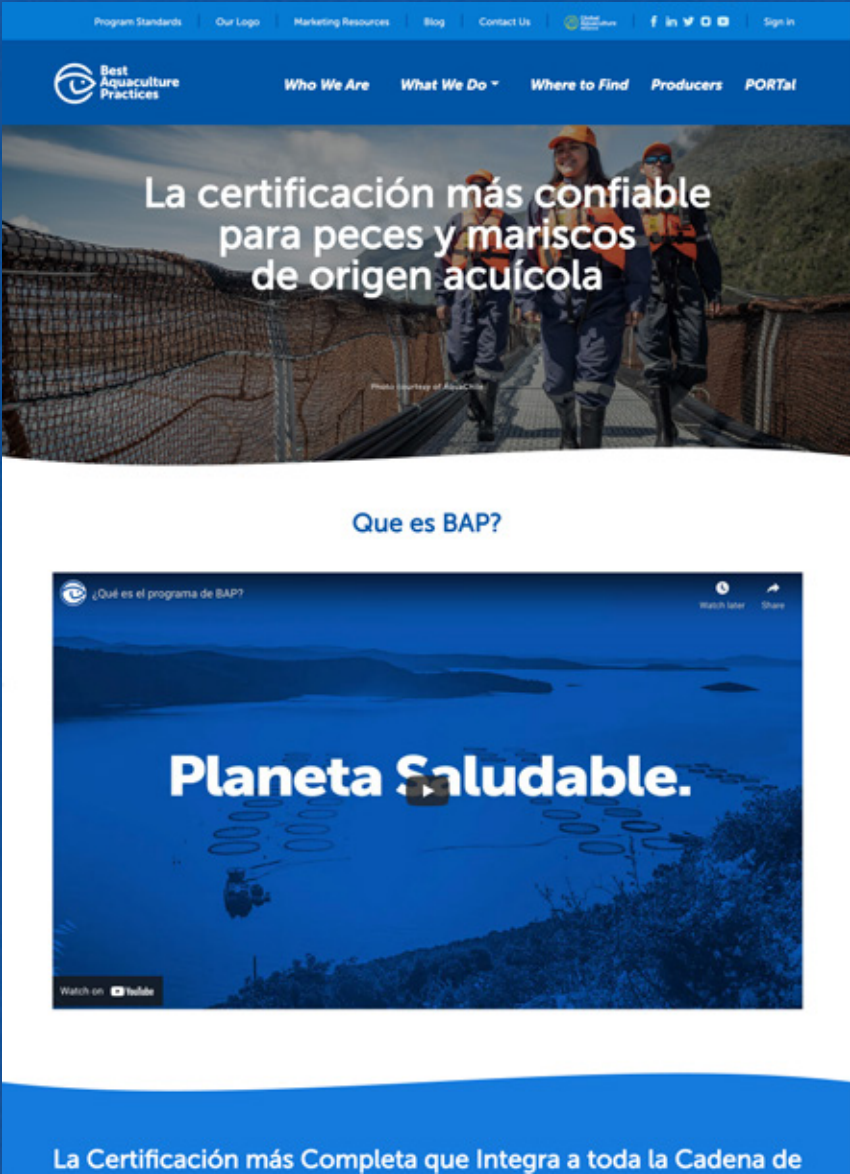
Increasing BAP Brand Awareness

As a global organization, we recognize the need to provide valuable information and resources about GAA and BAP in native languages. In 2020 we launched two new landing pages in Japanese and Spanish with resources for producers and endorsers, including information about the BAP label and where to find BAP products. The pages are part of a larger campaign to increase brand awareness of the BAP program internationally, and were launched in conjunction with a social media campaign targeting consumers in each region.

Japanese Landing Page



Spanish Landing Page



Walmart's Seafood Sustainability Campaign



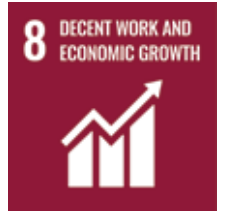
In 2020, Walmart featured BAP and two other certification programs in a campaign to promote the company's commitment to source sustainably harvested and farmed seafood.



Launched in early March 2020, the campaign featured point-of-sale signage that used the taglines, "Sustainably Sourced Seafood" and "Our Oceans. Our Responsibility." The signage was placed in the refrigerated and frozen seafood sections of 1,300 Walmart stores, and included freezer door clings, shelf flags, and sanitation-stand signs.

In support of its sustainable sourcing policy, Walmart has long committed to sourcing seafood that is BAP certified.

Driving Social Change and Improvement in Aquaculture



We worked with KIT Royal Tropical Institute to better understand how BAP social and labor requirements are applied and how they impact practices among producers. The study focused on three countries: Indonesia, Vietnam, and Chile, and included an analysis of audit report results and in-depth interviews with employees throughout the supply chain.

KEY LEARNINGS:

- Found that social and labor practices are continuously monitored and evolving in certified facilities, and that most companies made major changes to comply with the BAP Standard.
- The greatest changes were found in Vietnam and Indonesia.
- Overall, increased attention to due diligence and ensuring compliance, especially through improved monitoring systems, and there is now greater attention for community-farm interaction.
- Workers note clear improvements around wellbeing related to shifts and regulations on workers time – this alleviated stress for employees.
- BAP certification is seen as a long-term investment in economic sustainability and way to demonstrate compliance with key legal frameworks.
- The study found that the certification improved product quality (standards as a whole).
- Certification did not necessarily lead to higher profitability directly but brought a larger market.
- In Vietnam, improved practices perceived to lead to higher staff retention levels and lower occurrence of accidents.





BAP Supporter Kvarøy Arctic:

A Leader in Responsible Salmon Production

What sets Kvarøy Arctic apart?

Kvarøy is a small-to-medium-sized salmon producer, with annual production of around 10,000 metric tons. The company has been 100 percent family owned since the beginning in 1976. Over the years, production changes were made to move toward being more sustainable and producing a more healthy product. Kvarøy does not use any chemicals or antibiotics in its production. No antifouling on its nets, either. Together with BioMar, Kvarøy developed its own feed and a unique model. The fish feed contains natural colorant, only fish oil from cut-offs from Atlantic salmon production, algae from Corbion, krill from Aker BioMarine, cleaned fish oil and fishmeal, and a higher content of omega-3 fatty acids than any conventional feed. Also, the feed has a FIFO ratio of 0.48:1, so it's a net producer of protein. Farming salmon is already a sustainable way of producing food, but there is always room for improvement. The next generation must have the opportunity to do the same, just better.



BAP Supporter Kvarøy Arctic:

A Leader in Responsible Salmon Production

What does it mean to you to be the first BAP-certified salmon producer in Europe?

For us it means a lot. We have focused on the U.S. market, and BAP is an important standard for many of our customers. And it also shows us that we are doing a lot of things right by adding yet another certification to our list of accomplishments.

What was your main motivator in choosing to pursue BAP certification?

The market was the main motivator. Also, we feel that some of the key points in the standard resonate with what we feel is important, including the FIFO ratio and other feed-related matters that other standards do not address. Also, stocking density and use of chemicals we feel is better addressed in the BAP standard.

How has attaining BAP certification improved your practices?

It has made us look even deeper into what we do and how we do it. It is always good to get new people to ask questions and provide thoughts that we have not thought about. It helps us move forward.



Alf-Gøran Knutsen, CEO at Kvarøy Fiskeoppdrett AS

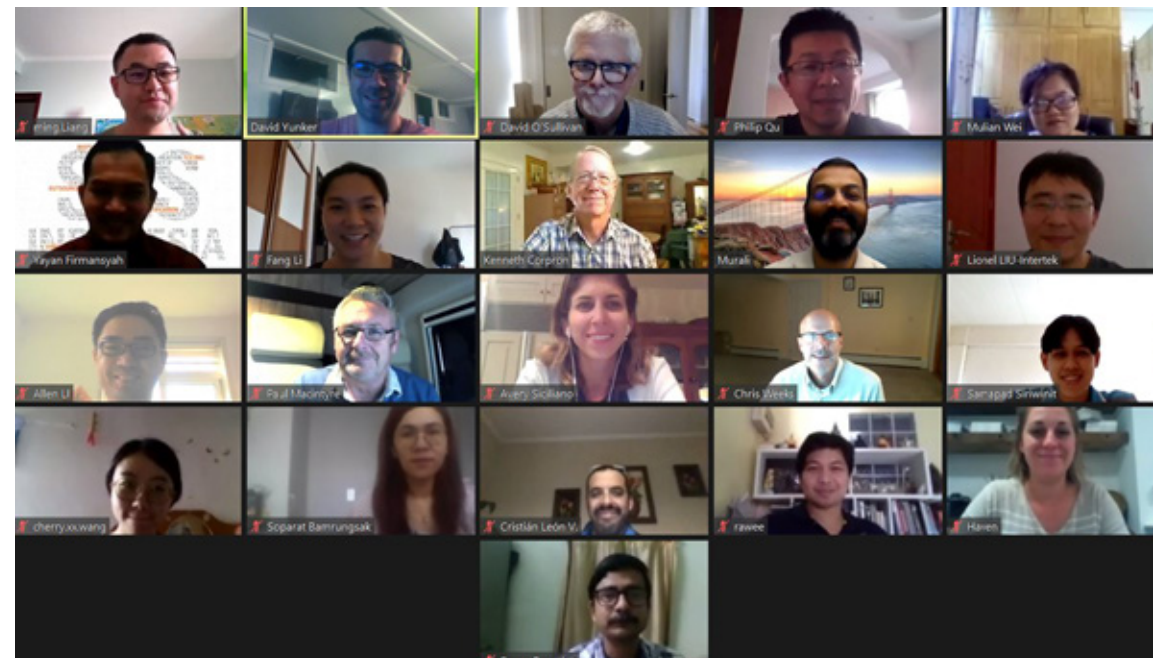


Program Integrity



The program integrity team ensures the robustness and credibility of the BAP standards through quality control, compliance monitoring, and technical expertise.

We work in tandem with the operations and information technology teams to drive continuous improvement in the BAP program and provide in-house support for BAP's aquaculture producers.



Attendees at the virtual auditor training course held in September 2020.

Program Integrity

Remote Audits

In order to continue to deliver the full range of assurances during the COVID-19 pandemic, BAP developed a robust remote auditing solution and conducted more than 700 remote audits across all facility types. We collaborated with our certification bodies, accreditation bodies, and benchmarking organizations to ensure our auditors were well trained to audit remotely and our policies supported producers through the process.

Auditor Training

The Program Integrity team held two remote auditor training courses throughout 2020, which attracted qualified auditors from nearly 20 countries around the world.

Protecting Employees During COVID-19

To help keep employees across the aquaculture production chain healthy during the pandemic, GAA created a guidance for producers that contains best practices to help limit exposure and spread of COVID-19. The objective of the guidance is both to protect employees and reduce the risk of contamination of food products or packaging.

Protecting Employees During COVID-19

Global Aquaculture Alliance is committed to advancing employee health and safety and dedicated to supporting our facilities during the COVID-19 pandemic. The following guidance is intended to act as a resource for all companies operating in the seafood supply chain seeking best practices to keep their employees and community healthy and limit the exposure to and the spread of COVID-19.

Here are some things you can do:

Social Distancing at Work

Workers are within six feet of one another, including at end-to-side or facing workstations.

Workers are spaced at least six feet apart, and facing one another. Other configurations may be used to achieve similar distancing between workers.

Physical barriers, such as partitions, separate workers from one another, including where workers need to perform tasks in regular contact with one another.

Physical barriers, such as partitions, separate workers from one another, including where workers need to perform tasks in regular contact with one another.

Wear Personal Protective Equipment (PPE)

Personal Protective Equipment (PPE) may help slow the spread of COVID-19 and prevent illness. The CDC has provided guidelines on how to put on and take off PPE effectively.

Implement Robust Prevention Methods

It is important to implement robust sanitation practices to eliminate and reduce the spread of COVID-19. Sanitation hygiene and ventilation are essential to preventing an outbreak and keeping everyone safe.

Develop Policies for Employee Wellness, Sick Leave, and Screening Visitors

Workers should not report to work nor be encouraged to report to work if they appear sick or are experiencing COVID-19 symptoms. In the U.S., workers are not at all of symptoms. Facilities should keep a facility register logbook where visitors should register their Name, Date, Time of Entry and Time of Exit upon entering and exiting the facility in order to enhance contact tracing should any visitor or employees test positive for COVID-19.

Need more information?
For more information, visit aquaculturealliance.org or join the discussion on Global Aquaculture Alliance Connect at connect.aquaculturealliance.org.

Standards Development

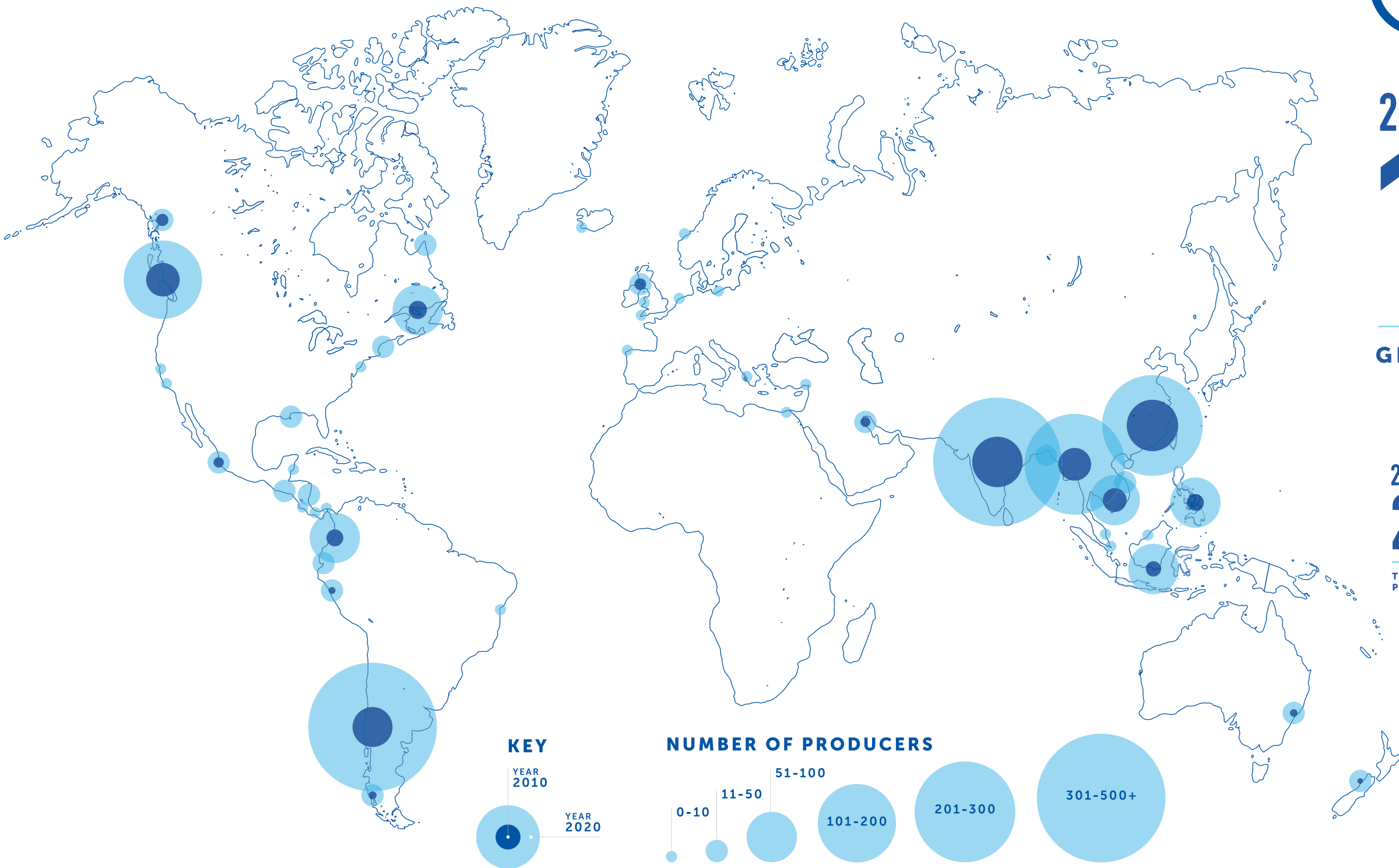
BAP updated requirements in nearly all standards including the Seafood Processing Standard Issue 5.1, Feed Mill Standard Issue 3.0, Mollusk Standard Issue 1.1., and BAP Farm Standard Issue 3.0. This included food safety, environmental, social accountability, animal welfare, and traceability updates.



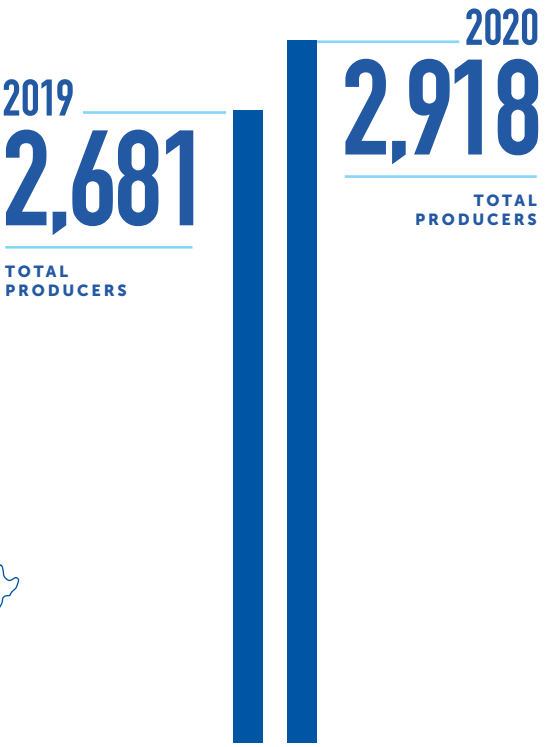
Numbers & Highlights



BAP Producers Around the World



2020
10.7%
GROWTH IN PRODUCERS



BAP Growth



	TOTALS	TOTAL VOL.
PROCESSING PLANTS	399	2,633,791 MT
FARMS	2,030	2,529,043 MT
FEED MILLS	139	9,110,828 MT
HATCHERIES	299	
REPROCESSORS	51	

TOTAL PRODUCERS
INCLUDES FALLOW SITES

2,918

NUMBER OF SPECIES

29

NUMBER OF COUNTRIES

39

RATE OF RETENTION

91%

FOUR-STAR PROCESSING PLANTS

236



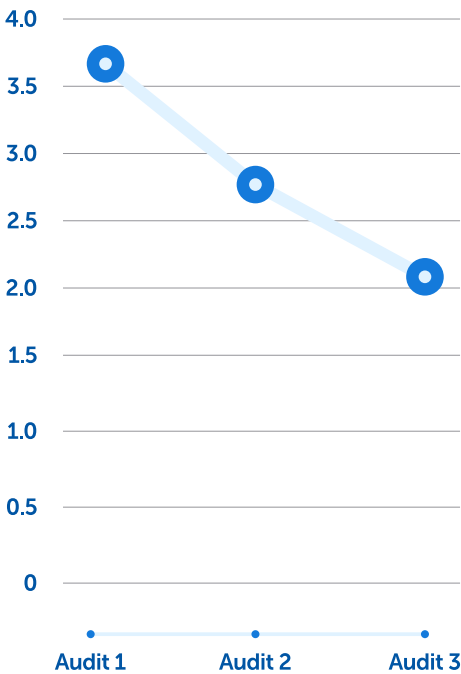
Producer Conformity Trends

2017-2020



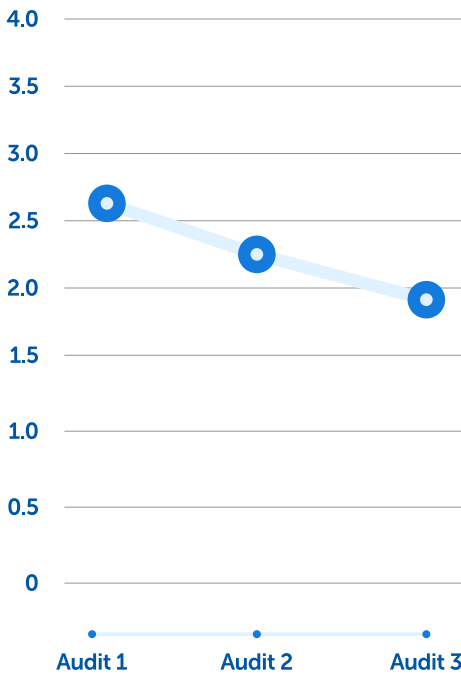
Animal Welfare Non-Conformities

(% per audit)



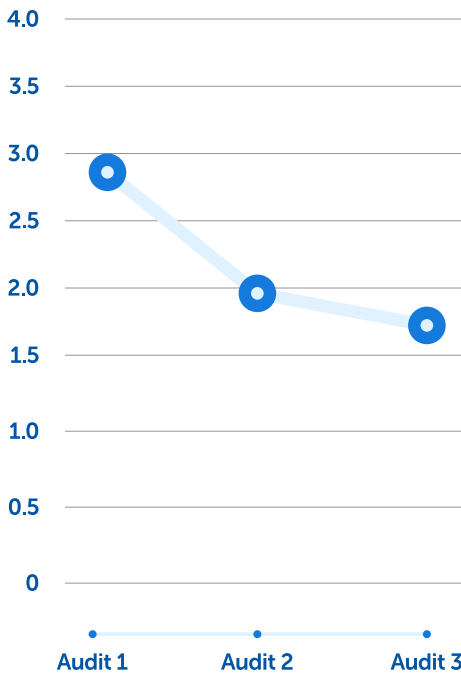
Environmental Non-Conformities

(% per audit)



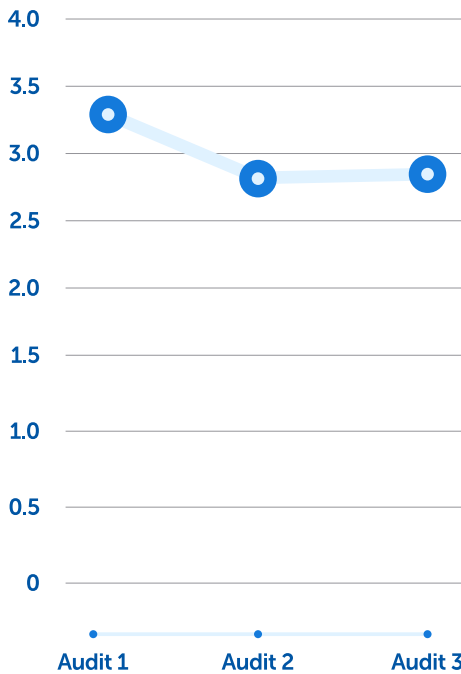
Food Safety Non-Conformities

(% per audit)



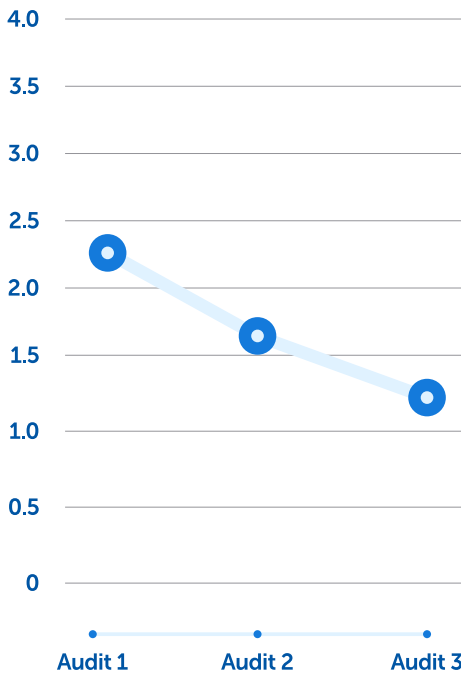
Social Accountability Non-Conformities

(% per audit)



Traceability Non-Conformities

(% per audit)



BAP standards are the world’s most comprehensive for farmed seafood, built on the four pillars of responsible aquaculture — environmental responsibility, social accountability, food safety, and animal health and welfare, with a foundation of traceability. BAP standards continue to drive improvement throughout the industry, which is illustrated by this analysis of non-conformities recorded for all facility types (processing plants, farms, hatcheries and feed mills) from 2017 to 2020. Looking at

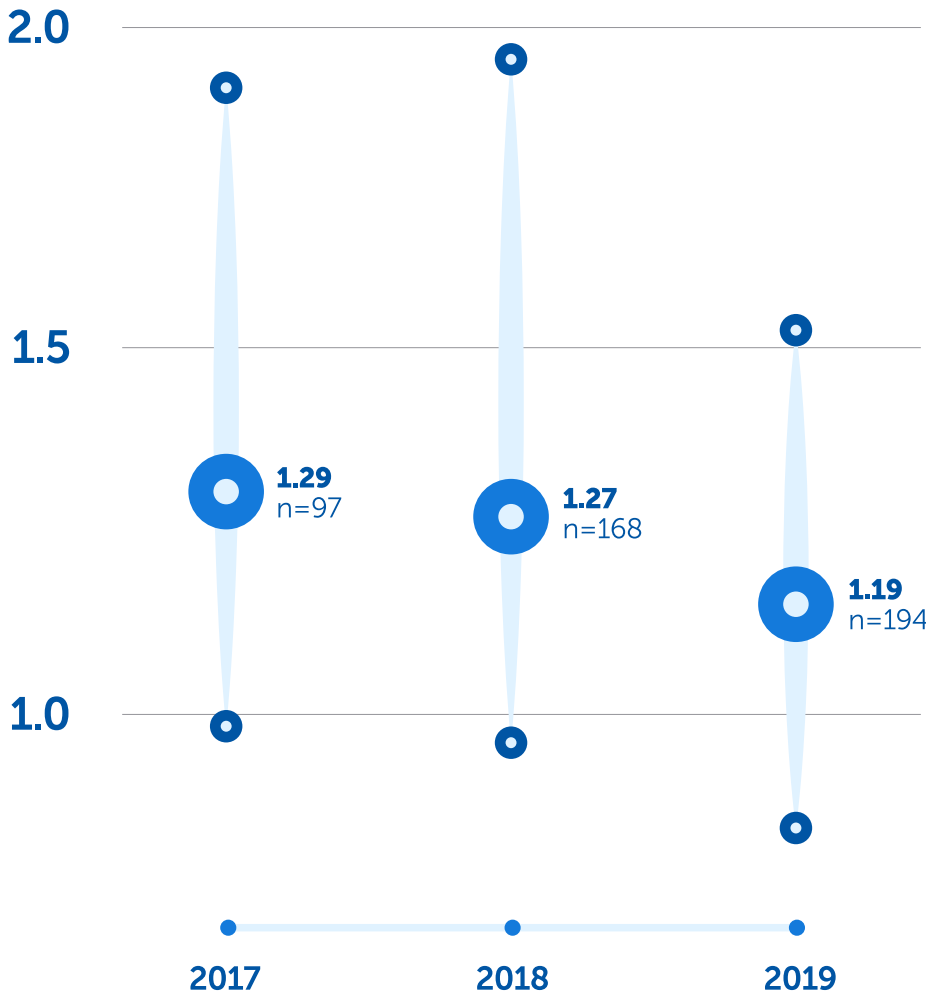
each chart, there is a clear trend toward greater compliance in that the number of non-conformities from producers’ first audit to their third is falling over time. A non-conformity is a violation of a clause within a standard; there are dozens of clauses in each standard. All non-conformities must be addressed before a facility earns certification. This shows that annual audits work.



Feed Conversion Ratios in Salmon

Feed conversion ratio, or the rate at which the fish converts feed to biomass, is a good indicator of how efficiently feed is used in production. Data from hundreds of audit reports for Chilean salmon farms show a reduction in the amount of feed needed to produce biomass in salmon, which has implications for reduced cost for the farm as well as the environmental benefit of using less resources to produce the same amount of fish.

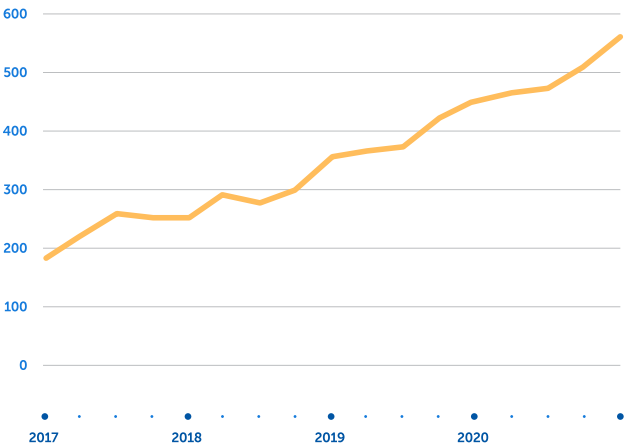
Chilean Salmon Farms (Annual FCR)



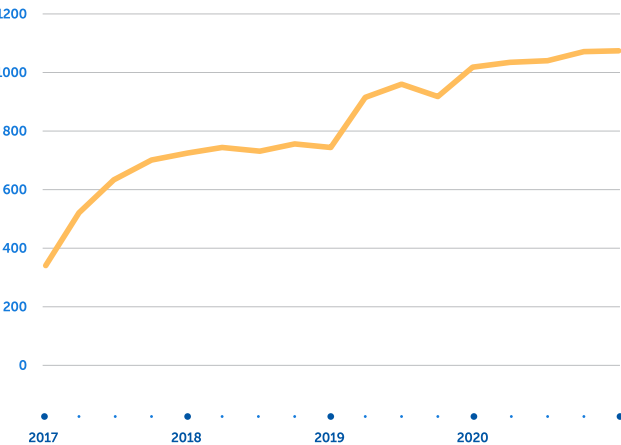
Farm Growth 2017-2020

From January 2017 to December 2020, BAP saw significant growth in BAP-certified farm volume for salmon, shrimp, tilapia, pangasius, mollusks, and catfish. This data is taken from volumes recorded by the auditor at the time of the audit. During those four years, total BAP-certified farm production for all species increased by 184%, with salmon farms and shrimp farms experiencing the most growth, with 258% and 199% respectively.

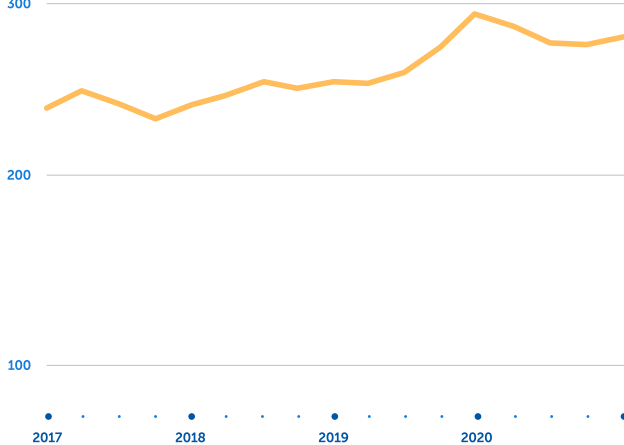
Shrimp Farm Production
(in thousand MT) **199%**



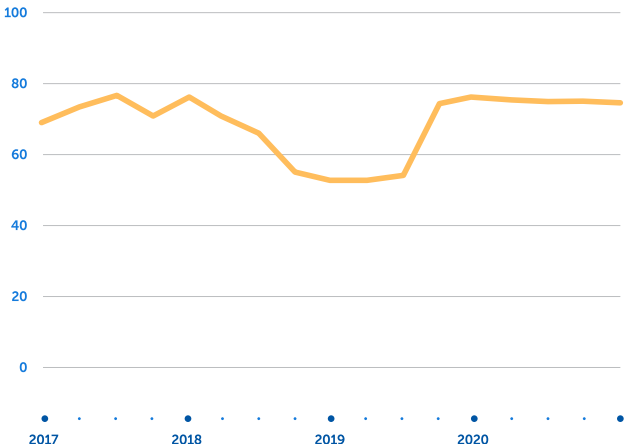
Salmon Farm Production
(in thousand MT) **258%**



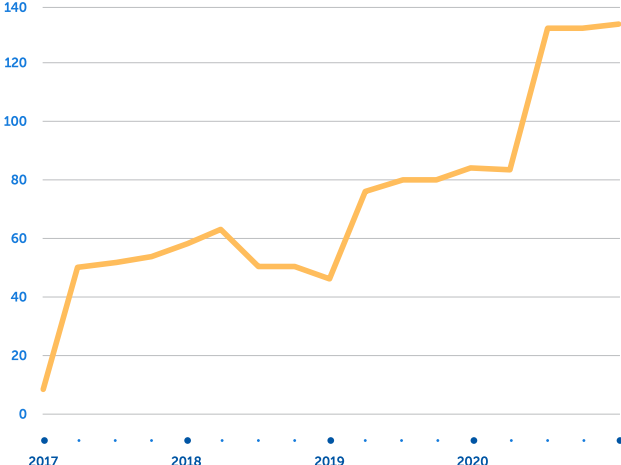
Tilapia Farm Production
(in thousand MT) **26%**



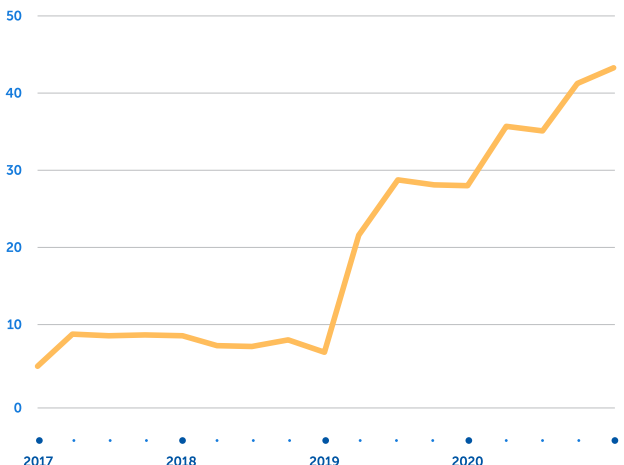
Pangasius Farm Production
(in thousand MT) **9%**



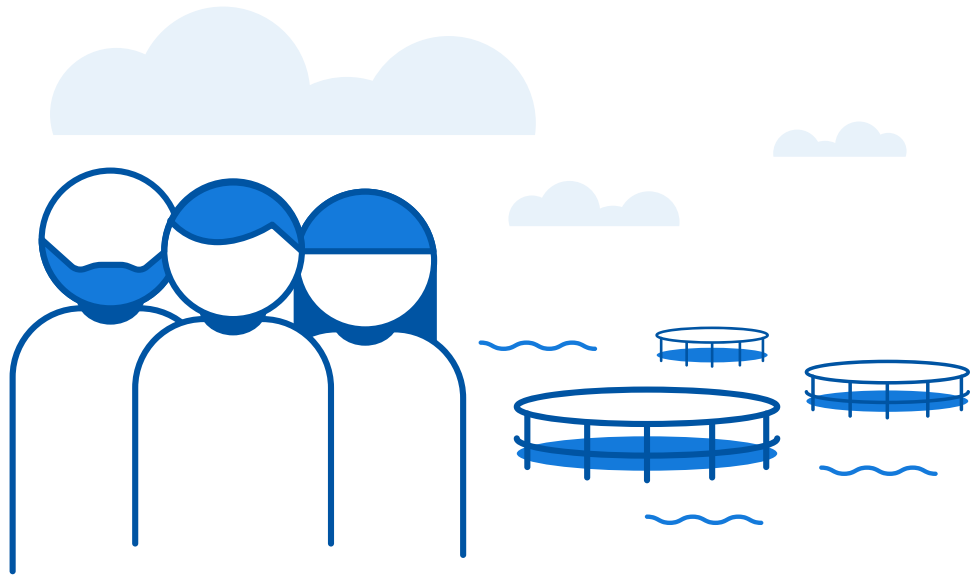
Mollusk Farm Production
(in thousand MT) **1434%**



Catfish Farm Production
(in thousand MT) **905%**



Our Global Impact



PEOPLE EMPLOYED AT BAP-CERTIFIED FACILITES

305,000



MEALS FROM BAP-CERTIFIED SEAFOOD

23B

BASED ON 4OZ SERVINGS



Outreach Growth



Attendees at GOAL 2020

800

475 attendees in Chennai, India in 2019



Monthly Page View (average)

105,321

Average of 30,000 pageviews per month in 2019



Downloads in 2020

21,650

12,000 downloads in 2019



Media Impressions in 2020

6.2B

Social Media Following (all channels)

225,000

160,000 following at the end of 2019





What People Are Saying on Social Media



Carissa Maurin
@CarissaMaurin

So exciting to see the project I've been working on for the past year at @GMRI be featured by @GAA_Aquaculture. Thank you GAA!



ideal_fish 🙌 We carry our BAP Certification with pride! 🙌



Sea Delight
@SeaDelight

Thank you for sharing @GAA_Aquaculture and helping educate consumers. Aquaculture is truly key to helping ensure global food security in the future. #sustainableaquaculture #aquaculture #fishfarming #foodsecurity #facts



ajay_p232 This is really good initiative by GAA to give free education about IPRS. 😊 I'm from India and wanted to join this course, i recently worked in aquaculture shrimp 🦐 and fish 🐟 farming in india.



Marco Espinoza • 2nd
Food Safety, Quality, Certifications and Integrated Management Syst...

2w ...

Good to see how remote audits can accomplish BAP goals and ensure companies alignment.



Simao Zacarias
@simaozacarias2

Thanks @AquademiaPod for the opportunity to share my #career pathway in #Aquaculture.

I invite my followers to enjoy this podcast.



oruene Diepriye gift • 3rd+
--miss

I think it's a source of food and income for the marginalized groups of people, there is hunger and lack, responsible aquaculture provides solutions to those problems.



Liané Thompson • 2nd
CEO at Aquaai & Ocean Activist

3w

Big fan of what you all do!! Amazing group!



David Fincham Agreed, much still has to do with the Supplier's integrity and the ability to monitor and police by BAP. And internal industrial communication and associations. The work of GAA and BAP is certainly some of the best worldwide. Keep it up.



Adam Tait • 2nd
Bachelor of Agriculture and Technology - Aquaculture at La Trobe Un...

2w ...

I used this specific graph in my recent thesis presentation. The future of aquaculture is looking bright.



seapakshrimpc 🙌🙌🙌 applause to you guys and all you do



Testimonials



MARK EARNEST

Vice President Quality Assurance, Captain D's

Our partnership with GAA helps us support the seafood industry, and through its Best Aquaculture Practices certification program, we provide confidence that we source high quality products for our brand and guests. We look forward to continuing this partnership in the future.



TOMMY SEKIGUCHI

General Manager of Aquaculture & Nutrition Dept., Mitsui & Co., Ltd.

We are happy to work with BAP because it helps us as a company meet our goals to improve seafood sustainability, and we also value the partnership they bring to the table in working directly with the market.



MR. YUBIN SUN

General Manager, SeaWorld

Adding BAP certification into our sourcing policy gives us more confidence to provide safe seafood to consumers. And it also helps continually improve the food safety through the whole supply chain.



RODRIGO DE LA SERNA

Business Development, Grupo Selecta

At Grupo Selecta, we benefited from the implementation of the BAP certification standards by strengthening our processes, organizing our best practices, and brought about a continuous improvement mindset in the company's culture, which not only enhanced the efficiency and quality of our products, but also benefits our employees and their environment.



MATTHEW GROLNIC

Director of Quality Assurance, Atlantic Capes Fisheries

Atlantic Capes Fisheries believes in GAA's vision and where the organization is headed. By attaining certification of our processing plants and sourcing from BAP certified producers, we have greater access to the marketplace and demonstrate to our customers that we use safe and responsible practices.



JESSICA MCCLUNEY

McCluney Seafood Strategies, Strategic Partner of GAA

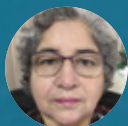
Aquaculture is a prominent feature of our food security landscape in the future, and done well can be (and I would argue it will need to be) a positive contribution towards achieving a better ecological and socioeconomic harmony. I like that GAA has recognized the value of voicing that message sooner rather than later.



KEITH DRYNAN

Troutlodge, Individual Member of GAA

Since coming to the U.S., I have been shocked by the general preconceptions around aquaculture and fish farming – in all species. In Europe fish farming has been developed more extensively and although it has its challenges I think it is more accepted as part of the agricultural industry. The world needs more sustainably produced protein, and I believe that aquaculture has a huge part to play in the provision of nutritious, affordable seafood. I joined the Global Aquaculture Alliance to be part of that message.



NELY SERRANO

Individual Member of GAA

I joined the GAA to be updated on the development of aquaculture worldwide, and to know the new trends of the activity and in that sense to support with information the young professionals who start and the community of farmers in general.



A Message From Our Team

WE'VE GOT YOUR BACK

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 in thirteen countries (Australia, China, Colombia, Germany, India, Indonesia, Mexico, New Zealand, Norway, Thailand, United Kingdom, United States and Vietnam).





A Global Presence



GAA BOARD OF DIRECTORS

- Bert Bachmann**, Retired
- Eric Bloom**, Eastern Fish Co, Inc
- Rittirong Boonmechote**, Thai Union Group
- Joe Chekouras** Mazzetta Co
- George Chamberlain**, Global Aquaculture Alliance
- Tony Downs**, Sysco Corp
- John Galiher**, Preferred Freezer Services
- Laura Garrido**, Pescanova USA
- Nelson Griffin**, Red Lobster Seafood Co
- Bill Herzig**, Sustainable Strategies & Initiatives
- Robert Jones**, The Nature Conservancy
- Santhana Krishnan**, Maritech
- Robins McIntosh**, Charoen Pokphand Foods Public Co., Ltd
- Sergio Nates**, ALAPRE
- Gorjan Nikolic**, Rabobank
- Ron Patton**, Grobest Global Service Inc.
- Jeff Sedacca**, Sunnyvale
- Terry Stachowiak**, Rich Products
- Wally Stevens**, Global Aquaculture Alliance
- Daniel Underkoffler**, Sam’s Club

GAA STANDARDS OVERSIGHT COMMITTEE

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- Dr. Alejandro Buschmann**, Research and Development Center of Coastal Resources and Environments
- Dr. Simon Bush**, Wageningen University
- Ken Corpron**, Global Aquaculture Alliance
- Tyler Isaac**, Monterey Bay Aquarium
- Kathy Janiga**, FSQ Mark Foods, Inc
- Dane Klinger**, Conservation International
- Birgitte Krogh-Poulsen**, Independent Social Development Consultant
- Dan Lee**, BAP Standards Coordinator
- Dr. David Little**, University of Stirling
- Lukas Manomaitis**, U.S. Soybean Export Council
- Tuan Hoang Nguyen**, BluYou Vietnam
- Kim Thompson**, Aquarium of the Pacific



A Letter from the President



As you paged through this annual report, you probably noticed that aquaculture covers a wide spectrum of technologies from semi-natural systems with practices that are centuries old to controlled indoor systems that are highly automated and mechanized. While GAA’s core business is providing assurances to those sourcing seafood from these systems, we’re always striving to engage with the full spectrum of farmers and to build upon our certification program to recognize those who are going above and beyond.

In Bangladesh, we’re currently participating in a World Bank project to assist low-income smallholder farmers with production and marketing of large, naturally pigmented black tiger shrimp while also helping improve their productivity and market access.

On the leading edge of technology, GAA is proud to have launched a Vanguard program last year that is developing “bolt on” standards for certified facilities that are pursuing advanced objectives. For example, the Climate Action Vanguard standard addresses processes for reducing greenhouse gas emissions through on-farm energy efficiency, feed ingredient selection and circular economy

gains. The Recirculating Aquaculture System (RAS) Vanguard standard addresses water use efficiency, effluent water quality, energy use, animal welfare and circular economies. Other Vanguard standards are being developed for sustainable ingredients, electronic traceability, raised without antibiotics and enhanced animal welfare. We hope to put these Vanguard sets of standards to market beginning this year.

We aspire to help the full spectrum of aquaculture move forward to improve productivity and sustainability.

Sincerely,

George Chamberlain

World Bank project





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