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Julie Kuchepatov [00:00:04] Welcome to The Conch Podcast. I'm your host, Julie Kuchepatov. We're trying something a little different than our usual one on one interviews. In these two episodes, I am joined in conversation with my peers from other organizations who participate in a Peer Learning Network. The PLN was founded in 2018 with the support of the David and Lucile Packard Foundation to bring together the communications professionals, small like minded organizations where we can bounce ideas off of each other, think through communication strategies, and increase our impact through collective communication efforts. These two podcasts represent our shared commitment to the ocean and are a result of this close collaboration. Thanks to my peers for joining me in conversation on this special edition of The Conch podcast. What is your organization and what do you do?

Perry Broderick [00:00:52] My name's Perry Broderick, Communications and Systems Director at O2. I'm one of the founding members of the organization. I'm responsible for all of the communications here, including, you know, website, marketing, messaging, reporting, as well as all the accounts and technologies that our organization uses. All of our partnership collaborations and everything related to that. We're a sustainable fisheries NGO and we work on the production and fishery side of seafood. We develop and implement policies and projects, working with a variety of seafood stakeholders to transition fisheries towards sustainability. Our end goal in our work is healthier oceans, flourishing coastal communities, healthy, robust seafood supply. Our work takes a variety of forms, depending on context. Because fisheries, as you know, are very diverse and vary significantly depending on where they're located and who's involved. Some of our work takes on the form of , you know, helping large-scale tuna fisheries work towards sustainability certifications. Japan, Taiwan, China. We also work on small-scale fisheries projects addressing socio economic needs in fisheries, such as those in Costa Rica, where we work with local stakeholders to improve processing, handling practices, cold chain access, and pair that work with premium markets that provide price premiums for sustainability work. And then we also work with a variety of stakeholders that are involved with different fisheries to address a variety of sustainability needs. This includes convening industry stakeholders, government managers, trainings around best practice when it comes to management. Or addressing risk in seafood supply chain. So our work, generally speaking, focuses on both large-scale and small-scale fisheries. And typically we work in Northeast Asia and Latin America, but we also work, kind of, directly with any seafood stakeholder that has interests in fisheries in any of those regions. That work takes on kind of a global focus given, as you know, seafood supply chains are global in nature and we pair that work with place-based initiatives and partnerships in the countries where I've mentioned.

Julie Kuchepatov [00:03:18] Any aquaculture?

Perry Broderick [00:03:20] You know, we do some aquaculture work, but less so in the context of place-based initiatives and more so in that, you know, the market doesn't really differentiate between wild and farmed seafood once it's kind of packaged and in the supply chain. And so a lot of our kind of industry work. I would call it, you know, overlaps with aquaculture. A lot of the same stakeholders are involved in producing and buying and selling both farmed and wild seafood. But aquaculture isn't really core to what we do as an organization. We're focused more on fisheries, I would say in the traditional sense, but a lot of, you know, fisheries. Their issues overlap with aquaculture. Place-based management, similar supply chain, use of plastics, a lot of wild capture fisheries end up in,

you know, aquaculture feed, etc. So tangentially, yes. But as kind of a core focus of our organization, a little bit less so.

Stephanie Stinson [00:04:24] My name's Stephanie Stinson, and I'm the Communications and Research Manager at Future of Fish.

Julie Kuchepatov [00:04:31] And what does your organization do?

Stephanie Stinson [00:04:35] Well, Future of Fish is an international NGO, and we're on a mission to transform at-risk coastal communities into thriving centers of sustainability that can serve as replicable models for a just and sustainable blue economy. We developed out of a global research project and continue to advise funders, nonprofits, industry, and government on global, regional and local issues in the blue economy. And currently, we're a network of three organizations that work together, leveraging each other's expertise. And I can tell you a little bit more about each organization, if you like.

Julie Kuchepatov [00:05:11] Yeah, I'd love to hear that was going to be my next question. Go for it.

Stephanie Stinson [00:05:14] Sure. At Future of Fish Chile, they're working across the value chain, collaborating with industry, NGOs, fishers, and governments alike to enable the necessary changes to contribute to the responsible commercialization of seafood. Meanwhile, in Peru, our team there is working to help formalize Peru's small-scale fisheries by building pathways for fishers to form cooperatives and associations, de-risk financing, and growing market demand for seafood with conservation-driven benefits and at Future Fish Global, we're returning to our roots, collaborating with partners to co-create, test, and replicate solutions for a sustainable blue economy and deep diving into areas like digital services, creative finance, and seaweed production.

Julie Kuchepatov [00:05:56] Seaweed production. That sounds exciting. That's a new one for you, right?

Stephanie Stinson [00:06:00] Yes, in Belize.

Julie Kuchepatov [00:06:02] In Belize. So that's a new area too. Or no?

Stephanie Stinson [00:06:06] Not a new area. We've previously worked there with our FIP+ model. But seaweed is a new area.

Julie Kuchepatov [00:06:16] Yeah, seaweed's super hot right now. So I'm going to be interested in following those developments, how those work out for you. I think it's going to be really neat.

Stephanie Stinson [00:06:23] Please do.

Charlotte Maiden [00:06:24] Hi. My name is Charlotte Maiden. I am the Media Relations Manager at Sustainable Fisheries Partnership. We are a nonprofit organization that works with major seafood buyers in the supply chain to make seafood more sustainable. We do this by focusing on information empowerment, giving the seafood industry the information they need about sourcing via our kinda data collection softwares, and empowering the industry to make decisions to improve their supply chain. Particularly what I do is working to communicate all of this work. So we have a lot of super intelligent scientists, organizers,

fisheries people, people that work with retailers and supermarkets to make seafood more sustainable. And my role is to work on external communications about that via social media, public relations, digital communications on the website, which is why I am part of the Peer Learning Network. So working alongside other members to improve more optimized communicating of the work we do and inspiring people to take action.

Julie Kuchepatov [00:07:31] Do you work internationally with seafood businesses or just with North American seafood businesses?

Charlotte Maiden [00:07:37] Yes. So Sustainable Fisheries Partnership is an international organization. We have partners from all over the world with particularly more partners in North America and Europe. But we do a lot of different work in Southeast Asia and South America. So we kind of touch a lot of different spans depending on where our work is.

Julie Kuchepatov [00:07:57] Do you get to travel a lot for your job or not so much?

Charlotte Maiden [00:08:00] Yes, I actually was just at Seafood Expo Global in Barcelona, which was the biggest international trip I've done with Sustainable Fisheries Partnership. And it was a blast. It was the biggest seafood show in the world and it was so inspiring to see all these people come together for the love of seafood, but that do all completely different things. But they're for that one kind of single thing to bring them together.

Julie Kuchepatov [00:08:23] Yeah. And I have to say thank you to SFP for hosting SAGE's Barcelona Bingo at your booth because I couldn't attend. So I was really happy when you made that offer.

Charlotte Maiden [00:08:35] Yes. Yeah. I mean, it was great to have your guys' stuff on hand. And it was such a blast having guys there at the booth at Seafood Expo North America in Boston. So a little bit closer to home as I am a United States East Coast-based person. Didn't include that in the question about travel but it was fun to kind of bring it to the global stage and see how kind of the gender issues were like slightly different or how people interpreted things differently. And definitely had a lot of good conversations, at least among SFP staff members we were still playing along with the game, so it was great to have it there.

Stephanie Stinson [00:09:09] I get to travel occasionally. Last year I got to go to Peru. I was there meeting our Peruvian colleagues in person and exploring the region they work in to better understand their efforts, helping to formalize their small scale fisheries. That's actually where my favorite seafood memory comes from.

Julie Kuchepatov [00:09:30] Yeah, tell us about it.

Stephanie Stinson [00:09:31] Sure. As part of a team building exercise, I got to participate in a ceviche preparation class with my colleagues.

Julie Kuchepatov [00:09:39] Oh!

Stephanie Stinson [00:09:39] Yeah. We prepared the classic Leche de Tigre style ceviche, and it was super fun to don a chef's hat and try my hand at making it. And of course, the outcome was super tasty. Yeah, getting to experience Peruvian gastronomy during that trip and there's so many out-of-this-world seafood dishes that it features as a special memory around seafood that I'll always treasure.

Julie Kuchepatov [00:10:02] So, Perry, I've known you for a long time. You are a commercial salmon fisherman in Alaska as well. So could you share a personal favorite seafood memory? Could be from your childhood. Could be recent.

Perry Broderick [00:10:16] Yeah, I was thinking back on that question there. I have been very fortunate to have been involved with fisheries for a very long time and working with Ocean Outcomes since we launched. I've got to experience a lot of great fisheries and as I speak actually currently I'm watching some fishing boats go in front of me here in remote Baja. But as you mentioned, I spend summers commercial fishing in Alaska and started doing that at a very young age. I think I was maybe like 11 or 12, which in hindsight might not have been legal. I was trying to think of just one memory that really was kind of my favorite, and I think it's actually a series of memories that happened annually. And every time it just kind of gets better and better. And so anyone that's not familiar with the Bristol Bay sockeye salmon fishery where I fish, it's one of the just most volumes, fast-paced, significant fisheries on the planet. It's just, it goes from 0 to 100 in the course of three or four days. And then just gas pedal fully on for about a month and then it kind of fizzles out and so, we always have friends, family, colleagues who come up and kind, you know, visit us while we're up there. And you know, it's their, typically their first kind of foray into commercial fishing. And, you know, they always get there and they arrive and they see a fish on the beach or they see somebody catch one fish and they get excited about it. Then when, you know, they actually go out fishing and there are fish and the fishing is hitting hard. Their eyes just almost roll back in their head because they're just so amazed at the scale and scope and amount of salmon that there is up there. And I think that moment of amazement, which you can just see on people's face, happens every year to somebody else in a different way. But I think that's one of my favorite moments of just pure amazement.

Charlotte Maiden [00:12:16] Growing up on the Jersey Shore. I have a lot of positive associations with the ocean and seafood growing up, but I actually was reflecting and thinking about a more recent memory, which was just the first time I was able to shuck oysters. Despite being like a seafood lover, loved oysters, I really hadn't been able to do that before and it was so dang fun. I did it in South Carolina, near Charleston, and the oysters came directly from there. And they're just these big groups of them, and I just didn't know they got so big we had to like split them apart and then crack them open. But it was just so fun to be able to work with my hands and open them up then eat them on a cracker with horseradish sauce. It's just a really fun time. A little bit messy, but also, yeah, so fun.

Julie Kuchepatov [00:13:02] Did you take a class or did you just kind of decide to do it on your own? Go in. Try it.

Charlotte Maiden [00:13:07] It was actually with Sustainable Fisheries Partnership staff. So we kind of all got together and were doing this oyster shucking together. One of our staff members lives down in Charleston and one of their friends is a big-you know oyster community down there and set it all up for us and gave us all the tools and all the gloves and just like dumped them out on the table. And yeah, it was just such a new experience for me and I really loved it.

Julie Kuchepatov [00:13:30] What is something that we, and by we I mean the seafood sector or the sustainable seafood community should be doing or paying more attention to that we're really not paying enough attention to and, you know, you can speak to your own

personal vision or something that you're noticing at Ocean Outcomes, like what do you think is something that we're really neglecting and we should be paying more attention to?

Perry Broderick [00:13:53] Yeah, that's a good question. So, I think we are beginning to pay more attention to it, but still, more attention needs to be paid, and that is really involving all the stakeholders which need to be involved in sustainable seafood. And so, you know, you're no stranger to the fact that initially, the kind of sustainable seafood movement was very environmentally focused. It was kind of, you know, about fisheries conservation. In that work, we had a lot of success under that model, but we kind of picked the low-hanging fruit through kind of top-down market leverage-based initiatives. And now we're finding that true sustainability requires a much more kind of integrated, holistic approach. In that approach is a lot more complicated, but it's also more durable when we pursue it. But that said it requires involving a lot more stakeholders in the conversation. And so the good work that SAGE is doing around gender equality is part of that the work that we're doing about ensuring that the right local stakeholders and fishers themselves are involved in the initiatives is also part of the equation. That's part of what we're doing at Ocean Outcomes is ensuring that the right stakeholders are involved in these sustainability initiatives. So from our perspective, that means including the right local groups on the ground who are already doing good work when it comes to sustainable seafood, and then most importantly, also including the fishers themselves. And so, I think we've come a long ways and you know, this kind of supporting a more bottom-up grassroots approach to sustainable seafood. But we have a real long ways to go still.

Julie Kuchepatov [00:15:37] What would you say you guys are thinking about over there at Future Fish?

Stephanie Stinson [00:15:42] Well, at Future of Fish we work to advance solutions for the planet and it's people. So we see the environmental sector repeatedly creating conservation initiatives that leave out people. I mean you would be surprised at how often fishers are not incentivized to adopt new solutions that advance environmental objectives. The hope being that fishers adopt this new practice or behavior which sidebar-is usually conceptualized by environmentalists with little to any input from fishers. And they hope that they'll adopt this for the sake of the environment because it's the right thing to do. And I'm saying that last part in air quotes. We see not taking the social side of sustainability into account, leaving us with ineffective environmental efforts that are missing the mark. And I mean, put yourself in the place of a small-scale fisher. If you're toiling in the elements for long hours at a time, integrating a new behavior that complicates your workflow and ultimately lengthens your workday, that intervention has to provide immediate, tangible benefit for the fishers to warrant its use. And personally, I believe that as a society we need to stop othering nature, people are a part of nature so environmental initiatives must also have social justice at their center. At Future of Fish, we see the ocean and people as intrinsically intertwined.

Charlotte Maiden [00:17:05] Yeah, I was doing some thinking about this and I think SFP priorities and my own personal ideas kind of align on this. You know, there's a lot of things that we should be doing more on. But I think one area that we're trying to focus on is social welfare and improving fishing communities. Since, you know, there's a lot of discussion in the space and we do a lot of work on general sustainability, biodiversity, even like illegal, unregulated, and unreported fishing, but don't do as much or we need to pay more attention to the welfare of the people that are catching fish, particularly in small scale fisheries and particularly with women fishers in these regions. As you know very well, Julie, we know that women are a huge part of the seafood supply chain. Maybe less of

them are out on the boats, but they're the ones prepping the boats and the gear and a huge part of the processing and buying and selling and treating. And one of the things that SFP is trying to do to address this is making indicators on Fish Source, which is SFP's publicly available online resource about the status of fisheries and fish stocks. So, Fish Source compiles this kind of information. This is the kind of information we present it to our retail partners so they can make better decisions about their sourcing. And so something cool that we're doing is that we're adding new indicators. So, instead of just looking at fish stocks and bycatch, these new indicators will look at social welfare or participation of women in fisheries. So, you know, you can also take a look at now, you know, how much fishers are involved in the decision-making. And we're hoping that when this information is publicly available, then the industry will be able to respond to it. So, you know, if that information is right in front of you, then it makes it a lot more difficult to ignore. And hopefully, that will, you know, cause a positive change in the retailers and suppliers considering women's participation in fisheries into their sourcing practices.

Julie Kuchepatov [00:19:02] Thank you for tuning into The Conch podcast. It would be amazing if you could take just two seconds to leave a review and share this podcast with your ocean-loving friends. Thank you!

Crystal Sanders-Alvarado [00:19:15] The Conch podcast is a program of Seafood and Gender Equality, or SAGE. Audio production, engineering, editing, mixing, and sound design by Crystal Sanders-Alvarado for Seaworthy. The theme song "Dilation" is written and performed by Satan's Pilgrims. Funding for The Conch podcast is generously provided by the David and Lucile Packard Foundation and Builders Initiative.