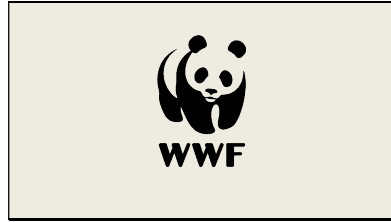


Slide 1



Slide 2



WWF is committed to ending Illegal, Unregulated, and Unreported (IUU) fishing

Slide 3



Oceans support the livelihoods of an estimated 520 million people who rely on fishing and fishing related activities, and 2.6 billion people who depend on fish as an important part of their diet.

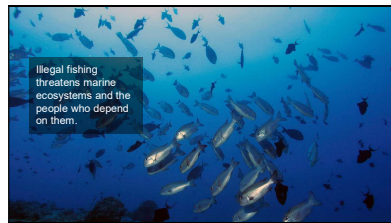
The US is one of the largest seafood markets for imported seafood—importing more than 5.3 billion pounds of seafood per year—worth almost \$18 billion annually.

Slide 4



Unfortunately, there is a problem with the seafood that hits our plates. Right now we simply cannot tell if the fish we eat was legally caught. There's no law or system of enforcement strong enough to prevent it. And once it enters the supply chain, there's no way for consumers to distinguish between legally and illegally caught fish. The US is a huge, lucrative market and often the destination for illegal fish.

Slide 5



Illegal fishing is a key driver of global overfishing, it threatens marine ecosystems, puts food security and regional stability at risk, and is linked to major human rights violations and even organized crime. We estimate global losses caused by illegal fishing cost up to \$36.4 billion each year.

Slide 6



But there is great momentum for change. In December 2016, the US government officially established the Seafood Import Monitoring Program to address illegal, unreported and unregulated (IUU) fishing products entering the market. The new rule, in effect as of Jan. 1, 2018, requires reporting and record-keeping for certain seafood products to make sure fish can be traced back to a legal source.

Slide 7



With its influence in the market place the US can lead the global IUU fishing challenge by requiring the entire supply chain is fully traceable to legal sources. This will improve practices around the globe by those who hope to access the US market.

Slide 8



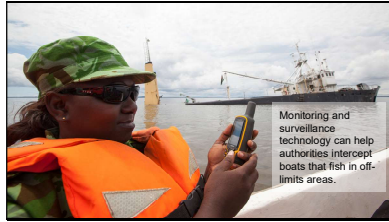
Illegal fishing is a global challenge, but through a combination of governance, enforcement, technology and engagement—it is a problem for the world’s oceans that can be resolved. We need a system that tracks seafood all along the supply chain--from bait to plate.

Slide 9



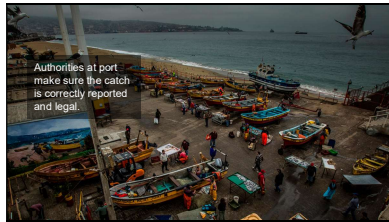
The first step in traceability is ensuring governments have fishing laws that prioritize sustainability. Robust fisheries policies help to ensure fishers only take their permitted catch of species from the areas in which they may fish, using the correct gear.

Slide 10



The next step in the traceability chain is monitoring and surveillance. Using satellite-collected vessel data, technicians can determine if a boat is legally fishing where it's supposed to—and alert authorities to intercept boats practicing black market fishing.

Slide 11



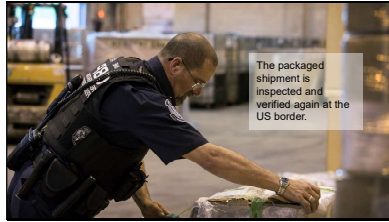
The next step is verification at port. As boats arrive at port, the captain shares the log book and documentation about the size, volume and location of the catch with the port inspector. This information is crosschecked with their license and other details about the boat to determine if there has been any illegal activity.

Slide 12



Once legally caught seafood passes the port inspection, the catch is sent for processing to be filleted, resized, smoked or packaged, and is then shipped to the US. The paperwork, verifying legality, stays with packaged shipment.

Slide 13



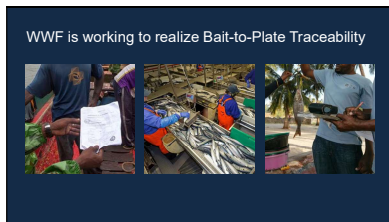
As seafood arrives at the US border, US Customs and Border Protection reviews documentation and may inspect the containers of seafood to ensure the catch is legal.

Slide 14



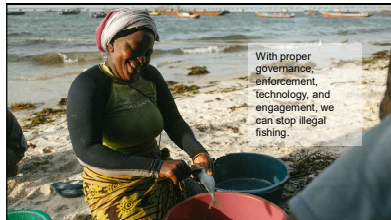
Once the seafood passes inspection, it's shipped to markets around the country. You will be able to enjoy legally caught seafood while ensuring our oceans are healthy and can provide sustainably for generations to come.

Slide 15



WWF is working to make Bait-to-Plate traceability a reality. WWF is developing affordable and effective ways to track and monitor the movement of fishing vessels and seafood products. We're also engaging key government stakeholders to create a system of legality and traceability that includes catch documentation, full chain traceability and verification. WWF collaborates with several partners, including FishWise, Future of Fish, and the Global Food Traceability Center to help the industry create and follow a traceability standard.

Slide 16



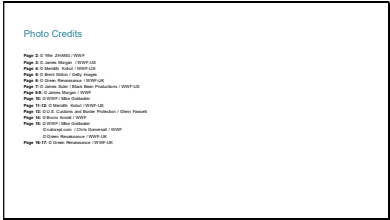
Illegal fishing is a global challenge, but through a combination of governance, enforcement, technology and engagement—it can be resolved. We'll be able to enjoy legally caught seafood while ensuring our oceans are healthy and can provide sustainably for all the world for generations to come.

Slide 17



Visit the World Wildlife website to learn more.

Slide 18



Slide 19

