

Sustainable Feed Business Commitment Pilot Project Overview



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PURPOSE OF PROJECT

As AZA facilities and conservation leaders, we must evaluate the seafood products we are purchasing to feed our collection animals and make sure they are being sourced responsibly. Some of the animals in our care can eat upwards of 10 pounds of seafood every day. With a few hundred animals on-site, AZA institutions may purchase several tons of seafood a year, therefore making decisions about animal diets is extremely important. Since much of the seafood fed to our animals aren't items found on a menu, they are often unrated and don't have a sustainability assessment. We need to assess the seafood we are feeding our animals so that we can make sure food will be available for both the animals in our care and their wild counterparts, well into the future.

Over the course of the first year, a Sustainable Seafood Feed Work Group pilot will guide the project by laying the groundwork for ACP members to develop a commitment to switch to sustainable alternatives. In year 2, we will expand the program and invite partners from SAFE Sharks and Rays and SAFE SeaScapes to join and make the same commitment. At the end of the two-year pilot period, the Work Group will present an evaluation report. This targeted and strategic program growth will allow us to establish a program, monitor and evaluate its impact and success, and make recommendations for a pathway forward for the larger AZA community.

SUSTAINABLE SEAFOOD & SHARK CONSERVATION

Overfishing is the greatest threat to sharks and rays, and AZA institutions can help reverse this trend by adopting sustainable seafood business commitments and encouraging our audiences to do the same. Collective demand to purchase sustainable seafood for our collective operations will push suppliers to source more sustainably harvested products which will have a positive impact on the ocean.



SEAFOOD WATCH ASSESSMENT

- Completion of 50 Conservation Partner assessments.
- Volume of assessments = 3.9 million pounds.
- Large % of this volume is unrated
 - No Seafood Watch rating
 - No recognized Eco-certification

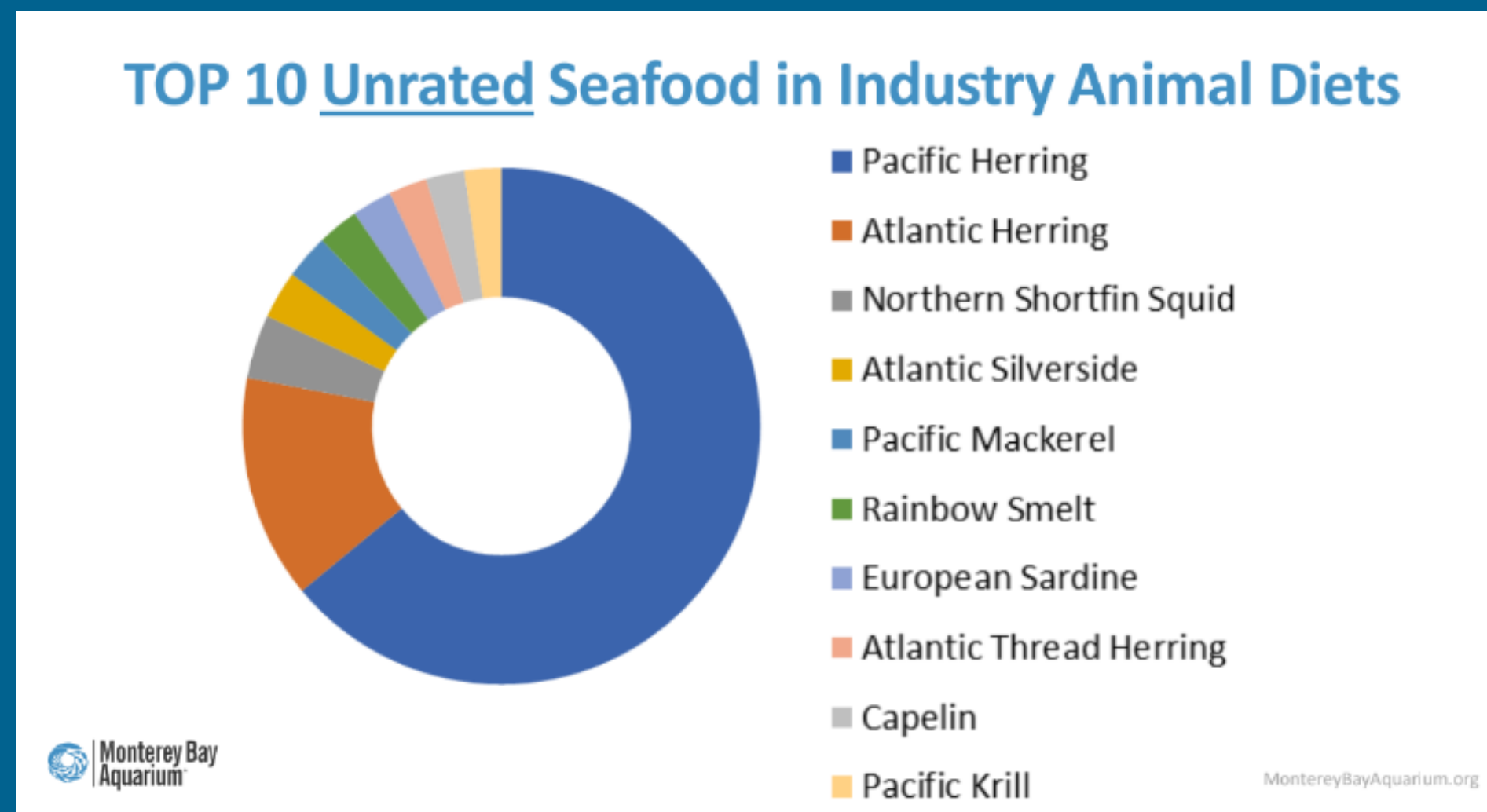


n=50 organizations total
comprised of:
27 zoos
17 aquariums (including MBA and
NA)
6 BOTH Zoos & Aquarium

Data provided by: Karin Stratton

SEAFOOD WATCH ASSESSMENT

TOP 10 Unrated Seafood in Industry Animal Diets



Data provided by: Karin Stratton

ROLE OF ACP & SAFE SHARKS AND RAYS

This project falls under two of ACP's conservation goals:

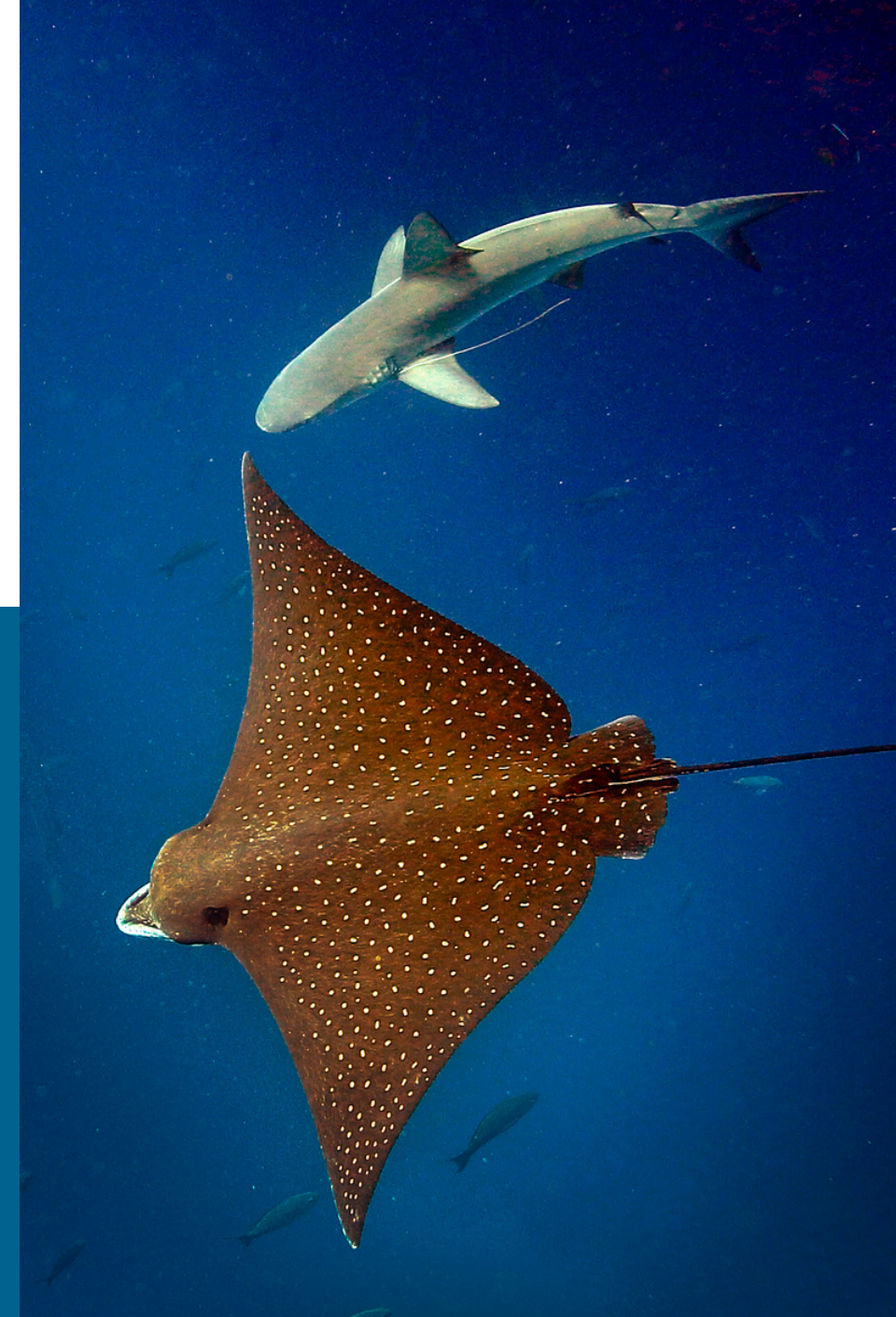


Protect ecosystems and wildlife



Promote sustainable fisheries and aquaculture

The SAFE Sharks & Rays program (SAFE program) uses a holistic, science-based approach to support conservation of all 1200+ shark and ray species. The SAFE program's goal is to establish AZA as an influential advocate for science-based shark conservation. To achieve this, we will facilitate engagement with stakeholders for wider participation in saving sharks and rays. The SAFE Sharks and Rays Sustainable Seafood Feed Work Group (Work Group) is poised to position AZA institutions as champions of sustainable seafood. We have an opportunity to place sharks and rays within the wider narrative on sustainable fisheries and to engage partners by taking collective action on sourcing policies in both animal feed and catering operations. By 'walking the talk' and leading by example, we can increase consumer awareness and demand for sustainable seafood, and accelerate market change toward shark-friendly alternatives.



PROJECT GOALS

GOAL 1

Goal 1: Assess and evaluate the sustainability of seafood products that SAFE and ACP members are currently sourcing.

GOAL 2

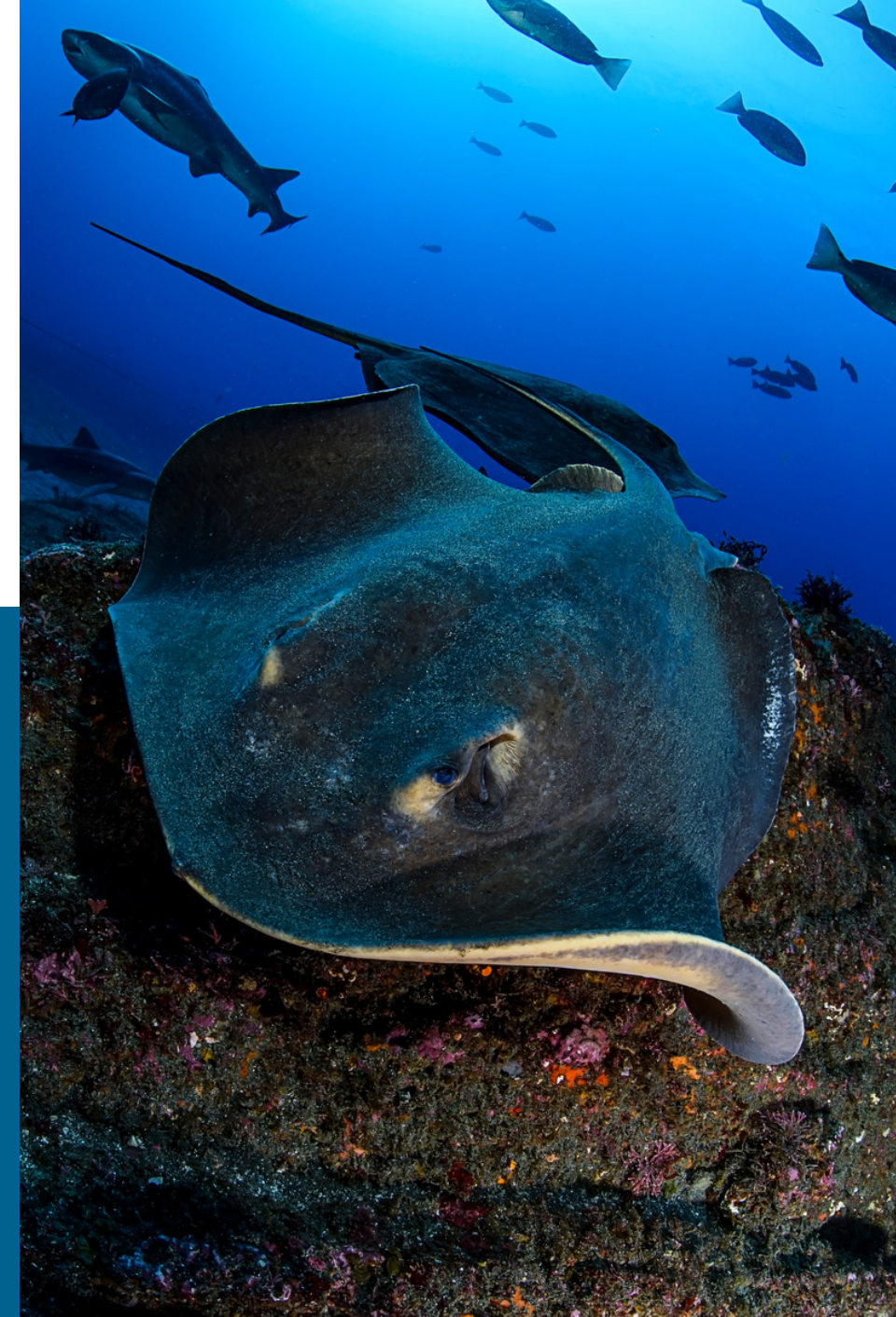
Goal 2: Use the results to pilot a joint business commitment.

GOAL 3

Goal 3: Monitor and evaluate the impact and success of pilot facilities that make this commitment.

GOAL 4

Goal 4: Make recommendations for a pathway to include the broader AZA community.



PROJECT TIMELINE 2023

Create Work Group

- Identify, recruit, and secure commitment for participation in the Work Group.
- Hold first meeting
- Develop work plan/timeline

Q1

Q2

Q3

Develop Survey Tools

- Review raw data to create survey tool
- Assess existing resources to develop survey tool
- Evaluate resources from sustainable seafood project partners
- Communicate progress regularly with the AZA community and partners
- Recruit participants for the survey

Define Sustainable

- Hold second meeting
- Brainstorm language for defining 'sustainable feed'



PROJECT TIMELINE 2024

Conduct the Survey

- Disseminate the online survey tool
- Enlist organizations to take the survey
- Organize and collate data for analysis and reporting
- Establish sustainability ratings for common feed items
- Create a list of products that need sustainability assessments

Q1

Launch the Pilot & Onboard Future Partners

- Recruit 10 ACP/SAFE Sharks and Rays partners for the pilot
- Create, distribute a communications toolkit
- Finalize the comparison report of traditional vs. alternative feeds
- Share findings with the AZA community; present at Annual Conference
- Complete Pilot evaluation
- Recruit ~20 SAFE Sharks and Rays partners to join in year 2

Q3

Data Collection, Reporting & Evaluation

- Continue data collection
- Identify current sustainable feeds in use, and potential alternative feeds
- Draft a comparison report of traditional feeds vs. sustainable alternatives
- Produce a baseline report to share data and demonstrate collective buying power
- Draft the language for the Business Commitment to “Feed Sustainable”
- Onboard Inform Evaluation to identify strategies for the evaluation
- Update and communicate broadly with the AZA community and partners

Q2



MONITORING & EVALUATING PLANS

Objective 1 - Develop the tools

Indicators of success:

1. Active participation from the Working Group in monthly meetings to provide meaningful input on key topics.
2. Active participation from sustainable seafood partners at Seafood Watch and Fish Choice to inform data assessment
3. Creation and distribution of the online survey tool for data collection

Objective 2 – Conduct the Survey.

Indicators of success:

1. 85% of SAFE and ACP partners, ~62 institutions, complete the survey
2. Generate a list of sustainable feeds currently in use
3. Assessment and creation of a list of feed items that need sustainability ratings
4. Communicate progress monthly to the broader AZA community

Objective 3 - Data Collection, Reporting, and Evaluation

Indicators of success:

1. Produce an audit assessment identifying the top 'in-demand' feeds needing sustainability ratings
2. Produce an audit assessment that identifies alternative feed "swaps"
3. Produce a tool for assessing the nutritional viability of alternative feeds
4. Create and distribute a list of the top 10, recommended alternative feeds
5. Implement contract with Inform Evaluation and Research
6. Create comparison report on traditional vs. alternative feeds
7. Create baseline report to demonstrate collective buying power
8. Draft business commitment language accepted by the Working Group
9. Communicate progress monthly to the broader AZA community

Objective 4 - Launch the Pilot

Indicators of success:

1. 10 ACP/SAFE members join a business commitment for the pilot project
2. Members update and report monthly on successes/challenges of the pilot
3. Evaluation report outlines pathway to entry for others
4. 80%, or 8 Working Group members, assist with evaluation of the pilot
5. All participants communicate their commitment to the public via their channels

DISSEMINATION OF MATERIALS

- Sharing and communicating goals to partners and non-ACP members to join us in collective action.
- Create and share out toolkits
- Work with the education and marketing teams at the pilot institutions to implement an awareness campaign for visitors to understand why we are prioritizing this effort



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