

# GREENPEACE

702 H Street, NW, Suite 300, Washington, DC 20001

Tel: 202-462-1177 • Fax: 202-462-4507

1-800-326-0959 • [www.greenpeaceusa.org](http://www.greenpeaceusa.org)

February 15, 2008

Dear \_\_\_\_\_,

I am writing to follow up on earlier attempts to discuss your company's important role in helping avert the crisis facing global fisheries and our oceans. We are currently doing active research on the US seafood industry and would like to discuss your company's seafood procurement policies and practices at your earliest convenience.

Greenpeace representatives will be attending the International Boston Seafood Show February 24 through 26, 2008. If \_\_\_\_\_ will be represented at the IBSS, please come to our booth, #1287, to talk with our fisheries experts. If you require further information, please do not hesitate to contact me at 202-319-2404 or by email at [beth.fitzgerald@wdc.greenpeace.org](mailto:beth.fitzgerald@wdc.greenpeace.org).

Overfishing and destructive fishing practices are two of the greatest threats facing our oceans. Three quarters of all commercially valuable fish stocks are now fully exploited, overexploited or depleted. Worldwide, up to 90% of large predatory fish such as Atlantic halibut, sharks, tuna and swordfish have been fished away. According to a new study published today in the journal Science, all but 4% of the world's oceans have been damaged by human activity.

To avert this crisis and ensure the health of our oceans and the ability to harvest seafood for generations to come, the seafood industry must shift to sustainable practices. Doing so is good for both the environment and your business, as consumers are increasingly considering the impact of their seafood purchases on the health of the oceans.

As a retailer leader in the United States, \_\_\_\_\_ has an important role to play in realizing this market transformation. Many seafood retailers in Europe and North America are making commitments to source and sell only sustainable seafood, and to support improvements in fisheries management and practices.

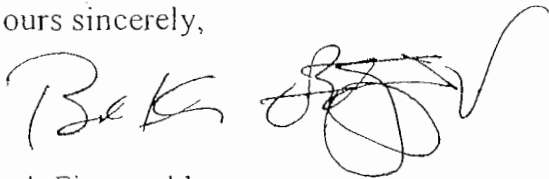
In my earlier correspondence I told you about our forthcoming report that compares the seafood procurement policies and practices of leading U.S. retailers. *Recipe for Disaster*, available at <http://www.greenpeace.org.uk/media/reports/recipe-for-disaster>, is our U.K. version of the report that you may want to read as an example of the type of report we are preparing.

Greenpeace has developed a red list of seafood species that are of urgent concern, including 6 species that should be removed from sale immediately. (Attachment 1.) In addition, seafood retailers must adopt and implement sustainable seafood procurement policies based on the principles of promoting the best examples of sustainable seafood, removing the worst from the marketplace, and improving the rest.

Greenpeace has requested information from a variety of U.S. retailers to assist us in understanding marketplace policies and practices regarding sustainable seafood. We have responses from some retailers but none from others. We will be ranking retailers based on independent observations and dialogue with retailers. By participating in this dialogue, retailers will give us a more accurate understanding of their practices, but we will rank retailers whether they participate or not. We want to accurately report the positive contributions is making toward the development of a sustainable seafood industry, and to do so we need your response to our questionnaire (Attachment 2) by March 7, 2008.

Again, if you require further information, please do not hesitate to contact me at 202-319-2404 or by email at [beth.fitzgerald@wdc.greenpeace.org](mailto:beth.fitzgerald@wdc.greenpeace.org).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Beth Fitzgerald', with a large, stylized flourish extending to the right.

Beth Fitzgerald

Senior Oceans Campaigner  
Greenpeace U.S.  
702 H St. NW  
Washington, D.C. 20001



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## **Greenpeace Retailers Sustainable Seafood Questionnaire**

- 1) Which seafood ranges and brands do you stock?
- 2) Do you have a sustainable seafood procurement policy? What is it? Please provide a copy.
- 3) What is your definition for sustainable seafood?
- 4) If you have a sustainable seafood procurement policy, which of your products are covered by this policy? Which products are not covered by this policy and why?
- 5) If you have a sustainable seafood procurement policy, how do you implement it, and how do you monitor its implementation?
- 6) Are there seafoods that you do not sell because they do not meet the principles of your Seafood Procurement Policy? Please list.
- 7) What do you do to contribute toward the improvement of fishing standards and policies at a political level and at a non-political level (e.g. with NGOs, industry etc.)?
- 8) What information do you provide to the public about the seafood products you stock, such as country of origin, wild caught or farmed, and the type of fishing gear or farming technique used?
- 9) Beyond labelling products in your market, what are you doing to promote your sustainable seafood policy to your customers?

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## Red Listed Seafood Species

### **To be removed from sale immediately:**

Atlantic Halibut (US and Canadian)  
Bluefin tuna  
Hoki (also marketed as Blue Grenadier)  
Orange Roughy  
Patagonian Toothfish (also marketed as Chilean Sea Bass)  
Sharks

### **To be removed from sale as soon as possible:**

Alaska Pollock  
Atlantic Cod or Scrod  
Atlantic Salmon (wild and farmed)  
Atlantic Sea Scallop  
Bigeye tuna  
Greenland Halibut (also marketed as Black Halibut, Atlantic Turbot or Arrowhead Flounder)  
Grouper (imported to the US)  
Monkfish  
Ocean Quahog  
Red Snapper  
Redfish (also marketed as Ocean Perch)  
Skates and Rays  
South Atlantic Albacore tuna  
Swordfish  
Tropical Shrimp (wild and farmed)  
Yellowfin tuna

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