



March 21, 2008

Seafood Buyer  
Retail Name  
Seafood Buyer Email Address

As you know, Greenpeace is surveying U.S. retailers about their seafood sourcing practices. We are proud that NFI's members have made strong commitments, backed up by meaningful actions, to ensure your seafood businesses can operate now and well into the future. You rely on sustainable sources of fish, whether farmed or wild, imported or domestic. We believe that Greenpeace's effort to survey retailers, rank them according to the activist group's own criteria, and publish the results is deeply flawed. We take strong exception to this effort and NFI offers the following information to you as your company considers whether or not to respond, and if so, how best to.

Specific problems with Greenpeace's efforts include:

**There is no scientific basis for Greenpeace's determination for its "Red List":** Greenpeace's demand letter calls for elimination of 23 species of seafood from your stores (list attached). The species, which Greenpeace deems a "red list," include some of the world's best managed wild species and most responsibly produced farmed species.

The attached chart shows a few examples of well-managed species that Greenpeace highlights on its "red list." The chart does not include an analysis of all the species that Greenpeace highlights, because the 11 reviewed demonstrate the lack of science in their approach.

The chart includes data on three fisheries that the Marine Stewardship Council (MSC), a global, independent marine environmental group, recognizes as responsibly and sustainably managed. The MSC, which was formed by the World Wildlife Fund, provides for an open and transparent environmental audit of fisheries based on strong and well-recognized sustainability standards. Attached is a document prepared by the MSC that confirms three of the species Greenpeace demands be removed from retail are certified sustainable by MSC. The chart also includes data about species monitored by the Aquaculture Certification Council, another global, independent non-governmental organization (NGO), which certifies farms and processing plants as sustainable.

Most importantly, the chart includes fisheries data from the U.S., New Zealand, and Icelandic governments --- each of which is recognized internationally as leaders in the management of fisheries. Charles Clover, a British journalist who covers environmental issues and author of the hard-hitting book, End of the Line, explains the strength of the New Zealand system, "In New Zealand, if a skipper is convicted of underreporting catches or misreporting the position where he caught them, his catch is confiscated, his license withdrawn, and his vessel impounded." Clover, no supporter of the fishing industry, also notes that, "On fisheries, the United States, while far from perfect, has gotten a few things right. Not every one knows that." These governments operate fisheries management systems that are standards-based, open, and participatory. In the U.S., fisheries are managed under ten national standards, as mandated under the federal Magnuson

Stevens Act. Eight fishery management councils hold public meetings in which all stakeholders debate and resolve issues. Greenpeace's dictates are an effort to achieve through unwarranted boycotts and intimidation the sanctions they seek against fisheries in the democratic councils ---- but that independent scientists and government fishery managers found to be without merit.

Finally, the chart includes links to more information from independent sources, if you care to research the species' sustainability in depth. For instance, we note that one species, bluefin tuna, is troubled, but it is not commercially important in the U.S. retail sector.

So, the threshold question is, "How can any of Greenpeace's recommendations be taken seriously, when so many of them are lacking in scientific accuracy?" To arbitrarily choose popular species of fish for a "remove from sale" list while ignoring unarguable scientific findings is absurd and irresponsible. The results only confuse customers and consumers, for whom we should be working.

**Greenpeace's misguided campaign would result in adverse health effect for American families:** Greenpeace's campaign, if it were to succeed, would take away healthy food options for American families when doctors and dietitians agree that decreased fish consumption has negative public health consequences. Should we support questionable campaigns that claim to have ocean health at heart but whose only measurable and immediate impact might be to adversely impact the food choices of U.S. consumers?

Doctors and dietitians agree that decreased fish consumption has public health consequences, as eating seafood can play a role in preventing obesity, Alzheimer's disease, and the number one killer of Americans, heart disease. Dr. Dariush Mozaffarian, assistant professor of medicine and epidemiology at Harvard Medical School, is quoted in *Time* magazine as saying, "we are experimenting with people's lives when we give recommendations... that make people eat less fish."

**Greenpeace's demands, if met, will impact your bottom line and impose staggering costs on suppliers:** As noted above, Greenpeace demands you eliminate 23 species of seafood from your stores. The species comprise some of the most commonly sold species in the U.S, including farmed and wild warmwater shrimp, farmed and wild Atlantic salmon, and Alaska pollock. Consider that Americans ate 16.5 pounds of seafood in 2006. Here is a look at the consumption data for just three of the species that Greenpeace demands you remove from your shelves:

<u>Species</u>	<u>US Consumption</u>	<u>Percent of Consumption</u>
Warmwater Shrimp	4.4 pounds	27%
Atlantic Salmon	1.7 pounds	10%
Alaska Pollock	1.6 pounds	10%

To put this in perspective, Greenpeace is demanding U.S. retailers "immediately" or "as soon as possible" remove about 47% of all seafood Americans eat.

**Seafood suppliers engage regularly with responsible conservation groups to promote sustainable seafood:** NFI members and many retailers work with a range of NGOs who share the common vision of a sustainable supply of seafood. Some companies work with the New England Aquarium and their Choice Catch program; some groups work with the Marine

Stewardship Council, because for some fisheries MSC can help demonstrate the steps they have taken to ensure the sustainability of their wild caught fish; more still adhere to the Best Aquaculture Practices as certified by the Aquaculture Certification Council. And many work with multiple conservation groups at the local, national and international levels. But not all NGOs are created alike or seek the same goals.

We strongly disagree with Greenpeace's attempts to dictate how you run your business, and how you work with your suppliers to ensure sustainable food choices. There are a number of responsible conservation groups that seek to work with the seafood community, not attack it. We are pleased to work with you to provide recommendations for what works best for your business.

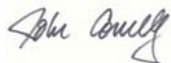
**Planning ahead for future Greenpeace action:** Greenpeace has indicated that it will publish its ranking of retailers in the coming few months. The ranking, by its very nature, will require that some companies be in the bottom quartile (which is perverse in itself – even if all companies did what Greenpeace demands, some company would still end up at the bottom of a rank order). In short, Greenpeace has pre-determined that it will conduct a public campaign against American retailers to promote its anti-fishing campaign. For some companies the ranking will be a difficult time. Hopefully you and your public affairs team will take the time now to discuss this potential with your senior executives, as they are the target for Greenpeace's actions.

After the ranking, if Greenpeace stays true to form, they will conduct illegal “direct action” against some companies. Direct action may include: trespassing on your corporate headquarters and unfurling banners; padlocking freezer cases with seafood items; or otherwise defacing your property and products. We strongly urge you to prepare in advance for this possibility. NFI is prepared to assist you, if you desire, in responding.

**Let's work together to blunt Greenpeace's unreasonable demands:** As we continue to evaluate Greenpeace's campaign, NFI would like to know if your company responded to the Greenpeace survey. If you did and would be willing to confidentially share your response with us, we would appreciate it.

We welcome your ideas on how to further support you in your efforts to ensure a sustainable seafood supply. If you have comments, suggestions or ideas, please contact me at 1-703-752-8881 or [jconnelly@nfi.org](mailto:jconnelly@nfi.org).

Sincerely,



John Connelly  
President

Attachments

Greenpeace Demand Letter to Retailers, including List of Species to Be Removed from Sale  
Chart of Fisheries Management Success, Contrary to Greenpeace Portrayal  
Marine Stewardship Letter Regarding Greenpeace's Campaign