

## SHOWCASE

## US organizations join forces to fight seafood fraud

Trade associations sign MOU aimed at quashing dishonest practices

**Washington, DC** – The National Fisheries Institute (NFI) and the National Restaurant Association (NRA) have signed a memorandum of understanding (MOU) as part of an effort to join forces in the fight against seafood fraud.

As part of the new alliance NFI's Better Seafood Board (BSB) will offer insight, advice and guidance on reliable seafood sourcing partners as well as provide a business-to-business venue to report suspected seafood fraud.

"The more we hear about *fish fraud* in the media the more finger pointing we see," said BSB Secretary Lisa Weddig. "Is it a case of species substitution by the distributor or is it menu mislabeling? We want to take the mystery out of that scenario and make sure restaurants and seafood providers are working together."



As part of the partnership BSB will make menu labeling review services available to NRA restaurants. And NRA will promote reputable BSB companies to its members.

"This type of cooperation will help to ultimately strengthen consumer trust in establishments that are using all available resources to ensure an honest value chain," said Sue Hensley, NRA's Senior Vice President of Public Affairs/Communications.

BSB will offer presentations on everything from mislabeling

to short weighting at NRA sponsored events and will play an important role in educating restaurateurs about the difference between simple mistakes and fraud, both on invoices and menus.

The NFI is the leading US trade association for the seafood industry whose members represent a variety of businesses from the water to the table.

## GM salmon close to "approval" says AquaBounty

BY ERICH LUENING

**MASSACHUSETTS** – Executives at the biotech firm that developed the controversial genetically modified AquaAdvantage Salmon are confident their fish will get US federal approval "later this year."

AquaBounty Technologies chief executive officer Ron Stotish made a statement on the current review before the Federal Drug Administration as part of the company's half-year interim results released in September.

"We remain confident of receiving approval for our New Animal Drug Application for AquaAdvantage Salmon [AAS]," Stotish said in a statement. "The basis for our confidence is that, since the public meetings in September 2010, there hasn't been a single new substantive scientific or legal argument presented to the FDA against our application. This makes us hopeful that the strength of law, due process and science-based regulation will prevail, and approval will be granted."

The FDA is currently reviewing remarks on the draft Environmental Assessment (EA) and preliminary Finding of No Significant Impact (FONSI) from a public comment period that ended in April and that it will finalize the EA and FONSI later this year, according to AquaBounty Technologies. The Company expects that this will in turn lead to an approval of its New Animal Drug Application ("NADA") for AAS shortly thereafter.

AquaAdvantage Salmon contain a gene from the Chinook salmon which AquaBounty claims provides the fish with the potential to grow to market size in half the time of conventional salmon. In all other respects, says AquaBounty, AAS are identical to other Atlantic salmon.



Photo: AquaBounty Technologies.

## Grocery chain focuses on sustainable seafood

The Loblaw Companies Ltd grocery chain in Canada, intends to press ahead with its sustainability policy and program to no longer carry so-called "at-risk" seafood products.

Company executive chairperson Galen G. Weston made the announcement at the 2013 World Seafood Congress, which was held a few weeks ago in St. John's, Newfoundland.

Weston said the company had already discontinued sale of certain "at-risk" species, such as orange roughy, shark, skate and American red snapper, and he added that the chain intends to be at or very near its goal by the end of this year.

"When you're in the food business, if you're not sourcing product consistently, safely, and delivering it to your consumer, to your customer, in that way," he's cited as saying, "then you're jeopardizing the very essence of your business model."



Melanie Agopian, Loblaw's senior director of seafood sustainability, said that with the most popular species of fish already being fished either at or beyond capacity the company decided some time ago to shift direction with regard to the seafood it sells.

"In 2009, we committed to source 100% of our seafood from sustainable sources, so that's across our entire store (chain)," she said.

## Edmonton the venue for aquaponics workshop

Noa Fisheries is assembling a group of experts in the field of aquaponics for a three day workshop in Edmonton, Alberta. The workshop and tour, scheduled for November 11-13th will provide an opportunity for attendees to learn more about this urban-friendly food production technology.

The first two days are being hosted at the University of Alberta. Featured speakers include Dr. Nick Savidov (Alberta Agriculture and Rural Development), Dr. James Tidwell (Kentucky State University) and Charlie Shultz (Lethbridge College) followed by tours of local aquaponic systems on the third day, including a guided tour of the aquaponics research facility at Crop Diversification Centre North.

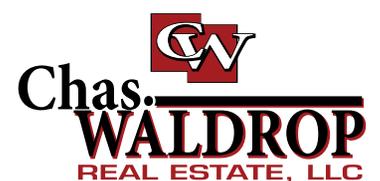
"Our aim in bringing together these mentors and leaders in aquaponics is to provide practical knowledge and solutions for those who would like to raise both fish and plants simultaneously in a symbiotic system," says Jason Oziel, Director of Ontario-based Noa Fisheries.

For more information go to [www.noafisheries.ca](http://www.noafisheries.ca)

## CLASSIFIEDS

### FARM FOR SALE

- Bandon, Oregon 40 Acre Farm
- Hybrid Striped Bass Propagation License
- Excellent Water Rights & Water Storage
- Currently 7.74 Acres Cranberries
- 3,360 Sq.ft. 4 Bdrm/3 Bth Custom Home
- 3,600 Sq.Ft. 4 Bay Shop w/ Office



[www.chaswaldrop.com](http://www.chaswaldrop.com) • 541-347-9455  
[realestate@chaswaldrop.com](mailto:realestate@chaswaldrop.com)