

JUST ONE THING

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Company/Organization: Global Seafood Alliance

Type of Organization: nonprofit

Number of Employees: 50

Category: Nonprofit

Challenge or Opportunity: Twenty years ago, there was a lack of third-party assurances that the farmed seafood the public was consuming was produced in a responsible manner.

Approach or Solution: We created standards for aquaculture farms and processing plants for environmental responsibility, social accountability, animal health and welfare, and food safety. We then worked with the retail and foodservice community to urge their vendors to get certified by auditing their facilities annually against these stringent standards.

Impact: We created the world's largest farmed seafood eco-label program, recognized by consumers worldwide, especially here in US. The majority of the farmed salmon and shrimp that Americans eat has been produced in a responsible manner. And we quietly operate this world-renowned program out of our headquarters at Pease!