

ENVIRONMENTAL DEFENSE FUND

# Building the Environment into Business

Woodrow Wilson Center

China Environment Forum

October 1, 2008

Teresa Ish



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finding the ways that work

# Our Past



## Markets, Aquaculture and Environmental Sustainability

# Our Present



Markets, Aquaculture and Environmental Sustainability

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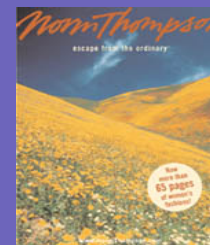


“The greatest green success story of the past decade is probably America's innovative scheme to cut emissions of sulfur dioxide.”

—*The Economist*, 07/06/2002

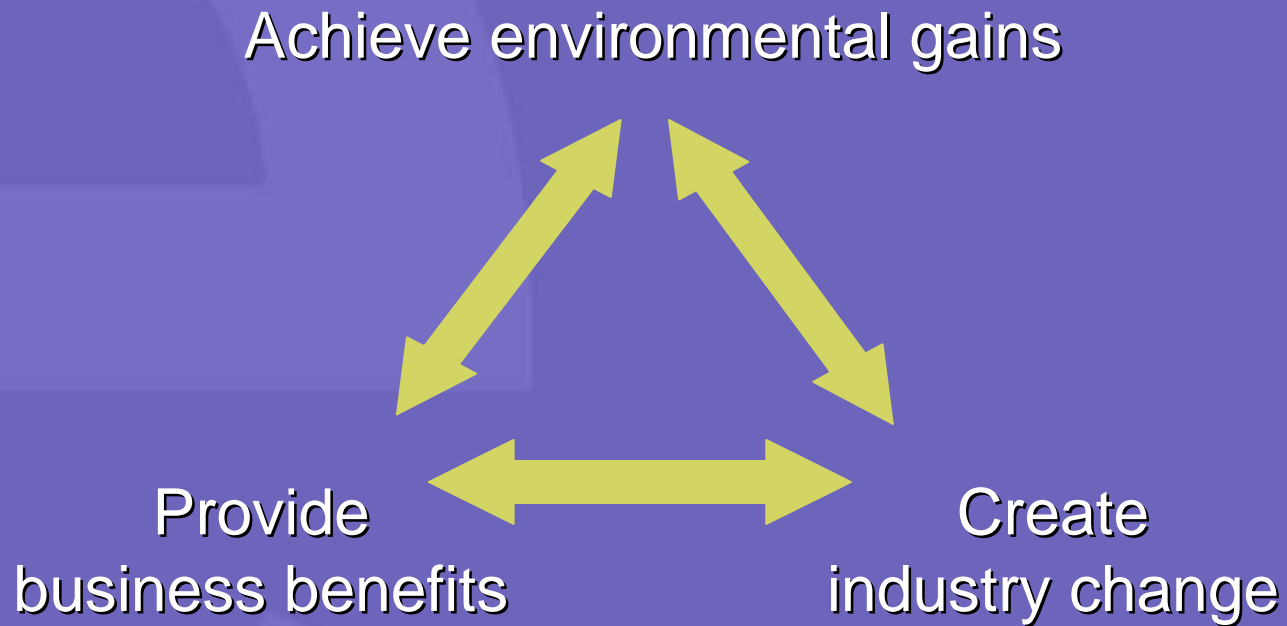
Markets, Aquaculture and Environmental Sustainability

# Our Partners



Markets, Aquaculture and Environmental Sustainability

## Corporate Partnership Model



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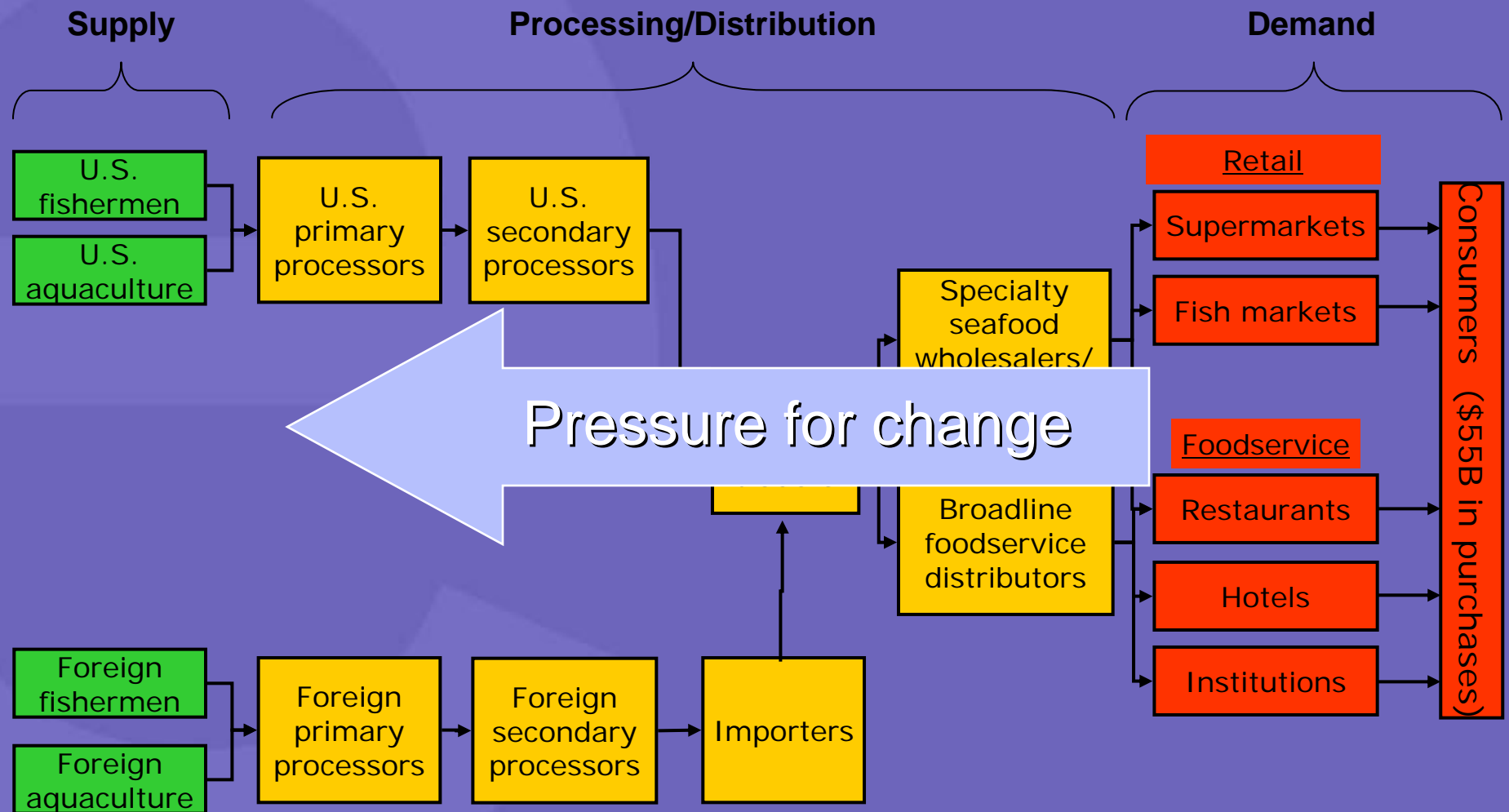


# Purchasing preferences to drive change



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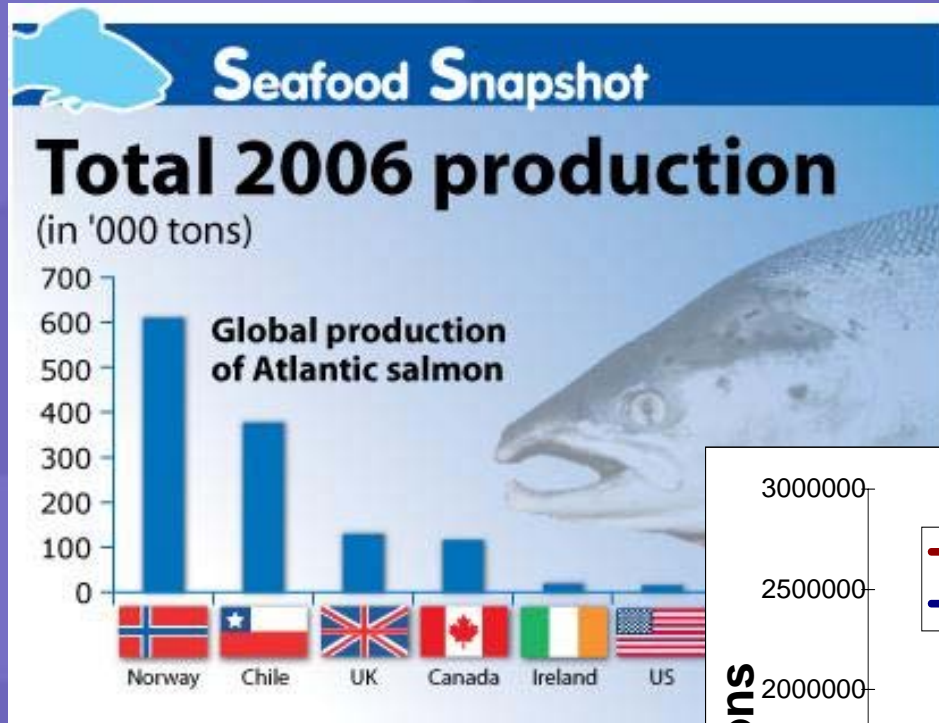
# U.S. Seafood Supply Chain



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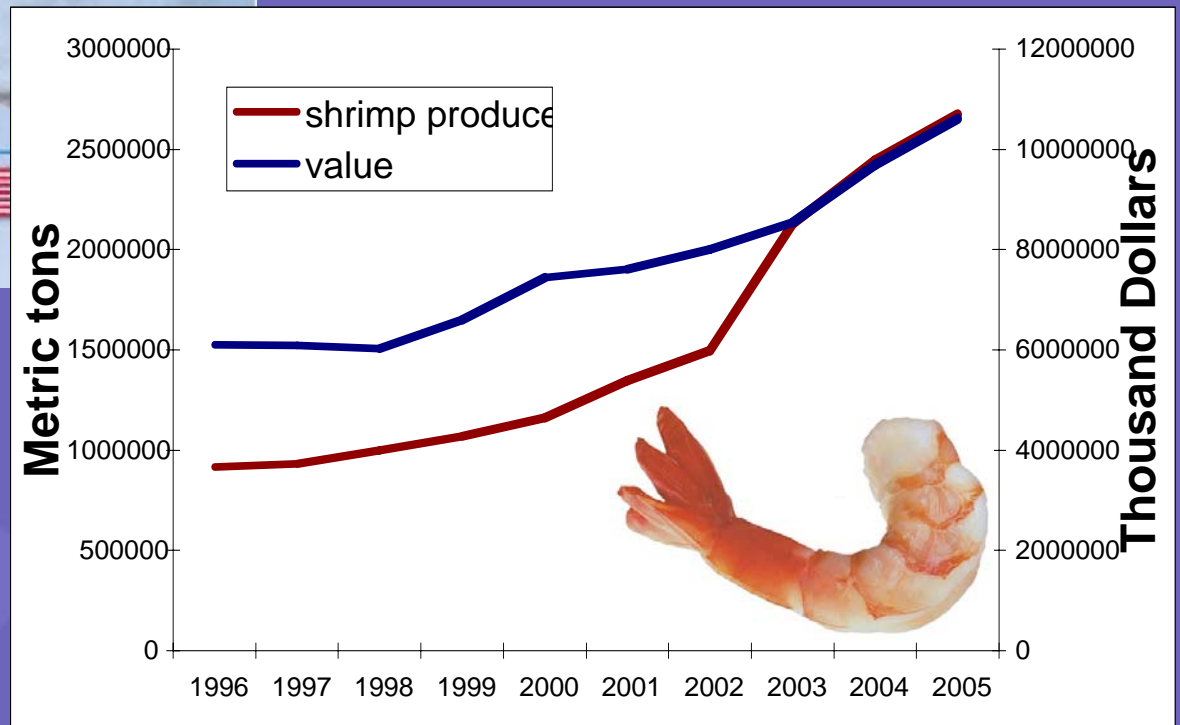


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14.5%

25%



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# Purchasing preferences to drive change



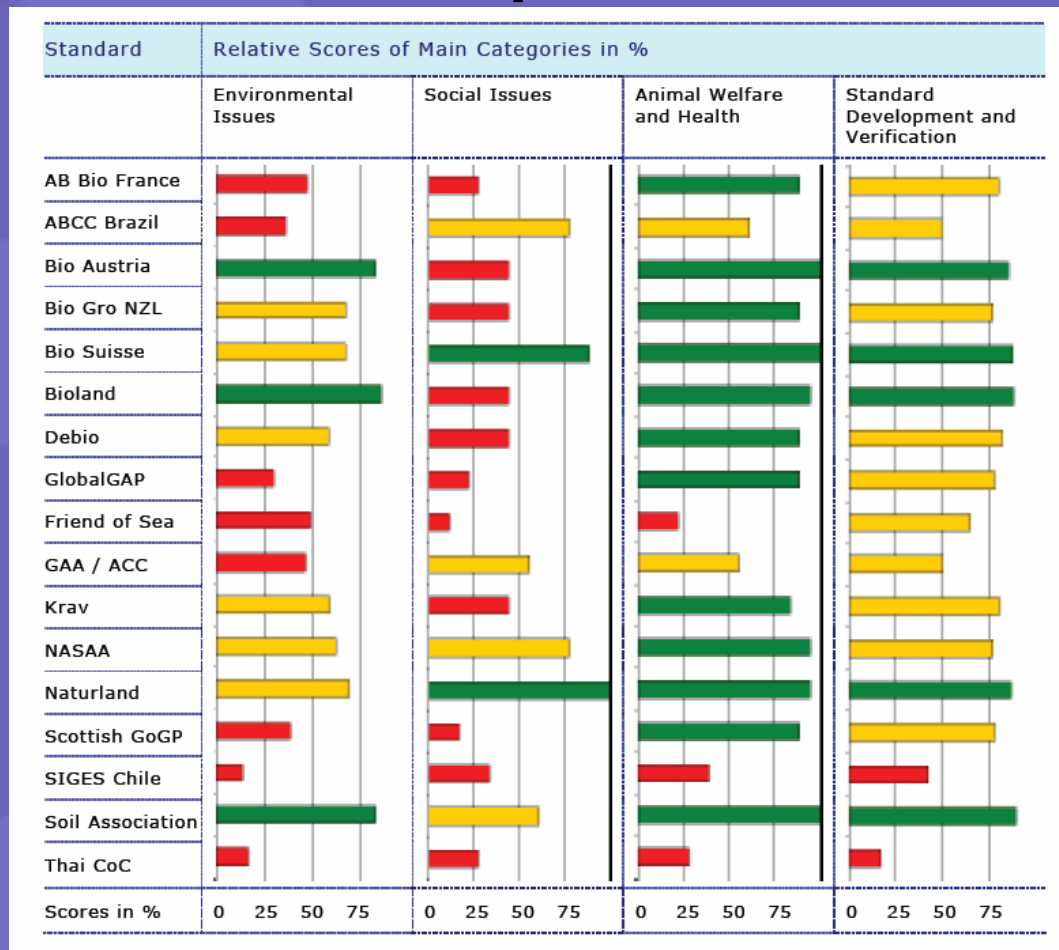
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## Global aquaculture certification efforts

	Scope	Species	Status
Aquaculture Dialogues (WWF sponsored)	Global	Shrimp, salmon, tilapia, basa, catfish, shellfish	<b>Draft standards in development</b>
Global Aquaculture Alliance / ACC	Global	Shrimp: tilapia, catfish, basa, salmon coming	110+ operations certified
GLOBALGAP	Global	Salmon: shrimp, tilapia, pangasius coming	60+ operations certified
Friend of the Sea	Global	Salmon, turbot, halibut, etc.	Multiple operations certified
ISO	Global	General standards	<b>Standards being developed</b>
Marine Stewardship Council	Global	No farmed fish	<b>No standards for farmed fish</b>
FAO Certification Guidelines	Global	Shrimp	<b>Code of conduct only</b>
Food Marketing Institute / Safe Quality Food	Global	Unknown	<b>Standards possible</b>

# Not all certifications are created equal



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# Wegmans



- 12 standards to address main impacts of shrimp farming
- Producer must meet 9 of 12 in year 1
- Compliance must be verified by 3<sup>rd</sup> party auditor
- Supplier must make report documenting compliance publically available

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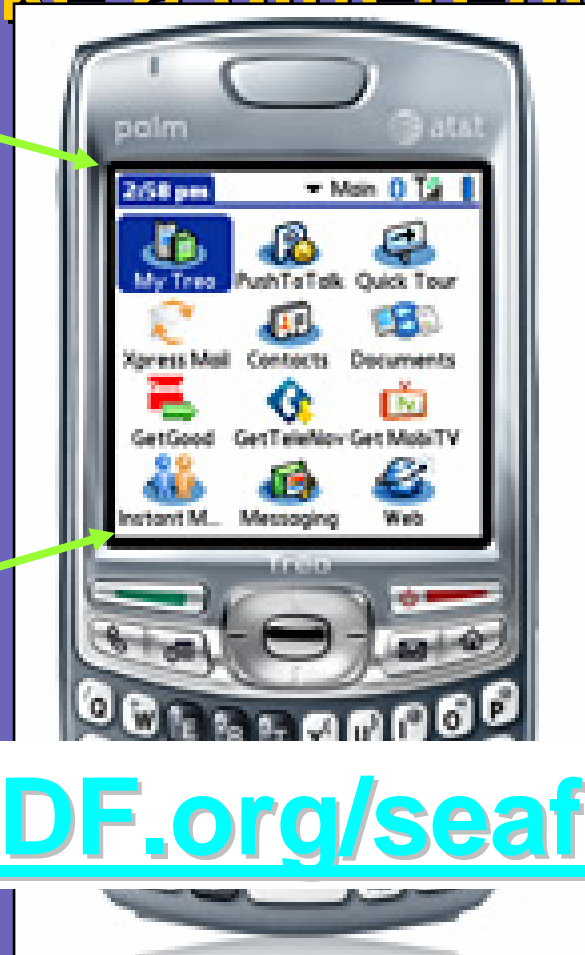
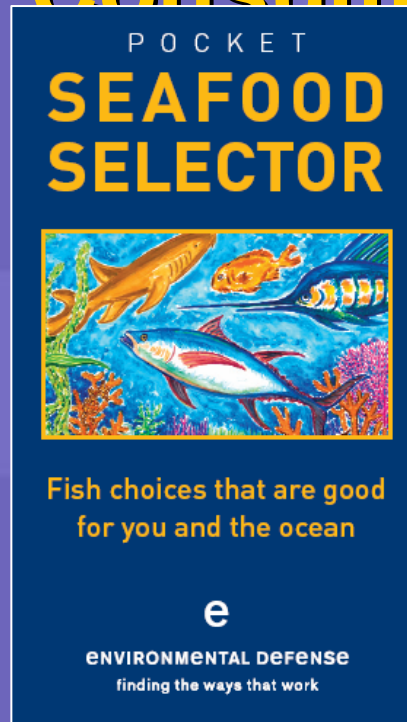


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# Vote for conservation with your WALLET:

## Consumers can make a difference

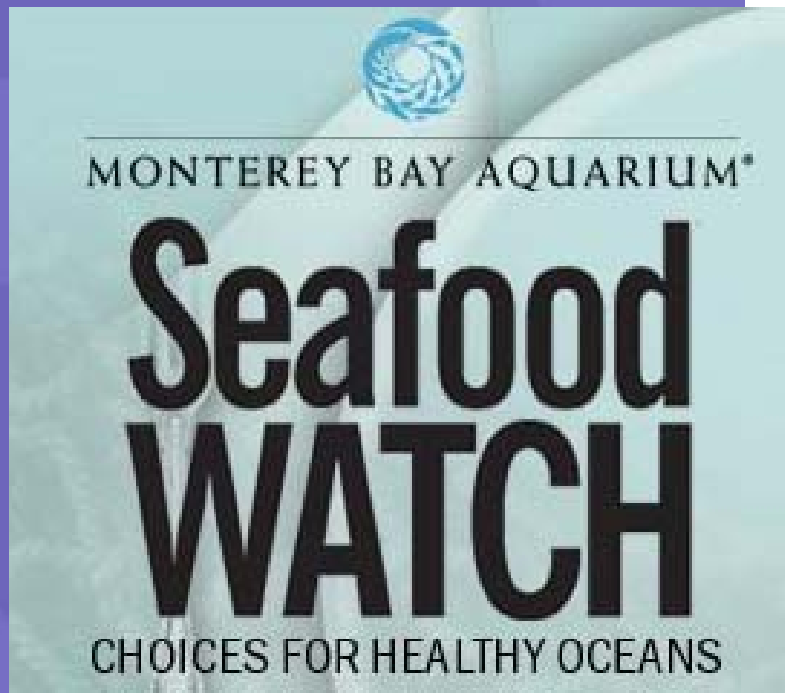


[EDF.org/seafood](http://EDF.org/seafood)

[m.EDF.org/seafood](http://m.EDF.org/seafood)

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