About G.U.L.F.

- Sustainable Seafood Program under Audubon Nature Institute
  - Aquarium, Zoo, Insectarium and other educational facilities in New Orleans
- Founded in 2012
- Home-grown, boots on the ground program
Regional Program

Audubon G.U.L.F. Outreach

Advocating for Gulf fisheries, connecting with industry members, promoting the conservation of seafood resources, and helping our region advance toward greater sustainability.
Buyers with Sustainability Policies:
Many buyers now have stringent reporting policies and deadlines to achieve certification

- Companies are now requiring:
  - Direct supplier participation in FIPs
  - Progress updates every 3-6 months
  - Plans to meet certification standards

- Larger companies (Kroger, Sysco, Walmart) have a 2020 deadline to be sourcing from certified fisheries

- Most are now accepting GSSI-recognized certifications, not just MSC
Audubon G.U.L.F.
Responsible Fisheries Management (RFM) Certification

- Developed in partnership with the Louisiana Department of Wildlife and Fisheries
- The G.U.L.F. RFM certification program officially launched in Fall 2016 and is available to all Gulf fisheries.
- The first fishery certified was Louisiana Blue Crab
- **Recent Progress:**
  - Received GSSI Recognition October 2018
  - Certification development is complete
Audubon G.U.L.F. Shrimp
Fishery Improvement Projects (FIPs):

- Louisiana
- Mississippi
- Alabama
- Texas

Note: Florida FIPs are lead directly by the companies involved and Audubon only provides assistance when needed.
TEXAS SHRIMP FIP UPDATE

FIP TYPE: Comprehensive
FIP Stage: 4 - Improvements in fishery practices or management

LOUISIANA SHRIMP FIP UPDATE

FIP TYPE: Comprehensive
FIP Stage: 5 - Improvements on the water
MISSISSIPPI SHRIMP FIP UPDATE

FIP TYPE: Basic
FIP Stage: 4- Improvements in fishery practices or management

SFP PROGRESS RATING: B
GOOD PROGRESS

ALABAMA SHRIMP FIP UPDATE

FIP TYPE: Basic
FIP Stage: 3- Workplan implemented and progress tracked

SFP PROGRESS RATING: B
GOOD PROGRESS
Industry Engagement

- Dock-side outreach
- Tow Time Education
Community Engagement and Outreach

App and Pocket Guides

Consumer Engagement

Restaurant Program
Restaurant Program

- A community of restaurants dedicated to local, sustainable seafood
- Train front of house staff to be ambassadors for the Gulf seafood industry
- Annual dinner series and “edible outreach” events throughout the year

Chef Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Tenney Flynn</td>
<td>Chair</td>
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<tr>
<td>Cory Bahr</td>
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<td>Alan Ehrich</td>
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<td>Kristen Essig</td>
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<td>Alex Harrell</td>
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<td>Dana Honn</td>
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<td>Brian Landry</td>
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<td>Chris Lynch</td>
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<td>Ryan Prewitt</td>
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<td>Susan Spicer</td>
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Future Priorities

- Determine Status of RFM Certification
- FIP Progress
- Traceability
- Tow Time App
- Expansion of Restaurant Program