**ISSF Website Copy – April 1, 2015**

**Who-We-Are**/About/Our-Team

PAGE HEADER: Our Team. Activating the ISSF mission.

HIGHLIGHTED BODY COPY: The ISSF team engages all constituencies in dialogue and projects that advance ISSF objectives. We serve as a global bridge among industry, environmental stakeholders, scientists and RFMOs and their members.

BODY COPY: Whether participating in global tuna RFMO meetings, directing at-sea research or organizing workshops that directly engage ISSF stakeholders, our staff is charged with advancing the organization’s mission and goals – while keeping the day-to-day business of ISSF on track. Importantly, the team is committed to tracking and communicating progress made against ISSF initiatives and participating company commitments.

**Susan Jackson**

**President, International Seafood Sustainability Foundation**

As president, Susan Jackson spends her time ensuring that ISSF objectives are being met, as well as serving as a leading voice for science-based seafood sustainability efforts. Prior to joining ISSF, Jackson was the Vice President for Government/Industry Relations and Seafood Sourcing for Del Monte Foods, where her responsibilities included government relations at the Federal, State and Local levels, and acting as Del Monte’s representative to trade and industry associations. Jackson was also responsible for the purchase of all raw tuna and tuna co-pack manufacturing for Del Monte’s StarKist brand. Jackson joined the H.J. Heinz Company in 1997 as an Attorney in the Law Department, later working with the company’s seafood sourcing and other areas of procurement.

Jackson graduated from The University of Notre Dame with a B.S. in Economics and her law degree is from Duke University.

(can we add a section/few lines on staff-authored publications and appearances that will have links to ISSF or other content?) YES, LET’S HANDLE THIS CLOSER TO LAUNCH IN ORDER TO BE TIMELY

**Dr. Victor Restrepo**

**Vice President, Science**

In addition to his work as Vice President, Science, Dr. Restrepo currently serves as Chair of the ISSF Scientific Advisory Committee and as a member of the ISSF Board of Directors. Previously, he worked with the International Commission for the Conservation of Atlantic Tunas (ICCAT).

Dr. Restrepo has also served as the Chief of the NOAA/NMFS Sustainable Fisheries Division in the southeast USA, where he acted as head scientist of the USA Delegation to ICCAT. He has also spent time as a Population Dynamics Expert at ICCAT, as an Associate Professor at the University of Miami and as an IPA Research Specialist at the National Marine Fisheries Service’s Office of Science and Technology in Silver Spring, USA. He has also attended numerous scientific meetings of ICCAT, ICES, NAFO, FAO and US, and chaired ICCAT working groups on Precautionary Approach and Stock Assessment Methods.  In addition, he has also served as the Chairman of GFCM-ICCAT working group on Mediterranean Large Pelagic Fishes.

Dr. Restrepo holds a PhD in Population Dynamics from the University of Miami, as well as a BSc in Marine Science and Biology from the University of Miami.

**Holly Koehler**

**Vice President, Policy and Outreach**

As Vice President of Policy and Outreach, Holly Koehler leads ISSF’s outreach to RFMOs, governments, NGOs, vessel interests and retailers.  Prior to consulting with ISSF, Koehler worked at the U.S. Department of State’s Office of Marine Conservation for thirteen years, where she was actively engaged in the conservation and management of fisheries regionally in the Pacific and globally at the United Nations and FAO.

Koehler earned a Masters of Public Affairs and a Masters of Science in Environmental Science from the School of Public and Environmental Affairs at Indiana University-Bloomington and a B.A. in anthropology from Kenyon College.

**Mary Beth Taylor**

**Vice President, Transparency & Compliance and General Counsel**

Mary Beth Taylor is charged with ensuring participating company compliance with all ISSF conservation measures and commitments, as well as tracking success against stated objectives at the ISSF program and initiative level, especially the ProActive Vessel Register. Also serving as General Counsel for the organization, Taylor was most recently Assistant General Counsel – Compliance with United States Steel Corporation. In that position, she had broad responsibility for ethics and compliance issues corporate-wide, including the development and implementation of policies and procedures. She is a Certified Compliance and Ethics Professional and a member of the Society for Corporate Compliance and Ethics and the Pittsburgh Business Ethics Network.

Taylor received a B.A. in Journalism and Communications from Point Park University and worked as a general assignment reporter for The Tribune-Review in Greensburg, Pennsylvania, for three years. She then attained a Juris Doctor degree from the University of Pittsburgh School of Law. She began her legal career in the Public Defender's Office of Allegheny County followed by two years as an Assistant District Attorney in Westmoreland County. Taylor joined U. S. Steel Law Department in 1985 as a litigator and defended the corporation in a variety of legal matters including employment discrimination, pension claims, product liability and personal injury claims, and commercial disputes.

**Mary Sestric**

**Vice President, Communications**

As Vice President, Communications, Mary Sestric directs ISSF’s communications strategy and manages the organization’s varied and integrated communications products and services, from the ISSF Website to ISSF blogs, articles and multi-media presentation. Prior to joining ISSF, Sestric was Director of Corporate Affairs at StarKist Co., where she led the company’s government relations, issues and crisis communications, brand public relations, media relations and consumer affairs. Prior to joining StarKist, Sestric was a member of the Corporate Communications team at Del Monte Foods managing similar areas.

Sestric began her career in communications in the Washington, D.C. area, publicizing academic and mainstream non-fiction books at the Rowman & Littlefield Publishing Group and, later, at the Johns Hopkins University Press. She holds a B.A. from Duquesne University in Journalism and Spanish. 

**Pat Moody**

**Vice President, Finance**

Pat Moody is Vice President of Finance, managing ISSF financial and administrative functions, including accounting, budgeting, treasury, taxes, grant financial reporting, information systems, and human resources.

Prior to joining ISSF, Moody held various financial and operations roles during a 31-year career in consumer products and packaged convenience foods. Most recently, Moody served as the StarKist Senior Vice President Supply Chain from 2010 to 2012 and was the StarKist Chief Financial Officer from 2008 to 2010. Other previous employers include Del Monte Foods, H.J. Heinz, Quaker Oats, Anderson Clayton, and General Foods.

Moody holds a bachelor’s degree in accounting from Eastern Illinois University.

**Lynne Mandel**

**Manager, Operations**

Lynne Mandel is responsible for the day-to-day operations of ISSF across all of the Foundation’s strategic pillars. Mandel has more than 20 years’ experience with the Pittsburgh law firm of Burns White, LLC, where she served as paralegal and paralegal manager. Mandel also specialized in database management and integrity, client reporting, and served as an in-house resource for attorneys, clients and staff.  She worked most closely with the transportation defense team and their occupational claims department.

Mandel received her B.A. in Foreign Service & International Politics from Pennsylvania State University.

**Ana Justel-Rubio**

**Research Assistant**

Ana Justel-Rubio’s duties range from scientific publications management to research support for the organization. Prior to ISSF, she worked for more than two years at ICCAT’s Secretariat, where she was employed as a Technical Research Assistant under the Atlantic Research Program for Bluefin tuna (GBYP). There she was responsible for data management and analysis of input data from the multiple research activities and projects of the GBYP. Previously, Justel-Rubio worked in WildCRU (Oxford University Zoology Department, UK), where she collaborated as a Research Assistant in two Endangered Species Conservation Programs.

Ana holds a BSc in Environmental Science (Universidad Autónoma Madrid, Spain), an MSc in Quality and Environment Management (Servicios Normativos, Spain) and is currently studying an MSc in ArcGIS Geographic Information Systems (ESRI).

**Joe Clancy**

**Markets Outreach Associate**

Joe Clancy is a Retail Education Associate for ISSF who interacts with key retailers in North America, Europe, and the U.K.  Prior to joining ISSF, Clancy was the Vice President of Retail Sales for Chicken of the Sea International, where he was responsible for growing sales and market share in the retail grocery channel.  He started his career in the tuna industry with the H.J. Heinz Company's StarKist brand where he led the Sales & Marketing Team as the Senior Vice President of the Americas.

Clancy graduated from Oakland University with a B.A. in Psychology.

**Michael Cohen**

**Markets Outreach Associate**

Michael Cohen is the ISSF Retail Education Associate for Europe and Africa. He joined ISSF after a career as a management consultant in the field of sustainable business development. He provided strategic guidance, operational capacity building and marketing support to international agencies, multi-national corporations and grassroots social enterprises.

Prior to this experience, Cohen was the General Manager, International Business Development at the H.J. Heinz Company. Working on growth assignments in the U.S., Europe, Africa and South America, he was responsible for business planning, product development, process design, strategic alliances and marketing. Cohen worked in client service at DDB Needham Advertising before joining Heinz.

Cohen was born in Buffalo, New York. He was graduated from Brown University with a BA in History, magna cum laude. He is based in Cape Town, South Africa.

**Who-We-Are**/Governance/Strat-Plan

HIGHLIGHTED BODY COPY: ISSF’s Mission:To undertake science-based initiatives for the long-termconservation and sustainable use of tuna stocks, reducing bycatch and promoting ecosystem health

BODY COPY:

In 2009, acclaimed scientists, leaders in industry and environmental champions launched the International Seafood Sustainability Foundation based on shared concerns about the future of tuna fisheries and a desire to do something about it – together. The five-year strategic plan (2013-2017) that follows builds on the work accomplished to-date and sets a clear path for ISSF to follow for continued improvement of global tuna fisheries and their ecosystem.

#### ISSF Objectives

Improve the sustainability of global tuna stocks by developing and implementing verifiable, science-based practices, commitments and international management measures that result in tuna fisheries meeting the MSC certification standard(1) without conditions, and becoming the industry standard for vessel owners, traders, processors and marketers.

ISSF will cooperate with and support Regional Fisheries Management Organizations (RFMOs), and vigorously advocate to RFMO members for the adoption and implementation of science-based management measures so that tuna stocks and their ecosystem are managed comprehensively and sustainably.

[Click here to download our Strategic Plan](http://iss-foundation.org/resources/downloads/?did=476)

(1)ISSF will seek to achieve conformance with the Marine Stewardship Council's Performance Indicators (MSC PIs) at an 80 score level, which is sufficient for certification of a fishery without conditions. These Performance Indicators will serve as the basis for ISSF’s assessment of global tuna fisheries, as well as a guide for its areas of focus.

**Who-We-Are**/Participants-Committees/Committees

PAGE HEADER: The ISSF Committees. Facilitating constructive engagement. Promoting practical change.

HIGHLIGHTED BODY COPY: Supporting the ISSF Board of Directors are a group of formal and informal partners – marine scientists, environmental stakeholders, fleet owners and others – who are experts in their respective fields and provide their time and insights on a voluntary basis to inform the Board and the organization’s efforts.

BODY COPY: ISSF is constructed on the belief that diversity of opinion, perspective and approach among those with shared interests and goals is not a hindrance – rather it is a great strength. The organization has established its role in the global sustainability community as a convener of common interests, a facilitator of dialogue, and a promoter of science-based approaches that can be practically applied across tuna fisheries to continuously improve global tuna stocks and their ecosystem.

This approach is reflected in the committees that help to inform our efforts. In addition to the Scientific Advisory and Environmental Stakeholder Committees, ISSF staff is charged with working with stakeholders from the vessel and retail communities to ensure these critical on-the-front-lines partners are sharing recommendations on a consistent basis.

**Environmental Stakeholder Committee**

The ISSF Environmental Stakeholder Committee (ESC) plays a meaningful role in activating the ISSF mission, especially through their review of ISSF RFMO position statements and ISSF conservations measure and commitments. The ESC is comprised of expert representatives from various conservation bodies who volunteer to provide their personal expertise. The Committee meets regularly to review the latest issues, information and data regarding tuna fisheries sustainability and offer their own insights and analyses.

[Insert photos and bios]

**Scientific Advisory Committee**

Led by head ISSF scientist Dr. Victor Restrepo, the ISSF Scientific Advisory Committee (SAC) comprises the world’s leading marine and fisheries scientists. In addition to offering guidance on ISSF research priorities and supporting the many technical reports ISSF publishes – notably the annual *Status of the Stocks* and *ISSF Analysis of Tuna Fisheries against Marine Stewardship Council (MSC) Performance Indicators* – the Committee provides reference material for the Board of Directors to consider prior to taking action on sustainability efforts.

[Insert photos and bios]

**What-We-Do**/Areas-Of-Focus/Tuna-Conservation

PAGE HEADER: Tuna conservation is perhaps the most integral and foundational aspect of ISSF’s work on fisheries sustainability.

HIGHLIGHTED INTRO TEXT: ISSF’s research and advocacy work – from the annual *Status of the Stocks* report to attendance at every major tropical tuna RFMO meeting – is aimed at ensuring effective conservation and management of tuna resources globally.

WHY IT’S IMPORTANT: Tuna species – especially skipjack, yellowfin, bigeye and albacore – are integral to the greater marine ecosystem, support the diet of millions and, as a commodity, are fundamental to the global economy.

WHAT WE ARE DOING ABOUT IT: Understanding the health of the tuna stocks on which the world relies is a critical first step to promoting tuna conservation on a global basis. Each year, ISSF’s Scientific Advisory Committee publishes the Status of the Stocks Report, which provides a comprehensive analysis of tuna stocks by species. This report informs our research and advocacy priorities. For example, the overfishing of bigeye tuna in the Western and Central Pacific Ocean has driven ISSF’s at-sea research to test technical methods to reduce catch of the species, including the use of echo-sounder buoys and comparison of shallow versus deep hanging components on a FAD.

Next, as the health of the stock demands, ISSF will advocate for specific conservation measures for a particular tuna species at the RFMO level. ISSF includes an appeal regarding conservation measures aimed at protecting bigeye tuna in its outreach to the relevant RFMO, the WCPFC. Finally, ISSF may also choose to establish its own conservation measure or commitment to further support tuna conservation efforts.

Globally speaking, ISSF endorses the application of the Precautionary Approach using clear target and limit reference points and harvest control rules (HCRs), as called for by the [UN Fish Stocks Agreement](http://www.un.org/depts/los/convention_agreements/convention_overview_fish_stocks.htm) and by some [RFMO](http://www.youtube.com/embed/P3mjnfhNNU0) Conventions. While most tuna RFMOs have at least begun consideration of limit reference points through their science committees, none have fully implemented these measures. ISSF urges all tuna RFMOs to adopt stock-specific limit and target reference points and HCRs. Most importantly, ISSF devotes its resources to promoting these best practices with fisheries managers globally, via workshops and knowledge sharing, notably in coastal states that are in capacity building mode when it comes to fisheries conservation and management. The precautionary approach is one of the most important actions that RFMO members can take to ensure the long-term sustainability of tuna stocks.

**What-We-Do**/Areas-Of-Focus/Bycatch

PAGE HEADER: Bycatch mitigation is a core area of focus for ISSF.

HIGHLIGHTED INTRO TEXT: Bycatch is any catch that is not the main objective of a fishing fleet. It is further defined as anything that is caught and discarded at sea, including targeted fish that are discarded due to undesired quality or size or anything that is caught and taken back to port but that was not the target of the fishing trip, i.e. “non-target species”.

WHY IT’S IMPORTANT: All fishing methods have some level of environmental impact, and that impact is often measured in terms of fishing mortality of non-target species – including sharks, rays, finfish and sea turtles.

WHAT WE ARE DOING ABOUT IT: Each year, ISSF supports multiple initiatives to track, report on and minimize unwanted bycatch among purse-seine fishing vessels, as well as conduct research across all fishing methods to define and promote best practices that positively impact this important issue.

Since its inception in 2009, ISSF has dedicated considerable effort to better understand the issues of concern are in global tuna fisheries by using scientific information ­– primarily from scientific observer programs – to quantify relative impacts. At the same time, ISSF conducts at-sea research to investigate potential mitigation measures; leads workshops with tuna vessel skippers to share mitigation techniques and to seek input about other potential mitigation measures; and advocates to global tuna RFMOs for the adoption of mandatory bycatch data-collection and mitigation measures.

**What-We-Do**/Areas-Of-Focus/Bycatch/FADs

PAGE HEADER: FADs. Over 40 percent of the global tuna catch is based on floating objects or FADs (fish aggregating devices).

HIGHLIGHTED INTRO TEXT: Many fish species, including tunas, associate with floating objects in the ocean. There are two main types of floating objects: natural and man-made. Man-made floating objects specifically constructed to attract fish, as well as natural objects that are found by fishermen and modified, are called FADs. They can be anchored or drifting.

WHY IT’S IMPORTANT: This most efficient and widely used fishing method can sometimes place stress on tuna stocks and their ecosystems. Additionally, there is concern surrounding FAD use about the number of small tuna and non-target species captured or entangled; of highest concern are effects on sharks and small bigeye tuna, depending on the region at issue. FAD fishing can also impact sea turtles and other finfish such as wahoo, dolphinfish, rainbow runner and billfish.

WHAT WE ARE DOING ABOUT IT: The issue of [bycatch](http://www.youtube.com/embed/Vz9X_23LSWc) and [overfishing](http://www.youtube.com/embed/VfCorUYmX_U) associated with FADs has been mostly rooted in the unknown – gaps in data, animal entanglement below the surface and the absence of clear regional management guidelines. Uncovering the reality behind these unknowns has been a priority for our organization and our partners, and fishers and fisheries managers are getting much better at it. Overall, if we are to truly alleviate the pressure commercial fishing places on stocks and their ecosystems via fishing with FADs or any other gear type, it shouldn’t be done based on favoring a single gear type or fishing method. Through a multi-faceted approach ISSF actively works toward: improved FAD data collection and reporting; enhanced enforcement of existing management measures; working with skippers on best practices at sea; reducing [capacity](http://www.youtube.com/embed/X2bEraYJOJw) and [fishing effort](http://www.youtube.com/embed/V499_n_Duow); and science-led efforts to reduce bycatch.

**What-We-Do**/Areas-Of-Focus/Bycatch/Sharks

PAGE HEADER: ISSF works to identify and disseminate the best methods fishers can use to avoid catching sharks and other untargeted species.

HIGHLIGHTED INTRO TEXT: There are three major areas of concern when it comes to sharks – observed bycatch, unobserved mortality due to entanglement in fishing gear, and waste and poor data through finning.

WHY IT’S IMPORTANT: The shark bycatch-to-tuna catch ratio in purse seine fisheries is small, on average, less than 0.5% in weight. But the global magnitude of catch of the purse seine fishery is quite large, so reducing the mortality caused by these fisheries can contribute towards global conservation efforts.

WHAT WE ARE DOING ABOUT IT: Each year, ISSF supports multiple initiatives to track, report on and minimize unwanted bycatch like sharks among purse-seine fishing vessels, as well as conduct research across all fishing methods to define and promote best practices that positively impact this important issue. We also advocate for the adoption of mandatory shark bycatch data-collection and mitigation measures, appealing to the world’s tuna RFMOs for the adoption of science-based shark conservation and management measures.

To date, in cooperation with a number of partners from the tuna industry and the scientific and fisheries management community, ISSF has identified and disseminated a number of mitigation practices:

### best practices onboard vessels to release live sharks from the deck that can reduce the direct mortality of silky sharks by 15-20%; good practices are included in the [ISSF Skippers’ Guidebooks](http://issfguidebooks.org)

* avoiding setting on small schools of tuna (e.g. < 10 tons), which can help fishers significantly reduce their catches of silky sharks by 20% to 40%, depending on the oceans; information on this mitigation measure is also included in the [ISSF Skippers Guidebook](http://www.issfguidebooks.org/purseseine-3-06/)
* reducing entanglement under FADs through the use of non-entangling materials in the hanging structure underwater or by other procedures such as tightly wrapping hanging nets with ropes, resulting in a tight cylinder ("sausage" or "chorizo")

ISSF is currently investigating other methods to avoid encircling sharks or to release sharks from the net. Scientists, in partnership with purse seine vessel owners, are testing the use of escape panels to release sharks from the net, as well as whether the "backdown maneuver" used to release dolphins in tuna-dolphin aggregations could also be effective in releasing sharks and other bycatch.

**What-We-Do**/Areas-Of-Focus/Bycatch/Turtles

PAGE HEADER: ISSF supports sea turtle research and educational projects worldwide.

HIGHLIGHTED INTRO TEXT: Research shows that fisheries interactions are only one piece of the puzzle. Nest destruction represents an additional mortality threat to sea turtles and has many causes, including the over-harvest of eggs for human consumption; predation by feral pigs and dogs; habitat degradation due to development, deforestation, pollution and other human activities.

WHY IT’S IMPORTANT: Sea turtles have life histories that make them vulnerable to fishing. They are also protected by many national and international treaties and regulations. Several turtle species can be found around floating objects depending on area, from a few tens up to a couple of hundreds of individuals per year in every ocean, by purse seiners and most of them, greater than 90%, are released alive relatively easily. The mortality of turtles due to being captured by a seine can be considered negligible. While their catches in purse seine fisheries are relatively insignificant, sea turtle bycatch is more frequent in longline fisheries – any efforts to avoid fishing mortality will aid in sea turtle conservation.

I AM STRUGGLING WITH THIS SECTION BECAUSE WHILE SEA TURTLES ARE NOT A “PROBLEM” FOR PURSE SEINE FISHERIES, THEY ARE IN LONGLINE. SO EITHER I GENERICIZE THE LANGUAGE TO THE POINT THAT IT’S NOT AS HELPFUL OR INLCUDE TEXT ON BOTH MY PERSONAL PREFERENCE WOULD BE TO DOWNPLAY IT AS IT’S NOT AN ISSUE YOU ACTIVELY FOCUS ON FOR THE REASON YOU STATE. SO I’D KEEP IT GENERAL AND POINT OUT IT IS PRIMARILY A LONG-LINE ISSUE. THAT THEN ANSWERS THE SECOND QUESTION; WE DON’T PROVIDE THE DEPTH BELOW OTHER THAN AS “ADDITIONAL INFORMATION” LINKS.

WHAT WE ARE DOING ABOUT IT: ISSF supports multiple initiatives to track, report on and minimize unwanted bycatch like turtles among purse-seine fishing vessels, as well as conduct research across all fishing methods to define and promote best practices that positively impact this important issue.

To avoid the entanglement of turtles in FAD netting, the solution is quite simple. Fishers should use non-entangling FADs. Information on non-entangling FADS is included in the [ISSF Skippers Guidebook](http://www.issfguidebooks.org/purseseine-2-03/). While modification of gear and fishing practices to lessen the occurrence of sea turtles as bycatch is a critical step that needs to continue and expand, we must not overlook the need for sustained actions on nesting beaches. ISSF recognizes this need. That’s why the Foundation continues to devote substantial support toward sea turtle research and educational projects worldwide, with the cooperation of on-the-ground experts for maximum impact. By establishing a $100,000 annual fund created by a number of its participating companies, ISSF can support more than ten high-priority sea turtle conservation projects – from Brazil to Tanzania, and Peru to Oman – on an ongoing basis.

THE FOLLOWING CONTENT IS FROM THE EXISTING LANDING PAGE. SHOULD WE KEEP AND DO A MAP A LA THE RFMO SECTION? IT’S GOOD CONTENT, BUT VERY LONG. SEE MY COMMENT ABOVE

**Western Pacific Ocean**

**Leatherback Conservation in Bird’s Head Region, Papua Barat, Indonesia**  
The[State University of Papua](http://www.unipa.ac.id/)coordinated a community agreement to established and assign six persons from Saubeba village to participate in relocating “doomed” nests that would otherwise have been destroyed by high tides to safe areas above the high water mark and two hatcheries built at Wembrak beach. ISSF has been providing funds to the University for this Project since 2010, a year in which 2,600 hatchlings emerged and successfully made it to the water, and UNIPA has added more helpers since to expand nest protection efforts. Consumption by pigs accounts for an estimated 30-55% of hatch failures annually and high sand temperatures can also lead to substantial hatch failure. With the help of the program, hatch success has improved over the last several years as there’s been almost no incidents of consumption of eggs by other animals in those hatching areas with nest enclosures and the program has instituted techniques such as the shading of nests to maintain cooler temperatures, a strategy that yielded a 75% survival rate at Wembrak beach for nests in shaded areas.  In 2013 and looking ahead in 2014 the program took further steps to improving not only turtle populations but community life there; holding community workshops provided training and counseling on how to increase crop yield, how to deal with pests and on better meat-drying techniques.

“Turtle camps” for children have also been established to teach Bird’s Head region youth how to care for hatchlings and learn more about their ecology and conservation. ISSF funds in 2014 are crucial for continuity of these programs and will allow UNIPA to continue to strengthen relations with the communities, further develop conservation incentives with the three communities at the leatherback nesting sites. In 2014, a science-based management plan will be scaled for increased protection of nests.

**Community-Based Leatherback Conservation in Solomon Islands.**  
[The Nature Conservancy](http://www.nature.org/) (TNC) organized a project for monitoring and nest relocation, which is being carried out by trained community rangers. Project personnel were taught the correct protocol for relocating ‘doomed’ leatherback nests in preparation for the planned hatchery and relocation program next season. As of late January 2011, 156 leatherback nests had been laid at Sasakolo. Approximately 159 leatherback nests had been laid on Litogahira, but many of the nests have been collected for consumption.

Currently, there is no monitoring at Litogahira and Sasakolo due to landowner disputes, however, mediation is underway and  TNC is working with communities in Sasakolo to resume the leatherback conservation program as soon as landowner dispute is resolved.  In the meantime TNC held a series of workshops to identify other potential areas, and to everyone's surprise identified the Haevo region with year-round leatherback nesting. Training is currently with a local community in Haevo to establish a monitoring project in 2013-14.

**Eastern Pacific Ocean**

**Prevention and Reduction of Marine Turtle Fishery Bycatch in Peru**  
Operating a high frequency radio from a fixed base station in Lima, Peru and in Valparaiso, Chile, [Associacion Pro-Delphinus](http://www.prodelphinus.org/) and ONG Pacifico Laud are able to communicate with fishermen at sea in real time. With support of ISSF, the team has logged 2,000 radio communications with fishermen at sea through January of 2014. Ports that have been engaged in the project now number 25 and extend from Manta, Ecuador in the north to Iquique, Chile in the south, a distance of over 2,500 km.

When accounting for the crew member of each vessel contacted, the Radio Conservation has handed information on marine endangered fauna such as marine turtles to over 3000 fishermen operating along the Peruvian coast, including vessels from Ecuador and Chile. Workshops are conducted to train fishers on how to safely disentangle and remove hooks from bycatch turtles.

The expansion of this program starting in 2013 includes workshops in turtle safe handling and release techniques along with distribution of line cutters and knives at ports in the region with a high incidence of bycatch as indicated by reports on radio communication. The program will also expand further along Chile’s coast and also focus on mitigation of leatherback bycatch in artisanal gillnets.

**Hawksbill Conservation in Nicaragua and El Salvador**Since initiating pioneering efforts to protect hawksbill turtles at the two largest remaining nesting rookeries in the eastern Pacific Ocean, [the Eastern Pacific Hawksbill Initiative (ICAPO](http://hawksbill.org/)) - The Ocean Foundation has worked with partners to tag more than 100 female turtles and protect more than 1000 nests. Using beach hatcheries, ICAPO has protected more than 95% of all the nest laid in the two project areas during the time, leading to the release of  >120,000 hatchlings. With enthusiastic support from the local communities, this is a model project for integrating community members in conservation efforts. Word of the successes of this work is spreading throughout the region.

Program advances in 2013 included: 1) protection of >300 hawksbill nests and the release of >30,000 hatchlings, 2) the expansion of a volunteer recruitment program and website ([www.hawksbill.org/volunteer.html](http://www.hawksbill.org/volunteer.html)), 3) the establishment of several formal agreements with local groups/cooperatives to host tourists and manage program activities, 4) workshops to build local capacity to host tourists and lead eco-tours, 5) and the recruitment of program participants.  Looking ahead into 2014 the program will continue to build on this conservation momentum, while also looking to address the high rate of bycatch for hawksbill populations in lobster gillnet fisheries, which also cause extreme ecosystem destruction.

**Indian Ocean**

**Monitoring and conservation of sea turtles in the Andaman and Nicobar Islands, Sri Lanka**Little Andaman Island is the most important known site for leatherbacks in the Indian Ocean; ISSF began supporting this project in 2011. The program setup monitoring camps and regular patrolling of beaches to ensure no disturbances or incidents of poaching have occurred. Part of the project’s aim is to determine the post-tsunami status of leatherbacks nesting in these islands.

**Community based sea turtle conservation in Tanzania**Beginning in 2012 ISSF, along with Sea Sense, has developed a program in Tanzania to work with Beach Management Units (BMUs). Workshops have been held for BMUs from 12 villages in the Temeke District in 2013 and more awareness sessions are planned for 2014. Workshops include demonstrations of simple techniques to safely release entangled turtles from fishing gears. Additional efforts will be focused on more support for sea turtle conservation in the region as well as an effort to reduce direct take of sea turtles for consumption.

**Seychelles Islands Sea Turtle Conservation**  
[Seychelles Islands Foundation](http://www.sif.sc/) organized proposal, which was approved in February 2011, to use satellite telemetry on green turtles nesting within the Aldabra Protected Area to establish post-nesting migrations and identify foraging areas these turtles go to outside the protected areas where they are exposed to other threats. This was done within an outreach and education framework to address trans-boundary conservation issues.

**Working with Local Fishermen to Mitigate Loggerhead Bycatch on Masirah Island, Oman**  
[Environment Society of Oman (ESO)](http://www.environment.org.om/) established and agreement with a leader in the local fishing community who owns several fishing boats, uses various fishing gear and processes and sells the fish to participate in this study. A workshop was held in November 2010 and this reinforced the working relationship with the community fishers that participated and the ESO who also have an ongoing community-based nesting beach monitoring program on Masirah. Work was also done to assess bycatch and train fishers in sea turtle bycatch mitigation activities.

**Atlantic Ocean**

**Sea Turtle Conservation in Brazil**  
[Proyecto Tamar](http://www.tamar.org.br/) monitored 30km of beaches from the Praia do Forte station on the coast of Bahia. The nesting season for loggerheads extends from September to March. This year, 5 tartarugueiros (local fishermen hired by TAMAR to patrol the beaches every day), 2 local agent, 2 biologists and 3 interns were responsible for data collection, management and environmental education activities.

Currently, more than 80% of nests remain in situ (original oviposition site for females), which has been identified as the best management strategy. The rest of the nests that were threatened by erosion or predation were relocated to safe sections of the beach or to hatcheries. From September 1, 2013 to January 31, 2013 Tamar and the community have protected over 433 loggerhead nests and released over 27,000 loggerhead hatchlings.

The project also took on significant community outreach activities, including training 25 student volunteers and young school children to undertake a campaign with local fishers call “*Not Everything Caught in the Net is Fish”*as well as a campaign targeted at summer tourists visiting the region. ISSF will continue to help the project encouraging a focus on monitoring of females and protection of additional nests.

**Mitigation of Turtle Meat Consumption on Santiago Island, Cape Verde**  
[Cape Verde Sea Turtle Network (CVSTN)](http://www.turtlesos.org/) launched the “Nha Terra” (“This land is my land”) campaign to focus on the heritage of the marine turtle in Cape Verde and the need to preserve them for future generations. The main message is that, in common with the Capeverdian people, marine turtles leave their place of birth to travel the world, but remain Capeverdian and deserve to have a safe place in this country when they return to lay their eggs.

The archipelago of Cape Verde supports one of the largest loggerhead sea turtle nesting populations in the world, and extensive exploitation of turtles for their meat and eggs poses one of the biggest threats to this population. CVSTN sea turtle projects throughout Cape Verde have increasingly expanded their conservation efforts in an attempt to mitigate the high levels of exploitation occurring on nesting beaches. Continued ISSF support will allow a sustained effort to expand outreach, education and promotion of enforcement of laws, urgently needed as exploitation continues, despite sea turtles being legally protected by Capeverdian law.

**What-We-Do**/Areas-Of-Focus/Data-Collection

PAGE HEADER: Data collection is at the

HIGHLIGHTED INTRO TEXT:

WHY IT’S IMPORTANT:

WHAT WE ARE DOING ABOUT IT:

**What-We-Do**/Areas-Of-Focus/Illegal-Fishing

NOTE SECTION IS GREAT, BUT QUITE LONG; LETS CONSIDER ANCHOR LINKS

PAGE HEADER: ISSF and IUU: A holistic approach to combating illegal fishing.

HIGHLIGHTED INTRO TEXT: Fishing activities that are illegal *or* unreported *or* unregulated can harm fish stocks and undermine management efforts and the efforts of responsible fishers.

WHY IT’S IMPORTANT: Although IUU fishing may benefit a few unscrupulous actors in the short run, it harms the seafood industry overall in the long run – and demands the industry’s focused efforts to combat it.

WHAT WE ARE DOING ABOUT IT: Companies that participate in ISSF commit to several conservation measures regarding illegal, unreported and/or unregulated fishing, and ISSF uses a rigorous Compliance Process for any such allegations. The bulk of our work, however, is focused on proactively eliminating all elements of these harmful practices over time through a range of conservation measures, initiatives and tools. Our multipronged approach includes:

ANCHOR LINKS

* IMO Database & ProActive Vessel Register (PVR)
* Advocating for Stronger RFMOs
* Strengthening & Harmonizing Monitoring, Control & Surveillance (MCS)
* ISSF Conservation Measures & Commitments Process

**IMO Database and the ProActive Vessel Register (PVR)**

To begin weeding out tuna caught by IUU fishing activities, ISSF has worked with industry to make permanent and unique vessel identifiers – such as IMO numbers – a standard practice. ISSF also introduced the PVR, a database that uses third party auditing to transparently report on vessels implementing a series of best practices.

**Advocating for Stronger RFMOs**

We continue to reach out to RFMOs and member governments to strengthen capacity for effective governance, science-based decision-making, enforcement and compliance.

**Strengthening and Harmonizing Monitoring, Control and Surveillance (MCS)**

Examples of our focus on promoting MCS include:

* Trials of [electronic observer systems](http://iss-foundation.org/resources/downloads/?did=533) aboard tuna purse seine and longline vessels with lessons learned and best practices disseminated to sub regional organizations and RFMOs for upscaling;
* [Promoting VMS program best practices](http://iss-foundation.org/resources/downloads/?did=560) to strengthening existing RFMO Vessel Monitoring Systems (VMS) and assist in the development of new regional and national VMS programs.
* Promoting the tightening of transshipment requirements for longliners and purse seiners in RFMOs and the [implementation of best practices](http://iss-foundation.org/resources/downloads/?did=520).

**ISSF Conservation Measures and Compliance Process**

Examples of our conservation measures combating IUU:

* Requiring that all tuna processors, traders, importers and markets [refrain from transactions with vessels that are not flagged to the relevant](http://iss-foundation.org/2011/11/12/resolution-11-04-to-support-rfmo-participation/)[RFMO](http://www.youtube.com/embed/P3mjnfhNNU0) Member or Cooperating Non-member (unless the country has applied for such status[); refrain from transactions in tuna caught by vessels on a tuna RFMO IUU list](http://iss-foundation.org/2014/10/27/resolution-14-04-iuu-fishing/); and [refrain from transactions in tuna caught by (1) vessels that are not on the authorized vessel record of the relevant RFMO and (2) by vessels of the size subject to listing on the relevant RFMO’s authorized vessel record and capable of being registered by IMO that have not registered with IMO and received an IMO UVI](http://iss-foundation.org/2010/05/18/resolution-10-01-rfmo-authorized-vessel-records-and-unique-vessel-identifiers/).
* ISSF participating companies are committed to [achieving 100% observer coverage (human or electronic if proven to be effective) of purse seine vessels](http://iss-foundation.org/2013/05/20/resolution-13-01-to-amend-resolution-12-03-to-establish-multi-annual-commitments/).

**What-We-Do**/Areas-Of-Focus/Capacity Management

PAGE HEADER: Experts agree that there is overcapacity in the global tuna fleets.  Fishing fleet overcapacity increases pressure to weaken management measures and eventually leads to stock overexploitation.  The first step towards managing capacity is to establish limited entry via a comprehensive closed vessel registry with an eye towards ultimately reducing the number of fishing vessels to an appropriate level.

HIGHLIGHTED INTRO TEXT:

WHY IT’S IMPORTANT: Experts agree that there is overcapacity in the global tuna fleets.  Fishing fleet overcapacity increases pressure to weaken management measures and eventually leads to stock overexploitation.  The first step towards managing capacity is to establish limited entry via a comprehensive closed vessel registry with an eye towards ultimately reducing the number of fishing vessels to an appropriate level.

WHAT WE ARE DOING ABOUT IT: