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## Media Advisory

Join us in Boston at North America's largest seafood trade show to learn more about how we can help you improve the sustainability of your seafood.

**What:** SFP will be holding and participating in events at Seafood Expo North America in Boston. SFP will be at Booth #1266.

**Where:** Boston Convention and Exhibition Center, 415 Summer Street, Boston, MA 02210.

**When:** March 15-17, 2026.

**Who:** Sustainable Fisheries Partnership founder and chief executive officer, Jim Cannon, and other SFP leaders and experts.

- Jim Cannon, Founder and CEO
- Bill Bradford, Partnerships Engagement Specialist, North America
- Anne DiMonti, Protecting Ocean Wildlife Program Manager
- Teddy Escarabay, Latin American Fisheries Director
- Carmen González-Vallés, Supply Chain Roundtables Director
- Jen Levin, Partnership Engagement Manager
- Kerry Marhefka, Supply Chain Roundtables Lead
- Dave Martin, Global Supply Chains Director
- Alexia Morgan, Ocean Wildlife Manager
- Kathryn Novak, Biodiversity and Nature Director
- Cody Pajunen, Fisheries Policy and Information Analyst
- Braddock Spear, Prospecting and Outreach Director
- Amy Sweeting, Marketing and Communications Director
- Megan Westmeyer, Deputy Supply Chains Director

### **PANEL: Bycatch and Innovative Fishing Gear Technologies: Solutions for Delivering Seafood Sustainability**

*Sunday, March 15, 1:00-2:00 p.m., Room 105*

Join SFP and industry leaders for a forward-looking panel on how innovative fishing gear is reducing bycatch and strengthening sustainable seafood supply chains. The conversation will also address adoption challenges, cost considerations, and how buyer engagement can accelerate bycatch solution uptake across global fisheries. Panelists will highlight proven and emerging solutions from SFP's [Bycatch Solutions Hub](#), exploring how they improve catch quality, protect marine species, and meet sustainability commitments.

**Panelists:** Michael Cohen, International Seafood Sustainability Foundation; Teddy Escarabay, SFP Latin American Fisheries Director; Scott Landry, Center for Coastal Studies/International Whaling Commission; Ryan Lind, Blue Ocean Gear; Meghan Martin, The Nature Conservancy; Kevin Rand, SMELTS; Callie Veelenturf, Iluminar el Mar/The Leatherback Project

## **PANEL: Ghost Gear: Protecting Ocean Health and Seafood Supply Chains**

*Sunday, March 15, 3:00-4:00 p.m., Room 105*

How does ghost gear (lost or abandoned fishing gear) impact your supply chain and marine ecosystems? Ghost gear can lead to stock depletion, higher cost for fishers, disruptions in distribution, and increased wholesale prices. Join SFP and industry, fisheries, and conservation leaders as we examine risks to target and bycatch species, while highlighting practical solutions such as gear-retrieval programs, tracking technologies, and cross-sector collaboration. Attendees will leave with actionable insights on how industry leaders can support ghost gear mitigation and strengthen long-term fishery resilience.

*Panelists:* Michael Cohen, International Seafood Sustainability Foundation; Susan Inglis, Commercial Fisheries Research Foundation; Francine Kershaw, Natural Resources Defense Council; Ryan Lind, Blue Ocean Gear; Laura Ludwig, Center for Coastal Studies  
Caitlin Townsend, Net Your Problem; Emma Weed, Gulf of Maine Lobster Foundation; Sara Pfeifer, Global Ghost Gear Initiative (remote presentation)

## **Tuna Transparency “Science Fair”**

*Monday, March 16, 1:00-2:30 p.m., Room 105*

Join us for an interactive, open showcase of practical solutions to the most pressing transparency issues in tuna fisheries. Industry experts will explore how emerging tools are improving visibility into tuna vessel operations and address key transparency issues, including bycatch, vessel monitoring, and IUU fishing. The session will also include a short panel discussion.

*Panelists:* Michelle Beritzhoff-Law, FishWise; Leah Buckley, Global Fishing Watch; Ho-Tu Chiang, Ocean Outcomes; Michael Cohen, International Seafood Sustainability Foundation; Meghan Martin, The Nature Conservancy; Alexia Morgan, SFP Protecting Ocean Wildlife Manager

*Showcase Exhibitors:* FishWise, Global Fishing Watch, New England Marine Monitoring, Ocean Outcomes, Seabird Safe Toolkit, SFP Tuna Sustainability Dashboard, The Nature Conservancy

## **Panel: Integrated Strategies for Stakeholder Engagement and Supply Chain Leverage: A Roadmap for Landscape-Level Sustainability in Aquaculture**

*Tuesday, March 17, 10:00 - 11:00 a.m., Room 153CB*

In this session, SFP and the Aquaculture Stewardship Council (ASC), together with supply chain partners, will look back on [two years of collaboration in the shrimp farming sector of Andhra Pradesh, India](#). The panelists will discuss the SFP/ASC “[Roadmap for Landscape-Level Improvements in Aquaculture](#)” that came out of this collaboration and explore ways to build on its foundation and capitalize on future opportunities to implement landscape-level aquaculture strategies in Andhra Pradesh and around the world.

*Moderator:* Jill Swasey, Director of Impacts, ASC

*Panelists:* Kathryn Novak, Biodiversity and Nature Director, SFP; Sarabpreet Singh, General Manager, Devi Seafoods; Blake Stok, Senior Director of Sustainability, Thai Union Frozen, Chicken of the Sea Frozen Foods; Roy van Daatselaar, Global Lead Improver Programmes, ASC