



## FOR IMMEDIATE RELEASE

### **Sustainable Fisheries Partnership to demonstrate the latest tools, technology, and practices for sustainable seafood at Seafood Expo North America/Seafood Processing North America**

**[Boston, MA; 16 January 2024]** – [Sustainable Fisheries Partnership \(SFP\)](#) will provide seafood companies and buyers with solutions to improve their sustainability at [Seafood Expo North America/Seafood Processing North America](#), the largest industry event in North America. The Expo will take place from March 10 – 12, 2024 at the Boston Convention and Exhibition Center.

“For almost two decades, SFP has helped the seafood industry innovate and build the capacity to solve difficult sustainability problems, said Jim Cannon, chief executive officer at SFP. “At Boston, we will demonstrate the latest tools, technologies, and strategies for the seafood industry to achieve continuous improvement, leadership, and excellence on sustainability.”

#### [SFP will host a range of interactive events for seafood professionals including:](#)

- [Bycatch Solutions Hub Showcase \(Sunday, March 10; 3:30 p.m. to 5:00 p.m., Room 103\).](#) Demonstrations of industry-supported projects to reduce bycatch of ocean wildlife in global fisheries. SFP’s [Bycatch Solutions Hub](#) is a web-based platform that connects businesses that want to financially support projects with organizations capable of implementing in-the-water solutions.
- [Supply Chain Roundtable Showcase \(Monday, March 11; 8:30 a.m. to 10:00 a.m., Room 103\).](#) Learn and interact with seafood sector leaders and SFP experts about how groups of companies have organized and are working pre-competitively to drive and support improvements in specific seafood sectors.
- [“Why Business Should Support Small-Scale Fisheries and Co-Management” \(Sunday, March 10; 1:15 p.m. to 2:00 p.m., Location TBA\).](#) This event will discuss the importance for businesses to ensure their seafood comes from fishers with the legal right to fish, both to avoid potential legal risks and help fishers fully benefit from commercial supply chains. Presenters will include small-scale fishers organizations, seafood companies, and IUU fishing experts.
- [Events at SFP Booth #1075 \(various, see website\).](#) Meet leaders and experts from SFP and other conservation and sustainability organizations. Demonstrations and events will address industry leadership to support small-scale fisheries, advance regenerative aquaculture, address gender and labor issues, protect ocean wildlife, and other sustainability issues.

## **About Sustainable Fisheries Partnership**

Founded in 2006, Sustainable Fisheries Partnership (SFP) is a marine conservation organization working toward a world where the oceans are healthy, all seafood is produced sustainably, and everyone has access to sustainable seafood. We leverage the power of seafood buyers and retailers in every part of the seafood supply chain to rebuild depleted fish stocks, reduce the environmental impacts of fishing and fish farming, address social issues in fishing, and advance economic opportunities for fishers and their communities. Our Supply Chain Roundtables (SRs) allow seafood suppliers to work together in a pre-competitive environment to promote and support improvements in fishery and aquaculture practices, management, and policy. Visit us at [www.sustainablefish.org](http://www.sustainablefish.org) and follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

## **About Seafood Expo North America/Seafood Processing North America**

Seafood Expo North America/ Seafood Processing North America is North America's largest seafood exposition. Thousands of buyers and suppliers from around the world attend the annual, three-day exhibition to meet, network and do business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. The exposition is sponsored by the National Fisheries Institute. SeafoodSource is the official media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. For more information, visit: [www.seafoodexpo.com/north-america](http://www.seafoodexpo.com/north-america).