

groups to combat IUU with a specific recent focus on the southern Indian Ocean regions, around the Exclusive Economic Zones (EEZs) of France, South Africa and Australia. COLTOs members represent more than 50% of the total global legal production of toothfish. <http://www.colto.org>

SeaShare Partnership

Mazzetta Company is a proud supporter of SeaShare, a nonprofit organization whose mission is to provide seafood for people who depend on food assistance from food banks, shelters, pantries and soup kitchens.

While the summer of 2010 brought visions of relaxation, maybe time to read a good book, or just having time to play, the numbers of people

requiring assistance at our nation's food banks just kept climbing. We all know that the food situation is dire for many people in this country and that it will not go away any time soon. In situations of low or inadequate food consumption it is imperative that an individual has access to high quality protein.



Salmon is part of the answer. SeaShare, in partnership with Mazzetta Company, was able to distribute frozen flaked precooked salmon to five major food banks during August 2010. This donation represented 864,000 meals to South Carolina, Virginia, Pennsylvania and two food banks in New York.

In 2009 and 2010 Mazzetta Company donated over 250,000 lbs of seafood through SeaShare programs.

❖ Supporting Active Conservation & Sustainable Fisheries

River Herring Initiative - National Fish and Wildlife Foundation

In January 2009 Mazzetta Company became the first corporate partner from the seafood industry to support the National Fish and Wildlife Foundation's Marine and Coastal Conservation Keystone Initiatives. The Marine & Coastal Keystones focus on building conservation partnerships to overcome the most important challenges to the health of the marine and coastal environment. The goal is to find the best conservation investments, fund the best solutions, and deliver measurable results for a broad cross-section of fish and wildlife representing marine and coastal ecosystem health. Under this mission



statement, Initiatives were selected that focused on making a measureable impact on specific species and their habitats.

Specifically, Mazzetta Company's support was directed to *The River Herring Initiative*, which aimed to aid recovery of depleted populations of river herring within the State of Maine and the broader northeast region.

The River Herring Initiative employs a targeted investment strategy to fund abatement of threats in both the freshwater and marine environments. The freshwater strategy focuses on improving access to and enhancing the quality of spawning habitat in coastal streams. The marine environment strategy focuses on creating market-based incentives to eliminate overfishing and minimize bycatch of river herring in the Atlantic herring fishery so that enough fish can return to their spawning habitats to produce the next generation of fish. In both cases initial investments are focused on developing a baseline estimate for the current population size and goals for viable populations. By way of background, river herring are born in freshwater, migrate out to sea, and return to freshwater to spawn the next generation. These fish have evolved incredible physiological adaptations to two extreme environments – salt and fresh water – and everything in between. Human beings, fish and shellfish, seals, bears, and birds rely on these fish species as an important source of food after a long winter.

Mazzetta is proud to partner with NFWF, the National Oceanic and Atmospheric Administration (NOAA), and the U.S. Fish and Wildlife Service (USFWS) to support this important work.



About the National Fish and Wildlife Foundation

(NFWF) An independent 501 (c) 3 charity established by Congress in 1984, the National Fish and Wildlife Foundation sustains, restores, and enhances the Nation's fish, wildlife, plants, and habitats. NFWF's greatest asset is its position at the nexus of the conservation community. NFWF's myriad of conservation partnerships connect it with potentially every federal and state agency, key industry leaders, concerned private citizens, and nonprofit leadership from the international to the local level. And the results speak for themselves: since its establishment, NFWF has awarded 10,000 grants to over 3,000 organizations in the United States and abroad and leveraged – with its partners – more than \$600 million in federal and private funds into more than \$1.5 billion for on-the-ground conservation. For more information, visit <http://www.nfwf.org>.



2010 Project Update

Conservation Context:

River herring (two species are collectively referred to as river herring: alewife and blueback herring) are socially, economically, and ecologically important anadromous fish along the Atlantic coast of North America. Unlike the more commonly known Atlantic herring that spend all their lives in the ocean, River herring are born in coastal rivers. These fish, which are 10” – 11” long and which weigh 7-9 ounces, have declined since colonial days, with drastic declines in many populations in the last 25 years. Given the broad distribution of river herring, and the fact that their life history crosses myriad habitats and jurisdictions, this initiative will involve many partners, including the Atlantic States Marine fisheries commission, that regulates river herring fisheries in State waters; National Marine Fisheries Service; US Fish and Wildlife Service; all States between Maine and Florida for which the river herring is important; the commercial fishing industry; and several nonprofits including Environmental Defense, The Nature Conservancy and others.

Refined project goals: A new investment of \$78.4 million over 10 years would result in a projected 300% increase in river herring numbers. About 20% of the total funding is needed from the Foundation.

Key Strategies:

Four key strategies are planned to reverse declines and create sustainable populations:

1. Promoting sustainable fisheries in key rivers, which involves determining how many fish can be caught without jeopardizing future reproduction
2. Reducing bycatch in marine fisheries by creating incentives for fishing fleets to avoid river herring bycatch hotspots.
3. Establishing population benchmarks and refining metrics to measure success of conservation actions.
4. Restoring access to, and improving the quality of key spawning and nursery habitats.



Initiative Snapshot:

NFWF is working to convene a workshop of the current River Herring grantees and other experts to foster increased collaboration among grantees, identify gaps in the investment portfolio to date and refine the initiative strategy. The workshop will occur in the fall of 2010.

Since 2009, NFWF through the *River Herring Initiative* has invested \$2,178,753 and leveraged \$1,797,863 for a total of \$3,976,616 to implement on the ground projects under the four key strategies of the river herring initiative:

1. Promoting sustainable fisheries in key rivers: In 2009 the Foundation awarded a \$400,000, three-year grant to the State of Maine to develop sustainable fisheries management plans for key rivers in Maine. These will be the first examples of sustainable river herring fisheries plans on the eastern seaboard. Additional investments will be needed for other states to develop their plans.
2. Reducing bycatch in marine fisheries: In 2009 the Foundation awarded \$457,000 in grants to a variety of grantees including the State of Maine, the Gulf of Maine Research Institute and Environmental Defense to develop better data and management options that are needed to reduce bycatch. In 2010 NFWF awarded a two-year \$423,138 grant to the University of Massachusetts, the Commonwealth of Massachusetts, and the Fisheries Survival Fund, a marine fishing industry group to voluntarily minimize bycatch of river herring in marine small mesh fisheries off the eastern seaboard of the US.
3. Establishing population benchmarks: In 2009 the Foundation awarded a two-year, \$275,712 grant to the Gulf of Maine Research Institute to quantify and define river herring stock structure in coastal Maine watersheds. In 2010 NFWF awarded a three year grant to Duke University to determine the origins of river herring bycatch in coastal watershed along the entire eastern seaboard. The project includes researchers from several institutions including State University of New York, Yale University, the State of Connecticut, Woods Hole Oceanographic Institution, and University of Southern Maine
4. Restoring access to and improving quality of key spawning and nursery habitats: This is the least developed strategy of the initiative. River herring utilize virtually all coastal rivers on the Eastern seaboard. With so many sites in which to invest, our first step is to solicit proposals that will prioritize those rivers most important for spawning habitat to inform our future investments.

