

THE ORIGIN OF YOUR SEA FOOD MATTERS.



RFM PROGRAM



RFM evaluates fisheries and supply chains against two rigorous certification standards:

- 1. Fisheries Standard**
- 2. Chain of Custody Standard**

4 ELEMENTS

MAKE UP OUR RESPONSIBLE FISHERIES STANDARD

1. The fisheries management system
2. Science and stock assessment activities, and the precautionary approach
3. Management measures, implementation, monitoring and control
4. The fishery's impact on its ecosystem



EXCEPTIONAL RELIABILITY



Our certified fisheries are always well managed, with no allowance for serious deviations. Our sound governance ensures against special interest influence, meaning our certification is always impartial.



BENCHMARKED AND TRUSTED

We were the first certification program to be benchmarked by the rigorous Global Sustainable Seafood Initiative (GSSI). And our standards are based on the United Nations' FAO standards, so you can trust that they're vetted, stable and comprehensive.



AFFORDABLE FOR ALL

RFM

A wild-capture certification program with a chain of custody standard

Provides a way for companies to communicate both product origin and responsible sourcing

Our priority is to ensure that responsible seafood is accessible to all, so we **never charge logo licensing fees**, and our administrative cost is minimal.



ORIGIN FIRST

Our Chain of Custody certification preserves the story of our fish so that it's traceable through the supply chain back to its point of origin. And we're the only program that includes origin on every pack logo without charging a logo license fee.



71%

German consumers say including ORIGIN on logo is important
(Rose Research, 2024)



ORIGIN OVER ALL

The story of seafood matters to your customers – it's a powerful motivator for purchase. And only our labels tell those stories: **Every label, on every pack.**



9 in 10

German consumers prefer seafood from Alaska than other imported areas.
(Rose Research, 2024)



CHAIN OF CUSTODY APPLICATION PROCESS



Complete CoC with an RFM-approved Certification Body (CB)

Single site audits -- \$1,500 to \$2,500

Multi-site audits vary depending on the complexity

The same CB for RFM and MSC = cost savings. Approximately 20% more

TIMING: 1-3 months

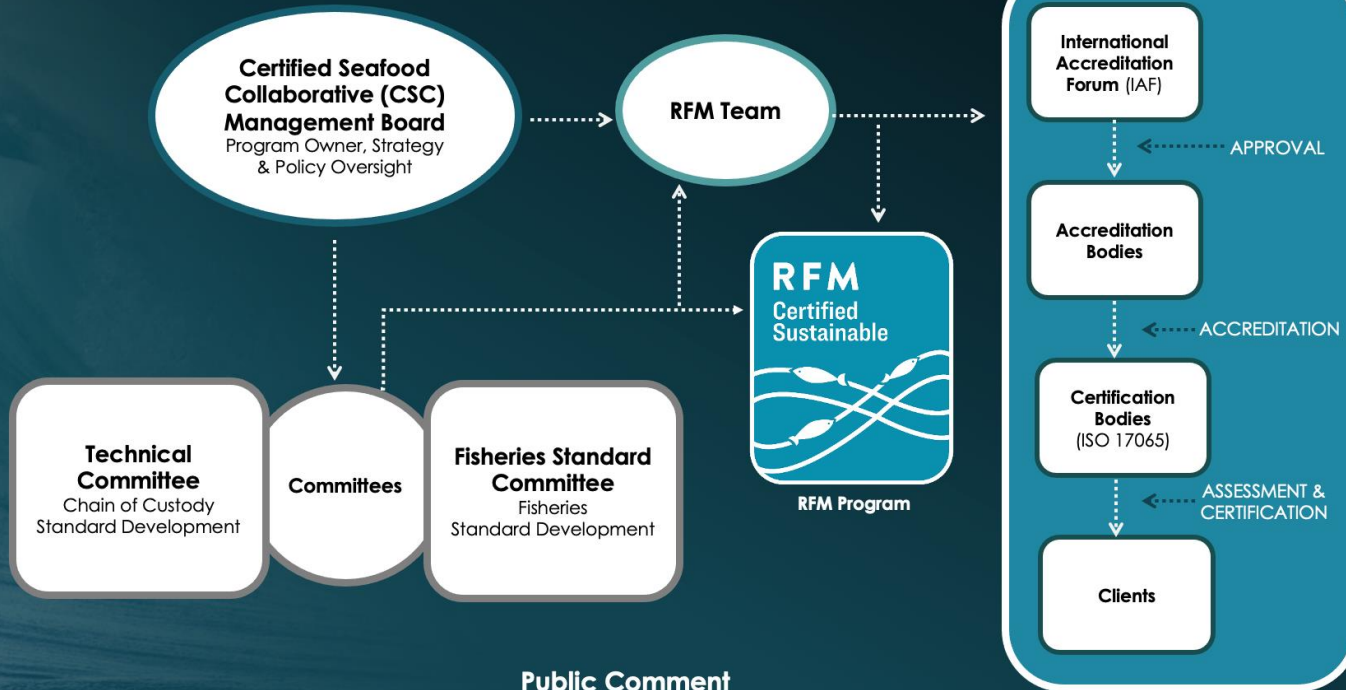
Valid for 3 years with reassessment every 12-18 months



GOVERNANCE



RFM Standards Development & Certification Process



Updated Nov 2022

Public Comment
Open to All

RFM CERTIFIED FISHERIES – 31 SPECIES

FISH SPECIES	GEOGRAPHICAL LOCATION OF FISHERY	GEAR TYPE
ALASKA PACIFIC SALMON SPECIES King/Chinook, Sockeye/Red, Coho/Silver, Keta/Chum, Pink	Region 1: Southeast & Yakutat Region 2: Central Region 3: Arctic-Yukon-Kuskokwim Region 4: Kodiak, Chignik, Alaska Peninsula, Aleutian Islands	Troll, Purse Seine, Drift Gillnet, Set Gillnet Purse Seine, Drift Gillnet, Set Gillnet Drift Gillnet, Set Gillnet, Fish Wheel Purse Seine, Drift Gillnet, Set Gillnet
ALASKA PACIFIC HALIBUT	Gulf of Alaska; Bering Sea & Aleutian Islands	Benthic Longline
ALASKA SABLEFISH (BLACK COD)	Federal and State fisheries Gulf of Alaska; Bering Sea & Aleutian Islands	Benthic Longline, Pot, Non-pelagic Trawl
ALASKA POLLOCK (WALLEYE)	Gulf of Alaska; Bering Sea & Aleutian Islands	Pelagic Trawl, and other gears (Non-pelagic Trawl, Jig, Longline, Pot) from other non-directed pollock fisheries legally landing pollock
ALASKA PACIFIC COD	Gulf of Alaska; Bering Sea & Aleutian Islands	Non-pelagic Trawl, Longline, Pot, Jig
ALASKA FLATFISH COMPLEX <ul style="list-style-type: none"> • Yellowfin sole • Flathead sole • Northern rock sole • Southern rock sole • Arrowtooth flounder • Kamchatka flounder • Alaska plaice • Greenland turbot • Rex sole 	Bering Sea & Aleutian Islands Gulf of Alaska; Bering Sea & Aleutian Islands Gulf of Alaska; Bering Sea & Aleutian Islands Gulf of Alaska Gulf of Alaska; Bering Sea & Aleutian Islands Bering Sea & Aleutian Islands Bering Sea & Aleutian Islands Bering Sea & Aleutian Islands Bering Sea & Aleutian Islands Gulf of Alaska	Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl Non-pelagic Trawl
ALASKA CRAB <ul style="list-style-type: none"> • Red King crab • Blue King crab • Golden King crab • Snow crab • Tanner crab 	Bristol Bay St. Matthew Island Aleutian Islands Bering Sea Bering Sea	Pot Pot Pot Pot Pot
ALASKA ATKA MACKEREL AND ROCKFISH <ul style="list-style-type: none"> • Atka Mackerel • Pacific Ocean Perch • Northern Rockfish • Dusky Rockfish 	Bering Sea & Aleutian Islands Gulf of Alaska, Bering Sea & Aleutian Islands Gulf of Alaska, Bering Sea & Aleutian Islands Gulf of Alaska	Trawl Trawl Trawl Trawl
PACIFIC WHITING (HAKE)	Washington, Oregon, California – FAO Area 67	Midwater Trawl
U.S. GULF OF MEXICO SHRIMP Brown, white and pink shrimp	Federal and state waters of Texas, Louisiana, Mississippi, Alabama and west coast of Florida	Otter trawls, skimmers, butterfly nets



RFM PROGRAM GOES GLOBAL

Expands geographic scope to include well-managed, wild-capture fisheries across the globe



RFM logo allows for calling out the regional origin



Wild Alaska Pollock checks all the sustainability “boxes”



- Transparent
- Conservative
- Observers
- Ecosystem approach
- Strict controls
- Full-utilization
- Low carbon footprint

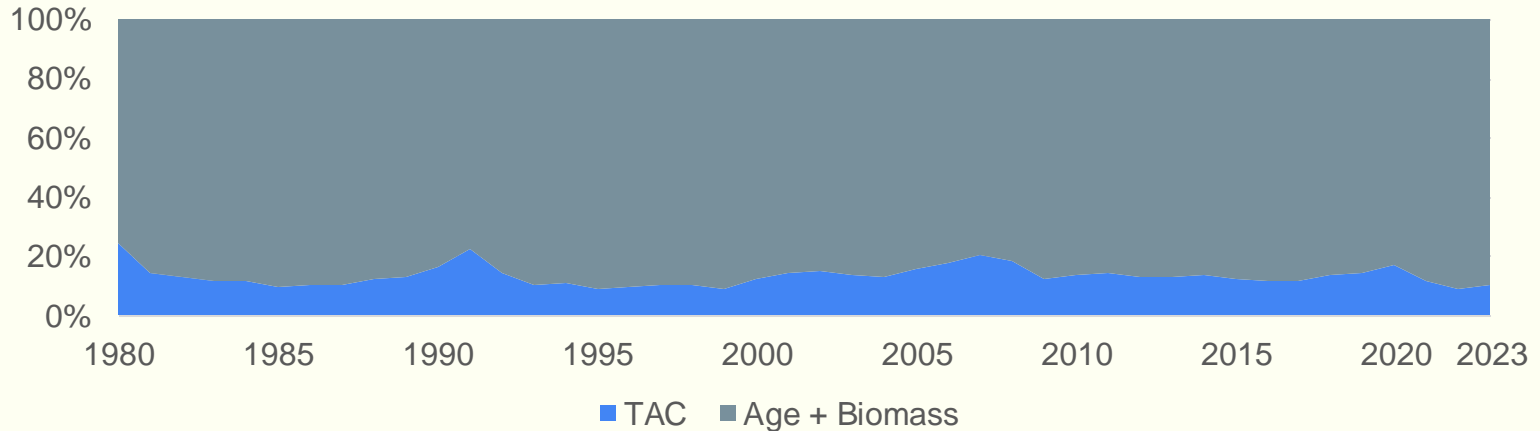


Transparent, participatory management system



The wild Alaska Pollock resource is healthy, with the TAC averaging 14.8% of the biomass

According to NOAA scientists, the 2024 surveys show strong biomass



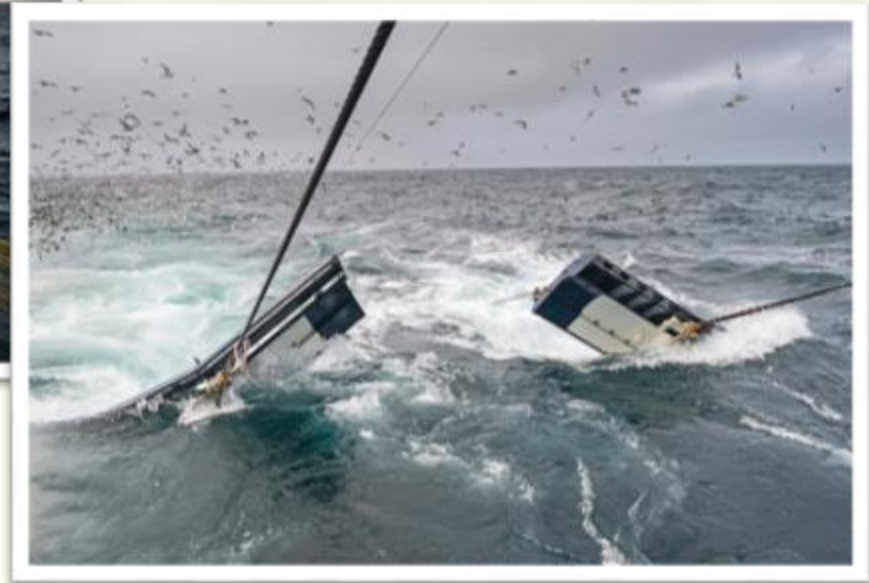
100% observer coverage



Eco-system management



Strict incidental catch measurements and controls



Full utilization of the harvest



FISH SKIN



Processors harvest collagen peptide, a natural protein found in fish skin, for use as a supplement for healthy skin, tendons and bones.

Did you
KNOW?

Skin is harvested and processed into a gelatin that can be used as a binding agent and food ingredient.

FISH OIL

Most fish oil in Alaska is produced from Alaska pollock. Fish oil from Alaska is used for

HUMAN CONSUMPTION, aquaculture feed & AS A PET FOOD INGREDIENT.



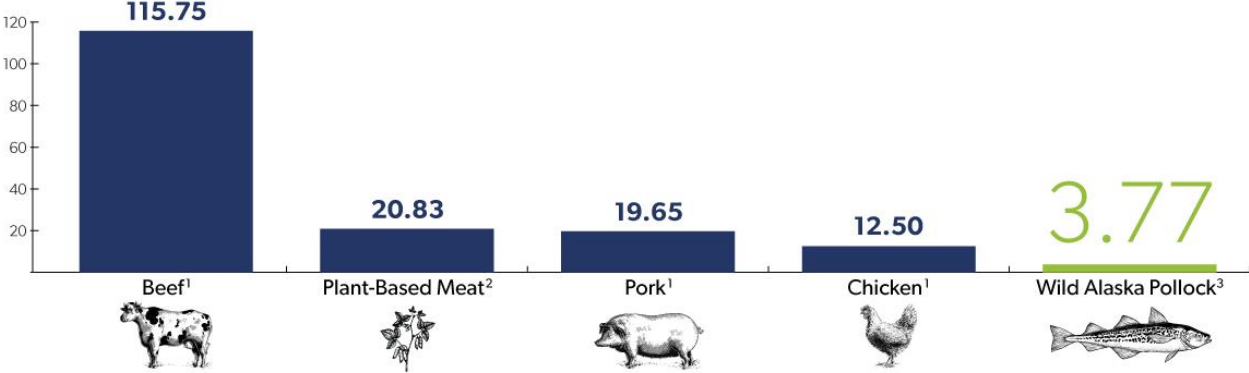
THE INDUSTRY
PRODUCES **~23,000 MT**
OF POLLOCK OIL ANNUALLY



Wild Alaska Pollock has among the lowest carbon emissions of any protein

Carbon Impacts of Wild Alaska Pollock as Compared to Other Proteins

(kg CO₂-eq per kg of protein)



¹ Monterey Bay Aquarium/Dalhousie University Seafood Carbon Emissions Tool; beef, chicken and pork measured as kg CO₂-eq per kg of protein, midpoints for reported range (as of July 14, 2021)
² Comparative environmental LCA of the Impossible Burger® with conventional ground beef burger, Quantis International (2019)
³ Quantis International, Life Cycle Assessment of Wild Alaska Pollock: ISO LCA Report (2021)





A BUSINESS CASE FOR RFM





THANK YOU

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