

FishWise is a nonprofit organization. Since 2003, FishWise has worked with the seafood industry to foster leadership in sustainability. FishWise envisions a future in which the seafood industry, in collaboration with governments and civil society, takes full accountability for the people and the ocean resources upon which it depends, so that marine ecosystems remain productive and biodiverse while providing a critical source of healthy protein for a growing global population; global communities that rely on seafood production are sustained and can prosper for generations to come; and the millions of people who harvest, process, and sell seafood can benefit and thrive in an inclusive and equitable industry with decent working conditions for all.

Jenny Barker is the Executive Director of FishWise. She has worked around the world on ocean issues for more than two decades using community-based fisheries management, traceability, and engagement with the private sector managing international programs, 11 of those doing fisheries work on three continents.

Illegal, unreported, and unregulated fishing (IUUF) negatively affects marine habitats, fisheries management, small-scale fishers and coastal communities, seafarers, food security, and livelihoods for the blue economy. *Accelerating action and mobilizing all actors* on IUUF requires the engagement of private sector supply chain actors to change the negative trends of the status quo. Mobilizing all actors requires coordination between market actors/industry and market states to find solutions - whether it's fostering *sustainable fisheries management and supporting small-scale fisheries or promoting sustainable food production from the ocean*.

Acknowledging the long-term impact of industry practices, supply chain structure, and government regulation, there is an opportunity for an action-oriented, consultative process to identify solutions utilizing science as the foundation (like the World Ocean Assessments). The time is ripe for two essential stakeholders (industry and government) to fundamentally shift the trajectory of the health of the ocean and seafood sourcing around the globe.

A conference objective should be to identify one to two points of action in their collective sphere of influence that could propel the sector forward incorporating agreed-upon monitoring and metrics to meet 2030 goals. Action on IUUF topics could include streamlined seafood import regulations, data sharing for enforcement, capacity building and adaptive management for industry and government actors, including implementing the UN Guiding Principles on Business and Human Rights. The priority actions should be determined by the participating stakeholders to ensure efficacy.