

Frequently Asked Questions

What are the benefits to businesses of working to achieve the Common Vision?

Working to achieve the Common Vision over time will help companies meet the needs of their customers, ensure the long-term viability of the global seafood supply, and position themselves as industry leaders on an important environmental sustainability issue.

What help is available to businesses from the organizations participating in the Conservation Alliance for Seafood Solutions?

Participants in the Conservation Alliance for Seafood Solutions are committed to working with companies as they take steps to achieve this Common Vision. Among other things, some participating organizations can help companies assess the sustainability of their seafood products, develop environmentally responsible purchasing policies and provide training for staff and clients.

Do businesses need to do everything in the Common Vision and how quickly?

All six steps in the Common Vision are important, but the reality is that it will take time for companies to achieve them. Participants in the Conservation Alliance encourage companies to begin with steps they can take now and continue to expand their commitment to achieve all of the steps over time.

Is there enough sustainable seafood to supply businesses that want to follow these guidelines?

Sustainable management of ocean resources over time will help to increase the resilience of the seafood supply. Conservation Alliance organizations can work with companies to identify solutions to supply challenges. And companies that work to achieve all the elements of the Common Vision will be helping to create the changes that are necessary to ensure a secure seafood supply in the future.

The focus of the Common Vision seems to be North America – will it have any global impact?

U.S. and Canadian companies that buy and sell seafood can have an enormous impact on the viability of the global seafood supply. Over 80 percent of the seafood consumed in the United States and more than 60 percent of the seafood consumed in Canada is imported. And the United States is the third largest consumer of seafood overall among all countries worldwide.

How does the Common Vision address social and economic concerns about seafood?

Robust sustainability initiatives require consideration of all facets of sustainability – from environmental to social to economic. Because the expertise of Conservation Alliance organizations is in conservation, the Common Vision focuses on addressing the environmental factors that impact the seafood supply. We recognize the importance of social and economic concerns related to seafood and we hope companies will seek out the appropriate resources to address those issues as they move ahead on a path toward sustainability.

Is every conservation group supportive of the Common Vision?

More than a dozen leading conservation organizations in the United States and Canada developed the Common Vision – this is an unprecedented level of collaboration on sustainable seafood. And many more organizations support this ambitious, but realistic path toward sustainability, even if they have not signed on to the full document.

What is the governance of the Conservation Alliance for Seafood Solutions?

Participants in the Conservation Alliance are independent organizations. They have come together to share knowledge and guidance on working toward a long-term supply of sustainable seafood, and recognize the value in leveraging their expertise and resources to accomplish this goal.

What is the Conservation Alliance for Seafood Solutions' position on MSC certification?

The Common Vision outlines six areas as important elements in achieving sustainability – one is buying environmentally responsible seafood products. The MSC provides a fishery certification, traceability and seafood eco-labeling system that is credible and fully consistent with international guidelines from FAO and ISEAL. We believe the MSC process is an important initiative and encourage businesses to purchase MSC certified products as part of their sustainable seafood policies. Participants in the Conservation Alliance are committed to engaging in the MSC process and to working with all fisheries on strengthening their sustainability initiatives.