

**ALASKA STATE LEGISLATURE
HOUSE SPECIAL COMMITTEE ON FISHERIES**

February 24, 2022

11:21 a.m.

MEMBERS PRESENT

Representative Geran Tarr, Chair
Representative Jonathan Kreiss-Tomkins
Representative Andi Story
Representative Sarah Vance
Representative Kevin McCabe

MEMBERS ABSENT

Representative Louise Stutes, Vice Chair
Representative Dan Ortiz

COMMITTEE CALENDAR

PRESENTATION: RFM ALASKA CERTIFICATION SUCCESS

- HEARD

PREVIOUS COMMITTEE ACTION

No previous action to record

WITNESS REGISTER

JEFF REGNART, Program Manager
Responsible Fisheries Management
Certified Seafood Collaborative
Anchorage, Alaska

POSITION STATEMENT: Co-presented a PowerPoint, titled "RFM: Alaska Grown Success with a Global Vision" and answered questions.

SUSAN MARKS, Sustainability Certification Advisor
Alaska Seafood Marketing Institute
Seattle, Washington

POSITION STATEMENT: Co-presented a PowerPoint, titled, "RFM: Alaska Grown Success with a Global Vision" and answered questions.

ACTION NARRATIVE

[11:21:58 AM](#)

CHAIR GERAN TARR called the House Special Committee on Fisheries meeting to order at 11:21 a.m. Representatives McCabe, Vance, Kreiss-Tomkins (via teleconference), Story, and Tarr were present at the call to order.

PRESENTATION: RFM ALASKA CERTIFICATION SUCCESS

[11:22:27 AM](#)

CHAIR TARR announced that the only order of business would be a presentation on the Responsible Fisheries Management (RFM) program and Alaska's certification success.

[11:23:26 AM](#)

JEFF REGNART, Program Manager, Responsible Fisheries Management, Certified Seafood Collaborative (CSC), co-presented the PowerPoint, titled "RFM: Alaska Grown Success with a Global Vision" [hard copy included in the committee packet]. He stated that RFM is a fisheries-certification program for wild capture fisheries. He stated that the program has a chain-of-custody standard, with a third-party audit. He continued that RFM and the Marine Stewardship Council (MSC), a global certification program, certifies most of the fisheries in Alaska. The RFM program provides a way for companies to communicate both product origin and responsible sourcing without logo licensing fees. The program's main objective is biological sustainability, with nine certified Alaska fisheries under its banner. He highlighted major milestones in the RFM program. Its inception was in 2010 through the Alaska Seafood Marketing Institute (ASMI), and it became an independent Certified Seafood Collaborative (CSC) in 2020. He provided that the vision for the RFM certification program is to have a broad worldwide position in the primary seafood markets by 2025.

[11:32:12 AM](#)

SUSAN MARKS, Sustainability Certification Advisor, Alaska Seafood Marketing Institute, stated that in 2019 an initiative was launched to develop a new logo for the program. The new logo removed any confusion in the marketplace between the Alaska Seafood [generic] brand logo and the RFM certification label. She added that the focus of the program had evolved to emphasize chain-of-custody certification for use in retail and foodservice

sectors. She stated that 70 companies from the United States, Japan, Canada, and China participated in the certification program, with most being primary processors. She explained that several companies have transitioned from using MSC logo to the RFM logo on their products. The logo was trademarked for use on both food products and supplements. She expressed the opinion that one of RFC's greatest success stories is Walmart, which was the first retailer to guide shoppers to look for certification logos and recognize the importance of the RFM program. The RFM signs were in 1,300 Walmart stores throughout the U.S. She continued by sharing examples of global marketing campaigns.

[11:41:48 AM](#)

MR. REGNART continued the presentation by discussing the future of the program, noting that the Pacific Whiting Fishery was the first fishery outside of Alaska to seek RFM certification. Global collaboration with sister programs in Iceland, Gulf States, and Japan are underway to offer an alternative to MSC and expand the visibility of the RFM logo. Additional exposure was gained through external collaborations with platforms, such as FishChoice and Monterey Bay Aquarium. The business case for RFM includes affordability because of the absence of logo licensing fees; origin preservation; accessibility; and most importantly, reliability based on stable program requirements.

[11:49:49 AM](#)

MR. REGNART, in response to questions from the committee, explained that the third-party auditor was an independent business acting as a fishery-certification body. Three consumer businesses had been trained by the CSC to audit fishery clients to the standard. He stated that RFM offered a more consistent approach to certification, in contrast to MSC, which made frequent changes to its standard. He stated that the goal is to combine a single logo [with MSC] in the future.

[12:00:46 PM](#)

ADJOURNMENT

There being no further business before the committee, the House Special Committee on Fisheries meeting was adjourned at 12:00 p.m.