



OCEAN TRUST

Thor J Lassen, President

May 14, 2014

Supporting Sustainability One Sip at a Time

I can't say enough about Bonefish Grill, their commitment to sustainability, and innovative approach to supporting it. Last week, I sat down at a Bonefish Grill in Baton Rouge to try their new Ocean Trust Tropic Heat Martini. Wow, I was blown away by the citrus flavor and subtle spice. I admit I had three but the last one was solely for the photo op.



The promotion has raised a lot of money because \$1 from each sale is donated to Ocean Trust that we have been able to direct towards restoration projects for marine wildlife and coastal estuaries as well as fisheries sustainability initiatives.

For what seems like a long time, I have wanted to sponsor a science forum on sustainability. As a marine scientist, I am constantly amazed and disappointed in news media coverage on the sustainability of fisheries. Maybe the journalists can't be blamed for the content. They really don't know when they are being feed a story line versus some truthful presentation on the status of fisheries.

I guess that's why I really appreciate Bonefish Grill's support and help in getting our Science and Sustainability Forum going in 2010. It's a big commitment because we bring in leading scientists from all over the globe to talk about the sustainability of fisheries. I don't direct it, just facilitate it.

One of the first conclusions from this group of scientists was that fishery scientists need to speak out more often when misleading information enters the public media. Second was that the public needs to be directed to competent authorities on fisheries rather than organizations that misuse data to support some campaign.

Our Science and Sustainability Forum is in its fourth year and we have already realized significant results not just in the science of sustainability that is being brought forth, but in programs that can help validate the sustainability of fisheries without extraordinary fees for certifications or reliance on web sites that advocate boycotting products as a solution. Our Science and Sustainability Forum would not have been possible without the support of Bonefish Grill.

The proceeds from the Ocean Trust Tropic Heat Martini also support many projects in the field in local communities that never get coverage from the media but are extremely important grass roots actions to make our oceans and coastal communities more sustainable.

Ocean Trust has enjoyed support from many sectors of the seafood industry which I truly appreciate because these are long-standing commitments with personal relationships I have

enjoyed. I trust their integrity in supporting us as much as they trust I will do the right thing for the oceans, the sustainability of fisheries and communities whose livelihoods depend on the sea. There has never been a request for me to do otherwise.

Our efforts have been small, but impactful. We are community-based and guided by science as demonstrated by the awards we and our local partners have received for our work. Visit us at www.oceantrust.org to learn more.

So let me paraphrase the lyrics from one of my favorite artists, Neil Young's "Harvest" and say "Drink up, drink up, let me fill your cup with the promise of a man" and I will do my best to fulfill that commitment with each Ocean Trust Tropic Heat Martini.

Thank you to the people at Bonefish Grill and all our other members who have and continue to support our vision.

Thor Lassen, President