



# OCEAN TRUST 2011

*YOUR LINK TO SUSTAINABLE FISHERIES WILDLIFE & THE ENVIRONMENT*

## **Let Us Help Shape Your Sustainable Seafood Program: Join Ocean Trust for a Substantive Award-Winning Approach**

*Be part of award-winning projects restoring resources in US and international fisheries, and producing reports to answer consumer questions and guide seafood procurement. We offer:*

### **1. Credibility – Ocean Trust’s Nine Conservation Awards Distinguish Its Approach**

Ocean Trust has received nine conservation awards from Texas State Radio, Texas Council on Environmental Quality, EPA, US Fish & Wildlife Service, Coastal America, Department of Interior, NOAA, The White House, and *Seafood Business*. (*Governor Rick Perry Congratulates Thor Lassen with Texas award*)



### **2. Substance – Programs That Make A Difference...No Talk, Just Results**

Some groups talk a good game, Ocean Trust gets things done. That’s why Ocean Trust is consistently recognized by its federal and state conservation partners. Last year, we installed solar panels on the Tepehuajes sea turtle restoration camp, helped support the Southeastern Fisheries Sustainability Roundtable, sponsored construction of pedestrian bridges in the Cortez FISH Reserve, and joined Atlantic coast shellfish reef projects.



### **3. Solutions – Ocean Trust Filed Assessment Supporting Mexican Shrimp Recertification**

In 2010, Ocean Trust conducted an independent assessment of the Mexican shrimp fishery compliance with US TED requirements corresponding with US officials and meeting with Mexican government and industry to provide additional documentation supporting the re-certification of shrimp exports.



### **4. Research – Advancing Sustainability with New Gear Development...Shrimp Deck Hoppers**

Ocean Trust is developing and testing new deck gear with shrimpers that will further enhance product quality and shelf-life without artificial treatment to produce a natural chem-free product and reduce impacts on bycatch species.



### **5. Restoration – Habitat Enhancement for Important Commercial Species**

We get our hands dirty propagating coastal wetland plants at our native plant nurseries on the Gulf Coast and restore estuaries that produce fish, shrimp, crab, oysters. In 2010, we started work on an inshore reef in North Carolina to enhance grouper species with our partners Bonefish Grill and Inland Seafood.



### **6. Science – Bringing Industry & Scientists Together on Sustainability**

In 2010, Ocean Trust also organized an international workshop on *Science & Sustainability* to review status of fish stocks from global, regional and national fisheries; clarify misconceptions in the media; and begin a dialog between industry and leading scientists on seafood sustainability. Key conclusions: recognize competent authorities, speak out on science and ...



## 7. Sustainability – Profiles, Partnerships & Seafood Status Reports

Let Ocean Trust answer your sustainability questions with species profiles in *Ocean Trust's 2011 Sustainability Profile & Seafood Status Report (includes Science & Sustainability Workshop)*.

### Join Ocean Trust...Promote Your Commitment to Sustainability!

We provide a complete conservation program. Just add a web link, a tagline to your material, a logo to your packaging and let your customers know what you are doing to support sustainable seafood through Ocean Trust. **Join many leading seafood companies supporting us at [www.oceantrust.org](http://www.oceantrust.org)**



### Join Ocean Trust...Get our Science & Sustainability Workshop Report. What people say:

- "I'm very impressed from what I have heard from all the countries represented. I can't tell you how much I appreciate being part of this project to put these scientists together, it's fantastic."* Les Hodgson, Marco Sales.
- "Thank you for a fantastic and insightful meeting, the collaboration and information helped give me confidence in our position as a premier seafood restaurant."* John Cooper, Bonefish Grill.
- "This was outstanding; really helpful and very useful."* Joe Nohren, Bama Sea Products.
- "It couldn't be more timely and appropriate to hold a conference on science and sustainability, and it's clear that we have made important first steps."* Brian Rothschild, UMASS Dartmouth/SMAST.

### Join Ocean Trust...Make a Difference in the Sustainability of our Oceans!

#### Please enroll me as a:

#### Member Benefits - Cumulative with each level:

<input type="checkbox"/> Global Partner	\$25,000	<i>Customized Corporate Sustainability Program, help with Sustainability Statement, and a Full Product Review</i>
<input type="checkbox"/> Oceanic Partner	\$10,000	<i>Sustainability Profile on Company Product Lines with Recommendations or program links to address any issues</i>
<input type="checkbox"/> Seas Sponsor	\$5,000	<i>Display your company logo on our website with a link to your Site, receive sustainability status updates of species of interest</i>
<input type="checkbox"/> Seafarers	\$3,000	<i>Extend membership to individual stores, units or subsidiaries</i>
<input type="checkbox"/> Bluewater Patron	\$2,500	<i>Use Ocean Trust Logo on Product Packaging &amp; Public Print Ads to Promote your commitment to sustainable seafood</i>
<input type="checkbox"/> Coastal Patron	\$1,500	<i>Use OT logo on trucks, Request a Sustainability Species Profile</i>
<input type="checkbox"/> Fisheries Contributor	\$1,000	<i>Individual Species Profiles for e-distribution, OT web logo use</i>
<input type="checkbox"/> Seafood Supporter	\$500	<i>Get Both Species Sustainability/Science &amp; Sustainability Report</i>
<input type="checkbox"/> Habitat Associate	\$250	<i>Member Recognition, WebLink, Science &amp; Sustainability Report</i>

**Please accept the following commitment of support at \$ \_\_\_\_\_ or level indicated above:**

Payment enclosed       Invoice me       Charge membership to credit card:

Credit Card Number \_\_\_\_\_

Ex. Date \_\_\_\_\_

Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Name/Company: \_\_\_\_\_

Address/Zip: \_\_\_\_\_

Tel/Fax/Email: \_\_\_\_\_



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