

# Vision & Five-year Plan

## A LOOK INTO THE FUTURE OF X.X.X.X.

X.X.X.X. is unlike any program in the history of our organization, and has positioned us on the cutting edge of a time of unprecedented environmental evolution in our city and region. Through X.X.X.X., we have the ability to continue and improve upon X.X.X.X.'s reputation as a steward of nature and a force of incredible good in the Gulf.

Since 2012, X.X.X.X. has made great progress in building a solid technical base on which our outreach and promotional platforms can stand. We have cultivated a reputation of excellence with the Louisiana Department of Wildlife and Fisheries, Gulf States Marine Fisheries Commission, and other public and private organizations. The fruits of that reputation are clear in the successful launch of the restaurant program, chef's council, and in the reach of our work across Gulf boundaries, including stakeholder venues that rely on sustainable seafood for their livelihood. Growing interest from other AZA-accredited facilities has encouraged us to develop and lead a collaborative alliance committed to supporting responsibly managed fisheries, sustainable fisheries products, and advancing the greater effort to conserve our fragile aquatic resources and environments. Though the program's maturation, we are now in a position to capitalize on what we have learned, and thus have developed a path moving forward that builds upon the knowledge we've gained on our journey.

What follows is a proposed roadmap, complete with vision, ideas and milestones by which to measure our growth. We are encouraged by our progress, and look forward to continuing to be the Gulf coast leader in this global movement towards conserving and advocating on behalf of our precious resources.

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## X.X.X.X.'s Vision

### *“Securing a Vibrant Future for Gulf of Mexico Seafood”*

X.X.X.X verifies that the natural marine resources of the Gulf of Mexico are fished responsibly, and recognizes the needs of the environment and the people who depend on that environment for their livelihood. Through our projects, we pledge to:

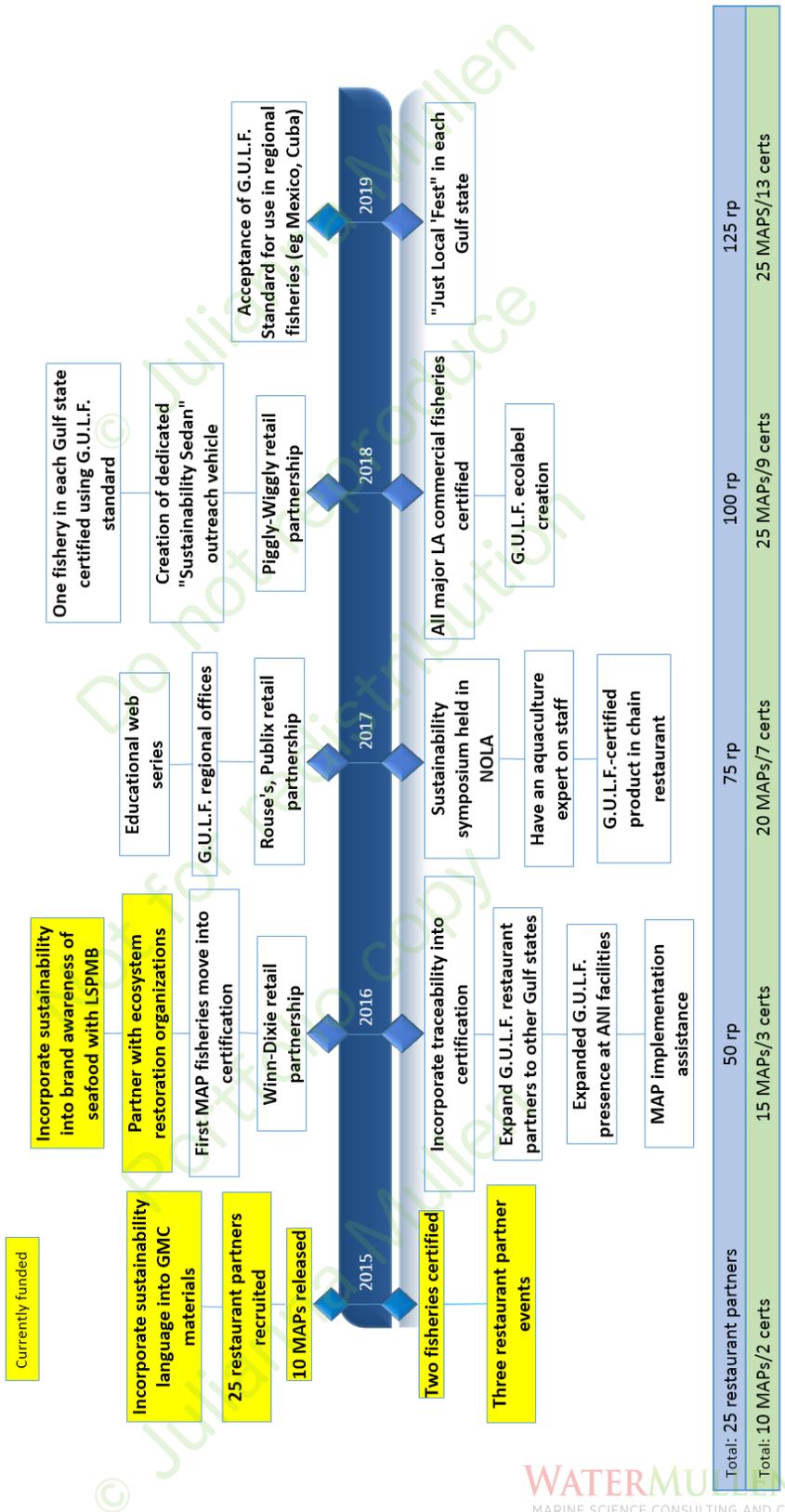
1. Promote sustainable practices through holistic, science-based fishery management programs
2. Foster a community that is knowledgeable and invested in Gulf seafood
3. Create a more stable and confident fishing industry
4. Increase marketability of Gulf seafood through promotion of sustainable practices

Being a trusted source of information is important to X.X.X.X, which is why communication is a cornerstone of our work. We know the discussion about sustainability goes beyond our borders, so we're committed to connecting local, national and international voices for a broad consensus. At the same time, X.X.X.X gives a voice to our fishing culture and economy, helping fishers and resource managers navigate environmental concerns and communicating the successes and resilience of our fisheries to audiences world-wide.

Though based in New Orleans, we have partners and contacts in all five Gulf states working together to promote and celebrate responsibly harvested Gulf seafood. By conforming to global best practices, we're ensuring that Gulf seafood is recognized as world-class in both sustainability and quality.

The success of our program will be measured by an increasingly stable and thriving fishing industry, a healthy, diverse, and productive environment, and an appreciation of Gulf seafood that reaches further than ever before.

**Five-year timeline for G.U.L.F. program**  
 Funded projects and logical next steps based on completed work



## ADDITIONAL IDEAS FOR OUTREACH & PROMOTIONAL EVENTS

Over the past two years, X.X.X.X's technical work has engendered trust and credibility, making possible an increased focus on outreach and engagement opportunities.

The ideas in this section are designed to accomplishing our goal of fostering a community that is knowledgeable and invested in Gulf seafood. Through a variety of programs, educational experiences, and events, we aim to build the X.X.X.X brand, strengthen current partnerships and establish new ones, generate revenue to support our work, and continue our long-standing commitment to educating consumers on the responsible management of Gulf of Mexico seafood.

### Restaurant Program

- **Dinner series** – Five dinners per year held at the -Organization- Aquarium of the Americas, each featuring two members of the chef council who will prepare a multi-course dinner for patrons. Proceeds will benefit X.X.X.X.
- **Annual Restaurant Partner Showcase** – Bring all restaurant partners to an -Organization- facility to prepare Gulf seafood dishes for patrons. Work with Development for potential fundraising opportunities.
- **Restaurant partner cook-offs** – Showcase partnerships through cook-offs at -Organization- events.
- **Bycatch/Trashfish happy hour** – Highlight underutilized/underappreciated species on menus at restaurant partner's establishments, with a portion of the proceeds from the dish returning to X.X.X.X

### Exhibitory

- **Cooking demonstrations in *Geaux Fish!*** – Add a small kitchen area to *Geaux Fish!* where chefs can hold cooking demonstrations and hand out samples of Gulf seafood.
- **Reinvigorate seafood counter in *Geaux Fish!*** – Increase quality of display seafood within counter. Install monitor above counter to play videos showcasing our local seafood.

### Education

- **Southeastern/Gulf of Mexico sustainability summit** – Conference that brings in influential members of the seafood community and sustainable seafood movement to New Orleans.
- **Ocean-to-Plate experience** – “Field trip” event that takes participants fishing, then shows them how to prepare and cook their catch with celebrity chefs.
- **Hands-on seafood preparation classes:**
  - How to fillet a fish
  - How to shuck an oyster
  - How to pick a crab
  - How to prepare shrimp
- **Video Series:**

- **Restaurant/Retail partners** – Create videos using Chef Council or retail partners demonstrating preparation techniques, what to look for when shopping, and how to make seasonal selections. Can be played above *Geaux Fish!* seafood counter.
- **Sea-to-Table web series** – Highlight the sustainability of our fishing industry from the boat to the plate and give a face to the men and women of our seafood industry.

## Marketing

- **Equate Gulf seafood with sustainability** – Work with Gulf state marketing agencies to make sustainability a part of brand awareness.
  - Develop X.X.X.X eco-label that can be incorporated into marketing materials and state run traceability programs.
- **Uptown seafood market** – Create a new local market in Uptown New Orleans where fishermen can sell their catch directly to local New Orleanians.
  - Potential collaboration with Louisiana Sea Grant’s Southshore Direct program.
- **Retailer promotions** – Seasonal promotional events with regional retailers to emphasize sustainability in their seafood supply.

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## Glossary of Terms for Timeline

- **Certification** – A tool to assure sustainability of a fishery. A certified fishery indicates that the fishery meets a designated set of standards that ensure that the population levels are healthy, that the fishery is well managed, and there is minimal damage to the ecosystem and other species.
  - *X.X.X.X Standard* – designed to be tailored to fisheries in the Gulf of Mexico and highlight the rigorous management and responsible harvesting of our fisheries.
  - *Ecolabel* – a logo, symbol, or image that is associated with a certification. Currently, there is no ecolabel with the X.X.X.X certification.
- **Traceability** – Used in conjunction with a sustainability certification, traceability tools confirm that the origin of seafood was from a sustainable supply.
- **MAPs** – Marine Advancement Plans (MAPs) were developed through the Gulf States Marine Fisheries Commission contract to provide a less formal verification of sustainability. MAPs are an ongoing process that continually address where the fishery can improve.
- **Restaurant Partnership** – A project under X.X.X.X that encourages restaurants to source local seafood from the Gulf of Mexico or domestically harvested seafood product. X.X.X.X will provide recommendations, where appropriate, on how a restaurant can change or improve its seafood purchasing to meet this goal.
- **Restaurant Events** – Events that highlight the restaurants that have chosen to partner with X.X.X.X The goal of these events is to expose consumers and guests to the local seafood available in New Orleans.
- **Retail Partnership** – Working with grocery stores, these partnerships serve as an opportunity to continue spreading the message of supporting local fisheries. Retail partners may have X.X.X.X consumer-facing materials in the stores, and/or X.X.X.X will provide the technical expertise to advise the retailer on where to source seafood. Retail partnerships can potentially highlight fisheries in a MAP or certified by X.X.X.X
- **Outreach Events** – Seafood festivals, conferences, or lectures. These events increase the exposure of - Organization-'s mission to “celebrating the wonders of nature” and the work X.X.X.X is doing with Gulf of Mexico fisheries.
- **Regional partners** – Working with other regional NGOs or zoo/aquarium facilities to continue spreading the messages of X.X.X.X and -Organization-. A partnership with an NGO or AZA facility will consist of the organization agreeing to the same educational messaging and resource sharing.