



Annual Report 2024

Navigating Sustainability Together

Table of Contents

A Message From Our CEO →

Setting the Standard:
The Global Benchmark Tool →

On the Global Stage:
Event Highlights →

Finance →

The year in Numbers →

A Shared Vision:
GSSI & the UN FAO →

Innovating for the Future →

Building Partnerships
for Impact →

Governance →



A Message **From Our CEO**



Øyvind Ihle

Chief Executive Officer

Dear Partners, Colleagues, and Friends,

What a year it has been. As I look back on 2024, I'm reminded of the incredible momentum we've built together. Across the seafood industry, we're seeing a shift—toward greater transparency, stronger collaboration, and real measurable impact. And at the heart of it all is GSSI's global network of Partners, working together to make responsible seafood the norm.

This year, our work took us across the world. From **Boston to Vigo**, we were in the room for some of the most important conversations shaping the future of seafood. We welcomed **six new partners** who share our vision, and we strengthened key collaborations—aligning with the **UN FAO**, **advancing benchmarking**, and **launching new tools like the GSSI Partner Portal** to better support our industry.

But beyond the milestones and numbers, what stands out most to me are the **people behind this work**. The energy at events, the discussions over coffee breaks, the shared commitment to progress—it's clear that this is not just about standards and policies. It's about the people and businesses driving real change in the way seafood is sourced, produced, and consumed.

As we head into 2025, I want to thank each of you—our Partners, colleagues, and friends—for being part of this journey. There is still much to do, but if this year has shown us anything, it's that **progress happens when we navigate sustainability together**.

Let's keep moving forward.

An aerial photograph showing a vibrant turquoise body of water on the left, which meets a dense, lush green forest on the right. The forest is composed of many small, rounded tree canopies, creating a textured appearance. A small wooden pier or dock extends from the forest into the water near the bottom right corner. In the top left corner, there is a white square containing a large blue number '2'. In the top right corner, there is a small white house icon.

2



The year in **Numbers**



2024 in Numbers

11

events
attended

→ Read more

6

new
partners

→ Read more

7

recognized
Schemes

→ Read more

1000+

new followers
on LinkedIn

→ Let's connect!

3



Building Partnerships for Impact





In 2024, GSSI welcomed **6 new Partners on board.**



“Our strategy, like GSSI, is to provide more sustainable seafood for everyone. We look forward to working with GSSI, a global, multi-stakeholder platform for collaboration and knowledge exchange to address the various challenges facing the sector.”

John Burton

Chairman of World Wise Foods



“As a family company, we know that providing a sustainable food source to the world is a top priority and that sustainable aquaculture and fishing are crucial elements in feeding generations to come. Working with GSSI and their members, we will continue to ensure our seafood is certified to the highest standards.”

Michael Szemerda

Chief Sustainability Officer at Cooke Inc.



“We believe GSSI and the Global Partnership are well positioned to support us on our 2030 sustainability journey.”

Richard Draves

Sustainable Sourcing Specialist at Nestlé Purina



“At SSP, we recognize a strong alignment with GSSI. Both organizations share a vision of collaboration between industry and all stakeholders to drive significant improvement. Working hand in hand with GSSI allows us to expand the reach of Ecuadorian shrimp producers’ efforts to address global sustainability challenges and continually raise the sector’s sustainability standards.”

Pamela Nath

Director of SSP



“FishWise is happy to join GSSI alongside so many impactful partner organisations around the globe. We know that engaging with markets is key to improving supply chains, and GSSI is an important avenue for us to advance our work with market actors to promote and protect labour and human rights. We look forward to opportunities for powerful collaboration ahead.”

Kelley K. Bell

FishWise Social Responsibility Director



“By joining GSSI, we aim to strengthen these efforts, advancing sustainability in the fishing and aquaculture sectors in Mexico and Latin America. We believe that GSSI, with its global reach and expertise, will be a key ally in driving meaningful and lasting change within the seafood industry.”

Citlali Gomez Lepe

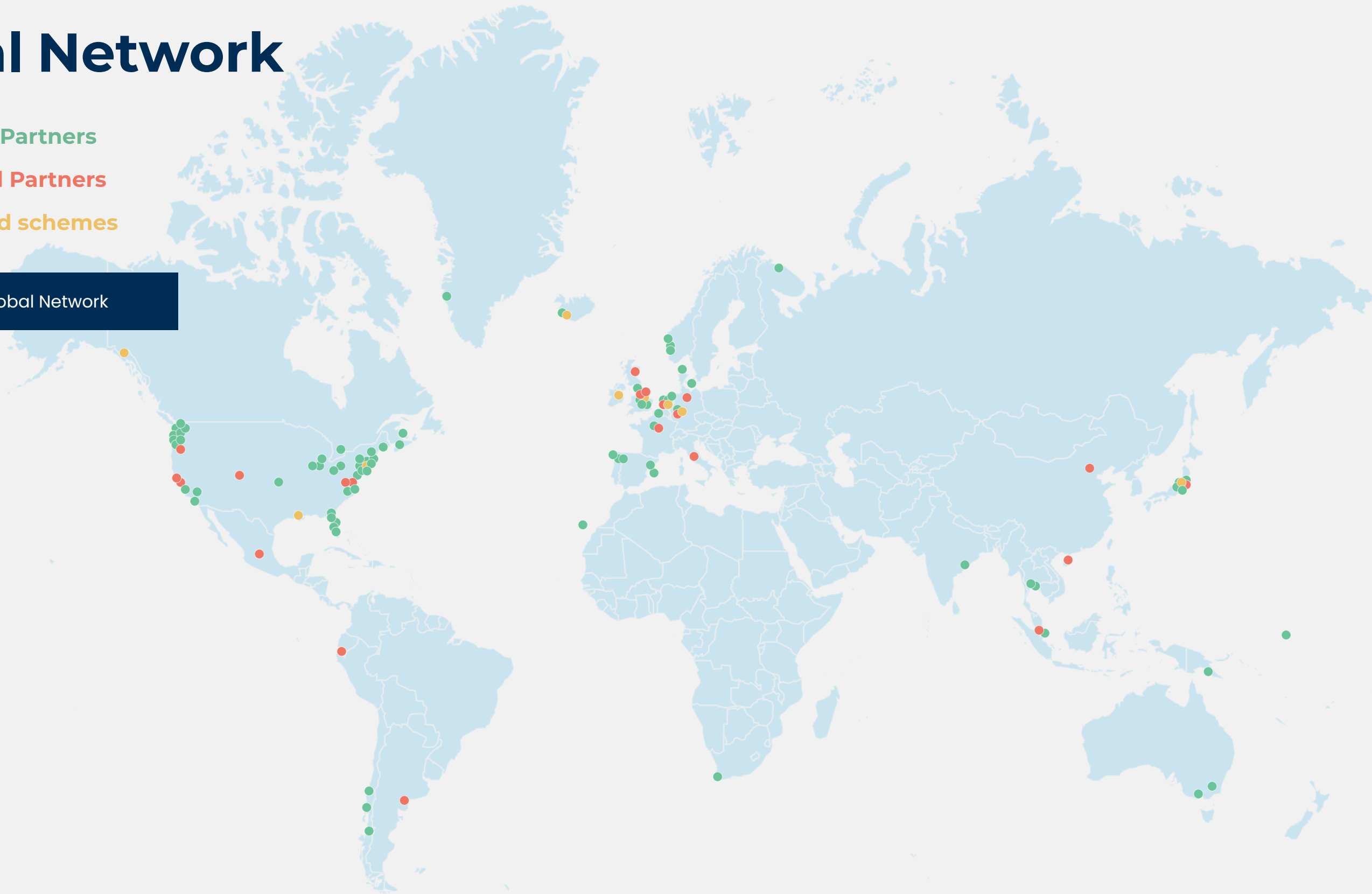
COMEPESCA President



Our Global Network

- 72 Funding Partners
- 23 Affiliated Partners
- 7 recognized schemes

→ Our Global Network



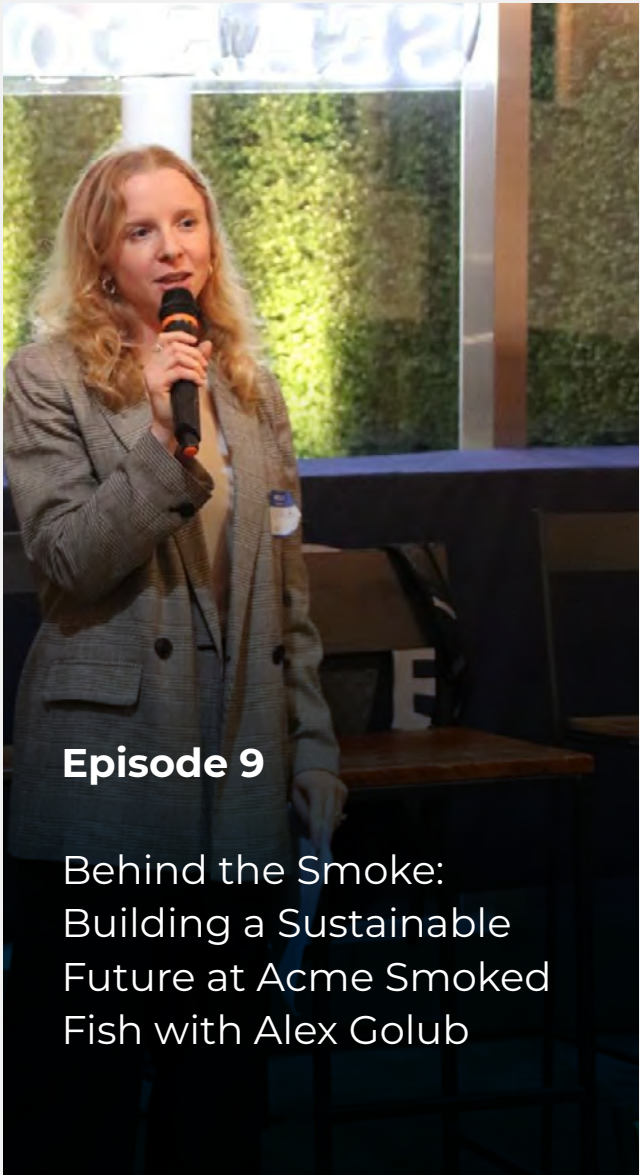


The Spotlight Series

→ All Spotlight Episodes

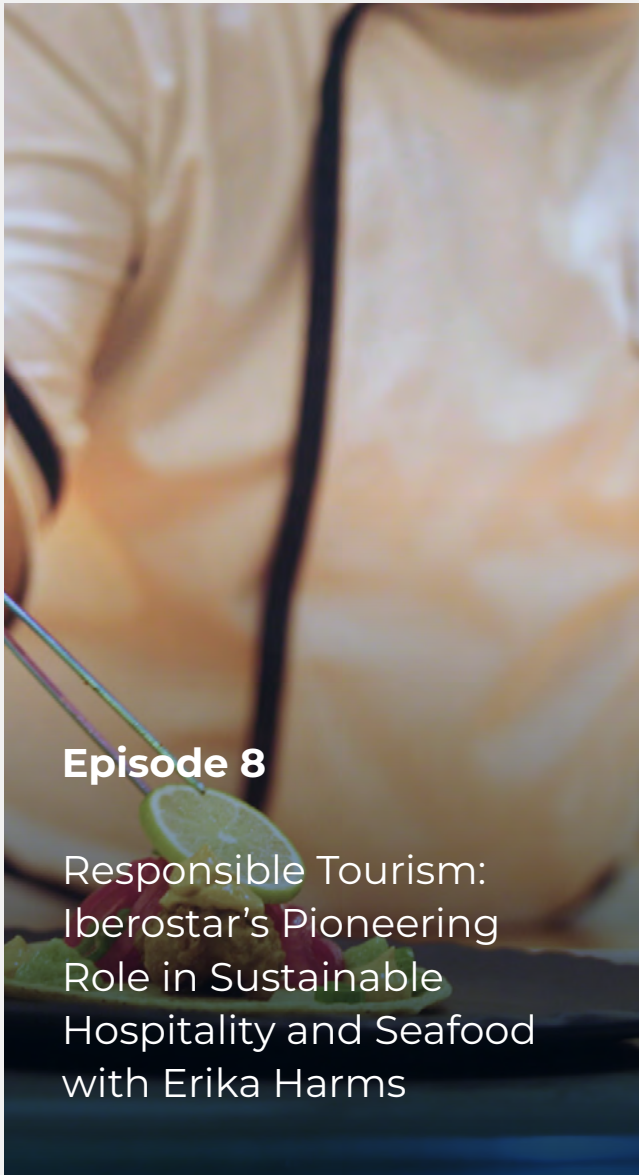
GSSI shines a light on the change-makers of the industry through our Spotlight Series, to accelerate the push for more sustainable seafood.

Check out our latest Episodes!



Episode 9

Behind the Smoke:
Building a Sustainable
Future at Acme Smoked
Fish with Alex Golub



Episode 8

Responsible Tourism:
Iberostar’s Pioneering
Role in Sustainable
Hospitality and Seafood
with Erika Harms



Episode 7

Building Trust in Social
Compliance: SSCI’s Social
Benchmark Tool with
Luiza Reguse

Setting the Standard:
The Global Benchmark Tool



7 Recognized Schemes

Underpinned by the FAO Guidelines, GSSI's Global Benchmark Tool provides formal recognition of seafood certification schemes that successfully complete a rigorous and transparent benchmark process.

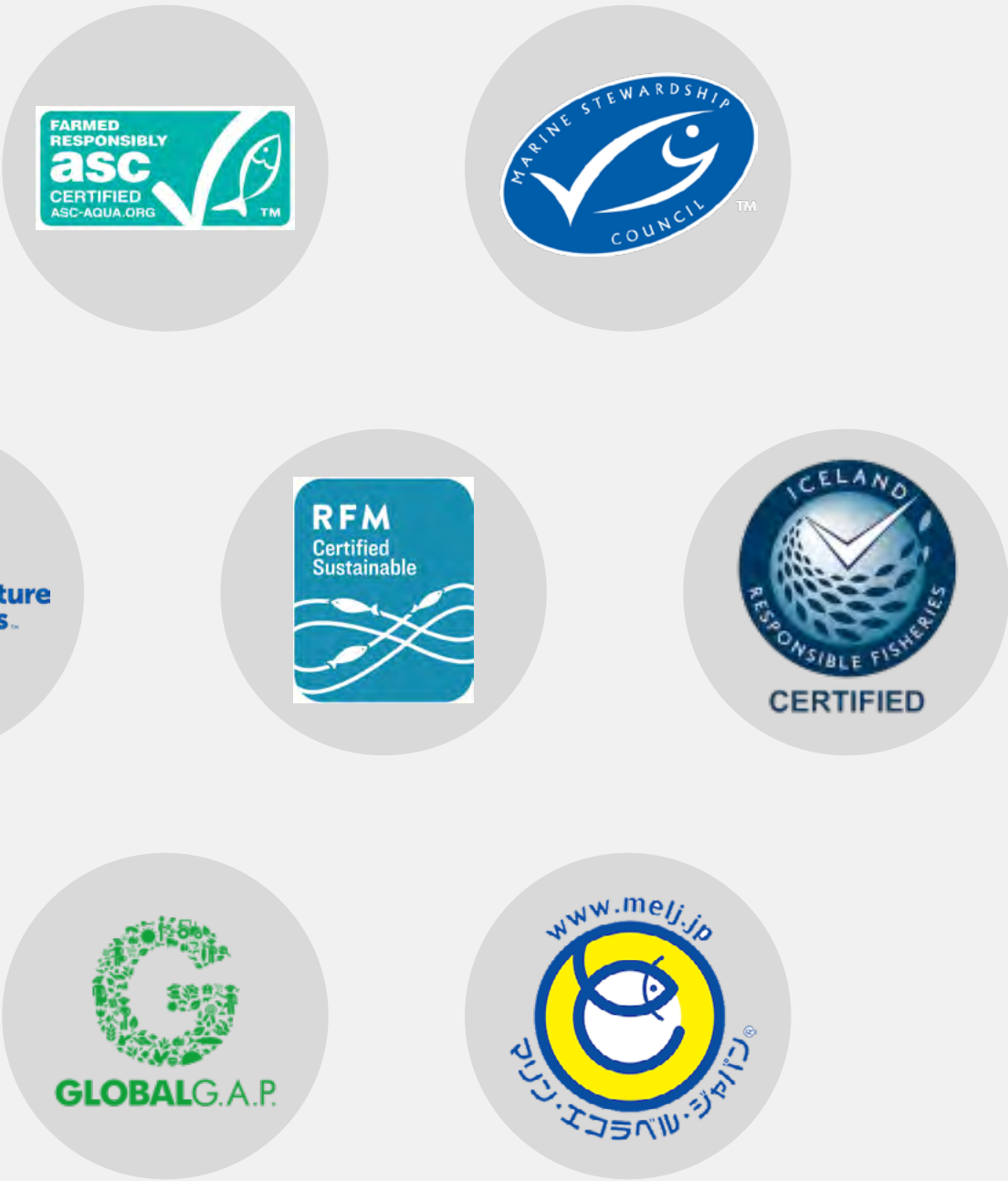
7 schemes have successfully completed the full GSSI Benchmark Process.

Source sustainably with less effort

“Our criteria for the responsible sourcing of fish: Certification in accordance with one of our recognised standards [...] and further by GSSI recognised standards.”



→ Learn more





Partner Perspective

Why is GSSI's Global Benchmark Tool important to Mowi, and how does it support your sustainability goals?

Hear from Catarina Martins,
Mowi's Chief Technology and Sustainability Officer

"At Mowi, we recognize the importance of global alignment in seafood sustainability. GSSI's Global Benchmark Tool plays a crucial role in ensuring transparency, credibility, and consistency across certification schemes, helping drive positive change in the industry.

As part of our commitment to responsible sourcing, we aim to have 100% of our production volume certified to GSSI-recognized standards, reinforcing our dedication to sustainable seafood production and continuous improvement."



MOWI[®]

Catarina Martins

Mowi's Chief Technology
and Sustainability Officer



5



A Shared Vision:
GSSI & the UN FAO



Globally Endorsed, Internationally Trusted

The GSSI Benchmark Tool is built on globally accepted guidelines developed through international collaboration. These guidelines were created by the **Food and Agriculture Organization (FAO)** of the **United Nations**, a founding partner of GSSI and a leading force in the global fight against hunger.

With support from the FAO, GSSI developed a common benchmark for seafood certification schemes based on three key instruments:

- **The FAO Code of Conduct for Responsible Fisheries**
- **The FAO Guidelines for the Ecolabelling of Fish and Fishery Products from Marine and Inland Capture Fisheries**
- **The FAO Technical Guidelines on Aquaculture Certification**

All of these have been **endorsed by the Committee on Fisheries (COFI)**, representing a global consensus among nations. They serve as internationally recognized standards for responsible fisheries and ecolabelling—ensuring that the GSSI Benchmark Tool reflects the best practices shaped by countries working together toward a sustainable future.



Supporting the **Global Agenda**

SUSTAINABLE DEVELOPMENT GOALS

GSSI actively engaged with FAO-led discussions and initiatives in 2024, including the **36th COFI Meeting**, where key decisions on fisheries and aquaculture sustainability were made.

During the COFI36 gathering, GSSI together with **PNG Fishing Industry Association** and the FAO, hosted a Speaker’s Corner Session. The session focused on how we can use the power of pre-competitive partnerships to drive forward the blue transformation and promote the achievement of the **UN SDGs**. (photo)

GSSI offers its Partners a valuable and unique chance to become part of the global agenda. From joining meetings to providing input on upcoming guidelines, these engagements help strengthen the integration of private-sector efforts with global sustainability goals.

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

13 CLIMATE ACTION

17 PARTNERSHIPS FOR THE GOALS



Marcelo Hidalgo
PNG Fishing Industry Association



Words From Our Partners



The power of pre-competitive partnerships like GSSI, is the fostering of dialogue and collaboration in support of shared goals that transcend competition.

Thai Union



Pre-competitive collaboration is a key component of our sustainable seafood strategy and GSSI is one of the most important organizations with whom we have partnered.

Woolworths



Through our partnership, UNIDO contributes to promoting alignment between businesses, NGOs, government, and international organizations to accelerate the implementation of the SDGs.

UNIDO



The trajectory of GSSI has been evaluated by Conxemar and we reached a collaborative agreement which allows both associations to achieve very important objectives.

Conxemar



In joining GSSI, we are advancing our sustainability practices and addressing the seafood sustainability challenges impacting our industry.

Simplot



Partnering with organizations like GSSI empowers us to make informed sourcing decisions, uphold the highest standards of sustainability, and contribute to the well-being of marine ecosystems and coastal communities.

Iberostar Group



GSSI enables us to strengthen our sustainability policies and accelerate our ESG commitments concerning the environmental and social aspects of fishing and aquaculture, as well as the governance of our value and supply.

Grupo Nueva Pescanova



GSSI provides guidance and resources to help fisheries improve their practices and meet global standards, ultimately promoting the long-term health of marine ecosystems and the well-being of fishing communities.

Caroline Fisheries Corporation



Thoughts from Nianjun Shen,

Senior Fishery Officer at the UN FAO & GSSI Steering Board Member

FAO and GSSI have worked closely together over the years. From your perspective, why is this collaboration so important?

At the FAO, our mission is to support sustainable fisheries and aquaculture at a global level, ensuring that seafood production remains responsible, resilient, and beneficial to both people and the planet. GSSI plays a key role in this by providing a **global benchmark for credible certification schemes**, which helps drive alignment with FAO's internationally recognized guidelines.

This collaboration is important because **it builds trust and consistency** in the seafood sector. By ensuring that certification schemes are grounded in science-based principles and best practices, we help businesses and policymakers make informed decisions. It's about creating a level playing field—where sustainability commitments are transparent, credible, and aligned with global standards.

In 2024, we continued strengthening this alignment, and I look forward to furthering this work in the years to come. The seafood industry is evolving, and partnerships like this ensure we move forward together with a shared vision for sustainability.



Nianjun Shen

Senior Fishery Officer at the UN FAO &
GSSI Steering Board Member



6



On the Global Stage: **Event Highlights**



In 2024, GSSI was present at key industry events around the world, engaging with Partners, policymakers, and industry leaders to drive progress in sustainable seafood. **Check out some of the highlights.**

Seafood Expo North America

“Boston is always a great opportunity to connect with both existing and potential Partners. The energy around sustainability felt very strong, and it was great to see how businesses are prioritizing credible certification. GSSI’s role in bringing transparency and alignment to the seafood industry was a key part of our discussions, and we’re excited about the collaborations ahead.”

Basile Fisher
GSSI’s Partnership Manager



Seafood Expo Global

What we took away

Discussions emphasized sustainability, aquaculture advancements, labor issues, artificial intelligence, and traceability within the seafood industry.

GSA Responsible Seafood Summit

What we took away

- Industry leaders are advocaing for credible standards and transparent, equitable practices across the seafood sector.
- Collaboration across the entire value chain is essential to promote and implement sustainability practices.

Global Shrimp Forum



Georgia and Oyvind attended the Global Shrimp Forum in Utrecht and made some great new connections!

AquaExpo

Laura made a panel appearance at AquaExpo Guayaquil 2024 during the “Scaling Up Best Practices” session of Race To The Top which showcased expert insights into enhancing shrimp farming performance – driving balanced and responsible growth across the industry while also including small-scale sector.





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IFFO Annual Conference

Oyvind represented GSSI at the IFFO Annual Conference. The conference offered a valuable opportunity to collaborate with industry leaders in the feed sector. During the conference, Oyvind spoke at the MarinTrust side event about how certification goes beyond market access – supporting risk reduction, operational excellence, and brand loyalty.



UNIDO Expert Group Meeting on Blue Industry

What we took away

- Inclusive governance is essential for sustainability and equity.
- Public-private partnerships drives innovation.
- Regional collaboration can create successful solutions that can be replicated globally.



Digital Marketing World Forum

“Attending DMWF was a great opportunity to explore the latest trends in digital engagement and storytelling. As GSSI continues to grow its global presence, finding new and creative ways to connect with our audience is more important than ever. It was inspiring to see how brands are using digital tools to drive impact, and I’m excited to bring fresh ideas into our work.”

April Blackwood
GSSI’s Branding
& Communications Manager

Global Sustainable Seafood Galicia Forum

Oyvind taking the stage in Vigo. During the Galicia Forum, GSSI hosted its annual Partner Meeting. It is always refreshing to connect face to face with so many of our Partners.





Innovating for **the Future**



GSSI - Sustainable Supply Chain Initiative (SSCI) Technical Working Group

In 2024, GSSI and the Sustainable Supply Chain Initiative (SSCI) took an important step toward improving social responsibility in the seafood sector by launching a new Technical Working Group. With input from stakeholders and industry partners, the group aims to identify and develop solutions to mitigate risks and improve working conditions, and ethical business practices across global seafood supply chains at sea and ashore.

Launched in 2025, the Technical Working Group brings together 15+ experts to drive progress on key social issues such as transparency, traceability, and the integration of labor rights into certification standards. The group will also address growing demands from retailers for human rights due diligence (HRDD) throughout the value chain, proactively identify issues and work on tools to support this effort. A key focus will be developing best practices that member companies and supporting organizations can adopt within their own operations. The group will also engage with all relevant stakeholders to present and gather feedback on its work, ensuring a wide range of voices are heard and included in the development of practical, impactful solutions.

“By combining expertise from the seafood and consumer goods industries, we’re enhancing transparency and accountability in sourcing practices. Collaborative efforts, like these, to address challenges in the seafood sector are vital to driving responsible, sustainable change.”

Didier Bergeret,
Sustainability Director
The Consumer Goods Forum.



The GSSI Partner Portal

GSSI has launched the Partner Portal, a dedicated space designed to strengthen collaboration and streamline access to key resources. Developed in response to partner feedback, the portal provides a centralized hub for the latest updates, documents, and engagement opportunities within the GSSI network. This new tool empowers our partners with the information they need to stay connected and actively contribute to our shared mission.

→ Partner Portal



Seafood MAP

GSSI has made significant strides in advancing the Seafood MAP implementation plan. As we move forward, the GSSI Steering Board is actively exploring potential pathways to ensure a successful rollout, focusing on strengthening industry engagement and collaboration.

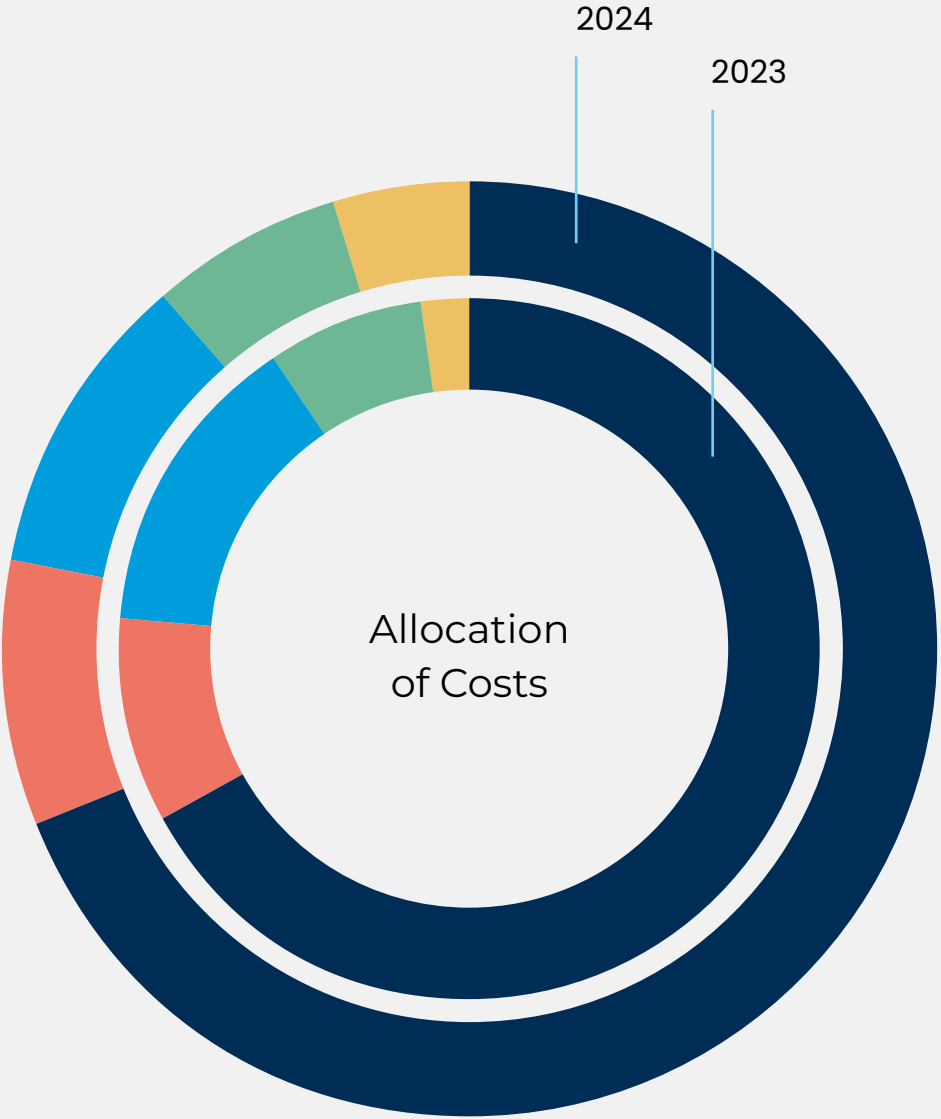
By aligning with global sustainability priorities and fostering innovation, GSSI aims to position Seafood MAP as a key tool for driving positive change in the seafood sector. Moving forward, we remain committed to providing transparent, practical solutions that support responsible seafood production and drive measurable impact across the industry.

→ Seafood MAP

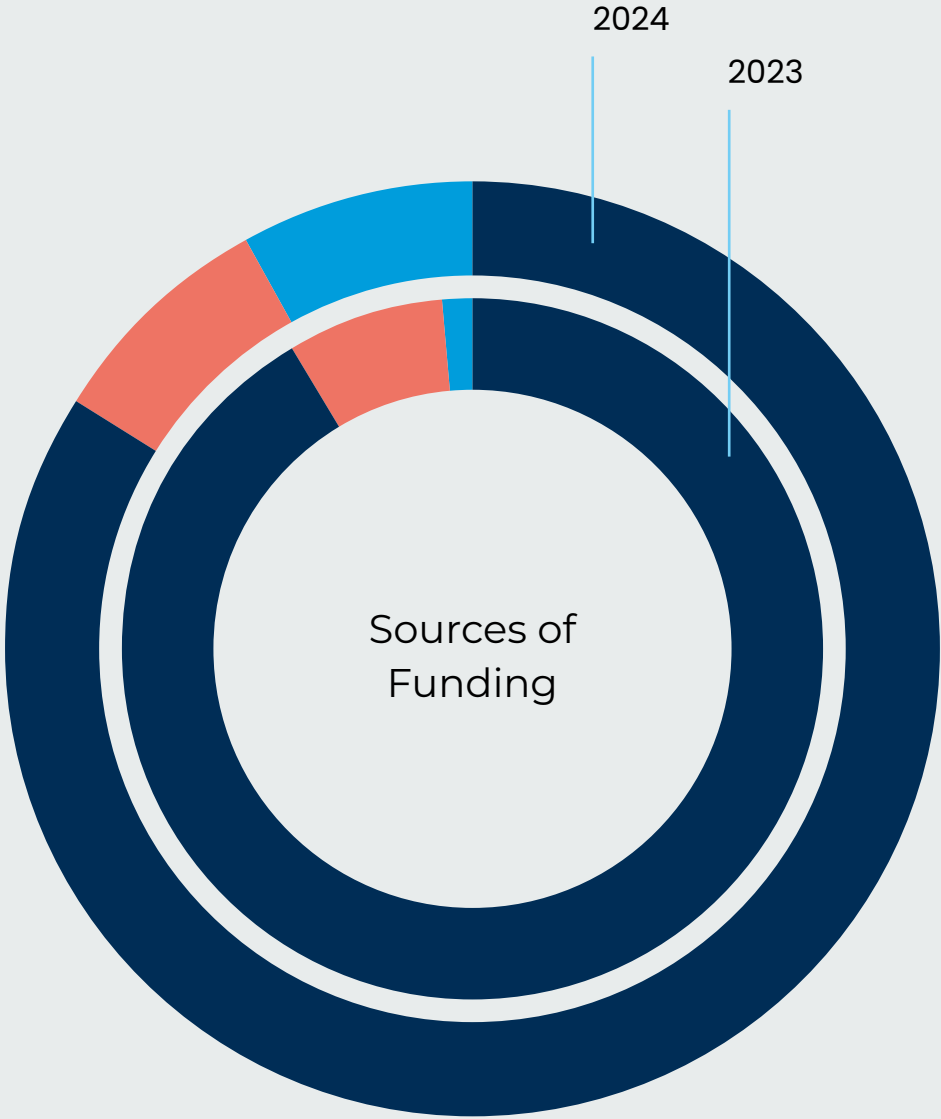
Animal Health & Welfare in Aquaculture

Animal health & welfare in aquaculture is an area of increasing concern for our Partners. In response, a landscape mapping initiative was launched in 2024 to better understand how animal welfare is currently addressed across aquaculture standards and published guidelines, including those from international organizations and sourcing policies.

More updates on this important topic will be shared in 2025.



- Team
- Benchmarking
- Marketing & Travel
- Office overheads
- Ext. Support & Advice



- Funding Partners
- Benchmark Fees
- Project Funding



GSSI

Steering Board Members

- Adriana Sanchez** SeaDelight
- Angel Matamoro** Grupo Nueva Pescanova
- Annika Mackensen** GIZ
- Elizabeth Claridge** Ahold Delhaize
- Fridrik Fridiksson** Brim
- Gert Le Roux** Woolworths
- Han Han** China Blue Sustainability Institute
- Ingrid Kelling (Co-Chair)** University of Herriott-Watt
- Kelley Bell** FishWise
- Lisa van Wageningen** IDH Trade
- Marcelo Hidalgo** FIA PNG
- Matt Thompson** New England Aquarium
- Nianjun Shen** FAO
- Sévrine Bethy** Sodexo
- Trent Hartill (Co-Chair)** American Seafoods

GSSI

Secretariat

- April Blackwood**
Branding & Communications Manager
- Basile Fischer**
Outreach and Partnership Manager
- Dorine Witvoet**
Office Manager
- Georgia Armitage**
Benchmark Manager
- Laura del Castillo Munera**
SDG Impact Manager
- Øyvind Ihle**
CEO



Looking Ahead

Looking back at 2024, one thing stands out—**when we work together, real progress happens.** This year, we connected with Partners, aligned on our goals, and engaged in important conversations that are shaping the future of responsible seafood.

But the work doesn't stop here. As we move forward, **GSSI will keep bringing people together, strengthening trust in certification, and making it easier for businesses to choose sustainability.** We'll keep listening, learning, and adapting—because navigating sustainability isn't about finding a single path, it's about moving forward together.

Thank you for being part of this journey so far and let's see how far we can take sustainable seafood!



→ Join Us

→ [Online Annual Report 2024](#)

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