Gulf of Maine Responsibly Harvested seafood is traceable to the Gulf of Maine region and meets important criteria around responsible harvest. It’s a promise... 

- The product hails from the clean, productive waters of the Gulf of Maine region, spanning from Nova Scotia to Cape Cod.
- The fishery is managed in a way that contributes to the long-term health of the resource.
- Suppliers of Gulf of Maine Responsibly Harvested product commit to continuously improving the sustainability of the seafood industry.
- Fisheries are managed by competent authorities and have management plans in place that incorporate a science-based approach to ensure sustainability.
- If stock sizes are below management target levels, whether due to natural or man-made causes, management plans are established that enable rebuilding within a specified timeframe.
- Sufficient data exists to determine harvest levels.
- Monitoring and compliance measures are in place to ensure acceptable harvest levels.
- Enforcement exists to ensure that harvesters follow regulations, and to prevent illegal practices and unreported harvest.

Species are verified against the following criteria:

- Fisheries are managed by competent authorities and have management plans in place that incorporate a science-based approach to ensure sustainability.
- If stock sizes are below management target levels, whether due to natural or man-made causes, management plans are established that enable rebuilding within a specified timeframe.
- Sufficient data exists to determine harvest levels.
- Monitoring and compliance measures are in place to ensure acceptable harvest levels.
- Enforcement exists to ensure that harvesters follow regulations, and to prevent illegal practices and unreported harvest.

The pounds of seafood being landed by Gulf of Maine fishermen may not increase in the coming years, but the value certainly can – and we aim to help make that happen. The Gulf of Maine Responsibly Harvested brand identifies seafood that deserves a higher value because it is fished by a tightly managed industry, traceable back to where the boat landed its catch, and sold by licensed dealers who are committed to sustaining a regional seafood economy and healthy marine ecosystem.
Bristol Seafood

Bristol Seafood has long held the philosophy that the seafood industry needs to proactively manage its renewable resources, and its company strategy actively promotes this philosophy. Bristol works hard to obtain supply from strong, viable fisheries to ensure that product will be available into the future.

Bristol Seafood’s commitment to continuous improvement

Bristol Seafood has switched to primarily using biodegradable plastics for its gallon and half gallon production pans. The company has also installed a compost dumpster for all raw materials that are not sold to bait buyers, and it has purchased a new piece of equipment to improve yields on finfish and reduce the amount of waste that results from processing.

Darrell Pardy, President
(Pictured above right, with Ray Swenton, Chairman & CEO)

Cozy Harbor

Cozy Harbor’s philosophy is to deliver only the best. The company achieves this by purchasing directly from diverse, trusted sources in order to assure customers of its seafood’s freshness and quality.

Cozy Harbor’s commitment to continuous improvement

Cozy Harbor aimed to reduce by 5% the amount of water used in its processing and sanitation. The company achieved a 13% reduction in water usage at its groundfish processing facility. This success was due to increased training of production and sanitation employees, as well as increased use of automated filleting machinery. Not stopping there, the company is committed to continued efforts to reduce water usage.

John Norton, President & CEO
(Pictured above)
North Atlantic's commitment to continuous improvement
North Atlantic is committed to supporting regional fishermen and is working to develop markets for underutilized fish from the Gulf of Maine, such as pollock and redfish. The company increased its sales of Gulf of Maine pollock from 5,000 lbs in 2010 to more than 40,000 pounds in 2012. In an effort to decrease its carbon footprint, North Atlantic is reducing electricity use in its plant by retrofitting lights on the production floor with motion activators and timers. Additionally, the company has installed new, highly insulated separator doors in its refrigerators.

“We became involved with the Gulf of Maine Responsibly Harvested program because we want to support seafood products that come from well-managed fisheries. North Atlantic likes partnering with fishermen who are trying to maintain, improve, and rebuild fisheries, and we understand the complexity involved in doing that. This program impacts the community by building markets for Gulf of Maine seafood, and it provides us with a credible scientific partner to back up our niche: supplying responsibly managed product.”

Terry Harriman, CEO
(Pictured above)

North Coast Seafoods
North Coast Seafoods is committed to providing customers a comprehensive understanding of the source of its premium seafood products. Additionally, the company develops business strategies specific to and in partnership with each of its customers to maximize the marketing potential of its high quality products.

“North Coast Seafoods prides itself on innovative seafood solutions. The company recognizes that seafood sustainability is a commitment on the part of a seafood business to making purchasing decisions that incorporate the health and vitality of fish stocks, as well as environmental and social impacts.”

Ross Medeiros, Vice President of Retail Sales
(Pictured above)
Sanders Lobster Co.

Sanders Lobster’s long-standing relationships with family-run wharves along the Gulf of Maine coast are the lifeblood of its business, allowing the company to easily trace the origin of its fresh lobster directly to the wharves that purchased the catch from lobstermen.

**Sanders Lobster’s commitment to continuous improvement**

Sanders Lobster worked with its packaging supplier to develop a wax-free replacement for non-recyclable, wax-coated shipping boxes. In the past year, the company achieved its goal of switching to a biodegradable, 100% recycled and recyclable material cardboard box.

In its tanks, Sanders has installed a new chiller system and natural bacteria bed designed to reduce warm water usage. Through the new closed system, the company hopes to lower its utilities burden, in addition to curtailing the presence of ammonia in the tanks.

The Gulf of Maine Responsibly Harvested program marks an increasingly important crossroads between marketing toward environmentally conscious consumers and mining real ecological data. By taking part in this program, our company has embraced transparency in our supply chain so that we can note with pride that our product is not only coming from what we consider to be an extremely vital region, but is helping to make that region’s market a little bit larger.

Jeff Sanders, Assistant Manager
(Pictured above right, with Jarrett Celli, General Manager)

---

Slade Gorton

Slade Gorton is one of America’s largest importers, distributors and manufacturers of fresh, frozen and premium value-added seafood products. Founded in 1928, it is a multi-generational family business committed to feeding America with wholesome, nutritious and sustainable foods, and the company is passionate about the quality, service and innovation offered to its customers.

**Slade Gorton’s commitment to continuous improvement**

Slade Gorton shifted away from using styrofoam in its line of value-added products and now uses a new biodegradable packaging. As a next step, the company is in the process of expanding the use of biodegradable packaging to its fresh line of products.

Slade Gorton continuously works with its supply sources, both in and outside the Gulf of Maine, to ensure they are also committed to continuous improvement in responsible harvesting and farming. Recently, Slade Gorton identified five international fisheries to support as they undergo fishery improvement projects.

As a company whose origins and success are rooted in the bounty provided by the North Atlantic and New England-based fisheries, Slade Gorton has a vested interest and duty, as part of its lasting legacy, to support their ongoing sustainability. The Gulf of Maine Responsibly Harvested program has built a unique platform that helps to ensure a healthy ecosystem in the Gulf of Maine, and one which supports the numerous stakeholders whose communities, businesses and livelihoods depend on it.

Kim Gorton, President & CEO (Pictured above)
Where can consumers purchase Gulf of Maine Responsibly Harvested seafood?

To maintain the traceability of the Gulf of Maine Responsibly Harvested label, licensed dealers set up a contract with their customers (like supermarkets and restaurants), giving them the right to use the label in a seafood case or on a restaurant menu. These vendors are official sublicensees of the program. Below are the sublicense retailers currently selling Gulf of Maine Responsibly Harvested seafood directly to consumers.

Our customers want to feel confident knowing they are buying high-quality seafood from viable sources. By participating in the Gulf of Maine Responsibly Harvested program, Shaw’s and Star Market are able to provide our customers with the assurance that we have a credible partner assuring us that our seafood is traceable back to the source and was harvested in a responsible manner.

Steve Sylven, Public Affairs Manager, Shaw’s and Star Market

The Gulf of Maine Responsibly Harvested program complements Hannaford’s focus on local and fresh. When you see Gulf of Maine Responsibly Harvested product in our stores, you can trust that it is not only local and fresh, but has also been harvested in a way that helps preserve a vital natural resource.

George Parmenter, Senior Manager of Sustainability, Hannaford Supermarkets

Find Gulf of Maine Responsibly Harvested Seafood

Grocery stores in the states highlighted here sell Gulf of Maine Responsibly Harvested seafood – look for it at your local seafood counter.

Snapshot of Impact

Since Hannaford began promoting Gulf of Maine Responsibly Harvested seafood, the company has seen sales of Gulf of Maine seafood rise. In 2012, Hannaford’s sales of Gulf of Maine Responsibly Harvested pollock increased by 93%, a result of a targeted effort to promote the underutilized species. So far in 2013, Hannaford has also seen an increase in the sales of scallops (by 17%) and cod (by 31%) from the Gulf of Maine region. Hannaford attributes these successes to labeling Gulf of Maine Responsibly Harvested seafood in stores, as well as providing more education to the retail employees working at the seafood counters.

Mike Sanders, Jarrett Celli, and Jeff Sanders (left to right) behind the fresh case at Sanders Fish Market in Portsmouth, NH.
Gulf of Maine
Responsibly Harvested
Impact Report
December 2013

Special thanks to the Maine Technology Institute for its funding and support of the Gulf of Maine Responsibly Harvested program.