



Research. Replenish. Results.

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## 2012: the year ahead for the ALSF

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2012 is in full swing and it will be another busy year for the Atlantic Lobster Sustainability Foundation as we continue to fund research, engage stakeholders and develop new partnerships.

### Research Funding

We are proud to support researchers who share our passion for lobster sustainability. We are encouraged by the initial results but know there is more to do.

As part of our next phase, we are expanding our research funding to include environmental and socio-economic issues related to the lobster fishery. These were identified by stakeholders as important research priorities at our 2011 science workshop and we are pleased to be expanding our support to projects that will help strengthen the communities that are the backbone of the lobster fishery.

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*"Many of the happiest days of my childhood were spent at the seashore."*

### Partner profile: Bill Herzig, Darden Restaurants

Bill Herzig has a passion for what he calls the "wonders of the sea."

"I grew up near the coast. My father was a dentist but he also loved to fish. Many of the happiest days of my childhood were spent at the seashore," says Herzig. Today he's the Senior Vice President of Purchasing and Supply Chain Innovation at Darden Restaurants which include the popular Red Lobster and Olive Garden chains.

"The seafood purchasing side came naturally to me and that goes hand-in-hand with supply chain sustainability."

When he first arrived at Darden Restaurants 15 years ago, he found a company that already had a proven record as an industry leader in sustainability efforts. In the 1970s and early 1980s, then-president Joe Lee coordinated a team to collaborate with the United Nations on the Law of the Seas Treaty which was designed to protect the world's oceans and marine life from overfishing.

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## Research & scholarship funding to be announced spring 2012



In fall 2011 the ALSF invited submissions for its second round of research funding. We had eight applications for funding submitted for the research funding. Since its formation in 2009, the ALSF has invested in seven research projects and we are very pleased to be making this second round of investments.

In addition to the research funding, the ALSF announced a new annual investment in a graduate scholarship program to support talented Masters and PhD candidates who are pursuing lobster research.

"During our first Atlantic Lobster Sustainability Foundation symposium in July, our stakeholders made it clear that it was a priority not only to continue to fund research but to invest in and encourage a new generation to pursue lobster research," says Foundation Executive Director Rick Doucet. "The Foundation and our partners were eager to move ahead to establish this scholarship program."

Funding these scholarships supports the primary goal of the ALSF to promote and support applied research and related activities to preserve, restore and enhance the lobster stocks, their habitats and ecosystems.

"It's very important to the Foundation that the research and projects we fund support the priorities identified by stakeholders across the industry," says Chadwick. "There were four major research themes that stakeholders asked us to focus on:

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### **Engaging Stakeholders**

Our first Atlantic Lobster Sustainability Foundation science workshop in Moncton was certainly a learning experience for all of us. We were very pleased with the positive stakeholder response from this first symposium and the suggestions for improvement were invaluable. Preparations are underway for the 2012 science workshop coming up July 24-25 in Moncton. This year's workshop is going to be even bigger and better than last year with some high-profile guests joining us from across the region. We look forward to joining fishermen, processors, researchers and decision-makers to talk about the future of this important industry.

### **Building New Partnerships**

From the outset, the Atlantic Lobster Sustainability Foundation has been very fortunate to have strong partners from the private sector, research institutions and government. Their contributions have been vital in helping to support the work of the Foundation. This year we are aiming to build even more partnerships to help us put successful research into practice.

Atlantic lobster is more than a meal; it's a culture. At the Atlantic Lobster Sustainability Foundation we're looking forward to another year of supporting the research that will help ensure the health of both ocean life and the communities who depend on it. 🍷

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*Mark your calendar!*

*2012 Atlantic Lobster  
Sustainability Foundation  
Science Symposium*

**July 24-25  
Moncton, NB**

Visit  
[lobstersustainability.ca](http://lobstersustainability.ca)  
to register.

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## Wanted: New partners for next phase of habitat enhancement

In many areas served by the ALSF, lobster habitat challenges have put future sustainability of the fishery in question. Since the ALSF was formed habitat enhancement has been a research and investment priority demonstrating promising results.

It is now time to move to the next phase. The Atlantic Lobster Sustainability Foundation is aiming to establish 10 site areas in the Southern Gulf to assess the feasibility of using artificial reefs to enhance and restore lobster habitat.

A significant project in terms of infrastructure and investment, moving forward with this new phase requires new partnerships. Beginning in February 2012, we will be meeting with major seafood retailers to seek new mutually beneficial partnerships which will allow us to proceed with our habitat enhancement priorities and these corporations to make progress toward their sustainability goals. 🍷

**Bill Herzig** from page 1

“We have to make choices about the areas where we can have the broadest positive impact; areas where we are an industry leader and play a positive role.”

One of those areas was the Atlantic lobster fishery. Darden is the largest buyer of the lobster processed in New Brunswick (lobster which is caught in the Maritime provinces and Maine) and is a leading buyer of live lobster from the Northeastern United States and into Atlantic Canada.

“A number of years ago we saw challenges that were causing lobster fishermen a lot of hardship. It was clear that there was a lot more that needed to be done to understand the science of lobster and sustainability.”

Herzig and his longtime friend Charles Anastasia from Orion Seafoods International discussed some of the challenges they were seeing during a trip to Newfoundland. They also began discussions with then Minister of Fisheries Rick Doucet and the idea of the Atlantic Lobster Sustainability Foundation began to take shape.

As a founding partner, Darden Restaurants not only invested \$200,000 in seed money to help establish the Atlantic Lobster Sustainability Foundation but members of their executive team have been made available to contribute to the Foundation’s work. It’s all part of the company’s overall commitment to sustainability which includes investing in similar work in other seafood sectors as well as progressive approaches to water and energy conservation.

“If we engage in a supply chain that has challenges and we can do something positive to help with those challenges then we should,” says Herzig.

Herzig says the Atlantic Lobster Sustainability Foundation is headed in the right direction because it’s multi-stakeholder. Issues are seen through fishermen’s eyes, through government’s eyes, from the processor and market perspective. Then the choices about the investments the foundation makes are based on the broadest possible impact.

“We all have a real passion for lobster fishermen, for the lobster industry. If you can sustain the species, you can sustain the fishermen’s livelihood and sustain the overall industry.” 🍷



*“If we engage in a supply chain that has challenges and we can do something positive to help with those challenges then we should.”*

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lobster enhancement, indicators of lobster sustainability, environmental impacts and socio-economic aspects of sustainability.”

“These scholarships will help ensure that the Foundation continues to support work that is science-based and future-focused and ultimately benefits all stakeholders: fishermen, processors, buyers and consumers.”

The scholarship application process closed on December 15, 2011 with seven applications received.

Successful applicants for both research funding and scholarships will be announced following the annual meeting of the ALSF in March.



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## About the Foundation

The Atlantic Lobster Sustainability Foundation is a non-profit, public/private sector association representing all stakeholders in the lobster industry; harvesters, processors, employees, marketers, customers, scientists, governments, and other interested parties; dedicated to preserving and enhancing the viability of the lobster industry and its communities for future generations through undertaking, sponsoring, and promoting scientific research on stock and habitat enhancement, environmental and ecological protection and sustainability of the industry as a whole. 🍷

Find us online:

[www.LobsterSustainability.ca](http://www.LobsterSustainability.ca)

Now there are even more ways to stay connected with the Atlantic Lobster Sustainability Foundation. “Like” our page on Facebook or follow us on Twitter for updates on our activities or to share your thoughts on issues of interest. Check out the blog for profiles of our partners and a look behind the scenes at the research projects we fund.



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We'd love to hear from you.

Know a great unsung sustainability hero? Have an interesting lobster project you're working on or an issue you'd like to see discussed?

Email [rick@lobster-homard.com](mailto:rick@lobster-homard.com), leave a comment on the blog or on our Facebook page and let us know what you'd like to see on our social media, web site and blog.