



**FRIEND OF THE SEA**

**Sustainable Seafood**

# FRIEND OF THE SEA



Sustainable Seafood

Established 2008

Certification of Products  
from Sustainable Fisheries and Aquaculture



Fish, fresh



Fish, preserves



Fish, canned



Fish, smoked



Fish, frozen



Sushi



Seafood



Eggs, caviar



Fish Oils



Fishmeal

# FRIEND OF THE SEA



Sustainable Seafood

## Fisheries



Artisanal



Industrial

## Aquaculture

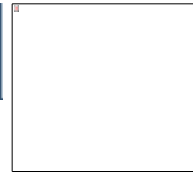


Offshore/At sea



Inland

# Over 100 companies with Friend of the Sea certified aquaculture products



Canine Bionika





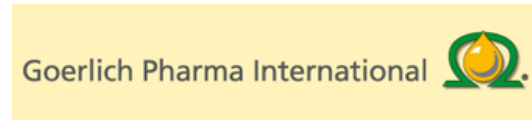
# Friend of the Sea Fishoils, Omega-3 and related



Cardinova



n e x g e n pharma®



# Friend of the Sea Producers of Certified Tuna



Europe



Sri Lanka



Maldives



Philippines



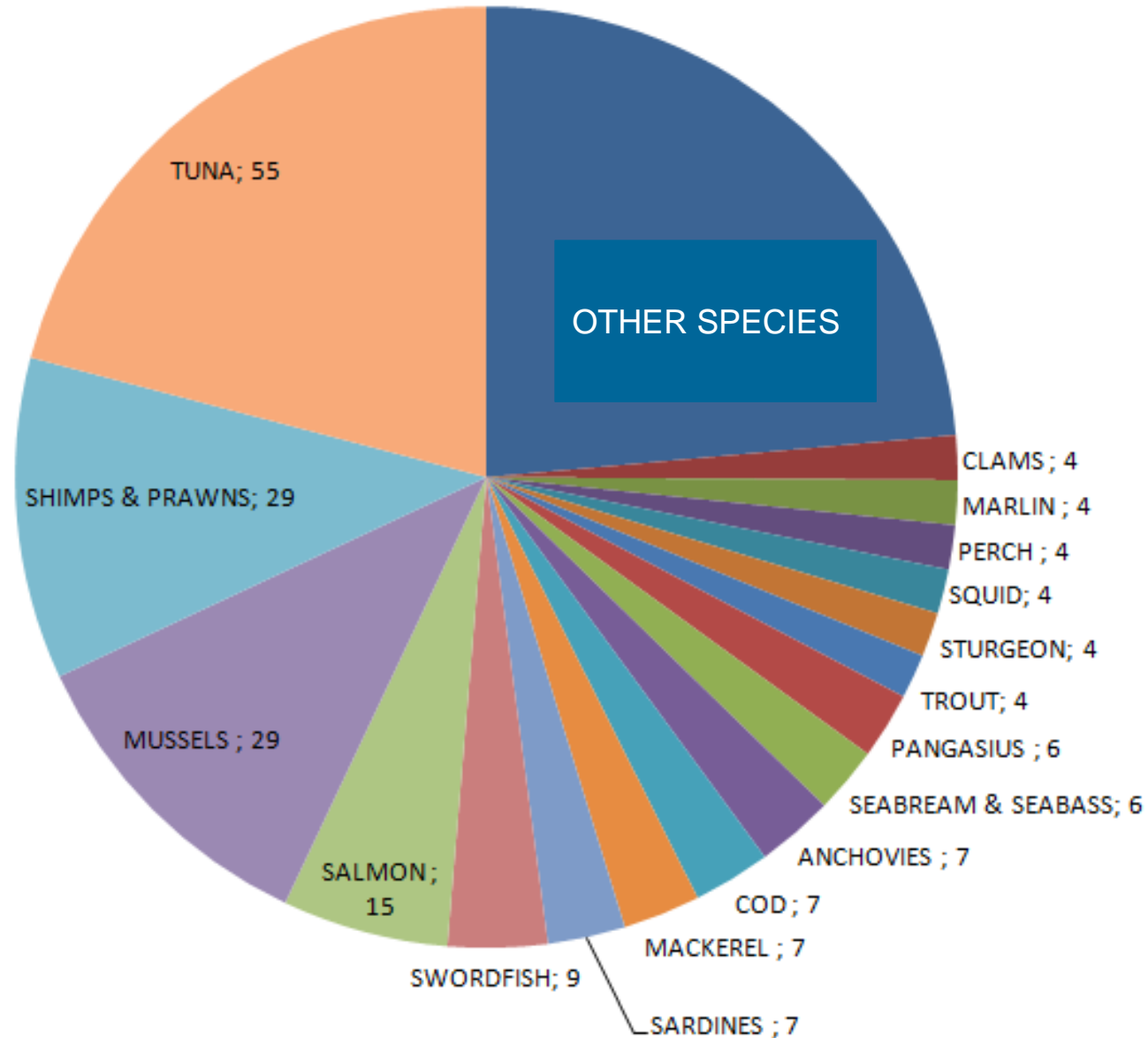
Africa



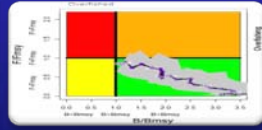
South America



# Species of FOS certified products



# FOS Sustainable FISHERIES criteria



Target Stock Not Overexploited (FAO Guidelines)



Selective Fishing Method (max. 8% discard)



No IUCN Redlist Bycatch (*Vulnerable up*)



Fishing Method cannot impact the Seabed (FAO Guidelines)



Compliance with Legal Req. (TAC, no IUU, etc) (FAO Guidelines)



Social Accountability



Recom. Yearly Fuel Efficiency Improvement



# Accreditation and Certification



## FRIEND OF THE SEA

Sustainable Seafood

### Technical Committee

# ACCREDIA

In progress

Scheme  
Owner

Standard  
Setting

Accreditation  
Body  
(work in  
progress)

Certification  
Bodies

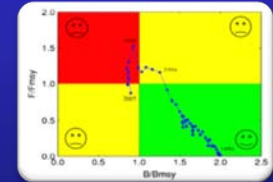


# Certification Process – The Audit



STAKEHOLDERS CAN PROVIDE INPUT / OBJECTIONS

**Preliminary Assessment**  
(Certification Body)



**On-Site Audit at unloading** (min size, mesh size, VMS, bycatch quantity and quality, logbook, etc)  
(Certification Body)



**Traceability**  
(Certification Body)



**Surveillance Audit**  
(Certification Body) [once a year]

**Chain of Custody**  
(FOS onsite monitoring program) [ongoing/permanent]



# International Onboard Observers Program



**AZORES,  
MADEIRA  
POPA Project  
Pole and Line  
20 vessels**

**Philippines  
and PNG  
Tuna Purse  
Seine  
Vessels  
EII/FOS**

**FOS  
Observers on  
Nigeria shrimp  
vessels**

**Official IATTC  
Observers on  
Spanish  
seiners and  
Ecuador  
Longlines**

**FOS  
Observers on  
board  
Pevaeche ,  
Calvo and  
Jealsa vessels**

**FOS  
Observers on  
Pevaeche  
Indian Ocean**

**FOS  
Observers on  
Chile Scallops  
vessels**

# 100% Onboard Observers Coverage

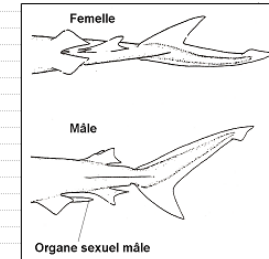
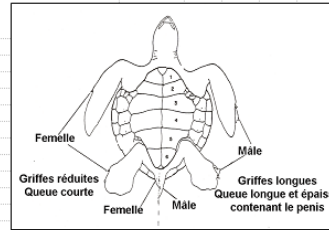
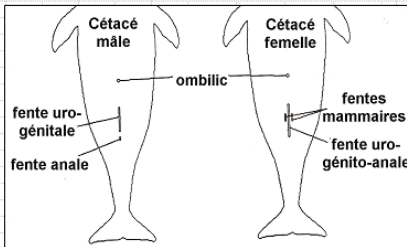
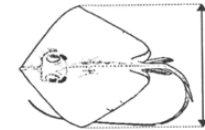
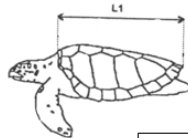
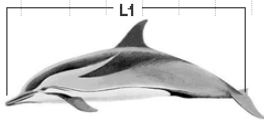
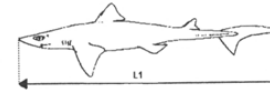
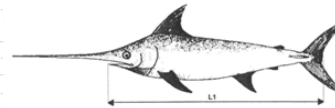
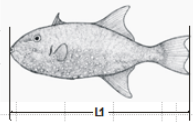
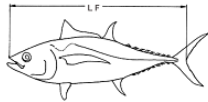


Formulario ruta n°:

Línea ruta n°:

Nombre barco:

Campaña n°:



ESPECIE	L1	SEXO	FOTO n°	Peso (Kg)

ESPECIE	L1	SEXO	FOTO n°	Peso (Kg)



# 100% Onboard Observers Coverage



## CCTV



# 100% Onboard Observers Coverage



February 2012 – Turtles released alive from Pevasa vessels (Pevaeche, Spain)  
*Evidence from Friend of the Sea onboard observer*



**SELECTIVE:**  
**Approx 40% of application do not obtain certification**

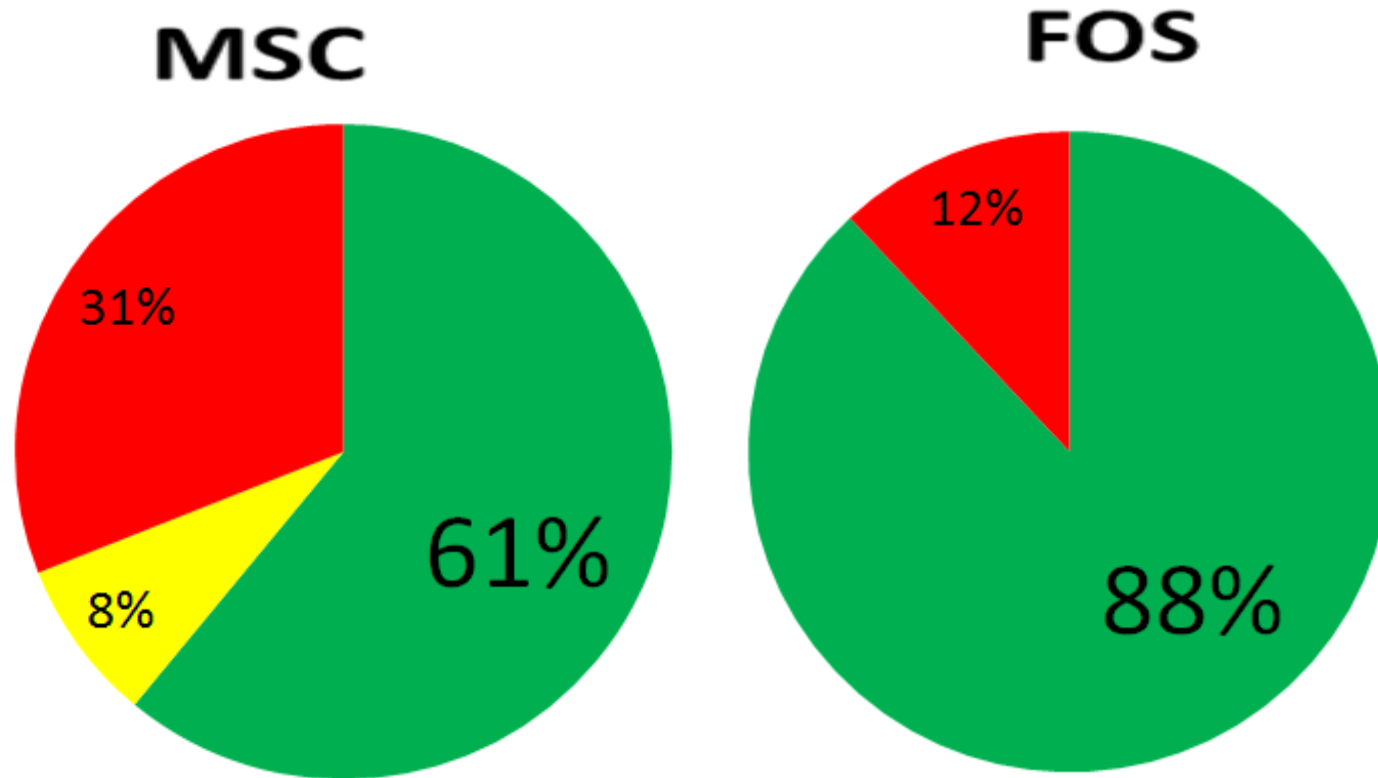


Figure 2. Percentages of stocks with available data, which were not overfished with no ongoing overfishing (green), overfished or subject to overfishing (yellow), overfished with ongoing overfishing (red), as certified by MSC and FOS, respectively.

**Froese R, Proelss A. Evaluation and legal assessment of certified seafood. Mar. Policy (2012) <http://dx.doi.org/10.1016/j.marpol.2012.03.017>**  
**Evaluation and Legal Assessment of Certified Seafood**  
Rainer Froese, GEOMAR, Kiel, Germany, [rfroese@geomar.de](mailto:rfroese@geomar.de)



# Over 50% - Artisanal / Small-Scale



**Vietnam**  
**(Squid and Cuttlefish)**



**Philippines Handline**  
**(Tuna Yellowfin)**



**Ireland Troll Fishery**  
**(Tuna Albacore)**



**Indonesia Trammel nets**  
**(Prawns)**



**Sri Lanka, PNG**  
**Handline**  
**(Tuna)**



**Azores, Brazil,**  
**Senegal, South Africa**  
**Pole and Line**  
**(Tuna)**



**Morocco Purse Seine**  
**(Anchovies, Sardines**  
**and Mackerel)**



**Maldives Pole and Line**  
**(Tuna)**



# Over 50% - Artisanal / Small-Scale



**Brazil**  
(Pirarucu etc.)



**Thailand**  
(Clams)



**Oman**  
(Mixed fishery)



**Morocco w Infosamak**  
(Mixed fishery)



**Estonia Lakes**  
(Perch)



**France**  
(Moules de Bouchot)



**Italy**  
(Clams)



**Spain**  
(Octopus)



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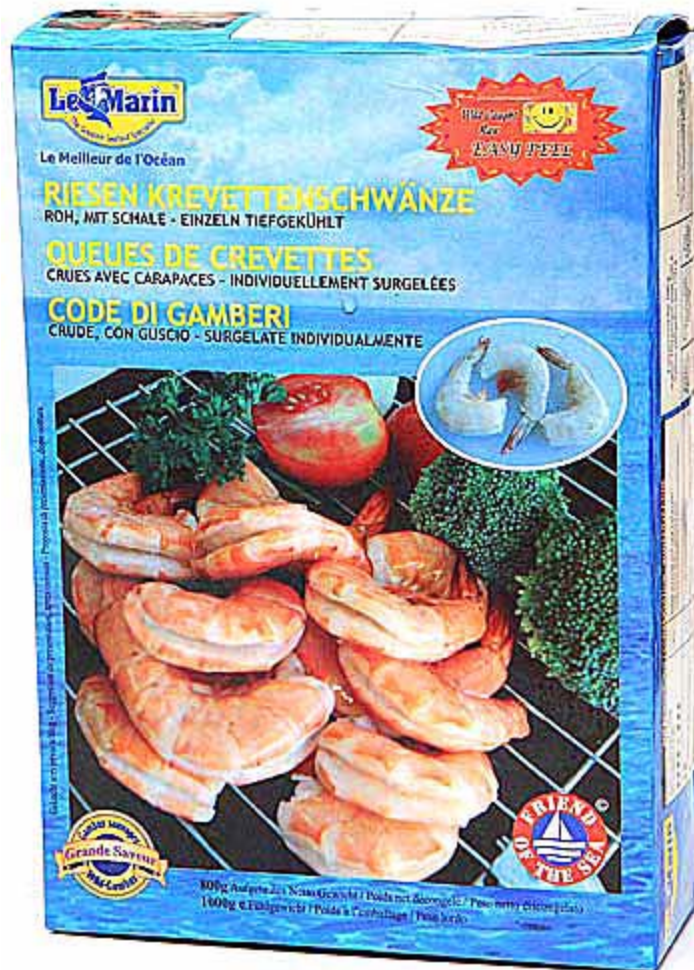




# FRIEND OF THE SEA



Sustainable Seafood



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Sustainable Seafood



# FRIEND OF THE SEA



Sustainable Seafood





# FRIEND OF THE SEA



Sustainable Seafood

**ALMARE**  
SEAFOOD

## Scottish Cooked Mussels

in garlic butter sauce

PRODUCED IN SCOTLAND

Keep refrigerated

Price	Use by
-------	--------

450g e

Serving Suggestion

Scottish Cooked Mussels in garlic butter sauce

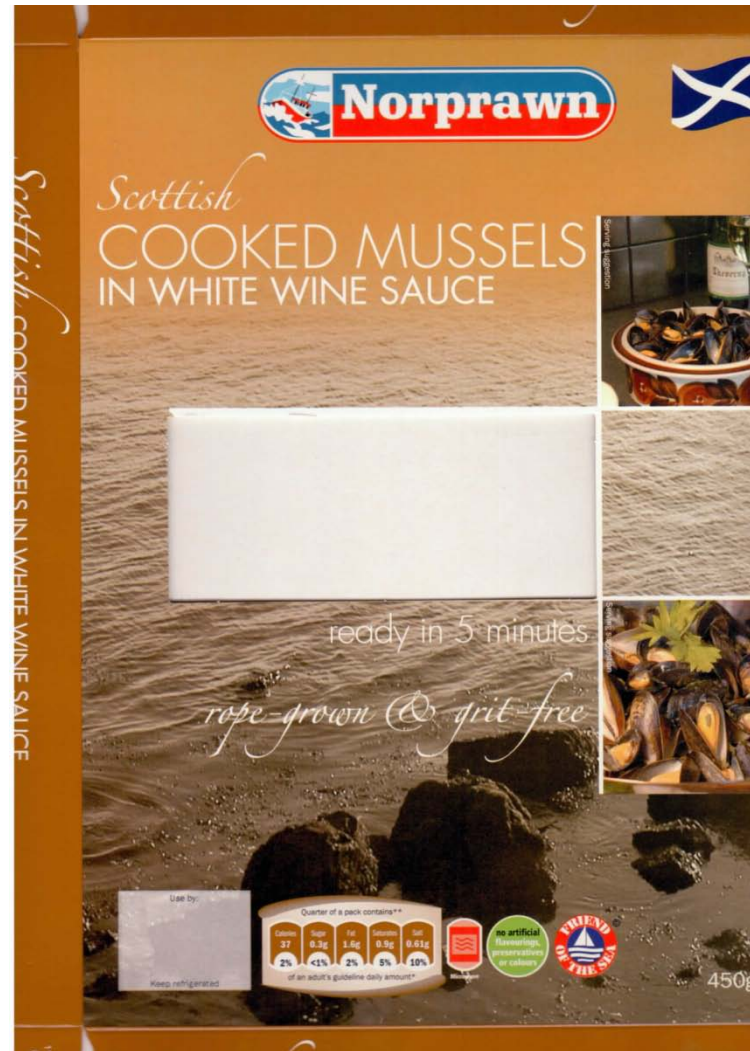
Scottish Cooked Mussels



# FRIEND OF THE SEA



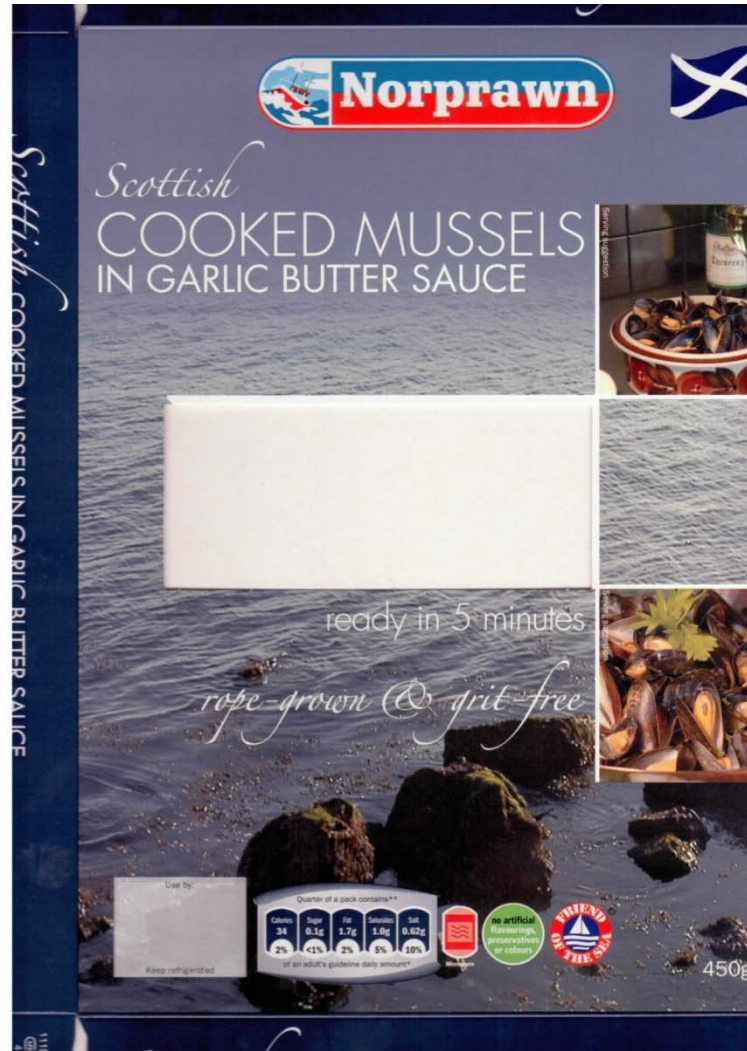
## Sustainable Seafood



# FRIEND OF THE SEA



Sustainable Seafood



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Sustainable Seafood



**TORALLA®**



Cooked frozen mussel meat  
Cozze cilene sgusciate precotte surgelate  
Chair de moules cuites surgelees  
Gekookte, diepvries mosselen



# FRIEND OF THE SEA



Sustainable Seafood

Contiene **OMEGA3** NATURALI

scandia

*wild fish only*

**Tranci di SALMONE REALE**  
Selvaggio del Pacifico

*Finalmente un secondo piatto di pesce sano e gustoso, pronto in un minuto!*



**FRIEND OF THE SEA**  
Certificato proveniente da pesca sostenibile

**Cotto a Vapore** **SENZA LISCHE\***

 CONSERVARE IN FRIGORIFERO a 0/+4°C



# FRIEND OF THE SEA



Sustainable Seafood

FRESCHENZA  
NATURALE  
SENZA CONSERVANTI  
RICCO DI ACIDI GRASSI OMEGA 3

*fette scelte di*  
**Salmone Reale Selvaggio**  
AFFUMICATO

Certificato  
proveniente  
da pesca  
sostenibile



*wild fish only*



*Dai filetti  
migliori  
fette sottili  
facilmente  
staccabili*



❄️ CONSERVARE IN FRIGORIFERO DA 0 A +4°C

*Questa speciale confezione garantisce  
la stessa fragranza del prodotto appena affettato*

Peso netto  
**100 g**

**due  
porzioni**

# FRIEND OF THE SEA



## Sustainable Seafood



# FRIEND OF THE SEA



Sustainable Seafood





# FRIEND OF THE SEA

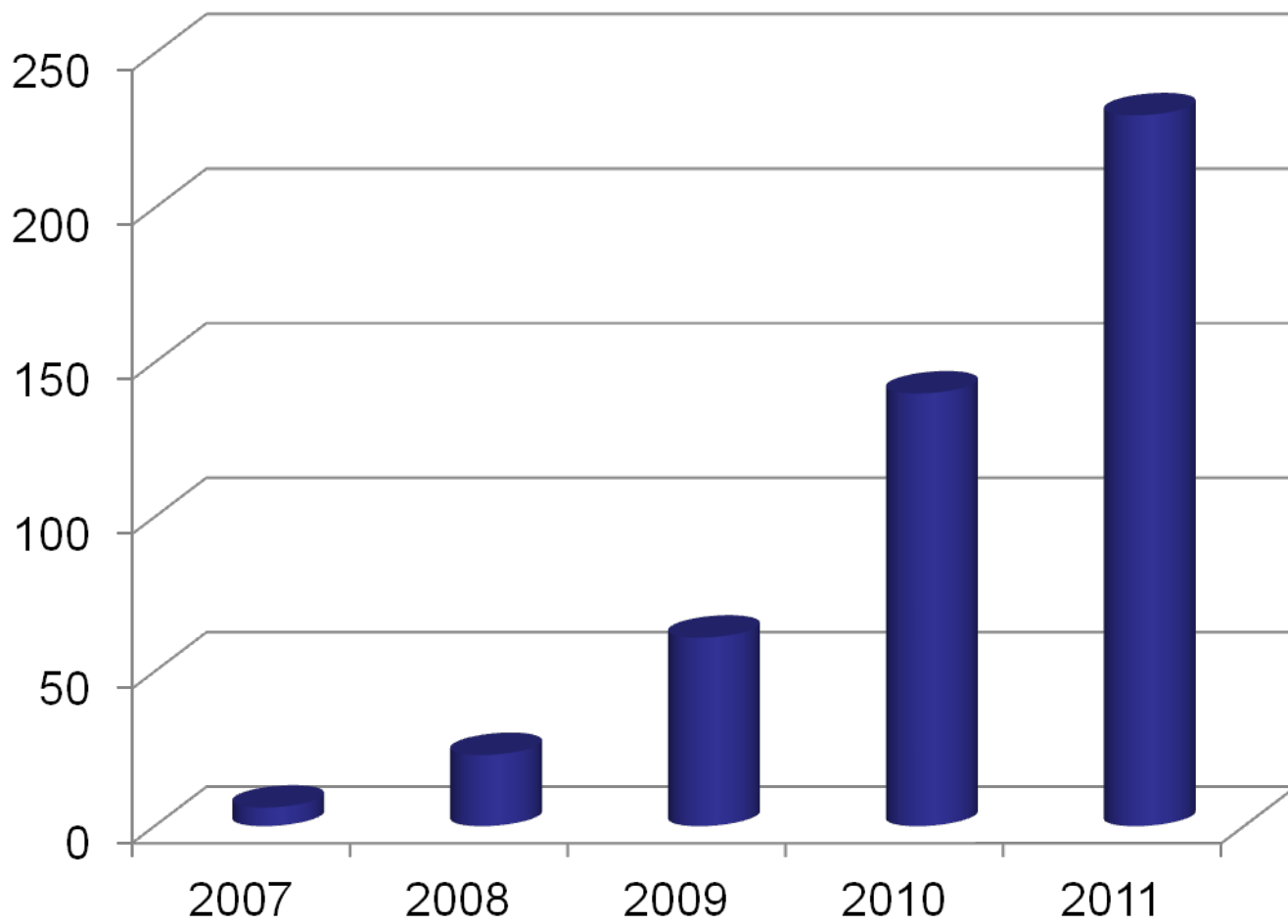


Sustainable Seafood

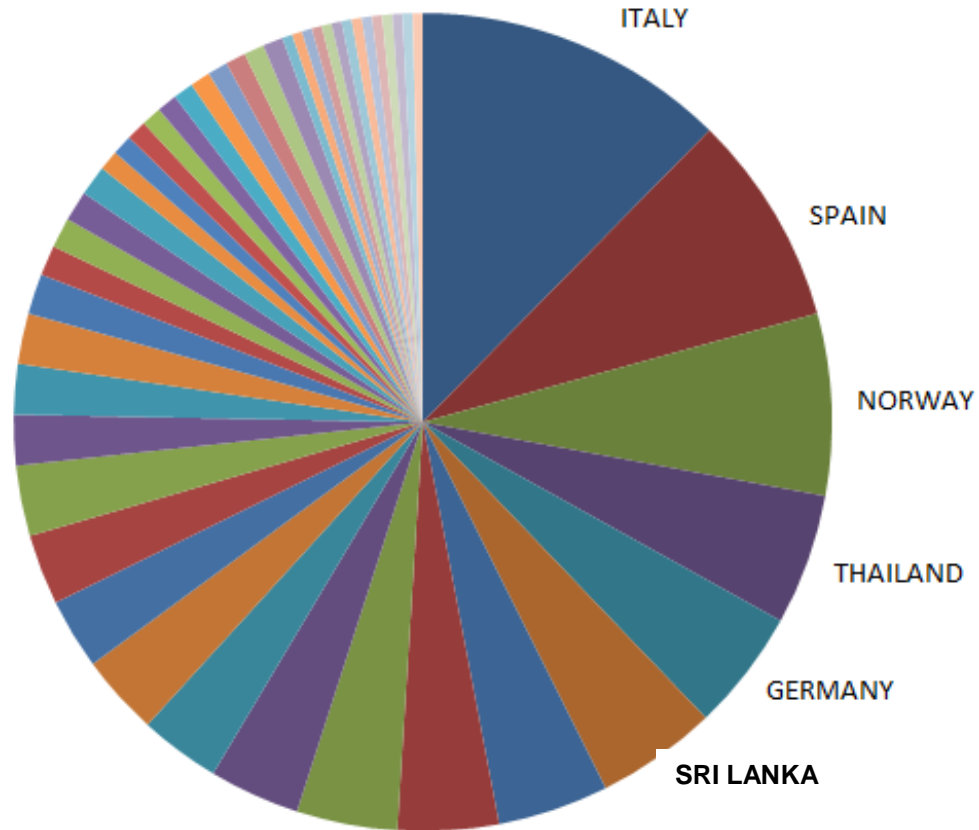




# Over 250 companies with FOS certified products



# ... from 48 Countries



- |          |           |             |            |          |              |             |            |
|----------|-----------|-------------|------------|----------|--------------|-------------|------------|
| Italy    | Spain     | Norway      | Thailand   | Germany  | Sri Lanka    | Switzerland | France     |
| UK       | Vietnam   | Philippines | USA        | Chile    | Chile        | Netherlands | Brazil     |
| Morocco  | Scotland  | Australia   | Costa Rica | Denmark  | Maldives     | Senegal     | Belgium    |
| Canada   | China     | Finland     | Greece     | India    | New Zealand  | Peru        | Singapore  |
| Sweden   | Turkey    | Argentina   | Ecuador    | Estonia  | Iceland      | Indonesia   | Madagascar |
| Malaysia | Mauritius | Oman        | Poland     | Portugal | South Africa | Tasmania    | Tunisia    |

# Products FOS: + 120 Species



Alfonsino

Anchovies

Bass

Bluecod

Bumper

**Caviar** (farmed)

Clams

**Cod** (farmed)

**Cockles** (farmed)

Comber

Conger Eel

Croacker

Cuttlefish

Dolphinfish

Dory

**Fish Meal**

**Fish Oil**

**Fish Feed**

Forkbeard

Frostfish

Goatfish

Grouper

Grunt

Gurnard

**Halibut** (farmed)

John Dory

Kahawai

**Kingfish** (farmed)

Leng

Lobster

Mackerel

Menhaden

Mullet

**Mulloway** (farmed)

**Mussels** (farmed)

Porae

**Prawns** (fished and farmed)

**Red Drum** (farmed)

Red Scorpion

Red Snapper

Rockfish

**Salmon** (fished and farmed)

Sardines

Scad

Scorpionfish

**Seabass** (farmed)

**Seabream** (farmed)

Sea Trout

Shrimps

Squid

**Sturgeon** (farmed)

Swordfish

Tilefish

Trevally

**Trout** (farmed)

Tuna

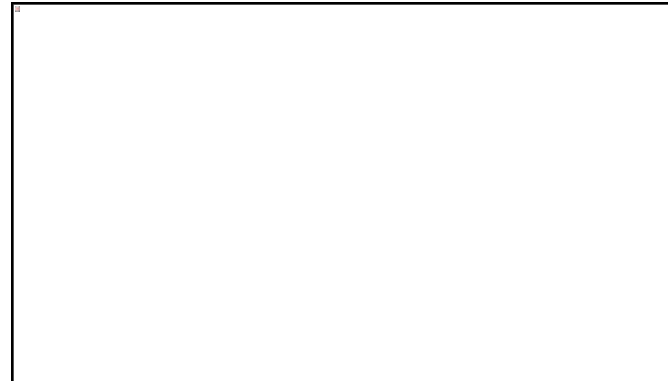
**Turbot** (farmed)

Wreckfish

# How Producers promote FOS



Italy  
TV Spot





# How Producers promote FOS



Uk



**Environmental sustainability and concern for the world's sea life is a top priority at Healthspan. That's why we're proud to announce that our premium omega 3 products all contain oils that have been granted Friend of the Sea certification due to our sustainable marine sourcing and production methods.**

Friend of the Sea is a nonprofit, independent organisation dedicated to conserving marine habitat and resources. It is known for its thorough certification procedure, using stringent guidelines before awarding their seal of approval.

## Sustainable Seafood

# Friend of the sea



**FRIEND OF THE SEA OMEGA 3**

**Omega 3 Concentrated 650mg**  
Ideally suited for anyone looking for high levels of omega 3 in a small one-a-day capsule. Each concentrated 650mg capsule is highly purified to remove all toxins and provides 390mg of total omega 3, including 130mg DHA and 200mg EPA.

*Nutritional info per capsule:*  
Pure Fish Oils - 650mg providing total Omega 3 Fatty Acids - 390mg (DHA - 130mg, EPA - 200mg).

*Recommended intake:*  
One capsule daily.



90 capsules £5.45  
180 capsules £9.95

**Omega 3 Super Strength 1,000mg**  
Our super strength omega 3 capsules offer the ideal one-a-day solution for anyone who fails to get enough oily fish in their diet, or anyone looking for particularly high levels of omega 3 fatty acids. The oil used has been highly distilled to remove any toxins and each capsule provides an unparalleled 600mg total omega 3, including 200mg DHA and 300mg EPA.

*Nutritional info per capsule:*  
Concentrated Fish Oil - 1,000mg, providing total Omega 3 Fatty Acids - 600mg (DHA - 200mg, EPA - 300mg).

*Recommended intake:*  
One capsule daily.



90 capsules £7.45  
180 capsules £13.95

**Opti-Omega 3 (TG) 500mg & 1,000mg**

Opti-Omega 3 (TG) is the purest, most bioavailable (body-ready) form of omega 3 essential fatty acids available. The letters TG stand for 'triglyceride' and this form of omega 3 is particularly high in DHA. The oil is double-distilled using our patented filter-pure technology - this removes saturated fats, cholesterol and pollutants, such as heavy metals, dioxins and PCBs to a level lower than that found in fresh fish. It is also odour-neutralised to reduce any reflux taste.

*Nutritional info per capsule:*  
500mg: Concentrated Fish Oil - 500mg providing total Omega 3 Fatty Acids - 300mg (DHA - 130mg, EPA - 110mg).  
1,000mg: Concentrated Fish Oil - 1,000mg providing total Omega 3 Fatty Acids - 600mg (DHA - 276mg, EPA - 220mg).

*Recommended intake:*  
500mg: Two capsules daily. 1,000mg: One capsule daily.



120 capsules £8.95



60 capsules £8.95  
Repeat order price £7.95

**Save on every pack**



# Friend of the Sea GDO and Catering Private Label



UK



Waitrose



brakesgroup

Spain



Alcampo.es

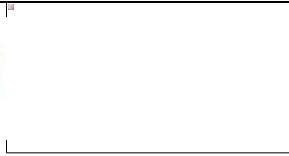


euromadi



GRUPO **DinoSol**

Italy

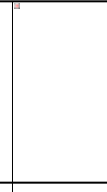


CONAD

Switzerland



ALIGRO

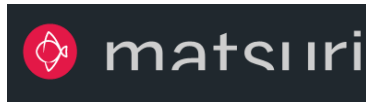


Germany



**METRO**  
Cash & Carry

France



Davigel®  
Partenaire de votre réussite

Asia/China

 **Cold Storage**  
The fresh food people

**great**  
Food Hall

# How Retailers promote FOS



# Waitrose

## UK

## Friend of the Sea mussels a real catch

Enjoy tasty, nutritious shellfish with a side helping of peace of mind as Scottish mussel farms get an eco-friendly stamp of approval.

They have long been admired as nutritious shellfish that are delicious served with garlic, cream and wine. But this season's live in-shell Scottish mussels arriving in Waitrose stores have a new reason to whet diners' appetites – they are the first UK farmed shellfish to be awarded the prestigious Friend of the Sea certificate for their top quality eco-credentials.

It means customers can be certain these protein-packed mussels have been sustainably farmed using methods that have virtually no environmental impact. From this week, Waitrose shoppers can get a taste of the first Friend of the Sea live Scottish mussels.

Inspectors of the not-for-profit organisation spent eight months carrying out rigorous checks on the Scottish Shellfish Marketing Group's 14 mussel farms in west Scotland and Shetland.

The farms do not dredge mussels from wild stock, but instead allow shellfish to spawn naturally and then grow in the sea on ropes hung from buoys. Farmers allow the growing shellfish to eat plankton and do not feed them artificially.

Until now the Friend of the Sea logo has been used mainly in Italy, Spain, France and Germany, but UK farms are making inroads in response to shopper demand for sustainable seafood.

Waitrose specialist fish buyer Jeremy Ryland Langley said the supermarket stocked fish and shellfish only from sustainable, well-managed fisheries and responsible fish farms.

"The important thing is that all our fish is from a sustainable source and farmed in a sustainable way. But what we look for, if at all possible, is a good, independent third-party certification," he said. "I'm really pleased to be able to offer our customers mussels that have achieved this standard." The Scottish Shellfish Marketing Group, which represents around 70 per cent of Scottish mussel production, achieved Friend of the Sea certification for its mussels earlier this year, but the first live packs are only just going into stores following the summer growing period.

Stephen Cameron, Scottish Shellfish Marketing Group managing director, said: "Our mussel farmers are totally dependent on nature and merely provide a helping hand in their production."





# How Retailers promote FOS



**Cold Storage**  
The fresh food people

Singapore

**Cold Storage**  
The fresh food people

**My Favourite Things from the Deep Blue Sea!**

With the mission to conserve the marine habitat, Friend of the Sea is now a main international certification project for products originating from both sustainable fisheries and aquaculture. Come down to Cold Storage and check out the range of New Zealand seafood products which are certified by Friend of the Sea!

**New Zealand Seafood Fair**  
Join us at Great World City, Kallang Leisure Park & Jelico to get a taste of our New Zealand Seafood!

**\$5.09**  
BLUENOSE FILLET  
New Zealand  
100g

**\$2.69**  
LIVE MUSSELS  
New Zealand  
100g

**\$7.69**  
BASS GROUPEL  
FILLET  
New Zealand  
100g

~~\$3.89~~ **\$4.09**  
WILD SHAPPER  
RED SHAPPER  
New Zealand  
100g

**\$2.49** per dozen  
LIVE OYSTERS  
New Zealand  
3-4 inches batch

**\$2.99**  
FRESH LITTLENECK CLAM  
New Zealand  
100g

**\$3.29**  
RED GURNARD  
New Zealand  
100g

**\$4.89** HIGH IN OMEGA 3  
COD LOIN STEAK  
Chile  
100g

**\$3.49**  
SALMON FILLET  
Norway  
100g

**\$2.79 - \$2.89**  
HAKE FILLET  
WITH LEMON & PEPPER/  
WITH LEMON & BLACK PEPPER/  
WITH GARLIC  
South Africa  
100g

**\$11.25**  
BRODVEY Fish Fingers  
500g Pack  
100 x 280g  
U.P. \$12.95

**\$6.80** 1/2 LITRE & CRISPY  
Lemon Fish Fillet  
250g U.P. \$4.50

**\$7.95** DELICAT. Teriyaki Lemon Spiced Miso Crispy 175g x 2 U.P. \$9.90

**\$21.50 / \$24.50** STURRK. Chewy Curry Paste 300g U.P. \$22.95

**Deep Sea Fish Cutting Demonstration**  
July 05 Oct. 10am - 11am  
Great World City (S.S. 0.0. 10am - 1pm)  
Kallang Leisure Park (S.S. 0.0. 10am - 1pm)

Sampling at Jelico & Holland Village (16 & 17 Oct. 11am - 7pm)



# How Retailers promote FOS



Hong Kong



# Promoting sustainable seafood



Your customers asked for a **Sustainable Seafood Certification?**  
 Would you like consumers to know that **you care for and protect the environment?**



**FRIEND OF THE SEA®** is the only **International Third Party Certification Scheme** which, with the same ecolabel, audits and can certify products from **both fisheries and aquaculture.**

*Over 20 years experience & tangible results  
 Regular speaker at FAO's and EU conferences  
 Growing presence in Asia and India  
 Non profit project and affordable audit cost*

Contact our **India representative** at the **Indian International Seafood Expo:**

**Ravi Gautham**  
 Email: [rg@tritonconsultants.com](mailto:rg@tritonconsultants.com)  
 TEL: + 91 80 41460324  
 Mo: + 91 98802 40819  
 SKYPE ID: RaviInd1

[www.friendofthesea.org](http://www.friendofthesea.org)  
[info@friendofthesea.org](mailto:info@friendofthesea.org)

**TUNA** NEW DATES ANNOUNCED  
 2010 Bangkok 13 - 15 September 2010  
 11<sup>th</sup> INFOFISH World Tuna Trade Conference & Exhibition  
 Centara Grand & Bangkok Convention Centre At CentralWorld





# UK PEA Award 2012







# FOS Media presence

12 issues in 2012/3



# TIME

## 10 Questions

Actress, activist and writer-director **Angelina Jolie** on Bosnian Serbs, sex scenes and that Oscar pose

**The first movie you've written and directed, In the Land of Blood and Honey, is about the Bosnian war. Was this an artistic or advocacy choice?**  
I hesitate with the word advocacy. I just wanted to understand what happened in the former Yugoslavia. I've always felt the responsibility, since it was my generation. I thought I'd use writing this script as an excuse to do research. It sat on my desk for a little while until Brad picked it up and read it. And he said, "You know, honey, this is really not that bad. It's kind of good."

**He couldn't come up with anything kinder?**  
He actually said something much nicer, but I paraphrase to not flatter myself. He wrote me a very nice note, and then we talked about it at length, and then we went back to the region together, and I just kept meeting people. Could we get Bosnian Serbs and Bosnian Muslims in the same room, working together? Can they agree on a piece of art? Is this the impossible act?



**It's a bit of a grim movie. Is that because of the war, or is it your style?**  
I don't know if I have a style. To be honest, there were quite a few things that were harder to watch that we cut. I think some of them made the DVD that just came out. I put in the film what I had heard firsthand accounts about.

**Somebody told you that Serbs threw a baby off a balcony and made old ladies strip so they could laugh at them?**  
Well, no, but babies were killed. The ladies' having to strip was a firsthand account of a victim of war that I met. And by the way, all the things as described were worse.

**Do the unglamorous sex scenes reflect your experiences acting in scenes like that?**  
The ones I've done in my life—not my style. If you're going to do it, it should feel real. When a woman's in the room with her lover, she's not in a perfect pose or covered by a sheet.

**Your movie is critical of the West for not intervening sooner in Bosnia. Are you more in favor of boots on the ground?**  
I believe that the way the Security Council uses the veto should be questioned. There is something amiss when so many countries want to intervene and the one or two that have a

financial interest want to stop the intervention.

**You're a frequent guest at the International Criminal Court. What did you think of the Kony 2012 campaign?**  
I believe that group's intention is pure. And I think it's very inspiring that so many young people were so moved. If people are more drawn to this than to something that is more shallow, then we have to see that as a positive.

**You have sold photos of your kids to raise money for charity. Is this getting tricky as your children get older?**  
That was only their birth pictures. There are people who assume, because they see one picture, that they know everything about your personal life. I'm very private.

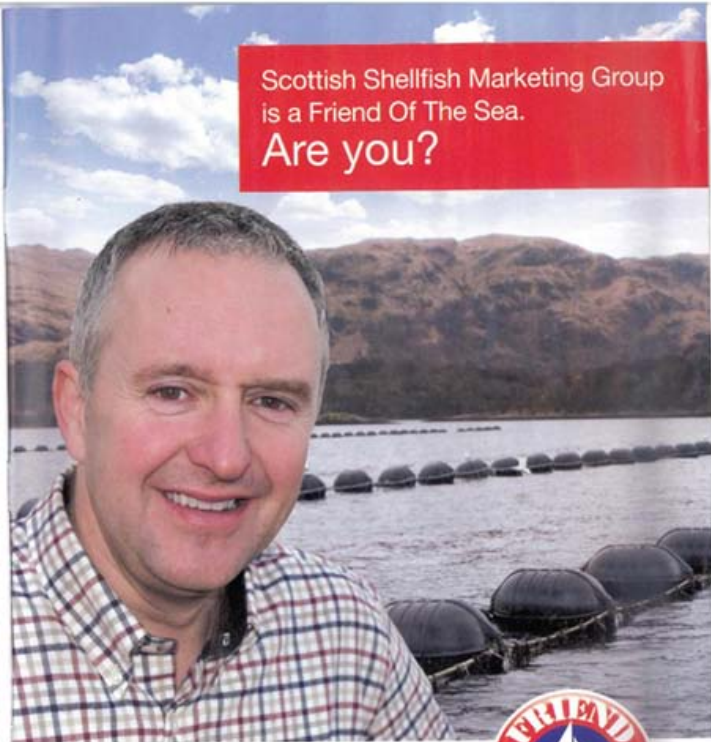
**The Internet says your next project is to get married, with your brother as the celebrant. True?**  
Maybe I should read these things more often. They sound highly entertaining. No, I'm not. My next project is a Disney movie, and I'm playing a villain. I get to tell a great story, but I also get to wear giant horns.

**There's a new word: Joloning. It means to strike a pose as you did at the Oscars, with one leg out. Heard of it?**  
No. It's funny. That was actually the backup dress. I decided to go for the one that was less attention-grabbing.

—BELLINA LUCICORSE

FOR MORE ON OTHER ENTERTAINMENT TOPICS VISIT [www.time.com/time/entertainment](http://www.time.com/time/entertainment)

TIME April 9, 2012



Scottish Shellfish Marketing Group is a Friend Of The Sea. Are you?



Mussels from Scottish Shellfish Marketing Group grow naturally on ropes suspended in open water, feeding on nature's rich bounty of plankton carried by the strong tidal flows found around the Scottish West coast and Shetland.

Customers are becoming increasingly aware of the provenance of their food. Achieving the Friend of the Sea prestigious certification rewards SSMS commitment to environmentally sustainable production and enables consumers to make informed choices when purchasing seafood.

Stephen Cameron • SSMS Managing Director  
[www.scottishshellfish.co.uk](http://www.scottishshellfish.co.uk)



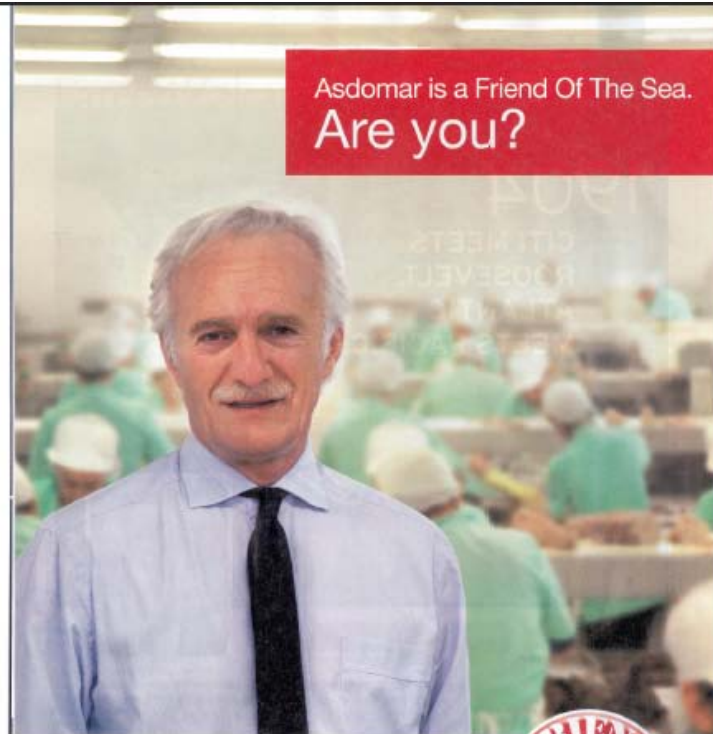
[www.friendofthesea.org](http://www.friendofthesea.org)

# FOS Media presence

12 issues in 2012/3



# TIME



Asdomar is a Friend Of The Sea.  
Are you?

Asdomar has always meant top quality seafood. But consumers request and deserve more. They want to know about the fishing method and how we respect the marine habitat, the environment and our employees.

This is why we have been the first canning company in the world sourcing tuna and other seafood exclusively from Friend of the Sea approved fleets, targeting only mature tuna from healthy stocks, protecting endangered species and monitored by independent onboard observers.

Our factory in Sardinia, Italy, uses only renewable energy and it is SARM certified for Social Accountability. Because we care for our employees as much as we care for the environment.

Dr. Vito Gulf - President - [www.asdomar.it](http://www.asdomar.it)



[www.friendofthesea.org](http://www.friendofthesea.org)

## Joe Klein

### Why Tehran Might Be Ready to Talk

Two years of persistent U.S.-led diplomacy may finally be getting to the powers in Iran

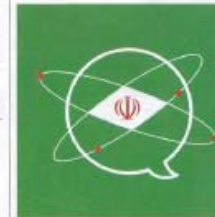
**H**ERE IS HOW IT USUALLY WORKS when the world attempts to negotiate with Iran about its rogue nuclear program: The U.N. passes a resolution, or threatens sanctions, or imposes sanctions. Iran's friends and trading partners, like Russia and China, quietly exert pressure for talks. Iran agrees to talks but dawdles, arguing that it will need time to prepare. Months pass. Finally, there are talks, which consist of dueling speeches. The members of the U.N. group designated to negotiate with Iran—the U.S., Britain, France, Germany, Russia and China—present a statement listing the world's concerns about the Iranian program. The Iranians read a statement demanding an end to sanctions before any talks can begin. And that's it. The Iranians go home, continue to enrich their uranium and continue to refuse the International Atomic Energy Agency (IAEA) access to inspect certain sites. That is what happened in Geneva in 2009 and in Istanbul in 2011. But something very different is happening this year.

A meeting was scheduled for Istanbul on April 13. At first, it seemed the same old dodge: wrecks were wasted as the Iranians attempted to switch the site of the meeting to Baghdad. That effort met a brick wall: the U.N. coalition, often a spongy alliance, refused to countenance it, and the Iranians...backed down. And then they began to actually talk with the European Union's designated negotiator, Helga Schmid. Their statement at the Istanbul meeting was substantive. They agreed to another meeting, which will take place on May 23 in Baghdad. They've continued to talk to Schmid. They seem to understand what the world is asking of them. They promise to make a serious proposal in Baghdad. There is some cautious op-

In the Arena

timism that, as the retired U.S. diplomat Nicholas Burns puts it, "for the first time in 22 years, since the Iranian revolution, there is the possibility of serious, substantive and sustained talks with Iran."

What on earth happened? Diplomacy happened. The Obama Administration conducted a quiet, persistent two-year campaign to bring the Russians and Chinese into a united front supporting the most serious round of economic



sanctions ever passed by the U.N.; the European Union and the U.S. have imposed further sanctions, against Iranian oil and Iran's central bank, that are scheduled to kick in this summer. The economic impact of these sanctions has been greater than anticipated. Iran's economy is nearing collapse; its oil sits on ships, awaiting customers. Iran's Revolutionary Guards Corps, the real power behind the regime, controls about a third of the Iranian economy, and it is being hurt badly. Iranian sources speculate that the Guards have been pressuring Supreme Leader Ali Khamenei to make a deal or get the sanctions eased by appearing to make

a deal. But it's difficult to know for sure what's happening within the regime. Israel has made a difference too. Its covert campaign to sabotage the Iranian nuclear program has been very successful. Its overt threats to bomb Iran's facilities are taken seriously by the regime, even if most experts believe that Israel lacks the capacity to do much permanent damage to the Iranian program.

**So what can we expect from the Baghdad talks?** The biggest issue on the table is the IAEA's ability to make intrusive, unannounced inspections of the Iranian nuclear program, including visits to military facilities like Parchin, where the Iranians may have been testing the blinding device that can initiate a nuclear explosion. The U.N. has also demanded that Iran suspend its enrichment program. Neither of these concessions is likely to be made in Baghdad. The Iranians have made noises about suspending their program to enrich uranium to 30% purity, a precursor to the creation of a nuclear bomb, in return for an easing of the sanctions. Iran may agree to ship out its 30%-pure uranium in return for fuel rods that can be used in its medical reactor, which creates isotopes for radiation therapy in Tehran. Or it may offer to simply talk about these possibilities. It won't agree to suspend its program to enrich uranium to 3-5% purity, the level necessary for peaceful nuclear power.

If Iran offers to suspend production of 20% uranium, that will be big news. And there will be pressure to ease the sanctions. It is possible that the Russians or the Chinese—or even the French, now that Nicolas Sarkozy is no longer in charge—will concede, which is what the Iranians are obviously hoping for. The true test of the Obama Administration's diplomacy will be if it can hold the coalition together and continue to demand rigorous IAEA inspections. Only if the coalition holds, and no immediate concessions are made, will we see if Iran is really serious about negotiations this time.



TO READ JOE KLEIN'S COLUMN, SEE US

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## TIME



Frabelle is a Friend Of The Sea.  
Are you?



Frabelle is a major tuna producer in Papua New Guinea. The local fisheries authority has implemented strict sustainable fishing practices based on the Precautionary Approach and in full collaboration with the other Pacific Nations of the region.



Official third observers are on board every vessel reporting information such as bycatch, discard and other data which allows to produce always more precise stock status and ecosystem impact information. With Friend of the Sea we are now going even further and we have started classifying our tuna based on whether it was caught with Fish Aggregating Devices or on Free Schools. This way consumers can make their choice.

Frabelle was the first company in the area achieving Friend of the Sea certification for its already earth island Institute Dolphin Safe approved purse seine fleet and its processing factory. As Quality Manager I verify continuous compliance with our sustainable fishing policy, which includes No Shark Finning and Live Release of any brought endangered species.

As a PNG Citizen I am proud my company has always considered Social Accountability a priority, providing its employees with a pleasant and safe working environment and supporting us with special training to make best use in our daily lives of the salary earned at work.

Arthes Magas Quality assurance and quality control manager  
[www.frabelle.com](http://www.frabelle.com)



[www.friendofthesea.org](http://www.friendofthesea.org)



# FoS Media presence







# FoS Media presence



# AARP Bulletin

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Power of 50

## The Sea of Green

When Rachel Carson helped launch the environmental movement 50 years ago with her best-selling book *Silent Spring*, which exposed the dangers of pesticides, no one could have imagined a world of companies one-upping each other with eco-friendly products. Grass-fed shrimp? Organic engine oil? Not so far-fetched today. Here, we decode top eco-labels so you know what you're buying as you navigate a world going green.

By Betsy Towner

**Energy Star**  
Environmental Protection Agency/Department of Energy-certified products that will reduce your energy bills

**Burn Wise**  
EPA Wood-burning appliances that emit the cleanest and least amount of smoke indoors and out

**Better Cotton Initiative**  
Fabric from growers who follow low-pesticide and economically viable cotton farming practices

**Certified Carbon Neutral**  
Businesses fund projects that reduce the same amount of emissions they produce, neutralizing their carbon footprint

**Green Seal**  
Minimal-impact products and services from renewable sources

**Fair Trade Certified**  
Imported foods that meet international environmental, labor and development standards

**Friend of the Sea**  
Seafood fished from stable populations using methods that don't impact the seabed

**EPA Lead-Safe Certified**  
Renovation and repair firms using methods and products that minimize exposure to the toxic metal

**USDA Certified Grass-Fed**  
Meat from ruminant animals raised on a diet of 100% grass and forage

**Food Alliance Certified**  
Foods from farms dedicated to sustainable farming practices

**Good Housekeeping Green Seal**  
Consumer products that meet the magazine's standards for quality and environmental responsibility

**LEED**  
Buildings that are made with eco-friendly materials, save water and energy, don't unnecessarily impact the site, and have a high-quality indoor environment

**Certified Naturally Grown**  
Foods from small organic farms that follow USDA Organic standards but don't have the budget to apply for official status

**Aquaculture Stewardship Council**  
The industry standard for identifying seafood raised with sustainable and environmentally sound practices

**Compostable**  
Plastic products that biodegrade quickly and completely

**USDA Biobased**  
Products with a preset amount of renewable agricultural, forestry or marine materials

**Green Star Certified**  
Products and services from companies dedicated to waste reduction, energy conservation, recycling and pollution prevention

**Rainforest Alliance**  
Products made by methods that do not add to global deforestation and environmental destruction

**Leaping Bunny**  
Cosmetics, toiletries and household cleaners that have been developed with no new animal testing

**USDA Organic**  
Foods produced without using synthetic fertilizers, sewage sludge, irradiation or genetic engineering

USA  
40 m  
readership

# Consumer Friendly Message



**Are You Friend of the Sea?**