



Ocean Trust

Funding: The funding for Ocean Trust comes from government and private grants as well as membership donations. The largest government grants have come from NOAA with the largest private grants coming from Shell. Members have donation options from \$250 to \$100,000 and Ocean Trust lists approximately 100 members on its site.

Fisherman: Thor Larsson, the organization's president has developed an organization that is made up mostly of fisherman, wholesalers and distributors. He has been outspoken in articles about working with the industry to clean up problems before the involvement of outside organizations. The organization encourages their membership to use the Ocean Trust logo as a marketing device to promote sales.

Mission: Ocean Trust is designed to focus their science based recourses on specific population problems along America's coasts. The organization does not produce lists of sustainable or non sustainable seafood nor do they ask their members to sell only specific fish. Rather, they pull together government and business recourses to help protect or repopulate a species within a specific area.

History: The organization began in 1992 with granted funds from the seafood industry. After the completion of a successful sea turtle restoration project awards began to find their way to Mr. Larsson. He was named the Seafood Industry Person of the year in 2000 and gained additional awards from NOAA, U.S. Fish and Wildlife organization and the E.P.A.

Transparency: The organization's website: www.oceantrust.org provides all data on completed projects, all current projects, members, partnerships and funding. Furthermore, President Larsson's direct phone number is listed on the site and he was happy to take a call from and answer questions for Profish when we attempted to contact the organization.

Locally: Ocean Trust does not offer an accreditation program for its members that choose to use sustainable seafood. They are currently working in costal Maryland and Virginia on projects designed to restore clam and oyster populations respectively. Profish customer Bonfish Grille is a supporter of this organization.



Profish Limited
1900 Ferwick Street, NE, Washington, DC 20002 • (202) 529-3003 Fax (202) 832-3245
www.oceanpro.com