

THEORY OF CHANGE

OCEANS



The Walton Family Foundation believes that restoring global fisheries can be the sustainability success story of the 21st century. The ocean is the world's largest environmental system - and fish are one of the best indicators of ocean health. **The sustainable seafood movement is creating solutions so nature and people can thrive together.**

WHAT



Inclusion

- ▶ **Empower fishers** to have greater participation in management decisions
- ▶ **Leverage public and private funding** toward sustainable fishery management
- ▶ **Support the leadership,** and amplify the voices of effective local organizations



Innovation

- ▶ **Expand adoption of technology** for efficient fisheries data collection
- ▶ **Ensure that legality and sustainability** are protected from bait to plate



Supply Chain

- ▶ **Increase demand for sustainable seafood** through expanded industry collaborations and follow through on commitments to sourcing sustainable seafood. (US, EU & Japan)
- ▶ **Increase supply of sustainable product** by moving 14 focus fisheries towards full sustainability



Policy

- ▶ **Support policy tools** that make it harder for illegally caught seafood to enter the marketplace
- ▶ **Modernize fisheries management** to address the changing climate

WHO

Fishers

Work with fishers so they see the benefits of adopting sustainable fishing practices in their communities and businesses



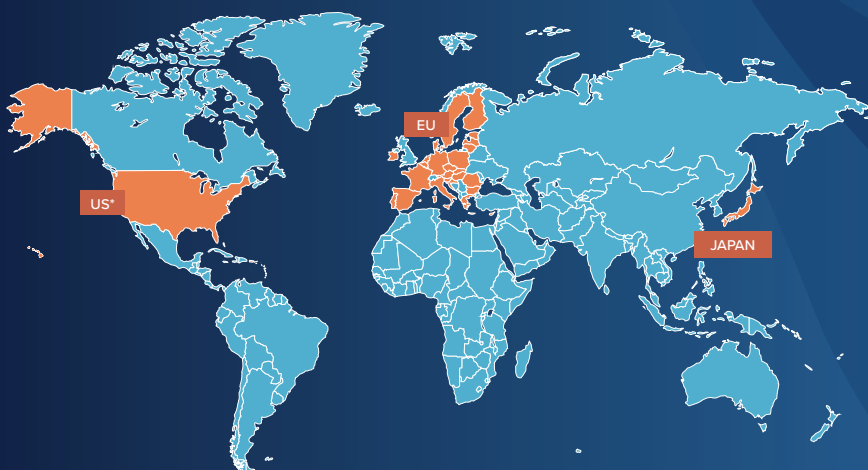
Seafood Industry

Support industry efforts to adopt sustainability measures throughout their supply chain



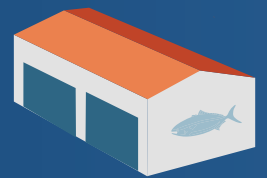
WHERE

We work in the **US, Japan and EU** to drive demand for sustainable fish supplied from the 14 'focus fisheries'



WHY

Stronger, more robust sustainable fisheries +



Improved and inclusive socio economic status for fishers =

A system where nature and people can thrive together



Large wild shrimp	Snapper/Grouper	Jumbo flying squid	Anchoveta	Hake	Octopus	Mahi-mahi	Blue swimming crab	Tuna
MEXICO	MEXICO	PERU AND CHILE	CHILE	CHILE	INDONESIA, MEXICO, PERU AND CHILE	INDONESIA AND PERU	INDONESIA	INDONESIA



* The foundation does broader work on sustainable fisheries in the US and Mexico