



Jesse Arreguín
District 4

CONSENT CALENDAR
July 13, 2010

To: Honorable Mayor and Members of the City Council
From: Councilmembers Jesse Arreguín
Subject: Referral to Community Environmental Advisory Commission: Sustainable Seafood

RECOMMENDATION:

Refer to the Community Environmental Advisory Commission for study the issue of sustainable seafood and labeling requirements of fresh or frozen fish and request that the Community Environmental Advisory Commission return to Council with a recommendation for a process to educate the public and possible labeling requirements within 90 days.

BACKGROUND:

The oceans supply us with food, help regulate our climate, and supply a livelihood for millions of people. Just as important, we depend on the oceans for recreation and renewal. But our seas are not the infinite bounty they appear to be. Today, no part of the oceans remain unaffected by human activities. And among the many factors influencing our ocean ecosystems, none has a greater impact than fishing.

Humans have been fishing the oceans for thousands of years. But over the past five decades technology has allowed us to fish farther, deeper and more efficiently than ever before. Scientists estimate that we have removed as much as 90 percent of the large predatory fish such as shark, swordfish and cod from the world's oceans. In 2003, the Pew Oceans Commission warned that the world's oceans are in a state of "silent collapse," threatening our food supply, marine economies, recreation and the natural legacy we leave our children.

Through better practices, we can create healthy, abundant oceans for everyone. One such better practice is consumer education, such as Seafood Watch, a program of the Monterey Bay Aquarium. Working with consumers, fishermen, restaurants, retailers and suppliers, Seafood Watch has been educating the public about healthier, more eco-friendly seafood choices.

FINANCIAL IMPLICATIONS:

Unknown. Staff time will be involved in doing analysis and preparing reports for Community Environmental Advisory Commission discussion.

CONTACT PERSONS:

Jesse Arreguín, Councilmember, District 4 981-7140

