

## A LOOK INTO THE FUTURE OF XXXX

XXXX is unlike any program in the history of our organization, and has positioned us on the cutting edge of a time of unprecedented environmental evolution in our city and region. Through XXXX, we have the ability to continue and improve upon XXXX's reputation as a steward of nature and a force of incredible good in the Gulf.

Since 2012, XXXX has made great progress in building a solid technical base on which our outreach and promotional platforms can stand. We have cultivated a reputation of excellence with the Louisiana Department of Wildlife and Fisheries, Gulf States Marine Fisheries Commission, and other public and private organizations. The fruits of that reputation are clear in the successful launch of the restaurant program, chef's council, and in the reach of our work across Gulf boundaries, including stakeholder venues that rely on sustainable seafood for their livelihood. Growing interest from other AZA-accredited facilities has encouraged us to develop and lead a collaborative alliance committed to supporting responsibly managed fisheries, sustainable fisheries products, and advancing the greater effort to conserve our fragile aquatic resources and environments. Though the program's maturation, we are now in a position to capitalize on what we have learned, and thus have developed a path moving forward that builds upon the knowledge we've gained on our journey.

What follows is a proposed roadmap, complete with vision, ideas and milestones by which to measure our growth. We are encouraged by our progress, and look forward to continuing to be the Gulf coast leader in this global movement towards conserving and advocating on behalf of our precious resources.

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## XXXX's Vision

XXXX verifies that the natural marine resources of the Gulf of Mexico are fished responsibly, and recognizes the needs of the environment and the people who depend on that environment for their livelihood. Through our projects, we pledge to:

1. Promote sustainable practices through holistic, science-based fishery management programs
2. Foster a community that is knowledgeable and invested in Gulf seafood
3. Create a more stable and confident fishing industry
4. Increase marketability of Gulf seafood through promotion of sustainable practices

Being a trusted source of information is important to XXXX, which is why communication is a cornerstone of our work. We know the discussion about sustainability goes beyond our borders, so we're committed to connecting local, national and international voices for a broad consensus. At the same time, XXXX. gives a voice to our fishing culture and economy, helping fishers and resource managers navigate environmental concerns and communicating the successes and resilience of our fisheries to audiences world-wide.

Though based in New Orleans, we have partners and contacts in all five Gulf states working together to promote and celebrate responsibly harvested Gulf seafood. By conforming to global best practices, we're ensuring that Gulf seafood is recognized as world-class in both sustainability and quality.

The success of our program will be measured by an increasingly stable and thriving fishing industry, a healthy, diverse, and productive environment, and an appreciation of Gulf seafood that reaches further than ever before.