

**California Sustainable Seafood Initiative
Advisory Panel Meeting #3**

October 13, 2010 (10 AM – 6 PM)

October 14, 2010 (9 AM – 3 PM)

Monterey Bay Aquarium Research Institute (MBARI)
7700 Sandholdt Rd
Moss Landing, CA

MEETING OBJECTIVES

1. Discuss and provide feedback on the draft protocol for CA sustainable seafood certification
2. Discuss criteria and design options for a California sustainable seafood label
3. Begin discussing core elements of a marketing campaign for certified California sustainable seafood

Public comment will take place at approximately 1:00 PM on October 13 and at approximately 1:00 PM on October 14, 2010.

Day 1: October 13, 2010

No.	Topic
<i>9:30 AM</i>	<i>Arrivals and refreshments</i>
10:00 AM	Welcome, introductions, agenda review, and reminder of Advisory Panel charge
1.	
2.	Present current draft CA sustainable seafood certification protocol, and review Advisory Panel input to date
3.	Discuss and provide feedback and input on key components of draft certification protocol
<i>12:00 PM</i>	<i>Lunch</i>
4.	Public Comment
5.	Continue discussion on draft protocol
<i>5:30 PM</i>	<i>Adjourn</i>

Day 2: October 14, 2010

9:00 AM 1.	Agenda review and questions/comments from Day 1
2.	Continue discussion on draft protocol, as needed
3.	Discuss criteria and design options for a California sustainable seafood label
4.	Presentation of CDFA marketing approach
12:00 PM	<i>Lunch</i>
5.	Public Comment
6.	Discuss core elements of a marketing campaign for certified California sustainable seafood
7.	Recap and Next Steps
3:00 PM	<i>Adjourn</i>