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Digital Hub connecting global seafood retailers, businesses launched by SFP, Purina Eu

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Sustainable Fisheries Partnership (SFP) and Purina Europe have collaboratively launched the â??Bycatch Solutions Hubâ? to connect seafood retailers and businesses. The global digital hub connects aid in financially supporting projects to reduce ocean wildlife bycatch with organizations capable of implementing in-the-water solutions. This first-ever, web-based platform was created by SFP and Purina Europe to solve the challenge for companies to help protect endangered, threatened, and protected (ETP) species in their seafood supply chains.

Bycatch Solutions Hub was developed in partnership with Purina Europe as part of SFP's Protecting Ocean Wildlife campaign to promote action at all levels of the supply chain to reduce bycatch and improve ocean biodiversity.

Kathryn Novak, Biodiversity and Nature Director at SFP explains â??Companies want to fix the bycatch problem, but they donâ??t know how or where to look for solutions. The Hub serves as a matchmaking service to bring together interest, funding, and expertise to reduce ocean wildlife bycatch. The Hub can mobilize significant amounts of funding that will directly help protect hundreds of thousands of sharks, sea turtles, marine mammals, and seabirds from being harmed or killed in fishing gear.â?•

Seafood Expo Global is the largest seafood trade event in the world. A major barrier for retailers in addressing ocean wildlife bycatch is fragmented information about the work being done and how they can participate and support it. The Hub was

explicitly designed to solve this problem and is establishing an emerging trend in industry-led bycatch mitigation.

Nicola Bedding, NestlÃ© Purina Petcare Europe Raw Material Buyer said â??We wanted to be the founding sponsor of the Bycatch Solutions Hub to kickstart action by the seafood industry to protect ocean wildlife. Resources are there, but there are major barriers for industries and companies in finding and supporting practical, real-life solutions. The Hub will be an innovative global place that connects stakeholders who care about marine life that previously could not find each other.â?

Bycatch is the capture of non-target species in fishing, such as sharks, marine mammals, sea turtles, and seabirds, all ecologically significant to ocean biodiversity. Bycatch is still occurring globally on a significant scale, despite an increase in the number of certified fisheries and improvement projects and significant public attention to this issue.

Through the Hub, retailers will be able to obtain exemplary practice solutions to ETP by-catch, including emerging innovations currently in testing. Updates on existing projects and their progress and data will drive the creation of new projects. The Hub will establish an interactive dynamic community, including webinars, meetings, and interactive events. This will enable participants to hear about new developments, share feedback and experiences, and learn from others.