

# Better Seafood Board

## The Who, What, Why, and How of the BSB

### Who

Members of the National Fisheries Institute have taken a pledge to stamp out economic fraud in the seafood industry. And they need your help.

All members of NFI have pledged to follow the rules and not sell seafood that is short weight or count, that has the wrong name, or that has been transshipped to circumvent duties and tariffs.

### What

To put some teeth to the pledge, the Better Seafood Board (BSB) has been established, independent from National Fisheries Institute. The BSB provides a mechanism for industry's partners in the supply chain – restaurants, retail operations, further manufacturers – to report suppliers committing economic fraud.

### Why

Suppliers who cheat customers cheat the entire industry. And suppliers, restaurants and retailers who follow the rules often get penalized in the marketplace. Fair and lawful business practices are essential for ensuring consumer confidence in seafood. The entire supply chain is dependent on maintaining this confidence.

### How

You, as a customer of the seafood industry, are a vital link for the success of the Better Seafood Board. If you find that your business has been sold product that had a short weight or count, was misidentified as to species, or identified with an incorrect country of origin to get around having to pay duties, it is up to you to first try to resolve the issue with your supplier. If you can't resolve the issue to your satisfaction, you now have another course of action – The Better Seafood Board. A call-center has been established to take your call and work with you to document the situation of economic fraud. The Better Seafood Board will then determine the next course of action. All with a single goal in mind – maintaining consumer trust in seafood.



Call 1-866-956-4BSB to report a concern with your seafood supplier

[www.betterseafoodboard.com](http://www.betterseafoodboard.com)