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**Media Supplement**

**Comments from and Information about the Collaborators**

**About Ceres**

Ceres is a non-profit organization that is mobilizing many of the world’s largest investors and companies to take stronger action on climate change, water scarcity and other global sustainability challenges. Ceres directs the Investor Network on Climate Risk, a group of 120 institutional investors managing about $13 trillion assets focused on the business risks and opportunities of climate change. Ceres also engages with 100-plus companies, many of them Fortune 500 firms, committed to sustainable business practices and the urgency for strong climate and clean energy policies. For more information, visit [www.ceres.org](http://www.ceres.org/) or follow on Twitter [@CeresNews](https://twitter.com/CeresNews?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor).

*"Ceres is proud to join with WWF and WBCSD in this important partnership to fundamentally change global food sourcing practices, which are not sustainable and are causing profound destruction of ocean- and land-based ecosystems in all corners of the world,” said Mindy Lubber, president of Ceres, which works with many of the world’s largest companies and investors on sustainability issues. “Ensuring that our food sourcing practices are conserving - not degrading - our natural ecosystems is a colossal challenge, especially as population pressures and climate impacts are growing. It will require wide-ranging strategies focused on all parts of our food commodity value chains - from producers and buyers, to food companies and the investors who own them.”*

**About FishWise**

Based in Santa Cruz, CA, FishWise promotes the health and recovery of ocean ecosystems by providing innovative market-based tools to the seafood industry and supports sustainability through environmentally responsible business practices. FishWise partners with some of North America's largest and most innovative retailers, suppliers, and producers. For more information, visit [www.fishwise.org](http://www.fishwise.org).

*“FishWise is excited for the opportunity to work with sustainable seafood leaders – both in the non-profit and private sectors – to achieve even greater impact through this collaboration,” said Tobias Aguirre, FishWise executive director. “Our planet’s wild capture fisheries and aquaculture are at a critical juncture and we must work swiftly to ensure they are on a path to sustainability.”*

**About Monterey Bay Aquarium Seafood Watch**

The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the ocean. The Monterey Bay Aquarium Seafood Watch® program empowers consumers and businesses to choose seafood that's fished or farmed using responsible methods that protect sea life and habitats, now and for future generations. Seafood Watch’s widely recognized and respected science-based recommendations, indicating which seafood items are "Best Choices" or "Good Alternatives," and which ones to "Avoid," are available in its mobile [app](http://www.seafoodwatch.org/seafood-recommendations/our-app) and at [seafoodwatch.org](http://www.seafoodwatch.org/). Follow [@seafoodwatch](https://twitter.com/SeafoodWatch?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) or on [facebook.com/seafoodwatch](https://www.facebook.com/seafoodwatch).

*“Only a collaborative effort can sustain global fisheries and aquaculture in a manner that doesn’t jeopardize the health of surrounding ecosystems or dependent communities,” said Monterey Bay Aquarium Seafood Watch program director Jennifer Dianto Kemmerly. “The breadth and complexity of the issues combined with the pace at which we must work make it imperative.”*

**About National Wildlife Federation**

[The National Wildlife Federation (NWF)](http://www.nwf.org/) is one of the oldest and largest wildlife conservation and education organizations in the United States, with nearly 6 million members and supporters and 49 state and territorial affiliates. NWF is dedicated to protecting wild species and habitat and inspiring future generations of conservationists. Our international work develops strategies to reduce the environmental impacts associated with large-scale agriculture, to help ensure that commodity production can meet the world’s needs without destroying forests or jeopardizing wildlife habitat. Follow us on [Facebook](https://www.facebook.com/NationalWildlife) and on [Twitter](https://twitter.com/nwf).

*“The National Wildlife Federation is honored to join this new collaboration, which will greatly enhance efforts to promote deforestation-free agriculture, starting with soy and beef production in South America," said Barbara Bramble, Senior Director of International Wildlife Conservation.*

**About The Nature Conservancy**

The Nature Conservancy is a leading conservation organization working around the world to conserve the lands and waters on which all life depends. Visit The Nature Conservancy on the web at www.nature.org. To learn about the Conservancy’s global initiatives, visit www.nature.org/global.

*“Determining how to boost agricultural output without further deforestation is critical,” said Mark R. Tercek, President and CEO of The Nature Conservancy. “For example, in Brazil, Argentina and Paraguay, production can be steered into large areas of previously cleared land to meet demand for food without further environmental impact. The Moore Foundation's extraordinary investment in important initiatives like this are a big step toward sustainably feeding a growing population.”*

**About New Venture Fund**

The New Venture Fund (NVF) works to achieve a healthier, more equitable world. Our work spans a range of issue areas to realize social and environmental change. We collaborate with individuals and institutions to provide [fiscal sponsorship](http://www.newventurefund.org/project-incubation/) and [project hosting support](http://www.newventurefund.org/hosted-projects/) that enable them to reach their philanthropic goals.

**About Sustainable Fisheries Partnership**

Founded in 2006, the Sustainable Fisheries Partnership Foundation – known as Sustainable Fisheries Partnership (SFP) – is a nonprofit organization dedicated to rebuilding depleted fish stocks and reducing the environmental and social impacts of fishing and fish farming through engaging fishery stakeholders (communities, NGOs, government, etc.) and seafood businesses in every part of the supply chain. The organization works to improve fisheries through fishery improvement projects (FIPs) and aquaculture improvement projects (AIPs), which are multi-stakeholder bodies that seek to advance the sustainability of fishing and fish farming operations. SFP also supports Supply Chain Roundtables, which allow seafood suppliers to work in a pre-competitive environment to promote improvement throughout the supply chain. Visit us at [www.sustainablefish.org](http://www.sustainablefish.org).

*“With its continued support of SFP, the Moore Foundation has demonstrated time and again its commitment to improving the state of the world’s fisheries and aquaculture,” said Jim Cannon, SFP founder and CEO. “We consider the foundation to be one of our strongest supporters, and look forward to maintaining this welcome and vital relationship.”*

**About World Business Council for Sustainable Development**

The World Business Council for Sustainable Development (WBCSD), a CEO-led organization of some 200 forward-thinking global companies, is committed to galvanizing the global business community to create a sustainable future for business, society and the environment. Together with its members, the Council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action. Leveraging its strong relationships with stakeholders as the leading advocate for business, the Council helps drive debate and policy change in favour of sustainable development solutions.

*"To make the world and its food system truly sustainable, we need a systemic transformation. This means we must ensure that businesses are measured and valued by their true profits and true value – not just by their financial results,” said Peter Bakker, CEO of WBCSD. “We’re encouraged to see the Moore Foundation support this vision, which will allow us and the other partners to build and scale this critical initiative. The food sector and its financial partners must move away from production practices that degrade natural ecosystems. Modern-day sustainability demands systems and processes that support business and the capital markets to make informed decisions using effective, integrated disclosure. We’re looking forward to collaborating with Ceres and WWF as we work to accelerate the transition to a sustainable world.”*

**About World Wildlife Fund**

WWF is one of the world's leading conservation organizations, working in 100 countries for over half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit [www.worldwildlife.org](http://www.worldwildlife.org) to learn more and follow our news conversations on Twitter [@World\_Wildlife](https://twitter.com/World_Wildlife?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor).

*“We have long understood that we cannot succeed in our mission unless we solve the interconnected threats of climate change and unsustainable food production. These are the two horsemen of the apocalypse in our work,” said World Wildlife Fund President and CEO Carter Roberts. “Not enough of the world’s attention has been focused on food, but the Moore Foundation just placed a huge bet to solve this problem with leading practitioners, including WWF, which has devoted extraordinary effort to this topic over the past 10 years. It’s one of the most fascinating initiatives in our field and one that will accelerate new solutions and new partnerships that matter. This is not your traditional conservation strategy. This continues Moore’s devotion to operate at the cutting edge of conservation and aim for the greatest impact at scale, no matter how hard or challenging that may be.”*

**About the Gordon and Betty Moore Foundation**

The Gordon and Betty Moore Foundation fosters path-breaking scientific discovery, environmental conservation, patient care improvements, and preservation of the special character of the Bay Area. Follow [@MooreFound](https://twitter.com/MooreFound?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor) or visit [www.moore.org](http://www.moore.org).