

## Contacting Experts

Generally, email contact first with name and credentials, mention Seafood Watch and Seafood Watch website and purpose of report, ask for permission to ask questions or gather data, and identify the exact topic you are interested in. Be aware that you may only have a few minutes. Identify what questions you will ask - be concise. Be as specific with your questions as possible; do a little homework to see what's generally on the web/in the literature before contacting experts. You don't have to come across as an expert yourself, but you should be somewhat informed.

Example email text:

Hi Dr X,

I'm a consulting researcher for Seafood Watch working on the [Atlantic cod] report. Seafood Watch strives to obtain the most up-to-date data and information on a fishery to use in assessing it's sustainability against our criteria (available on the Seafood Watch website at [http://www.montereybayaquarium.org/cr/cr\\_seafoodwatch/sfw\\_aboutsfw.aspx?c=ln](http://www.montereybayaquarium.org/cr/cr_seafoodwatch/sfw_aboutsfw.aspx?c=ln)).

Specifically I'm interested in talking with you about information and data related to (e.g.):

- Atlantic cod stock assessment
- What gears are used to catch cod, and what other species are caught with cod?
- If there are endangered or depleted species caught, what measures are employed to mitigate the catch?
- What measures are in place to reduce the impact of fishing on the seafloor?
- Where might I find out detailed information about management (e.g. whether managers typically follow scientific guidance when setting TACs, how effective are any monitoring and enforcement mechanisms that are in place, what level of stakeholder involvement is there in the fishery process)?

I'm hoping you might have 10 minutes or so to talk on the phone regarding these questions/data. I'm generally available, so whenever works best for you. I'll follow-up with a call in a couple of days if I haven't heard from you.

Many thanks,

Unknown bycatch matrix template

"Dear \_\_\_\_\_,

*I am a contract fisheries analysts for the Monterey Bay Aquarium Seafood Watch program and I am researching the add fishery in add country, region, etc. and I was wondering if you would be able to provide some information on bycatch species?*

*As a bit of background, the Monterey Bay Aquarium and the Seafood Watch program help sustain wild, diverse and healthy ocean ecosystems that will exist long into the future. We do this by increasing consumer awareness and encouraging businesses to purchase seafood that is fished or farmed in ways that do not harm the environment. When there is scientific uncertainty, we err on the side of conservation. Seafood Watch recommendations are science-based, peer reviewed, and use ecosystem-based criteria. More information on our sustainability criteria can be found here:[http://www.montereybayaquarium.org/cr/cr\\_seafoodwatch/sfw\\_aboutsfw.aspx?c=ln](http://www.montereybayaquarium.org/cr/cr_seafoodwatch/sfw_aboutsfw.aspx?c=ln)*

*I had a very difficult time locating bycatch data, as well as information on bycatch management measures for the fisheries assessed in this report. Because of that, I have had to err on the side of caution with scoring. If you have any data or suggestions on where we could get more information please let me know and I will incorporate that into the report and scoring.*

*Once the report is complete would you be interested in conducting a peer review of the entire report?*

*Thank you for any guidance you can provide.*