

May 31, 2017

Hello Prospective Participant,

You are cordially invited to participate in a regional study, "Seafood Traceability In the Pacific Northwest: An Industry's Perspective." You were contacted based on your role in local and regional seafood supply chains. Lead by Dr. Gil Sylvia and graduate research assistant Brian Ahlers, the goal of this project is investigate the regional seafood industry's perceptions and attitudes about traceability, their businesses practices incorporating traceability, and their attitudes for industry driven solutions versus increased government regulation. Ultimately the goal is to help the seafood industry increase collaboration to improve the sustainability, quality, safety, and the value of seafood in the Pacific Northwest. We are particularly interested in potential benefits in production efficiency, risk management, and marketing as it pertains to sustainability and traceability as a tool.

Your participation in this study will involve a 15 minute questionnaire. There will be opportunities to participate further once the interview has been conducted. Your valuable insights which will inform a comprehensive questionnaire that will engage hundreds of businesses in northern California, Oregon, and Washington later this fall. Ultimately we will be generating a report that represents as many voices as possible in the regional seafood industry. We will be presenting our findings to companies or organizations in the region.

Thank you for your consideration. We value your contributions and look forward to discussing this futher.

Respectfully,

Gil Sylvia



Director, Coastal Oregon Marine Experiment

Station

Oregon State University

Brian Ahlers



Brian Ahlers

M.S. Candidate for Marine Resource Management
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