



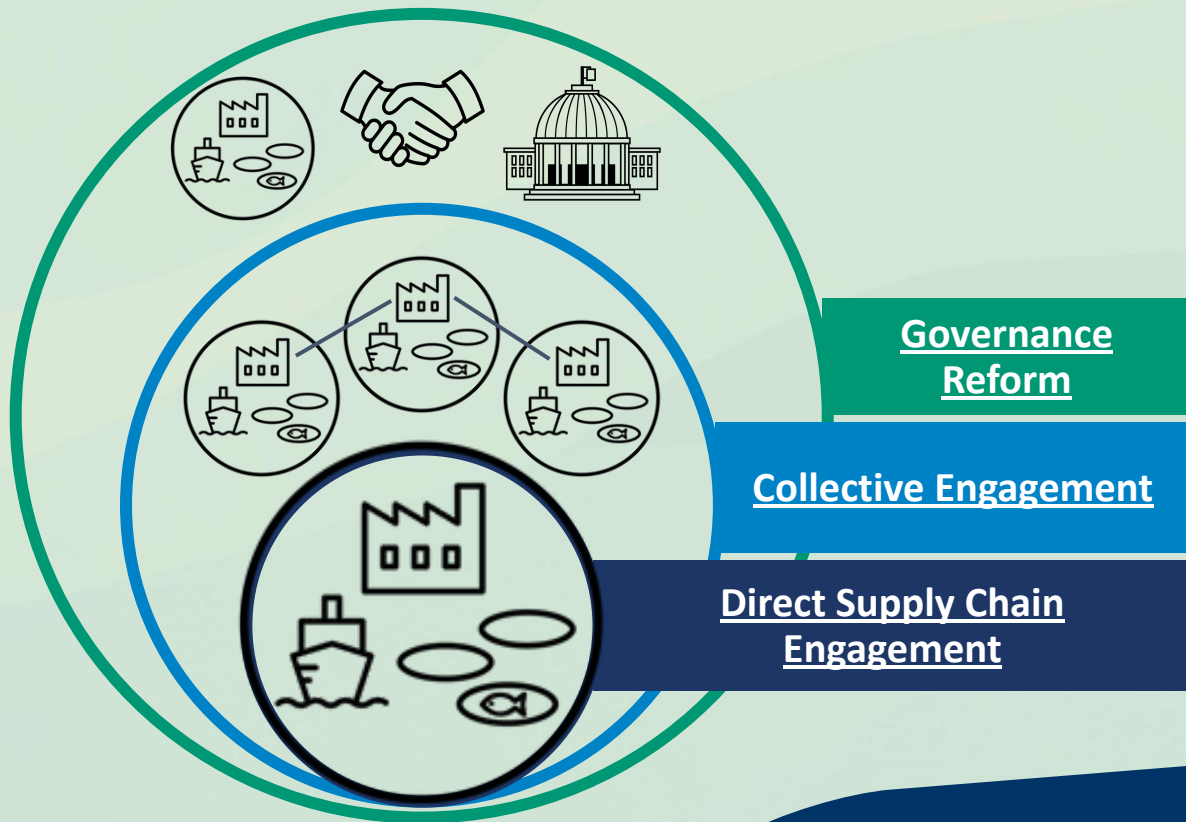
Lessons Learned from Retailer Forum: Benefits and Barriers of Recent Initiatives

September 23rd, 2026



FishWise Approach

Spheres of Influence



What is the Retailer Forum?

- Retailer only pre-competitive forum
- Launched in 2023
- Overarching aims of the forum:
 - Provide clarity
 - Increase transparency
 - Support and enable alignment
- Forum has collectively set collaboration priorities
- Each year the Forum has a focus or goal that builds on the year prior and make progress towards priorities.
- Each year FishWise collaborates with external organizations to elevate tools/resources/opportunities.

Retailer Forum Timeline:



Bringing external initiatives to Forum:

Through engagements in 2025, FishWise found:

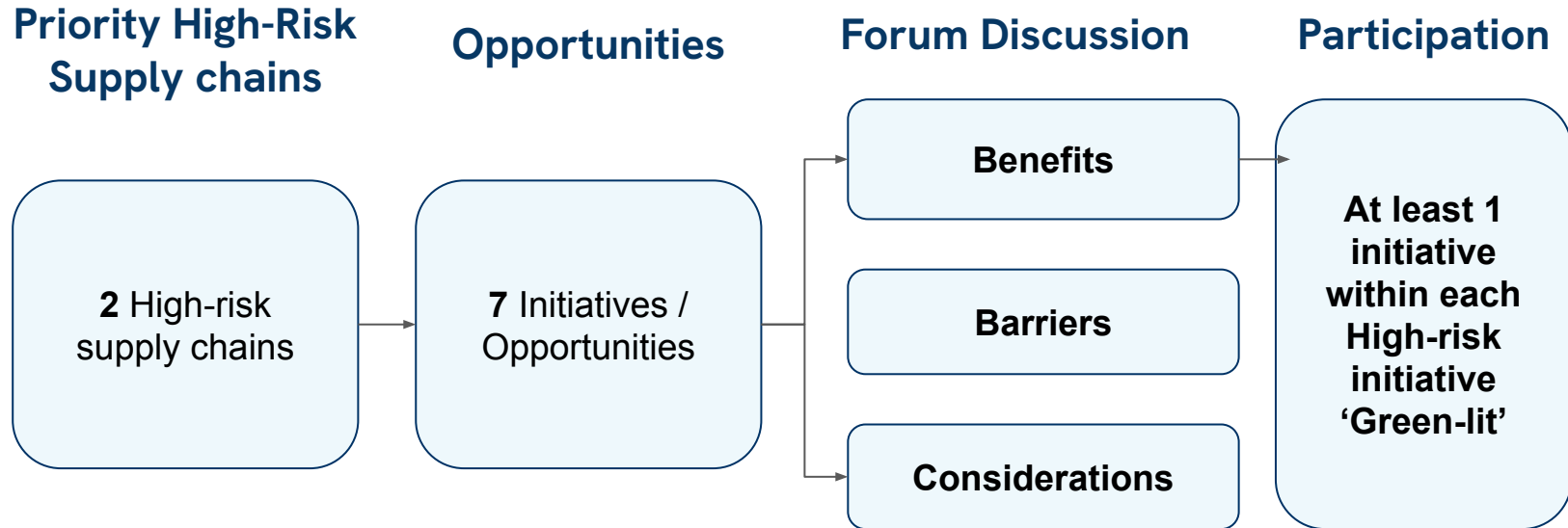
- Many projects in priority areas already underway
- Almost all wanted retailer involvement

Challenges:

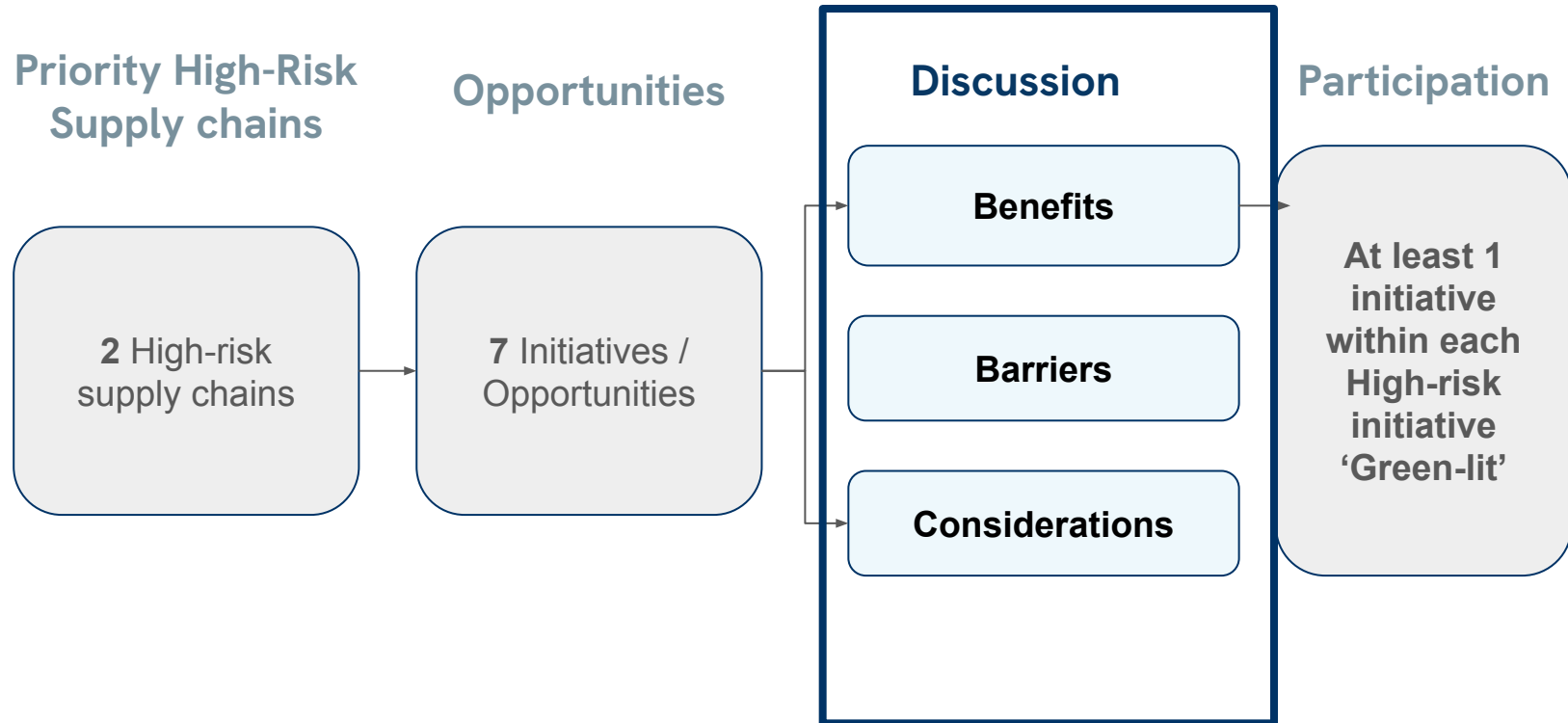
- Retailers were getting approached often
- Due to limited resources, retailers often need to choose which projects to participate in
- Projects are often siloed - with little transparency



2026 Forum Focus & Process:



Value to CASS Community:



FishMarket Lessons Learned

During the FishMarket we'll provide a more detailed summary of the benefits and barriers that retailers highlighted, items they thought were missing, and some specifics organizations should consider if they want retailer participation.

Benefits

Example:

- Simple solution
- Clear purpose/goal
- Potential to scale

Barriers

Example:

- Too rigid, not flexible enough
- \$\$\$\$\$
- Internal silos

Considerations

Example:

- Timeframes
- Is it additive, or requires a policy/program shift?



See you in Halifax!

Come learn more at our FishMarket Session

Feel free to reach out with any questions:

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