How might we help consumers make an informed decision about the marine products they purchase, and create awareness about the impacts of illegal fishing?

* Basically, “ Make sure any food you eat has been obtained sustainably. “
* Implies that data exists allowing stakeholders to monitor how much of a ship’s products might have been obtained illegally
  + Which means we have to ensure a solid infrastructure exists and use an automatic identification system to track vessels and regulate illegal fishing? \*\*