



WWF-US FIP Participant Policy

While continuing to purchase product from a fishery involved in a fishery improvement project (FIP) provides a strong incentive to the fishery to continue improvement activities, we encourage action across the supply chain to support FIP progress.

A **FIP Participant** is an industry member that is part of the seafood supply chain for the FIP product (e.g., retailers, food service providers, suppliers, manufacturers, etc.) and is actively engaged in supporting the FIP. WWF-US encourages support of FIP participants, and will acknowledge FIP Participants on our sustainable seafood website and in other communications regarding our FIP work.

To be considered by WWF-US as a **FIP Participant** the participating entity is expected to engage in the following*:

For Suppliers/Processors:

- Sign an MOU with WWF outlining FIP implementation and communication activities the FIP Participant has agreed to;
- Be involved in the development of the FIP Action Plan (if the FIP is in development);
- Participate in FIP meetings (at a minimum the annual FIP review meeting, and at least one other meeting that WWF identifies as high priority, if any);
- Communicate support down the supply chain for the improvement efforts;
- Sign letters to government representatives that encourage their involvement in a FIP or that they take certain actions to advance the FIP (which WWF will draft and ask you to send);
- Implementing activities identified in the Action Plan (if you are noted as a responsible party);
- Encourage on-the-water changes (in fishing practices, gear types, etc.) by communicating necessary improvement actions to the fishers you buy from;
- Provide partial-cost coverage for the FIP; and
- If milestones/agreed deadlines within the Action Plan have not been met, work with WWF and the FIP consultant to identify remedial actions, and any revised milestones, to bring the process back on track within a mutually agreed upon timeframe (no longer than 12 months).

For Buyers (e.g., retailer, food service provider):

- Sign an MOU with WWF outlining the activities they will undertake as part of their sustainable seafood commitment and/or engagement in the FIP;
- Participate in FIP meetings that WWF identifies as high priority if adequate advanced notice is given;
- Ask your suppliers to participate in FIP meetings (at a minimum the annual FIP review meeting, and at least one other meeting that WWF identifies as high priority, if any);
- Communicate support down the supply chain for the improvement efforts;
- Sign letters to government representatives that encourage their involvement in a FIP or that they take certain actions to advance the FIP (which WWF will draft and ask you to send);
- Encourage on-the-water changes (in fishing practices, gear types, etc.) by communicating necessary improvement actions to the fishers you buy from; and
- Provide partial-cost coverage for the FIP.

For more information about what a FIP is and how you can play a role, please email info@seafoodsustainability.org

* Please note that if a FIP Participant is inactive for one year or more, the FIP Participant status will be revoked.