



Current WWF FIP Participants:

AFFCO Trading, Inc.
Anova Food LLC
Beaver Street Fisheries, Inc.
Binca
Coral Sea Fishing
Costco Wholesale
Culimer
D&E Import LLC
Hilo Fish Company, Inc.
Hilton Worldwide
Hyatt Corporation
IncredibleFish Inc.
Lotus Seafood, Inc.
MiCal Seafood Inc.
Netuno USA, Inc.
Norpac Fisheries Export
Orca Bay Seafoods, Inc.
Pescanova USA
Royal Caribbean Cruises Ltd.
Sea Delight, LLC
Sodexo
SUPERVALU Inc.
Sysco Corporation
Tequesta Bay Foods, Inc.
The Fishin' Company
The Kroger Co.
Western United Fishing Company

WWF FIP Participant

Join the league of change makers

What is the goal of a Fishery Improvement Project (FIP)?

Through a transparent and thorough approach, a comprehensive FIP will increase a fishery's level of sustainability and help it meet the requirements of the Marine Stewardship Council (MSC) standard.

Who can be a WWF FIP Participant?

Retailers, food service companies, manufacturers, and suppliers can actively engage and help support a FIP to improve fishing practices and management.

Why support a FIP?

By supporting FIPs, WWF and its partners are helping conserve marine ecosystems and protecting the livelihoods of the millions of people who depend on them. Encouraging non-certified fisheries to improve their practices and ultimately meet the MSC's standard, seafood buyers can increase the number of sustainable fisheries and the overall supply of sustainable seafood in the marketplace. Being a WWF FIP Participant provides a precompetitive space for companies to engage in fisheries in their supply chains and leverage the power across multiple companies to drive fishery improvements forward.

What does it mean to be a WWF FIP Participant?

A participating entity shall sign on to the WWF FIP Participant Policy to be a publicly recognized WWF FIP Participant.

For a supplier/processor to be a WWF FIP Participant, the company is expected to engage in FIP activities (e.g., participating in development of the FIP workplan and implementing activities in the workplan); participate in FIP meetings; communicate support down the supply chain for the improvement efforts; sign letters to government representatives (WWF to provide drafts); meet milestones identified in the workplan; and provide funding based on market share of the fishery.

For a buyer (e.g. retailer, food service provider) to be a WWF FIP Participant, the company is expected to be involved in activities such as participating in FIP meetings and asking their suppliers to participate in FIP meetings; communicate support down the supply chain for improvement efforts; sign letters to government representatives (WWF to provide drafts); and provide funding as included under overall commitment work with WWF or based on market share of the fishery.

WWF FIP Participants are acknowledged on <http://seafoodsustainability.org> and can speak to their participation in the FIP on company sustainability materials through copy provided by WWF.

For a copy of the WWF FIP Participant Policy please visit seafoodsustainability.org or email us at info@seafoodsustainability.org.

What can you do?

Join other seafood leaders and become a WWF FIP participant by going to the industry page at seafoodsustainability.org. WWF has created an easy online process to sign up and become a WWF FIP participant.



What WWF FIPs can I sign up to be a FIP Participant for?

Currently WWF has the following FIPs available:

Thailand blue swimming crab - *bottom gillnet/trap*

Vietnam blue swimming crab - *bottom gillnet/pot/trap*

Bahamas spiny lobster - *trap/casita*

Honduras Caribbean spiny lobster - *trap*

Nicaragua Caribbean spiny lobster - *trap*

Ecuador mahi-mahi - *longline*

Peru mahi-mahi - *longline*

Atlantic Ocean tropical tuna - *purse seine (OPAGAC)*

Eastern Pacific Ocean tropical tuna - *purse seine (OPAGAC)*

Indian Ocean tropical tuna - *purse seine (OPAGAC)*

Western and Central Pacific Ocean tropical tuna - *purse seine (OPAGAC)*

Eastern Atlantic tropical tuna - *purse seine (GTA)*

Eastern Pacific Ocean tropical tuna - *purse seine (TUNACONS)*

Indian Ocean tuna - *purse seine (SIOTI)*

Vietnam yellowfin tuna - *longline/handline*