



Sustainable. Responsible. Traceable.

WWF's Guide to Seafood Sourcing





THE FUTURE OF SEAFOOD

No human activity has a greater immediate impact on habitats, wildlife, and natural resources than food production.

As the global population and consumption grow, we must meet increasing demand for food without intensifying its environmental impacts. Over the last 50 years, demand for seafood has increased five-fold, and the average annual increase in consumption has outpaced population growth by double. **Today, nearly 93% of fish stocks are overfished or fished to their ecological limit.**

In addition, aquaculture—the fastest growing source of animal protein—is putting pressure on vital ecosystems around the world. Expanding fish farms themselves are encroaching on mangroves and other coastal habitats; the use of wild-caught

fish for feed is diminishing fish stocks that form the core of the marine food web; and as farmers add more soybeans and palm oil to feed, increased production of these commodities threatens forests and grasslands around the world, from Brazil's Cerrado savannah to Indonesian rainforests to the Northern Great Plains of the U.S. and Canada.

Clearly these developments present risks to the seafood sector, but they also offer opportunities for businesses that want to sustain this valuable resource and give their customers the sustainable, responsible, and traceable products they increasingly demand.

THE BUSINESS CASE FOR SEAFOOD SUSTAINABILITY

As the largest traded food commodity in the world, seafood provides income and sustenance for billions of people across the globe. Trade in fish and fish products is estimated at about US\$150 billion.

This demand, however, puts immense pressure on fisheries that not only threaten the marine environment but also the economic and social well-being of those who rely on it. An increasingly erratic supply of seafood creates operational and financial risks for companies from product shortages to pricing fluctuations. Opaque supply chains that hide slave labor and illegally harvested fish also present legal and reputational risks to companies.

The good news is that what's good for the environment is also good for business. Stable fisheries mean increased likelihood of more stable supply and pricing. Traceable products enable companies to keep target opportunities to keep illegal activities out of their supply chains. The risks are many, but so are the tools that companies can utilize to mitigate them.



The World's Largest Global Conservation Organization

As the world's largest conservation organization working in over 100 countries, World Wildlife Fund (WWF) combines its scientific foundation and global reach to help drive more sustainable food systems that conserve nature and feed humanity. WWF works with global food companies to drive long-term, transformational change to source more sustainable products and actively engage current supply chains to drive these efforts. For more than 20 years, WWF has worked with fishing and farming industries, governments and local communities around the world to safeguard marine wildlife, the natural environment, and the livelihoods of people who depend on the oceans and coastal environments for their wellbeing. Today, we bring this expertise to bear on our 100+ partnerships with the industry's largest traders, processors, retailers, hoteliers, restaurants, and foodservice companies.



HOW TO MAKE A SUSTAINABLE, RESPONSIBLE, AND TRACEABLE SEAFOOD COMMITMENT

WWF is a global leader in seafood sustainability with more than 20 years of private sector engagement. WWF is currently partnered with over 150 leading companies working globally to transition seafood supply chains to more sustainable, responsible, and traceable food systems.

*WWF US company
partnerships engage over
550 fisheries across the
globe.*

WWF recommends companies take a comprehensive, multi-faceted approach to source sustainable, responsible, and traceable seafood by engaging and transitioning fisheries and farms to improve their management and production practices.

1 Sourcing from Sustainable, Responsible Seafood Certifications

Sourcing seafood that is certified by the most credible, third party verified, and traceable seafood standards: Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC)



For wild caught fishery certification, WWF supports MSC as the world’s leading certification program because of its thorough environmental criteria, credible certification procedures, and traceability requirements. MSC is an independent global non-profit organization that sets standards for sustainable wild-caught fisheries and traceable supply chains. Fisheries and companies are third-party certified against those standards through MSC certification and MSC Chain of Custody (CoC) certification respectively.

For aquaculture certification, WWF supports ASC as the most credible aquaculture certification program. ASC is an independent global non-profit organization that manages standards for responsible fish farming. The ASC standards include both environmental and social indicators, as well as traceability to farm level for certified products. Farms and companies are third-party certified against those standards through ASC certification and ASC Chain of Custody (CoC) certification respectively.

2 Transitioning Source Fisheries and Farms: FIPs and AIPs

Supporting the transition of fisheries and aquaculture farms to more sustainable sources by investing and engaging in fishery improvement projects (FIPs) and aquaculture improvement projects (AIPs) that aim to achieve MSC or ASC certification respectively. Ensuring all FIPs in a procurement are listed on fisheryprogress.org, a third-party verification site ensuring active engagement and continuous transition.

Fishery and aquaculture improvement projects bring together fishers and farmers, community leaders, industry, researchers, government, and non-governmental organizations to ensure solutions comprehensively address environmental, social, and economic issues.

For canned tuna, in addition to setting targets for MSC-certified tuna and tuna from a comprehensive FIP, WWF also recommends only procuring from tuna suppliers that are fully compliant members of the International Seafood Sustainability Association, an industry-led conservation group focused on tuna conservation.

WWF directly implements FIPs and AIPs globally to create measurable change and ensure the long-term sustainability of many species, including spiny lobster, yellowfin tuna, mahi mahi, blue swimming crab, and feed fisheries, as well as shrimp and salmon farms.



Become a WWF FIP Participant

Join over 75 other seafood industry leaders and become a WWF FIP participant. By supporting FIPs, WWF and its partners help conserve marine ecosystems and advance livelihoods for millions of people who depend on them.

Visit SeafoodSustainability.org or email info@seafoodsustainability.org to become a FIP participant.

WWF recognizes participants in improvement projects on its business website, SeafoodSustainability.org. We also work with our partners to communicate the benefits of FIPs among environmental activists, employees, sustainable business leaders, and other key constituencies.

3

Ensuring Habitat Conversion-Free Seafood

1. Sourcing aquaculture products utilizing feed containing terrestrial ingredients that are responsibly produced and conversion-free.
2. Sourcing farmed seafood from habitat conversion-free farms.

Unsustainable agriculture and aquaculture practices present immediate environmental, social, and economic threats. The conversion of forests and mangroves for ponds harms wildlife, pollutes water, and heats the atmosphere. Companies should work to remove habitat conversion from their supply chains, including feed. Two primary areas that companies can influence include: requiring aquaculture products that are habitat conversion-free and requiring aquaculture products with terrestrial ingredient feed that is responsibly produced and habitat conversion free. Soybean and palm oil are two primary commodity groups that WWF engages with partners to seek more responsible terrestrial ingredient sourcing. WWF recommends choosing ASC certification for farmed shrimp as ASC is the only standard that prohibits habitat conversion as written above.

4

Banning Procurement of Endangered Species

Ban the procurement of endangered species identified at a minimum as IUCN Endangered and Critically Endangered and listed on CITES Appendix I & II.

WWF's original mission has been to protect endangered species. Buying and selling such species contributes to their extinction; it can also have significant legal and reputational consequences.

WWF identifies species of concern using IUCN and CITES assessments:

- The **IUCN Red List of Threatened Species** is the world's most comprehensive inventory of the global conservation status of biological species. Species are categorized from greatest extinction risk to least concern. For listing as **critically endangered, endangered, or vulnerable** there is a range of quantitative criteria; meeting any one of these criteria qualifies a species for a listing at that level of threat.
- The **Convention on International Trade in Endangered Species of Flora and Fauna**, or **CITES**, is a global agreement between governments to follow rules to monitor, regulate or ban international trade in species under threat. Species listed under CITES are categorized into three distinct levels of protection. The commercial trade of species listed on Appendix I is banned and the commercial trade of species listed on Appendix II is allowed, but subject to restriction.

5

Verifying Traceable and Legal Seafood

Ensure traceable and legal seafood by tracking products through supply chains back to the fishing vessel, farm, and feed source.

WWF works with companies to help ensure compliance with national and international laws and regulations. To verify sustainable and responsible practices, and to reduce risk, seafood companies should have systems in place to trace their products through their supply chains back to the fishing vessel, farming location, and feed source. Implementing robust traceability systems in supply chains makes it possible to obtain reliable information about many of the fundamental characteristics and qualities of seafood products. This also allows companies to reduce sourcing risk within supply chains, including exposure to legal, financial, and reputational risks associated with illegal labor and production.

WWF's traceability principles can be used as a benchmark for a variety of traceability systems. For certified product, WWF recommends companies and their suppliers, at a minimum, obtain MSC and ASC Chain of Custody (CoC) certification, to establish a verifiable connection back to a sustainable fishery or responsible farm.

6

Reducing Seafood Waste and Loss

Set targets for reducing and eliminating seafood waste and raw material loss from source through point-of-sale. Track and measure waste and loss within operations and influence other companies in supply chains to do the same.

Globally, an estimated 35% of seafood is lost or wasted. Regionally, this ranges from 30% to upwards of 50% and is significantly higher in developed countries, with as much as 47% of seafood lost or wasted in the U.S. By eliminating seafood loss and waste throughout their supply chains, companies can effectively increase productivity, increase seafood availability, reduce pressure on natural resources, and decrease price volatility throughout the seafood supply chain.

WWF is developing new strategies with industry leaders to reduce post-harvest loss of seafood throughout the supply chain, while recommending that companies assess and address any loss and waste within their operations and engage their suppliers to do the same.





HOW WWF PARTNERS WITH COMPANIES

To achieve the recommendations above, WWF engages with companies in the following ways to help them source sustainable, responsible and traceable seafood and to inspire broader change in the sector.

1. Direct Partnerships

WWF works with companies and their supply chains to drive improvements on the water to increase the overall sustainability of the seafood industry.

- **Assessment:** to evaluate the sustainability of their current supply chain and highlight risks and opportunities
- **Action Plan Development:** to set time-bound, transparent, and measurable goals for more sustainable and responsible sourcing and production
- **Internal and External Outreach:** to communicate sustainable seafood goals and values to key constituencies, including employees, suppliers, and consumers
- **Reporting:** to undertake annual public reporting against commitments and to support continuous improvement

2. Pre-competitive Platforms

WWF develops and engages in pre-competitive platforms to leverage aggregated demand for more sustainable and responsible seafood in key markets and across targeted initiatives. WWF convenes key stakeholders via a variety of forums around the world, including in China, Japan, Singapore, Australia, India, South Africa, Brazil, and Mexico.

WWF is engaged in over **150 public seafood company partnerships** worldwide and works with several multi-stakeholder, pre-competitive traceability initiatives like the Global Dialogue for Seafood Traceability and the Seafood Task Force to scale solutions across the industry.

WWF Seafood Engagement in China

As the largest country on earth, China is key to any global sustainability effort. This is especially true when it comes to seafood; China is both the world's largest seafood producer and consumer.

Through pre-competitive platforms and in-depth supply chain engagement, multinational companies can encourage more sustainable, responsible and traceable production and sourcing in China. For WWF, projects in this country to date include: annual and semi-annual seafood sustainability events and business seminars, MSC and ASC; industry roundtables such as the Seafood Supermarket Roundtable and hospitality sharing session; China Sustainable Retail Roundtable, a partnership between WWF and the China Chain Store and Franchise Association (CCFA); China Sustainable Green Consumption Week and Sustainable Seafood Week, annual events that have brought together stakeholders since 2013; and, as part of WWF's partnership with multinationals, we are conducting in-depth supply chain assessments of domestic operations in China.



Photo credit: International Space Station (ISS)



Photo credit: © naturepl.com / Tim Laman / WWF

The Seafood Task Force

The Seafood Task Force is a multi-stakeholder alliance of European and American retailers, suppliers, NGOs and Thailand's major shrimp processors and feed companies. The Seafood Task Force is working to address key social and environmental issues associated with illegal, unreported and unregulated fishing. Interested companies and organizations can learn more through the Task Force's website (<http://www.seafoodtaskforce.global>).

The Global Dialogue on Seafood Traceability

The Global Dialogue on Seafood Traceability (GDST) is an international, business-to-business platform advancing a unified framework for interoperable seafood traceability practices. The GDST brings together a broad spectrum of seafood industry stakeholders from different parts of the supply chain, as well as relevant civil society experts from around the world. Interested companies and organizations can learn more through the GDST's website (<http://traceability-dialogue.org/>) or by emailing info@traceability-dialogue.org.

WWF COMPANY PARTNERSHIPS ON SUSTAINABLE, RESPONSIBLE SEAFOOD

WWF is the world's largest conservation organization partnered with the private sector on seafood. Globally, WWF is publicly engaged in direct partnerships with over 150 companies actively implementing public, transformational commitments to increase sustainable, responsible seafood sourcing.



Through WWF US company partnerships, 1.8 billion pounds of seafood are under public, time-bound commitments to reach sustainable, responsible sources.



BUYERS

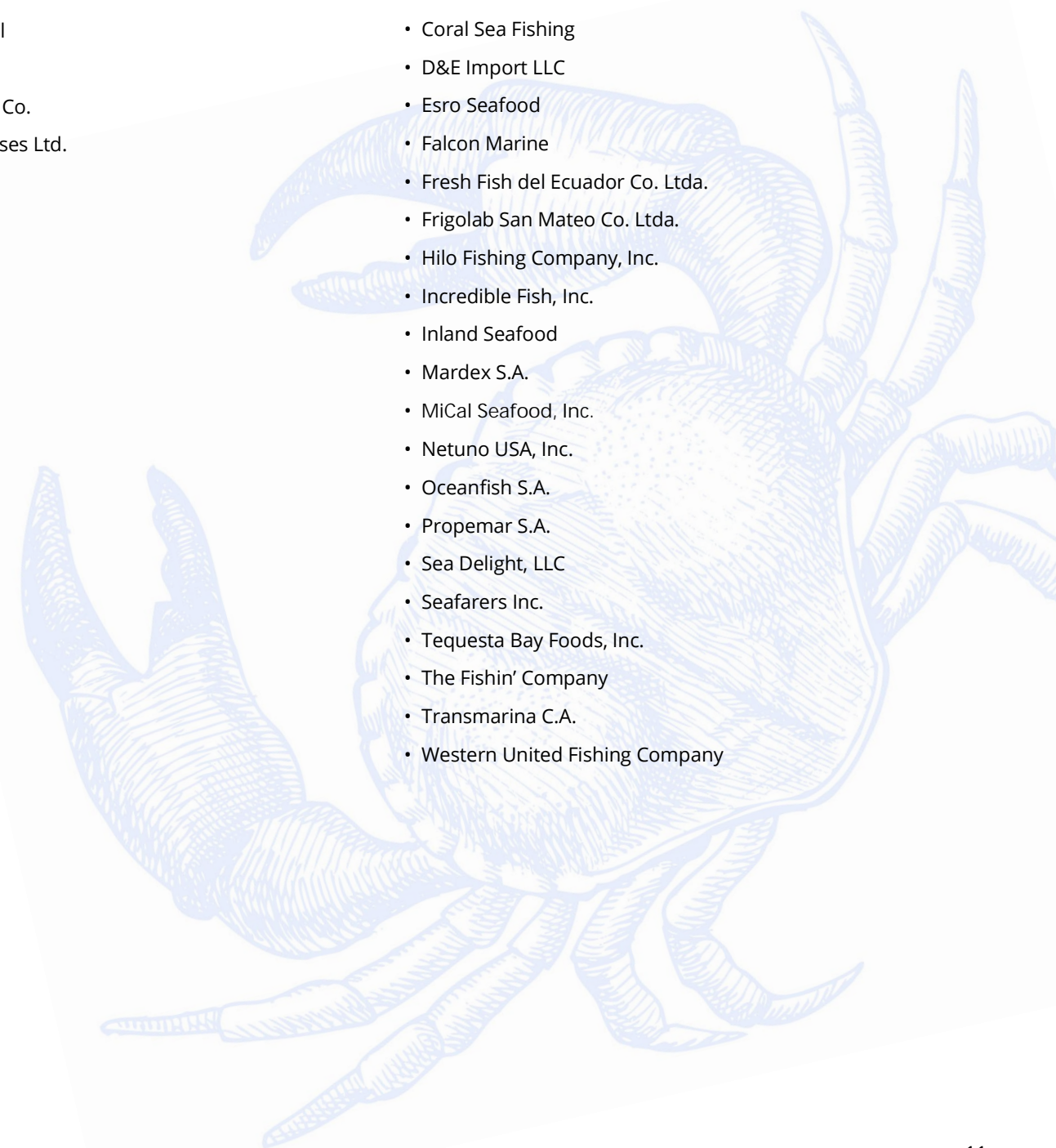
WWF US works with leading U.S. seafood buyers, as well as numerous global multinational companies that have extended their commitments throughout their global operations.

- Cargill
- Costco Wholesale
- Hilton
- Hyatt Hotels
- Iberostar Hotels & Resorts
- Marriott International
- Mars Petcare
- Red Lobster Seafood Co.
- Royal Caribbean Cruises Ltd.
- Sodexo
- Sysco Corporation
- The Kroger Co.
 - Baker's
 - City Market
 - Dillons
 - Food 4 Less
 - Foods Co.
 - Fred Meyer
 - Fry's
 - Gerbes
 - Harris Teeter
 - Jay C
 - King Soopers
 - Mariano's
 - Metro Market
 - Owen's
 - Pay Less
 - Pick 'n Save
 - QFC
 - Ralph's
 - Roundy's
 - Smith's
- UNFI

SUPPLIERS

WWF works with suppliers that participate in and support fishery and aquaculture improvement projects and are committed to transition fisheries and farms in their supply chains.

- AFFCO Trading, Inc.
- Anova Food LLC
- Beaver Street Fisheries
- Binca
- Chicken of the Sea Frozen Foods/Thai Union
- Coral Sea Fishing
- D&E Import LLC
- Esro Seafood
- Falcon Marine
- Fresh Fish del Ecuador Co. Ltda.
- Frigolab San Mateo Co. Ltda.
- Hilo Fishing Company, Inc.
- Incredible Fish, Inc.
- Inland Seafood
- Mardex S.A.
- MiCal Seafood, Inc.
- Netuno USA, Inc.
- Oceanfish S.A.
- Propemar S.A.
- Sea Delight, LLC
- Seafarers Inc.
- Tequesta Bay Foods, Inc.
- The Fishin' Company
- Transmarina C.A.
- Western United Fishing Company





Together we can protect oceans and the food and livelihoods they can sustainably provide. We invite you to join WWF as we work with industry, governments, fishers, farmers, consumers, and other stakeholders to rebuild fish stocks, strengthen aquaculture practices and, ultimately, protect and conserve oceans and other vital ecosystems impacted by seafood production, as well as the communities that rely on them.

For more information or to partner with WWF, please visit SeafoodSustainability.org or contact us at info@seafoodsustainability.org

