

Model sustainable and equitable seafood policy for retailers

November 2009

General statement

[retailer] acknowledges that:

- the world's fish stocks are being unsustainably harvested and that the industry is involved in unsustainable and unfair practises both on land and at sea
- that the current decline of fish resources coupled with the current consumption patterns of the developed world is not sustainable nor equitable and needs to be reversed
- that [name], as a retailer, has a responsibility to act and needs to play a role in reversing the decline of living marine resources.

[retailer] acknowledges that if supermarkets are to continue to supply what many people see as a healthy food option, comprehensive sustainable and equitable seafood sourcing policies must be developed and implemented.

[retailer] understands that sustainable and equitable seafood does not originating from any fishery that:

- targets species in sensitive deep-water habitats (hydrothermal vents, cold seeps, coldwater coral reefs, seamounts, or canyons)
- uses any one of the following methods: explosives or poisons, demersal otter trawl, beam trawl, or dredge
- targets a stock that is described as overfished, depleted, or in medium to long term decline.
- targets a stock for which there is a high risk that the most recently reported fishing rate will cause, or is causing, a decline in the stock in the short to medium term AND has the management failed to address this according to scientific advice in the latest quotas
- targets species that are categorised on www.fishbase.org as having 'very low resilience' and/or 'high vulnerability' (or above) AND there is insufficient data to assess the stock and fishing rate
- uses an indiscriminate fishing practice that results in 20% or greater by weight of the catch of fish and cephalopods being discarded
- uses an indiscriminate fishing practice that results in 20% or greater by weight of the catch that is landed being composed of juveniles or unmarketable species
- is associated with adverse impacts on any population of any non-target species classified on reputable domestic or international conservation listsⁱ as threatened, endangered, critically endangered or protected OR is listed as moratorium species
- Is associated with adverse impacts on any population of any non-target species for which there is recent reputable scientific evidence that they should be classified as threatened, endangered, critically endangered or protected

[retailer] understands that sustainable and equitable seafood does not originate from any aquaculture operation that:

- relies on restocking with eggs or juveniles from the wild AND where this broodstock fishery is unsustainable (red graded according to the Greenpeace 'Red-Grade' Criteria for Unsustainable Fisheries)
- produces genetically-engineered organisms
- is associated with escapes of high numbers of non-native species, or domestic breeds that are, or likely to be, having a negative impact on wild species
- is linked to increased levels of disease in wild species in the vicinity of the farm(s)
- requires large-scale land or seabed alterations in areas of high ecological sensitivity
- uses feed that requires more than 3 kg of wild fish, caught specifically to make fish meal and oil per 1 kg of aquaculture fish produced
- is associated with well-documented third-party evidence of human rights abuses and/or poor workers rights within the last five years
- is associated with adverse impacts on populations of species in the area
- uses any plant components in the fish feed that are sourced from genetically modified crops, and/or crops associated forest destruction
- uses feed known to contain any components sourced from unsustainable fisheries (red graded according to the Greenpeace 'Red-Grade' Criteria for Unsustainable Fisheries)

In order to deliver sustainable and equitable seafood to customers, [retailer] has developed goals and timelines for sustainable fish procurement, including:

1. Remove the worst

To stop buying all unsustainable seafood ('red' graded by the 'Greenpeace 'red-grade' criteria for unsustainable fisheries' or the 'Greenpeace 'red-grade' criteria for unsustainable aquaculture') within a clear time frame

2. Support the best

To continuously work towards increasing the range of sustainable seafood (that lives up to the 'Greenpeace criteria for sustainable fisheries' or the 'Greenpeace recommendations for sustainable aquaculture') by:

- setting clear goals and timelines
- working with suppliers to find alternatives
- supporting research programmes on sustainable fisheries/ aquaculture

3. Improve the rest

To continuously work with stakeholders (suppliers, fishing industry, government, NGOs, scientists) to improve the management and sustainability of the fisheries/aquaculture operations that are sourced from

To stop selling seafood from fisheries and suppliers that refuse to change to more sustainable methods or to give fair returns to coastal states for access to their fisheries

4. Improve traceability and stop Illegal, Unreported and Unregulated fishing

To sell only seafood that is traceable back to the vessel which caught it, with evidence that the catch was within quota

Not sell any seafood from fisheries that operate in areas, or target species, for which no conservation and management measures exist through the regulations of a regional fisheries management organisation or arrangement

Not to sell seafood from vessels and/or operators blacklisted on <http://blacklist.greenpeace.org>

Not to sell seafood where transshipments at sea occur without 100% independent observer coverage OR transshipments occur when they are forbidden by law

5. Improve seafood labelling

To label all seafood with the specific common and scientific (Latin) name

To label **wild caught seafood** with its catch area as defined by the FAO, the name of its stock, the production method, gear type and exact fishing method

To label **farmed seafood** with its country of origin, its production method ('farmed' or 'ranching') and the fact whether it is 'naturally occurring', a 'domesticated breed' or an 'introduced species' in the area where it has been farmed

To make additional information available to consumers on the company's website

6. Promote and implement sustainable and equitable practices

To oblige suppliers in all new contracts to only deliver seafood according to this policy

To make this policy publicly available and explain it to customers

To train staff on content and implementation of this policy

To conduct a publicly available annual audit report on the implementation of the policy and suppliers conforming to its requirements

To raise customers awareness, promote sustainable and equitable seafood to customers and to stop promoting unsustainable seafood products (e.g. recipes, offers)

ⁱ Conservation lists: Examples include **IUCN Redlist** (new or updated assessments since 2000. Older assessments must be qualified with other recent data), **CITES** Appendices, **OSPAR** List of Threatened and/or Declining Species and Habitats, China Species Red List, US Endangered Species Act, Canada's Committee on the Status of Endangered Wildlife, New Zealand Threat Classification System List.