



WWF

REPORT

2015

THE SEAFOOD  
VALUE CHAIN



CONSUMER

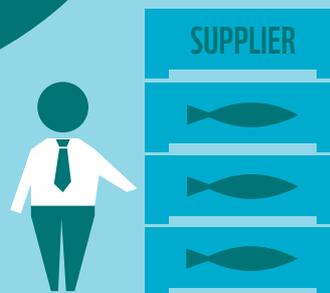
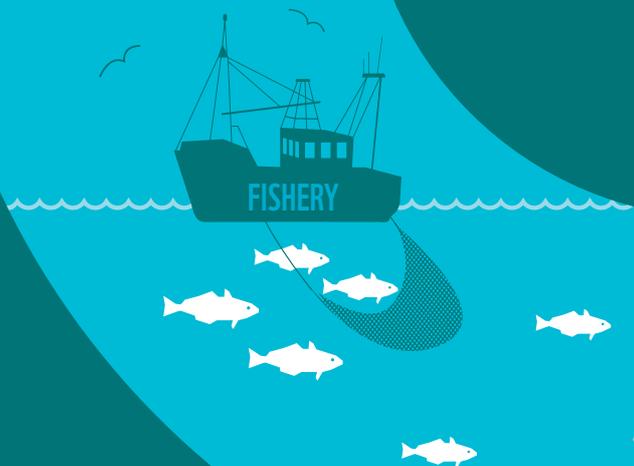


RETAILER



RESTAURANT

# WAVES OF CHANGE



SUPPLIER

## WWF-SASSI RETAILER/ SUPPLIER PARTICIPATION SCHEME REPORT 2015

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The World Wide Fund for Nature (WWF) is one of the world's largest and most respected independent conservation organisations, with almost six million supporters and a global network active in over 100 countries.

WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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# SETTING THE SCENE

Globally, both the human population and individual seafood consumption have increased significantly since the 1960s – nearly doubling in 50 years.

According to the UN Food and Agriculture Organisation, in 2014 the planet's population – over seven billion people – each ate 19 kilogrammes of seafood on average that year. This is in comparison to 10 kilogrammes per person being consumed in 1960 when the population was only three billion!

Wild-capture fisheries have been unable to meet this exponential growth in demand as catches have levelled off since the late 1990s, with overfishing and collapsed fish stocks a serious issue in the early 2000s. This has led to an increase in aquaculture – farming of fish – to keep up with increasing global seafood consumption.

*‘There has been a shift from a focus on volume of trade underpinned by a diverse range of suppliers to that of responsible seafood sourcing from suppliers seeking to play their part in improving seafood sustainability.’*

By recognising these natural constraints in wild-capture fisheries – and acknowledging that aquaculture production is not without environmental impacts – the thinking behind seafood procurement strategies by many progressive major retailers has changed. There has been a shift from a focus on volume of trade underpinned by a diverse range of suppliers to that of responsible seafood sourcing from suppliers seeking to play their part in improving seafood sustainability.

In the last decade, various retail and restaurant brands in developed countries have set targets to ensure responsible sourcing of their seafood, specifically from Marine Stewardship Council (MSC) certified fisheries and Aquaculture Stewardship Council (ASC) certified aquaculture operations as well as supporting source fisheries and aquaculture operations who are working to improve their environmental sustainability. The same is true for many progressive South African retailers, restaurants and suppliers who have made clear and time-bound commitments to sustainable seafood, the only difference being that in South Africa they include WWF-SASSI Green-listed options along with the MSC and ASC as a criteria for defining sustainable seafood.

**PROGRESSIVE RETAILERS,  
RESTAURANTS AND  
SUPPLIERS USE WWF-SASSI  
GREEN-LISTED OPTIONS  
ALONG WITH THE MSC AND  
ASC AS A CRITERIA FOR  
DEFINING SUSTAINABLE  
SEAFOOD**



## THE SOUTH AFRICAN SEAFOOD SCENE AT A GLANCE

2004

WWF's Southern African Sustainable Seafood Initiative (WWF-SASSI) was established to raise consumer awareness of seafood sustainability issues. At the time the topic was not a relevant priority for South African retailers, nor their suppliers, and no retailers were taking a public stand to source sustainable seafood.

2006

After the first WWF-SASSI list was published in 2005, there was an iconic activation by celebrity chefs at the Two Oceans Aquarium in Cape Town where a diver pushed a shopping trolley through the predator tank to create public awareness around seafood sustainability issues.

2008

To encourage responsible seafood sourcing in response to increasing public awareness of WWF-SASSI, WWF South Africa (WWF-SA) saw the need to work more closely with seafood retailers and suppliers towards seafood market transformation. The WWF-SASSI Retailer/ Supplier Participation Scheme was created to engage with national retailers and restaurant franchises, together with their suppliers, to help incentivise and drive positive change in source fisheries and fish farms. This scheme forms part of WWF-SA's Sustainable Fisheries Programme.

2011

Pick n Pay became the first retailer on the African continent to publically commit to transforming the sustainability of their seafood operations.

2014

Four of the six major South African retail groups – Pick n Pay, Fruit & Veg City/ Food Lover's Market, Woolworths, and SPAR Group – were actively working to address seafood sustainability within their operations. Key seafood suppliers I&J and Breco Seafoods have also made commitments to sustainable seafood as well as three major restaurant and hotel franchises – John Dory's, Sun International and Ocean Basket. Together these nine companies formed the core of the WWF-SASSI Retailer/ Supplier Participation Scheme.

2016

For the first time in South Africa, six of the WWF-SASSI participant's commitments to sustainable seafood have come to term – including I&J, John Dory's, Pick n Pay, Fruit & Veg City/ Food Lover's Market, Woolworths, and SPAR Group – an exciting milestone for seafood market transformation in the country. This was also the year where WWF-SASSI's largest consumer driven campaign to date, titled #SASSIstories, came to a close. This campaign ran from June 2015 to early 2016 to promote WWF-SASSI participant commitments to sustainable seafood and encourage seafood lovers to speak up, and ask their seafood suppliers, retailers and restaurants what they are doing about seafood sustainability.

# TRANSFORMING SUPPLY CHAINS

A sustainable seafood supply chain is beneficial in the long run as it more often than not results in a stable source that is less volatile in both pricing and consistency of supply.

While sustainable seafood makes social, economic and environmental sense, developing a sustainable seafood industry requires more than sustainable fishing, it is about addressing all aspects of the supply chain.

WWF-SA's Sustainable Fisheries Programme has a vision to incentivise and ensure responsibly managed fisheries that will ultimately provide long-term social, economic and environmental benefits to all. By collaborating with various partners, WWF-SA works holistically through the seafood supply chain – from fishing boat to fork – directly engaging with fisheries, fishers and regulators; working with retailers, restaurants and their suppliers; and empowering seafood-loving consumers to be agents of change.

With its consumer, market and fisheries initiatives, WWF-SA has built a strong foundation for a future in which all stakeholders understand their roles in conserving our marine resources. We all have a role to play in driving the sustainable seafood movement, whether as a consumer asking for WWF-SASSI Green-listed seafood, a retailer working with suppliers or a fisher implementing better practices in everyday work.

## EMPOWERING CONSUMERS

WWF-SASSI maintains an ever-growing database of local seafood species that depicts their sustainability status using a simple traffic light system of red (avoid completely), orange (think twice) and green (good to go). Through a selection of free and easy-to-use tools (see back cover of this report), this traffic light system assists seafood lovers to make environmentally responsible choices.

The WWF-SASSI list indicates whether or not the species stock is in a healthy state, and if it is sustainably caught and well managed. This enables a consumer to make environmentally responsible seafood choices when shopping or ordering at a restaurant, and hence playing their part in being a lever of change in the wider seafood supply chain.

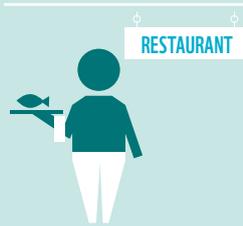


### CONSUMER AWARENESS

TRIGGERS A REACTION THROUGH THE ENTIRE SUPPLY CHAIN

#### 2015 highlight:

WWF-SASSI carried out a successful consumer-facing campaign to encourage ocean- and seafood-loving consumers to engage directly with their local retailer and restaurants to ask them what they are doing about ensuring seafood sustainability. Named #SASSIstories, it was conceptualised on the premise that consumers have a powerful influence over the products that their supermarket or restaurant sells or serves. It generated much interaction online as well as a number of direct emails sent to various retailers and suppliers.



## TRANSFORMING THE MARKET

Shifts in consumer purchasing patterns have triggered reactions from both retailers and restaurants to look for suppliers that can provide sustainable seafood to meet the consumer demand for responsibly sourced options. This has resulted in retailers and their suppliers working together with source fisheries and farms to invest in improved methods of how they catch and farm fish.

Through the WWF-SASSI Retailer/ Supplier Participation Scheme, participants are supported in their journey towards sustainable seafood procurement, and encouraged to publically communicate their commitments and achievements, while striving to improve other aspects of seafood sustainability from traceability to training of staff.

While WWF-SA's engagement with smaller seafood businesses is less formalised, we aim to create a market environment which is conducive to businesses incorporating sustainability practices into their seafood operations. WWF-SA has developed various tools, such as the WWF-SASSI Business Guide to Sustainable Seafood to assist these businesses.

### 2015 highlight:

Some retailers have taken the initiative to run campaigns to raise awareness for the MSC ecolabel, and the traceability principles behind it. In 2012, Woolworths partnered with the MSC to roll out South Africa's first in-store joint marketing campaign. In 2015, Pick n Pay partnered with the MSC, WWF-SA, I&J and Sea Harvest, using the WWF-SASSI logo to increase awareness of the MSC ecolabel and the fishing companies that sell MSC certified hake.

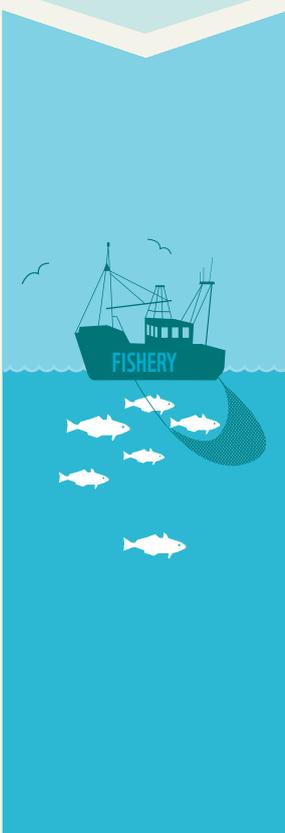
## DRIVING CHANGE ON THE WATER

While changes in consumer awareness and procurement practices of retailers and suppliers create incentives for more responsible fishing practices, the ultimate goal of the WWF-SA Sustainable Fisheries Programme is to deliver positive change on the water. The focus is to drive the implementation of an ecosystem-wide approach to fisheries management, from working with large-scale fisheries to engaging small-scale fishers who rely on the ocean for their livelihoods.

Stakeholders – including marine scientists, government, retail partners and fisheries – can work together in order to improve the fishing practices that are destructive to our ocean. This work is undertaken by using tools such as Fisheries Improvement Projects (FIPs) and Fisheries Conservation Projects (FCPs). FIPs are recognised by the WWF network as they are benchmarked against the MSC standard, whereas FCPS are local initiatives that focus on the improvement of the environmental performance of that fishery.

### 2015 highlight:

Hake caught in the hake longline fishery had previously been listed on the WWF-SASSI Orange-list. A FCP was developed with the aim of improving its WWF-SASSI status. A number of South African retailers engaged the fishery to show their support and committed to sourcing the product if there was continuous improvement. As a result of the FCP, South African longline hake is now Green-listed.



# GETTING INVOLVED

The initial focus for participants in the WWF-SASSI Retailer/ Supplier Participation Scheme is to review their full procurement list of seafood species sold.

As WWF-SASSI plays the role of advisor, not auditor, the responsibility for the integrity of the procurement information lies with the participant. This information is then used to determine how many species of concern are being sold by a participant and in turn, informs the target dates in their commitments to sustainable seafood.

## COMMUNICATING SEAFOOD SUSTAINABILITY TARGETS

Once the procurement review has been completed, the participant is required to set clear and time-bound seafood sustainability targets, often referred to as their commitments to sustainable seafood. The participant then has to publically communicate their target dates as well as their strategy to achieve these goals. Only then does WWF-SA include them on the WWF-SASSI website as well as in the annual WWF-SASSI Retailer/ Supplier Participation Scheme report.

## BI-ANNUAL ORGANISATIONAL ASSESSMENT

Beyond making commitments to sustainable seafood, another component of the work that WWF-SA does with participants in the WWF-SASSI Retailer/ Supplier Participation Scheme is bi-annual organisational assessments. These are conducted every six months by WWF-SASSI, to identify sustainability risks and opportunities and to acknowledge achievements in the participant's seafood operations. It tracks progress around eight focus areas:

1. **Sustainable seafood policies and commitments:** Developing a detailed sustainable seafood policy with time-bound commitments to sustainable seafood, along with procurement guidelines that are communicated externally and internally.
2. **Procurement:** Ensuring that species that do not meet the company's commitments to sustainable seafood are interrogated and, if found to originate from fisheries or farms that are not compliant, are either removed from the procurement list or the source fishery/ farm is engaged on improvements required.
3. **Traceability:** Compiling a complete list of seafood products sold that includes their common name, scientific name, origin and catch method. Furthermore, the robustness of the traceability systems used to verify this information needs to be tested.
4. **Transparency and labelling:** Providing accurate information on all seafood product packaging, including common name and scientific name as well as catch or production origin and the catch or production method.
5. **Staff training:** Ensuring that relevant managerial, procurement and sales staff have attended WWF-SASSI training.
6. **Partner communication:** Informing suppliers about environmental issues associated with seafood and engaging in efforts to align their business with sustainable seafood practices.
7. **Consumer awareness:** Actively communicating to consumers about the commitments to seafood sustainability and ensuring that these commitments underpin all communications regarding seafood sustainability.
8. **Sustainable seafood initiatives:** Identifying the most important species not meeting the company's commitments to sustainable seafood and then getting involved directly as a stakeholder in source fisheries/ farms improvement projects.

# LEADING BY EXAMPLE

Working alongside WWF-SA, companies who join the WWF-SASSI Retailer/ Supplier Participation Scheme must set their own targets for responsible sourcing of seafood.

Participants go through a process of internal consultation to agree on realistic, self-determined target dates by which they can transform their seafood operations. The scope of the transformation must be comprehensive, however in setting target dates participants can choose to either set a single target date that is all-encompassing or to set staggered target dates with specific focus areas.

Such targets, or commitments to sustainable seafood, include the sourcing of species that are on the WWF-SASSI Green-list; those sourced from aquaculture operations that are ASC certified or fisheries that are MSC certified (please note that this is only for the species that have been included in the scope of the certification. It does not include other species that are caught as bycatch in the fishery.); or if the seafood is from either a fishery or aquaculture operation that is undergoing a credible process of improvement in their environmental sustainability performance.

These commitments to sustainable seafood must be given clear and measurable time-bound targets, and can differ for the various aspects of seafood procurement – whether for wild-caught fisheries, aquaculture or all seafood sold.

It is important for participants to be transparent about their progress towards meeting these targets, especially if by their target date they have not achieved all the targets that they set themselves – as is the case with all participants that have 2016 target dates.

In South Africa, nine companies are leading the way – I&J, John Dory’s, Pick n Pay, Fruit & Veg City/ Food Lover’s Market, Woolworths, SPAR Group, Sun International, Ocean Basket and Breco Seafoods.



# DELIVERING ON TARGETS

Working towards sustainable seafood targets requires a commitment from a seafood business to embed sustainability into their seafood operations and to work together with suppliers.

Besides the obvious reasons to invest in sustainability and good business practice, there are various benefits to being involved in the WWF-SASSI Retailer/ Supplier Participation Scheme:



#### **Guidance on global fisheries and aquaculture operations:**

WWF-SA is part of the international WWF network, which enables WWF-SASSI to provide guidance on fisheries/ aquaculture operations at a global scale as well as sharing sustainability and procurement learnings from retailer partners in other countries.



#### **Assistance with procurement strategies for key species:**

For species that do not meet seafood sustainability criteria, WWF-SASSI assists participants to develop credible procurement strategies as well as facilitating engagements between the participant and the source fisheries or aquaculture operations that are willing to improve but require market support to do so.



**Individual WWF-SASSI commitment badge:** A summary of the participant's seafood sustainability targets, together with the WWF-SASSI logo, enhances credibility of participant's public communications as WWF-SASSI has substantially increased in relevance amongst consumers since its inception in 2004.

## WHAT ABOUT SPECIES THAT ARE NOT ASSESSED BY WWF-SASSI?

There are numerous seafood species sold on the South African market – some assessed by WWF-SASSI and some not. Incorporating all species onto the WWF-SASSI list would be challenging, therefore WWF-SA focuses on the key species relevant to South Africa and aims to update these assessments every three to five years. The result is that WWF-SASSI does not have a listing for all species on the local market and, as such, the participant's commitments to sustainable seafood relate only to species that have been assessed by WWF-SASSI, that are certified by the MSC or ASC, or involved in an credible improvement project, it excludes species that are currently not assessed by WWF-SASSI.

This does not mean that species not assessed by WWF-SASSI are considered irrelevant. Where required, WWF-SASSI has worked with participants to identify potential environmental sustainability concerns associated with species that are not assessed. However, until a species is formally adopted onto the WWF-SASSI listing, we cannot hold participants publically accountable to targets around these species. To avoid creating an incentive to preferentially trade in non-assessed species, WWF-SASSI will include such species into the prioritisation process for the next listing update.

## HOW DOES WWF-SASSI CHOOSE WHICH SPECIES TO ASSESS?

WWF-SASSI embarks on an annual prioritisation process to determine which species need to be included into the WWF-SASSI list. This process is informed by: whether it is a species with an associated conservation concern; or if it is a species that is relevant to the South African market in terms of volumes sold; or it is relevant to WWF-SASSI partner/ supporting organisations.

Interested and affected parties also have the opportunity to provide input should they believe there is a species that meets the above criteria that has not been addressed by the WWF-SASSI listing, however the final decision to include a species in the WWF-SASSI listing is held by WWF-SA.

## WHAT ABOUT SEAFOOD SOURCES THAT ARE NOT YET SUSTAINABLE?

The WWF-SASSI Retailer/ Supplier Participation Scheme aims to work with the major national public-facing seafood companies to create strong market incentives for seafood sustainability that their suppliers can support and align with. However, if the only focus was to procure from currently sustainable fisheries or aquaculture operations, then increasing pressure would be placed on those sources that are operating sustainably which could lead to once healthy stocks ultimately becoming overfished. Hence, another key component of a participant's commitments to sustainable seafood is to encourage source fisheries and aquaculture operations that are not currently meeting their participant's seafood sustainability criteria, to actively work towards improving environmental sustainability performance in their operations.

There are a number of ways that a source fishery or aquaculture operation can achieve this in a credible way which will result in the participants recognising them as being 'under improvement' and thereby meeting their commitments to sustainable seafood. Some improvement projects are sector wide and relevant to a number of participants, whilst others may be specific to a participant. All participants should publically communicate which projects they are supporting and how they align with one of the credible approaches that WWF-SASSI advises they should pursue:

## TYPES OF IMPROVEMENT PROJECTS

FIP

**Fishery improvement project (FIP):** Focused initiatives with the goal of enabling a fishery to reach necessary sustainability standards to enter assessment by a credible third party scheme, namely the Marine Stewardship Council (MSC).

AIP

**Aquaculture improvement project (AIP):** Focused initiatives with the goal of enabling a farm to reach necessary sustainability standards to enter full assessment by a credible third party scheme, namely the Aquaculture Stewardship Council (ASC).

FCP

**Fishery conservation project (FCP):** Local initiatives that are less comprehensive and entered into by WWF-SA on a case-by-case basis. These focus on improvement in the environmental performance of a fishery which has not yet developed a strategy for improvement against MSC standards or is not seeking MSC certification.

PS

**Procurement strategy:** Strategies which are collaboratively developed between WWF-SASSI and a participant to support the implementation of best available practices within the relevant production sectors. These are specific approaches to procuring species for which it is not currently possible to bring an entire sector under improvement. A participant must therefore adopt specific strategies to ensure that, regardless of the broader sector practices, their own suppliers are implementing best available practices. These strategies will be relevant to the following species groupings: tuna, salmon, prawn and South African "linefish".

# TRACKING PARTICIPANT PROGRESS

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## STEP BY STEP: MAKING PROGRESS

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### **What if participants don't meet their commitments to sustainable seafood?**

If a participant has not fully achieved their commitments to sustainable seafood by their self-assigned target date, as is the case with all participants with 2016 target dates, WWF-SASSI will continue to support the participant in further work provided they:

- Are transparent in communications on their progress;
- Note which species do not meet their commitments to sustainable seafood;
- Publicly communicate their strategies to ensure that these species meet these targets within a two year period.

# PROGRESS REPORT GRAPHS AND GRAPHICS: HOW THEY WORK

## PARTICIPANT

PARTICIPANT'S LOGO

**"A quote by the participant.** *Vivamus vitae congue mauris. Donec dolor nisl, molestie eleifend odio eget, ultricies viverra metus. Duis volutpat metus in mauris vulputate vestibulum et ut tellus. Suspendisse nec sollicitudin nunc.*

**Ask us about our commitments to sustainable seafood:**

-  [facebook.com/participant](#)
-  [@Participant](#)

**TARGET DATE:**  
Type of seafood

**A short overview of the participant.** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vitae congue mauris. Donec dolor nisl, molestie eleifend odio eget, ultricies viverra metus. Duis volutpat metus in mauris vulputate vestibulum et ut tellus. Suspendisse nec sollicitudin nunc.

### Notable achievements

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### Challenges

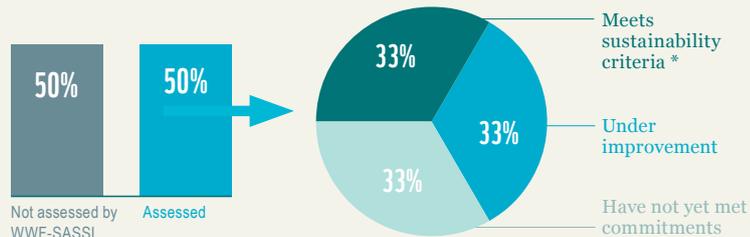
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### Future plans

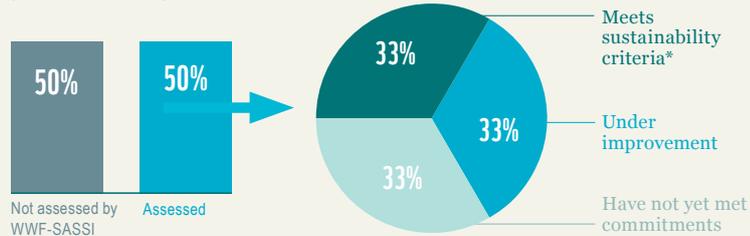
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## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME/ VALUE: (PERIOD OF TIME)



\* Meets Sustainability Criteria: i.e. MSC or ASC certified or WWF-SASSI Green-listed.

Speak to the participant on social media.

Target dates set.

Individualised WWF-SASSI logo displaying participant commitments.



(Participant) have committed to ensuring that by (Year), all seafood sold will be either:  
 - MSC certified, or  
 - ASC certified, or  
 - WWF-SASSI Green-listed, or  
 - In a formal Improvement Project.  
 Ask us about our Green-listed options.

FishMS: 079 499 8795  
[wwf.org.za/sassi](http://wwf.org.za/sassi)  
[wwfsassi.mobi](http://wwfsassi.mobi)

Each participant's experience of the journey to sustainable seafood.

Status of number of species traded by participant.

Volume/ value of seafood traded.

# I&J



*"I&J is proud of its long and respected heritage with the sea and its resources. Indeed we have been fishing in the deep Southern African Oceans for over 100 years and by applying responsible fishing practices and policies, intend to catch Cape Hake in our magnificent ocean for another 100 years."*

John Jankovich-Besan,  
Managing Director

**Ask us about our commitments to sustainable seafood:**

@ijltd

**TARGET DATE: 2016**  
All seafood products



**I&J have committed to ensuring that by 2016, all seafood sold will be either:**

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed\*, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

**FishMS: 079 499 8795**  
**wwf.org.za/sassi**  
**www.sassiapp.co.za**

\*Assessed species only

Irvin & Johnson Limited (I&J) is a major stakeholder in the South African fishing industry, the largest right-holder in the hake fisheries and a significant buyer of seafood products. From its head office in Cape Town, I&J supplies MSC certified South African Cape Hake across the globe – including Australia, Europe and the United States – and has a large domestic customer base including major South African retailers as well as national food service and wholesale customers.

**Notable achievements**

- In December 2015, the I&J Danger Point Abalone Farm was awarded Aquaculture Stewardship Council (ASC) certification – the first of this kind in Africa and the second abalone farm to be awarded ASC in the world.
- Played a leading role in the Marine Stewardship Council (MSC) certification of the South African hake trawl fishery – first certified in 2004 and having obtained this certification for the third time in 2015.

**Challenges**

- In 2015, Namibian hake was assessed and categorised on the Orange-list by WWF-SASSI which presented a challenge to our sustainability

objective as I&J has a longstanding trading partnership with the Namibian hake trawl industry.

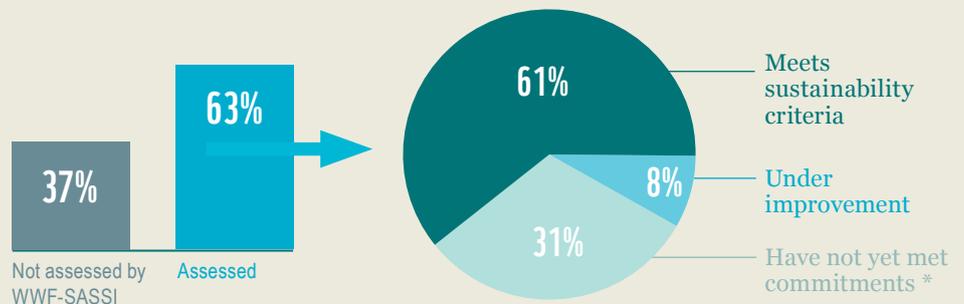
- Through engagement with key stakeholders, including WWF-SASSI and South African companies trading in Namibian trawled hake, I&J is supporting the Namibian hake industry in their improvement journey towards favourable sustainability certification.

**Future plans**

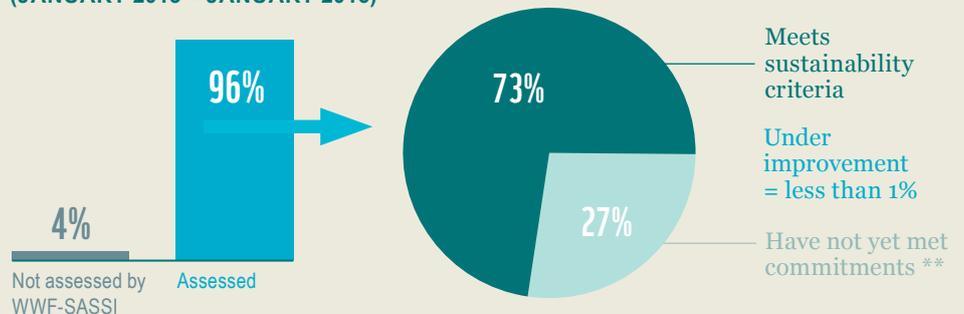
I&J will continue to drive internal and external awareness initiatives including educational messaging to assist consumers in making an informed choice with sustainability in mind.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2015 – JANUARY 2016)



\* 23% is incidental bycatch (not targeted directly by fishing operations). 8% is Namibian hake.

\*\* 5% is incidental bycatch (not targeted directly by fishing operations). 22% is Namibian hake.

# JOHN DORY'S



*“As a seafood restaurant, our business is reliant on this fragile resource, therefore we will continue to drive the strategy of procuring products that are sustainably sourced and managed.”*

Joe Stead, Environmental Sustainability Manager, Spur Corporation

**Ask us about our commitments to sustainable seafood:**

facebook.com/John-Dorys-Fish-Grill-Sushi-8266619910

@JohnDorysSA

**TARGET DATE: 2016**  
All seafood products



John Dory's have committed to ensuring that by 2016, all seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

FishMS: 079 499 8795  
wwf.org.za/sassi  
wwfsassi.mobi

With 43 restaurants nationally, John Dory's has a vision of being a first choice fish, grill and sushi restaurant in South Africa.

### Notable achievements

- Reviewed procurement strategy, partnering with reputable suppliers aligned to WWF-SASSI initiatives.
- Within the supplier vetting process, built key control processes into existing processes to specifically address traceability, species and status of the seafood product.
- Relocated and centralised procurement function of seafood to Cape Town, where greater control can be applied.
- Tested New Zealand ling and shifted this product, replacing local kingklip species on menus.
- Working with suppliers for prawns to become ASC certified, with development underway to include ASC certified salmon.
- All seafood is traceable to its origins, with active traceability schemes throughout the supply chain.
- Integrated the procurement function in our group's sustainability committee which has improved communication and highlighted challenges.

### Challenges

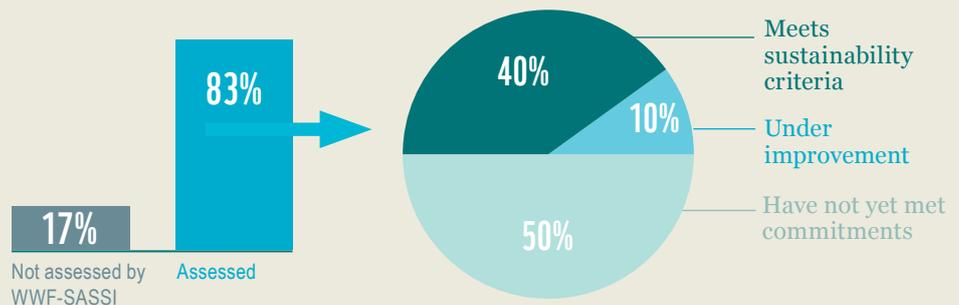
- Procurement of Namibian hake as part of an initiative with WWF-SASSI, engaging with Namibia Hake Association regarding a fishing improvement project.
- Commercial viability in a competitive market.
- Finding commercially viable ASC certified prawn suppliers.

### Future plans

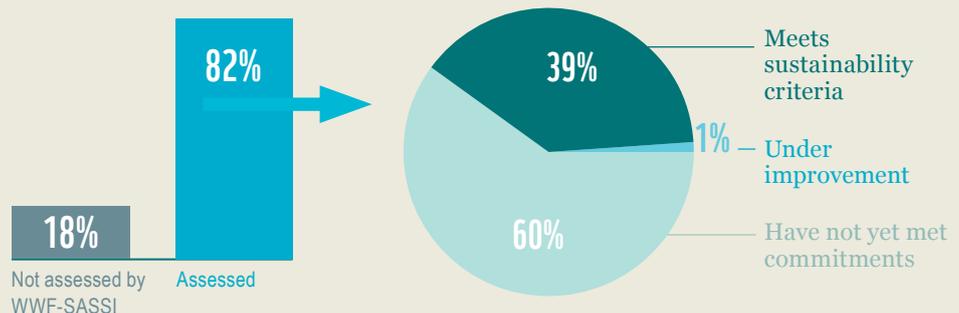
We will address challenges within the procurement of species at risk, and drive change through suppliers we work with as well as engage with suppliers to align strategies and set up agreements to ensure timelines and targets are met. We will communicate short-term targets and outline plans for long-term goals for 2018. Plus we will continue engagements to drive change in Namibia and other areas at risk, as well as working with current prawn suppliers to fast-track their ASC certification.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2015 – JANUARY 2016)



# PICK N PAY



*“Pick n Pay recognises the importance of sustainable fishing and aquaculture practices within the South African as well as the global context. We will continue our drive toward seafood sustainability by working closely with suppliers, fishermen, industry associations as well as WWF-SA.”* Andre Nel, General Manager of Sustainability

**Ask us about our commitments to sustainable seafood:**

[facebook.com/PicknPay](https://facebook.com/PicknPay)

@PicknPay

**TARGET DATE: 2016**  
All seafood products



## OUR SUSTAINABLE SEAFOOD COMMITMENT

Pick n Pay is working with WWF-SASSI to ensure that from 2016, we will only sell seafood which is either on the SASSI Green list; or certified by the ASC or MSC; or sourced from a credible Improvement Project.



The Pick n Pay Group is a food, grocery and general merchandise retailer with 1 242 franchise and corporate stores in South Africa, Namibia, Botswana, Lesotho, Swaziland, Zimbabwe and Zambia. The Group employs 48 700 people in owned stores and across distribution centres, support facilities and regional or head offices which, together with franchised stores, extends to over 70 000.

### Notable achievements

- Founding WWF-SASSI Retailer/ Supplier Participation Scheme partner in 2008.
- First retailer in Africa to make sustainable seafood commitments.
- Invested R13.5 million in WWF-SA’s Sustainable Fisheries Programme since 2010.
- Implemented procurement strategies in order to improve the sustainability of WWF-SASSI Orange-listed species.
- Implemented extensive sustainable seafood training programmes at all stores.
- Supported events promoting the sustainable seafood message to increase consumer awareness such as the Knysna Oyster Festival and the Wavescape Festival.

### Challenges

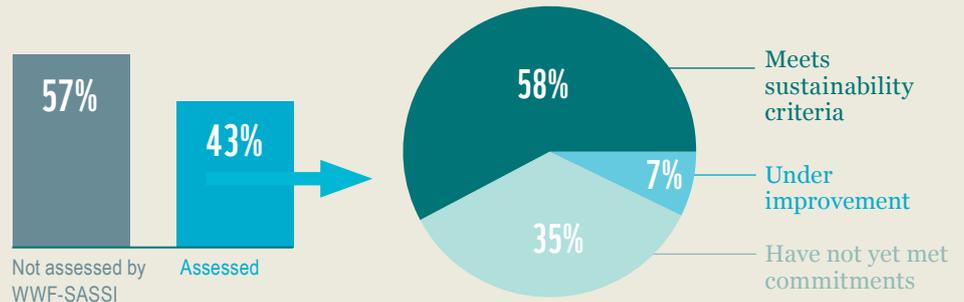
- Finding feasible alternatives for WWF-SASSI Orange-listed species.
- Garnering support and commitments from seafood suppliers in accordance with procurement guidelines.
- Improving traceability systems.
- Expanding the limited range of sustainable and certified seafood lines.

### Future plans

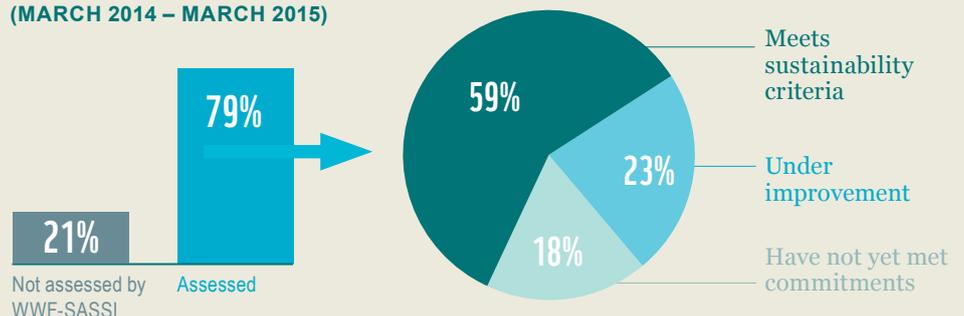
Pick n Pay is committed to ensuring that all seafood products comply with our sustainable seafood commitments and we will continue to work with suppliers and fishermen to foster responsible environmental governance and sustainable fishing practices. Furthermore, we will continue the implementation of in-store sustainable seafood training for our staff as well as hosting workshops with suppliers to ease the implementation of our procurement strategies.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VALUE: (MARCH 2014 – MARCH 2015)



## FRUIT & VEG CITY/ FOOD LOVER'S MARKET

### FOOD LOVER'S MARKET

*"Since the majority of our new Food Lover's Market stores offer fresh and frozen seafood, and due to the challenges and importance regarding sustainability of seafood, we have embarked on a journey towards seafood sustainability." Simon Wilson, Seafood Manager*

**Ask us about our commitments to sustainable seafood:**

 facebook.com/fruitandvegcity

 @foodloversfish

**TARGET DATE: 2016**  
All wild caught

**TARGET DATE: 2017**  
All farmed



**Fruit & Veg City have committed to ensuring that by 2016, all wild-caught seafood will be:**

- MSC certified, WWF-SASSI Green listed, or
- In a formal Improvement Project.

**Furthermore, by 2017, all farmed seafood will be:**

- ASC certified, WWF-SASSI Green listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

**FishMS: 079 499 8795**  
wwf.org.za/sassi  
wwfsassi.mobi

Started in 1993, Fruit & Veg City now has 104 stores nationally, catering to around a million shoppers each week. This family-run business was established with the vision of creating a store that resembled a marketplace of old – where fresh produce is sold directly to the public. Fruit & Veg City/ Food Lover's Market first started selling frozen seafood in 2006 and has since incorporated fresh fish counters into stores around the country.

#### Notable achievements

- First retailer to procure South African longline hake, which had been Orange-listed, but following the implementation of a fishery conservation project is now Green-listed.
- Our seafood manager is a member of the MSC (Marine Stewardship Council) developing world working group which advises the MSC stakeholders council about the challenges for MSC certification in various fisheries in developing countries.
- Implemented a fish department ticketing system for our stores, and the first retailer to have all information regarding common name, species name, catch method and country of origin on selected fresh fish counters.

#### Challenges

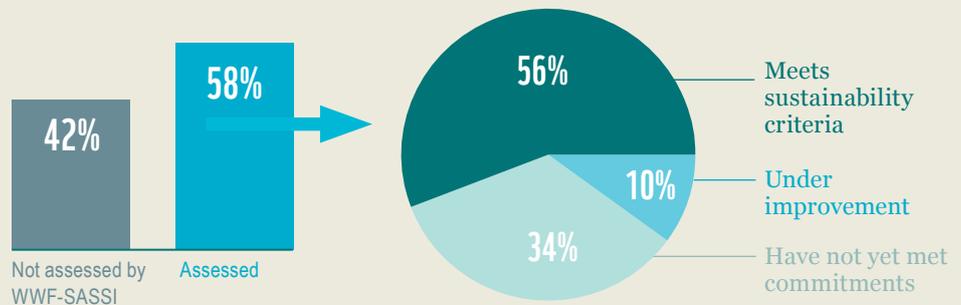
- As we continue our partnership with WWF-SASSI our challenge is to ensure that all farmed species meet our commitments.

#### Future plans

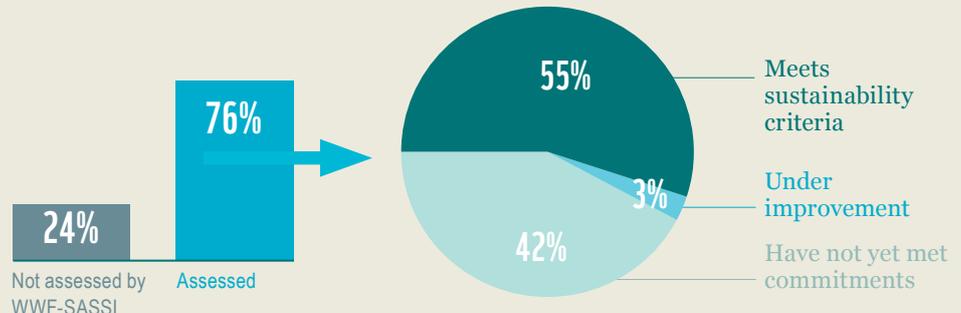
We will continue to work closely with WWF-SASSI regarding various species or catch methods which could pose sustainability issues, as well as improving our traceability systems where we are able to trace a product from an invoice at store level to a vessel that caught the product. We will promote products which are WWF-SASSI Green-listed or Orange-listed but in fishery improvement/ conservation projects, and the training of all our seafood counter staff will be ongoing.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (MARCH 2015 – NOVEMBER 2015)



\* Fruit & Veg City/ Food Lover's Market has two target dates with commitment targets for 2017 illustrated above. For 2016 target of wild capture species: 60% of assessed species meets sustainability criteria and 12% is under improvement. For 2016 target of wild capture species by volume: 75% of assessed species meets sustainability criteria and 4% is under improvement.

# WOOLWORTHS



*"We are driving our ongoing commitment to seafood sustainability and helping consumers make responsible choices by continuing to offer a range of MSC certified products, as well as with the launch of South Africa's first ASC certified and labelled products in our new tilapia lines."* Hezron Joseph, Seafood Technologist

**Ask us about our commitments to sustainable seafood:**

- Facebook.com/WoolworthsSA
- @WoolworthsGBJ

**TARGET DATE: 2016**  
All wild caught

**TARGET DATE: 2020**  
All farmed

**SASSI**

IN PARTNERSHIP WITH **WWF-SASSI**, WE'RE WORKING TO MEET OUR SUSTAINABLE SEAFOOD COMMITMENTS BY END 2020.

[woolworths.co.za/seafood](http://woolworths.co.za/seafood)  
[www.wwf.org.za/sassi](http://www.wwf.org.za/sassi)

Across South Africa, Woolworths has more than 380 food stores, of which 30 of these stores have seafood counters.

### Notable achievements

- Launched our own sustainable seafood policy in 2008.
- Introduced random DNA testing in 2010 to ensure that all species sold are correctly identified and labelled.
- Facilitated the process of getting South African farmed rainbow trout on the WWF-SASSI Green-list in 2011.
- Established our Fishing for the Future initiative in 2012, and our WWF-SASSI seafood sustainability commitments in 2013.
- Introduced additional MSC ecolabel products, scallops and plaice, as well as ASC certified tilapia which as of 2015 is the first private label ASC logo products in South Africa.

### Challenges

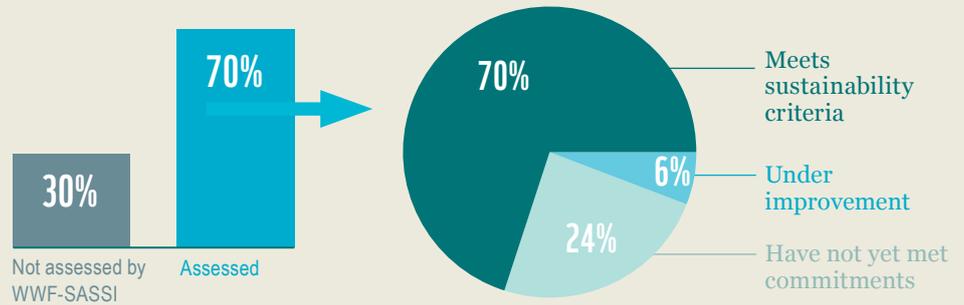
- Developing clear plans and strategies for non-assessed seafood species, such as Lesotho rainbow trout.

### Future plans

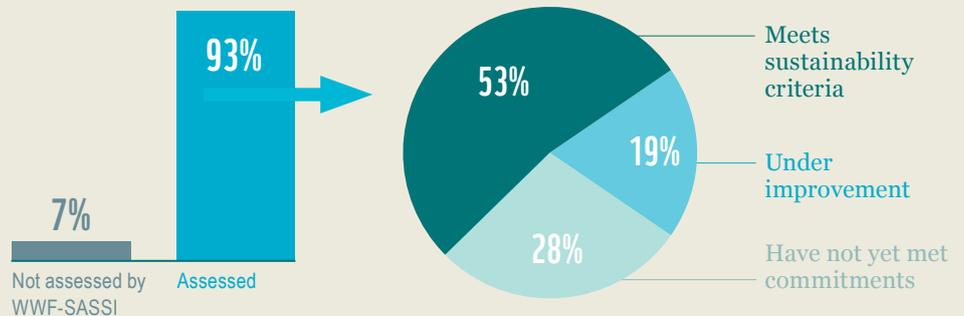
We will continue the work with our suppliers and WWF-SA, to ensure that we meet our 2020 seafood sustainability commitments for farmed products.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JULY 2014 – JULY 2015)



\* Woolworths has two target dates with commitment targets for 2020 illustrated above. For 2016 target of wild capture species: 76% of assessed species meets sustainability criteria and 8% is under improvement. For 2016 target of wild capture species by volume: 67% of assessed volume meets sustainability criteria and 25% is under improvement.

# SPAR GROUP LIMITED



*“The future sustainability of our seafood resources is a challenge that goes beyond competition in the market place. We commit ourselves to collaboratively meet the sustainability challenges affecting the seafood industry. Our business model which is driven by independent retail poses a challenge to us internally but we are committed to address these challenges as set out in our future plans.”*  
 Kevin O’Brien, Group Risk Sustainability and Governance Executive

**Ask us about our commitments to sustainable seafood:**

facebook.com/myspar

**TARGET DATE: 2016**  
Corporate brands

**SPAR have committed to ensuring that by 2016, all SPAR Private Label seafood sold will be either:**

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

**FishMS: 079 499 8795**  
[wwf.org.za/sassi](http://wwf.org.za/sassi)  
[wwfsassi.mobi](http://wwfsassi.mobi)

The SPAR Group is primarily a wholesaler and distributor of goods and services to independent retailers who trade under the SPAR brand. Nationally, the Group has 1 935 stores, of which 885 are supermarkets. SPAR has recorded approximately 970 million customer transactions over the past financial year and offers an extensive private label and supplier brand seafood range.

### Notable achievements

- Joined WWF-SASSI’s Retailer/ Supplier Participation Scheme in December 2010.
- Completed assessment of the SPAR private label seafood range with most private label products now aligned to the Groups’ commitments.
- Created internal awareness of WWF-SASSI and SPAR’s commitments, as well as external awareness promoted through presentations to regional guilds.
- Provided real-time access to seafood data by linking WWF-SASSI and suppliers to SPAR’s online portals.
- Established full traceability of SPAR brand seafood products by working closely with suppliers.
- Introduced random DNA testing on SPAR brand seafood products

to ensure correct identification and labelling.

### Challenges

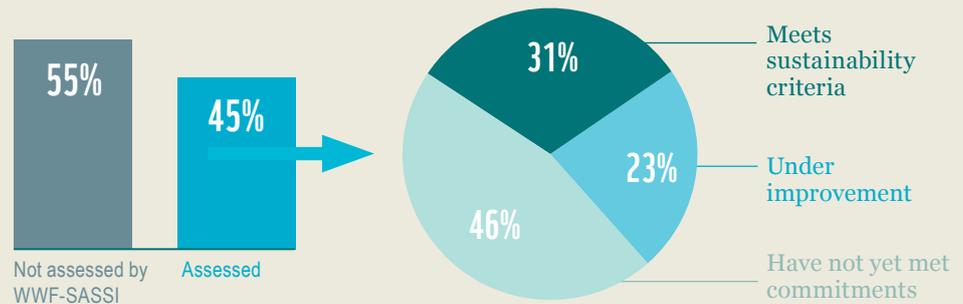
- Effectively changing attitudes in realising the long-term value in sustainability initiatives
- Influencing independent retailers to align direct supply initiatives voluntarily.
- Ability to fully trace and test integrity of seafood products from external brands.

### Future plans

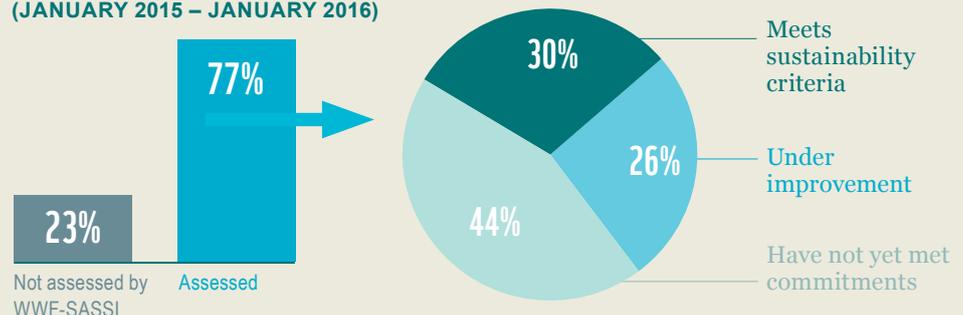
Our distribution centres will start collecting critical sustainability information from branded suppliers to determine the level of risk in procurement streams. We also commit to finding ways to collaborate with participants in the seafood value chain to ensure the sustainability of seafood resources.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2015 – JANUARY 2016)



# SUN INTERNATIONAL



*"In partnership with WWF-SASSI, we aim to restore over-exploited fish stocks to sustainably managed levels, while maintaining or improving the state of other seafood stocks, monitoring sustainable seafood results and ensuring that we effectively implement credible seafood sustainability strategies."* Amanda Clifton-Smith, Group Environmental Manager

## Ask us about our commitments to sustainable seafood:

 facebook.com/suninternational

 @MillionThrills

**TARGET DATE: 2018**  
All seafood products



Sun International have committed to ensuring that by 2018, all seafood served will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

FishMS: 079 499 8795  
wwf.org.za/sassi

Sun International is the first gaming, hospitality, entertainment and experiential group in Africa to commit to transforming their restaurant operations in regards to sustainable seafood.

### Notable achievements

- Serving Green-listed fish in our a la carte outlets – including yellowtail, dorado and trout as well calamari steak, hake and black shell local mussels.
- We are working with suppliers to preferentially procure products that carry the Marine Stewardship Council (MSC) ecolabel or Aquaculture Stewardship Council (ASC) logo.
- We participated in marine week 2015 by creating a SASSI Menu to raise awareness for sustainable seafood.
- Executive chef Jocelyn Myers-Adams from The Table Bay Hotel was recognised as a 2015 WWF-SASSI Trailblazer.

### Challenges

- Prawns are Orange-listed but there is a high demand for this from our guests who complain if these products

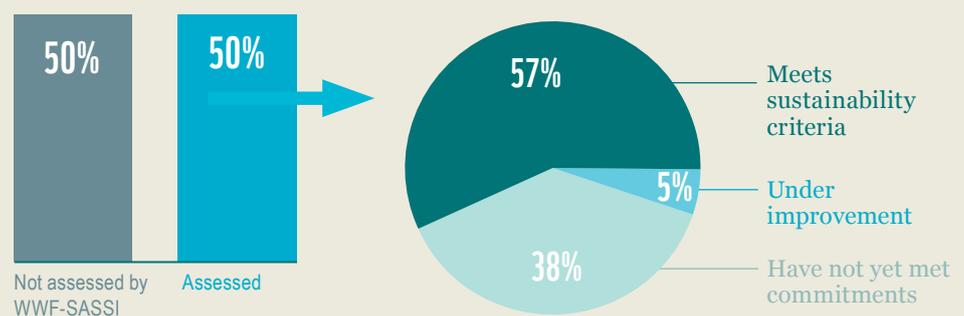
are not available. We will continue to work on sourcing prawns only from suppliers committed to improving their sustainability status.

### Future plans

We have set clear targets to ensure that by 2018 we only deal with suppliers who supply products which are MSC or ASC certified; WWF-SASSI Green-listed or sourced from fisheries or farms actively engaged in credible, time bound improvement projects. We will source alternative products within the guidelines and encourage suppliers to source new farmed products and for new menu items we will eliminate Orange-listed seafood. We will also continue to educate staff and guests on the importance of sustainable seafood practices, and ensure that every Sun International property and outlet has well-informed WWF-SASSI ambassadors.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME:

Sun International's volume/ value information was not readily available at the time of going to print.

# OCEAN BASKET



*“As the biggest consumer of seafood in the country, we acknowledge that we can affect the biggest change on the ocean through our choices. We therefore commit to make responsible choices and to educate our people and consumers.”*

Roelof Brink, Head of Strategic Sourcing

**Ask us about our commitments to sustainable seafood:**

[facebook.com/daoceanbasket](https://facebook.com/daoceanbasket)

[@TheOceanBasket](https://twitter.com/TheOceanBasket)

**TARGET DATE: 2017**  
All wild caught

**TARGET DATE: 2020**  
All farmed



Ocean Basket have committed to ensuring that by 2017, all wild-caught seafood will be:  
- MSC certified, WWF-SASSI Green listed, or  
- In a formal Improvement Project.  
Furthermore, by 2020, all farmed seafood will be:  
- ASC certified, WWF-SASSI Green listed, or  
- In a formal Improvement Project.  
Ask us about our Green-listed options.

FishMS: 079 499 8795  
[wwf.org.za/sassi](http://wwf.org.za/sassi)  
[wwfsassi.mobi](http://wwfsassi.mobi)

Ocean Basket is a South African born seafood speciality franchising restaurant group with 199 stores in 16 countries around the world including Africa, Europe and the Middle East. We have 170 stores in South Africa.

### Notable achievements

- Attended the first of many collaborative discussions with WWF-SASSI and the Namibian Hake Association to find workable solutions to the Orange-listed status of this fishery.
- Committed to only selling 100% ASC certified pangasius, from a single supplier in Vietnam.
- Actively made sustainability topical in social media strategies, with weekly posts regarding sustainability and its importance across our social media platforms.
- Collaboratively took part in the #SASSIstories campaign and given a public platform to highlight our commitments to seafood sustainability.
- In preparation for the sustainable salmon roll out, we have started to supply our Midrand region with sustainable fresh salmon, sourced from

a certified supplier in Norway. These prices and process should be concluded by end 2016, ahead of the set target date.

### Challenges

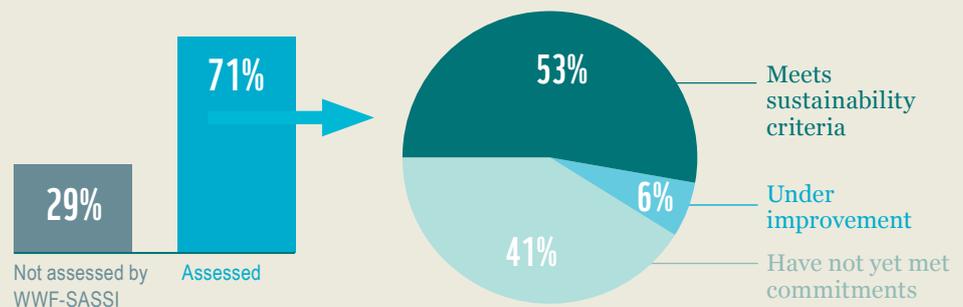
- Calamari serves as an important menu item globally, therefore, the current shortage has been highlighted as a concern, although not yet assessed by WWF-SASSI.
- Ocean Basket is committed to working with WWF-SASSI and the resource to find a practical plan to have the fishery assessed.

### Future plans

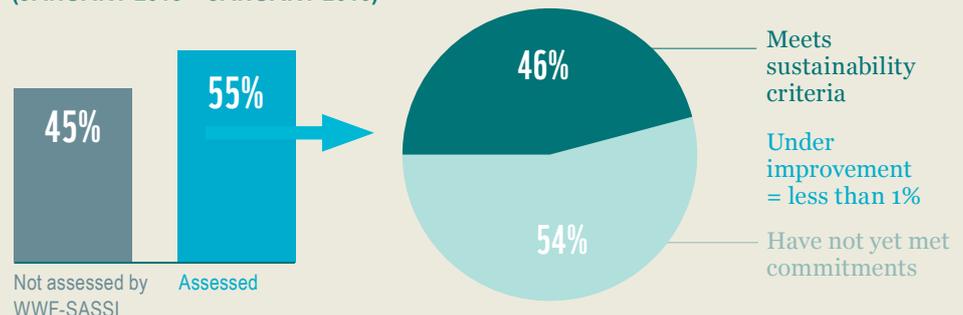
The next step for Ocean Basket’s sustainability programme is to assess our levels with our international partners and extend this to them as well. Although WWF-SASSI is a South African initiative, Ocean Basket takes sustainability seriously and will therefore endeavour to be compliant globally.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2015 – JANUARY 2016)



# BRECO SEAFOODS



*"You and I can make a difference, if we work together towards a common goal of healthy and productive oceans"*  
 Richard Wahl, General Manager

Ask us about our commitments to sustainable seafood:

- facebook.com/breco.seafoods
- @Breco\_Seafoods

**TARGET DATE: 2019**  
 All seafood products

With our head office in Montague Gardens in Cape Town, we have many factories within the greater Cape Town area who are contracted to process seafood on an exclusive or proportionate basis. We buy a range of marine products locally and worldwide and outlets range from spaza shops to supermarket chains as well as government. We serviced approximately 300 non-retail customers in the past financial year.

### Notable achievements

- Tracing local and imported fish through all stages from point of sale back to its source.
- Dealing with suppliers who are informed about, and accountable for, seafood sustainability and transparency, legality and ongoing sustainability improvement.
- Ensuring that reasonable precautions are taken so that we do not purchase seafood that is illegally caught or farmed.
- Awarded MSC (MSC-C-51969) and ASC (ASC-C-00892) certification from INTERTEK in 2015 and started purchasing ASC certified pangasius and MSC certified ling.

### Challenges

- Accessing accurate and up-to-date information about the status of

fish stocks and the environmental performance of fisheries.

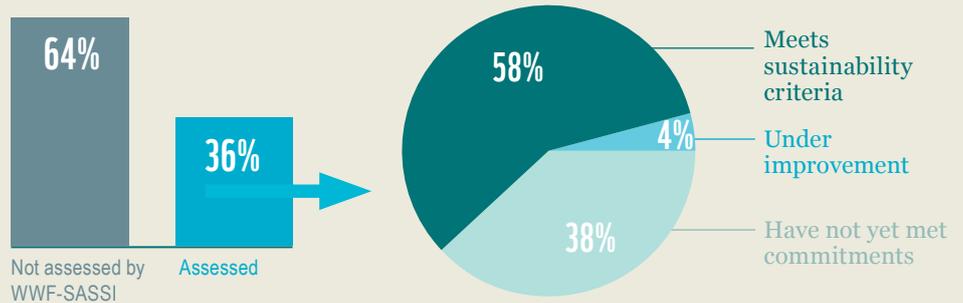
- Ensuring sources are sustainable, as we are reliant on various countries and their fisheries policy.

### Future plans

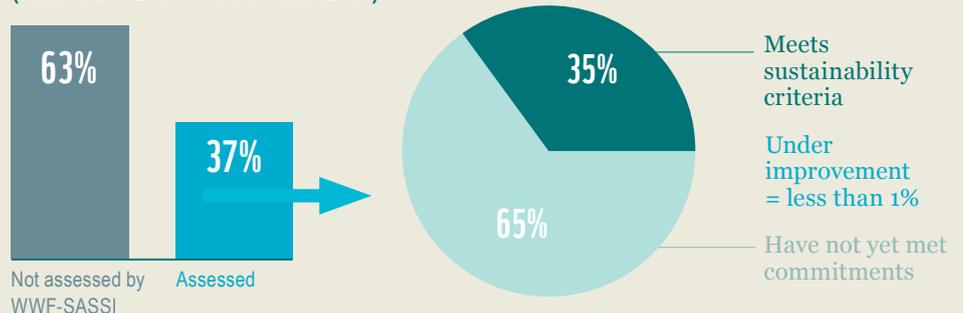
We will maintain a wide variety of species while always complying with WWF-SASSI guidelines, as well as removing species at risk and implementing control measures for others, such as geographical area, fishing methods, minimum size and the like. We will set up a sustainable supply for aquaculture products where possible and partner with experts in source countries in order to gain objective, science-based assessments of the status of seafood. We will also continue to capture data to monitor the sustainability characteristics of the seafood we source and communicate with our customers to recommend alternative sustainable species.

## PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2015 – JANUARY 2016)



BRECO SEAFOODS have committed to ensuring that by 2019, all seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options.

FishMS: 079 499 8795  
 wwf.org.za/sassi  
 wwfsassi.mobi



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## THIS IS A COMMITTED RETAILER'S STORY. WHAT'S YOURS?

SASSI partner retailers handpick each and every one of their seafood suppliers as part of their commitment to sustainability. Often, this is not the easiest way to conduct business; it's challenging and time-consuming. But by doing it, they're helping secure our precious marine resources making it easier for you to make an ocean friendly choice in store.

SHARE THIS STORY | KEEP FISHMONGERS COMMITTED | CHOOSE GREEN



YOU HAVE A CHOICE. MAKE IT GREEN.

# LOOKING FORWARD

Although this report has predominantly focused on environmental issues, our reliance on fisheries and aquaculture to sustain livelihoods must also be acknowledged.

It is estimated that between 10-12% of our global population rely on these two sectors and that, in the fisheries sector alone, 90% of participants are small-scale or artisanal fishers. From a South African perspective, our industrial commercial fisheries provide employment for around 27 000 people and many thousands more small-scale fishers from over 230 coastal communities rely on the ocean for food and a source of income to meet basic needs. It is therefore important to acknowledge that addressing seafood sustainability across the supply chain does not only ensure that the marine environment is protected, but also that the livelihoods of people that rely on marine resources are sustained.

In light of the above, WWF-SA acknowledges that there are many challenges in driving positive environmental change in source fisheries/ aquaculture operations and that it often takes time to address challenges at this level.

This is also reflected in our approach to the WWF-SASSI Retailer/ Supplier Participation Scheme where, if a participant has not fully achieved their commitments to sustainable seafood, WWF-SASSI will continue to support the participant in further work provided that they are transparent in communications on their progress. In terms of overall progress made by participants, if one compares this current 2015 report to the report from 2014, there is a 10% average increase in the species meeting participants commitments to sustainable seafood. This includes those species considered as “Under Improvement” which, as an average across participants for this current 2015 report, stands at 9% of species procured. Note that these statistics are a comparison of all participants who appear in both reports and excludes Sun International, who have recently joined as participants. It also excludes La Marina and Supapackers who were included in the 2014 report but have subsequently decided to exit the WWF-SASSI Retailer/ Supplier Participation Scheme.

The reason for this approach is that WWF-SASSI believes that in many cases there is greater benefit in providing a market incentive, with clear asks for improvement, to source fisheries and aquaculture operations that do not yet meet participants’ commitments to sustainable seafood as opposed to cutting these sources out of procurement streams. Essentially this ensures that there continues to be a strong market pull for fisheries and aquaculture operations to improve.

So in conclusion, it remains vital that consumers not only acknowledge the progress that has been made by participants in addressing seafood sustainability, but that they also continue to hold them accountable to their commitments to sustainable seafood and the subsequent species strategies that they employ to transition all species procured towards meeting their seafood sustainability criteria.

Equally important is that consumers continue to ask all retailers and suppliers, not just those participating in the WWF-SASSI Retailer/ Supplier Participation Scheme, what they are doing about seafood sustainability as this creates a strong consumer call for comprehensive seafood market transformation that ensures healthy oceans for this and future generations to benefit from.

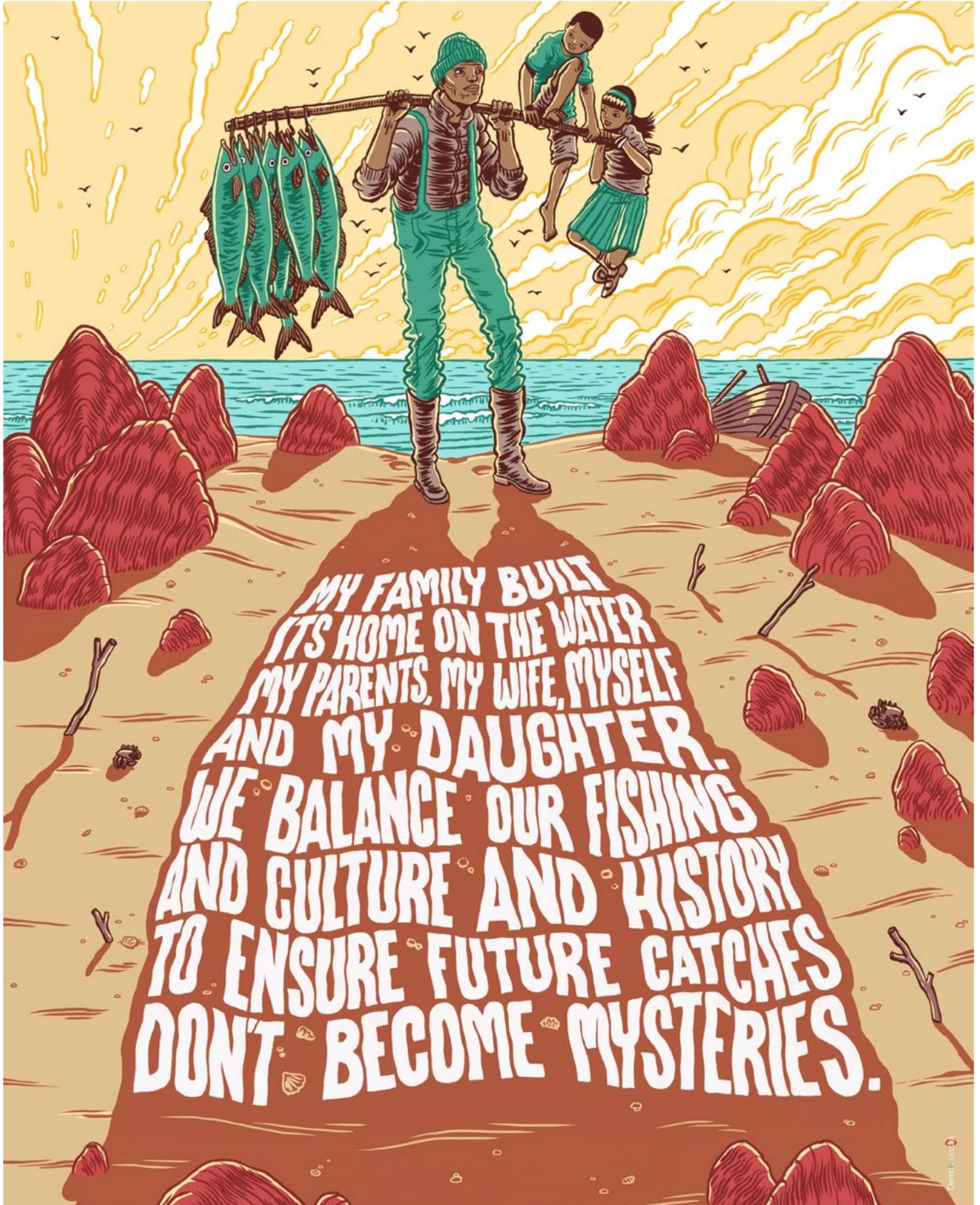


27 000

**SOUTH AFRICANS  
ARE EMPLOYED IN  
LOCAL INDUSTRIAL  
COMMERCIAL FISHERIES**



**>230  
COASTAL COMMUNITIES  
RELY ON THE OCEAN FOR  
FOOD AND INCOME**



## THIS IS A TRADITIONAL FISHER'S STORY. WHAT'S YOURS?

For the fishermen of Kleinmond, sustainability is not an option. If the ocean's resources collapse, so do their livelihoods. Unless these communities can be empowered, unless you make only sustainable seafood choices that then directly impact on what they catch, we'll not only lose the fish but the communities too.

SHARE THIS STORY | KEEP FISHMONGERS COMMITTED | CHOOSE GREEN



YOU HAVE A CHOICE. MAKE IT GREEN.

# TAKING ACTION

Everyone in the seafood supply chain must play their part to ensure sustainable seafood and healthy oceans for now and for future generations.

Retailers rely on consumers to support them in their journey towards sustainable seafood. To use the WWF-SASSI list you need to know what species you are eating, how it was caught and where it comes from – this is because seafood can appear on more than one list depending on its origin or the way it was removed from the sea or the way it was farmed. Therefore consumers should be asking the following questions whenever they are buying seafood and they should be questioning their seafood vendors if the information is not readily available to them in-store:



## WHAT SPECIES IS IT?

Some species stocks are severely depleted, while others have characteristics that put them at particular risk. Furthermore, no fishing gear is completely selective – many fishing methods remove other species apart from intended ones. Lastly, species can also be mislabelled and hence often what you're eating isn't what you think it is.



## HOW WAS THE FISH CAUGHT OR FARMED?

There are many different methods used to harvest and farm seafood, each with its own environmental impact. Some marine habitats can be permanently damaged by fishing gear, while certain aquaculture methods can create the risk of spread of disease to wild populations.



## WHERE IS IT FROM?

Regulations and management strategies of fisheries differ from country to country, and given that at least 50% of all seafood sold in South Africa is imported, it is important to know where your seafood comes from and whether it was caught responsibly.



## WHAT IS THE STATUS OF THE SEAFOOD AND WHAT IS BEING DONE TO ENSURE SUSTAINABLE SEAFOOD?

To determine the sustainability of the seafood they are planning to buy, consumers should use the WWF-SASSI tools. They should also ask their seafood vendor what they are doing about seafood sustainability in their operations and encourage them to make clear commitments to sustainable seafood.





## HOW CAN YOU HELP?

### LOOK FOR SEAFOOD PRODUCT LABELS

If you notice seafood product labelling that does not contain the following: species common name and scientific name, country of origin and capture or production method, talk to the manager in the store, or to responsible management at the head office.

### ENGAGE WITH YOUR RETAILER

Help retailer and supplier participants to implement and achieve their sustainable seafood goals by holding them accountable to their commitments to sustainable seafood. If you feel they are not living up to their commitments, talk to them – either in the stores or by contacting them at their head offices – to find out more about their sustainable seafood policies and initiatives.

### SPREAD THE WORD

View and share the retailer and supplier participant's commitments to sustainable seafood and support the sustainable seafood initiatives that these participants are engaged in. Post your experiences on social media and tag WWF-SASSI as well as the relevant participant.

## References

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# THE WWF-SASSI TOOLS

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## MOBILE APP

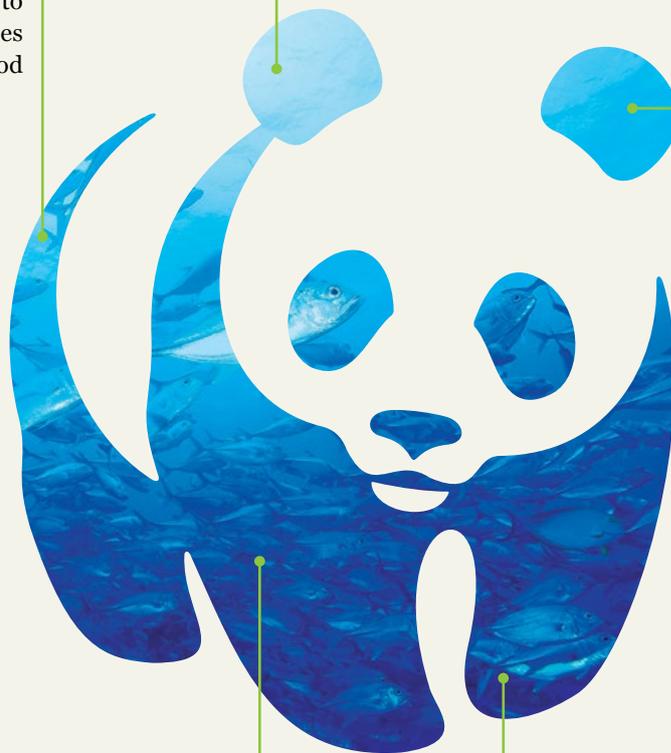
Download the free WWF-SASSI app from the Android and iPhone app store or go to [www.sassiapp.co.za](http://www.sassiapp.co.za)

## FISHMS

SMS the name of a fish to 079 499 875 to access on-the-spot info in order to make sustainable choices about your seafood

## WEBSITE

Find out more about the seafood you're eating via the WWF-SASSI database at [www.wwf.org.za/sassi](http://www.wwf.org.za/sassi)



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To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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