



WWF-SASSI Business Guide for Restaurants, Deli's and Chefs

A guide to addressing seafood sustainability in the food
and hospitality industry



WWF-SASSI GUIDE

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WHY IS IT IMPORTANT?

Our oceans, commonly referred to as the blue economy, are a vital system on planet Earth that is necessary for the survival of humans and other species alike. Many of the ocean's services and goods are major economic, socio-cultural and environmental drivers. Over a billion people are reliant on the ocean's resources for food and as a source of income.

Due to growing populations and subsequent demand, coupled with other factors such as pollution, climate change and mismanagement, the world's fishing resources are fast depleting. Unfortunately the age-old saying "there are plenty fish in the sea" does not hold true anymore. We have reached levels of critically unsustainably fish stocks globally, according to the State of the Oceans Fisheries and Aquaculture report (FAO 2018), 33.1% of global fish stock were considered to be overfished and 59,9% are considered to be fished at maximum sustainable levels (any further increase will result in overfishing). There is an urgent need to mitigate negative effects on the marine environment. By enabling, better management of resources we will be able to continue enjoying the various benefits the ocean provides.

Sustainable seafood is more than just advocating for the protection of the marine resources, there is a strong business case to be made across the entire supply and value chains within the hospitality industry. This guide is meant to serve as a mechanism for best practice that will ensure that seafood can still be served and enjoyed for many generations. The demand for seafood is growing exponentially in South Africa hence the need to cater for these appetites is also growing. Restaurants, chefs and the hospitality industry as a whole need to make more of a concerted effort towards the ethical and environmentally sustainable sourcing of seafood as well as the strategic planning of a green business model.

It would therefore be wise to invest in and advocate for traceable, ethically and sustainably sourced seafood.

WWF's Southern African Sustainable Seafood Initiative (WWF-SASSI) is committed to working hand-in-hand with the culinary industry to secure a future in which sustainable fisheries and responsible aquaculture thrive at a level that supports the communities and businesses that depend on them. Not only does this help to reduce the pressure on our marine resources, but, with an increasingly environmentally-aware market, and scarcity of resource, being sustainable makes good business sense.

SCIENCE BEHIND WWF-SASSI

The WWF-SASSI list is based on a rigorous scientific methodology. It is an on-going process, with new species being assessed on a regularly basis and listed species being reassessed every 3 years. The WWF-SASSI list and associated tools are updated using the Common Assessment Methodology (CAM) for wild-capture species or the "Common Aquaculture Methodology" for farmed species. These methodologies are used by a number of countries within the WWF network which allows for cross border consistency.

The CAM assesses a species across three categories namely:

1. Stock status
2. Ecological impacts of the fishery in which the species is caught
3. The management measures in place for that particular fishery.

The Common Aquaculture Methodology scores a species across three categories:

1. Sustainable use of resources
2. Interactions and impacts
3. Management

Based on the score received, a species is listed on the WWF-SASSI seafood list as Red, which includes species from unsustainable populations as well as species that are illegal to buy or sell in South Africa; Orange, which includes species or fishing/farming methods that have associated ecological reasons for concern; or Green, which includes species that are the most sustainably managed and their stocks are resilient and at a sustainable level.

Note: No sale / recreational species and specially protected species are not formally assessed. It is automatically given a Red listing because commercial sale is prohibited

WWF-SA undertakes significant efforts to develop the WWF-SASSI assessments through an objective and collaborative process. The assessments are essentially a snap shot in time of the state of the fishery. The WWF-SASSI assessments are not only a desktop review of the fishery but also undergo a rigorous consultation period where any stakeholder can provide input into the assessment which is later critiqued by an expert panel. This provides broad-level guidance to consumers and retailers on a particular species per fishing method per country.



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THE POWER OF THE CONSUMER AND THE RESTAURANT

As consumers have become sensitised to environmental issues around seafood, restaurants have come under increasing pressure to ensure the sustainability of their operations. In order to be relevant to a market that has added environmental considerations to their purchasing criteria, restaurants now need to take a proactive stance on sustainability.

The WWF-SASSI Programme provides tools for the conscious consumer, and for restaurants alike. Restaurants serve as the gatekeepers for the food and hospitality industry and so play a critical role in leading market forces, influencing popular taste and promoting ocean-friendly seafood.

Restaurants and chefs diversifying their use of seafood species not only expands customers' palates but can also influence which fish are caught by fisherman, sought by suppliers and wholesalers, and demanded by consumers. Through smarter choices and more creative recipes using Green-listed species, restaurants can help drive demand away from species that are of conservation concern to more resilient species. WWF-SASSI has and continues to engage with chefs and those in the restaurant and food and beverage industry on training, the Seafood Circle Awards and the use of Green-listed alternatives in recipes. We believe that ocean champions need not be divers, or scientists, but people who care for the ocean and want to do something positive to make a difference.

To complement the role that restaurants play, consumers also have the responsibility as active citizens to help shift the demand away from Red listed seafood. When consumers vote with their wallets and voices by choosing Green-listed seafood, it increases support and demand for sustainable seafood on the market. Through this synergy, restaurants and consumers can together, make a positive change on our water.

PUBLIC RELATIONS AND STRATEGIC PLANNING

Businesses depend on their clientele for longevity and have to continuously build a loyal following while still attracting new clients by being responsible with what they serve, how it is served and where ingredients are sourced. In the wake of social communication platforms such as Facebook, Twitter, Instagram etc., the way in which a restaurant business is run and viewed is imperative to its success. Research has investigated green practices used by restaurants and customers' perception of these practices. It has been shown that customers found non-industry specific items highly important, such as efficient heating and cooling systems, environmentally friendly cleaning supplies as well as the usage of biodegradable containers (Wang, 2012). It is well understood and documented

History of WWF-SASSI

Over the past 15 years, the WWF-SASSI has been working towards transforming the seafood market and culinary industry in an effort to make these more sustainable. WWF-SASSI has been particularly successful in the Western Cape, and is gaining momentum in landlocked provinces such as Gauteng. Given that outside of the Western Cape, Gauteng is the second largest consumer of seafood, WWF-SASSI is working with chefs, seafood chain franchises and restaurants to create a shift in seafood markets across all provinces. One of the ways it hopes to achieve this shift is by enabling and empowering chefs from around the country to drive this shift toward sustainability.

The WWF-SASSI objectives are:

1. To increase awareness
2. To discourage consumers from choosing illegal and unsustainable seafood
3. To guide consumers towards more environmentally-friendly choices



Mangroves, an important ecosystem are often displaced to establish certain aquaculture farms.

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that the aforementioned items rank high on a customer's decision making when choosing which restaurant to visit. Similarly sustainably sourced produce and ingredients also rank high on a customer's decision making check list.

Overfishing and illegal, unreported and unregulated (IUU) fishing are two of the five most prominent issues facing our oceans. Overfishing refers to the sheer number of fish extracted from the oceans while IUU refers to the illegal extraction of fish. Overfishing coupled with the ecosystem effects of the way we fish, i.e. fishing methods, are further contributing to the destruction of our oceans. Therefore it is paramount that restaurants have a generic understanding of fishing methods and the varying environmental impact and selectivity.



- **Red = Don't Buy**
- **Orange = Think Twice**
- **Green = Best Choice**

These factors have amplified the issues our oceans face. As a result aquaculture has and is being seen as the solution to meeting our seafood demands sustainably. Aquaculture, however, must be evaluated both in the short and long-term weighing the pros and cons of this method of supplementing the demand of seafood globally and in South Africa. The 2018 SOFIA report highlights that for the first time since aquaculture practices began, the volume of fish produced for human consumption by farms exceeds the volume of wild-caught fish. While aquaculture is an avenue to pursue, it does not mean that all farmed fish is sustainable. There are several issues regarding aquaculture, these include using potentially overexploited wild-caught seafood as feed for farmed fish, or displacing vital mangroves to establish farms etc. Like with wild-caught seafood, aquaculture farms must be responsible and employ best practices as well to be regarded as sustainably/responsibly farmed. Restaurants focusing on green practices must pay attention when sourcing seafood as customers were shown to care for sustainable seafood when dining in a green restaurant (Wang, 2012). Choosing to focus your business on sound ethical and environmental principles, you are making a strategic investment that will allow your business and the industry to grow from strength to strength.

REDUCED RISK EXPOSURE

In the hospitality industry, culinary experts cater to customers that expect certain items to be readily available year round such as prawns, calamari, lobster, kingklip and line-caught fish. On many occasions, these species are out of season, and/or not readily available locally. The culinary industry has the power to shift consumption patterns of customers and the public in general by creating awareness regarding the environmental impacts of serving species out of season or species that are regarded as unsustainable. By meeting the demand for species that are regarded as unsustainable or from fisheries that employ irresponsible practices, the industry is contributing to the decline of these species which will not only have long-term impact on the oceans but will also have far-reaching socio-economic consequences for the fishing industry and people's livelihoods. There needs to be an urgent shift in the design of restaurant business models that take a holistic approach to better business for long term profitably, meeting demand but not to the detriment of the environment and without compromising, standards of quality.

Businesses that deal in overexploited seafood species are vulnerable to the unpredictable supply of these species. In dealing with overexploited or untraceable fish, businesses can also expose themselves to significant legal risks, often knowingly. By shifting your dependence away from overfished stocks towards more sustainable species, they can improve the reliability of their seafood supply chains. Choosing to focus your business around legal, traceable and sustainable seafood helps avoid unnecessary legal complications.

The three main questions that need to be asked when dealing with sourcing and serving sustainable seafood are:

1. What species is it?
2. How was it caught or farmed?
3. Where does it come from?

The importance of arming your business with the answers to these questions allows for your business to be traceable, accountable and transparent which leaves very little room for any issues of mislabelling and illegal sourcing of endangered species that appear on the WWF-SASSI Red list.

BETTER QUALITY SEAFOOD AND IMPROVED SERVICE LEVELS

Sustainable seafood can often be an indicator of better quality seafood as both sustainability and product quality are largely underpinned by full traceability, which in turn indicates a supply chain that is effectively managed. Furthermore, sustainable seafood substitutes that exist for many overexploited species are often cheaper by virtue of the fact that they are more consistently abundant. It thus makes sense to source your seafood based on sustainability criteria, as this strategy

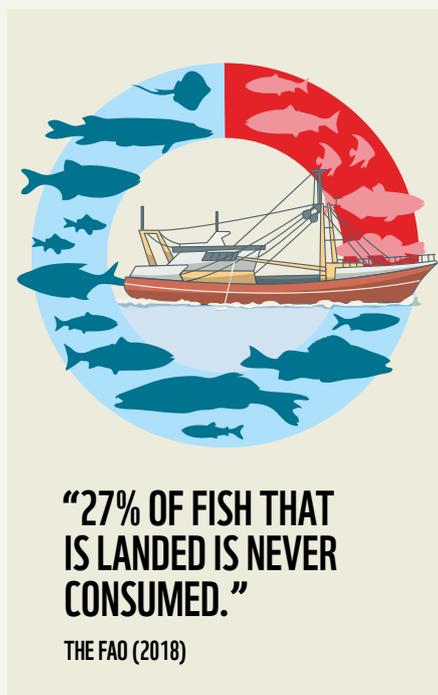


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more often than not leads to stable and reasonably priced products. Fluctuations in price may lend itself to various factors all influenced by trade agreements between South Africa, the SADC and international trade agreements with BRICS, BASIC, the Americas and the EU i.e. which will affect price based on logistics, fish stock status, supply and demand, import / export fees, taxes etc. This dynamic is important to understand within the context of seafood market value versus seafood sustainability.

Businesses must rigorously address how they contribute to the market value of seafood by driving demand and catering to the relative cost of importing seafood and the associated factors that come with such practices. Included in any business model would be the sustainability aspect outside of seafood i.e. carbon footprint, waste, single use plastics, water usage, etc., thus the logistical implications of acquiring “fresh” seafood, must be taken into consideration without compromising on quality and sustainability in general. Businesses should question if it makes sustainable sense to import their seafood or consider sourcing locally produced seafood whereby the needs of quality vs sustainability do not outweigh each other. For example it may make business sense to import snoek from New Zealand provided it is sourced from a sustainable fishery however the question of cold storage and kilometres travelled can be questionable in relation to market value. Hence it is preferred that business source sustainable locally and responsibly caught seafood.

Improved service levels of any business will complement this entire process of sustainable seafood sourcing. Well-informed staff can engage with interested customers and/or handle queries, thereby improving the quality of your service, and potentially increasing your marketability. A business that aims to holistically integrate sustainability into its operations would thus strive to empower staff through ongoing training and development. This will assist in improving their future employability and will also improve your business’ corporate social responsibility (CSR) profile. For a business to have sustainability fully integrated into its operations, staff at all levels (front-of-house staff, managerial staff and



operational staff) must be well-trained in various aspects of sustainability. It is imperative that the front-of-house and procurement staff stay relevant and current when it comes to sustainable seafood and the WWF-SASSI listing. Employing the WWF-SASSI tools and leveraging the use of the tools when engaging with customers and the public via social media will allow for improved and informed service levels. Furthermore, informed and trained chefs and procurement staff will ensure that fish purchased and prepared is legal and sustainable, which drastically reduces reputational risk. Training of staff in sustainable practices will hopefully extend beyond the staff's work environment into the staff's homes, communities and society.

PROCUREMENT AND LABELLING

Globally, it is estimated that about 30% of seafood sold to the public in restaurants or retailers is mislabelled or misrepresented (Agnew et al. 2009). A local study found that 18% of seafood samples in South Africa were incorrectly described in terms of species (Cawthorn et al. 2015). This is a marginal improvement on a previous similar study, and it is still evident that there is a need for greater transparency in the market. Transparency allows for consumers and restaurants alike to know where a product has come from. In addition to transparency is adequate labelling, which is also important when identifying sustainable seafood products.

A common example which illustrates possible misunderstandings and confusion is when a multitude of different species is referred to by one common name, or when many common names are used for one species, for example often restaurants call their linefish seabass – this is not a particular type of fish by rather a group of species. Others include Cape dory often referred to as John dory although these are two different species; salmon trout is a name was created by merging two different species – Atlantic salmon and rainbow trout, when it is in fact probably rainbow trout; haddock is smoked hake in South Africa while it is a different species in other countries; and prawns which could be one of the many species, from various regions and fished or farmed using various methods. Additionally, prawns can be labelled according to their size for example, queen, king, etc. The consumer could easily confuse different prawn sizes for different prawn species which may not necessarily be the case.

It is important that the entire seafood supply chain works towards adequate labelling on their products. Likewise, the onus is on the culinary industry such as chefs, restaurateurs and procurement staff to ask the right questions when purchasing seafood and seek assistance when uncertain and label seafood correctly on menus. This will enable consumers to effectively use the WWF-SASSI tools to make informed choices about the products they are purchasing. When consumers ask questions about seafood on a menu, the restaurant should be adequately equipped to respond accordingly. Restaurant engagement with seafood suppliers is integral to catalyse sustainable action from both business and consumers.

Training courses

WWF-SASSI offers Seafood Sustainability training courses in Cape Town, Johannesburg and Durban. The course is designed to equip restaurants with information and skills on how to develop a sustainable seafood strategy and includes sections on:

- The state of our marine resources in South Africa
- Understanding the problems related to overfishing
- Environmental concerns around aquaculture (fish farming)
- WWF-SASSI's sustainable seafood solutions
- The benefits of sustainable seafood and how to implement WWF-SASSI's guidelines in restaurant
- WWF-SASSI updates for more information please email sassi@wwf.org.za



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Seafood product labels should clearly indicate:

- Acceptable market or common name for the species;
- Full scientific name for the species;
- Fishing method (trawl, longline, linecaught, etc.) or farming method used (pond culture, sea cages, rope & raft, etc.);
- Country of origin (the waters where the species was caught, not the country in which it was processed).

Restaurants need to also be cognisant of mislabelling as it is one of the ways in which illegal seafood enters the market, and exposes businesses to significant risk.

A NEW SEAFOOD NAMING STANDARD

In light of the current global and local mislabelling trends, WWF-SA in collaboration with partners from across the seafood supply chain has sought to undertake a 6-year journey to develop South African National Standard 1647: “Approved market names for South African fish and related seafood species” (or SANS 1647.).

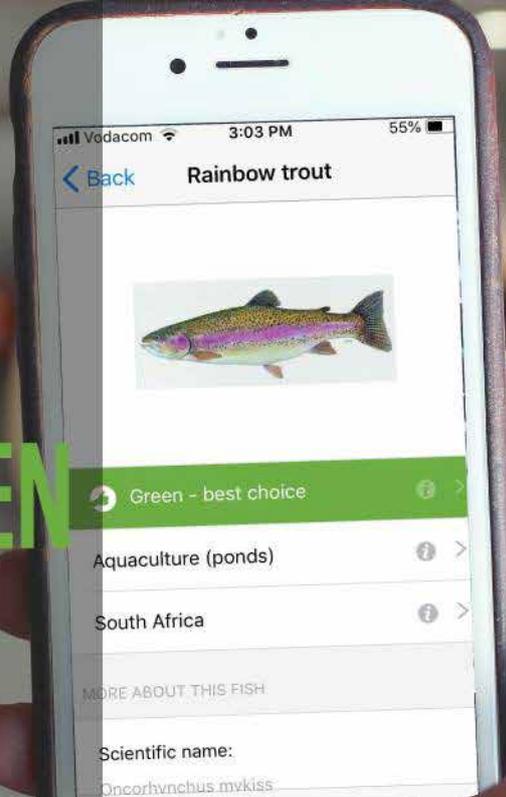
The process began in 2012 when WWF-SA engaged representatives from the commercial fishing sector, small-scale fishing sector, seafood importer and exporters, retailers, restaurants, consumers as well participants from regulatory bodies: Department of Agriculture, Forestry and Fisheries (DAFF), the Department of Health, the South African Bureau of Standards (SABS) and the National Regulator for Compulsory Specifications (NRCS), to initiate discussions on how best to address mislabelling on the local market. An SABS approved national standard was published in June 2018.

SANS 1647 provides the the recommended market name for each of the more than 700 species traded locally in order to reduce consumer confusion due to the use of several fanciful seafood names. The standard applies to all forms of fish, including fresh, frozen and canned, and can be used by all seafood outlets or businesses and not only those that are consumer facing. The publication provides clarity on the appropriate set of market names for all species traded on our markets and thereby reduce instances of mislabelling. This list will also increase the application of consumer rights as consumers can confidently purchase seafood with the assurance that they are purchasing what is represented on the packaging.

SANS 1647 can be bought on the SABS website at: <https://store.sabs.co.za/catalog/product/view/id/442752/s/sans-1647-ed-1-00/>



GET SASSI ABOUT GREEN SEAFOOD



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RESTAURANTS AND SEAFOOD SUPPLIERS

It is important for restaurants to note that WWF-SASSI is a voluntary compliance campaign and is not an eco label or certification. “SASSI-approved” or saying that “all linefish are found on the Green-list” which may not actually be the case, is considered green washing. It relays the message that all seafood items on the menu are Green-listed or sustainable, which is more often than not, not the case.

Checklist when buying sustainable seafood

The following points serve as a checklist for restaurants when choosing what seafood to place on their menus. The questions to ask about a seafood type are:

- **What is it?** - Common and scientific names.
- **How was it caught or farmed?** - Fishing gear or aquaculture production method used.
- **Where is it from?** - Country of origin.
- **If it has an eco-label** - what is the label and what does this mean for example, is it MSC or ASC certified?
 - Ask for documentation if it certified – this is more than just a logo!
 - Check: www.msc.org and www.asc-aqua.org.
- **Sustainability status** – with the information gained from asking the 3 questions, and using the SASSI app: Green = Best Choice, Orange = Think Twice, Red = Don't Buy
- If the fish is on the SASSI Red-list, is it a **specialty protected or no sale species**? If so it is illegal to purchase.
- Ensure the fish was not caught by a **recreational fisher**, this is illegal as recreational fishers cannot sell their catch.
- **Is it seasonal?**

Using the information above, restaurants can now accurately identify seafood sustainability risks in procurement. They can then take pro-active steps to reduce their exposure to these risks by changing their buying practises. If you still find difficulty or experience any confusion with our listing process, email us directly at sassi@wwf.org.za.

WWF-SASSI AND RETAILERS

Both suppliers and sellers of seafood can have a positive influence on South Africa's seafood industry by changing the way they buy seafood. To encourage responsible sourcing of seafood, WWF-SA developed the WWF-SASSI Retailer/Supplier Participation Scheme in 2008 as a means to engage with all large retailers and national restaurant franchises, as well as hotel groups, to drive the change that is needed.

The companies that WWF-SASSI works with through the WWF-SASSI Retailer/Supplier Participation Scheme focus on assessing the sustainability of their seafood operations through the use of biannual organisational assessments. WWF-SASSI then collaborates with these companies to develop and implement solutions to address their key seafood sustainability challenges. A vital part of this process is when companies make measurable commitments to sustainable seafood, thus creating the market incentive for source fisheries and fish farms to change.

Transforming markets is an incremental process that takes time. As such, companies are encouraged to have a clear, long-term strategy guiding them towards achieving their commitments to sustainable seafood. And although WWF-SASSI is working with these companies, it does not necessarily mean that they sell only sustainable seafood. These companies are also influenced by consumers holding them accountable to their commitments and to support them on their journey towards achieving their seafood sustainability goals.

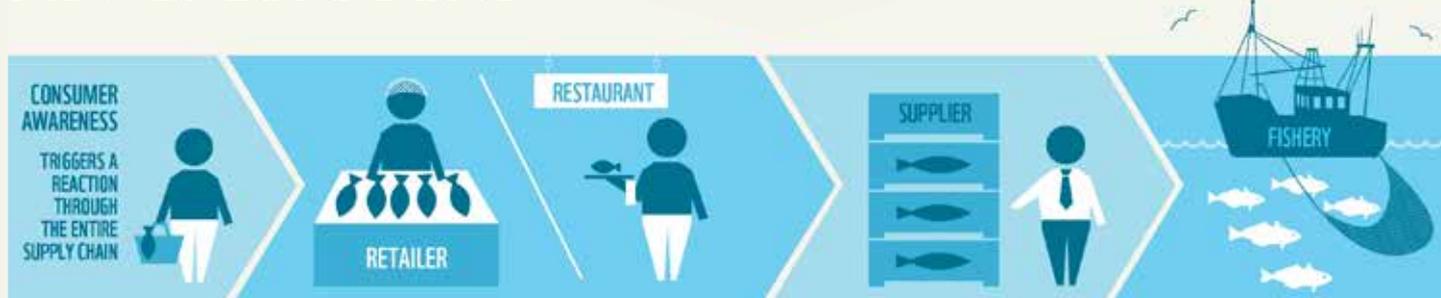
To find out which national companies are part of the WWF-SASSI Retailer/Supplier Participation Scheme, go to <http://wwfsassi.co.za/keep-sassi-participants-committed/> or look under "partners" in our app.



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WHAT CAN YOU DO?

You have a choice make it Green - Here's how!



WWF-SASSI has developed various tools that can be used to check the sustainability status of seafood species.

- The WWF-SASSI website offers detailed information on seafood species and content on seafood sustainability issues: wwf.org.za/sassi
- WWF-SASSI has a handy SASSI app which is free and available for download with versions for iOS and Android.



- The FishMS service enables you to make on-the-spot choices about seafood with just one SMS. Simply type the name of the seafood species into a text message and send it to **079 499 8795**. You will receive a response with sustainability information on the species
- Posters and pocket cards are also available for your restaurant upon request



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Download the tools and update the app – have a WWF-SASSI poster in your kitchen – if you are unsure contact us on social media @WWFSASSI or directly via email sassi@wwf.org.za



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HOW WILL STICKING TO SUSTAINABLE FISH OPTIONS BENEFIT OUR OCEANS AND MARINE LIFE?

- Responsible seafood choices mean healthy oceans and a healthy planet, with an abundance of seafood for future generations to enjoy.
- You are helping to ensure the longevity of livelihoods and businesses that depend on the resources from the oceans.
- Supporting sustainable fisheries that cause the least harm to the marine environment, or fisheries that are part of improvement projects, working toward reducing their environmental impact.
- Helping to address the issue of bycatch of endangered, threatened and protected species such as fish, sharks, rays, seabirds, turtles.

By informing customers and communicating with suppliers, a restaurant can advance their understanding of seafood sustainability.

HOW ELSE CAN I SUPPORT SUSTAINABLE FISHERIES?

Your restaurant would be directly helping to drive positive change on the water through:

- Understanding and supporting fisheries undergoing improvement in the environmental performance of the fishery through Fishery Improvement Projects (FIP) or Fishery Conservation Projects (FCPs) which can help to improve the sustainability of the fishing industry.
- Fisheries which currently have active FIPs / FCPs are also highlighted on the WWF-SASSI tools with the presence of specific icon next to the species targeted. Note that these species may still fall on any colour list.

FISHERY UNDER IMPROVEMENT

- In order to achieve these changes, WWF-SA is working with the industry to develop a number of improvement projects. Improvement projects are developed to address important sustainability concerns around a fishery. These could include bycatch mitigation measures, spatial management plans, gear modifications and any number of other issues.
- In so doing, improvement projects are working toward shifting species they catch to a Green-list status or Marine Stewardship Council (MSC) certification.
- Choose MSC / Aquaculture Stewardship Council (ASC) certified seafood products where possible.

 Facebook: www.facebook.com/WWFSASSI

 Twitter: www.twitter.com/WWFSASSI

 Instagram: www.instagram.com/wwfsassi

WWW Website: www.wwf.org.za/sassi

 App download: www.sassiapp.co.za



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One of the major successes has been with the South African demersal trawl industry which used to kill over 80 000 seabirds per annum. After employing mitigation measures such as the use of bird-scaring lines, the industry successfully reduced its bird bycatch by 99%. This along with other measures has contributed to the MSC certification of the local hake species caught by this industry



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IN CLOSING

This guide should be viewed as a starting point for restaurants that share an interest in supporting the long-term viability of our seafood supply and the health of our oceans. This guide serves as a basic know-how to support and implement a sustainable seafood green business model. Whilst WWF-SASSI encourages all restaurants to follow these guidelines, following them does not constitute an endorsement of any company by WWF-SASSI. We trust that this guide is helpful in your endeavours to support the sustainable seafood trade both in South Africa and globally.

WWF-SASSI is a purely voluntary consumer-facing programme and not an eco-label. We wish you all the best in your sustainable seafood journey and we appreciate any feedback.

Please send an email to sassi@wwf.org.za





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GLOSSARY

Accountability - The obligation of an individual or organization to account for its activities, accept responsibility for them, and to disclose the results in a transparent manner.

Aquaculture - The cultivation of aquatic animals and plants, especially fish, shellfish, and seaweed, in natural or controlled marine or freshwater environments. Also known as farmed fish and can be farmed in a variety of ways e.g. Ropes, cages, ponds, etc.

ASC - the Aquaculture Stewardship Council (ASC) is an independent, international non-profit organisation that manages the world's leading certification and labelling programme for responsible aquaculture.

BASIC - Bloc of four large newly industrialized countries – Brazil, South Africa, India and China – formed by an agreement on 28 November 2009. The four committed to act jointly at the Copenhagen climate summit, including a possible united walk-out if their common minimum position was not met by the developed nations

Black-list - Seafood on the Red list that are either no sale recreational or specially protected species. No sale recreational species may be caught by recreational fishers but are not permitted to be sold. Specially protected species are not to be caught by any fishers (both commercial, recreational and small scale).

BRICS - BRICS is the acronym coined for an association of five major emerging national economies: Brazil, Russia, India, China and South Africa.

Bycatch - Any catch of species (fish, sharks, marine mammals, sea turtles, seabirds, etc.) other than the target species. "Incidental catch" can be regarded as

Implement a sustainable seafood green business model. Whilst WWF-SASSI encourages all restaurants to follow these guidelines, WWF-SASSI is purely a voluntary facing programme and not an eco-label. We trust that this guide is helpful in your endeavours to support the sustainable seafood trade both in South Africa and globally.

synonymous. Bycatch may be either retained (that portion sometimes called “by-product”) or discarded.

CSR - Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. CSR is a concept with many definitions and practices.

Ecolabel - With ecolabels, we can select products and services according to specific environmental and social criteria. What this means is that as consumers, eco-labels guide our purchasing decisions by providing information about the ‘world’ behind the product. For businesses, eco-labels are a means of measuring performance and also communicating and marketing the environmental credentials of a given product. And for governments, crucially these tools encourage the behavioural change of producers and consumers towards long-term sustainability.

FCP - A Fishery Conservation Project (FCP) is where the outcomes are primarily related to the improvement of the environmental performance of the fishery. In FCP’s, MSC certification is not the end goal.

FIP - A fishery improvement project (FIP) draws together fishers, industry, researchers, government and NGOs to help improve fishing practices and management. Through a transparent and comprehensive approach, the FIP will increase a fishery’s level of sustainability and help it meet the requirements of the Marine Stewardship Council (MSC) standard.

Green-list - These are the most sustainable seafood choices from the healthiest and most well-managed populations. These species can handle current fishing pressure or are fished or farmed in a way that does not harm the ocean.

Maximally sustainably fished - Maximum sustainable yield (MSY) is having abundance at or close to the level of Maximum Sustainable Yield (MSY). MSY is the level at which the fish are able to reproduce and replenish at the same rate that they are being fished out.

MSC - The Marine Stewardship Council (MSC) is an independent 3rd party certification scheme that assesses the environmental sustainability and management of wild-caught fisheries.

Orange-list - Seafood on this list are reasons for concern for one or more of three reasons: The species is depleted as a result of overfishing and cannot sustain current fishing pressure, because the fishing or farming method poses harm to the environment and / or the biology of the species makes it vulnerable to fishing pressure.

Overfished - A species that has been fished to a point where the fish species cannot replace itself through natural reproduction. In this state it is considered depleted.



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Overfishing - Overfishing occurs when more fish are caught than the population can replace through natural reproduction.

Red-list - Seafood from unsustainable populations, that have extreme environmental concerns, lack appropriate management or are 'no sale species', illegal to buy or sell in South Africa.

ROI - ROI is usually expressed as a percentage and is typically used for personal financial decisions, to compare a company's profitability or to compare the efficiency of different investments. The return on investment formula is:
$$\text{ROI} = (\text{Net Profit} / \text{Cost of Investment}) \times 10$$

SASSI tools - Set of consumer-focused tools i.e. poster, pocket card, WWF-SASSI App and FishMS to help you make sustainable decisions.

Target species - Those species (often it is the species that is permitted to be caught) primarily sought by the fishermen in a particular fishery i.e. the subject of directed fishing efforts in a fishery. There may be primary as well as secondary target species.

Traceability - Traceability is the ability to track a product from boat to plate. In supply chain traceability, is the ability to identify, track and trace elements of a product or substance as it moves along the supply chain from raw goods to finished products. Sub-industries in each category and in different geographic areas may define the concept to fit their own needs, but at its simplest traceability enables a breadth and depth of visibility into what goes into produced goods and substances.

Transparency - Transparency, as used in science, engineering, business, the humanities and in other social contexts, is operating in such a way that it is easy for others to see what actions are performed. Transparency implies openness, communication, and accountability throughout the supply chain.

Underfished - These stocks are not being fished at an efficient level, and this is the only area that fishing effort could be increased without causing future damage to the stock.

Wild-caught - Taken from the wild rather than bred from captive stock.

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BUSINESS GUIDE FOR RESTAURANTS, DELI'S AND CHEFS

SEABIRDS

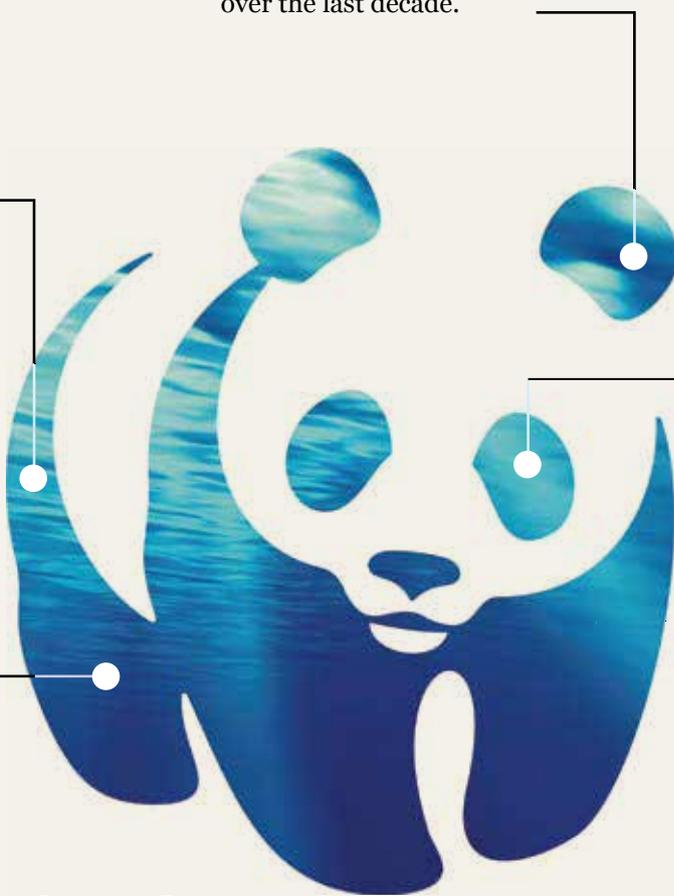
Seabird mortality in the local hake trawl fishery has dropped significantly due to a change in fishing practices over the last decade.

23%

Of South Africa's key commercial fish resources are overexploited.

JOB

South Africa's commercial fisheries employ some 43 000 people.



NO FISHING

11% of our coastline is protected by no-take MPAs.



Why we are here

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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