



WWF

REPORT

2014

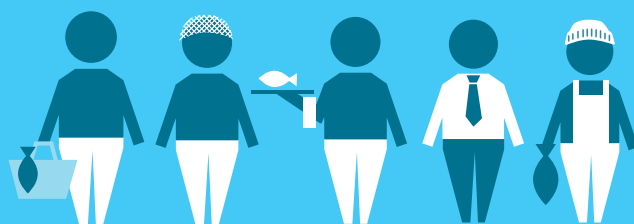
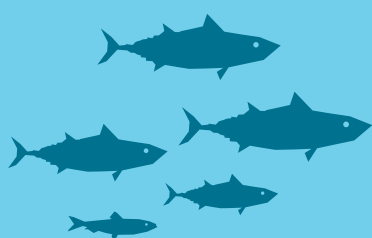
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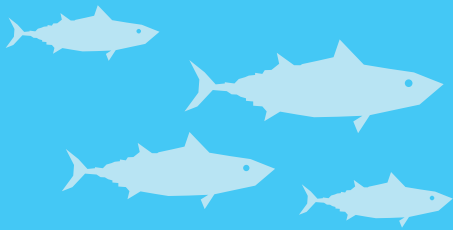
SHARED  
VALUES

# SEA CHANGE

SHARED  
RESPONSIBILITY



**WWF-SASSI RETAILER/SUPPLIER  
PARTICIPATION SCHEME REPORT 2014**



When WWF-SA's Southern African Sustainable Seafood Initiative (WWF-SASSI) first started in 2004 as an initiative to raise awareness of seafood sustainability issues, the topic was not a relevant priority for retailers and their suppliers in South Africa. As a result, there was no example of a retailer taking any kind of stand on ensuring that they were sourcing their seafood responsibly. Supported by the rapid growth in consumer awareness, this landscape has changed significantly and there are growing numbers of retailers/suppliers that are responding to an increasing consumer demand for sustainable seafood. The resultant commitments to source and stock sustainable seafood that many of these companies have made have driven transformation within these retailers/suppliers and have also increasingly been incorporated into their corporate strategies.

This report aims to present the work that WWF-SASSI has been doing with retailers/suppliers through the WWF-SASSI Retailer/Supplier Participation Scheme and to depict, in a consolidated format, the various commitments to sustainable seafood that these companies have made as well as to report on their individual progress towards meeting these commitments.



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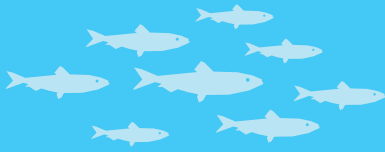
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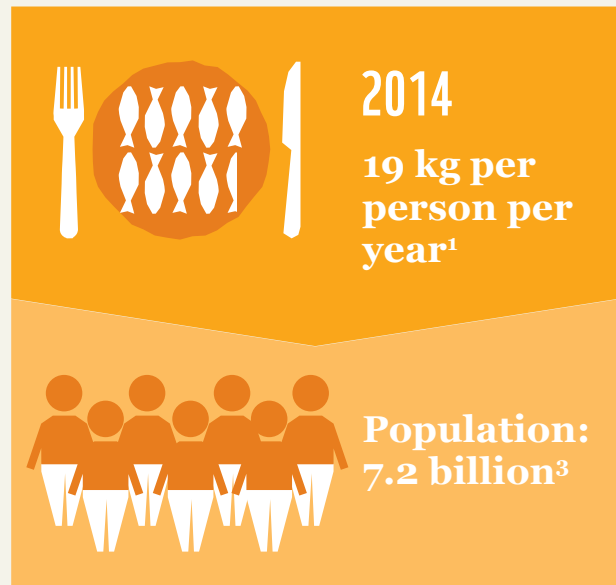
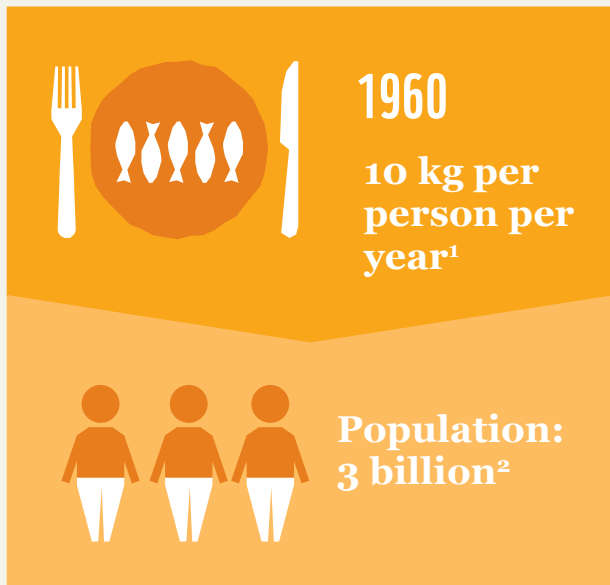
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# INTRODUCTION

The per capita consumption of fish per year has nearly doubled in the last 50 years.<sup>1</sup> In the same period, the world's population has more than doubled.



The demand for fish is greater now than it has ever been. Not only is there an increasing global population but fish consumption per capita has also increased significantly, resulting in exponential growth in demand for seafood worldwide. This has led to growing pressure on our marine resources as we strive to meet the demand for fish and fish products; unfortunately this has not always been achieved in an environmentally sustainable way.

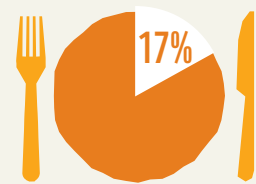


From a global perspective it is estimated that currently 29 per cent of the world's fish stocks are over-exploited, 61 per cent are fully exploited and only 10 per cent remain underutilised<sup>1</sup>. Furthermore, a 2009 study concluded that, despite increasing efforts to restore marine ecosystems and rebuild fisheries, 63 per cent of assessed fish stocks worldwide still require rebuilding and even lower exploitation rates are needed to reverse the collapse of vulnerable species.<sup>4</sup> This, coupled with increasing pressure that fisheries worldwide are facing to increase production, leaves the state of many of our marine resources in a precarious position. It is forecast that by 2030, global fish consumption will rise from 112 (2008) to 152 million tonnes which translates to an approximate increase in demand by 26 per cent<sup>1</sup>.

In the South African context, the challenges are similar. There are 22 commercial fisheries in South Africa, targeting over 200 species, whose stocks range from underexploited to collapsed. While offshore stocks such as hake and horse mackerel are either recovering or optimally exploited, a number of inshore resources including abalone, West Coast rock lobster and many linefish species have been badly overfished, with populations sitting at all-time lows.<sup>5</sup> Increasing pressure on overexploited resources, from growing coastal populations and illegal harvesting activities, remains one of the biggest challenges to managing South Africa's fisheries sustainably.<sup>6</sup>

## WHY DOES THIS MATTER?

- People across the world rely on fish for about 17 per cent of their protein.<sup>1</sup> Most of us would like to be able to eat fish and know that our children will be able to enjoy the same privilege in the future.
- South Africa's fisheries contribute significantly to our GDP, especially the important hake trawl fishery which is certified by the Marine Stewardship Council (MSC) and is an important export commodity for South Africa.
- South Africa's marine ecosystems support thousands of jobs – from fishermen to tourism – many of them sustained by small enterprises.



FISH MAKE  
UP 17% OF  
OUR AVERAGE  
PROTEIN INTAKE

## WHAT ARE THE CHALLENGES?

- **Overfishing:** Increasing pressure is being placed on dwindling marine resources as coastal populations continue to increase. Unless properly managed, this leads to the unsustainable and often illegal harvesting of our marine resources.
- **Single-species Approach:** In many fisheries, management is focused solely on the target stocks and doesn't take into account the fishery's impact on the broader marine ecosystems such as the accidental capture of non-target species (bycatch) and the habitat damage caused by some fishing methods. To manage fisheries sustainably, it is clear that we need to adopt a more holistic Ecosystem Approach to Fisheries (EAF).
- **Multiple Users:** Our marine ecosystems are under increasing pressure from a number of different sectors, including fishing, mining, tourism, transport and aquaculture. Managing these impacts sustainably requires a multi-stakeholder approach in which all of the relevant stakeholders are jointly responsible for the management of our resources. This is known as Integrated Ocean Management.
- **Lack of information:** Marine ecosystems are incredibly complex and in order to manage our impacts on them sustainably we need to have a lot of information such as how many fish are being caught and how this is impacting on the rest of the ecosystem. The collection and analysis of this information needs to be prioritised in order to understand how best we can manage our oceans.



WHAT YOU  
DON'T KNOW  
ABOUT,  
YOU CAN'T  
SEEK TO  
INFLUENCE

# WWF-SA'S SUSTAINABLE FISHERIES PROGRAMME

The WWF-SA Sustainable Fisheries Programme (SFP) works holistically through the seafood supply chain. The work undertaken by the programme includes direct interactions with fishers and regulators, working with retailers and their suppliers as well as utilising the end-consumer as a market incentive for better and more sustainable fishing practices. The vision of the SFP is to incentivise and ensure responsibly managed fisheries that will ultimately provide long-term socio-economic and environmental benefits to all South Africans.

## 1. Consumer power (Empowering individuals)



WWF-SASSI has compiled and currently maintains an ever growing database of seafood species with their sustainability status, aimed to place knowledge in the hands of the consumer. One simple SMS with the name of a species sent to WWF-SASSI's FishMS (079 499 8795) allows you to access immediate seafood sustainability information depicted using a 'traffic light' system of red (avoid), orange (think twice) and green (good to go) lists. These lists indicate whether the species stock is in a healthy state, is sustainably caught and well managed, or not. This enables a consumer to make environmentally responsible seafood choices when shopping at a retailer or ordering at a restaurant, so that they become a key lever of change in the seafood supply chain. This is but one of the tools available to consumers; there is also a website, a mobi site, a mobile app as well as printed pocket cards and posters. See the WWF-SASSI website at [www.wwf.org.za/sassi](http://www.wwf.org.za/sassi) for further details on how to access these tools.



## 2. Moving the market (Retailers and Suppliers)

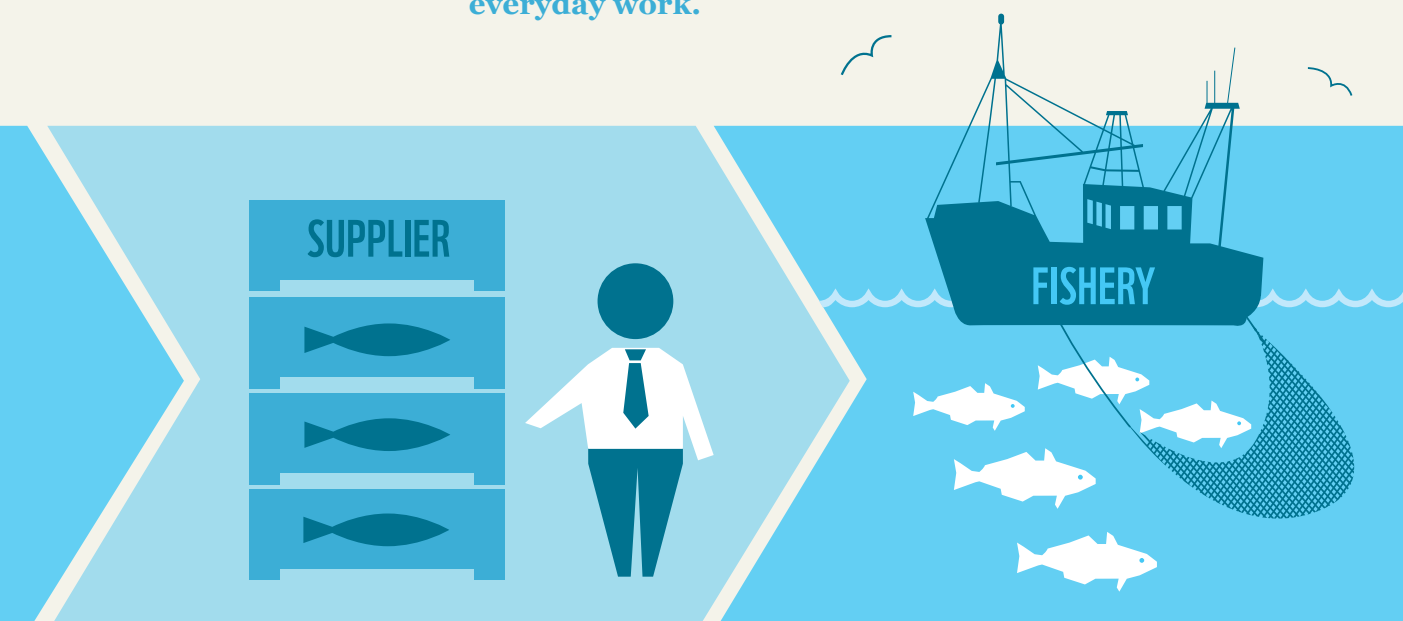
Shifts in consumer purchasing patterns triggered a reaction from retailers; they began looking for more sustainable suppliers to meet the changing consumer demand. But how could large retailers and national restaurant franchises show consumers that they understood and sought to supply and sell sustainable fish?

That question led to the birth of the WWF-SASSI Retailer/Supplier Participation Scheme in 2008 which aimed to inform and empower these key influencers in the long supply chain from sea to fork. WWF-SA set out to provide both information and tools for these companies to address seafood sustainability concerns in their operations. This initiative is the focus of this report; details of how it works can be found in the next section.

## 3. Change on the water (Fisheries)

While changes in consumer awareness and retailers/suppliers' procurement practices create the incentives for more responsible fishing practices, the ultimate goal of the WWF-SA Sustainable Fisheries Programme's work is to deliver positive change on the water and drive the implementation of an ecosystems approach to fisheries. This work is achieved through driving best practice in the fishing industry; most notably through the formation of the Responsible Fisheries Alliance between key stakeholders in the hake trawl fishery (see details at [www.rfalliance.org.za](http://www.rfalliance.org.za)); the development of fishery improvement projects in the small scale fisheries sector and the hake longline fishery; and working with the inshore component of the hake trawl fishery to address impacts on key bycatch species.

**With its consumer, market and fisheries initiatives, WWF-SA has built a strong foundation for the future, 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 Green-listed seafood, a retailer working with your suppliers or a fisher implementing better practices in your everyday work.**



# THE WWF-SASSI RETAILER/SUPPLIER PARTICIPATION SCHEME

**In 2008, the WWF-SASSI Retailer/Supplier Participation Scheme was established to mobilise the market.**

The aim? To provide seafood businesses with a basic understanding of what sustainability means, where their company stood in these terms, and how to move from that point to a point where they could show consumers that their operations were actively incentivising improvement and supporting sustainable fisheries and responsible aquaculture.

The thinking was that a major shift in practice and operation by the larger retailers would, of necessity, pull smaller players along in its wake. So WWF-SASSI engaged with a few of the key South African retailers/restaurants and their suppliers.

**How it works:** The focus of this work is on **assessing** the performance of a company in addressing seafood sustainability within its operations, and then assisting them to set reasonable and achievable **targets** that will guide their seafood procurement decisions and assist them in working with suppliers to achieve these targets. In addition, it is important for these companies to give their staff advice and **training** on how to implement best practice principles in terms of sustainable seafood.

Retailers who are under pressure from consumers are thus empowered to engage with their supply chains around the sustainability of the seafood that they are buying. With a better understanding of retailers' sustainability requirements, seafood suppliers start to look for more sustainable products on the market and to engage with the fishers themselves to help improve their practices on the water. At the end of the chain, fisheries and aquaculture operations are incentivised by the increased demand for sustainable products to implement responsible practices, ultimately helping to ensure healthy oceans for all.

At the heart of the WWF-SASSI Retailer/Supplier Participation Scheme is the **bi-annual assessment conducted by WWF-SASSI** using the retailer/supplier assessment tool which tracks progress of the participants on eight key focus areas:

- 1. SUSTAINABLE SEAFOOD POLICIES AND COMMITMENTS:** This focus area is working towards the development of a comprehensive sustainable seafood policy with time-bound commitments to sustainable seafood, along with procurement guidelines that are communicated externally and internally.
- 2. PROCUREMENT:** This focus area is working towards ensuring that all seafood species that do not meet the company's seafood sustainability criteria are interrogated and, if found to originate from fisheries/farms that are not compliant, are removed from the procurement list.
- 3. TRACEABILITY:** This focus area is working towards compiling a complete list of seafood products, including their common name, scientific name, origin and catch method, and that the robustness of traceability systems to verify this information is tested.



4. **TRANSPARENCY AND LABELLING:** This focus area is working towards ensuring that all seafood products sold include common name, scientific name, catch/production origin and catch/production method on packaging.
5. **TRAINING:** This focus area is working towards ensuring that relevant managerial, procurement and sales staff have attended WWF-SASSI training.
6. **COMMUNICATION:** This focus area is working towards ensuring that participant's suppliers are adequately informed about environmental issues associated with seafood and are also engaged in efforts to align their business with sustainable seafood practices.
7. **AWARENESS:** This focus area is working towards ensuring that the participant's commitments to seafood sustainability are communicated with consumers and underpin all communications regarding seafood sustainability.
8. **SUSTAINABLE SEAFOOD INITIATIVES:** This focus area is working towards ensuring that participants have identified the most important species not meeting their seafood sustainability criteria and has developed strategies to improve or remove them.

Companies who have made clear and accessible time-bound **commitments** to sustainable seafood are showing their willingness to be held accountable – and their public commitment gives the consumer a way to do just that, while supporting, encouraging and rewarding them for their successes.

So it all starts with a clear, long-term strategy that's in the public domain.

This is not just a guide on the road to sustainable seafood; it's also a driver of transformation. Retailers and suppliers set targets in terms of the species they buy and sell, and they commit to supporting trading partners with similar goals; but they also set targets to actively promote appropriate fishery or aquaculture improvement projects. This gives these projects support, but it also creates a demand for their products. Essentially this is the key environmental outcome of this work as it seeks to open a pathway to sustainability for source fisheries and aquaculture operations as opposed to excluding them from supply chains. This ensures that there is sufficient focus on credible and measurable improvement.

## The impact of publicly shared commitments

- The retailer or supplier understands what constitutes sustainable seafood and is developing a strategy to define exactly how and when they will be able to reach a goal of trading in sustainable seafood.
- A public statement of commitment to clearly articulated targets both informs and motivates staff.
- A time horizon generates a sense of urgency about supporting projects aimed at making seafood more sustainable, even beyond the normal retail chain of supply.
- The consumer knows – or can find out – what the company has committed to do, in some detail and with a time-frame attached. This gives the consumer greater leverage. But it also becomes part of company policy and must be incorporated into all company strategies.
- Participants in the WWF-SASSI Retailer/Supplier Participation Scheme are only permitted to use the WWF-SASSI logo if accompanied by a short description of their commitments to sustainable seafood.



Communication and awareness are vital parts of the WWF-SASSI Retailer/Supplier Participation Scheme; once you as a company have created your long-term strategy, **communicating it up and down the supply chain is a tactic to create an industry-wide understanding of the issues and what needs to be done.** It is an effective way to multiply your own strategy. At the same time, communicating your commitments to the buying public ensures that your efforts to address seafood sustainability remain relevant to your customers.

### Progress report graphs and graphics: how they work

An **individualised WWF-SASSI logo** is developed for each participant and it contains a unique summary of its time-bound public commitments that covers their fresh, frozen and canned seafood. This means consumers can hold them accountable and support them on their journey to sustainable seafood. See no. 1 on next page.

**Progress over time.** The WWF-SASSI bi-annual assessment report graph shows how many assessments have been completed – an indication of how long WWF-SA has been working with a participant. It also gives a snapshot of the participant’s progress across the eight key focus areas of the assessments (*PLEASE NOTE: the graphic only reports progress against the initial status for each focus area; participants are advised to focus on areas where improvement is required and therefore low or no progress in some focus areas is often the result of the participant having achieved a positive initial outcome*). See no. 2 on next page.

**Species by the numbers.** The species progress chart (available for all participants) looks at how many seafood species in the company’s procurement stream are species on the WWF-SASSI seafood sustainability database (“ASSESSED BY WWF-SASSI”) and then measures progress in terms of:

- meet their seafood sustainability criteria (i.e. WWF-SASSI Green-list or MSC/ASC certified);
- are sourced from fisheries or farms undergoing improvement to meet their seafood sustainability criteria; and
- do not currently meet their seafood sustainability commitments (maybe they’re WWF-SASSI Orange- or Red-list species). See no. 3 on next page.

**Volume/value.** This progress chart represents the volume/value of seafood sold that meets the participant’s seafood sustainability criteria for species that have been assessed by WWF-SASSI. So whereas the previous chart shows you the range of species involved, this one will show you quantities – for example, a retailer might sell only three Green-list species, but if just one of them accounts for the largest weight or value of fish sold, that represents a considerable contribution to sustainable seafood. See no. 4 on next page.

**Participant’s report.** Each participant, in its own words, gives a brief description of its achievements, challenges and plans. See no. 5 on the next page.

**Social media.** The contact details for the participant enable consumers and other stakeholders to get in touch directly. See no. 6 on the next page.

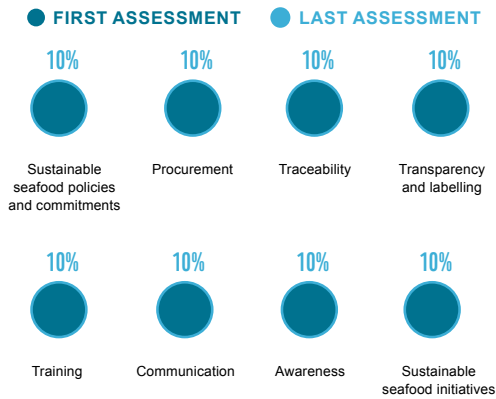
# EXAMPLE OF A PARTICIPANT PROGRESS REPORT:

## PARTICIPANT

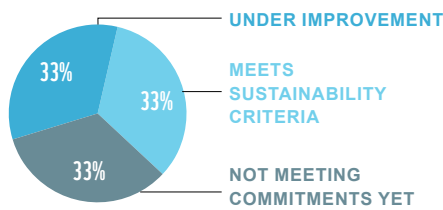
**9 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

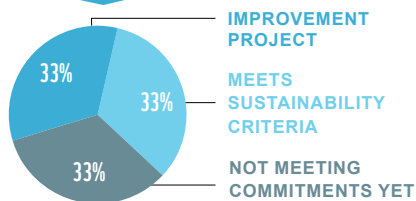
### % IMPROVEMENT PER CATEGORY:



### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY BY VOLUME/VALUE SOLD:



### COMMITMENTS TO SUSTAINABLE SEAFOOD:

(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 | wwfsassi.mobi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque velit mi, consectetur ac viverra at, dictum vel risus.

#### Notable achievements:

Proin in efficitur diam. Sed ac mollis odio. Sed molestie dolor mi, quis hendrerit sem lacinia id. Aliquam eu enim at tortor aliquet ornare quis tempor quam.

- Integer et ex sit amet nunc fringilla pretium.
- Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.
- Nunc ullamcorper iaculis nibh, id commodo sapien aliquam quis.

#### Challenges experienced so far:

- Suspendisse sed quam risus.
- Vestibulum erat nisl, feugiat vel condimentum et, mollis volutpat sem.

#### Future plans:

Donec consectetur porttitor leo ut efficitur. Donec arcu magna, accumsan ac gravida ac, egestas ac nunc. Suspendisse condimentum, justo at auctor imperdiet, nisl purus viverra libero, efficitur facilisis eros justo quis sem. Nam auctor neque lacus, id pulvinar eros luctus sed. Donec tincidunt eros sit amet nunc venenatis, a ornare nisl lobortis. Maecenas dictum sollicitudin commodo. Fusce rutrum, ante ac mollis luctus, nulla velit vulputate tellus, ullamcorper consectetur lacus elit non.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque velit mi, tincidunt eros sit amet nunc venenatis, consectetur ac viverra at, dictum vel risus."

Name - Head of seafood procurement

Speak to us about our commitments to sustainable seafood:  
[facebook.com/participant](#)  
[@participant](#)

Individual WWF-SASSI logo displaying commitments

2

Progress over the 8 assessment areas.

3

Status of number of species traded.

4

Volume/ value of seafood traded.

1

5

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

6

Comments or question? Speak to the participants on social media.

# **PARTICIPANT PROGRESS REPORTS**

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**STEP BY STEP:  
MAKING PROGRESS**

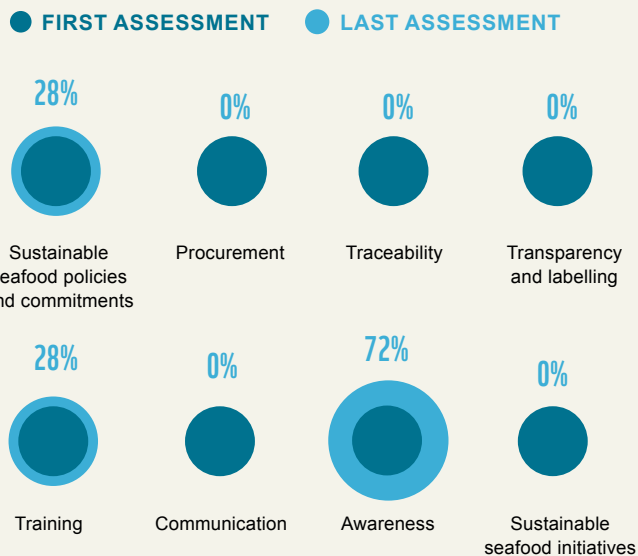
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# BRECO SEAFOODS

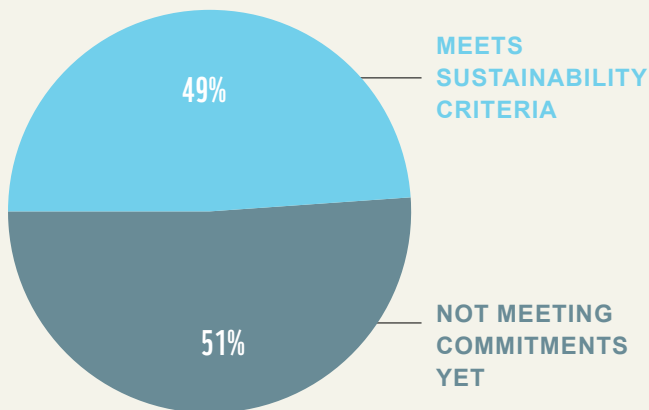
**2 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED:



Speak to us about our commitments to sustainable seafood:

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

## COMMITMENTS TO SUSTAINABLE SEAFOOD:

**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

With our head office in Montague Gardens, Cape Town, we have many factories within the greater Cape Town area contracted to process seafood for us on an exclusive or proportionate basis. Breco buys a range of marine products locally and worldwide. Outlets range from spaza shops to supermarket chains and government departments. We serviced approximately 300 non-retail customers in the last financial year.

### Notable achievements:

- **Traceability:** Breco has measures in place to trace local and imported fish through all stages from point of sale back to its source.
- **Sourcing:** Breco is committed to dealing with suppliers who are informed about, and accountable for, seafood sustainability and transparency, legality and ongoing sustainability improvement.
- Breco has taken all reasonable precautions to ensure that we do not purchase seafood that is illegally caught (illegal, unregulated or unreported) or illegally farmed.

### Challenges experienced so far:

- 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:

- Maintain a wide variety of species while always complying with guidelines of WWF-SASSI.
- Remove species at risk and implement control measures (geographical area, fishing methods, minimum size, and the like) for others.
- Set up sustainable supply for aquaculture products where possible.
- Partner with experts in source countries in order to gain objective, science-based assessments of the status of seafood.
- Continue to capture data to monitor the sustainability characteristics of the seafood we source.

*“You and I can make a difference, if we work together towards a common goal of healthy and productive oceans.”*

Richard Wahl, General Manager: Breco Seafoods

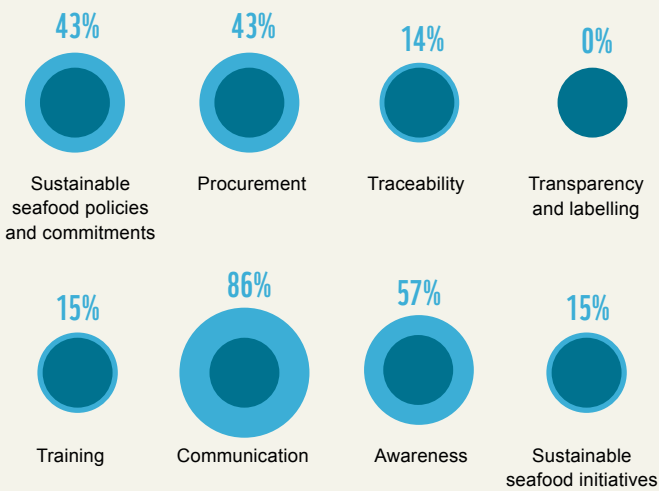
# FRUIT & VEG CITY/ FOOD LOVER'S MARKET

**3 ASSESSMENTS COMPLETED**

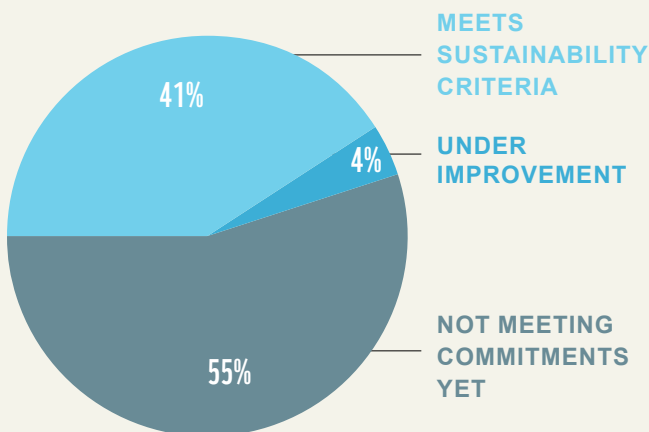
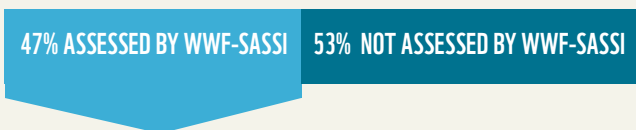
Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:

● FIRST ASSESSMENT ● LAST ASSESSMENT



## SUSTAINABILITY OF SPECIES PROCURED:



Speak to us about our commitments to sustainable seafood:

facebook.com/fruitandvegcity  
 @foodloversfish

## COMMITMENTS TO SUSTAINABLE SEAFOOD:

Fruit & Veg City 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

Fruit & Veg City has 104 stores in South Africa, with about a million shoppers every week. Fruit & Veg City / Food Lover's Market first started selling frozen seafood in 2006.

### Notable achievements:

- Collating all information regarding seafood, and managing the products in our stores to ensure that we work within our commitments to sustainable seafood.
- Removed West Coast rock lobster from our stores due to unanswered question regarding the sustainability of the fishery.
- Voiced support for the South African Hake Longline Association agreement with WWF-SASSI to implement the Fishery Conservation Project for the fishery.
- The implementation of Fish Department Ticketing for our stores, which has started to roll out. We are the first retailer to have all information regarding common name, species name, catch method and country of origin on our fresh fish counters.

### Challenges experienced so far:

- Expanding the limited range of sustainable and certified seafood lines; increasing awareness and gaining commitment from all suppliers; and ensuring traceability.
- Sourcing information from suppliers, and the required information, as they wanted to protect their source of supply. Another challenge has been the management and implementation of the labelling requirements for our suppliers.

### Future plans:

- We will continue to find ways to educate our staff and consumers with regards to sustainable seafood and roll out the Fish Department Ticketing to all our stores.

*"The majority of our new Food Lover's Market stores now have a fresh and frozen seafood offering. Due to the challenges and importance regarding seafood sustainability, Fruit & Veg City / Food Lover's Market embarked on a journey with WWF-SASSI by becoming a WWF-SASSI Retail Participant in 2012 and have made commitments to seafood sustainability."*

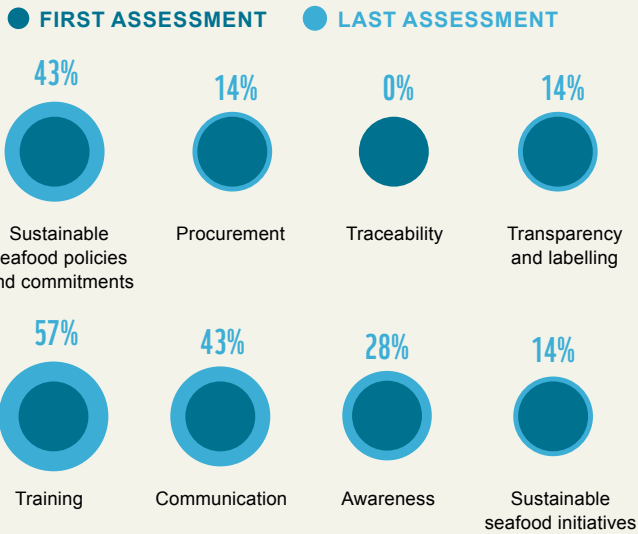
Simon Wilson, Seafood Manager: Fruit & Veg City



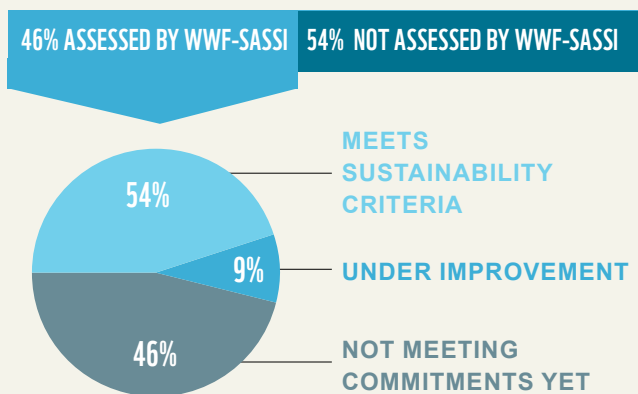
## 4 ASSESSMENTS COMPLETED

Assessments are conducted twice per year.

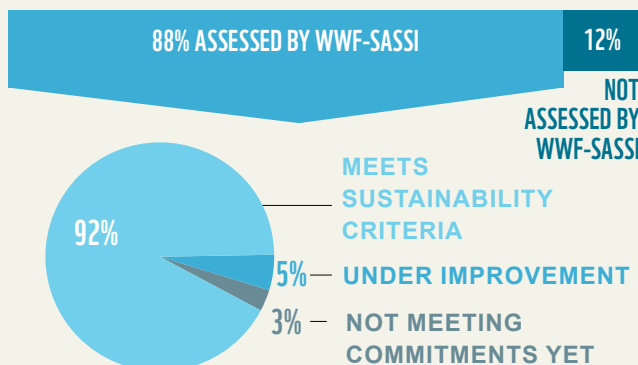
### % IMPROVEMENT PER CATEGORY:



### SUSTAINABILITY OF SPECIES PROCURED:



### SUSTAINABILITY BY VOLUME SOLD:



### COMMITMENTS TO SUSTAINABLE SEAFOOD:

**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 | wwfsassi.mobi

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. As a result the company has an important contribution to make towards the sustainable management of fisheries, not only in South Africa but in every country we do business. I&J has made remarkable strides in addressing environmental concerns and establishing itself as an environmentally conscious corporate citizen. Respect, care and concern for the environment is one of I&J's core values and we will continue to focus intensively on entrenching sustainable business practices. From its head office in Cape Town, I&J supplies MSC certified South African hake to 80 customers in Australia, Europe and the United States. The company also supplies to a domestic customer base totalling 230, including major South African retailers, large domestic food service companies and local wholesale customers.

**Notable achievements:** Our commitment to sustainable fishing is captured in the participation agreement we signed with WWF-SASSI in July 2012. This participation agreement has been recognised by WWF-SASSI as the strongest commitment yet made to sustainable seafood by a South African fishing company and according to WWF South Africa, the first fishing company in South Africa to make such commitment. I&J has adopted a Sustainable Seafood Policy (available on [www.ij.co.za](http://www.ij.co.za)). This comprehensive text sets out the standards to which I&J strives to adhere, and the standards expected from its suppliers.

**Challenges experienced so far:** Some countries, fisheries and fish farmers are slow or unwilling to engage with sustainability programmes which presents a challenge in terms of ensuring sustainable seafood sourcing.

**Future plans:** I&J will partner with suppliers who enter ASC. Whilst full ASC certified supply may not be possible by the target date of December 2015, I&J will seek out the most suitable suppliers of farmed seafood products possible.

*"Sustainability is a journey and I&J rewards those suppliers and source fisheries/fish farms that are working towards sustainable and responsible practice by trading their products and convincing our customers to do the same."*

John Jankovich-Besan, Managing Director: I&J

Speak to us about our commitments to sustainable seafood:

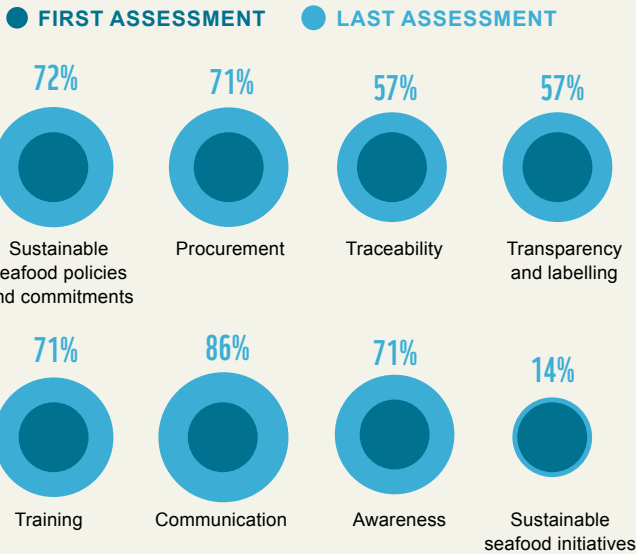
[facebook.com/IJEatIn](https://www.facebook.com/IJEatIn)

# JOHN DORY'S

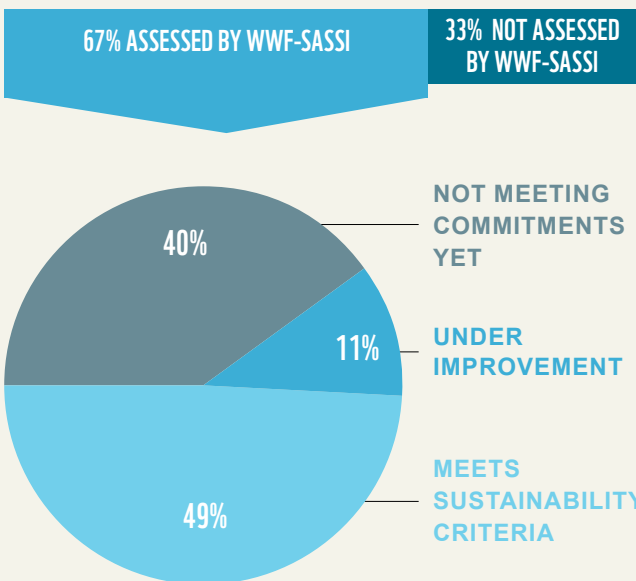
**8 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED:



## COMMITMENTS TO SUSTAINABLE SEAFOOD:

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

This Durban-born franchise is famous for its fish and grill combos, widespread selections, value-added meals and family-friendly, fun environments. Over the years, grill and sushi dishes have been incorporated into the menu, with huge success. It is this success that inspired the name change from Fishmonger to Fish, Grill & Sushi in September 2001. Currently there are 35 John Dory's restaurants that collectively serve over 3 million customers every year.

### Notable achievements:

- We offer our guests sustainable or Green-listed seafood items on our menu.
- We also undertake not to stock items on any credible endangered list or on the WWF-SASSI red-list.
- We undertake to purchase products from reputable suppliers — all of which are able to trace the product back to its source and we have certain "licensed" products that have to be bought by our franchisees. This can only be achieved through centralised buying and our highly experienced procurement team which scrutinises all relevant documentation before listing the various seafood products at the respective distribution points.

### Challenges experienced so far:

- Sourcing a competitive hake product from the MSC-certified South African hake trawl fishery.
- Addressing sustainability of Norwegian salmon – steps are underway to ensure we only support farms engaged in the ASC certification process.

### Future plans:

- Implementing species strategies to meet our 2016 seafood sustainability targets.

*"John Dory's takes pride in its relationship with SASSI, realising how vital responsible fishing practices are to our depleted ocean resources. We also pride ourselves on our uncompromising and absolute transparency and honesty."*

Marietjie Gradwell, Procurement: John Dory's

Speak to us about our commitments to sustainable seafood:

[facebook.com/pages/John-Dorys-Fish-Grill-Sushi/8266619910](https://facebook.com/pages/John-Dorys-Fish-Grill-Sushi/8266619910)  
[@JohnDorysSA](https://twitter.com/JohnDorysSA)

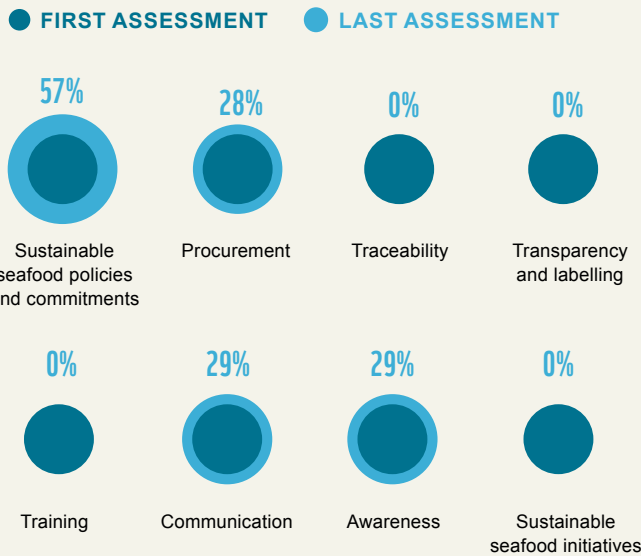


# LA MARINA

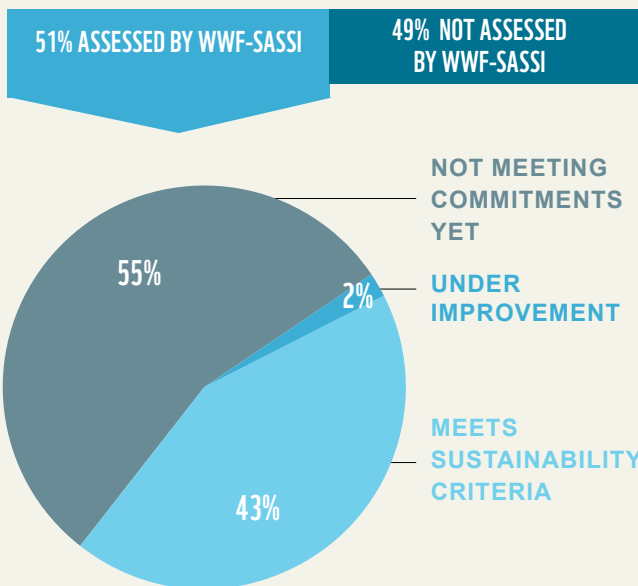
**5 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED:



## COMMITMENTS TO SUSTAINABLE SEAFOOD:

**La Marina 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

La Marina is a one-stop shop for hotel chefs, caterers and the home cook alike. La Marina has one outlet in Johannesburg but we work closely with Wild Peacock in Cape Town which sells a number of our fish products. We stock fresh and frozen seafood and shellfish from all around the world. Over the last year we have satisfied more than a thousand customers in the food industry and hundreds more through our retail outlet.

### Notable achievements:

- Supplying the top restaurants and hotels with excellent quality farmed Scottish salmon and sea bass.
- Being the first in the country to distribute MSC certified Spencer prawns and MSC certified Australian toothfish.

### Challenges experienced so far:

- Challenges so far have been sourcing a constant supply of fish products to satisfy our standards and customer demands.

### Future plans:

- To consistently offer our customers sustainable products.
- La Marina’s vision is to be the number one supplier in the hospitality industry, offering exceptional service and quality products. Our commitment to our operating partners and staff is continuously emphasised by living our values as we grow.

*“We have a love for food and people and our service, good attitude and excellent product range are what sets us apart.”*

Kirsten Jooste, Owner: La Marina

Speak to us about our commitments to sustainable seafood:

[facebook.com/pages/La-Marina-Foods-South-Africa/724192074273922](https://facebook.com/pages/La-Marina-Foods-South-Africa/724192074273922)

@LaMarinaFoods

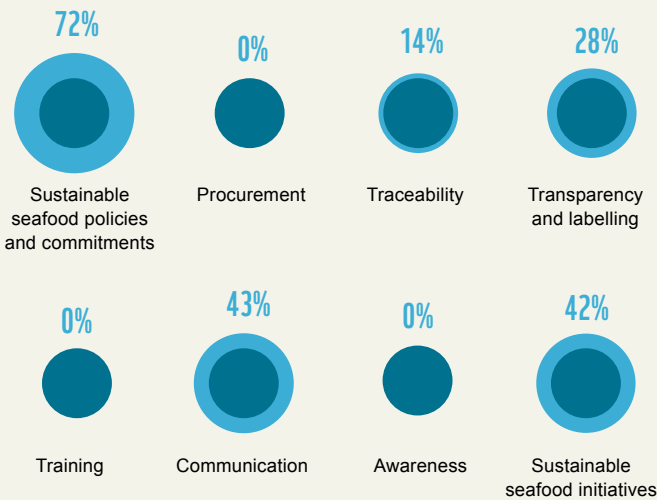
# OCEAN BASKET

**5 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:

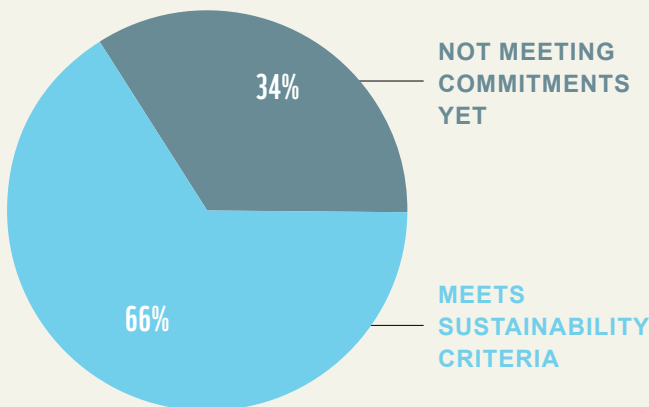
● FIRST ASSESSMENT ● LAST ASSESSMENT



## SUSTAINABILITY OF SPECIES PROCURED:

29% ASSESSED BY WWF-SASSI

71% NOT ASSESSED BY WWF-SASSI



Speak to us about our commitments to sustainable seafood:

facebook.com/daoceanbasket  
 @TheOceanBasket

## COMMITMENTS TO SUSTAINABLE SEAFOOD:



Ocean Basket have committed to ensuring that by end 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 | wwfsassi.mobi

Ocean Basket is a South African born seafood speciality franchising restaurant group with 179 stores in 11 countries around the world including Cyprus, Zambia, Kenya, Nigeria, Namibia, Mauritius, Botswana, Lesotho, Dubai and Swaziland, serving 18 million customers annually.

### Notable achievements:

- In February 2014 we launched our commitments to sustainable seafood in Cape Town.
- Our training department has created a calendar for our WWF-SASSI programme in conjunction with the national training dates scheduled by WWF-SASSI.
- WWF-SASSI criteria have been included in our monthly head office audits, with recommended actions to rectify noncompliance.

### Challenges experienced so far:

- Uncertainty about the sustainability status of Namibian hake.
- Finding sustainable products in new countries where we open stores.

### Future plans:

- Customised WWF-SASSI training material will be designed for Ocean Basket.
- Each store will have a WWF-SASSI ambassador, who will be up-skilled and kept up to date.
- We will enforce our sustainable messages with our table overlays, as well as sharing species information from our distribution centres.
- Ocean Basket will start conversations with ASC prawn suppliers to bring sustainable prawns to the menu.
- Update Ocean Basket specification on salmon to ASC certified.

*“Ocean Basket recognises the fact that we have an impact on the oceans and we therefore recognise our responsibility in committing to programmes and actions that will ensure the future of the resource. We recognise our duty in the education of our consumers about the ocean’s vulnerability; something we take very seriously, as it impacts the future of our oceans and our business.”*

Roelof Brink, Strategic Sourcing: Ocean Basket

# PICK N PAY

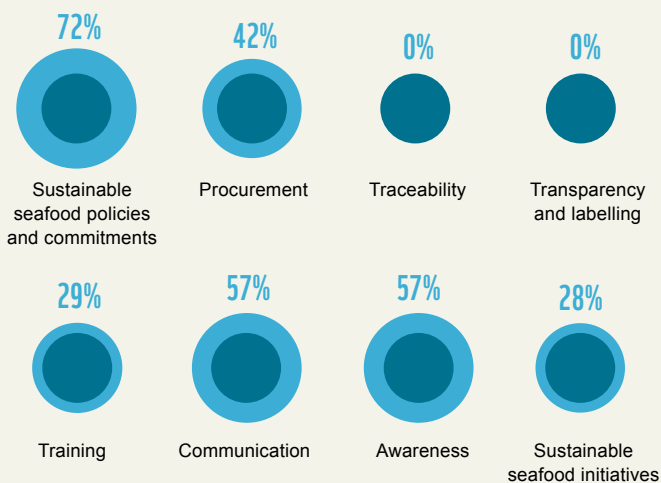
**9 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:

● FIRST ASSESSMENT

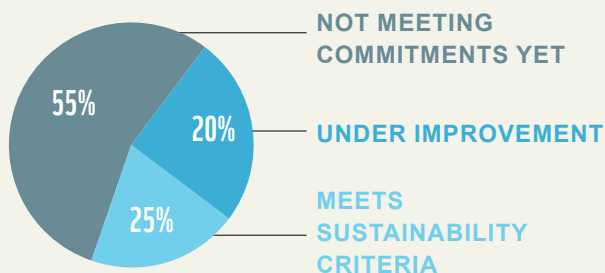
● LAST ASSESSMENT



## SUSTAINABILITY OF SPECIES PROCURED:

56% ASSESSED BY WWF-SASSI

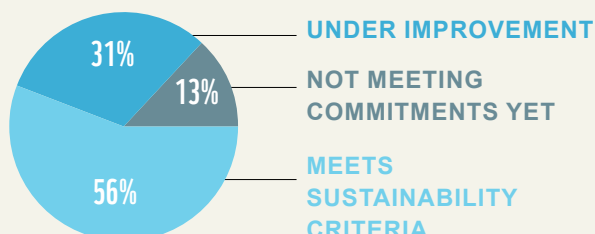
44% NOT ASSESSED BY WWF-SASSI



## SUSTAINABILITY BY VALUE SOLD:

71% ASSESSED BY WWF-SASSI

29% NOT ASSESSED BY WWF-SASSI



## COMMITMENTS TO SUSTAINABLE SEAFOOD:



Pick n Pay 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

The Pick n Pay Group is a food, grocery and general merchandise retailer with 1076 franchise and corporate stores in South Africa, Namibia, Botswana, Lesotho, Swaziland, Zimbabwe and Zambia. We served our customers with more than 770 million transactions in the last financial year.

### Notable achievements:

- Founding WWF-SASSI partner in 2008.
- Investing over R6 million in a three-year partnership with the WWF Sustainable Fisheries Programme for an ecosystem approach to fisheries.
- Producing a procurement list for all fish purchased; assessing their sustainability status; developing new supplier procurement guidelines; revising seafood labelling.
- Worked closely with suppliers to replace any threatened species sold or used as ingredients in our products.
- Began in-store training to fish service bars.
- Supported many events promoting the sustainable seafood message.

### Challenges experienced so far:

Expanding the limited range of sustainable and certified seafood lines; increasing awareness and gaining commitment from all suppliers; and ensuring traceability.

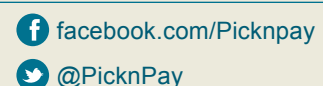
### Future plans:

- Continuing to manage seafood procurement to ensure that it is aligned with our sustainable seafood procurement policies.
- Rolling out ongoing in-store training.
- Rolling out posters and information guides to our customers.
- Development of new seafood options.

*"In 2011 Pick n Pay committed to, by 2016, transforming its fresh, frozen and canned seafood operations to sell only products that are either sustainable or sourced from fisheries or fish farms that are actively working towards sustainability. When we can we promote WWF-SASSI Green-list seafood choices – that is, most able to handle current fishing pressure or farmed in a manner that does not harm the environment."*

Zandile Nkala, Sustainability Manager: Pick n Pay

Speak to us about our commitments to sustainable seafood:

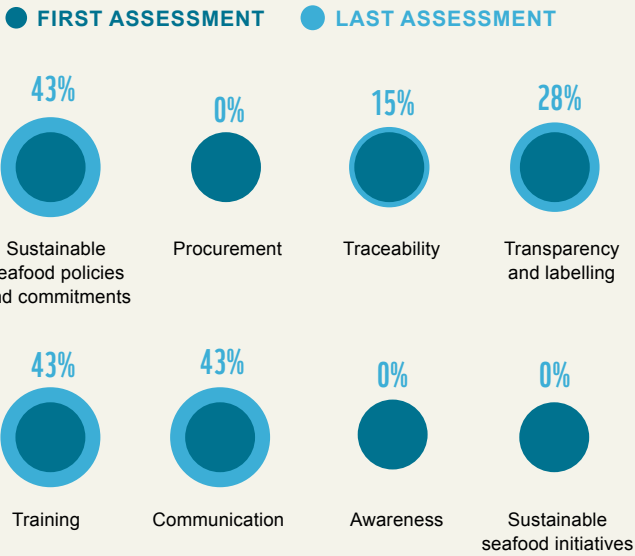


# SPAR GROUP

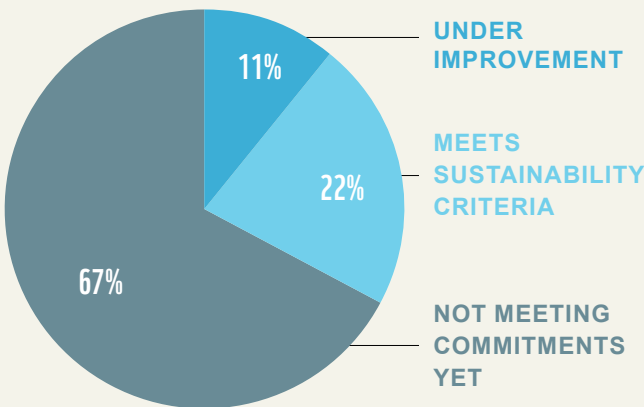
**5 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED: (FOR SPAR PRIVATE LABEL PRODUCTS)



Speak to us about our commitments to sustainable seafood:

[f facebook.com/myspar](https://www.facebook.com/myspar)

## COMMITMENTS TO SUSTAINABLE SEAFOOD:



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 | wwfsassi.mobi

The SPAR Group Limited (SPAR) is primarily a wholesaler and distributor of goods and services to independent retailers who trade under the SPAR brand. The Group has a national footprint of 1 539 stores and recorded approximately 773 million customer transactions over the last financial year. SPAR offers an extensive private label and supplier brand seafood range.

### Notable achievements:

- The SPAR Group entered into a relationship with WWF-SASSI in December 2010.
- Completed assessment of the SPAR Private Label seafood range. Most private label products are now aligned to our commitments.
- Created internal awareness of WWF-SASSI and SPAR's commitments.
- Created external awareness through presentations to the regional guilds.
- Linked WWF-SASSI to our online portals for real-time access to seafood data.

### Challenges experienced so far:

- Resource capacity and focus to drive the internal programme.
- Ability to effectively shift mindsets to recognise the longterm value in sustainability initiatives.
- Ability to influence retailers to align direct supply initiatives voluntarily.
- Ability to fully trace and test integrity of seafood products from external brands.

### Future plans:

- SPAR distribution centres will start collecting critical sustainability information from suppliers to determine the level of risk in procurement streams.
- SPAR will focus on aligning retailers' independent procurement to group policy.

*"SPAR's commitment to sustainable seafood procurement has probably thrown us into deeper waters than initially expected. As this initiative is perfectly aligned to our sustainable business approach over the long term, we are continuing our efforts to improve awareness, influence our retailers and support our distribution centres in achieving our WWF-SASSI aims."*

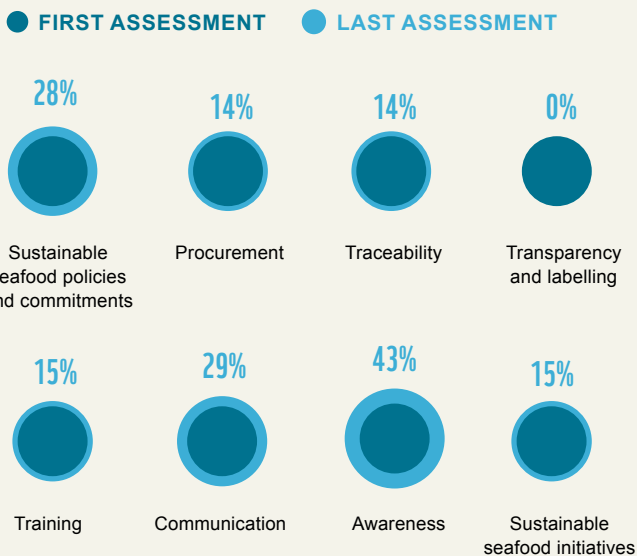
Kevin O'Brien, Group risk, sustainability and governance executive: SPAR

# SUPAPACKERS

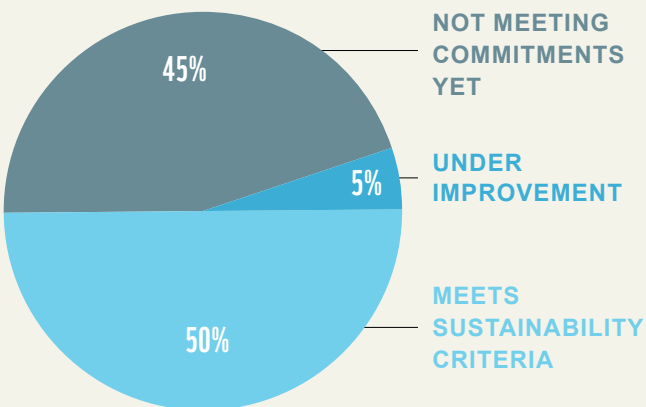
**5 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED:



## COMMITMENTS TO SUSTAINABLE SEAFOOD:

Supapackers have committed to ensuring that by 2018, 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

Supapackers Group of companies consists of Atlantis Seafood Products (the factory) and Supapackers Fish Processors (trading division) based in Atlantis, Western Cape. The group in turn is part of an international group of companies with fishing operations in six countries. We service both retail and food service sectors supplying a wide range of seafood products to both local and international markets. In addition to this, Supapackers also supplies approximately 200 wholesalers and distributors with a range of seafood products.

### Notable achievements:

- We have implemented a sophisticated barcode system to ensure traceability of seafood product from the source vessel to the customer.
- Achieved MSC chain of custody accreditation and are proud WWF-SASSI Retailer/Supplier Participation Scheme participants.
- All seafood products are responsibly sourced and we ensure that the majority of products are sourced from countries and industries that share Supapackers' vision and objectives.

### Challenges experienced so far:

Understanding the sustainability of species that have not been assessed by SASSI (for example, Namibian hake).

### Future plans:

We will continue to endeavour to promote the sustainability and conservation of seafood in South Africa and are making a concerted effort to support suppliers that conform to the MSC standard or who are WWF-SASSI participants.

*"Sustainably thinking for the future."*

Luis Figueiredo, Managing Director: Supapackers Fish Processors

Speak to us about our commitments to sustainable seafood:

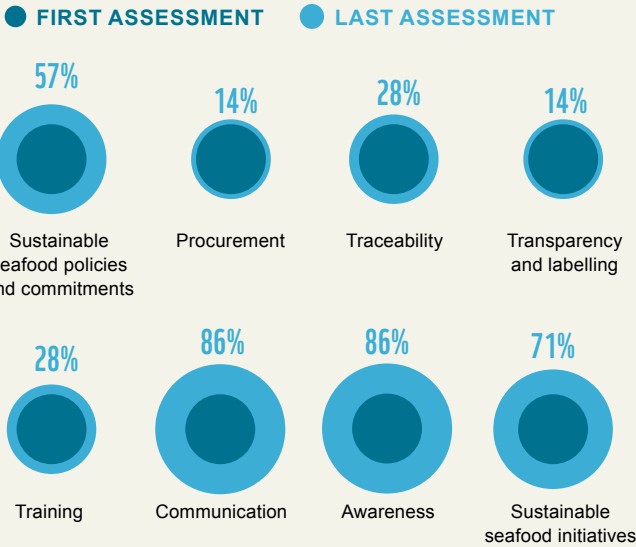
[info@supapackers.co.za](mailto:info@supapackers.co.za)

# WOOLWORTHS

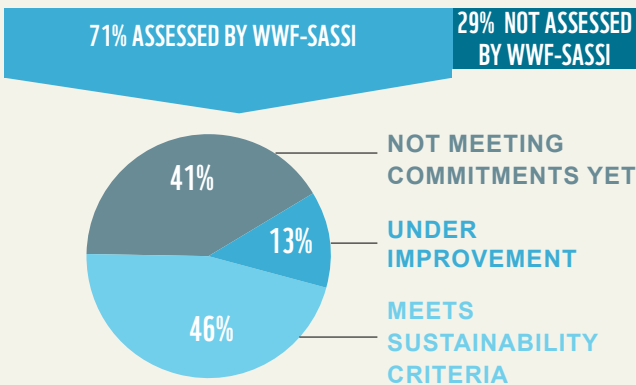
**9 ASSESSMENTS COMPLETED**

Assessments are conducted twice per year.

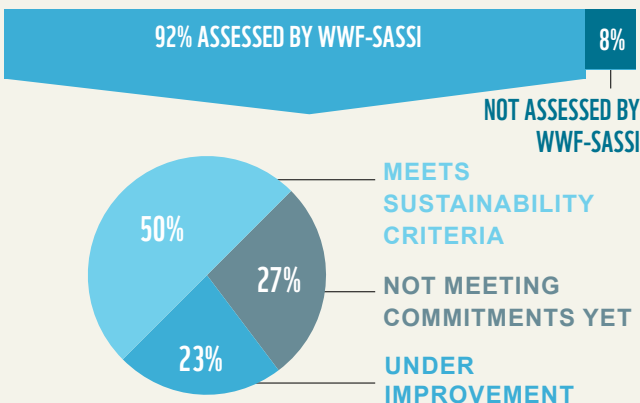
## % IMPROVEMENT PER CATEGORY:



## SUSTAINABILITY OF SPECIES PROCURED:



## SUSTAINABILITY BY VOLUME SOLD:



## COMMITMENTS TO SUSTAINABLE SEAFOOD:

Woolworths has committed to ensuring that by end 2015, all wild-caught seafood will be:

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

Furthermore, by end 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 | wwfsassi.mobi

There are currently 374 Woolworths food stores, with nearly 10 million customers last year. 28 of our stores have fish counters.

### Notable achievements:

- Introduced Woolworths Sustainable Seafood Policy in 2008.
- Introduced random DNA testing of seafood products in 2010.
- Stopped selling Cape salmon in 2010 as a result of depleted stock status.
- Facilitated the process of getting South African farmed rainbow trout on the WWF-SASSI Green-list in 2011.
- In 2012 established Fishing for the Future working group to drive sustainable seafood communication internally and ran a consumer awareness campaign in partnership with the MSC.
- Offered the widest range of MSC certified species in South African retail and achieved MSC chain of custody certified for all seafood counters in 2012.
- Included a sustainable seafood case study in curriculum-linked teacher resources in 2013.

### Challenges experienced so far:

Having the appropriate contingencies in place. Many factors can influence the availability of seafood throughout the world.

### Future plans:

- Continue to work with our suppliers, MSC, ASC and WWF-SA, to meet our end-2015 and end-2020 seafood sustainability commitments.
- Continue to drive educational initiatives and consumer awareness programmes, including in-store messaging, and providing information on packaging that helps consumers make informed decisions.

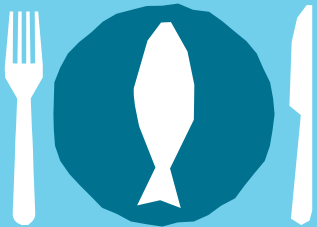
*“Sustainability is something everyone can play a role in, from a fishery, to the retailer and the consumer. We all need to care for our planet and our environment, and preserve it for future generations.”*

Hezron Joseph, Technologist: Seafood, Woolworths

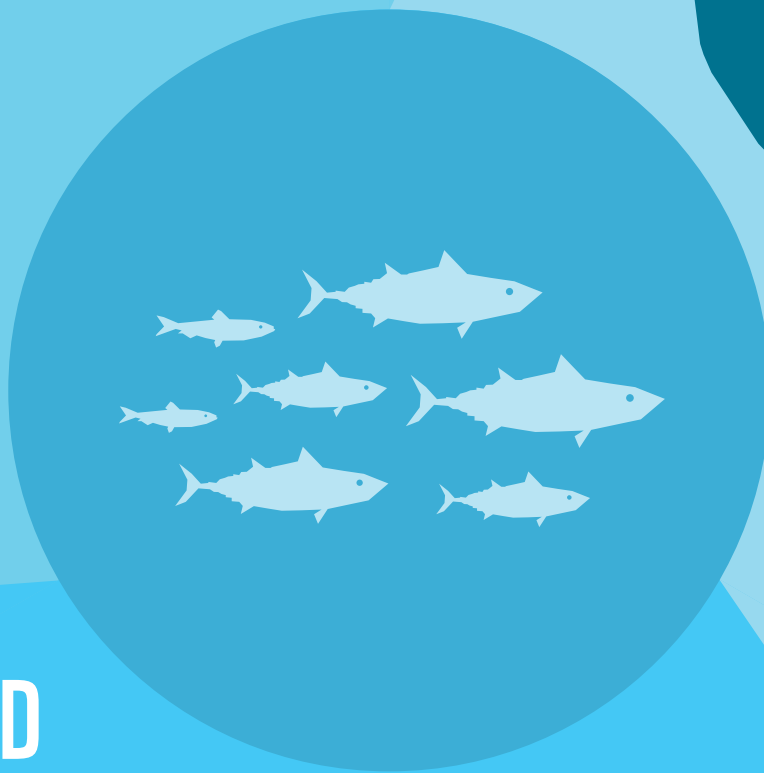
Speak to us about our commitments to sustainable seafood:

- facebook.com/WoolworthsSA
- @WoolworthsGBJ

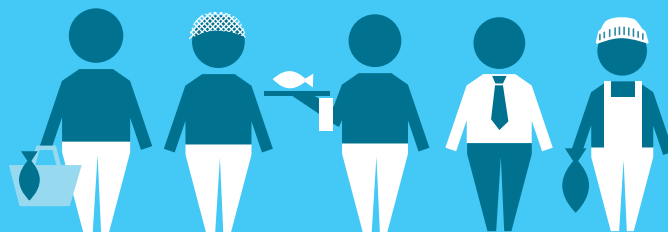
**SHARED  
KNOWLEDGE**



**SHARED  
VALUES**



**SHARED  
RESPONSIBILITY**



# THE WAY FORWARD

## LET'S ALL PLAY OUR PART!

**WWF-SASSI provides the tools for sustainability but only the retailers or suppliers themselves can make the changes. It's up to the consumers of seafood to encourage them and hold them to account.**

**The WWF-SASSI Retailer/Supplier Participants are required to make their commitments to sustainable seafood publicly available to consumers; these can also be viewed on the WWF-SASSI website ([www.wwf.org.za/sassi](http://www.wwf.org.za/sassi)) under *Solutions*.**



**Being a part of the WWF-SASSI Retailer/Supplier Participation Scheme is not an endorsement of participating companies, and it doesn't mean that these companies are only selling sustainable seafood.**

This is a work in progress. It's all about assessing how sustainable the seafood operations of each retailer or supplier are in the here and now, and then enabling them to take solid, workable steps in the right direction. This is achieved by providing advice and training on how to implement best-practice principles in terms of sustainable seafood. On-going assessments ensure that the retailers and suppliers can track their progress towards seafood sustainability in their operations.

It's a long-term process. It takes time to transform markets, building on each step as you move towards the goal over what is inevitably an extended implementation period. That's why the retailer/supplier participants are encouraged to have a clear, long-term strategy in place that guides them towards achieving their commitments to sustainable seafood.





## WHAT CAN CONSUMERS DO?

### VIEW AND SHARE THIS REPORT

View and share the retailer/supplier participants commitments to sustainable seafood and support the sustainable seafood initiatives that these participants are engaged in;

### HOLD THEM TO ACCOUNT

Help retailer/supplier participants to implement and achieve their sustainable seafood goals by holding them accountable to their commitments to sustainable seafood; if you feel that they are not living up to their commitments, engage directly with participants;

### TALK TO THEM

Talk to retailer/supplier participants directly to find out more about their sustainable seafood policies, either in the stores or by contacting them at their head offices;

### ASK ABOUT SEAFOOD STATUS

Ask about the sustainability status of the seafood products in-store and encourage participants to source sustainable alternatives;

### ENCOURAGE THEM TO STOCK ECO-LABELS

Encourage participants to stock products that are certified by the MSC and ASC; look for these distinctive logos on the product itself as a credible assurance of sustainable and responsible production; and



### LOOK FOR SEAFOOD PRODUCT LABELS

If you notice seafood product labelling that does not contain the following: species common name, species 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 of the retailer/supplier participants.

**The consumer's role is key. Participants rely on consumers to hold them accountable to their commitments and to support them on their journey to seafood sustainability.**

WWF-SASSI encourages consumers to ask the participants themselves just what they are doing to achieve their commitments. Everyone in the seafood chain needs to play their part if we are to ensure healthy oceans for this and future generations.

## REFERENCES

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# THE WWF-SASSI TOOLS



## FishMS 079 499 8795

The FishMS service allows consumers to make on-the-spot choices about the seafood with just one SMS.

Simply type the name of the seafood species into a text message and send it to 079 499 8795. Shortly thereafter, you will receive a response telling you whether to tuck in, think twice or avoid altogether. If the species is a commonly caught linefish species, there will also be information about minimum size and bag limits which are set by DAFF.



## Mobile app [www.sassiapp.co.za](http://www.sassiapp.co.za)

**You have a choice, make it green!**

Available on Android, BlackBerry, BlackBerry 10 and iOS.

## Follow us



[facebook.com/WWFSASSI](https://www.facebook.com/WWFSASSI)



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



## Website [www.wwf.org.za/sassi](http://www.wwf.org.za/sassi)

Want to know more about the seafood you're eating?

Have a look at the SASSI seafood database to see which species make for the greenest seafood choices and for more information on all of the local species that you might be seeing in restaurants and retailers in South Africa.



## Mobi site [www.wwfsassi.mobi](http://www.wwfsassi.mobi)

The mobi site allows you to access the SASSI seafood database from any cell phone which has the ability to browse the internet.



## Posters and pocket guide

The pocket guide gets updated regularly as new information comes to light.



140

Number of species from 12 key fisheries assessed.

48%

of target market aware of WWF-SASSI.

4

Number of major retail chains in South Africa working with WWF-SASSI.



20

Number of companies that have undergone WWF-SASSI training.

200 000+

Requests WWF-SASSI received via FishMS.

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p><a href="http://wwf.org.za">wwf.org.za</a></p>
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