



REPORT

ZA

2012

TOGETHER, SECURING THE  
DIVERSE BENEFITS OF OUR  
HEALTHY OCEANS.  
PICK N PAY, PROUD PARTNER  
OF THE WWF SUSTAINABLE  
FISHERIES PROGRAMME.

**Pick n Pay**  
Inspired by you

PROPERTY OF

# WWF Sustainable Fisheries Programme

## ACKNOWLEDGEMENTS

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## ABOUT WWF

WWF is one of the World's largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

## WWF South Africa

WWF South Africa is a national office that is part of the WWF network. We are a local NGO that for more than 40 years has worked towards the aim of inspiring all South Africans to live in harmony with nature, for the benefit of our country and the wellbeing of all our people.

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WORKING TOGETHER TOWARDS A SUSTAINABLE SEAFOOD INDUSTRY

**Pick n Pay**  
Inspired by you

CHARL VAN DER MERWE  
TRUST

 **RAND  
MERCHANT  
BANK**  
A division of FirstRand Bank Limited  
Traditional values. Innovative ideas.

# Contents

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ABOUT US	1
INTRODUCTION	3
HIGHLIGHTS OF THE WWF SUSTAINABLE FISHERIES PROGRAMME	4
MOST SIGNIFICANT CHANGE:	6
SMALL SCALE FISHERIES	8
<b>SHARED VALUE</b>	<b>11</b>
PROGRAMME DETAILS:	13
<b>COMMUNICATIONS &amp; AWARENESS</b>	<b>14</b>
<b>FINANCIAL STABILITY</b>	<b>15</b>
CONCLUSION	17
SUPPORTERS & COLLABORATORS	18
APPENDICES	i
<b>APPENDIX I: 2012 THE SUSTAINABLE FISHERIES PROGRAMME STAFF</b>	<b>ii</b>
<b>APPENDIX II: 2012 ACHIEVEMENTS</b>	<b>ii</b>
<b>APPENDIX III: 2012 STATISTICS SUMMARY</b>	<b>vii</b>
<b>APPENDIX IV: 2012 LIST OF PUBLICATIONS</b>	<b>viii</b>

## ABOUT US

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WWF South Africa



WWF South Africa is the local office of the World Wide Fund for Nature (WWF) – one of the world’s largest and most experienced conservation organisations, with almost five million supporters and a global network active in more than 100 countries.

WWF South Africa operates in the context of a developing country and is highly regarded in the network for giving a balanced view on environmental matters. We pride ourselves on the global and local role we play in conserving the earth’s most extraordinary places and species, and reducing humanity’s footprint on the planet.

We also aim to address the underlying economic, social and political issues that underpin all conservation efforts. We involve local communities in decision making, we lobby government to change policy and we work with business to ensure sustainable use of resources. We form partnerships with those who share our vision as we believe by working with people, together we will change behaviour and leave a living planet.

Ultimately our aim is to inspire all South Africans to live in harmony with nature for the benefit of our country and the well-being of all our people.

## About the WWF Sustainable Fisheries Programme



The Sustainable Fisheries Programme is a keystone initiative of the WWF Marine Programme which falls under the broader WWF Sanlam Living Waters Partnership. Placed at the interface between civil society, the private sector and government, the programme has the unique ability to work across the seafood supply chain to address the challenges facing our marine ecosystems in an integrated manner. The programme contributes towards the following two targets of the Partnership:

1. Ecological systems and their services underpin social and economic well-being.
2. Risks and opportunities posed by climate change are addressed.

The Sustainable Fisheries Programme aims to meet these objectives through activities via two sister programmes, namely ‘Seafood Market Transformation’ and ‘WWF SASSI Consumer Awareness’.

*Our aim is to inspire all South Africans to live in harmony with nature for the benefit of our country and the wellbeing of all our people.*

# INTRODUCTION

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WWF's Sustainable Fisheries Programme (SFP) aims to work strategically through the seafood supply chain to ensure responsibly managed fisheries that will ultimately provide long-term socio-economic and environmental benefits to all South Africans.

Attaining this vision, however, is no simple task, especially considering that our ecosystems are under extreme pressure. The most recent Living Planet Report, WWF's flagship publication on the state of the planet, shows the worrying increase of our ecological footprint to one and a half times the planet's annual capacity to produce our food, water and energy requirements. We are currently exceeding supply by more than 50% per annum, and projections into the future are even more disheartening.

Yet even in the face of this daunting challenge, we remain hopeful and confident that this tide can be turned, through implementing a holistic approach. This means creating and maintaining 'resilient ecosystems' which have the ability to buffer society against extreme environmental events whilst simultaneously providing essential goods and services.

The WWF Sustainable Fishery Programme's role in moving towards this reality is clearly articulated in this review. Through the catalysis and facilitation of, sometimes difficult, conversations within a strongly competitive industry, through collaborative projects with strategic partners, through identifying barriers to progress and providing cooperative mechanisms to address them, we continue to work towards better production practices in the South African seafood industry. At the same time, we recognise the importance of the consumer's voice in this debate and it remains vital that we continue to provide mechanisms and platforms to inform the wiser consumption of seafood so as to drive the transformation of the seafood industry and reduce their impacts on the environment.

See Appendices II and III for the key achievements and a summary of statistics for 2012.

The WWF-SA Sustainable Fisheries Programme would not have been able to achieve the impact described in this report without its supporters and collaborators (page 19).

# HIGHLIGHTS OF THE WWF SUSTAINABLE FISHERIES PROGRAMME

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The WWF-SASSI Retailer/Supplier Participation Scheme continues to grow and is now working with **twelve major retailers and suppliers**, four of which (John Dory's, I & J, Supapackers, Oceanfresh) made strong public commitments to sustainable seafood in 2012, on top of Pick n Pay's 2011 commitment. This now amounts to a significant proportion of the South African retail market which has **firm commitments in place to achieving the goal of sustainable seafood within the next 5 years**. I & J's commitment to sustainable seafood is the first such commitment from a fishing company in South Africa and has sent a strong signal of intent to the rest of the industry.

The Responsible Fisheries Alliance (RFA) moved into its second phase, with all of the Alliance members committing to continue the Alliance for another two year period. The first phase of the Alliance saw the **completion of six successful projects**, one of which (the development of Bird-Mitigation Plans) was instrumental in the improvement of the hake trawl permit conditions and a further decrease in the amount of threatened seabirds killed in this fishery. The Alliance has now also been strengthened with the appointment of a full-time coordinator to ensure the effective

implementation of RFA projects and the achievement of the RFA's vision of a responsible fishing industry.

In June, the **RFA hosted the Responsible Fishers Forum** which saw over 70 delegates from the fishing industry come together to celebrate some of the RFA's successes and discuss what the key priorities for the sector are going forward. In December, **WWF-SA also co-hosted a Sustainable Seafood Symposium** with the Marine Stewardship Council (MSC), bringing together over 80 delegates from across the seafood supply chain for the first time ever to collaboratively discuss some of the challenges facing the sector.

The programme continues to build the capacity of all of those involved in the seafood industry. In 2012, **19 Responsible Fisheries Training courses** were held in which over 330 fishers were trained, a further 290 retail staff and 160 restaurant staff were trained through **21 WWF-SASSI Training courses** around the country. Both of these training programmes are now institutionalised within the RFA and SASSI Network Partners respectively, ensuring the long-term roll out of these courses across the country. The programme is now developing a course for small-scale fishers to help with the implementation of the new small-scale fisheries policy across South Africa's coastal communities.

Over the course of 2012, the WWF-SASSI Consumer Awareness programme partnership organised numerous events and activations to highlight to consumers the importance of making sustainable seafood choices. **The first ever WWF-SASSI campaign** was launched towards the end of 2012, through a series of prime-time TV slots with celebrity chefs cooking their sustainable seafood options. Through the use of social media platforms, we were able to significantly increase the impact of the campaign and continue to develop a loyal following on these important communications platforms. WWF-SASSI was also featured prominently on the popular reality TV cooking show, Ultimate Braaimaster.

A photograph of a crab on a beach at sunset. The crab is in the foreground, facing the viewer. The background shows a calm sea and a dark, silhouetted coastline under a twilight sky. A teal-colored box is overlaid on the bottom left of the image, containing text.

## MOST SIGNIFICANT CHANGE:

Staying the Course	7
An Agent of Change in an Ever-Changing Environment	9
Shared Value	11

## STAYING THE COURSE

Through a multi-pronged, collaborative approach, South Africa's threatened offshore seabird populations have one less thing to worry about.



A recent study conducted by BirdLife South Africa (in press) shows that seabird mortality has been dramatically reduced in the hake trawl industry, with particular reference to albatrosses of which 18 of the 21 species are threatened with extinction. Although this is a topic that has often been mentioned by WWF-SA in recent years, the results of this study are the first of their kind and are a testament to the fact that years of hard work invested in this matter have finally paid dividends.

WWF-SA has been engaging with the hake trawl fishery since 2006 with the inception of the Responsible Fisheries Training Programme. This programme is aimed at creating a space to share knowledge between scientists, fishers and regulatory authorities about the principles underpinning an Ecosystems Approach to Fisheries and explaining the need for fisheries regulations, one of these regulations being the implementation of tori lines. Tori lines consist of pairs of streamers suspended behind the vessel which act as visual deterrents to keep birds away from the dangerous area where the trawl net cable enters the water. Tori lines were first implemented in South Africa's trawl fishery in 2006 and through the training programme fishers have developed a better understanding of the need for tori lines as well as the correct methods for deployment.

Initially there was resistance to the tori lines but through educating fishers in the Responsible Fisheries Training Programme as well as through interactions between BirdLife SA's observers and the fishers at sea, slowly but surely mind-sets began to shift. In 2009, WWF then got together with four of the leading fishing companies in South Africa to form the Responsible Fisheries Alliance (RFA). The RFA is aimed at working together to ensure that healthy marine ecosystems underpin a robust

seafood industry in southern Africa. One of the RFA's first projects saw the Alliance teaming up with BirdLife SA to further improve seabird mitigation methods at sea. This project, which is still ongoing, has to date resulted in the fishing industry and NGOs collaborating to successfully lobby government for changes to the seabird mitigation permit conditions. The RFA is now working to ensure the implementation of the improved bird mitigation measures across the broader trawl industry.

It has been a long journey since the inception of the first seabird mitigation device in 2006 but through various interventions, training, projects, awareness materials, and permit condition changes, industry, government and NGOs are working together to ensure conservation measures are effective. This work has also built up some key champions within the fishing industry who have really taken this cause forward through hard work and dedication to achieve the results we see today.

The results reported in BirdLife's recent paper demonstrate how by staying the course, through perseverance and working together we can ultimately effect real changes on the water. In the process we have learnt that these changes do not happen overnight and they tend to require multiple approaches to tackling the problems. The challenge is now to build on the success of our seabird work and, using the platforms and relationships developed, scale up these successes.

## SMALL SCALE FISHERIES

In 2012 WWF formulated an exciting new project aimed at addressing the ecological challenges in the small scale fisheries sector and to support the implementation of the new small-scale fisheries policy. The project aims to identify the key environmental and socio-economic challenges faced by small-scale fishing communities through benchmarking two pilot small-scale fisheries against the MSC and Fairtrade standards and subsequently address the issues through a multi-stakeholder Fishery Improvement Project (FIP).

The small-scale sector in one that has been historically neglected in South Africa despite the fact that many of the inshore resources are overexploited. Through the FIP approach, this project hopes to connect responsible small-scale fishers with key retailers in order to maximize the value chain opportunities for these communities and ultimately incentivise sustainable practices November 2012 .



## AN AGENT OF CHANGE IN AN EVER-CHANGING ENVIRONMENT

In South Africa the call to action as a seafood consumer is clear; you have the power to ‘vote with your wallet’ and support more environmentally responsible practices in this way.



Key materials provided by WWF-SASSI to assist consumers in making more sustainable seafood choices include FishMS (which brings the list to the consumer via an SMS), website, mobi site, posters, pocket guide and smartphone applications (currently available for Blackberry and Apple devices). The programme has recently also invested in social media as an additional portal to communicate with consumers about general marine conservation stories.

Previous research undertaken by the programme has shown that consumers engage with WWF-SASSI specifically because of its simple ‘traffic light’ message. The most recent nationwide survey further revealed that there has been a fivefold increase in the awareness of WWF-SASSI amongst our target audience, with the tools becoming far better known and used. Combined with this, 89 per cent of respondents reported that the WWF-SASSI tools assisted them in making their ultimate seafood choice.

But, while a key objective of the programme remains empowering consumers with the information to make a more sustainable seafood choice, a select few seafood lovers have moved beyond this general call to action to become real drivers of change through the South African seafood industry. In 2012, this determined pressure by one such consumer on a prominent South African retailer catalysed meaningful new relationships between the retailer and WWF-SASSI.

What these events have revealed is a new understanding that, while WWF-SASSI can provide consumers with the information and tools necessary to make a sustainable seafood choice, social media platforms such as Facebook and Twitter further afford consumers the ability to interact directly with retailers. This is noteworthy as these social media interactions can mobilise consumers to more effectively communicate the risks of unsustainable practices to retail partners in a way that was not previously

possible and is beyond the capability of WWF-SASSI. What is interesting is that, through pressure applied by one inspired and insistent consumer, lubricated and multiplied by the extrapolative impact of social media, a change was leveraged within the retailer's approach to sustainability, and, even more interestingly, in a manner that is far broader than seafood. This has proved significant in the process of formalising a partnership between the retailer and WWF-SASSI. Fast forward one month, and the retailer was signed on as a WWF-SASSI Retailer Participant, and has since proven very active in authenticating their commitment to seafood sustainability through various interventions.

The significance of these recent events is manifold. Firstly, this illustrates the power of consumers to drive significant change through their active determination to contribute to the recovery of our overexploited marine resources; through recognising the role of consumer activism and informed buying, consumers can catalyse significant change through the seafood industry.

These events further demonstrate the power of social media to reach, engage and unite people from across the country, indeed the World, to partake in causes that they believe in and want to further. While the social media revolution may still be fairly new to South Africa, recent studies have confirmed that South African internet users have embraced social media as a core pillar of their online activity and daily communication. Through the power of social media, one impassioned individual has the ability to rally support from thousands of likeminded persons, and to incentivise the retail sector towards adopting more sustainable procurement principles, which will ultimately result in better production practices. Thus, the ability to share information on social media platforms can, in truth, make the difference in the fight against ignorance and apathy which has the potential to degrade our environment further.

Lastly, these events serve to illuminate the importance of an organisation such as WWF-SA to be able to recognise and respond to variations that are catalysed through various levers of change in our ever-changing environment. Whilst we may not always be able to predict when the context within which we operate will change, our pragmatic approach should be, and is, malleable and responsive enough to react effectively and within an acceptable timeframe to maximise the benefits, not only for our partners but also towards our conservation objectives, for which we ultimately strive.

## SHARED VALUE

It was the famous Greek philosopher Aristotle who first noted that "what is common to the greatest number has the least care bestowed upon it". Nowhere is this truer than when it comes to our oceans.



Covering over 70% of the world's surface, our oceans' are perhaps the most common resource of all, and a vitally important one at that; providing livelihoods, nutrition and multiple other services to a significant percentage of the world's population. Yet, with less than 1% of the World's oceans afforded any form of formal protection and 87% of global fisheries either fully or overexploited, it is clear that Aristotle was indeed correct in his original observations.

The task of developing a coordinated response to the challenges facing our oceans should not be underestimated. Key to addressing these challenges is recognising that one of the fundamental drivers of overexploitation is the competitive nature of the seafood industry. Understanding that unless properly managed, an individual fisher's or company's rational behaviour (i.e. maximizing their own short-term catches) will reduce the functionality of the ecosystem for future generations, others and ultimately to the individual fisher/company themselves, lies at the heart of developing solutions to the complex challenges facing our oceans.

Common problems require shared solutions. This is why, over the last few years, WWF-SA has dedicated so much of our energy towards creating platforms for collaboration between the different stakeholders all the way along the seafood supply

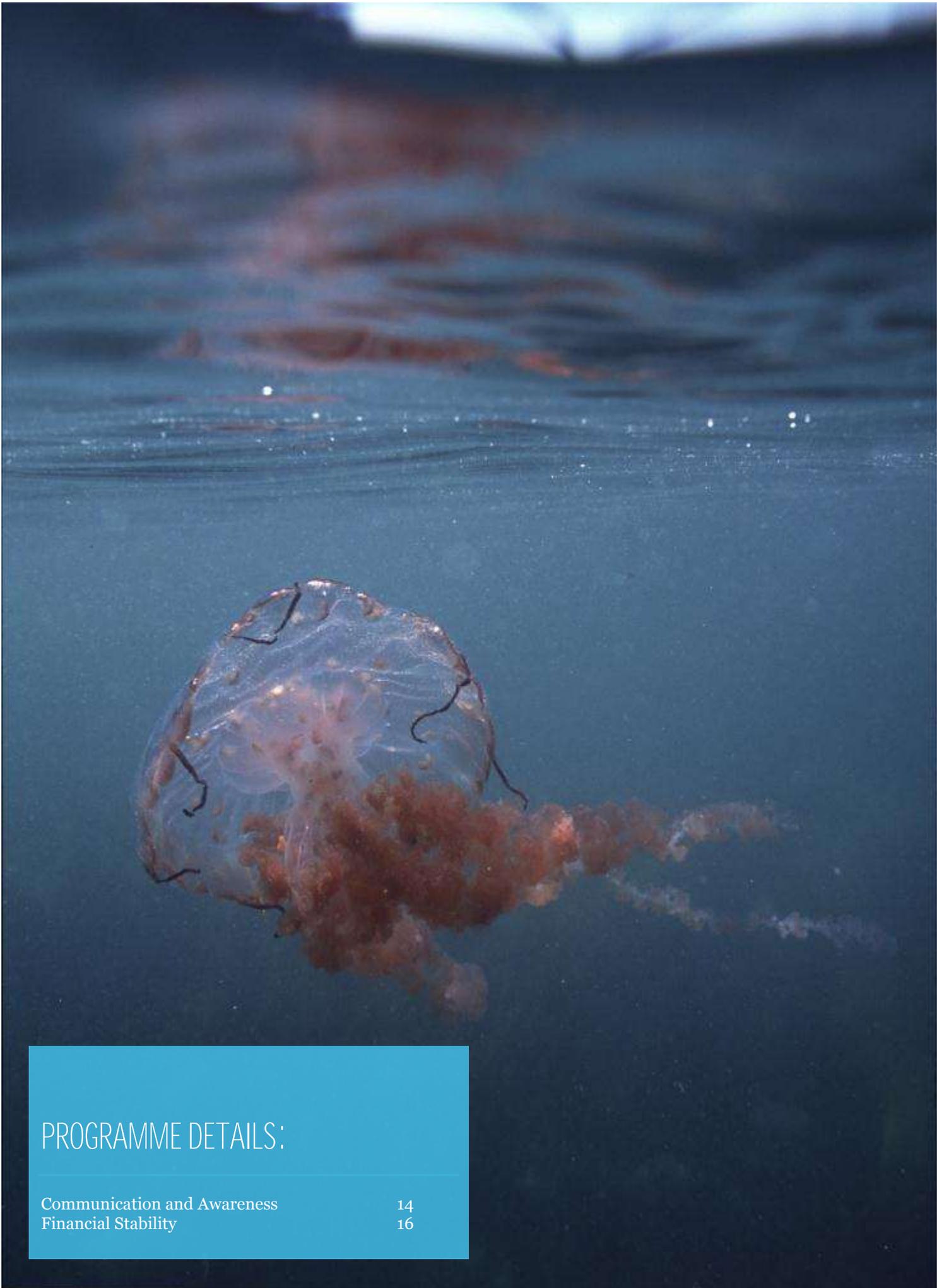
chain. By creating pre-competitive platforms through which companies with competitive interests can work together to address common problems, WWF-SA believes it is possible to avoid the ‘race-to-the-bottom’ which competition often creates. Over the last year, WWF-SA’s Sustainable Fisheries Programme (SFP) has helped to coordinate a number of such platforms:

In December 2012, WWF-SASSI, partnered with the Marine Stewardship Council (MSC) to hold a highly successful Sustainable Seafood Symposium. The symposium was attended by 80 people representing a broad spectrum of stakeholders, from fishers, retailers and suppliers through to regulators, scientists and the media; all eager to understand where the sustainable seafood movement in South Africa is going and how they should be getting involved. Other than providing a great opportunity to highlight some of WWF’s and the MSC’s on-going work in the sector, the symposium also provided a useful opportunity for all of the different stakeholders to share their views on the challenges facing the industry.

While WWF-SA’s engagement with retailers and suppliers through the WWF-SASSI Retailer / Supplier Participation Scheme continues to grow, with a total of five Participants having made clear public commitments to sustainable seafood, opportunities for collaboration continue to present themselves. One of the areas where there is a serious need for intervention is to help clear up the currently murky issues associated with the naming of seafood species on the South African market. The mislabelling of seafood is an area that raises both sustainability and competition concerns and WWF-SA have taken the lead in catalysing the much-needed changes through convening key regulatory bodies and industry stakeholders to address this issue through developing a standardised list of common names for seafood on the South African market.

On the water, WWF’s relationship with the fishing industry through the Responsible Fisheries Alliance (RFA) also continues to gather momentum. Formed in 2009, the RFA is a pioneering initiative between WWF and the major industry players (I&J, Oceana Group, Sea Harvest and Viking Fisheries) who have joined forces to achieve a common goal of responsible fishing. 2012 saw the publication of the RFA’s 1<sup>st</sup> Phase Review which assessed the successes and challenges of the first two years of the Alliance’s existence. While the review found that the Alliance could be used to create even broader industry collaboration, it also reported that the Alliance had catalysed significant change on the water through the projects that it had undertaken over the last two years, most notably the training of over 200 fishers and the implementation of vessel-specific Bird Mitigation Plans (BMPs) for each of the RFA companies’ vessels.

Through bringing together competitors across the supply chain, under one roof, to share their challenges with one another, WWF-SA is increasingly creating the pre-competitive space for discussion and ultimately for the solutions that benefit all equally and most importantly don’t come at a cost to our oceans.



## PROGRAMME DETAILS:

Communication and Awareness  
Financial Stability

14  
16

## COMMUNICATIONS & AWARENESS

During the course of 2012, the WWF-SA Sustainable Fisheries Programme (SFP) accumulated a total of 269 media hits, indicating that the activities of this component of WWF's broader Marine Programme were featured 269 times in print, online or broadcast media. The value of this, assigned as an Advertising Value Equivalent (AVE), came to just over **R14 million**.

Electronic news had the highest number of media hits, with 33% of the total hits. This platform was followed by magazines (30%) and newspapers (25%). Radio and television accounted for 7% and 4% of the media hits respectively. The number of magazine and electronic news hits has increased by 6% since 2011.

Most of the media coverage garnered by WWF-SA's Sustainable Fisheries Programme has been national (80%), followed by the Western Cape (16%), Gauteng (3%) and KwaZulu Natal (1%).

Figure 1 Media hits according to media type

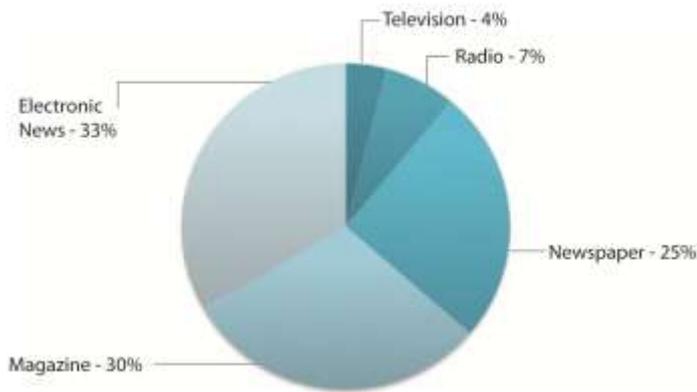


Figure 2 Media hits according to target audience

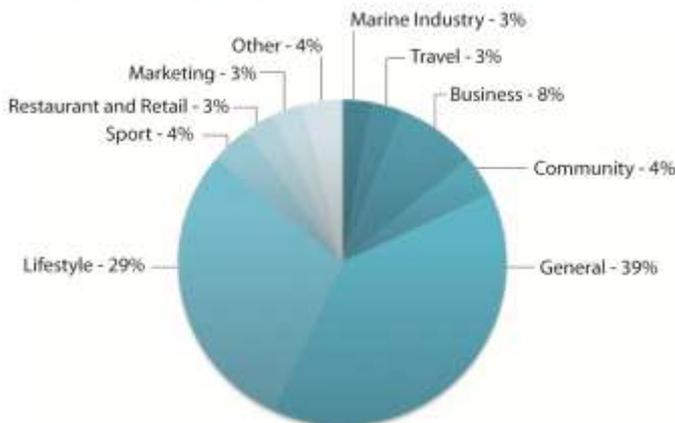
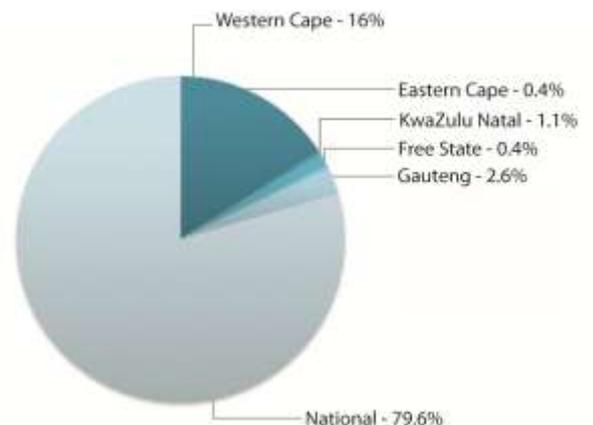


Figure 3 Media hits according to location



## FINANCIAL STABILITY

This past year marked the second year of broader programme funding from Pick n Pay, who committed, in 2010, to supporting the core costs for the SFP for three years (2011 – 2013). This funding support amounts to R6.12 million over three years and covers all operating costs for the Sustainable Fisheries Programme (SFP).

The Charl van der Merwe Trust also played a critical role in funding a significant portion of the programme's project costs. The programme also received valuable funding from Rand Merchant Bank Fund and WWF US. Further income was also generated from SASSI's Restaurant and Retailer/Supplier programmes.

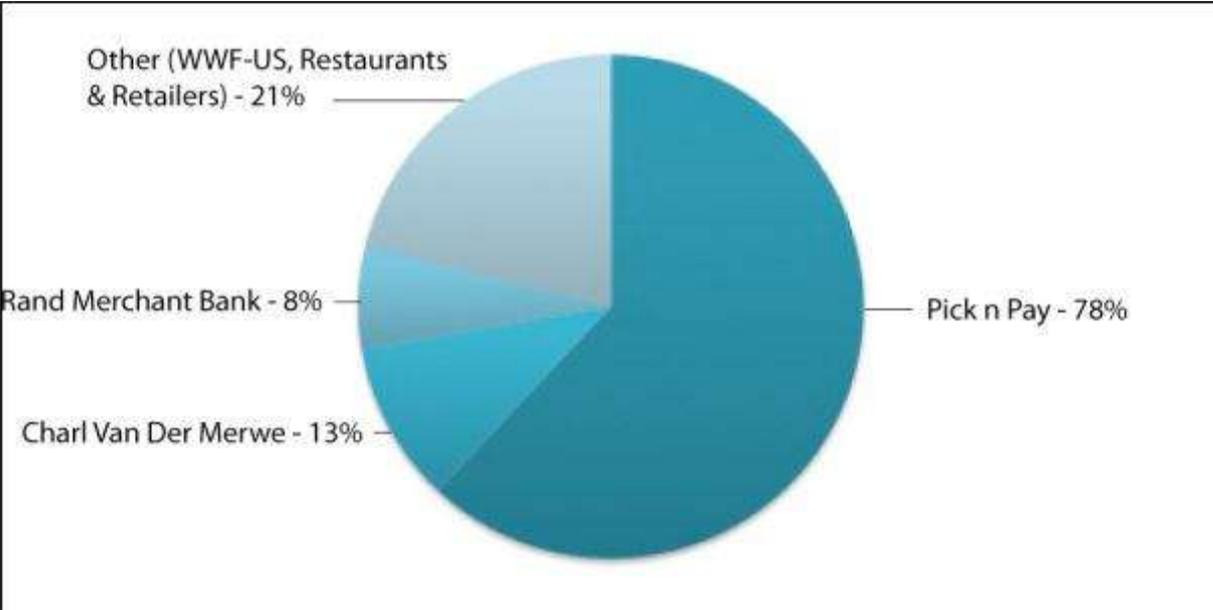
As a member of the Responsible Fisheries Alliance (RFA), WWF SA, along with the four other Alliance members contributes R250 000 towards Alliance activities which included a number of research and implementation projects as well as the on-going roll out of the WWF Responsible Fisheries Training course.

As always, WWF would like to thank iVeri ([www.iveri.com](http://www.iveri.com)) and Pinpoint ([www.pinpointgroup.info](http://www.pinpointgroup.info)) for their on-going support of the programme through their generous provision of the FishMS and SASSI mobi sites respectively. The Lateral Alternative ([www.lateral.co.za](http://www.lateral.co.za)) have also recently added their weight to the programme through their help in developing the SASSI smart phone application. Thanks must also go to Dining-Out who continue to help us promote our SASSI Restaurant Supporters through their website ([www.dining-out.co.za](http://www.dining-out.co.za)). Our work would not be possible without committed companies like these which are similarly passionate about our work and continue to contribute their time and skills to making our goals a reality.

**Table 1: Summary of the value of expenditure of the WWF Sustainable Fisheries Programme.**

EXPENDITURE	
Project Costs	588 743.82
Core Costs	1 781 420.46
<b>TOTAL</b>	<b>2 370 164.28</b>

Figure 4 Funding sources for the Sustainable Fisheries Programme, 2012.



## CONCLUSION

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Consider the analogy of the planet as a rowing boat in a race. Through our actions; what we do, what we eat, how we travel, we are all drivers to some extent of where the boat (planet) is going. However, unlike any other boat, our boat has no captain, no one's in charge of setting the course or ensuring that boat stays afloat and is properly maintained. While each of us may have an oar, some may even have more than one, everyone on board the boat is pulling it in different directions with the result that we're effectively going nowhere.

What's more worrying is that the boat has sprung a leak and now seems to be sinking, we're using the planet's resources up faster than they can be produced and we're struggling to develop a coordinated response to help stem the rising water levels.

The scenario sounds bleak but the harsh reality is that without a coordinated response to the environmental challenges facing our planet, we are facing a future which few of us would want to live in. This is where the work of WWF-SA's Sustainable Fisheries Programme becomes so important. Through the programme's work stakeholders across the seafood industry are now starting to recognise that we are all in the same boat and are becoming increasingly committed to working together to addressing the challenges facing the industry. Where before, many fishers' operations continued oblivious to their consumer's expectations, examples now abound of multiple stakeholders, many of whom would never previously have interacted with each other (scientists, fishers, retailers, consumers and regulators) sitting together to understand the challenges better. SASSI's consumer awareness work has united consumers and retailers in their demands for sustainable seafood, the Responsible Fisheries Alliance has encouraged competitive fishing companies to come together to seek common solutions and the seafood naming project is bringing together regulators, fishers, academics, suppliers to clear up the murky world of seafood common names.

Traditionally WWF-SA's role in this story has been to act as the lookout to keep watch for lurking dangers and storms, however it is becoming abundantly clear that this is not enough and there is a need to do more to keep our boat off the rocks. The new role that is emerging for WWF-SA is similar to that of the coxswain, calling time for all the rowers to coordinate their strokes and ensure that all of the stakeholders are pulling at the same time in the same direction. The importance of this task cannot be underestimated as without coordination, no matter how powerful we are as individual oarsmen and women, our efforts are bound to flounder. We would like to thank our main funding partner, Pick n Pay, for their support of the Sustainable Fisheries Programme (SFP). We would also like to thank the Charl van der Merwe Trust and Rand Merchant Bank Fund for their financial support of various SFP projects, as well as our various supporters and collaborators in government, the private sector, academia, the conservation sector as well as the public at large, all of whom have played a critical role in helping us achieve our successes to date.

## SUPPORTERS & COLLABORATORS

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The WWF would like to thank the following parties for their support and contributions towards the work of the Programme.

### **Programme Funders**

Pick n Pay  
Charl van der Merwe Trust  
Rand Merchant Bank Fund  
WWF-US

### **Responsible Fisheries Alliance**

Irvine and Johnson  
Sea Harvest  
Viking Fisheries  
Oceana Brands

### **Programme Supporters**

iVeri Payment Technology  
PinPoint Group

Dining-Out  
Derrick

### **WWF-SASSI Networking Partners**

Endangered Wildlife Trust (EWT)  
Johannesburg Zoo  
Two Oceans Aquarium  
Save Our Seas Centre  
South African Association for Marine and Biological Research (SAAMBR)

### **WWF-SASSI Restaurant Supporters**

Bertha's, Black Marlin, Blowfish, Café 1999, Codfather, Coral Tree, Dear Me, Die Strandloper, Dornier Bodega, FUGU, Harbour House, Joe Fish, John Dory's, Live Bait, Ocean Basket, Ocean Jewels, Pearl Valley, Polana, Quay Four V&A, Quay Knysna, Restaurant Mosaic, Robberg and Knysna Seafood Safaris, Shoreline Cafe, The Hildebrand, Toadbury Hall, Townhouse Hotel and Conference Centre, Two Oceans Restaurant, Vineyard Hotel and Spa.

### **WWF-SASSI Retail and Supplier Participants with Public Commitments**

Pick n Pay  
Supapackers  
Oceanfresh  
John Dory's  
Irvin and Johnson

## APPENDICES

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## APPENDIX I: 2012 THE SUSTAINABLE FISHERIES PROGRAMME STAFF

**Dr Samantha Petersen** – Marine Programme: Senior Manager

**John Duncan** – Seafood Market Transformation: Programme Manager

**Janine Basson** – WWF-SASSI Seafood Consumer Outreach: Programme Manager

**Chris Kastern** – WWF-SASSI Retailer / Supplier Engagement Officer

**Alice Johnson** – Fisheries and Aquaculture Programme Officer

**Junaid Francis** – Seafood Industry Liaison Officer

**Wisaal Osman** – WWF-SASSI Seafood Consumer Outreach Officer

**Stephanie Rainier** – WWF-SASSI Consumer Outreach: Intern

**Roxanne Abrahams** – Marine Programme: Administrative Assistant

## APPENDIX II: 2012 ACHIEVEMENTS

<b>Strategic Objective 1: Secure the Integrity of SA's ecological assets</b>	
<b>Achievement:</b>	<b>Main Partners:</b>
19 Responsible Fisheries training courses hosted with a total of 330 learners trained	RFA
Responsible Fisheries Forum hosted, where over 70 delegates from the fishing sector were engaged in discussions around responsible fishing	RFA
Review of the RFA was published and over 100 copies distributed among the fishing industry	RFA
The first RFA Newsletter was published and distributed to over 120 fishing industry stakeholders	RFA
RFA website launched	RFA
Training poster developed and placed aboard all RFA trawlers	RFA, Strika Entertainment

Small-scale fisheries training materials developed.	Masifundise
Small-scale fisheries training course piloted in Arniston	CapeNature
2 trainers trained to conduct Responsible Fisheries training in Namibia	BCC, NAMFI

## **Strategic Objective 2: Ecosystem Services Underpin social and economic well-being.**

### **Fisheries and Aquaculture**

<b>Achievement:</b>	<b>Main Partners:</b>
Fisheries Improvement Project action plan developed for the Hake longline industry	WWF-US, DAFF, CapFish, SAHLLA
Rory Line project completed, with favourable tentative results indicating potential for the mechanism to further decrease seabird mortalities, especially among smaller birds such as Great Shearwaters and White-Chinned Petrels	RFA, Percy FitzPatrick Institute of African Ornithology (UCT)
South African linefish symposium co-hosted by WWF.	University of Cape Town, Two Oceans Aquarium

### **Retailers and Suppliers**

<b>Achievement:</b>	<b>Main Partners:</b>
1 WWF-SASSI Retail Participant has developed detailed, publically available strategy to ensure that the targets in their commitments to sustainable seafood will be achieved.	Pick n Pay.
2 New participants in the WWF-SASSI Retailer / Supplier Participation Scheme.	Fruit & Veg City and Breco Seafoods.

4 WWF-SASSI Retailer / Supplier Participants have made public commitments to sustainable seafood.	I&J, Oceanfresh, Supapackers and John Dory's.
20 Seafood sustainability assessments conducted with WWF-SASSI Retailer / Supplier Participants.	Fish On Line, La Marina, SPAR, Oceanfresh Seafoods, I&J, Ocean Basket, John Dory's, Pick n Pay, Woolworths, Fruit & Veg City, Breco Seafoods and Supapackers.
11.8% average improvement in WWF-SASSI seafood sustainability assessment scores for partners.	Fish On Line, La Marina, SPAR, Oceanfresh Seafoods, I&J, Ocean Basket, John Dory's, Pick n Pay, Woolworths and Supapackers.
WWF-SASSI Retailer / Supplier Participation Scheme achieved financial sustainability.	
Co-hosted a Sustainable Seafood Symposium with the Marine Stewardship Council (MSC) attended by 80 delegates from across the entire seafood supply chain.	Marine Stewardship Council (MSC)
Study completed on South African Seafood Market Trade Dynamics	TRAFFIC
290 key staff in partner organisations completed a WWF-SASSI Managers Training Course.	Fish On Line, La Marina, SPAR, Oceanfresh, I&J, Ocean Basket, John Dory's, Fruit & Veg City, Pick n Pay and Woolworths.
<b>Restaurants and Consumers</b>	
<b>Achievement:</b>	<b>Main Partners:</b>
<b>Earth Hour</b> Two Earth Hour 'I Will If You Will' (IWIYW) Challenges issued to consumers and restaurants. WWF-SASSI featured on Earth Hour International blog.	

<p><b>Marine Week activations</b></p> <ol style="list-style-type: none"> <li>1. Kids Pledge board developed for Networking Partners.</li> <li>2. Awareness activations held for tertiary campus students.</li> <li>3. 'Dish Up Green' dish developed and sold by Restaurant Supporters.</li> </ol>	<p>Two Oceans Aquarium, uShaka Sea World, Save Our Seas Shark Centre, UCT Green Campus Initiative (UCT GCI), Stellenbosch Eco-Maties, WWF-SASSI Restaurant Supporters: Cargo Hold (SASSI Platter with donation), Coral Tree, Dear Me, Hildebrand, Salmon Bar, Townhouse Hotel &amp; Conference Centre, Quay 4</p>
<p><b>FishMS</b> Requests – 27 308 Users – 11 633</p>	<p>iVeri</p>
<p><b>Pocket cards</b> 156 000 distributed via WWF-SASSI 49 630 distributed via Networking Partners</p>	<p>Two Oceans Aquarium, uShaka Sea World, Johannesburg Zoo</p>
<p><b>Posters</b> 80 posters distributed via WWF-SASSI</p>	
<p><b>Website</b> Visits – 48 742 Unique Visitors – 39 833 Page Views – 145 732</p>	<p>JGH Internet</p>
<p><b>Consumer Survey finalised and results released:</b> 30% of target market aware of WWF-SASSI; 89% of respondents claim that WWF-SASSI tools influenced their ultimate seafood choice.</p>	
<p>WWF-SASSI &amp; PnP reusable shopping bag developed</p>	<p>Pick n Pay</p>
<p>WWF-SASSI Brand guidelines finalised</p>	
<p>WWF-SASSI Blackberry and iOS Applications developed and released. Android version in development.</p>	<p>The Lateral Alternative</p>
<p>First WWF-SASSI campaign launched November 2012</p>	<p>Derrick marketing agency, Espresso Show, Pick n Pay</p>

<b>WWF-SASSI Training</b> WWF-SASSI Training Manual updated 6 FoH & 8 managerial courses 160 people trained	Two Oceans Aquarium, uShaka Sea World, Johannesburg Zoo
<b>WWF-SASSI Ambassadors &amp; Chefs</b> Relationships developed with 12 chefs and four ambassadors.	Jackie Cameron, Brad Ball, Vanessa Marx, Christiaan Campbell, Stefan Marais, Hylton Espey, Franck Dangereux, Pete Goffe- Wood, David Higgs, Bruce Robertson, Bertus Basson, Marthinus Ferreira and Reuben Riffel.  Justin Bonello, Greg and Carl from Rust n Dust (Ultimate Braai Master Season 1) and Charles Tertiens.
WWF-SASSI and sustainable seafood promoted on Ultimate Braai Master.	Ultimate Braai Master, Pick n Pay, Justin Bonello, Cooked Productions
Revision of WWF-SASSI listing of key species initiated.	DAFF, UCT, ORI, SAEON, MFMR, Anchor Environmental, MSC, EEU, BirdLife, Shark Conservancy
John Dory's Green-listed seafood platter special	John Dory's

### **Strategic Objective 3: Build Climate Resilience**

<b>Achievement:</b>	<b>Main Partners:</b>
3 ERA conducted in South Africa, 3 ERA reviews in South Africa, 1 ERA review conducted in Namibia	DAFF, BCC
Trained 2 DAFF staff to run ERAs in South Africa.	DAFF, BCC

## APPENDIX III: 2012 STATISTICS SUMMARY

### Core operational statistics

#### 1. Operational statistics

1.1	Number of projects	3
1.2	Number of people employed	8
1.3	% Black	50%
1.4	% Female	62.50%
1.5	Number of qualifications obtained	4

#### 2. Communications

2.1	Media Hits	269
2.2	Total advertising value equivalent	R14 309 160
2.3	% Media hits: Resource users	53%
2.4	% Media hits: Local community	4%
2.5	Publications/reports produced	3
2.6	Scientific papers published	3

### Conservation Statistics

#### 3. Sustainable Fish Stocks

3.1	Number of retailers aligned to WWF-SASSI	12
3.2	% Retail market aligned to WWF-SASSI	64%
3.3	Number of people WWF-SASSI trained	477
3.4	Number of restaurants aligned	219
3.5	FishMS requests	27 308
3.6	FishMS users	11 633
3.7	Wallet cards distributed	205 630
3.8	Website: unique visitors	39 833

#### 4. Ecosystems approach to fisheries

4.1	Number of fisheries moving towards certification	0
4.2	Number of people trained in the WWF Responsible Fisheries course and the Aquaculture course	330
4.3	Policies and regulations influenced	0
4.4	Employment opportunities created	2 new WWF employees

4.5	Ecological Risk Assessments conducted and/or reviewed	3 ERAS and 3 ERA reviews
4.6	Number of fisheries sectors implementing the WWF EAF management tracking tool	21
4.7	Fisheries improvement projects underway	0

## APPENDIX IV: 2012 LIST OF PUBLICATIONS

Field JG, Attwood CG, Jarre A, Sink K, Atkinson LJ and **S Petersen**. 2012. Co-operation between scientists, NGOs and industry in support of sustainable fisheries: the South African hake trawl fishery experience. *Journal of Fisheries Biology*.

Augustyn J, **Petersen S**, Shannon L and H Hamukuaya. In press. Implementation of an Ecosystems Approach to Fisheries in the Benguela Current Large Marine Ecosystem area. In: *Governance for Fisheries and Marine conservation*. Chapter 17.

**Duncan J**. More than just a piece of paper. 2012. Unpublished thesis for Post-Graduate Diploma in Environmental Law, School of Advanced Legal Studies, University of Cape Town (UCT).

**Duncan, J** and Burgener M. (In press). Trade dynamics of South African Linefish. Proceedings of the 4th Line-fish Symposium, held at Geelbek, West Coast National Park, Langebaan, 16th to 20th April 2012.

**Petersen S**, Koranteng K, **Johnson A** and Harris A. 2012. EAF Implementation in the South West Indian Ocean Area: A baseline report. FAO EAF-Nansen Project Report No.11.

**Johnson AE**. 2012. Population analyses of humpback dolphin (*Sousa plumbea*) in Richards Bay, KwaZulu-Natal, South Africa. Masters dissertation, University of Pretoria.

**Francis, J** (Ed). 2012. Responsible Fisheries Alliance 1<sup>st</sup> Phase Review (2009-2011). Available online at [http://awsassets.wwf.org.za/downloads/rfa\\_review\\_e\\_distribution.pdf](http://awsassets.wwf.org.za/downloads/rfa_review_e_distribution.pdf)

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PROGRAMME FORMS PART OF  
THE WWF MARINE PROGRAMME  
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# SFP at a glance: 2012



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

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