

# BRECO SEAFOODS

IMPORTERS & EXPORTERS SINCE 1995

*BRECO SEAFOODS have committed to ensuring that by 2021, all seafood sold will be either;*

- *MSC certified; or*
- *ASC Certified; or*
- *WWF- SASSI Green-listed; or*
- *In a formal improvement project<sup>1</sup>.*

## *Breco*

*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. We aim to be the preferred provider of seafood products throughout Southern Africa.*

*Breco imports product from all around the globe (as well as local sources), buying a range of marine products including salmon, herring, mussels, shrimps and prawns. 99% of product sold is in frozen form. Breco is the preferred seafood supplier to the retail, foodservice and wholesale industry.*

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<sup>1</sup> Breco, with the assistance of WWF-SA, will determine the credibility of these improvement projects on a case-by-case basis and will provide guidance to fisheries/ aquaculture operations as to what constitutes a credible, time-bound improvement project.

*Notable achievements:*

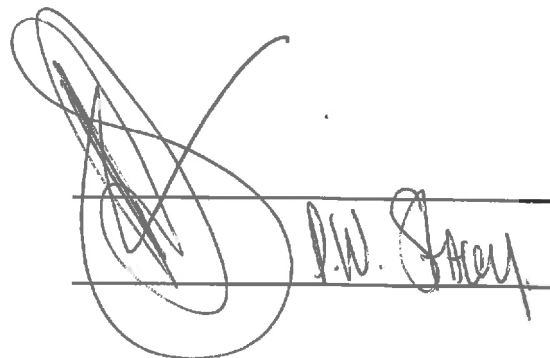
- *Traceability: Breco has measures in place to trace fish from the point of sale back to its source fishery or aquaculture source through all subsequent stages of handling, processing and distribution. The aforementioned process covers both locally procured fish as well as imported fish products.*
- *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*

- *Accurate and up-to-date information about the status of fish stocks and the environmental performance of fisheries.*
- *As an import based company, it is extremely difficult to ensure that all products are imported from a sustainable source 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, etc.) for others.*
- *Setting up sustainable supply for aquaculture products where possible.*
- *To partner with experts in various countries from where we import in order to gain objective, science based, assessments of the status of seafood which we procure.*
- *We will continue to capture data to monitor the sustainability characteristics of the seafood we source.*



*P.W. Storey*

**S—Source from seafood factories with sustainability policies in place.**

**U—under no circumstances do we purchase products that appear on the red SASSI list.**

**S- Support local fisheries with sustainability's policies in place**

**T – Target green & orange SASSI list seafood's and secure seafood from MSC, ASC, or NA FIP.**

**A – Agree to ensure we are 100% compliant**

**I – Initiate “out of the box” sustainability innovation on all seafood's in the industry**

**N – Never cease to seek greener options of seafood for our product range**

**A – Always consider the environment, social and conservation of the oceans and environment**

**B – Being responsible for our actions and procurement policies as a company**

**I – Illegal and unregularly fisheries have long term negative effects on our future seafood resources. We have a responsibility towards the future generations to conserve our precious resources.**

**L – Leading the sustainability way forward for all seafood importers in SA**

**I – It is our responsibility to protect the environment for future generations**

**T- Training is key**

**Y- You and I can make a different if we work together, towards this common goals**

