



WWF®

for a living planet®

SALMON PROCUREMENT GUIDELINES

Salmon consumption has increased substantially in the last few decades as salmon has become a popular source of protein. Demand is also increasing for salmon and other high-value species in emerging economies.

Farming salmon without responsible management practices can lead to the unsustainable use of feed, the transfer of disease from the farmed stock to the wild stocks or the negative impact of the surrounding environment. Wild-capture can also have a negative impact as over-harvesting salmon from stocks in the wild will lead to the depletion of those stocks and reduce the possibility of the stock recovering. It is important to know where your salmon comes from so that you are able to encourage the producers to address these issues. In order to do this, conduct a mapping exercise back up the supply chain to find out the site that farms the salmon or the fishers that catch them.

These procurement guidelines are intended to provide a stepwise process to support farmed and wild-caught salmon purchasers move toward sustainably farmed or fished salmon product which ultimately move towards compliance with either the Aquaculture Stewardship Council standard for responsible aquaculture operations or the Marine Stewardship Council standard for wild-capture fisheries.

Salmon Procurement Guidelines (Farmedⁱ and Wild-caughtⁱⁱ):

1. Preferentially procure Aquaculture Stewardship Councilⁱⁱⁱ (ASC) certified or Marine Stewardship Council^{iv} (MSC) certified salmon products, ensuring that all farm certifications and / or fishery certifications as well as Chain of Custody certifications are in place and valid. This step can be verified by the restaurant / retailer / supplier / importer independently using the links referenced in the Notes and Clarifications below.

If unfeasible;

2. The farmed / wild-caught salmon species appears on the WWF-SASSI database as Green-listed^v. This step can be verified by the restaurant / retailer / supplier / importer independently using the link referenced in the Notes and Clarifications below.

If unfeasible;

3. The farmed / wild-caught salmon species appears on the WWF Network Seafood Database as either Light Green or Green. This step would have to be verified by WWF-SA as access to the Network database is restricted. At the discretion of WWF-SA, this assessment could be adopted on the WWF-SASSI database during the next assessment cycle.

If unfeasible;

4. The farmed / wild-caught salmon species are procured from :

i) Farms that are implementing a WWF approved Aquaculture Improvement Project (AIP)^{vi} and have a method of ensuring the traceability of promoted products from a farm to plate,
OR
Fisheries that are implementing a WWF approved Fisheries Improvement Project (FIP)^{vii} and have a method of ensuring the traceability of promoted projects from a fishery to plate^{viii}.

These projects should be monitored for progress at least annually using systems such as the MSC Benchmarking Tool^{ix}.

If unfeasible, for species originating from farms;

ii) The farmed salmon species is procured from farms that are owned by a registered member of the Global Salmon Initiative (GSI)^x and are implementing improvement strategies across their farms in order to reach the a level of operation compliant with the ASC standard by latest 2020. The supply chain for these species needs to be mapped to a degree where individual GSI affiliated farms' progress towards compliance with the ASC standard can be tracked on at least an annual basis.

- **For all source farms and fisheries meeting the above criteria, WWF-SASSI will support communications by retailers and suppliers that these sources are in line with their commitments to sustainable seafood.** However, the support from WWF-SASSI on these communications is reliant on full transparency in the process. Retailers and suppliers should publically communicate progress in either AIPs, FIPs, or GSI related targets by listing all source farms or fisheries, the sustainability objectives of each of these farms or fisheries as well as the associated timelines for reaching these objectives. These communications must be updated annually to reflect progress on the sustainability objectives.
- **Source farms or fisheries that do not meet the above criteria would not be considered as Under Improvement^{xi} by WWF-SASSI,** however they should be encouraged to engage in improving the sustainability practices of their operations to meet the above requirements. To achieve this, the source farm / fishery can carry out a pre-assessment against the ASC / MSC in order to identify what improvements are potentially required. An improvement project could then be developed in order to address the challenges highlighted by the pre-assessment. Note that in order for the improvement project to be recognized by WWF-SASSI it would have to meet the criteria listed in the Under Improvement document referenced in the Notes and Clarifications below. **Should the source farm or fishery not want to engage in improving the sustainability practices of their operations, WWF-SASSI cannot support retailers and suppliers that continue to procure from these sources.**
- All new procurement should come from sustainable sources by selecting fish from responsible aquaculture operations and well-managed fisheries that meet the above criteria.

NOTES AND CLARIFICATIONS:

ⁱ Mainly Atlantic Salmon (*Salmo salar*), but can also be Pacific Salmon (*Oncorhynchus* spp.), such as Coho Salmon (*Oncorhynchus kisutch*) or Chinook Salmon (*Oncorhynchus tshawytscha*).

ⁱⁱ Mainly Pacific Salmon:

Chinook: *Oncorhynchus tshawytscha*

Sockeye: *Oncorhynchus nerka*

Coho: *Oncorhynchus kisutch*

Pink: *Oncorhynchus goroscha*

Chum: *Oncorhynchus keta*

ⁱⁱⁱ ASC certified farms are listed on the ASC website and can be found here: <http://www.asc-aqua.org/index.cfm?act=tekst.item&iid=4&iids=204&lng=1> found listed under "SALMON". Farms that are undergoing certification can also be found on the ASC website (<http://www.asc-aqua.org/index.cfm?act=tekst.item&iid=4&iids=258&lng=1>).

^{iv} MSC certified fisheries are listed on the MSC website and can be found here: <https://www.msc.org/track-a-fishery/fisheries-in-the-program/fisheries-by-species/fisheries-by-species#salmon>

^v The WWF-SASSI list can be found here: <http://wwfsassi.co.za/sassi-list/>

^{vi} WWF-approved Aquaculture Improvement Project (AIP) is a focused initiative with the goal of enabling a farm to reach the necessary sustainability standards to enter full assessment by a credible third party assessment scheme, in this case the ASC.

^{vii} WWF-approved Fishery Improvement Project (FIP) as defined by the WWF Guidelines on Fisheries in Transition defined Fishery Improvement Projects as focused initiatives with the goal of enabling a fishery to reach the necessary sustainability standards to enter full assessment by a credible third party assessment scheme, in this case the MSC.

^{viii} Applicable for both fisheries and farming operations: All supply chain businesses, including subcontractors and secondary processors, shall have a documented traceability system in place able to trace all products from purchase and delivery through to sales. The traceability system shall:

- a) Use labels, bar codes or other unique identifier to link products and information
- b) Record minimum product information at every step (collected from suppliers, during processing, packaging, delivery, etc.)
- c) Deliver the required information in an electronic format.

In addition, the following information confirming the origin of seafood shall be kept for every product:

In the case of a wild-caught prawn product:

- a) Common and scientific fish names
- b) Fishing method and gear type
- c) Fishing area (country of origin)
- d) Information on the vessel (including name)
- e) Date of catch, ports of entry, landings and any transshipment.

In the case of a farmed prawn product:

- a) country of origin
- b) farming method (specific methods required)
- c) common and scientific fish names
- d) sustainability of feed used
- e) information on the farm
- f) date of harvest

^{ix} The MSC Benchmarking Tool can be found here: <https://www.msc.org/documents/developing-world/benchmarking-and-tracking-tool>

^x All GSI members are committed to reaching ASC certification by 2020. To see the list of GSI members, see here: <http://www.globalsalmoninitiative.org/about-us/members/>. To see the reporting dashboard documenting GSI's progress towards key environmental and social indicators, as well as track progress towards the ASC standard, see here: <http://www.globalsalmoninitiative.org/sustainability-report/>

^{xi} A definition of what is considered as Under Improvement by WWF-SASSI can be found in the WWF-SASSI communications around species Under Improvement document that can be downloaded from <http://wwfsassi.co.za/sassi-participants/>.