



WWF

REPORT

2018



# WWF-SASSI RETAILER / SUPPLIER PARTICIPATION SCHEME REPORT 2018

# ABOUT THIS REPORT

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This fifth edition of the WWF-SASSI Retailer/ Supplier Participation Scheme report focuses on progress made by South Africa's top seafood vendors that have been working towards a sustainable seafood supply chain and reflects on the long-term goals of the scheme.

The 2018 report showcases progress of the scheme's participants towards the public commitments to sustainable seafood that they have made. This process in turn creates a strong market incentive for fisheries to improve their practices so that seafood vendors can ensure that they are supporting responsibly-managed fisheries.

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[wwf.org.za](http://wwf.org.za)

The World Wide Fund for Nature (WWF) is one of the world's largest and most respected independent conservation organisations, with almost six million supporters and a global network active in over 100 countries.

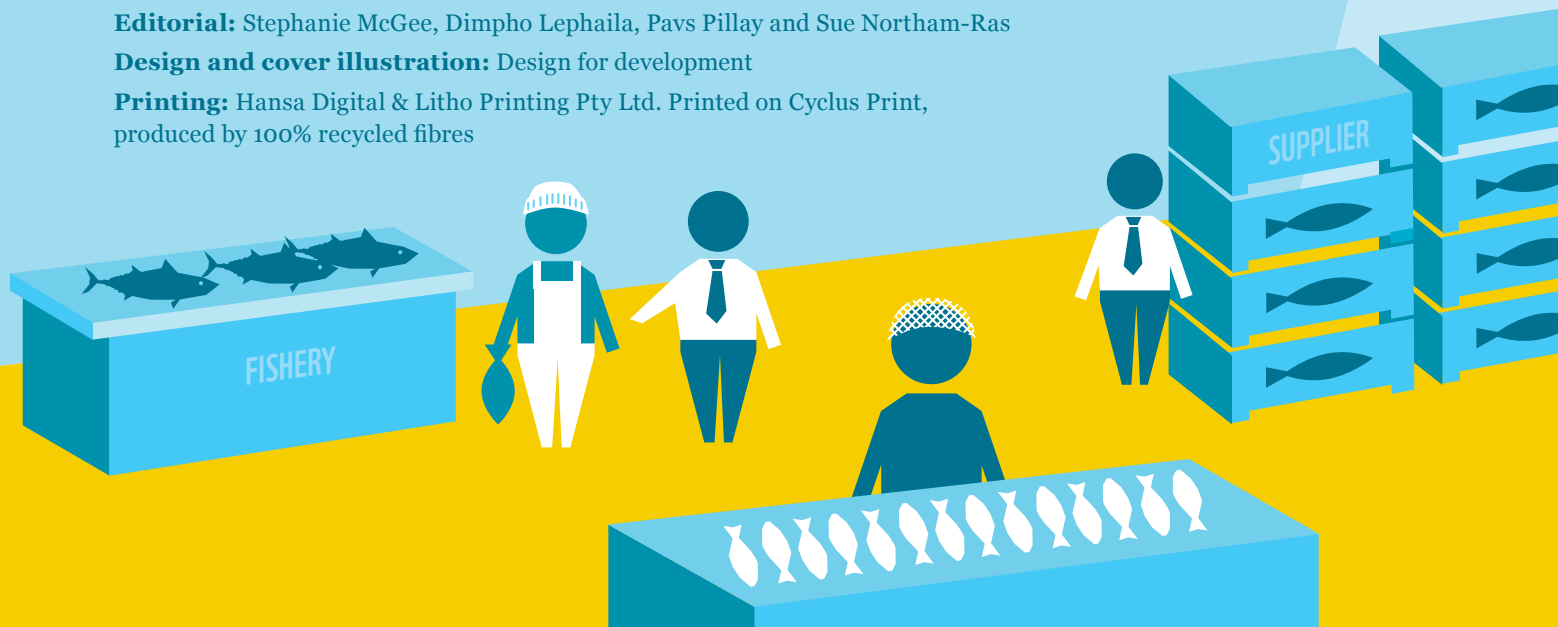
WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable and promoting the reduction of pollution and wasteful consumption.

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**Editorial:** Stephanie McGee, Dimpho Lephaila, Pavs Pillay and Sue Northam-Ras

**Design and cover illustration:** Design for development

**Printing:** Hansa Digital & Litho Printing Pty Ltd. Printed on Cyclus Print, produced by 100% recycled fibres

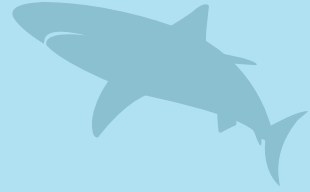


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# PAST, PRESENT AND FUTURE



Inception of the WWF-SASSI Retailer/Supplier Participation Scheme, then the SASSI Participation Scheme.

Pick n Pay and Woolworths join the scheme.

**2008**

First public commitments to sustainable seafood made by Pick n Pay.

**2011**

Sun International joins the scheme.

Food Lover's Market and Woolworths make public commitments to sustainable seafood.

**2013**

First target date reached for I&J, Pick n Pay, John Dory's (all seafood sold), Food Lover's Market, Woolworths (wild-caught products) and SPAR Group (private label products).

**2016**

**2010**

John Dory's, SPAR Group and Ocean Basket join the scheme.

**2012**

I&J, Food Lover's Market and Breco Seafoods join the scheme.

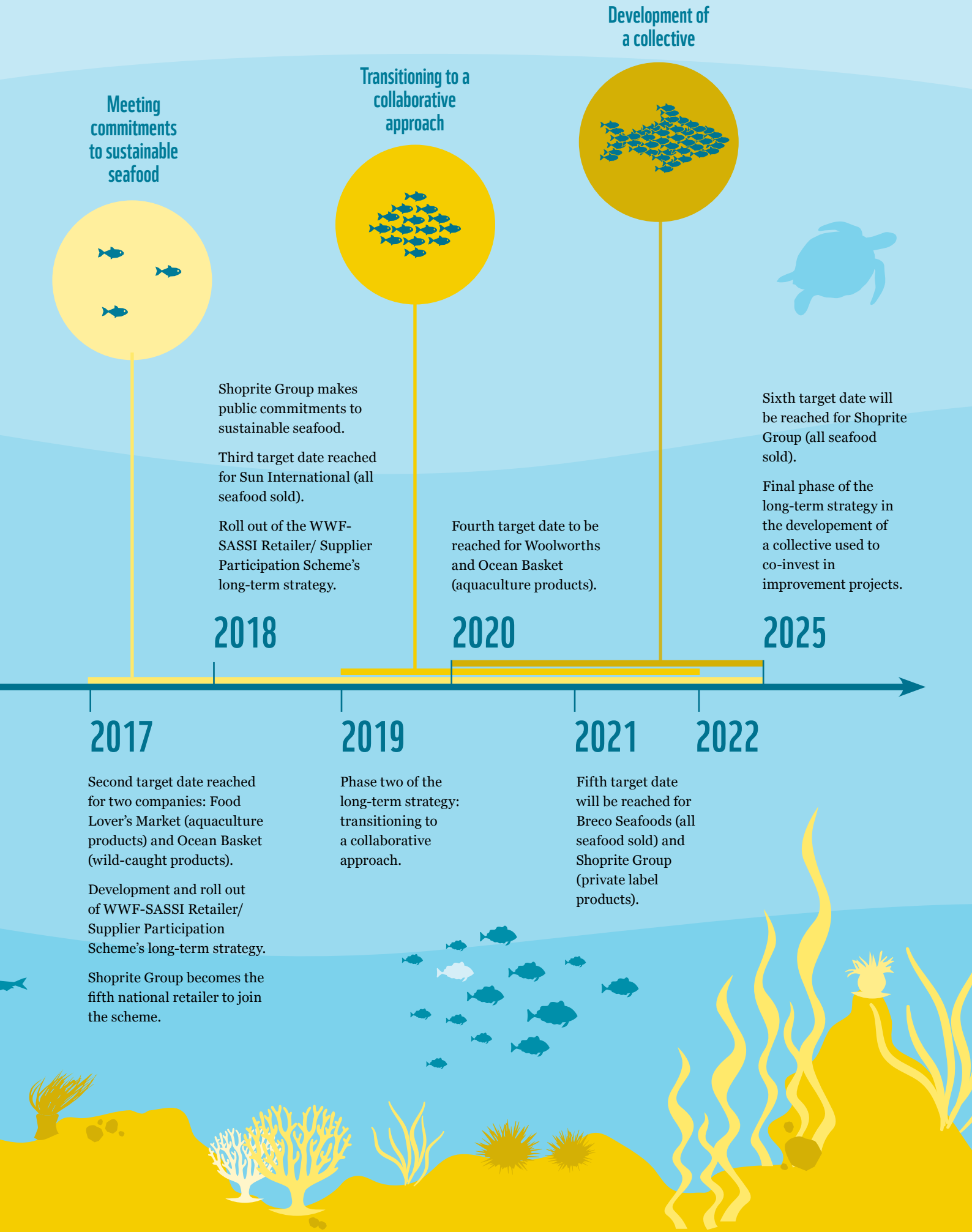
I&J and John Dory's make public commitments to sustainable seafood.

**2014**

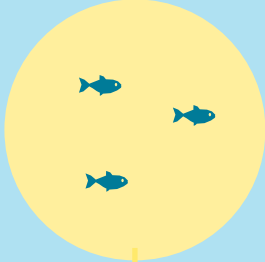
SPAR Group, Ocean Basket and Breco Seafoods make public commitments to sustainable seafood.

First annual retailer report developed, showing progress of 10 participants to their commitments to sustainable seafood.





**Meeting commitments to sustainable seafood**



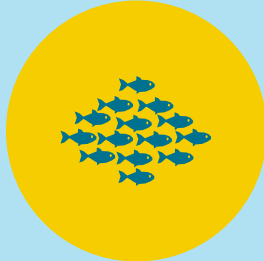
Shoprite Group makes public commitments to sustainable seafood.

Third target date reached for Sun International (all seafood sold).

Roll out of the WWF-SASSI Retailer/ Supplier Participation Scheme's long-term strategy.

**2018**

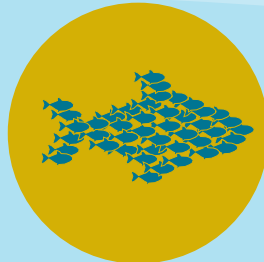
**Transitioning to a collaborative approach**



Fourth target date to be reached for Woolworths and Ocean Basket (aquaculture products).

**2020**

**Development of a collective**



Sixth target date will be reached for Shoprite Group (all seafood sold).

Final phase of the long-term strategy in the development of a collective used to co-invest in improvement projects.

**2025**

**2017**

Second target date reached for two companies: Food Lover's Market (aquaculture products) and Ocean Basket (wild-caught products).

Development and roll out of WWF-SASSI Retailer/ Supplier Participation Scheme's long-term strategy.

Shoprite Group becomes the fifth national retailer to join the scheme.

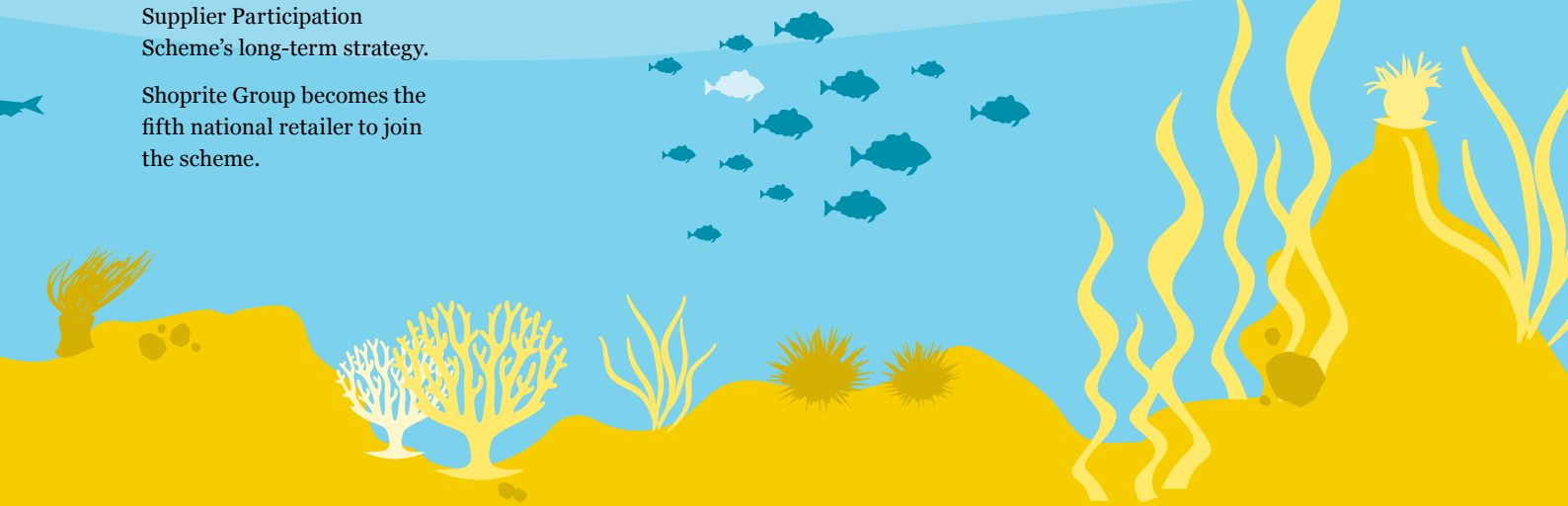
**2019**

Phase two of the long-term strategy: transitioning to a collaborative approach.

**2021**

Fifth target date will be reached for Breco Seafoods (all seafood sold) and Shoprite Group (private label products).

**2022**



# FORWARD THINKING

What a difference a decade makes... for ocean species, seafood businesses and seafood-loving consumers!

In 2008, the WWF-SASSI species list had been public for only three years. No revision of the list had yet been undertaken. At that time, only two national retailers were formal participants in the newly created WWF-SASSI participation scheme and consumers were just getting to grips with how the WWF-SASSI tools worked and what WWF-SASSI was all about.

## A DECADE OF ACTION

Since then, the consumer seafood guide has been revised six times and now uses a rigorous scientific methodology to assess each species. More South African retailers, seafood suppliers, restaurant chains and hospitality groups have joined this responsible sourcing scheme. Even though a few companies have decided to exit this voluntary scheme for various reasons, there are currently 10 companies actively participating in working towards healthy oceans and a sustainable seafood future: five retailers, two seafood suppliers, two restaurant chains and one hotel group.



**SEAFOOD SUSTAINABILITY IS NO LONGER SEEN AS JUST AN ENVIRONMENTAL CHALLENGE, BUT AS A LIVELIHOODS ISSUE TOO**

## PLOTTING OUR SHARED FUTURE

2017 saw the development of the scheme's long-term strategy, and its implementation in 2018. The original organisational assessment for each participant covered eight key focus areas. The new strategy adds a ninth one, with the aim of improving the value chain of domestic fisheries (both large and small-scale), and using the market to advocate for better management of these fisheries. Seafood sustainability is no longer seen as just an environmental challenge, but as a livelihoods issue too.

## IN GOOD COMPANY

Globally, the top 10 food retailers have made commitments to sustainable seafood<sup>1</sup>. Most feature the Marine Stewardship Council (MSC) eco-label. Due to the fact that the supply of MSC and Aquaculture Stewardship Council (ASC) certified products is still growing in South Africa, and still predominantly for overseas markets, the WWF-SASSI Retailer/ Supplier participants have included species from the WWF-SASSI Green list as part of their commitments. This enables sustainable local sourcing and support for responsible domestic fisheries and fishers. This report highlights the individual progress made by each participant in 2018 and showcases their efforts towards sustainability. The next major step in the long-term strategy in 2019 is for the participating companies to transition to a more collaborative approach in the form of a seafood alliance. This means that participating companies will work together more to tackle mislabeling, and make it more and more difficult for illegal, unregulated and unreported (IUU) products to enter the South African market by improving seafood product traceability.

## CONSUMERS DEMAND SUSTAINABILITY

This momentum comes at a pivotal time because, according to Nielson, 2018 was the year of the influential sustainable consumer, with the expectation that it will soon be the decade of the sustainable shopper. Similar trends are evidenced with an increase in consumer awareness of sustainable seafood options from the WWF-SASSI consumer survey from 40% in 2014 to 79% in 2017, as well as 72% in the MSC consumer survey (2018). Consumers are setting the pace that in order to save the ocean, only seafood that is responsibly and sustainably sourced should be eaten. This clearly shows that the time to act collaboratively on the bigger shared challenges, is now. All hands on deck!

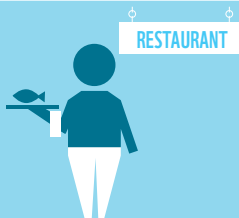
<sup>1</sup> WWF Report (2017), *SDGs mean business: How credible standards can help companies deliver the 2030 agenda*, 63pp.



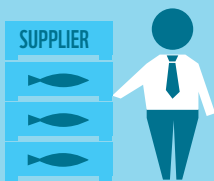
**CONSUMER  
AWARENESS**  
TRIGGERS A REACTION  
THROUGH THE ENTIRE  
SUPPLY CHAIN



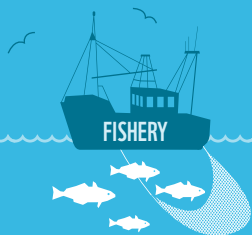
RETAILER



RESTAURANT



SUPPLIER



FISHERY

# TRACKING PARTICIPANT PROGRESS

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STEP BY STEP:  
MAKING PROGRESS

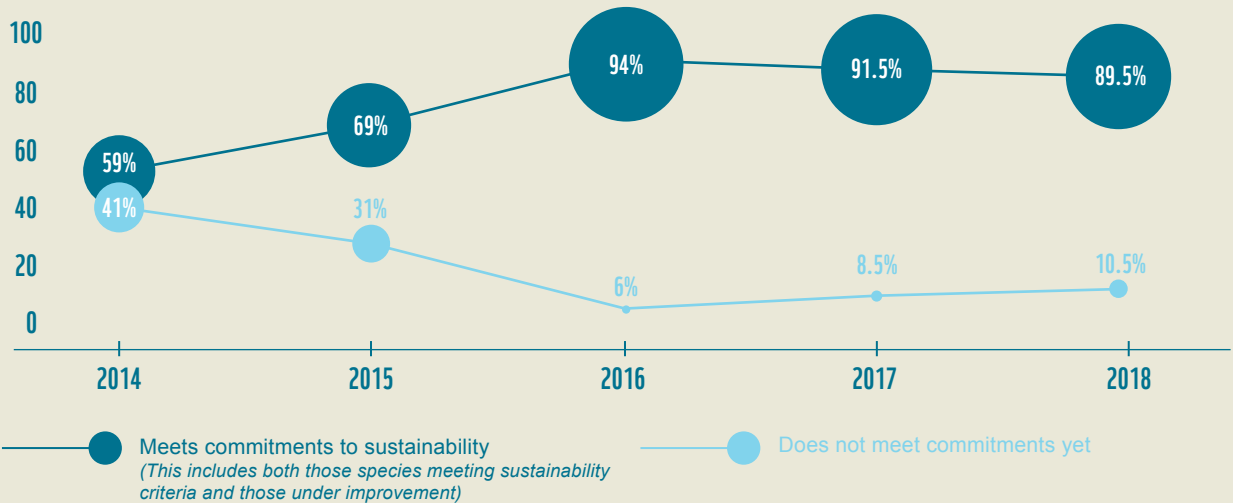
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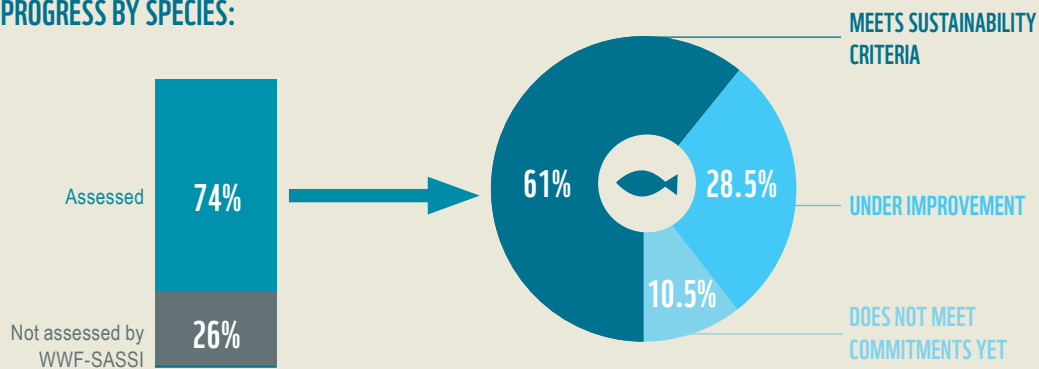
The love of the ocean and passion for fishing are the driving forces behind I&J, the only vertically integrated South African fishing company, publically committed to source sustainable seafood. During 2018, I&J managed to achieve 61% in meeting sustainability criteria on species progress (from 48.5% in 2017); this was achieved by I&J supporting the Namibian Hake Association, currently formally undergoing MSC certification, and by removing species that do not meet our commitments. Despite I&J following responsible practices for the inshore trawl fishery, the lack of progress in the inshore trawl Fishery Conservation Project led to some species no longer being “under improvement”. This has negatively impacted overall progress.

**Jonty Jankovich-Besan, Managing Director, I&J**

**PROGRESS THROUGHOUT THE YEARS (SPECIES):**

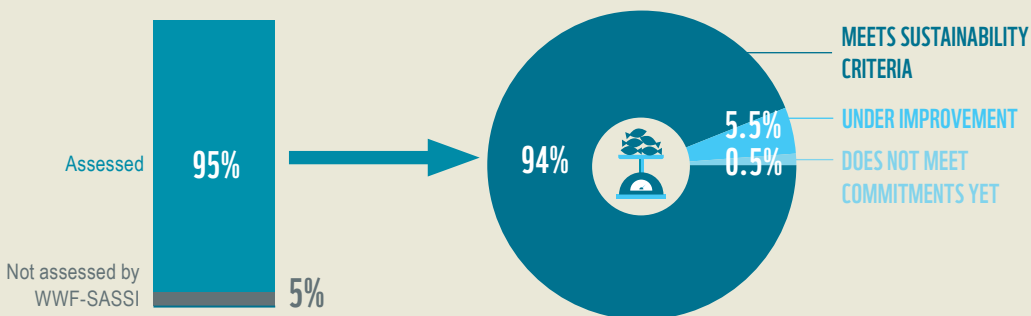


**PROGRESS BY SPECIES:**



**PROGRESS BY VOLUME:**

(JANUARY 2018-DECEMBER 2018)



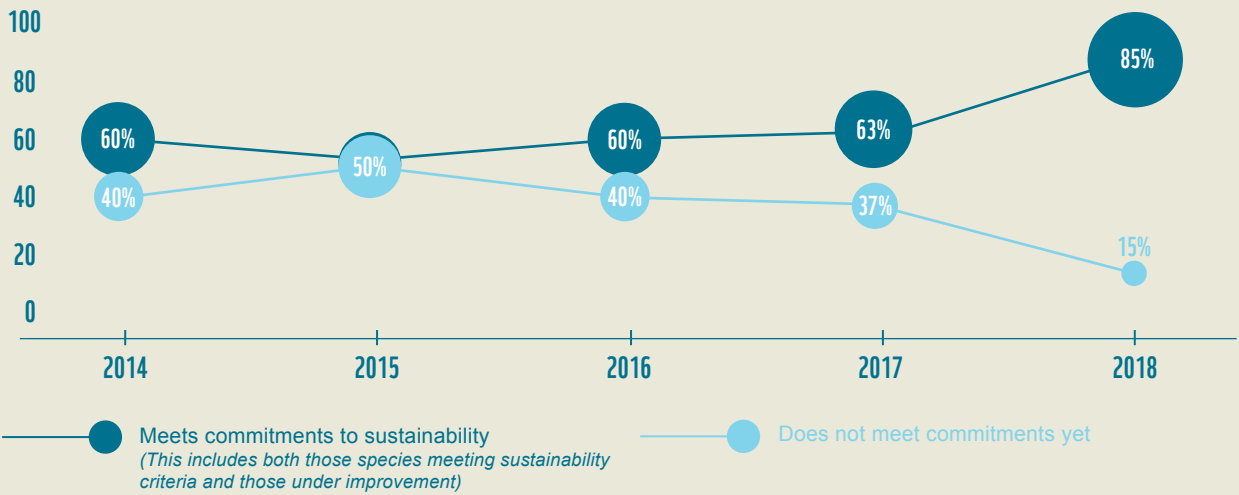




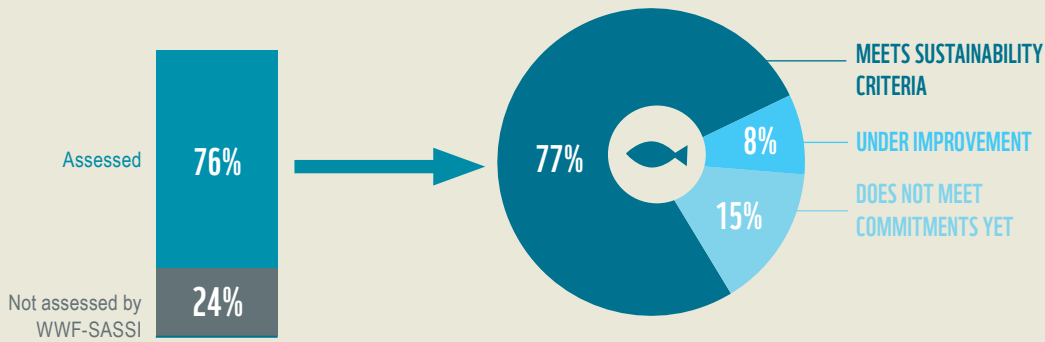
John Dory's remains determined to demonstrate the brand's commitment to sustainability leadership with a specific focus on conservation of our oceans and seafood resources, while proactively managing cost implications. Our procurement team maintains efforts to ensure that our fish stocks are from MSC and ASC certified sources. We continue to work closely with suppliers to ensure that we procure species and stocks that are well-managed and from sources that are involved in credible improvement projects. Our challenges remain securing traceable and sustainable tuna and salmon products that are also affordable. Despite these challenges, we continue to work towards honouring our sustainability commitments.

**Joe Stead, Environmental Sustainability Manager, Spur Corporation**

**PROGRESS THROUGHOUT THE YEARS (SPECIES):**

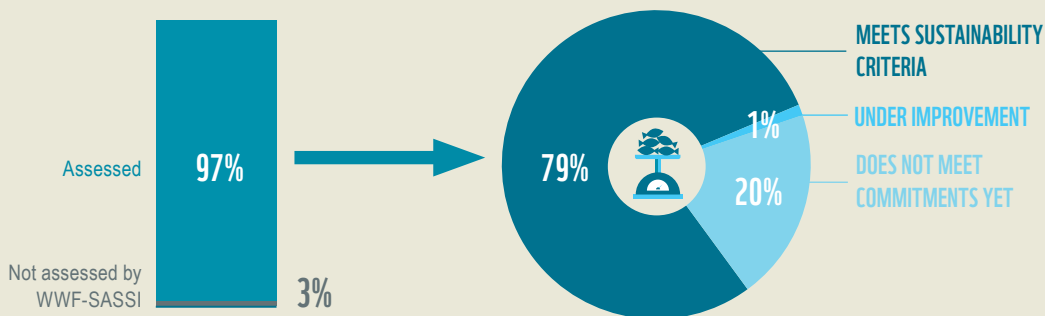


**PROGRESS BY SPECIES:**



**PROGRESS BY VOLUME:**

(JANUARY 2018-JANUARY 2019)

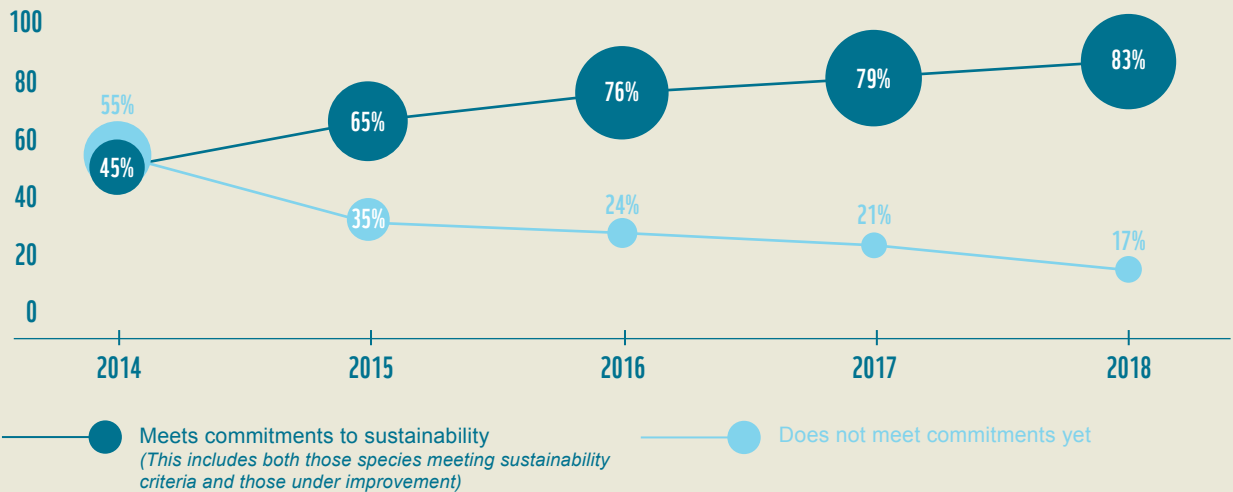




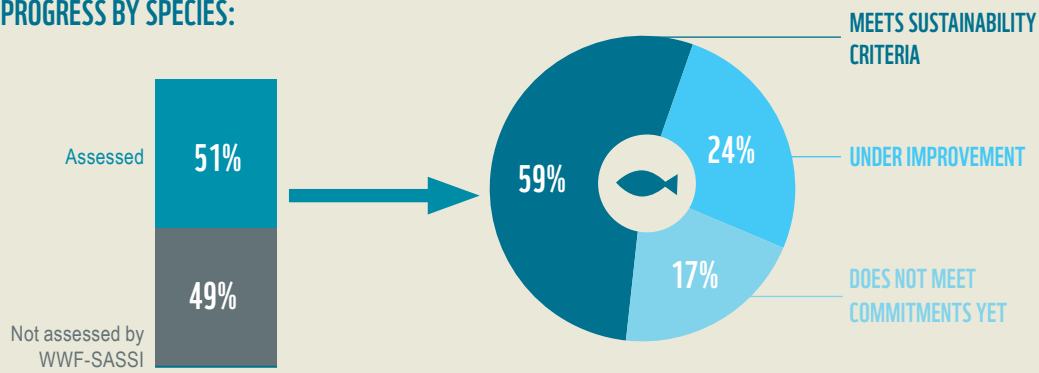
We currently procure wild caught and aquaculture seafood products from sustainable fisheries around the world. However, we continue to focus and engage with local SMEs, local artisanal fishers and other African countries. We are committed to sourcing our seafood sustainably, and our partnership with WWF-SASSI plays an important role for the future of our ocean's resource.

**Simon Wilson, Head of Department, Fish, Pick n Pay**

### PROGRESS THROUGHOUT THE YEARS (SPECIES):

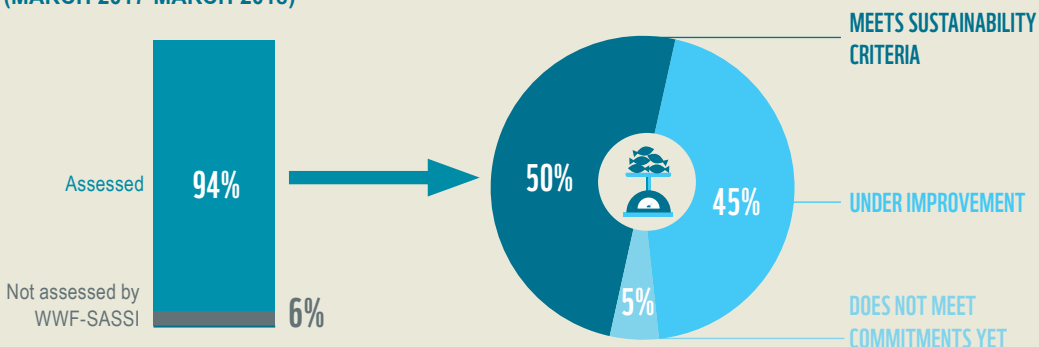


### PROGRESS BY SPECIES:



### PROGRESS BY SALES:

(MARCH 2017-MARCH 2018)

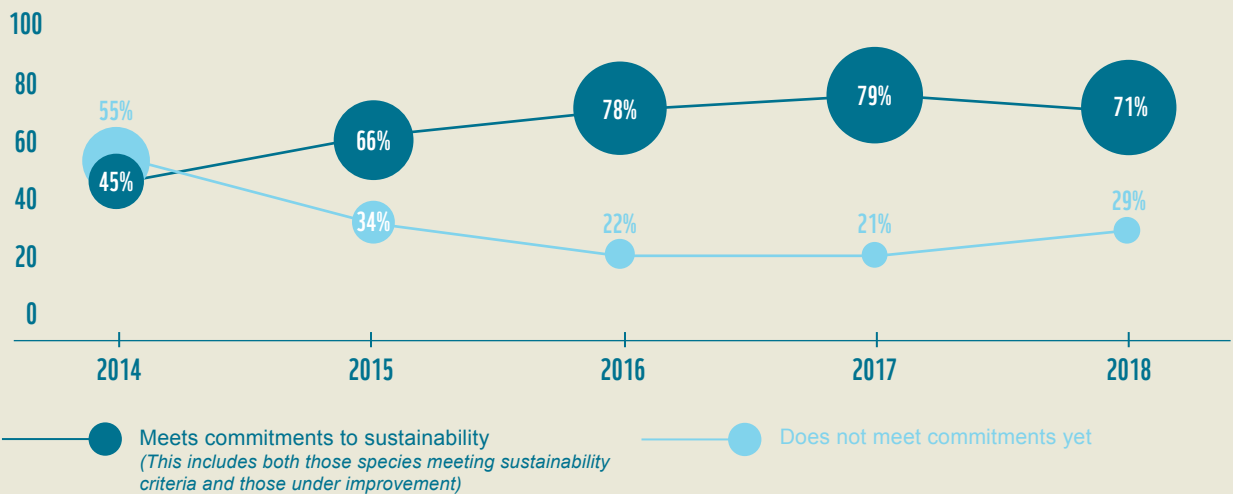




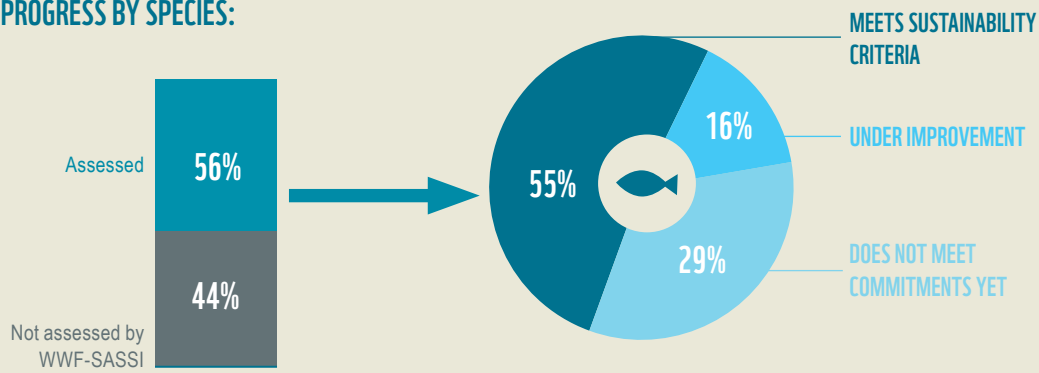
We have seen an increase in consumer awareness, and concern for the health of our environment through many of our initiatives within our Earth Lover's Programme. This inspires us to do more! It means that our consumers are willing to participate in our efforts to bring them species from all over the world that they may not know, but that is sourced responsibly. Participating in the WWF's South African Sustainable Seafood Initiative also connects well with our programme to engage with, and support small-scale fishers by creating opportunity to connect them to the market.

**Roelof Brink, Seafood Buyer, Food Lover's Market**

**PROGRESS THROUGHOUT THE YEARS (SPECIES):**

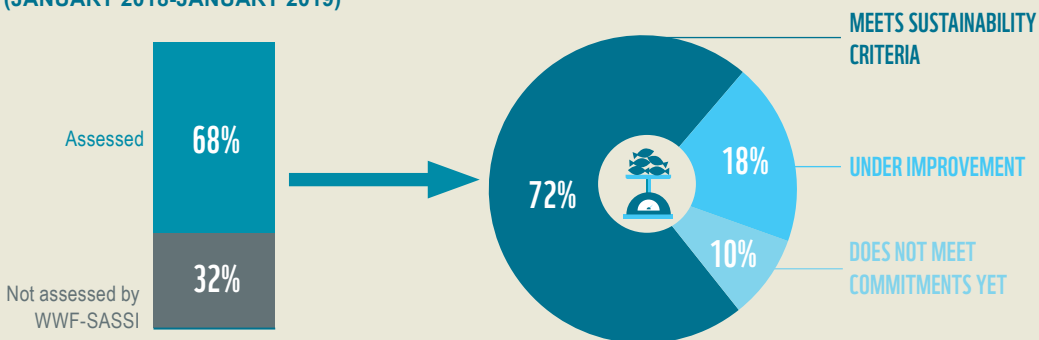


**PROGRESS BY SPECIES:**



**PROGRESS BY VOLUME:**

(JANUARY 2018-JANUARY 2019)

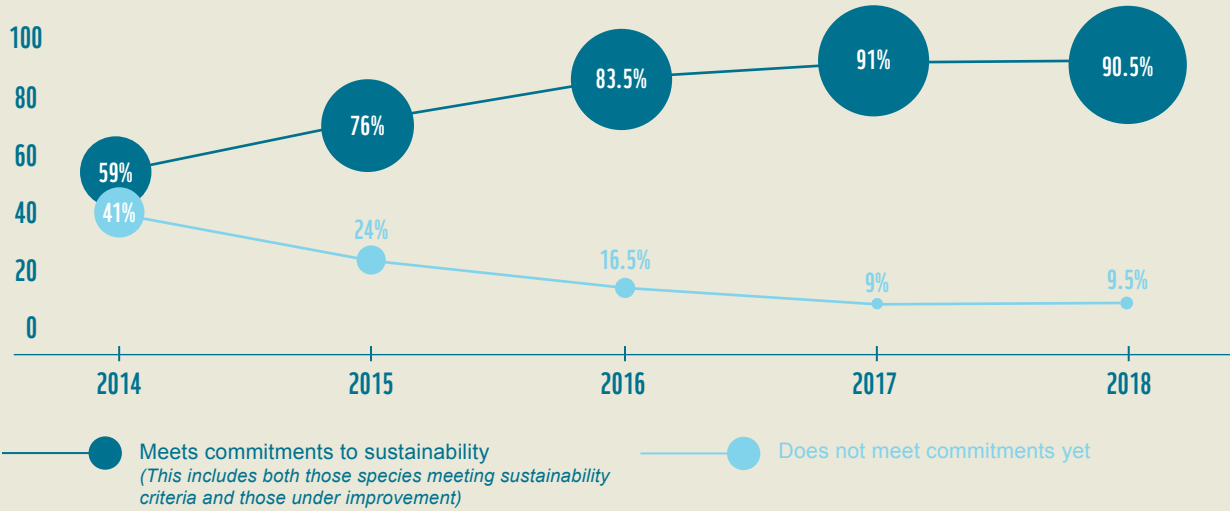




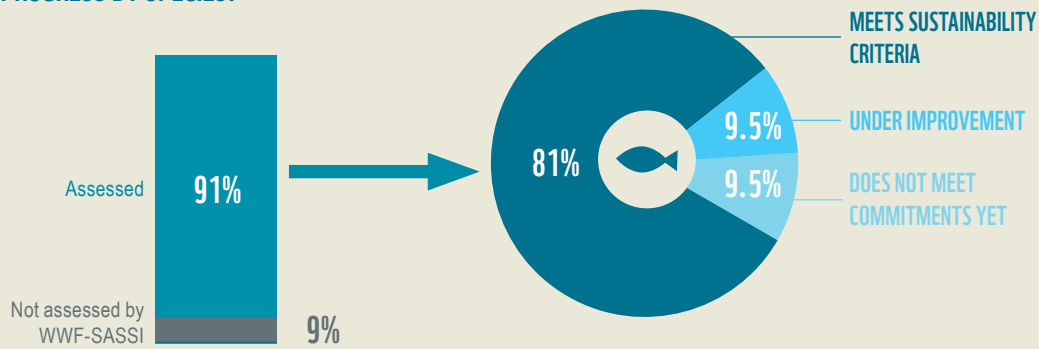
Our long-term partnership with WWF-SASSI continues to guide us in making responsible purchasing decisions. We remain committed to using the programme as the basis for our Fishing for the Future journey, and as a way to collaborate with industry partners to solve some of the shared challenges that exist in both securing and creating the demand for sustainable seafood.

**Kirsten Sims, Environmental Specialist, Woolworths**

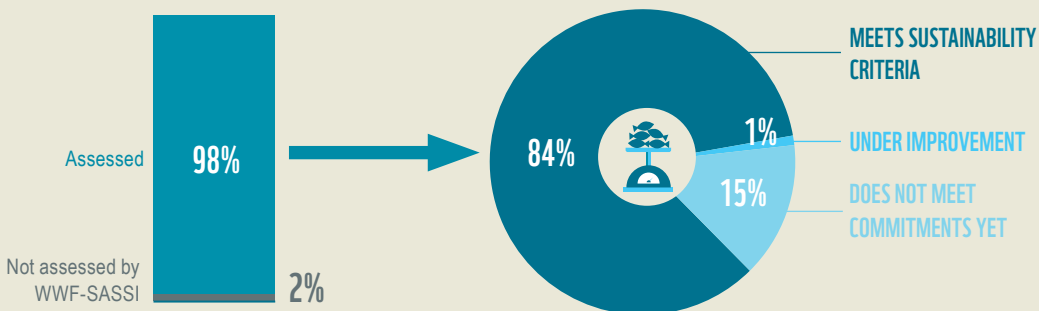
### PROGRESS THROUGHOUT THE YEARS (SPECIES):



### PROGRESS BY SPECIES:



### PROGRESS BY VOLUME: (JULY 2017-JULY 2018)



Of the 2016 commitments for wild-caught species: 89% of assessed species meet sustainability criteria and 7% are under improvement. For 2016 target of wild-capture species by volume: 99% of assessed volume meets sustainability criteria and 1% is under improvement.

Revised strategies: [www.woolworths.co.za/goodbusinessjourney](http://www.woolworths.co.za/goodbusinessjourney)

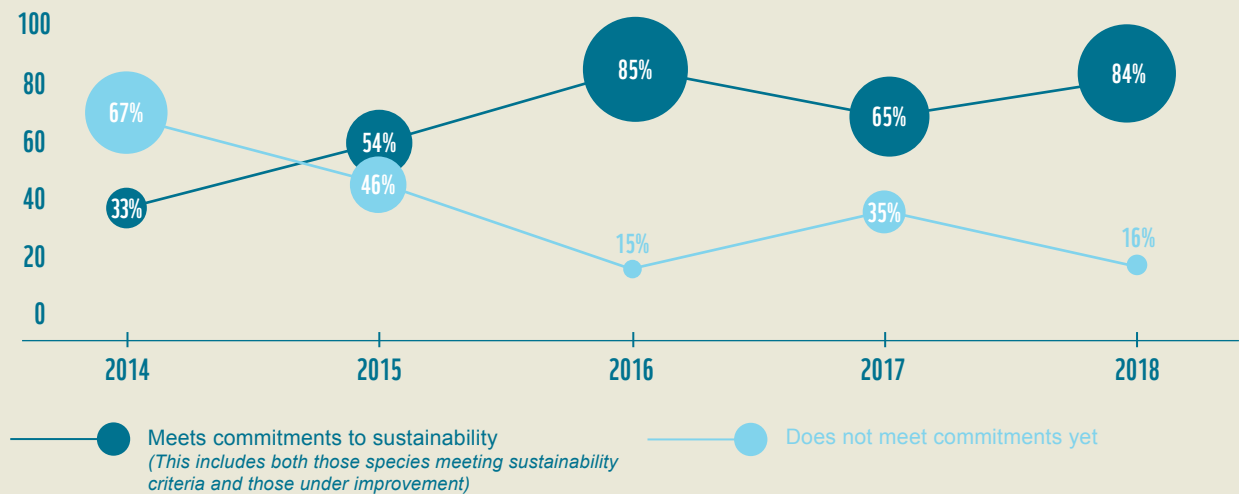
WoolworthsSA @WoolworthsGBJ



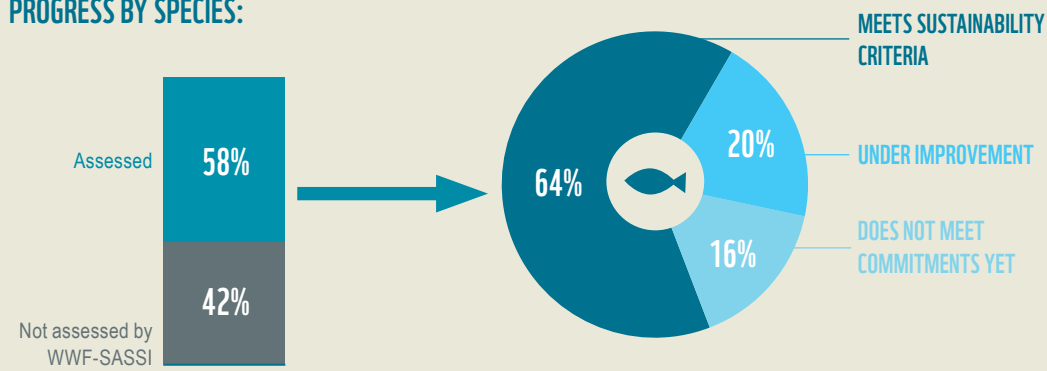
Through our work with WWF-SASSI, we are making positive progress in ensuring that The SPAR Group procures seafood from sustainable fisheries and farming operations. In 2018 we extended our policy to include all seafood procured by The SPAR Group. We actively engage with our suppliers around procuring seafood from sustainable sources. We continue to improve our Private Label procurement through increased transparency and traceability. We remain committed to working with WWF-SASSI to ensure the sustainability of our seafood resources.

**Kevin O'Brien, Group Risk and Sustainability Executive, The Spar Group**

### PROGRESS THROUGHOUT THE YEARS (SPECIES):

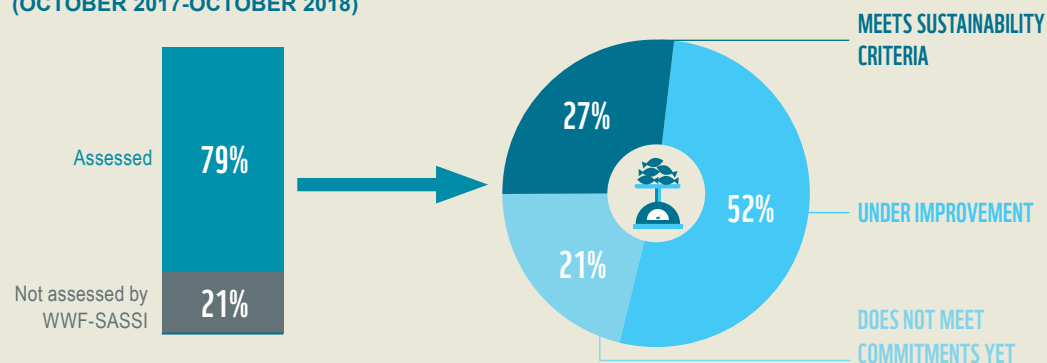


### PROGRESS BY SPECIES:



### PROGRESS BY VOLUME:

(OCTOBER 2017-OCTOBER 2018)

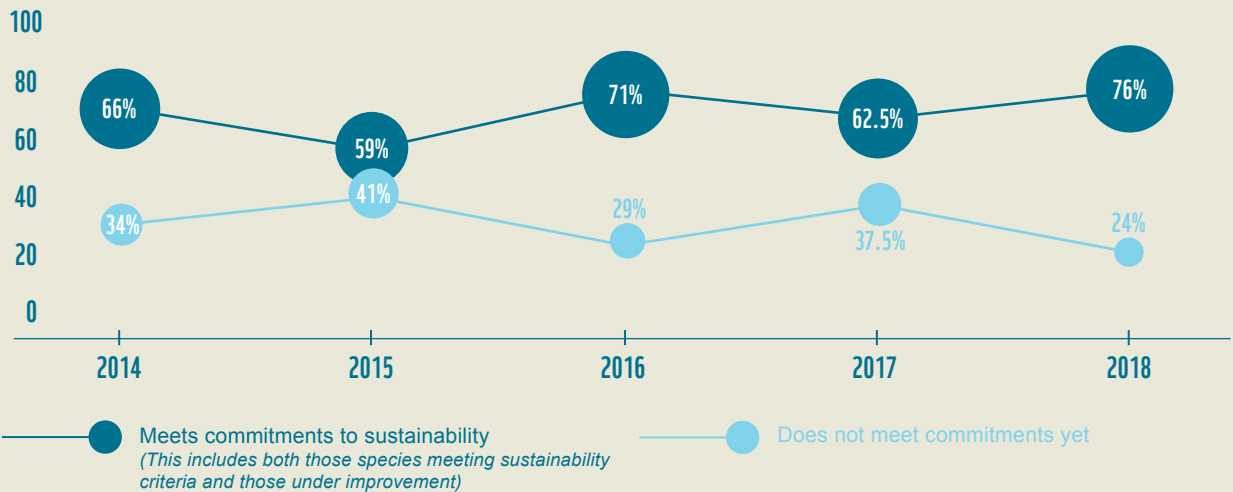




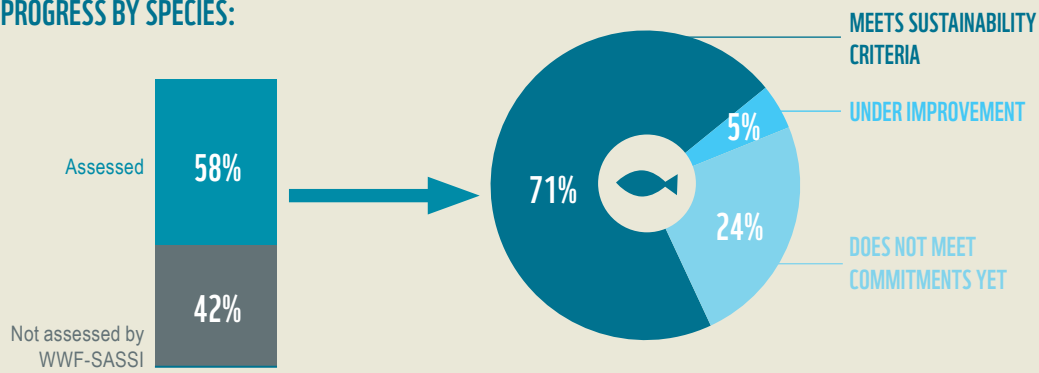
*Sustainability remains a strategic priority for Ocean Basket across all product categories and we remain committed to ensuring that the seafood served in our restaurants has been responsibly sourced from reputable fisheries. We are unwavering about the importance of being responsible ocean citizens and sustainability will continue to be at the heart of every procurement decision we make.*

**Marco Coelho, Group Supply Chain and Procurement, Ocean Basket**

**PROGRESS THROUGHOUT THE YEARS (SPECIES):**

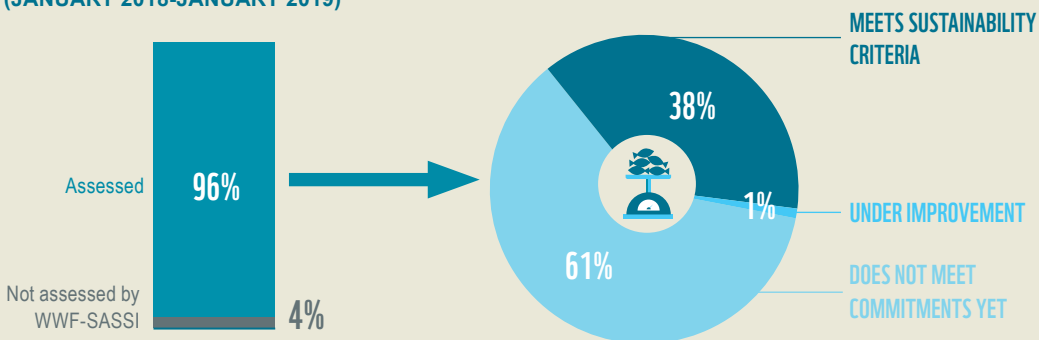


**PROGRESS BY SPECIES:**



**PROGRESS BY VOLUME:**

(JANUARY 2018-JANUARY 2019)



Ocean Basket has two target dates with the commitment targets for 2020 illustrated above. For 2017 target of wild-capture species: 69% of assessed species meet sustainability criteria and 8% are under improvement. For 2017 target of wild-capture species by volume: 42% of assessed volume meets sustainability criteria and 1% is under improvement.

Revised strategies: [oceanbasket.com/responsible\\_ocean\\_citizens](http://oceanbasket.com/responsible_ocean_citizens)

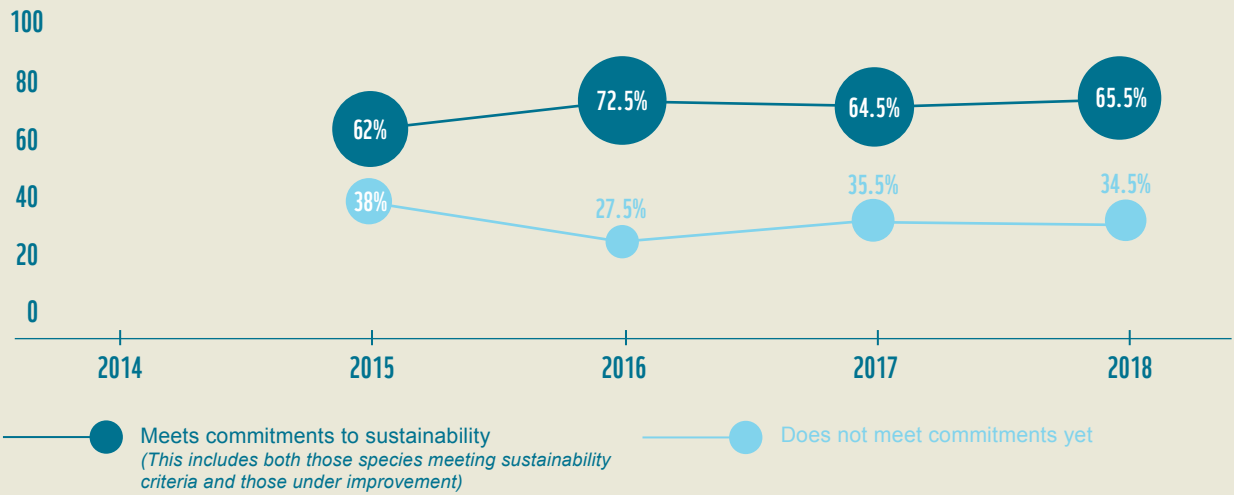
OceanBasket @TheOceanBasket



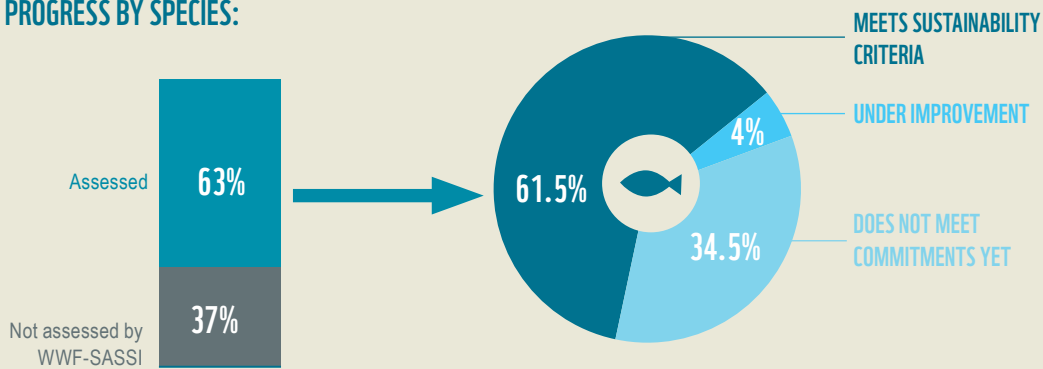
Sun International remains committed to working collaboratively with WWF-SASSI to advance our sustainable seafood programme. We have incorporated the UN Sustainable Development Goals (SDG) as part of our programme and are committed to actively engaging with suppliers to promote and monitor responsible seafood practices, whilst educating our own employees to provide our guests with sustainable seafood choices. As part of our environmental targets, we have committed to zero waste to landfill by 2020 which is connected with our transition towards biodegradable packaging and straws. This is our commitment towards conserving life below water.

**Raveshni Maharaj, Group Environmental Specialist, Sun International**

### PROGRESS THROUGHOUT THE YEARS (SPECIES):



### PROGRESS BY SPECIES:



### PROGRESS BY VOLUME:

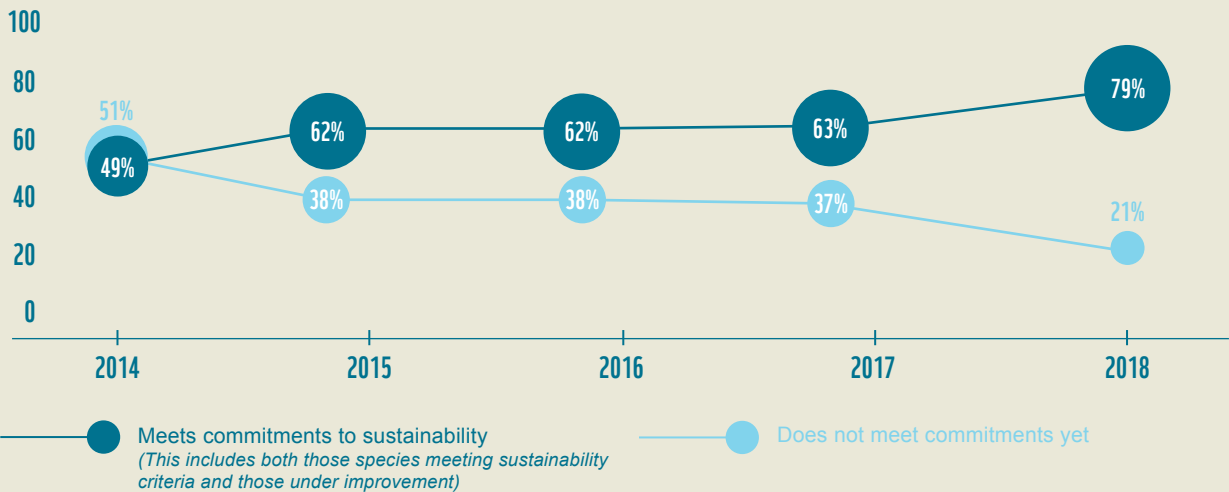
\*Sun International's volume information was not available.



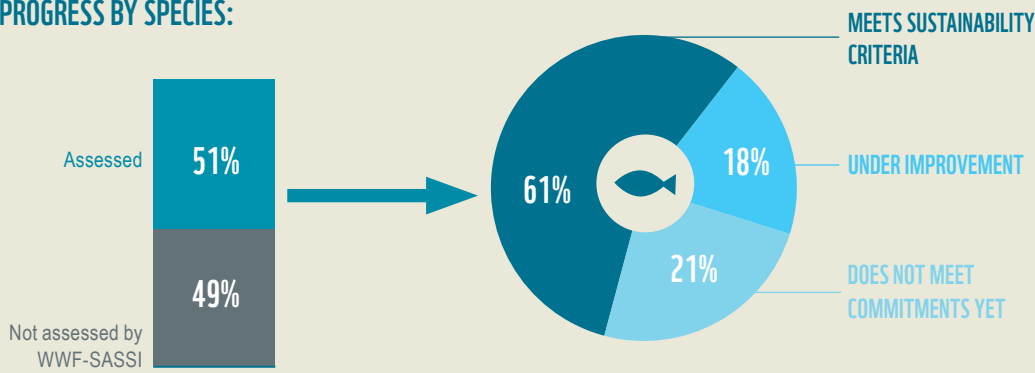
*Sustainability is the key to our and future generations accessibility and availability of seafood. Breco Seafoods remains committed to procuring fish sustainably through our large procurement network. We actively engage with suppliers and consumers to promote sustainable seafood practices, and this helps lay the foundation which enables us to achieve our sustainability goals. Newly formed partnerships with MSC and ASC certified suppliers and our MSC and ASC Chain of Custody factory have further added to Breco's sustainable seafood initiatives. Through continual collaboration with WWF-SASSI we are able to make the right choices and put pressure on suppliers to improve fishing methods and sustainability.*

**Vincent Lederle, Sustainability Officer, Breco Seafoods**

**PROGRESS THROUGHOUT THE YEARS (SPECIES):**

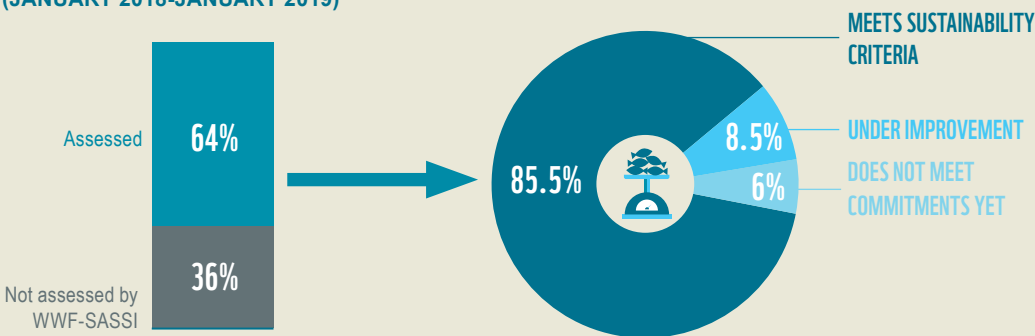


**PROGRESS BY SPECIES:**



**PROGRESS BY VOLUME:**

(JANUARY 2018-JANUARY 2019)



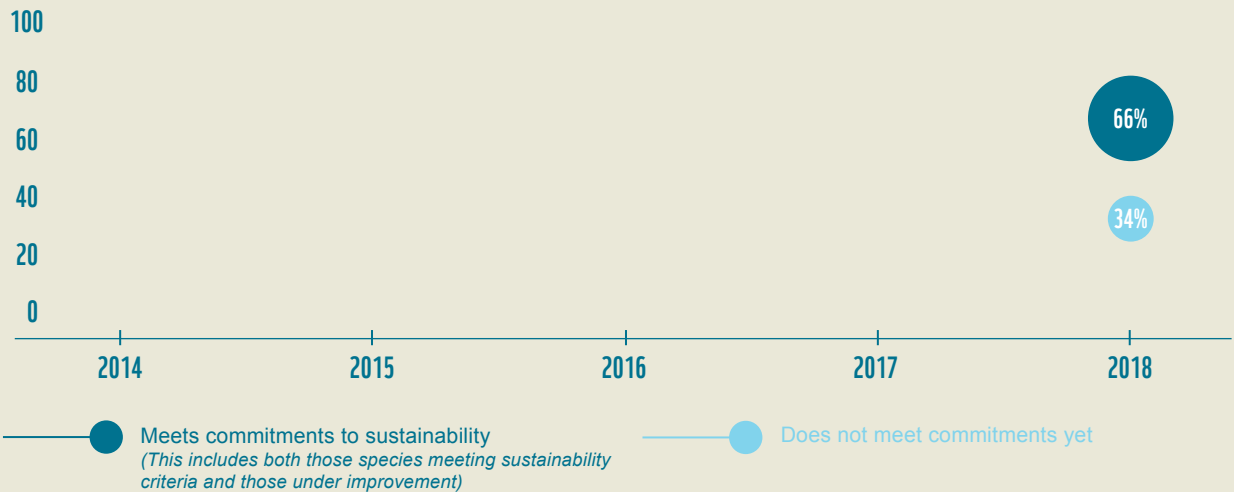




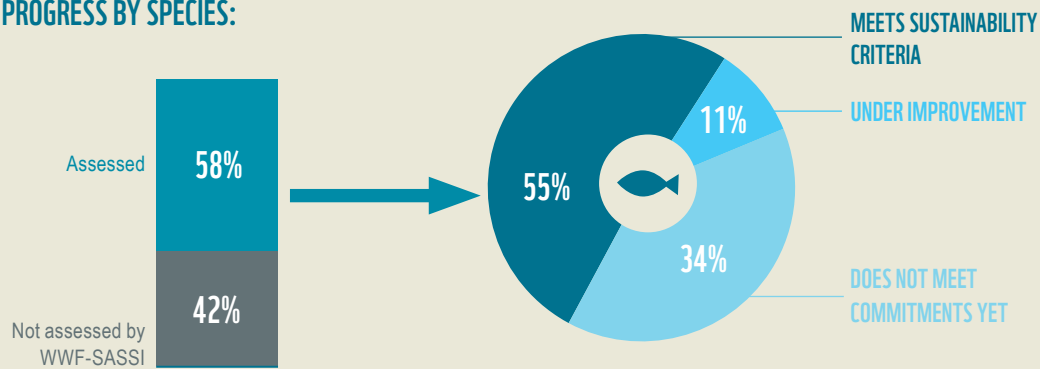
*At the Shoprite Group, we will always put the customer first. We are conscious that our customers are increasing their understanding of environmental and social issues. We are also mindful of the impacts that unsustainable fishing practices can have on fish stocks and marine ecosystems. We therefore remain focused on our WWF-SASSI commitments as part of our sustainability journey. To realise this, we have embarked on a company-wide programme to train our fish shop and service department staff on sustainable seafood issues. So far, we have trained more than 12 000 employees across South Africa. This achievement enables our staff to be our instore seafood sustainability ambassadors.*

**Sanjeev Raghbir, Group Sustainability Manager, Shoprite Group**

### PROGRESS THROUGHOUT THE YEARS (SPECIES):



### PROGRESS BY SPECIES:



### PROGRESS BY VOLUME:

Shoprite Group's volume information was not available.

# THE WWF-SASSI TOOLS



## Website

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



## FishMS

079 499 8795



## Pocket guide and posters

Available online: [shop.wwfsa.org.za](http://shop.wwfsa.org.za)



## Mobile app

[wwfsassi.co.za/sassi-app](http://wwfsassi.co.za/sassi-app)

## Follow us



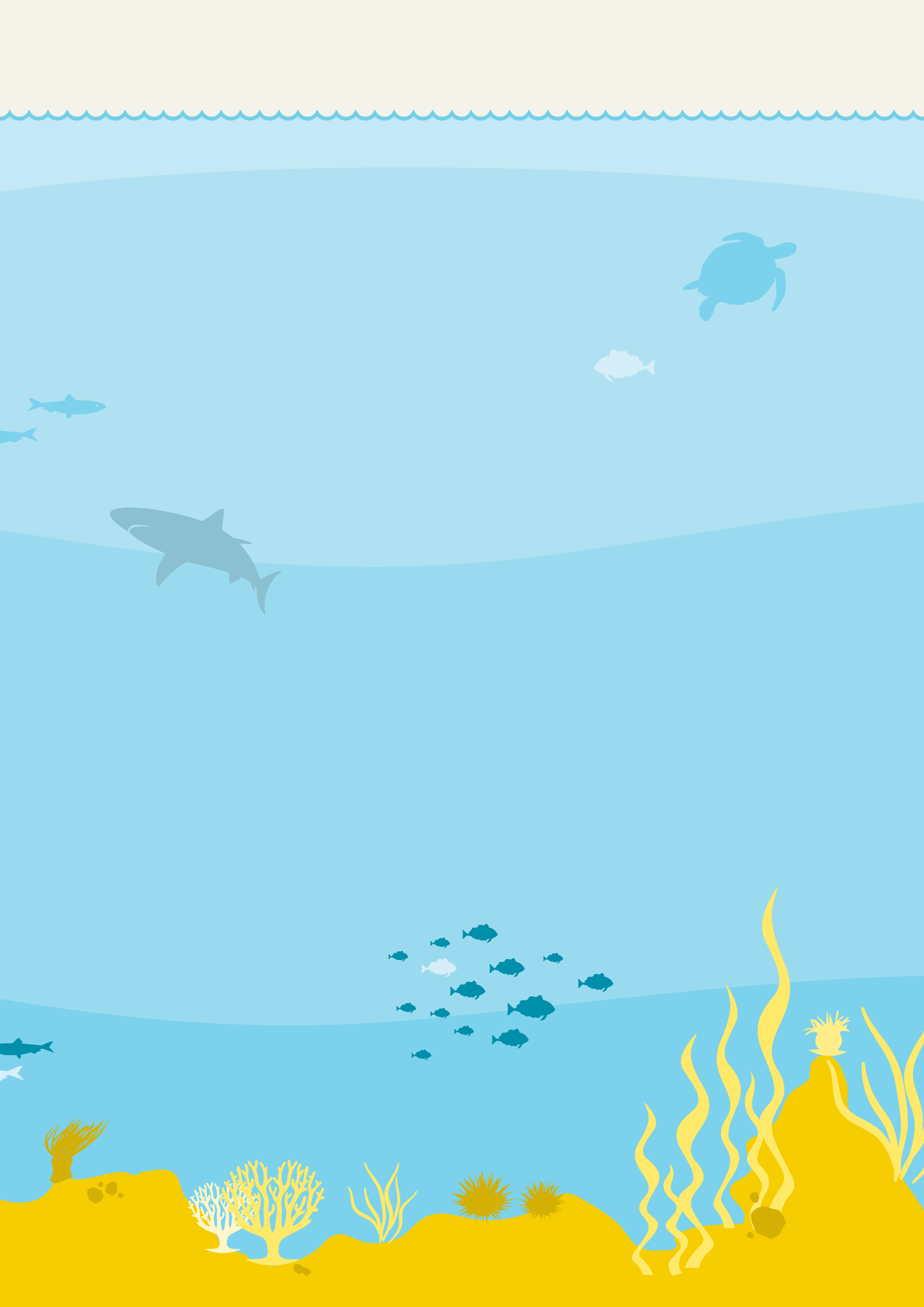
[facebook.com/WWFSASSI](https://www.facebook.com/WWFSASSI)



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



[@WWFSASSI](https://www.instagram.com/WWFSASSI)



# WWF-SASSI REACH FOR 2018

100%  
RECYCLED



15 400

downloads of the mobile app  
since the re-launch in June 2015

21 025

enquiries on seafood  
sustainability status  
received via FishMS  
079 499 8795

122 519

visitors to the WWF-SASSI  
website [wwf.org.za/sassi](http://wwf.org.za/sassi)



5 492

Twitter followers @WWFSASSI with  
>530 300 tweet impressions

1106

Instagram followers @WWFSASSI



#### Why we are here

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

[wwf.org.za](http://wwf.org.za)