



SOUTH AFRICA

A central illustration featuring ten stylized human figures in business suits (blue and white) arranged in a circle, holding hands. They are surrounded by green fish and blue waves. In the center of the circle is a dark blue circle containing the text 'SEAS OF POSSIBILITIES' in white, bold, sans-serif capital letters.

# SEAS OF POSSIBILITIES

**WWF-SASSI RETAILER/SUPPLIER  
PARTICIPATION SCHEME REPORT 2019**

This sixth 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 2019 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's mission is to stop the degradation of the planet'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 is a national office in the global WWF network. Started in South Africa in 1968, we are a local NGO with a vision of building a sustainable and equitable future in which humans and nature thrive. We work to champion the Earth's capacity to provide a source of inspiration, sustainable food, freshwater and clean energy for all. For Nature. For You.

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

Fishery

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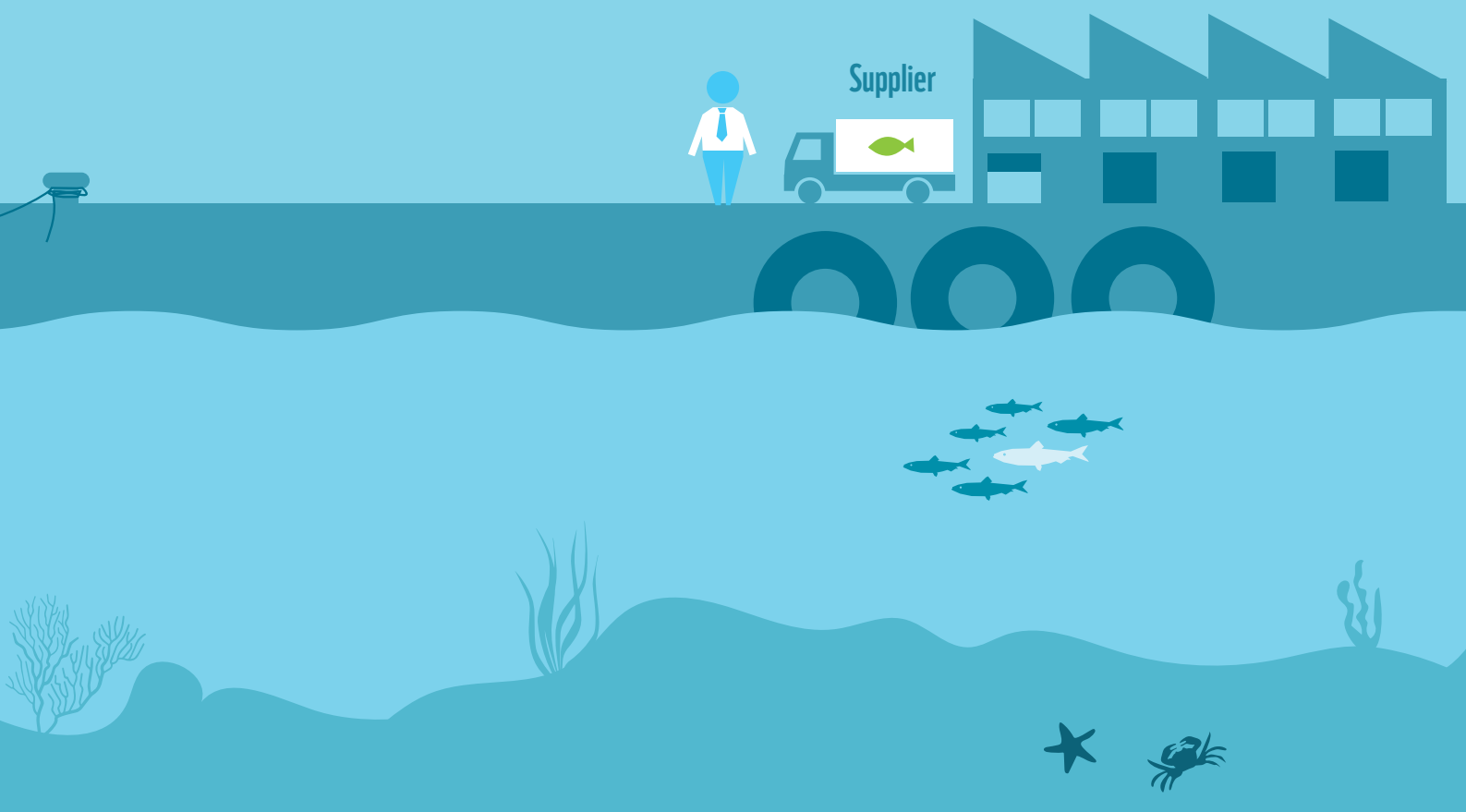
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# SUSTAINABLE SEAFOOD – FROM CATCH TO CONSUMER

While changes in consumer awareness and procurement practices of retailers and suppliers create incentives for more responsible fishing, the ultimate goal is to deliver positive change on the water.

## FISHERIES: WILD CAPTURE

## FISHERIES: AQUACULTURE

## SEAFOOD SUPPLIERS

Through the WWF-SASSI Retailer/ Supplier Participation Scheme, participants are supported on their journey towards sustainable seafood procurement, and encouraged to publically communicate their commitments and achievements, while striving to improve other aspects of seafood sustainability from traceability to training of staff.

## COMMITMENTS MADE BY WWF-SASSI PARTICIPANTS



## MARINE STEWARDSHIP COUNCIL

The Marine Stewardship Council (MSC) certification confirms the fishery is well-managed and is sustaining resources for future generations. Being MSC certified means meeting the world's most recognised benchmark for sustainability: the MSC Fisheries Standard. Being MSC certified has the additional benefit of allowing catch to be sold with the blue MSC label.

## WWF-SASSI

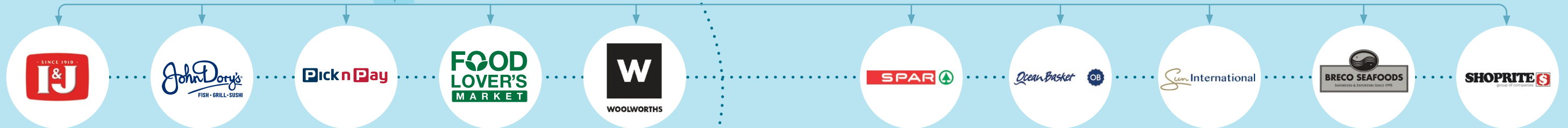
By collaborating with various partners, WWF SA works throughout the seafood supply chain – from catch to consumer – directly engaging with fisheries, fishers and regulators; working with retailers, restaurants and their suppliers; and empowering seafood-loving consumers to be agents of change.

## AQUACULTURE STEWARDSHIP COUNCIL

The Aquaculture Stewardship Council (ASC) certification confirms the aquaculture operation in question is well-managed with the best environmental and social aquaculture performance. Being ASC certified has the additional benefit of allowing catch to be sold with the ASC label.

## WWF-SASSI PARTICIPANTS

## WWF-SASSI PARTICIPANTS



## SEAFOOD CONSUMERS

With guidance from WWF-SASSI, consumers are setting the pace to safeguard our oceans and marine resources – demanding seafood from the WWF-SASSI 'green list', MSC certified fisheries or ASC certified farms. 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.



**SUCCESS STORY:** In 2015, some of the WWF-SASSI participants in collaboration with other affected parties sent a joint letter to the Namibian Hake Association to request improvements in the fishery. This resulted in a commitment to initiate the process of having the fishery certified against the MSC standard for sustainably wild-caught seafood – which has subsequently been achieved. The transition to a more collaborative approach will result in the creation of a seafood alliance which will collectively

address shared challenges such as, mislabelling, transparency and traceability that will significantly curtail Illegal Unreported and Unregulated fishing activities. The seafood alliance will allow for the sharing of knowledge between the WWF-SASSI participants and subsequently a more unified voice when attempting to drive positive change on the water. Better communication amongst the participants will also include the sharing of challenges and the best solutions available to mitigate these challenges.

..... Communication and regulation channels  
 → Supply chain

# FORWARD THINKING

Only through collective action can we optimise sustainability in South Africa's seas of possibilities.

Our oceans continue to face major challenges of overfishing, illegal unregulated and unreported (IUU) activities, pollution and climate change. As a result the WWF-SASSI Retailer/Supplier Participation scheme continues to grow both in relevance and in the number of participants, having formal agreements with 10 of South Africa's leading retailers and suppliers of seafood. This report highlights the individual progress made by each participant in 2019 and showcases their efforts towards sustainability.



THE OBJECTIVE IS TO  
ENCOURAGE BETTER  
COMMUNICATION  
BETWEEN THE  
PARTICIPANTS

## OPTIMISING SUSTAINABILITY OUTCOMES

As the scheme participants attempt to comprehensively achieve their public commitments to seafood sustainability, the WWF-SASSI programme facilitates collaborative efforts to address key seafood sustainability challenges facing the sector. In this sixth edition of the scheme report each participant has shared one challenge experienced by their company, along with solutions or measures that can/have been implemented in response. The objective is to encourage better communication between the participants to optimise the sustainability outcomes in a precompetitive environment. Healthy and productive oceans can only be achieved through collective collaboration.

## COLLECTIVE COLLABORATIONS

Strengthened collective collaborations will ensure a strong market driver for fisheries and aquaculture operations to improve and employ best practices continues. Participants are encouraged to advocate for better management practices, both locally and internationally, as there exists significant scope for fisheries improvement. Of particular importance is a greater emphasis on ecological interactivity, ecosystem impacts of fishing and social-ecological interactions. In order to comprehensively address these challenges, transformational changes and joint action are needed across the seafood supply chain. One success story has been the participants-led engagement with the Namibian Hake association in 2015.\* The participants requested improvements in the fishery, resulting in a commitment to initiate the process of having the fishery certified against the Marine Stewardship Council (MSC) standard for wild-caught seafood. Similar pressure can be used to drive more aquaculture operations to aim for and achieve Aquaculture Stewardship Council (ASC) certification along with chain of custody certifications.

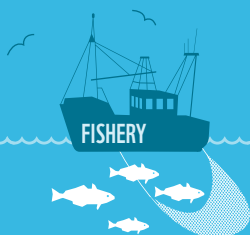
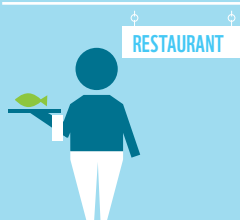
## TRANSITIONING FOR CHANGE

The WWF-SASSI retailer/supplier participation scheme will transition to a more collaborative approach with the formation of the seafood alliance. The alliance will collectively address challenges such as mislabelling, transparency and traceability that will significantly curtail IUU activities. The overall goal will be to optimise sustainability through collective collaboration in South Africa's seas of possibilities.

\* The fishery achieved MSC certification in 2020 before the printing of this report.



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



# TRACKING PARTICIPANT PROGRESS

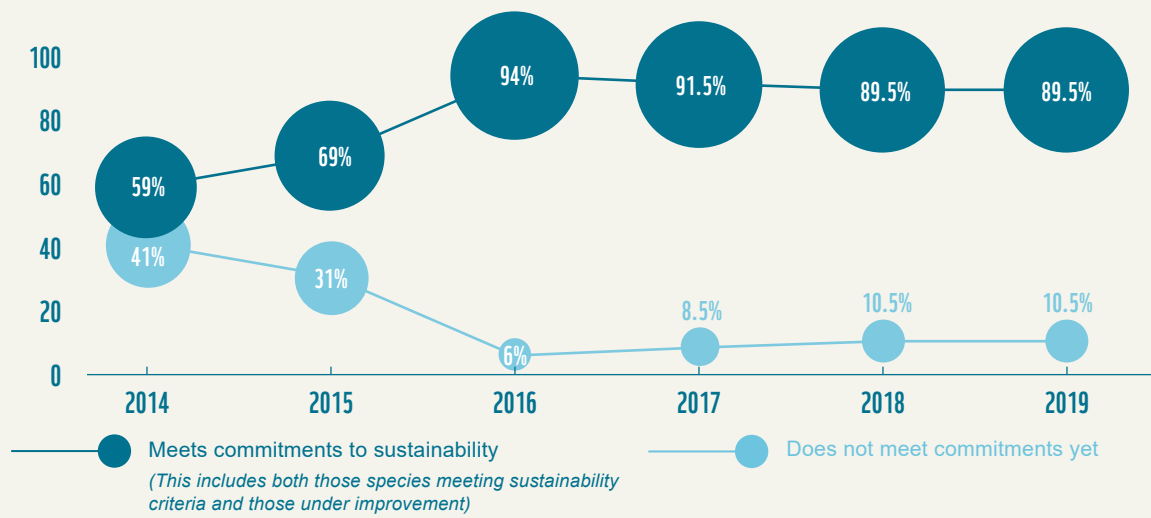
## STEP BY STEP: MAKING PROGRESS



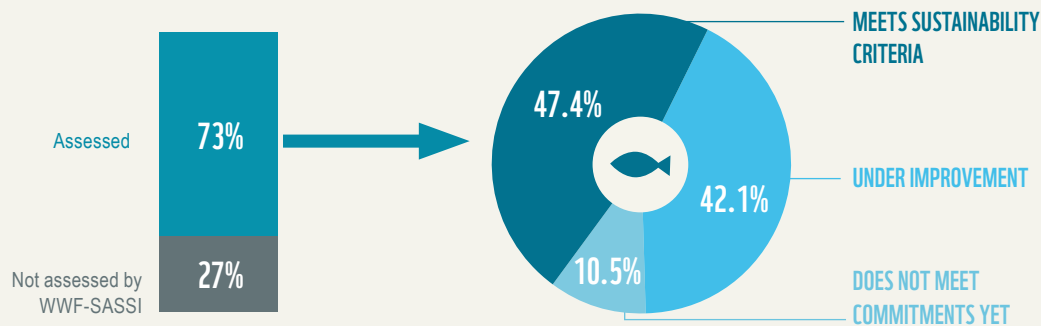
*In 2019, I&J maintained a score of 89.5% in meeting commitments to sustainability in terms of species caught, and 95% with regards to the volume, by consciously choosing to only source sustainable species. However, despite following responsible fishing practices for off-shore trawl, I&J's progress by species score has been affected as a result of the re-categorisation of the incidental bycatch species by WWF-SASSI.*

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

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

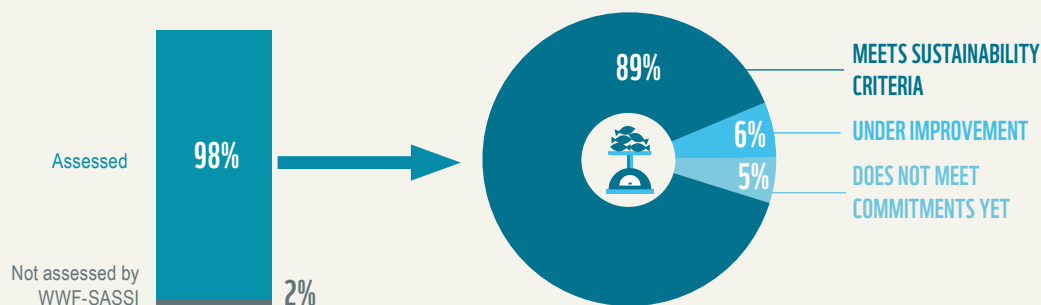


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JANUARY 2019–DECEMBER 2019)

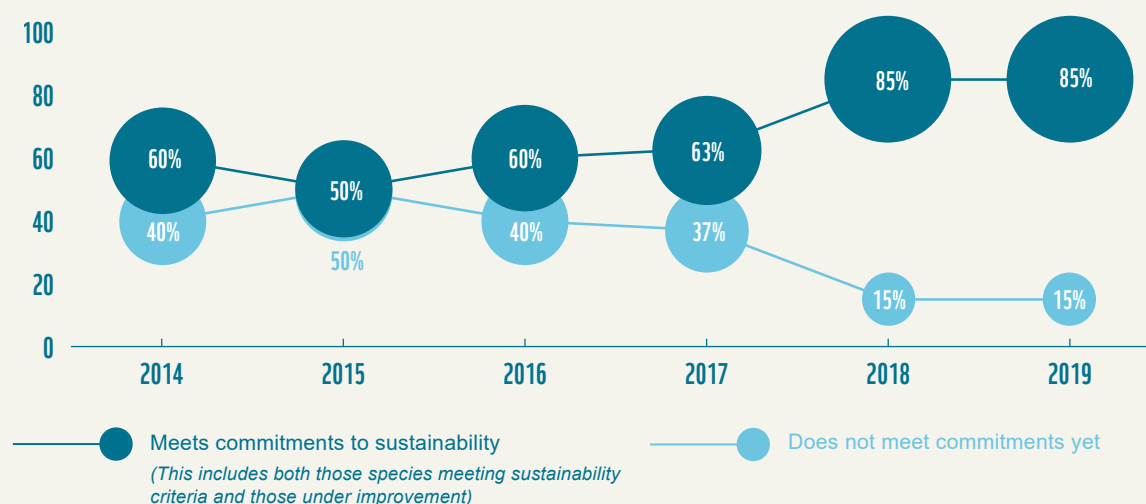




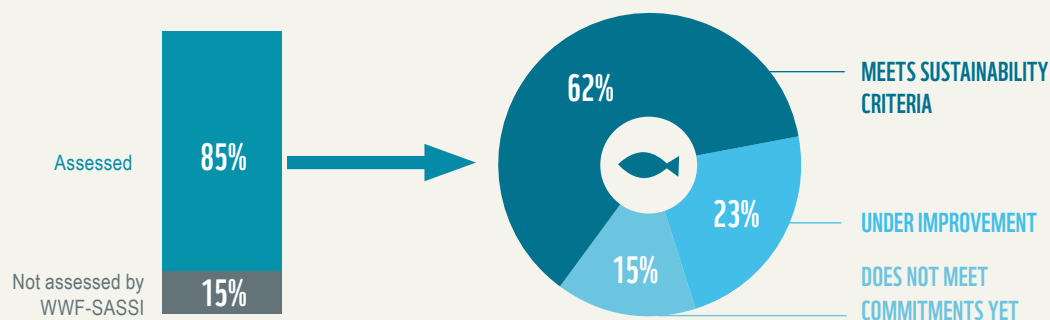
*John Dory's has taken the lead in making environmental best practice a key pillar of the brand's overall strategic position. We continue to communicate and proactively drive a strong connection between pollution-free oceans and sustainably sourced seafood as key drivers for the future viability of our brand. Aligning with supportive sustainability partners, such as WWF-SASSI and like-minded suppliers, we continue to drive the brand's objective.*

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

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

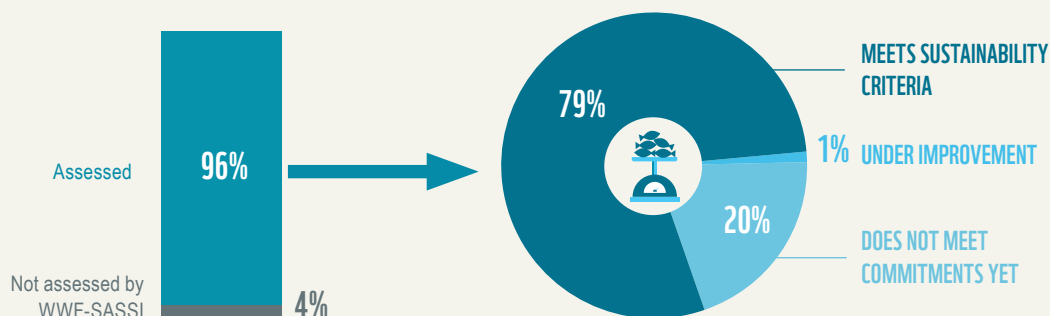


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JANUARY 2019–JANUARY 2020)



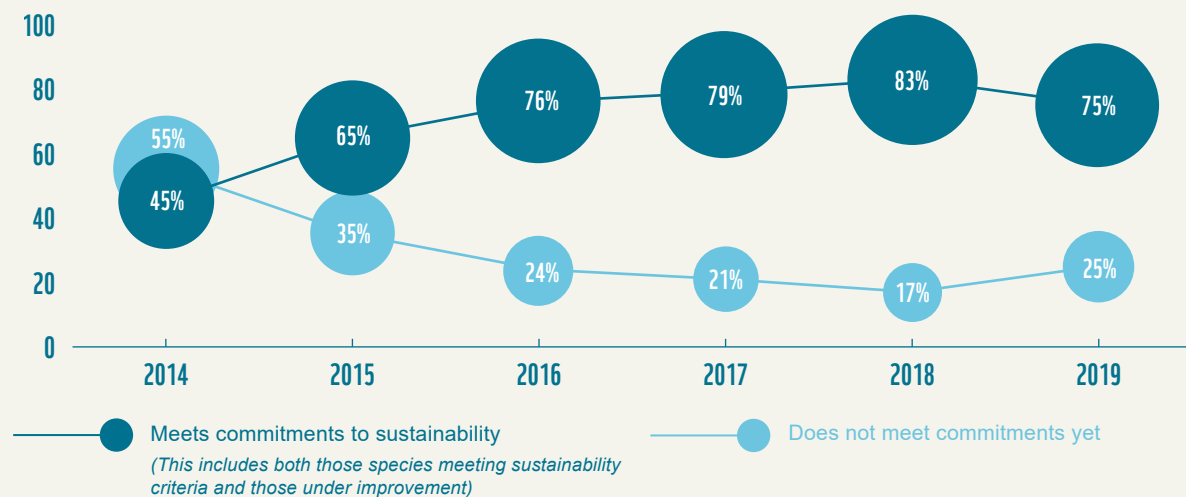




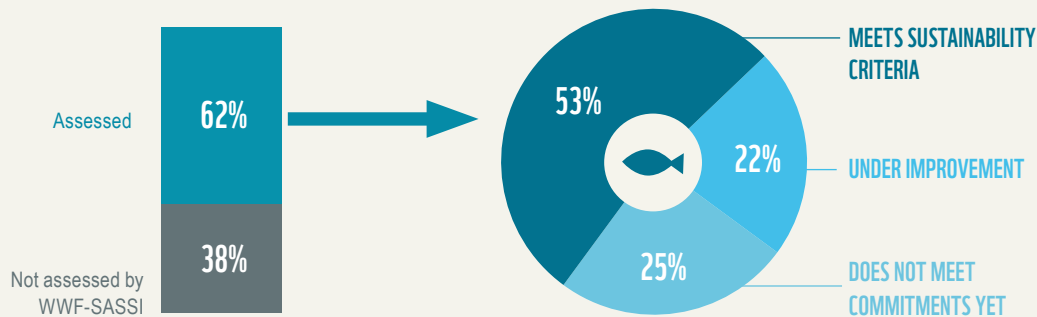
Pick n Pay has been working closely with WWF-SASSI on sustainable seafood for a number of years. This partnership has been a learning experience, not only in terms of sustainable seafood, but also in the overall sustainability journey of Pick n Pay. The work has provided us with a structured approach that laid the groundwork for the implementation of a wide range of other sustainability projects and initiatives. This would never have been possible without the significant support and guidance provided by WWF-SASSI.

**Roan Snyman, Sustainability Manager, Pick n Pay**

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

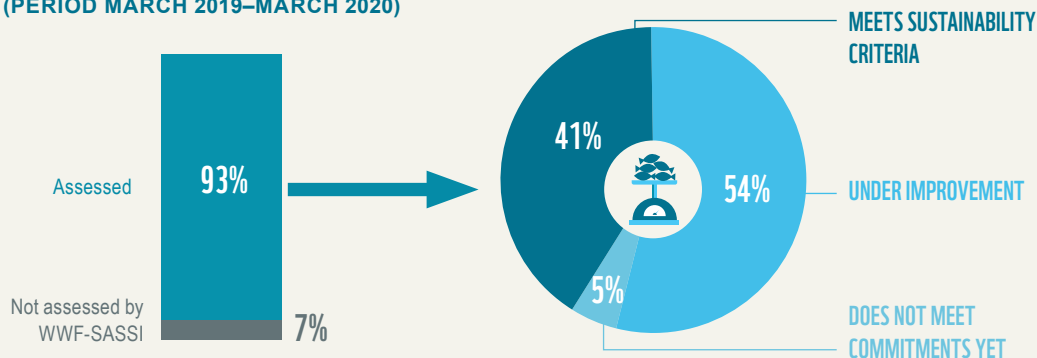


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD MARCH 2019–MARCH 2020)

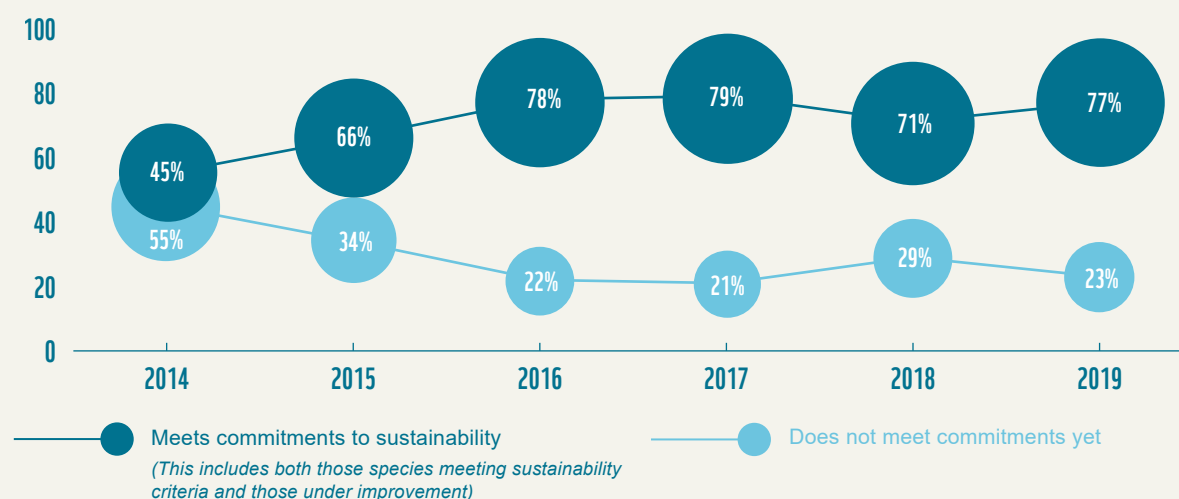




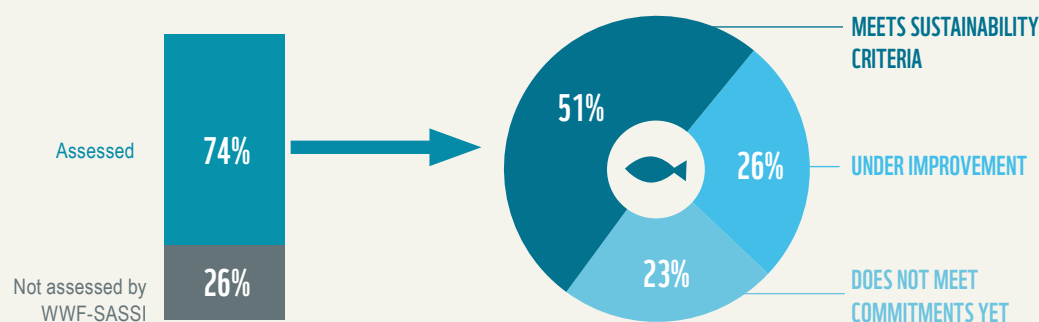
*At Food Lover's Market we have focused a lot of attention on "getting our house in order". We have done this by implementing more stringent policies and procedures in order to better manage and track our performance against our sustainability commitments. This has delivered the desired results as we have seen a significant shift toward achieving our goals.*

**Roberto Gastaldi, National Seafood Buyer, Food Lover's Market**

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

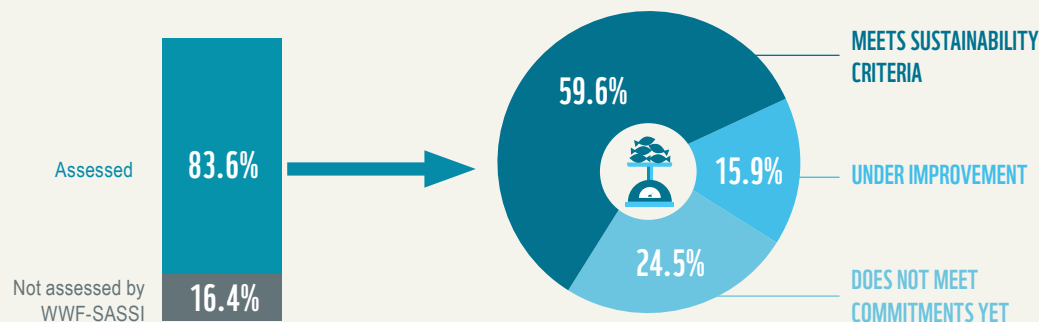


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JANUARY 2019–JANUARY 2020)

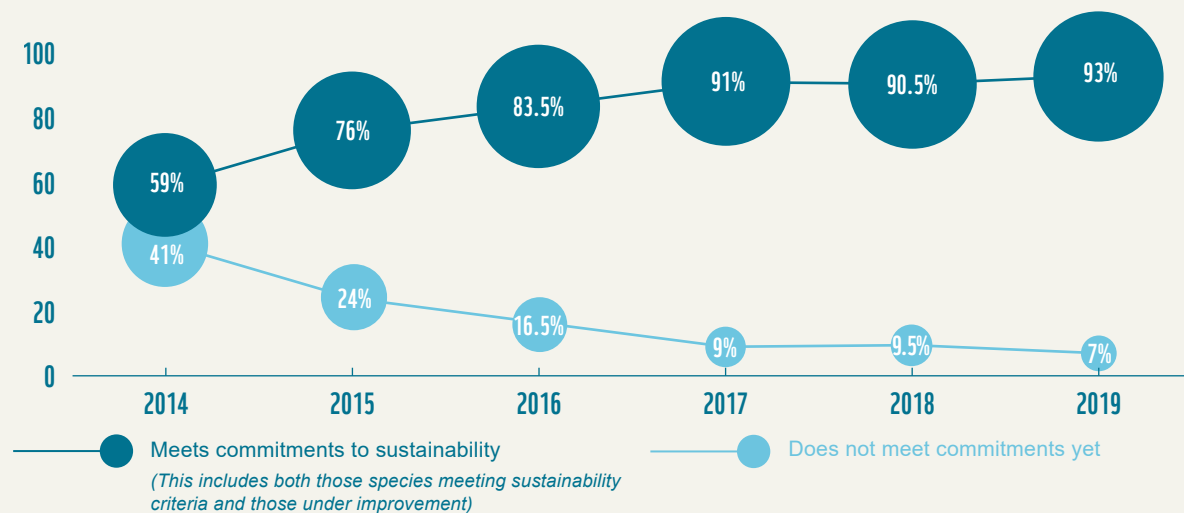



**WOOLWORTHS**

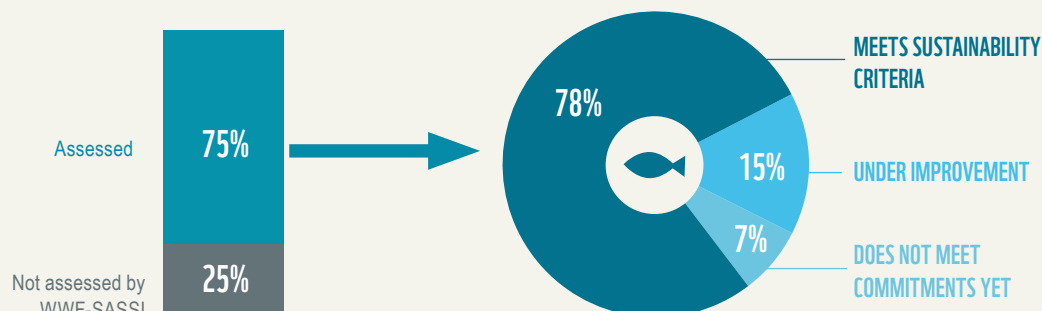
*There has been a substantial improvement in global seafood sustainability over the past 10 years, but critical risks remain, and new challenges are emerging, including climate change and plastic pollution in the oceans. Woolworths' Fishing for the Future programme, established in 2009, is seafood sustainability in action! As part of the programme we are addressing some of the most critical fishing and aquaculture sustainability challenges and ensuring that we responsibly source seafood within the limits of what the planet can sustainably produce.*

**Gert le Roux, Aquaculture and Fisheries Specialist, Woolworths**

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

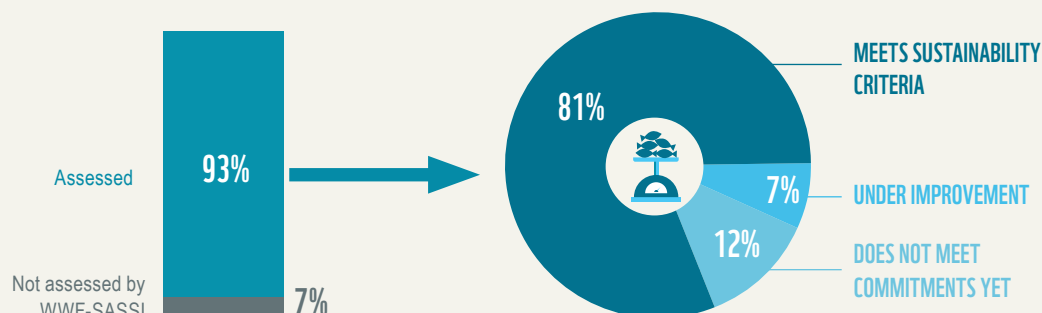


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JULY 2018–JULY 2019)

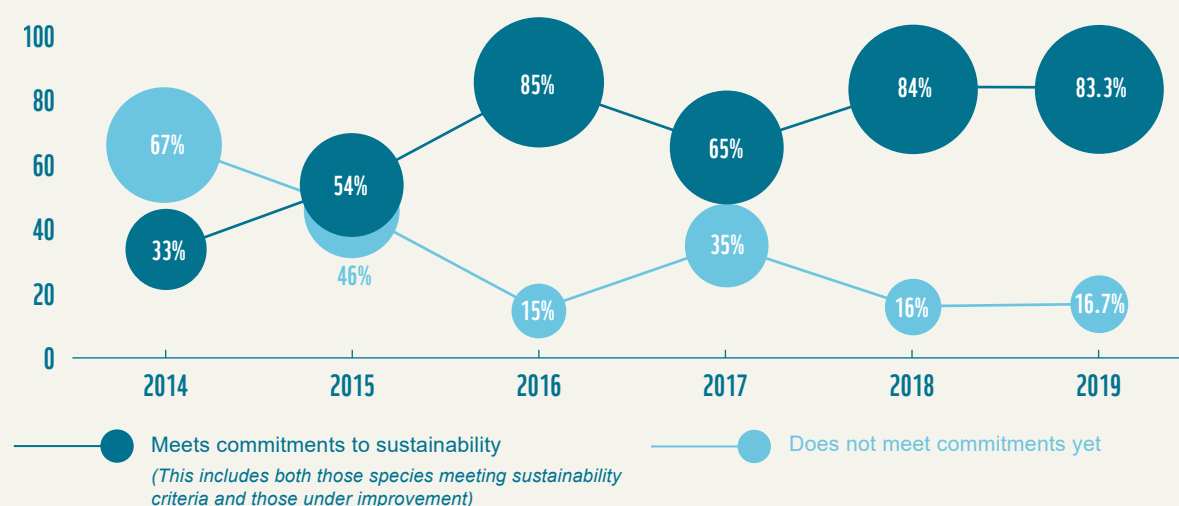




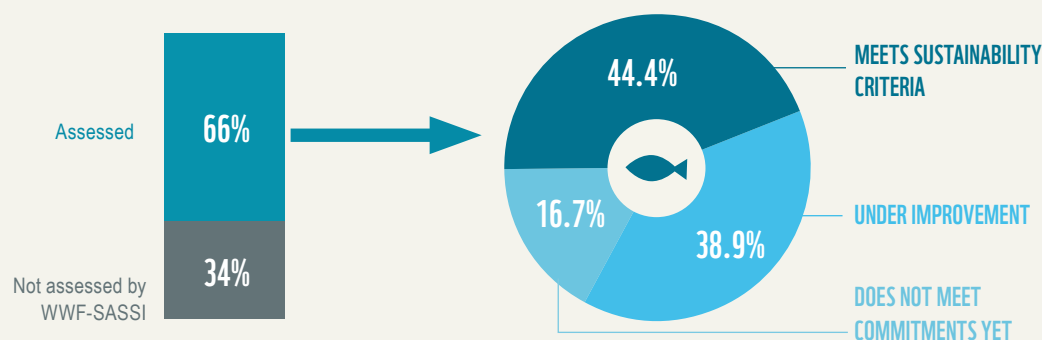
*In 2019, we did not see any meaningful progress towards our sustainability commitments. This is in part attributed to increased transparency within our supply chain. Open and transparent reporting remains paramount to our business. We have identified areas where improvements are required. In partnership with WWF-SASSI and stakeholders within our supply chain we continue to work to ensure that the sustainability of our seafood resources remains a priority within our organisation.*

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

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

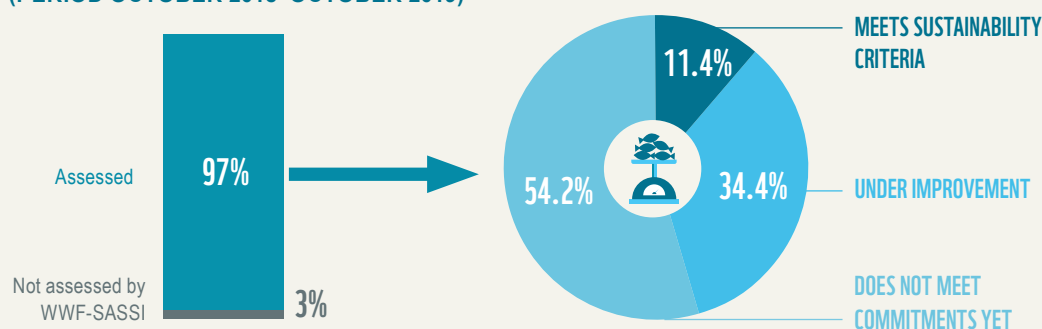


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD OCTOBER 2018–OCTOBER 2019)

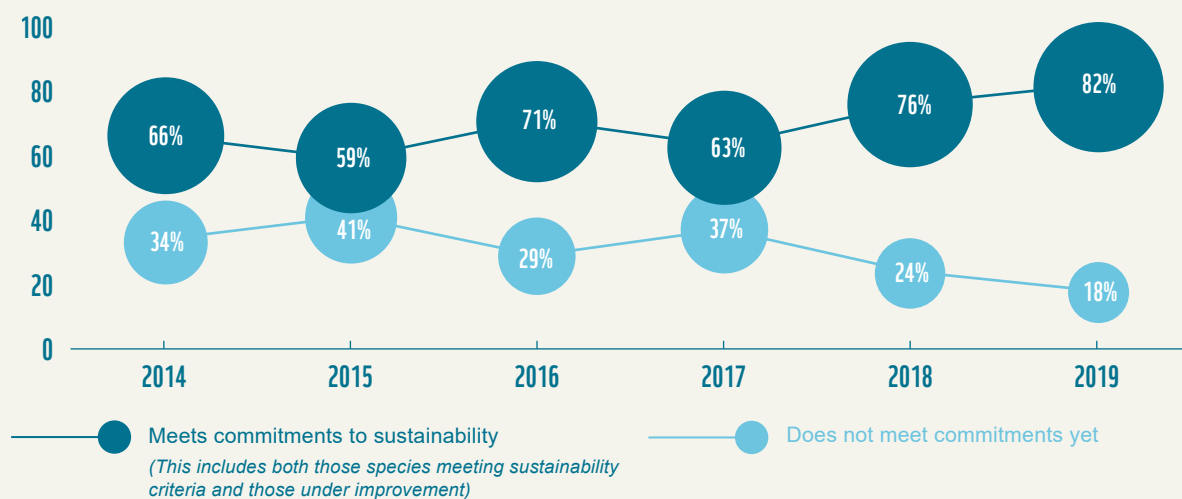




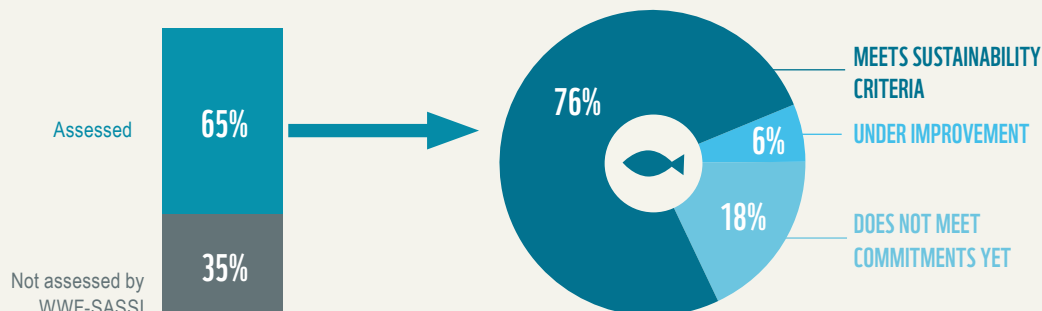
Ocean Basket is a global seafood franchise with more than 210 restaurants in 16 countries around the world. The first South African store opened in Pretoria in 1995. Today there are more than 150 stores across the country. We have some notable achievements which include the introduction of MSC certified Boston calamari as an approved menu option and introduction of MSC certified ling as an alternative to South African Kingklip.

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

## PROGRESS THROUGHOUT THE YEARS (SPECIES):

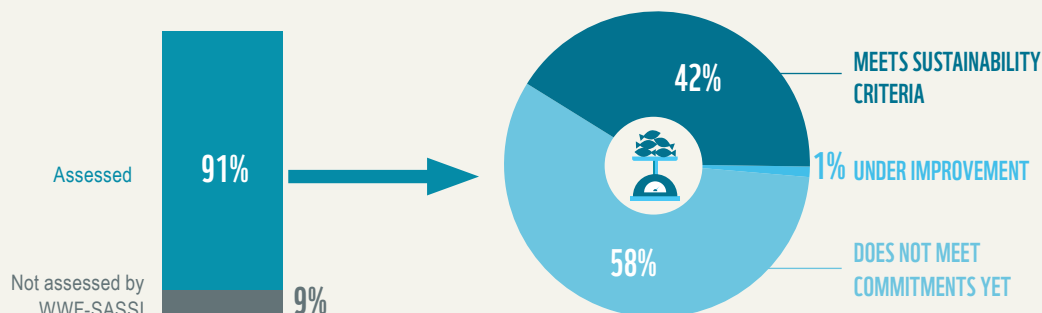


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JANUARY 2019–JANUARY 2020)

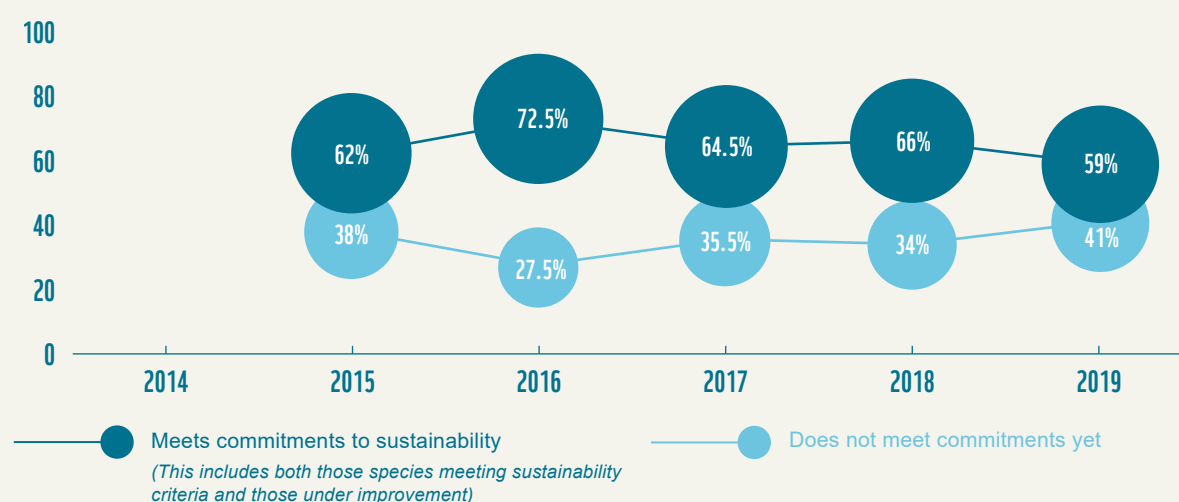




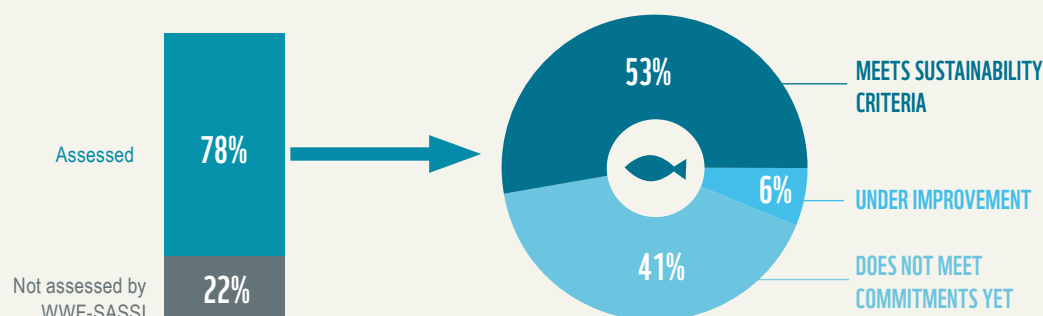
*The continuous improvement in advancing Sun International's sustainable seafood programmes hinges on the collaboration, commitment and support from WWF-SASSI, our seafood suppliers, our chefs and our customers. Forming one of the focus areas in the sustainability journey of Sun International, we remain committed to educating our own employees to provide our guests with sustainable seafood choices. Our local procurement requirements commit us to support established, and up-and-coming local suppliers, which requires us to actively engage with them on best practice approach. With the UN Sustainable Development Goals (SDGs) being a key driving force in our sustainability journey, we remain committed towards conserving life below water.*

**Jannette Horn, Head of Sustainability, Sun International**

## PROGRESS THROUGHOUT THE YEARS (SPECIES):



## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

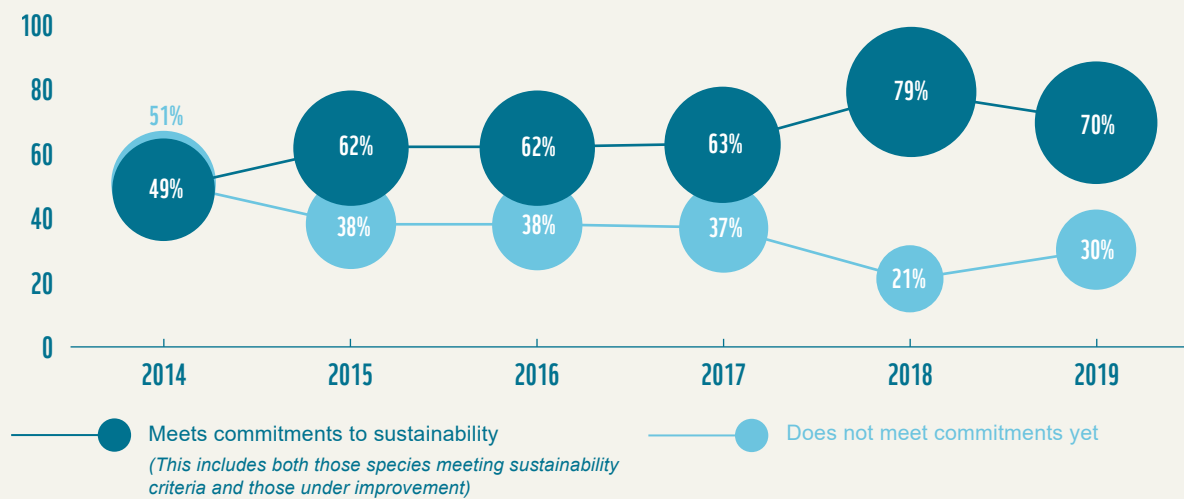
\*Sun International's volume information was not available.



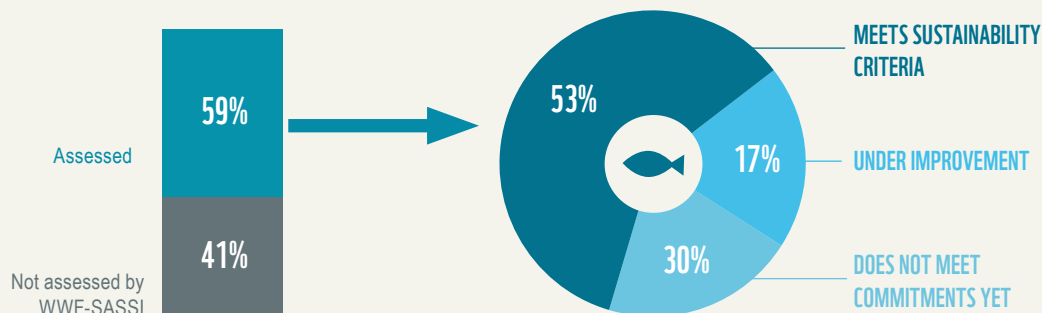
*Sustainability is the key to current and future generations' accessibility and availability of seafood. Breco Seafoods remains committed to procuring fish sustainably through our large procurement network. We actively engage with suppliers and consumers to promote sustainable seafood practices. This helps lay a foundation that enables us to achieve our sustainability goals. Newly formed partnerships with MSC and ASC certified suppliers and our MSC and ASC COC 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):

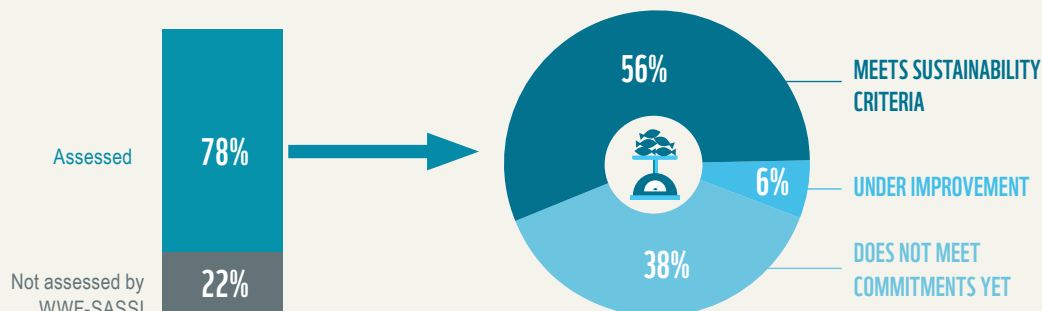


## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

(PERIOD JANUARY 2019–JANUARY 2020)

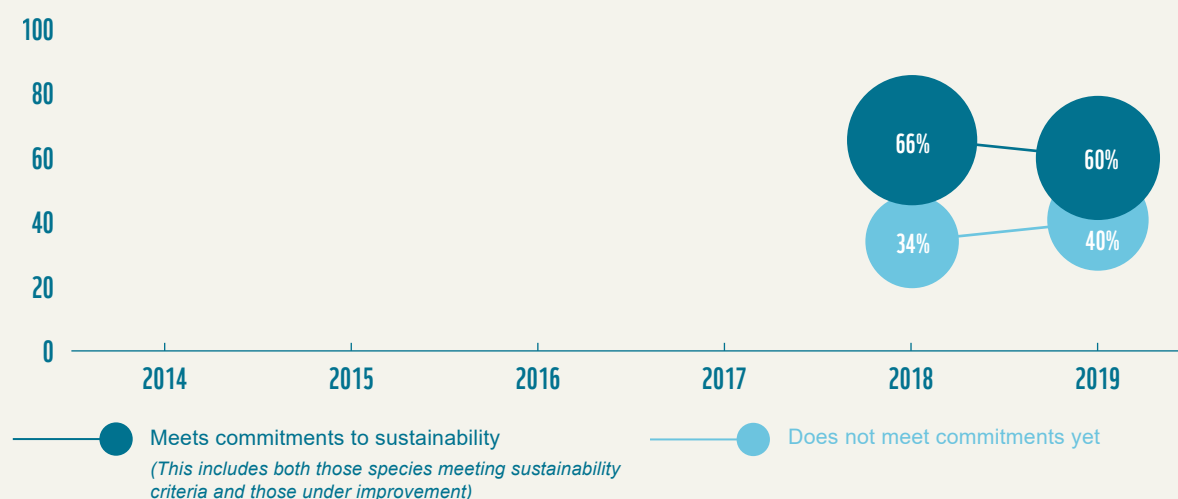




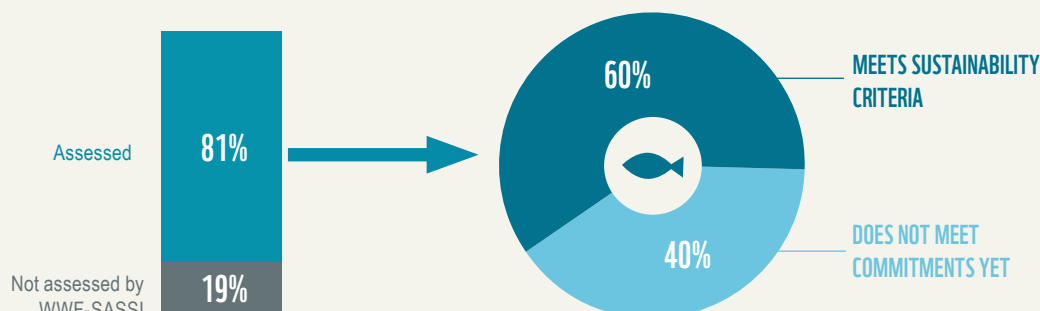
*The Shoprite Group remains concerned about the impacts that unsustainable fishing practices can have on fish stocks and marine ecosystems. Apart from the environmental and social impacts, unsustainable fishing practices also compromise the Group's ability to realise its purpose of ensuring that nutritious food is affordable and accessible. Shoprite remains focused on achieving its WWF-SASSI commitments as part of its wider approach to responsible and ethical sourcing of products. The leadership and support from the WWF-SASSI programme is immensely valuable in this process.*

**Sanjeev Raghubir, Group Sustainability Manager, The Shoprite Group**

## PROGRESS THROUGHOUT THE YEARS (SPECIES):



## PROGRESS BY SPECIES:



## PROGRESS BY VOLUME:

Shoprite Group's volume information was not available.



# EXPERIENCES

WWF-SASSI retailer/supplier scheme participants share some of their experiences in the seafood industry.



## I&J

In 2019, I&J maintained a score of 89.5% in meeting commitments to sustainability in terms of species caught, and 95% with regards to the volume, by consciously choosing to only source sustainable species. However, despite following responsible fishing practices for off-shore trawl, some incidental bycatch species that have always been part of I&J's catch but have now been re-categorised by WWF-SASSI, have impacted our progress by species score (from 61% to 47%).



## PICK N PAY

A key challenge in many sustainability projects is the collection, management, and analysis of accurate supply chain data. The seafood sold at Pick n Pay is sourced from a wide array of complex local and global supply chains. As such, ensuring that we use accurate and traceable data is very important in working towards sustainable solutions.

To tackle this problem, we have overhauled the system we use for collecting supplier data, as well as implemented new software for developing insights and analytics. It is envisaged that this platform will not only improve the collection of the data but will also enhance the transparency throughout our seafood supply chain.



## FOOD LOVER'S MARKET

Knowledge is key in the complex world of fishmongering. Ensuring that one's knowledge and skills remain relevant is always a challenge for us.

To this end Food Lover's Market has embarked on identifying our best fishmongers and providing them with the support required to become certified fishmongers. We strive to create a framework to transfer these skills as well as the passion for fishmongering to the rest of our team. We believe that this holds the key to ensure the long-term future of this noble trade, as well as the resource. One cannot exist without the other.



**WOOLWORTHS**

## WOOLWORTHS

Sustainability certification has become an increasingly important feature of seafood procurement. Unfortunately, the proliferation of seafood certification schemes has led to confusion amongst producers, retailers and consumers over their credibility and the very definition of sustainability.

Woolworths will continue to be guided by certification schemes that have been benchmarked and accredited by the Global Sustainable Seafood Initiative, of which the WWF is an affiliated partner.



## SPAR

Through the WWF-SASSI assessment, a species which accounted for large volume of our procurement moved seemingly suddenly from green to orange list. Therefore, a large portion of our procurement no longer meets our commitments for sustainable seafood.

We work more closely with our supply chain so that we can better anticipate changes in WWF-SASSI assessments to ensure a more resilient supply chain through increased sustainable procurement.



## OCEAN BASKET

Some of the challenges faced by Ocean Basket include the Namibian hake remaining on the SASSI orange list. In the long term this could be a challenge for Ocean Basket as this is a core menu species. Similarly, a number of species procured by Ocean Basket are still not assessed by WWF-SASSI, in particular the lack of clarity and agreement on Falklands calamari. Furthermore, the volatile South African currency continues to affect and complicate the accurate pricing of imported products.

We plan to continue to expand our international buying strategies to include only certified sustainable options. We also continue to re-enforce the supply of Global G.A.P. or ASC certified salmon to our stores; coordinate WWF-SASSI training for our logistics provider; and ensure the group's ability to fully trace and test the integrity of all seafood products.



## SHOPRITE

An important part of achieving Shoprite's WWF-SASSI commitments is our staff's understanding and knowledge of sustainable seafood. For this reason, the Group rolled out a company-wide seafood sustainability training programme that saw the training of more than 12 000 employees. This training programme continues annually as part of the Group's training curriculum.

The COVID-19 pandemic presented a challenge in engaging with suppliers, particularly smaller local suppliers. Shoprite has created a supplier-focused training programme to be rolled out to suppliers who would not be able to afford to participate in such events. Our ongoing engagements with suppliers include challenges they face and the assistance that Shoprite can provide in resolving these challenges.

# THE WWF-SASSI TOOLS



## Website

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



## Mobile app

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



## Pocket guide and posters

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



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provide a source of inspiration, sustainable  
food, water and clean energy for all.

FOR NATURE. FOR YOU.

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