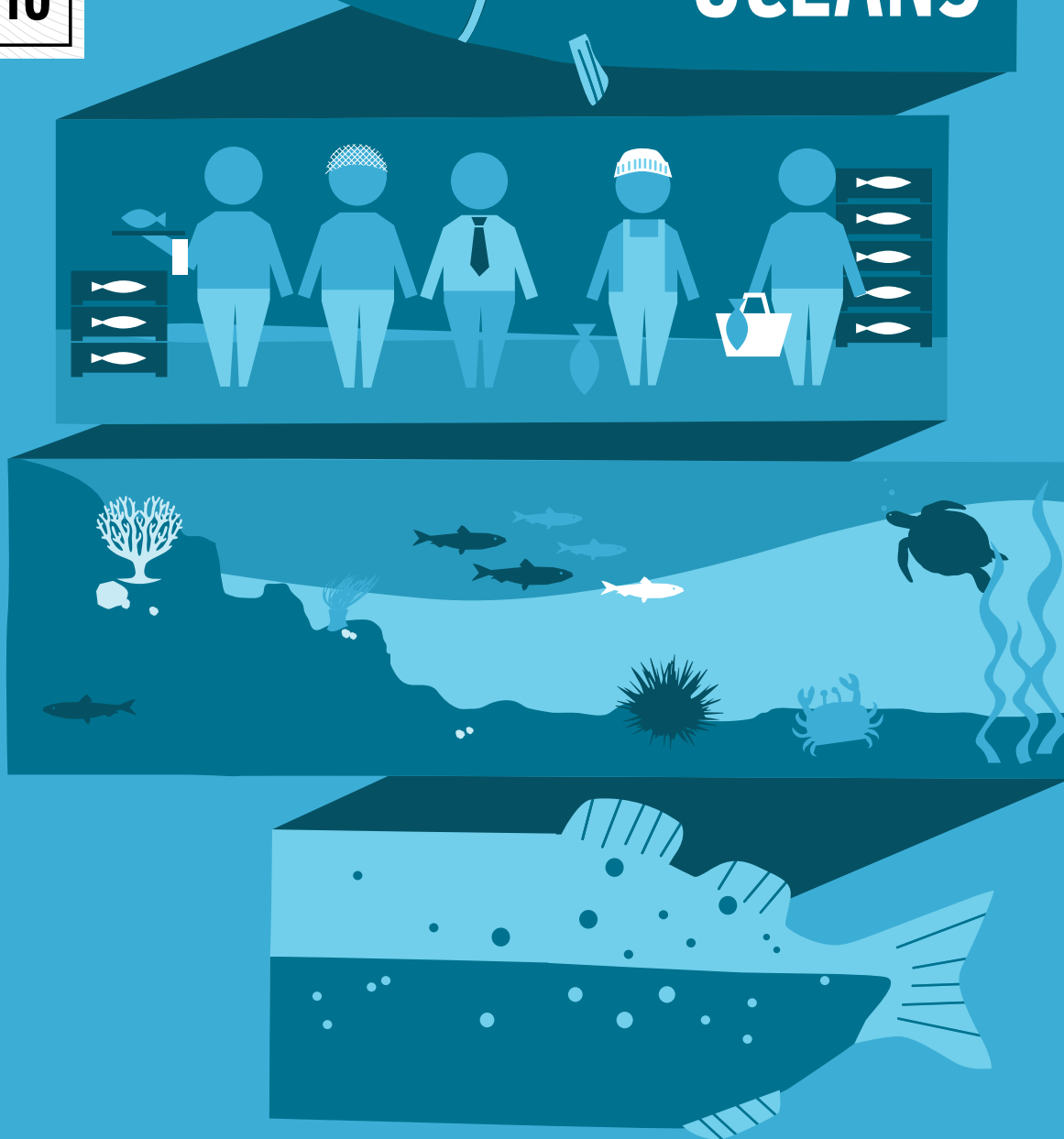




SHARED OCEANS



WWF-SASSI RETAILER/ SUPPLIER PARTICIPATION SCHEME REPORT 2016



ABOUT THIS REPORT

This is the third annual report in a series of reviews detailing progress made by South Africa's top seafood vendors that are working towards a sustainable seafood supply chain.

While the Southern African Sustainable Seafood Initiative (WWF-SASSI) empowers consumers to make informed and environmentally-responsible seafood decisions, the WWF-SASSI Retailer/ Supplier Participation Scheme provides the platform for companies to make public commitments to seafood sustainability. This creates a strong market incentive for large and small-scale fisheries to improve their fishing practices so that seafood traders can ensure that they are buying from responsibly-managed fisheries.

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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.

Editorial: Sue Northam-Ras, Natasha Prince, Stephanie Rainier, Chris Kastern

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INTRODUCTION

Collaboration on shared challenges is fast becoming an intentional practice across many industries.

Within the seafood sector, companies with similar sustainability agendas are increasingly finding common ground in addressing conservation issues and shared business risks.

A strong example in the South African context would be the action taken by nine national retailers and suppliers who sent a joint letter to the Namibian Hake Association (NHA) to request improvements in environmental performance of their fishery. Following this engagement the NHA committed to having their fishery certified by the Marine Stewardship Council (MSC) with the process due to begin in early 2017.

A similar example of collaboration can be seen in global initiatives such as the International Seafood Sustainability Association (ISSA). This trade association of tuna processors, traders and marketers have agreed to collaboratively implement conservation measures aimed at improving the long-term health of global tuna fisheries.

With a growing population that is increasingly aware of seafood sustainability issues, consumers are also exercising more responsible buying practices and are expecting the same from corporates, this according to the 2015 Nielsen Global Corporate Report. The Nielsen survey linked to this report showed that 66% of global consumers are willing to pay more for sustainable brands, up from 55% in 2014 and 50% in 2013. The consumers surveyed were from a broad cross-section of income levels and regions (21 countries including South Africa). The percentage is even higher when just looking at millennials, with 73% willing to pay extra for sustainable goods, up from approximately 50% in 2014.

Retailers have responded to this consumer trend and are starting to engage in collaborative efforts to build on growing public awareness around seafood sustainability. An example of this is a joint awareness initiative in 2015 between I&J, Sea Harvest and Pick n Pay to encourage consumers across South Africa to make responsible seafood choices and seek out the MSC ecolabel on seafood packaging.

A similar campaign occurred in Denmark in 2013 which saw competitive retailers, major seafood brands and the Danish Fisherman's Association join forces to increase public awareness of the MSC ecolabel. Initial findings showed that the number of MSC labelled products sold increased by 40% which resulted in one of Denmark's largest retailers committing to sourcing 100% of its fish from either MSC or Aquaculture Stewardship Council (ASC) certified sources by 2015.

As seafood continues to be a much loved food commodity for many across the world, these collaborative actions towards transforming the sector are a reminder that, together, we can make a change for the better to ensure sustainable seafood and healthy oceans.



*"66% of global consumers are willing to pay more for sustainable brands."
- Nielsen survey*



In the past year, the WWF-SASSI Retailer/ Supplier Participation Scheme has seen participants' collaborative efforts yielding positive results as various indicators of progress are emerging and pertinent seafood sustainability issues are being addressed.

JANUARY	Six of the nine participants were the first in Africa to have their target dates for their commitments to sustainable seafood come to term. Although none of them had comprehensively met their commitments in time, significant progress was made and strategies have been developed to meet revised target dates.
FEBRUARY	Two hake species and kingklip moved from the WWF-SASSI Orange-list to the Green-list as a result of the successful hake longline Fishery Conservation Project (FCP) between WWF-SA, the South African Hake Longline Association and CapMarine.
MARCH	For the first time, a few of the scheme's participants took part in a facilitated panel discussion to explore shared risks and challenges at the 2016 MSC/ WWF-SASSI Sustainable Seafood Symposium.
APRIL	An FCP was launched in the offshore demersal trawl fishery to address impacts on key bycatch species – a collaborative effort between the South African Deep Sea Trawling Industry Association, Responsible Fisheries Alliance, CapMarine, University of Cape Town, WWF-SA and Department of Agriculture, Forestry and Fisheries.
MAY	Participants joined the collective call from key seafood retailers and companies around the globe advocating for a cut in the Total Allowable Catch (TAC) of yellowfin tuna by the Indian Ocean Tuna Commission member countries.
OCTOBER	Formal commitment obtained from the Namibian Hake Association to pursue certification by the MSC following a collaborative effort in 2015 from all WWF-SASSI participants encouraging improvement in this fishery.
DECEMBER	Key participants supported WWF-SA's West Coast rock lobster campaign calling on consumers to "#SkiptheKreef" due to its WWF-SASSI Red-listing as a result of the critical status of the stock.

TAKING ACTION

Setting targets and conducting assessments are the key mechanisms through which the WWF-SASSI Retailer/ Supplier Participation Scheme works to transform the seafood sector.

SETTING TARGET DATES FOR COMMITMENTS TO SUSTAINABLE SEAFOOD

The first step in becoming a WWF-SASSI participant, after having signed a partnership agreement, is for WWF-SA and the participant to interrogate the procurement information of all seafood species sold to assess risk exposure to unsustainable seafood sources. It is important to note that the responsibility for the integrity of this information lies with individual participants and indicates how many species of concern are being sold by a participant which in turn should inform the target dates in their commitments to sustainable seafood.

COMMITMENTS TO SUSTAINABLE SEAFOOD SHOULD INCLUDE:

- Sourcing of species that are on the WWF-SASSI Green-list; or
- Species sourced from fisheries that are Marine Stewardship Council certified (this is only for the species that have been included in the scope of the certification and does not include other species that are caught as bycatch in the fishery) or from fish farming operations that are Aquaculture Stewardship Council certified; or
- Seafood from a fishery or aquaculture operation that is undergoing a credible process to improve their environmental sustainability performance.

Note that these commitments refer only to species assessed by WWF-SASSI.

Target dates for achieving commitments to sustainable seafood can either pertain to all seafood sold or can be staggered for the different aspects of a participant's seafood procurement, such as differentiating between wild-caught fisheries and aquaculture operations. Target dates do not include species that are "not assessed" by WWF-SASSI.































Irrespective of what approach participants decide to take, it is critical that they be transparent about their progress, especially if by their self-set target date they have not achieved all of their commitments to sustainable seafood.



If by a self-determined target date a participant is still sourcing species that do not meet their commitments to sustainable seafood, they are required to communicate a revised strategy for these species. Full implementation of these strategies must be completed within two years of the original target date and a revised target date for when these species will meet commitments to sustainable seafood must be publicly communicated within six months of the original target date. If a participant already has revised strategies and target dates, it will be noted on their individual progress page in this report.

WWF-SA will continue to support these WWF-SASSI participants towards their revised strategies provided that they regularly report on their progress.

PARTICIPANTS TAKING ACTION

PARTICIPANT	ORGANISATIONAL ASSESSMENTS COMPLETED	MEASURABLE TIME-BOUND TARGETS				
		2016	2017	2018	2019	2020
I&J	6	 				
John Dory's	9	 		 		
Pick n Pay	13	 		 		
Food Lover's Market	6					
Woolworths	13					
SPAR Group Limited (Corporate brands only)	9	 		 		
Ocean Basket	7					
Sun International	3			 		
Breco Seafoods	4				 	
		 Original target (wild caught)	 Original target (farmed)	 Revised target (wild caught)	 Revised target (farmed)	

CONDUCTING BI-ANNUAL ORGANISATIONAL ASSESSMENTS

Bi-annual organisational assessments are conducted by WWF-SA together with the participants. This tool is used to identify major sustainability risks and opportunities and to acknowledge achievements in individual participant's seafood operations.

EIGHT FOCUS AREAS OF THE ASSESSMENTS

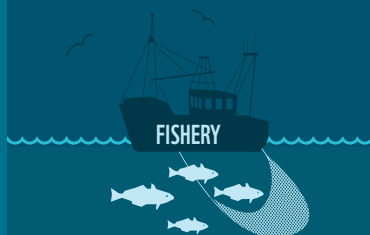
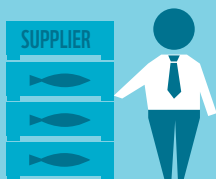
Participant progress around these eight focus areas is tracked and improved by identifying specific actions that need to be taken with associated timelines for completion:

- | | |
|---|--|
| 1. Sustainable seafood policies and commitments: | Developing a detailed policy to ensure that the publicly communicated commitments to sustainable seafood adequately inform business decisions. |
| 2. Procurement: | Assessing risk of species procured, ensuring that species of concern are removed or that those sources are engaged to incentivise improvement. |
| 3. Traceability: | Putting systems in place to track a species back to the source, ensuring that no illegal, unregulated and unreported species enter the supply chain. |
| 4. Transparency and labelling: | Ensuring that the species' information available to consumers is detailed enough so that they are able to make informed decisions when choosing sustainable seafood. |
| 5. Staff training: | Making sure that all relevant managerial, procurement and sales staff have attended formal WWF-SASSI training. |
| 6. Partner communication: | Informing suppliers about environmental issues associated with seafood and engaging in efforts to align their business with sustainable seafood practices. |
| 7. Consumer awareness: | Actively communicating with consumers on key seafood sustainability issues and commitments to sustainable seafood. |
| 8. Sustainable seafood initiatives: | Engaging directly with fisheries or fish farms regarding species not meeting commitments to sustainable seafood to ensure positive change at the source. |



CONSUMER AWARENESS

TRIGGERS A REACTION
THROUGH THE ENTIRE
SUPPLY CHAIN



TRACKING PARTICIPANT PROGRESS

STEP BY STEP:
MAKING PROGRESS

I&J



“Seafood sustainability is synonymous with business sustainability. Only through looking after our most important assets, our people, environment and not least of all, the Cape hake and other critical fish specie resource, will we be able to sustain a viable business for the future. I&J is committed to ensuring future generations have the chance to enjoy the wonderful seafood our oceans have to offer.”

Jonty Jankovich-Besan, Managing Director, I&J



I&J is a leading fishing company, and a manufacturer of high quality chilled and frozen foods. For more than 100 years, I&J has been a trusted name in seafood – it operates a modern and efficient fleet and continues to train and develop experienced fishing crews committed to fishing responsibly, with a long-term vision. I&J has achieved and maintained accreditation from the Marine Stewardship Council (MSC) since 2004. The company has progressive employment practices and training programmes that benefit its employees and the South African maritime community as a whole. Over many years, I&J has developed a deep-rooted global procurement system and a well-established network of international customers, exporting fish all over the world.

NOTABLE ACHIEVEMENTS

- I&J is proud to have achieved our targets. Although 6% of the species (Namibian hake) does not yet meet our sustainability criteria, I&J, together with the other WWF-SASSI participants, has been engaging the Namibian Hake Association and proactively supporting the fishery in their commitment to obtain the MSC accreditation.
- I&J have increased efforts to utilise all waste and maximise the utilisation of fish, with all our vessels equipped to save fish offal at sea to minimise waste.
- I&J's focus on “safety at sea” has delivered a year with zero loss of life at sea.

CHALLENGES

- Changes in macro economic and political conditions, which influence efforts to catch, process and sell fish.
- Competing in an extremely price driven market and against rivals with lesser sustainability objectives.

FUTURE PLANS

- We believe we are, and have been, on the sustainability journey for many years and continue to seek initiatives that enhance and improve our already very sustainable business. I&J continues to invest in processes that monitor and ensure good governance and fisheries management.

View revised species strategies:

www.ij.co.za/ij-sustainability/



I&J have committed to ensuring that by 2016, all seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed*, or
- In a formal Improvement Project.

Ask us about our Green-listed options

FishMS: 079 499 8795

www.org.za/sassi | www.sassiapp.co.za

*Assessed species only

ASK US ABOUT OUR COMMITMENTS
TO SUSTAINABLE SEAFOOD:



I&J JOINED: 2012

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2012

When the participant publicly communicated their commitments to sustainable seafood.

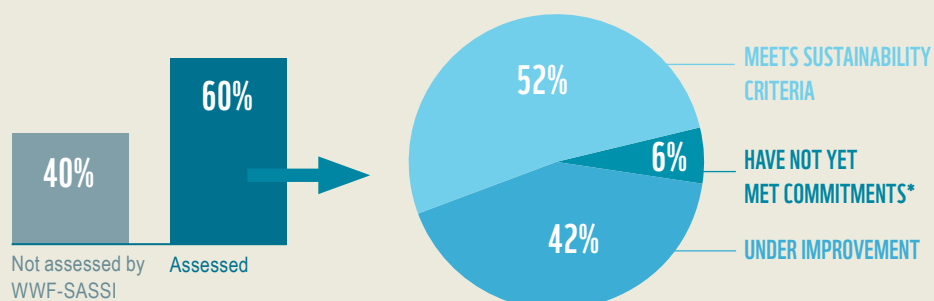
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

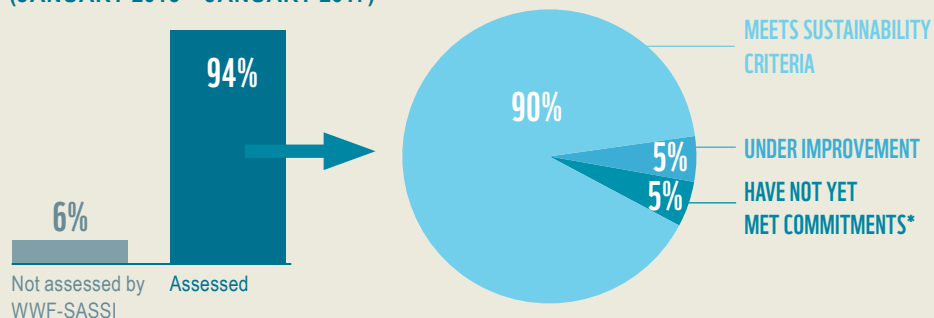
2016
(ALL SEAFOOD)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

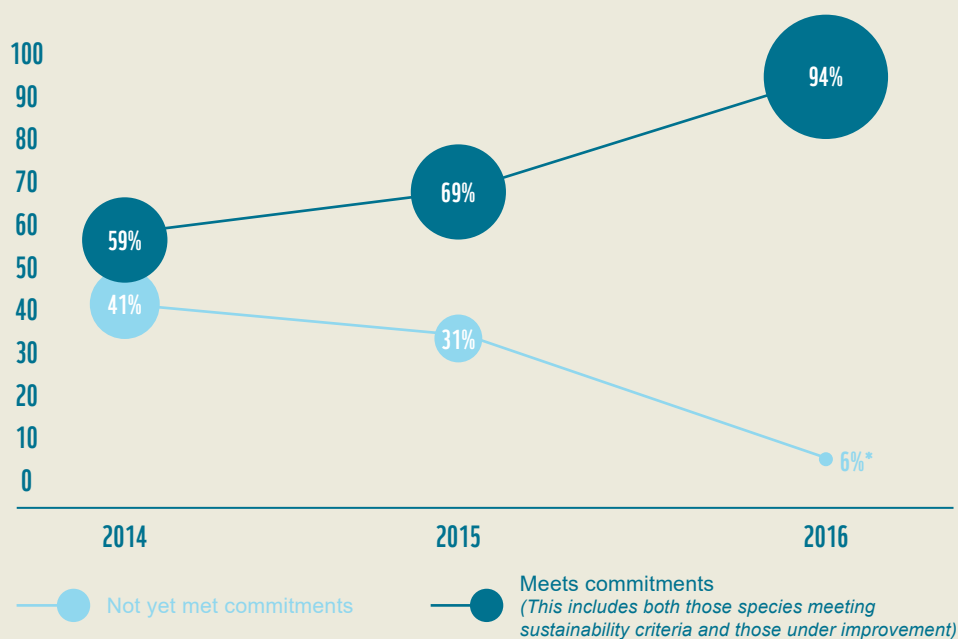
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



I&J PROGRESS SINCE 2014 FOR SPECIES PROCURED



* Note that the WWF-SASSI participants are involved in supporting the Namibian Hake Association undergoing MSC certification. MSC pre-assessment planned for March 2017.

JOHN DORY'S



"John Dory's is committed to deliver on our sustainability promise. We endeavour to do our part in the preservation of our oceans and marine life and are very conscious of the fact that our business is reliant on this living resource. Through greater collaboration with WWF-SASSI, we aim to tap into their expertise and network of sustainable systems to ensure we achieve our commitments."

Joe Stead, Environmental Sustainability Manager,
Spur Corporation



John Dory's is a South African fish, grill and sushi restaurant offering quality seafood, grills and sushi in a family-friendly environment as well as valuable training and opportunities for growth for our staff.

NOTABLE ACHIEVEMENTS

- Introduction of MSC certified ling as an alternative to kingklip.
- Introduction of rainbow trout as a Green-listed option on our menu, including rolling it out in our sushi.

CHALLENGES

- Balancing the commercial aspects of sustainable sourcing against the backdrop of highly competitive markets.
- Prawns remain a challenge and will be a focal point in 2017.
- The alignment of sustainable sourcing of Norwegian salmon, particularly in relation to pricing, as experienced during difficult trading conditions of 2016.

FUTURE PLANS

- We will continue to search for workable and viable sustainable solutions to our seafood basket.
- Monitor developments in the Namibian Hake Association as they progress to MSC certification.
- The development of a secondary procurement strategy for the supply of hake in order to meet future targets.
- Developing strategies with our supplier to secure a sustainable supply of prawns.

View revised species strategies:

www.johndorys.co.za/sustainability



John Dory's have committed to ensuring that by 2016, all seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options
FishMS: 079 499 8795
www.org.za/sassi | wwfsassi.mobi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

 John Dorys Fish Grill

 @JohnDorysSA

 www.johndorys.co.za

JOHN DORY'S JOINED: 2010

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2012

When the participant publicly communicated their commitments to sustainable seafood.

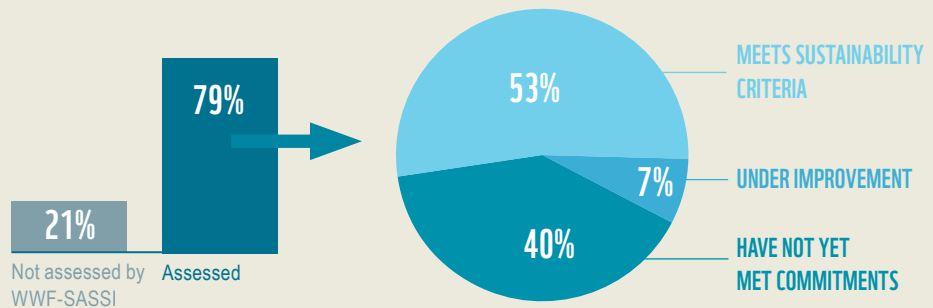
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

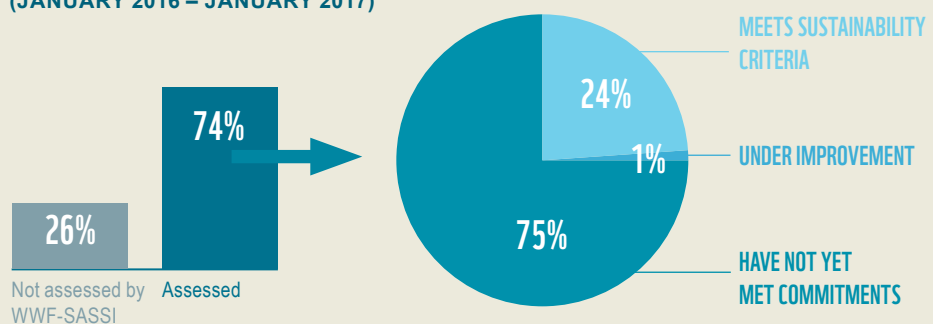
2016
(ALL SEAFOOD)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

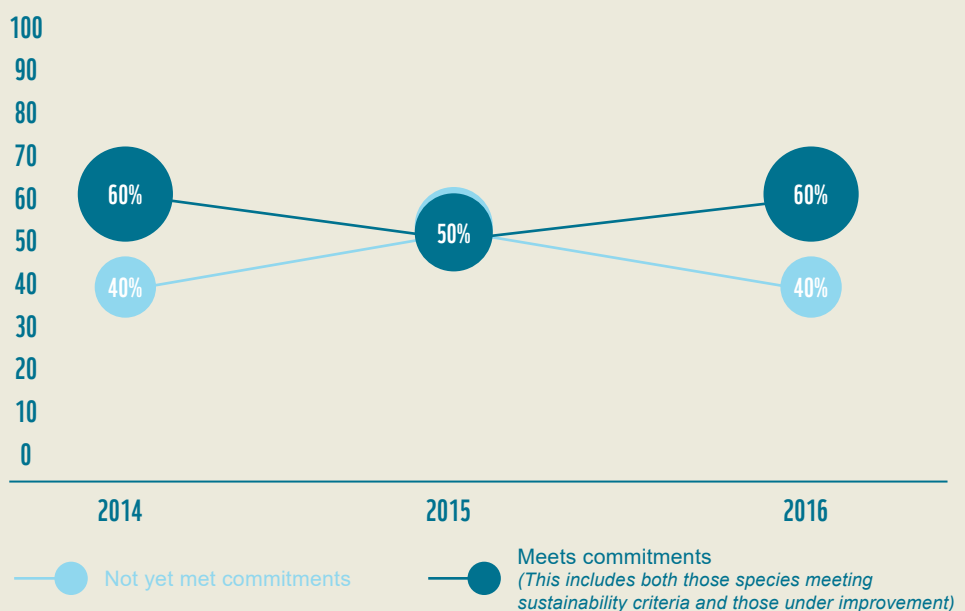
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



JOHN DORY'S PROGRESS SINCE 2014 FOR SPECIES PROCURED



PICK N PAY



“Partnering with our suppliers and having their commitment to supply us with sustainably sourced seafood has been a key measure in the success towards meeting our sustainable seafood commitments.”

Roan Snyman, Sustainability Manager, Pick n Pay



The Pick n Pay Group is a food, grocery and general merchandise retailer with stores in South Africa, Namibia, Botswana, Lesotho, Swaziland and Zambia, as well as owning a 49% share of a Zimbabwean supermarket business. The group employs 52 900 people in owned stores across distribution centres, support facilities and regional or head offices across Africa. Pick n Pay has 1 495 stores that are either franchised or owned.

NOTABLE ACHIEVEMENTS

- 50 species now meeting our sustainable seafood commitments, which is an improvement of 11% compared to 2015.
- Facilitated a number of successful workshops with our linefish suppliers.
- Made significant progress in the implementation of our canned tuna procurement strategy, with the majority of our suppliers already compliant.
- Support for events promoting the sustainable seafood message, such as the Knysna Oyster Festival and the Wavescape Festival, to increase consumer awareness.

CHALLENGES

- Progress has been slower than expected, it takes time to work with suppliers and fisheries to achieve substantive improvement.

FUTURE PLANS

- Our objective for 2017 is to finalise and fully implement our sustainability strategies for farmed prawns and Atlantic salmon.
- We will continue to work with linefishers and ensure the implementation of measures to enhance traceability and transparency.

View revised species strategies:

www.picknpay.co.za/sustainable-seafood



OUR AIM TO SUSTAIN THE OCEANS BY 2016

Pick n Pay is working with WWF-SASSI to ensure that, from 2016, we will only sell seafood that is from the SASSI Green-list, certified by the ASC or MSC as sustainable, or from a credible Improvement Project.

This is our promise to you.


<http://www.picknpay.co.za/sustainable-seafood>



ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

 PicknPay

 @PicknPay

 www.picknpay.co.za/contact-us

PICK N PAY JOINED: 2008

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2011

When the participant publicly communicated their commitments to sustainable seafood.

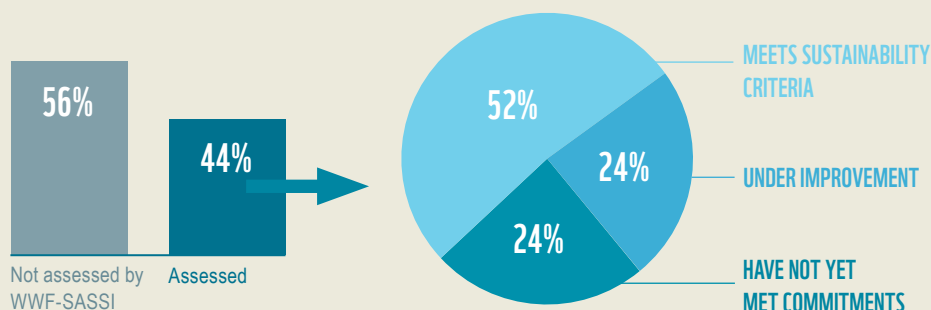
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

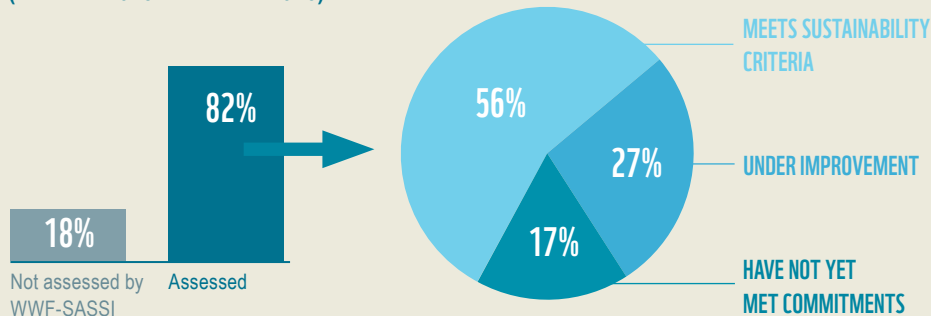
2016
(ALL SEAFOOD)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

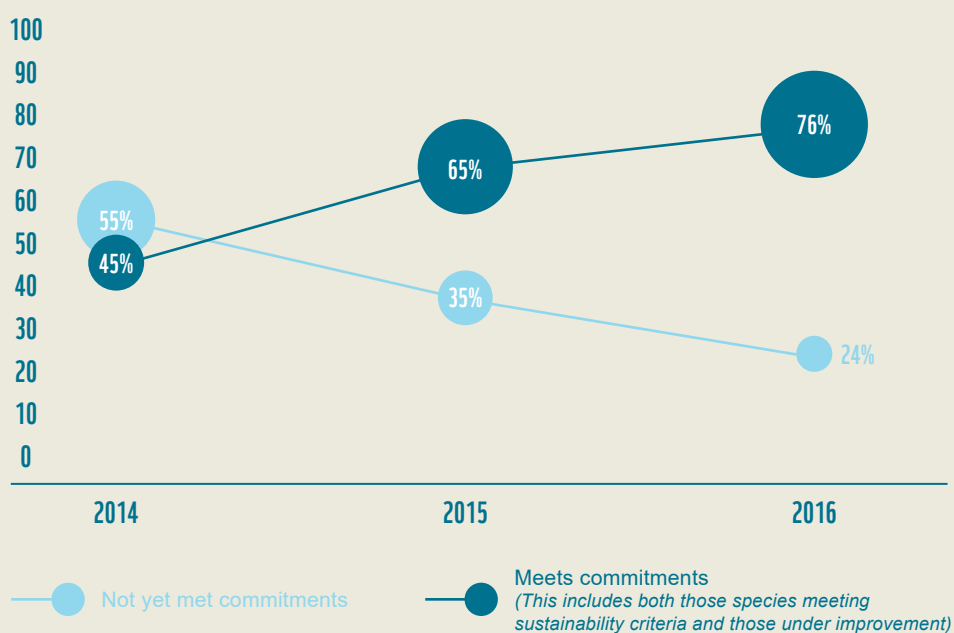
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VALUE: (MARCH 2015 – MARCH 2016)



PICK N PAY PROGRESS SINCE 2014 FOR SPECIES PROCURED



FOOD LOVER'S MARKET



“Food Lover’s Market recognises the importance of sustainable fishing and aquaculture practices. We continue to improve our supply chain to offer customers sustainable choices to ensure that resources are secured for future generations.”

Simon Wilson, General Manager Confined Label and Fish, Food Lover’s Market



Food Lover’s Market started in 1993, with the first stores recognised as Fruit and Veg City. We have since grown into the Food Lover’s Market brand with 128 stores in 11 countries, employing 16 200 staff members. We pride ourselves in offering a select range of seafood for our customers.

NOTABLE ACHIEVEMENTS

- Working with WWF-SASSI to ensure the wild-caught Argentinean prawn Fishery Conservation Project is credible and time bound.
- Increased our offering of MSC, ASC and Green-listed seafood products to the basket of seafood offered to our customers.
- Engaged with tilapia farmers in Africa to include more fish from Africa.

- The volatile South African currency has affected the price of imported products.

FUTURE PLANS

- We plan to increase the amount of products sourced from MSC and ASC certified fisheries. The company has started with the implementation of a linefish procurement strategy for local linefish.

CHALLENGES

- Farmed prawns from India have been affected by Vibrio bacteria, which has impacted on the importation of prawns resulting in a supply shortage.

View revised species strategies:

foodloversmarket.co.za/food-lovers-market-sustainable-seafood-progress/



Fruit & Veg City have committed to ensuring that by 2016, all wild-caught seafood will be:


- MSC certified, WWF-SASSI Green-listed, or
- In a formal Improvement Project.


Furthermore, by 2017 all farmed seafood will be:


- ASC certified, WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options
FishMS: 079 499 8795
wwf.org.za/sassi | wwfsassi.mobi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

 Food Lover’s Market

 @foodloversfish

 foodloversmarket

 www.foodloversmarket.co.za

FOOD LOVER'S MARKET JOINED: 2012

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2013

When the participant publicly communicated their commitments to sustainable seafood.

TARGET DATES:

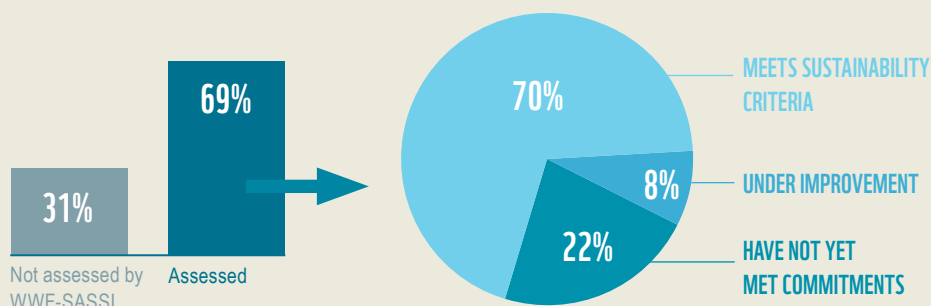
Original target date for meeting commitments to sustainable seafood.

***2016**
(WILD CAPTURE)

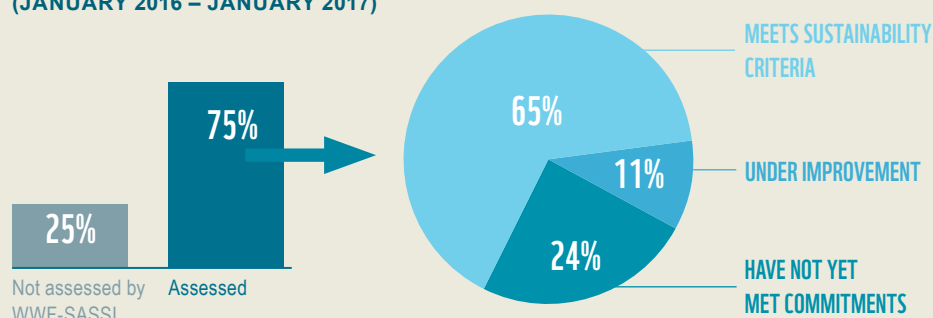
2017
(AQUACULTURE)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

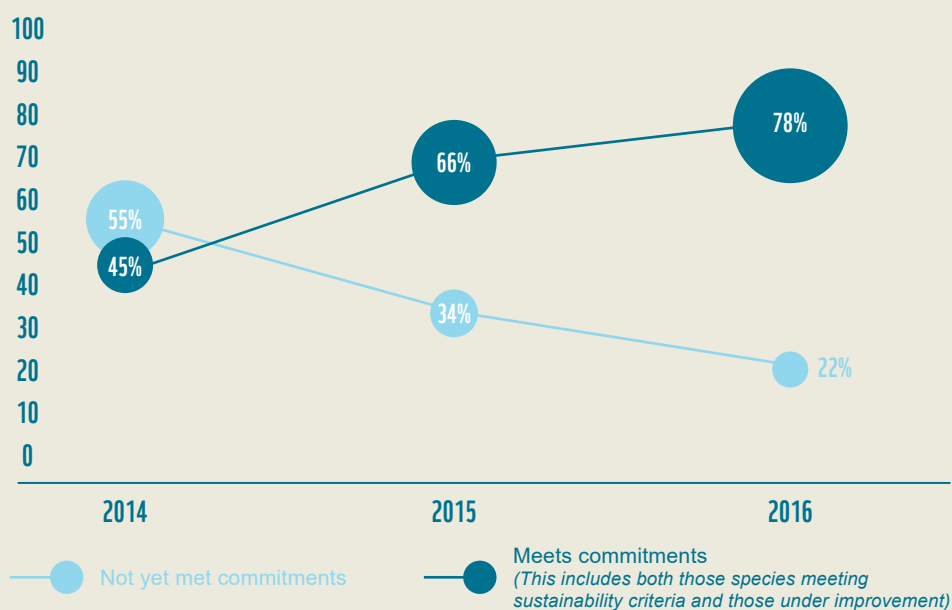
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



FOOD LOVER'S MARKET PROGRESS SINCE 2014 OF SPECIES PROCURED



* Food Lover's Market has two target dates with commitment targets for 2017 as illustrated. For the 2016 target of wild-capture species: 70% of assessed species meets sustainability criteria and 11% is under improvement. For the 2016 target of wild-capture species by volume: 70% of assessed volume meets sustainability criteria and 13% is under improvement.

WOOLWORTHS



“Woolworths remains deeply committed to procuring all seafood from sustainable fisheries and responsible farming operations. We are working to help consumers make responsible choices by offering a growing range of MSC and ASC certified products, including the first pole and line caught MSC certified canned tuna in South Africa.”

Hezron Joseph, Seafood Technologist, Woolworths



Woolworths Holdings Limited (WHL) is a southern hemisphere retail group that has been listed on the Johannesburg Stock Exchange Limited (JSE) since 1997. WHL employs more than 43 000 people across 14 countries and trades in almost 1 400 store locations. Woolworths has more than 410 food stores, across southern Africa, of which 30 of these stores have seafood counters.

NOTABLE ACHIEVEMENTS

- Met 2016 wild-capture commitment to sustainable seafood in June 2016.
- Started working towards launching MSC certified pole and line caught tuna.
- Started working towards launching ASC certified basa (pangasius).

CHALLENGES

- Developing clear plans and strategies for non-assessed international seafood species – this limits options as species and specific catch methods may not be on the WWF-SASSI list.

- Other major players in the market (retailers and food service companies) not being part of the WWF-SASSI programme results in a playing field that is not level for seafood sourcing, especially around costing of raw materials.

FUTURE PLANS





- We will continue the work with our suppliers, as well as MSC, ASC and WWF-SA, to ensure that we meet our 2020 seafood sustainability commitments for farmed products – in particular salmon and prawns – in the context of the challenges caused by the rising costs of raw material.



IN PARTNERSHIP WITH **WWF-SASSI**,
WE'RE WORKING TO MEET
OUR SUSTAINABLE SEAFOOD
COMMITMENTS BY END 2020.

woolworths.co.za/seafood
www.wwf.org.za/sassi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

-  [WoolworthsSA](https://www.facebook.com/WoolworthsSA)
-  [@WoolworthsGBJ](https://twitter.com/WoolworthsGBJ)
-  [woolworths_sa](https://www.instagram.com/woolworths_sa)
-  www.woolworths.co.za/goodbusinessjourney

WOOLWORTHS JOINED: 2008

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2013

When the participant publicly communicated their commitments to sustainable seafood.

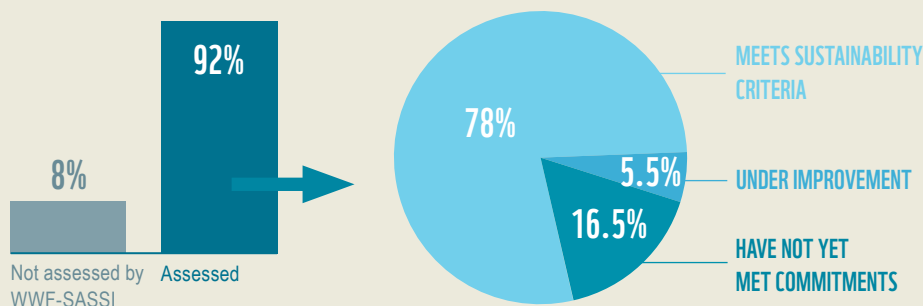
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

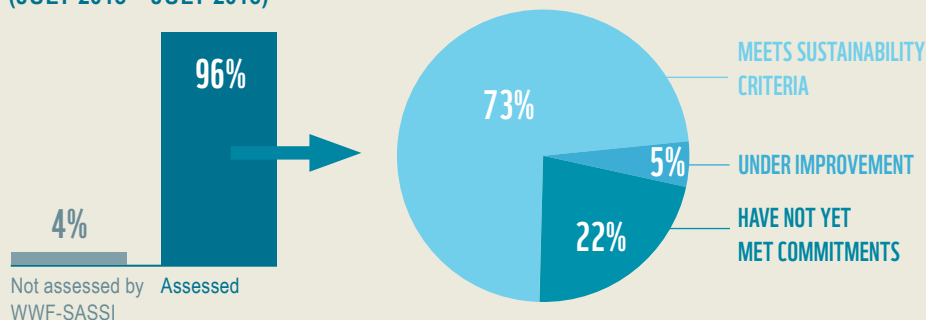
***2016**
(WILD CAPTURE)
2020
(AQUACULTURE)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

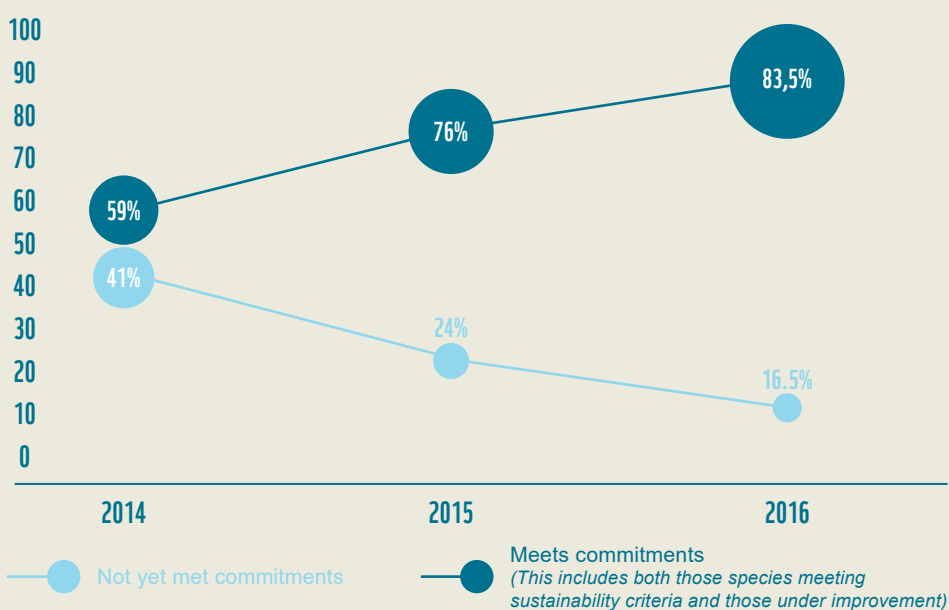
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JULY 2015 – JULY 2016)



WOOLWORTHS PROGRESS SINCE 2014 FOR SPECIES PROCURED



*Woolworths has two target dates with commitment targets for 2020 as illustrated. For the 2016 target of wild-capture species: 84% of assessed species meets sustainability criteria and 8% is under improvement. For the 2016 target of wild-capture species by volume: 93% of assessed volume meets sustainability criteria and 7% is under improvement.

SPAR GROUP LIMITED



“Southern Africa’s seafood industry faces a number of sustainability issues that go beyond competition in the marketplace. SPAR is committed to working collaboratively with WWF-SASSI to overcome these challenges and ensure the sustainability of our seafood resources.”

Kevin O’Brien, Group Risk Sustainability and Governance Executive, SPAR Group Limited



The SPAR Group Limited is primarily a wholesaler and distributor of goods and services to independent retailers who trade under the SPAR brand. The group has a national footprint of 936 stores. SPAR offers an extensive private label and supplier brand seafood range.

NOTABLE ACHIEVEMENTS

- Completed an assessment of the SPAR private label seafood range, with most products aligned to the group’s commitments.
- Internal awareness of WWF-SASSI and SPAR commitments and generated external awareness through the regional guilds.
- Provided real-time access to seafood data by linking WWF-SASSI and suppliers to SPAR’s online portals.
- Established full traceability of SPAR branded seafood products by working closely with suppliers. Introduced random DNA testing on SPAR branded seafood products to ensure correct identification and labelling.
- Began the collection of sustainability information from external seafood suppliers to ensure that these align with SPAR’s seafood procurement policy.
- Coordinated WWF-SASSI training at all SPAR distribution centres to

ensure buyers are aware of SPAR’s commitment to sustainable seafood.

CHALLENGES

- Effectively changing attitudes in realising the long-term value in sustainability initiatives.
- Influencing independent retailers to voluntarily align with direct supply initiatives.

FUTURE PLANS

- Collect critical sustainability information from branded suppliers to determine the level of risk in procurement streams.
- Influence independent retailers to align voluntarily with SPAR’s supply initiatives.
- Ensure the group’s ability to fully trace and test the integrity of seafood products from external brands.

View revised species strategies:

www.spar.co.za/Stories/View/SPAR-Cares/Sustainable-Seafood-from-SPAR




SPAR have committed to ensuring that by 2016, all SPAR Private Label seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options
FishMS: 079 499 8795
www.org.za/sassi | wwfsassi.mobi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

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

 www.spar.co.za

SPAR GROUP LIMITED JOINED: 2010

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2014

When the participant publicly communicated their commitments to sustainable seafood.

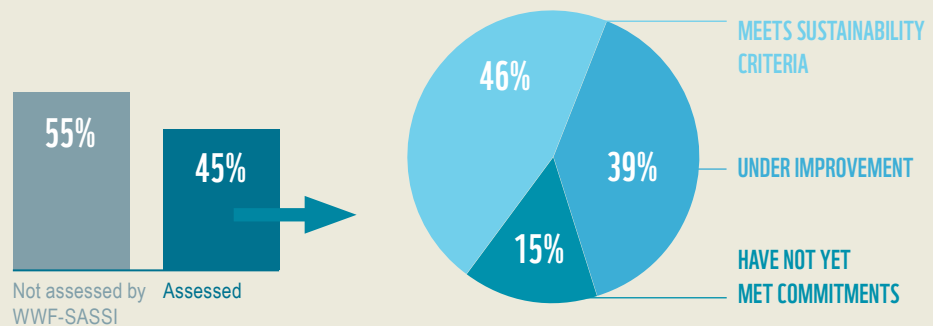
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

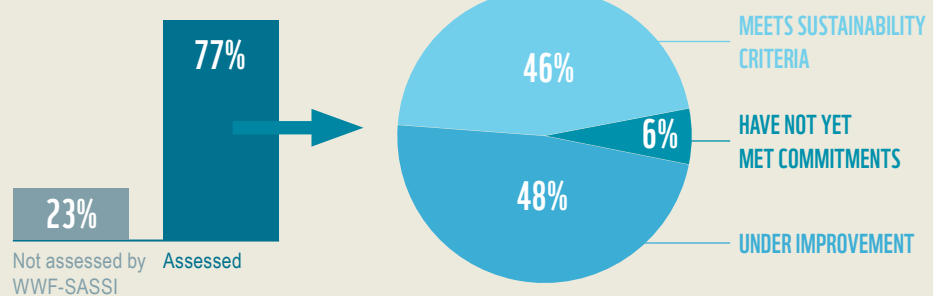
2016
(CORPORATE BRANDS ONLY)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

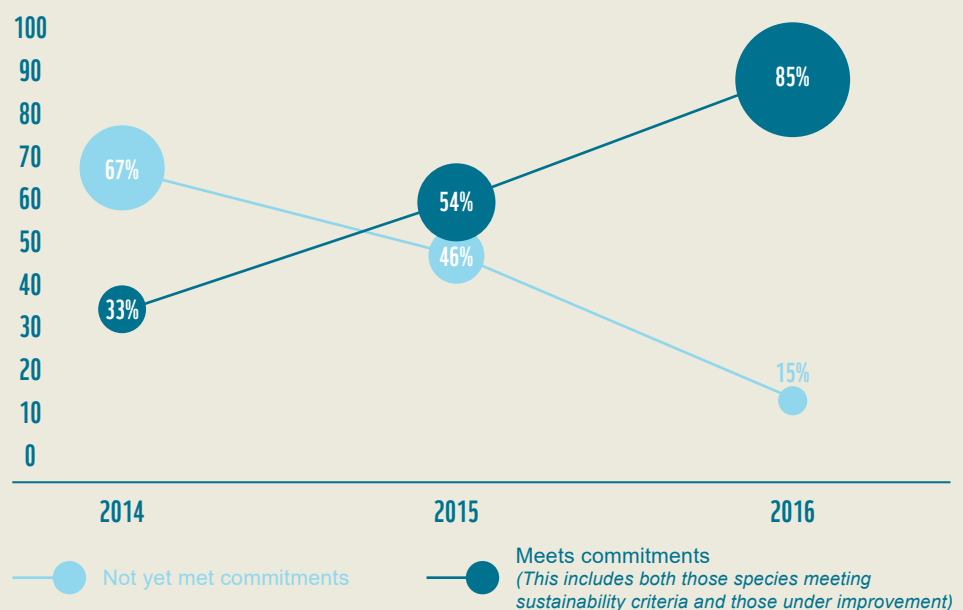
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



SPAR GROUP LIMITED PROGRESS SINCE 2014 FOR SPECIES PROCURED



OCEAN BASKET



“We have a significant stake in maintaining an ocean that is healthy and abundant. The ocean sustains us and delivers us the very core of our business success – seafood.”

Jean Sloane, Group Marketing Executive,
Ocean Basket



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 170 stores across the country.

NOTABLE ACHIEVEMENTS

- Green-listed South African trout included as a menu item.
- Supplying only GLOBALG.A.P. or ASC certified salmon to our stores.
- Developed an in-house WWF-SASSI training programme.
- Continuing to sell ASC certified pangasius at the majority of stores.


CHALLENGES

- Namibian hake was finalised as WWF-SASSI Orange-list in early 2016, this created a challenge as it is a key species for Ocean Basket.
- The range of WWF-SASSI Green-listed traditional linefish species is small with many popular choices either Red- or Orange-listed by WWF-SASSI.

- A number of species procured by Ocean Basket are still not assessed by WWF-SASSI.

FUTURE PLANS

- We are investigating more sustainable options like mackerel, sardines, MSC certified hoki, MSC certified New Zealand ling and MSC certified yellowtail rockfish.
- Continue to expand our international buying strategies to include only certified sustainable options. ASC certified pangasius has already been rolled out to 90% of our territories.
- We have embarked upon the development of a global sustainability programme within our stores, which will be finalised during 2017, including staff training and education. It will be rolled out in 2018.



Ocean Basket have committed to ensuring that by 2017, all wild-caught seafood will be:


- MSC certified, WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Furthermore, by 2020 all farmed seafood will be:


- ASC certified, WWF-SASSI Green-listed, or
- In a formal Improvement Project.


Ask us about our Green-listed options
FishMS: 079 499 8795
www.org.za/sassi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

 Ocean Basket

 @TheOceanBasket

 Ocean_Basket

 www.oceanbasket.com

OCEAN BASKET JOINED: 2010

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2014

When the participant publicly communicated their commitments to sustainable seafood.

TARGET DATES:

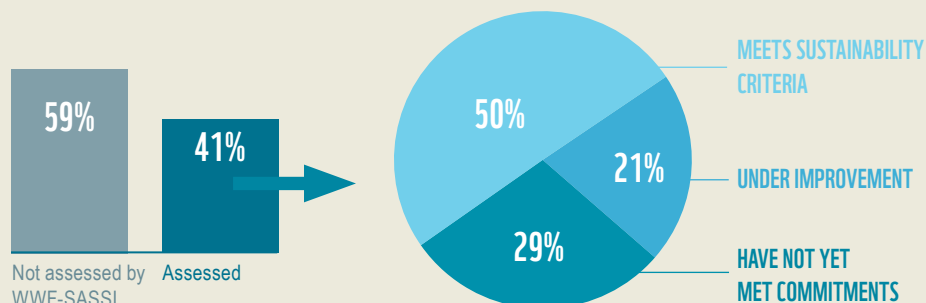
Original target date for meeting commitments to sustainable seafood.

***2017**
(WILD CAPTURE)

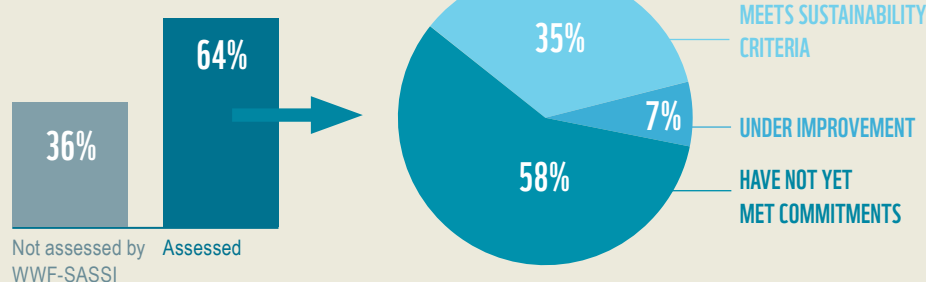
2020
(AQUACULTURE)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

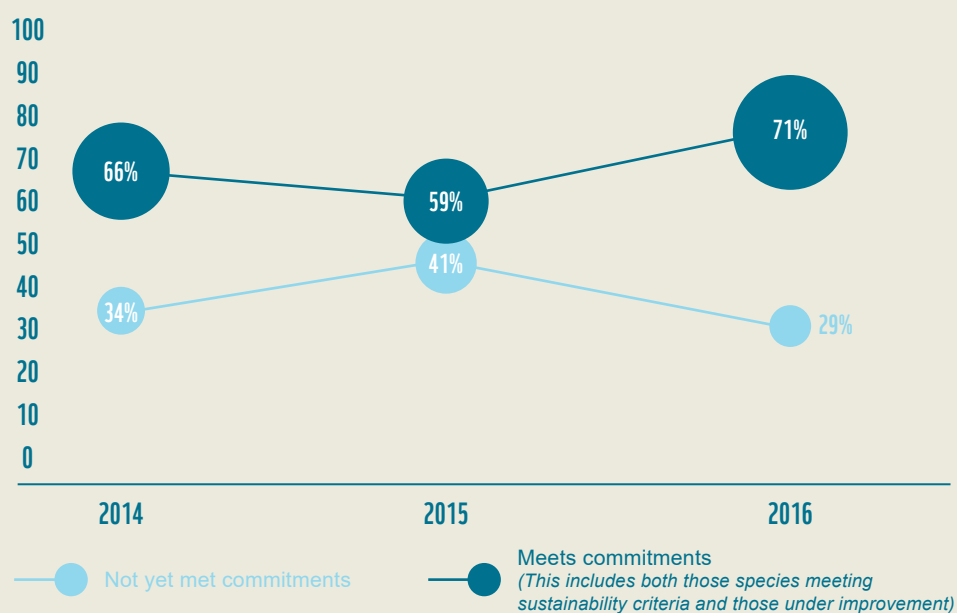
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



OCEAN BASKET PROGRESS SINCE 2014 FOR SPECIES PROCURED



* Ocean Basket has two target dates with commitment targets for 2020 as illustrated. For the 2017 target of wild-capture species: 44% of assessed species meets sustainability criteria and 31% is under improvement. For the 2017 target of wild-capture species by volume: 36% of assessed volume meets sustainability criteria and 13% is under improvement.

SUN INTERNATIONAL



“We understand that there is a global concern about the over-exploitation of seafood resources and the environmental impacts of fishing and aquaculture activities on marine ecosystems. We have partnered with WWF-SASSI to ensure that we effectively implement a credible sustainable seafood programme throughout all our operations thus contributing towards the positive change for healthier marine ecosystems.”

Ulrich Fischer, Group Procurement Specialist:
Food and Beverage, Sun International



Sun International is one of Africa's largest tourism, leisure and gaming groups with a diverse portfolio of assets. We place a strong emphasis on being responsible corporate citizens through our contributions and commitment to the economy, communities and the environment. A sustainable seafood strategy has been implemented in 15 of our properties and is supported by a Sustainability Seafood Policy signed by Chief Executive Graeme Stephens.

NOTABLE ACHIEVEMENTS

- Close monitoring of the WWF-SASSI list to regulate species on our system, making it impossible for unit managers to order Red-listed fish line items.
- We try as far as possible to purchase or enforce our suppliers to buy from local suppliers.
- Some of our units also support local fish farming initiatives such as the Wild Coast Sun.

CHALLENGES

- The “grading” of fish as they move around on the WWF-SASSI database.
- Our customer and client needs, at times can put pressure on our purchasing philosophy.

- The insourcing of our food and beverage (F&B) departments did put pressure on our commitments, as we had to enforce our commitments and show no deviations.

FUTURE PLANS

- Central food and beverage control via our head office.
- Strict control of our recipes via our new enterprise resource planning (ERP) system that will monitor our recipes and ingredients, and also how orders are placed. The ERP system will also do menu management and menu engineering guidelines, thus not being able to combine any endangered fish species in our recipes.



Sun International have committed to ensuring that by 2018, all seafood served will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options
FishMS: 079 499 8795
www.wwf.org.za/sassi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

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

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

SUN INTERNATIONAL JOINED: 2013

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2014

When the participant publicly communicated their commitments to sustainable seafood.

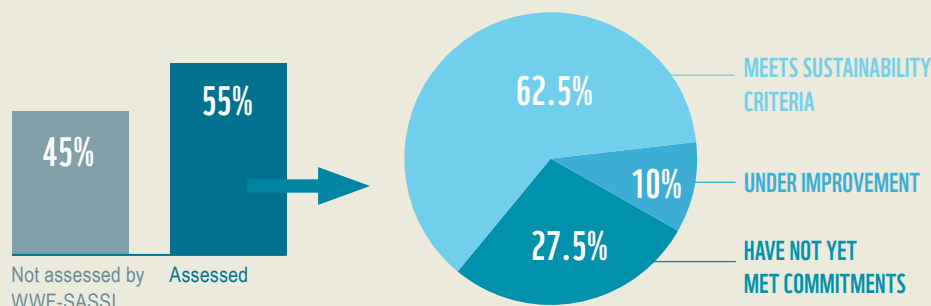
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

2018
(ALL SEAFOOD)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

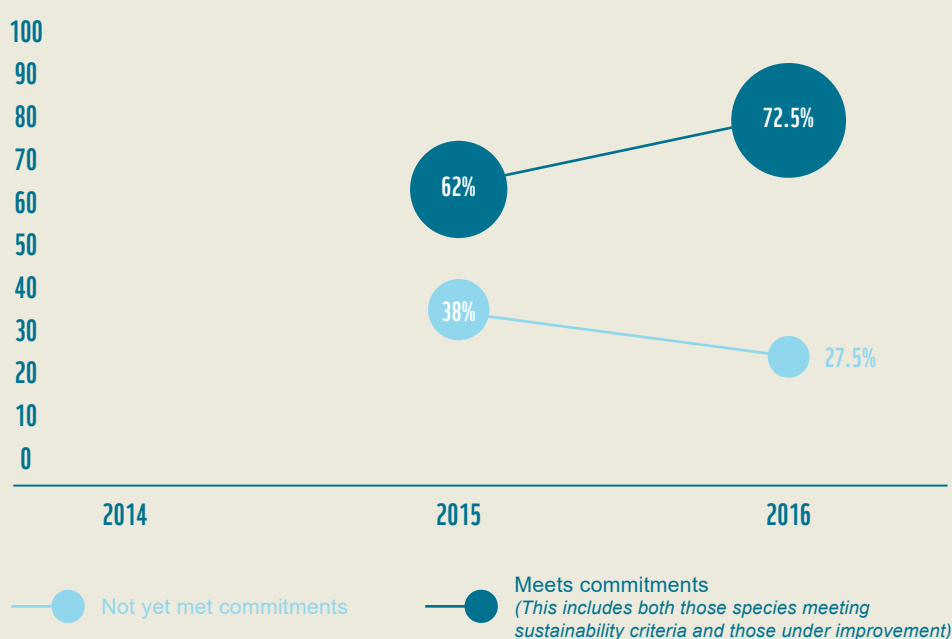
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME:

*Sun International's volume/ value information was not available at the time of going to print.

SUN INTERNATIONAL PROGRESS SINCE 2015 FOR SPECIES PROCURED



BRECO SEAFOODS



“You and I can make a difference. If we work together towards a common goal of healthy and productive oceans.”

Richard Wahl, General Manager, Breco Seafoods



Breco Seafoods has many factories within the greater Cape Town area that are contracted to process seafood for us on an exclusive or proportionate basis. With outlets ranging from spaza shops to supermarket chains and government departments Breco Seafoods has serviced approximately 300 non-retail customers in the last financial year.

NOTABLE ACHIEVEMENTS

- Continuing chain of custody (CoC) certification with the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) and started purchasing ASC certified pangasius and MSC certified ling.
- Measures in place to trace local and imported fish through all stages from point of sale back to its source.
- Committed to dealing with suppliers who are informed about, and accountable for, seafood sustainability and transparency, legality and ongoing sustainability improvement.
- Taken all reasonable precautions to ensure that we do not purchase seafood that is illegally caught (illegal, unregulated or unreported) or illegally farmed.

CHALLENGES

- Accessing accurate and up-to-date information about the status of fish stocks and the environmental performance of fisheries.

- Ensuring sources are sustainable, 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, and the like) for others.
- Set up sustainable supply for aquaculture products where possible.
- Partner with experts in source countries in order to gain objective, science-based assessments of the status of seafood.
- Continue to capture data to monitor the sustainability characteristics of the seafood we source.

BRECO SEAFOODS have committed to ensuring that by 2019, all seafood sold will be either:

- MSC certified, or
- ASC certified, or
- WWF-SASSI Green-listed, or
- In a formal Improvement Project.

Ask us about our Green-listed options
FishMS: 079 499 8795
wwf.org.za/sassi | wwfsassi.mobi

ASK US ABOUT OUR COMMITMENTS TO SUSTAINABLE SEAFOOD:

[breco.seafoods](https://www.facebook.com/breco.seafoods)

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

BRECO SEAFOODS JOINED: 2012

When the participant signed a partnership agreement.

COMMITTED PUBLICLY: 2014

When the participant publicly communicated their commitments to sustainable seafood.

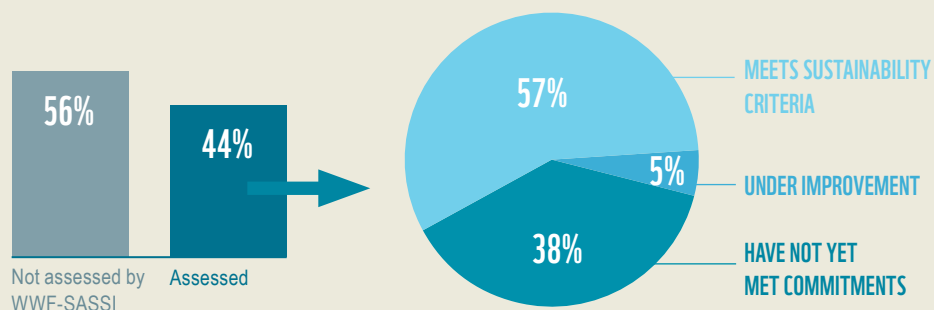
TARGET DATES:

Original target date for meeting commitments to sustainable seafood.

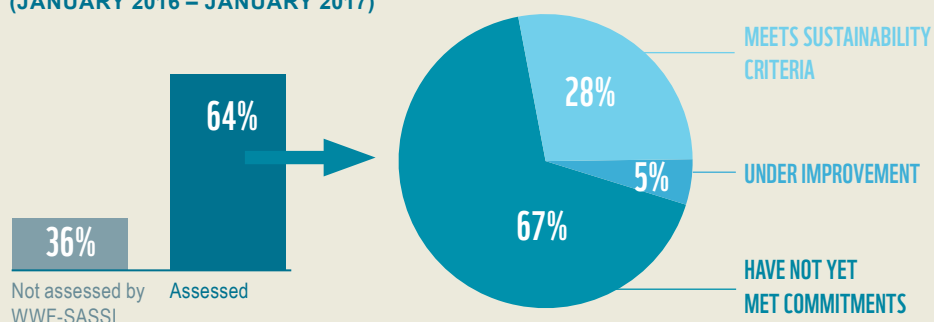
2019
(ALL SEAFOOD)

PROGRESS AGAINST COMMITMENTS TO SUSTAINABLE SEAFOOD

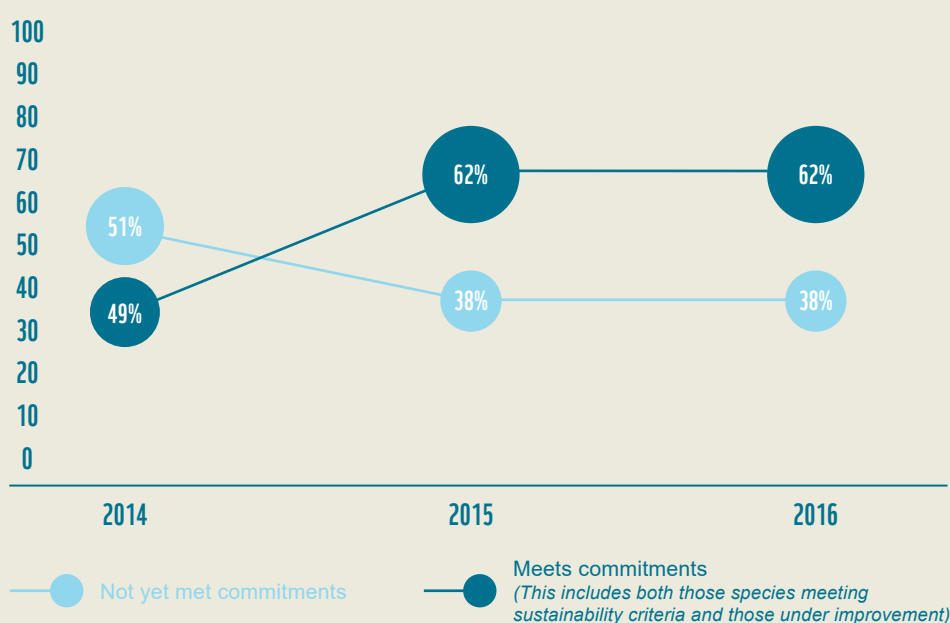
SUSTAINABILITY OF SPECIES PROCURED:



SUSTAINABILITY OF SPECIES SOLD BY VOLUME: (JANUARY 2016 – JANUARY 2017)



BRECO SEAFOODS PROGRESS SINCE 2014 OF SPECIES PROCURED



LOOKING FORWARD

Some of the country's top retailers, suppliers and restaurants are banding together in the face of consumer and marketing demands, adapting their business-as-usual approach to sustainable seafood procurement.

Through the WWF-SASSI Retailer/ Supplier Participation Scheme, these companies are setting the precedent in changing the seafood business and making positive progress in addressing sustainability across the supply chain.

A long-term goal of the WWF-SASSI Retailer/ Supplier Participation Scheme is to see the majority of the South African seafood vendors having made commitments to sustainable seafood and having met their targets – sufficiently transforming their supply chain by 2025. This includes incorporating the work that is involved in the bi-annual organisational assessments into their core business operations, thereby transforming their seafood operations. So far, in terms of overall progress of the participants, since 2014, there is a 24% average increase in participants meeting their commitments to sustainable seafood when measured against species sold.

There are a number of benefits in companies transforming their seafood operations. The effectiveness of fishery management is currently estimated at an average of between 50% and 60% globally (WWF, 2016). Participants are encouraged to advocate for better management practices, both locally and internationally, as there is significant scope for improvement, including a greater emphasis on ecological interactions. It has been estimated that illegal fishing accounts up to 30% of the global catch (Agnew et al., 2009), which is ultimately a consequence of poor management. Therefore to ensure that proper systems are in place to guarantee no illegal, unreported and unregulated (IUU) products enter the supply chain, participants need to develop and implement traceability systems that align with WWF's traceability principles.

Collaboration will play a huge role in transforming the South African seafood market, ensuring participants work together in a precompetitive environment to ensure the sustainable use of marine resources for future generations. Together, WWF-SASSI Retailer/ Supplier Scheme participants have the power to stock seafood products that are adequately labelled with enough species information for consumers to make suitably informed purchasing decisions.

When all participants have good traceability systems, proper seafood labelling and awareness campaigns (individual or collaborative) for sustainable seafood, and ensure fair access to market for the small-scale fishers, the South African consumers will end up putting more pressure on the rest of the South African seafood market to do the same.



50-60%

AVERAGE GLOBAL
EFFECTIVENESS OF
FISHERY MANAGEMENT

REFERENCES

1. Agnew, et al. 2009. *Estimating the Worldwide Extent of Illegal Fishing*. PLoS ONE 4(2): e4570. doi:10.1371/journal.pone.0004570
2. FAO. 2016. *The State of World Fisheries and Aquaculture 2016, Contributing to food security and nutrition for all*. Food and Agriculture Organisation of the United Nations. Rome. 204p.
3. The Nielsen Company. 2015. *Global Sustainability Report*. 19p.
4. WWF Germany Report. 2016. *Fishing for Proteins: How marine fisheries impact on global food security up to 2050. A Global prognosis*. International WWF Centre for Marine Conservation, Hamburg. 59p.



THE WWF-SASSI TOOLS



Website

www.wwf.org.za/sassi



FishMS
079 499 8795



**Pocket guide
and posters**

Available online: shop.wwfsa.org.za



Mobile app
www.sassiapp.co.za

Follow us



facebook.com/WWFSASSI

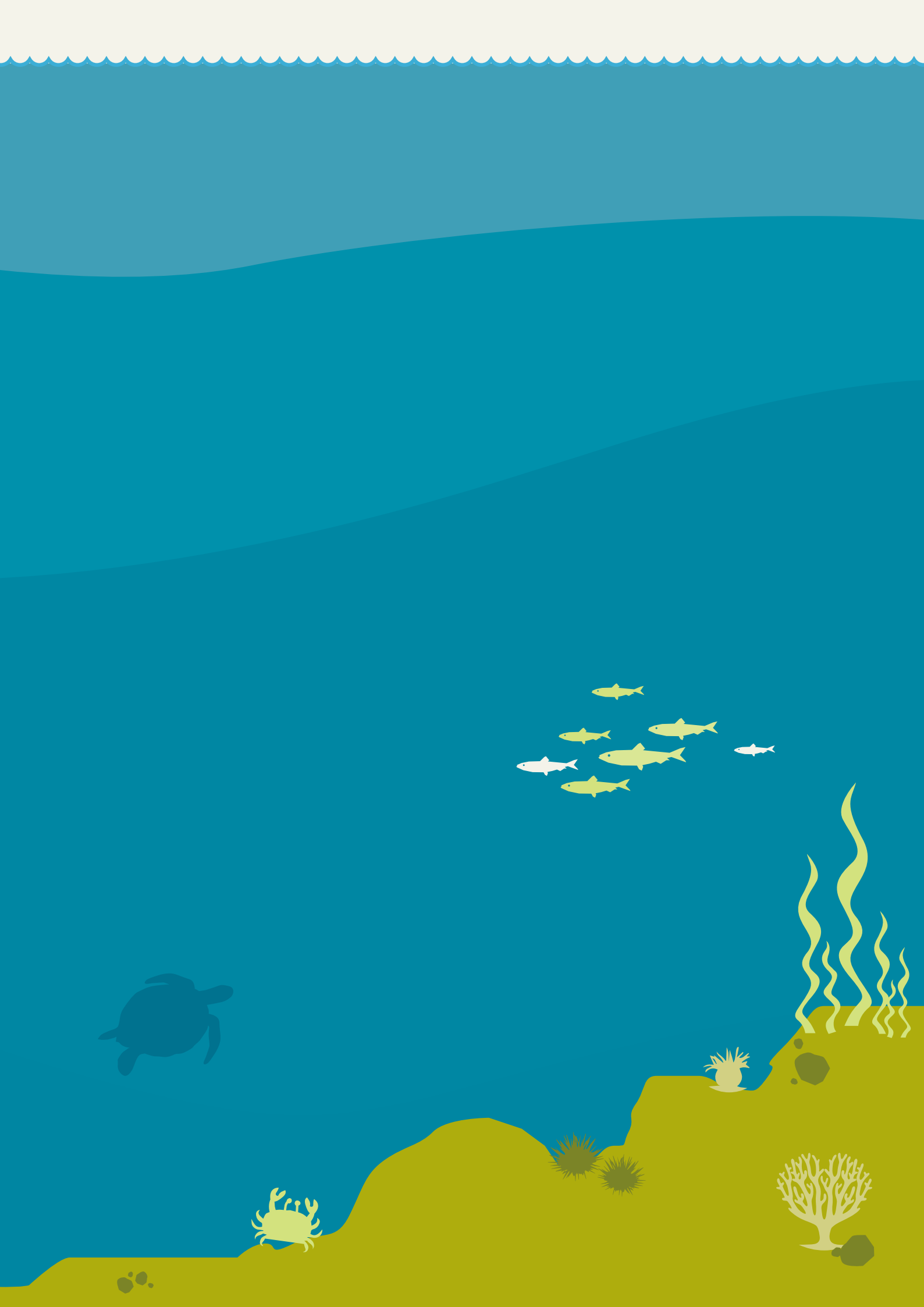


[@WWFSASSI](https://twitter.com/WWFSASSI)



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





WWF-SASSI REACH FOR 2016

100%
RECYCLED



6 000+

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

71 000+

enquiries on seafood
sustainability status
received via FishMS
079 499 8795

34 000+

visitors to the WWF-SASSI
website www.wwf.org.za/sassi



4 600+

Twitter followers @WWFSASSI with
>200 000 tweet impressions

330+

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

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Claremont, 7735, t: +27 21 657 6600, e: info@wwf.org.za, www.wwf.org.za