



Sustainable Seafood Guidance Note:

[SS17.1]*



Background

The Food and Agriculture Organisation of the United Nations indicates that the sustainability of fish stocks has been trending downwards since 1974. Nearly a third of all fish stocks are now estimated to be fished unsustainably ^(FAO 2016) and over 85% are reported to be at significant risk of illegal, unreported and unregulated (IUU) fishing ^(WWF 2015). Overfishing due to poor fisheries management, massive bycatch and unfair fisheries partnership agreements are among other issues presenting challenges to the industry and sustainable fishing practices ^(WWF 2017).

The human population is also expected to grow to 9 billion by 2050 along with increased pressures to secure food and nutrition ^(World Bank 2013). The fact that fish and fishery products represent a vital source of protein and income globally is therefore significant, especially in poorer communities ^(FAO 2014). Managing the health of global fish stocks sustainably, is an essential part of ensuring that this natural resource is available for both present and future generations. Sustainable seafood policy is thus a necessary feature of standard procurement processes, supply chain management and general responsible business ethic.

Walmart Position

By 2025, Walmart US and Sam's Club, ASDA, Walmart Canada, Walmart Chile, Walmart Brazil, Walmart Mexico and Walmart Central America will require all fresh and frozen, farmed and wild seafood suppliers to become third-party certified as sustainable, using Marine Stewardship Council (MSC), or an equivalent standard that is recognised by the Global Sustainable Seafood Initiative (GSSI). Alternatively, suppliers must be part of a credible fishery improvement project or aquaculture improvement project.

Walmart has also set a target for Walmart US and Sam's Club that their canned light and white tuna suppliers must source from fisheries who are compliant with the International Sustainable Seafood Foundation (ISSF) sustainability conservation measures.

Massmart's position

Massmart has a modest seafood offering which spans the fresh and frozen and canned seafood categories. As a responsible retailer, Massmart recognises the importance of ensuring that we promote sustainable fishery management and ensure responsible seafood sourcing practices. We do this by implementing a number of executive-sanctioned actions which assist with managing sustainable seafood procurement across the Group. These are accommodated in two overarching processes, namely: procurement policy guidelines and a marine advocacy programme.

Massmart aligns its position on threatened or red-listed species with that of the Southern African Sustainable Seafood Initiative (SASSI) and the IUCN red-list of species. Massmart also engages with seafood suppliers on a regular basis through an annual marine advocacy survey and through periodic workshops and briefing sessions. These tools serve to familiarise suppliers with Massmart's sustainability positions and expectations as well as provide an opportunity for a constructive exchange where solutions to industry challenges can be found through a cohesive approach.



Guidelines

Massmart has implemented the following measures to promote responsible and sustainable seafood sourcing:

1. Marine Advocacy Programme

Massmart has a formalised marine advocacy programme aimed specifically at identifying risks and opportunities for pragmatic action between Massmart and its suppliers around issues of seafood sustainability.

The advocacy process entails:

- Supplier advocacy surveys,
- Supplier workshops,
- Site assessments and data verification,
- Compilation of a marine advocacy feedback report.

2. Seafood Procurement Guidelines

Massmart, through the adoption of the following seafood procurement guidelines, is intent on increasing seafood supply chain transparency and preventing the purchase of seafood that is considered to be at risk.

- Massmart will not source any endangered, critically endangered or SASSI (Southern African Sustainable Seafood Initiative) red-list species.
- Massmart will not source seafood from illegal, unregulated and undocumented (IUU) fisheries.
- As a product listing condition, Massmart will require all seafood suppliers and traders to disclose details of country of origin, fishery origin, gear type and species in the form of an affidavit.
- To give force and effect to the above requirement, Massmart reserves the right to request evidence of chain of custody documentation as part of a random assessment process.
- All seafood suppliers and traders will be required to participate in Massmart's Marine Advocacy Programme.
- New seafood species listings will be subject to review with reference to the SASSI species list, by the Group Environmental Manager.
- Massmart, in consultation with relevant experts and NGOs, can delist any species that it considers to be of unacceptably high risk.
- All traders supplying seafood to Massmart will be required to disclose the measures that they have put in place to ensure that they do not source seafood from high risk or IUU fisheries.



- Massmart will run periodic seafood sourcing workshops for buyers, to sensitise them to high risk species and educate them regarding sustainable seafood alternatives.

Related Guidance Notes

- Sustainable Canned Tuna Sourcing Guidance Note [SS17.1a]
- Seafood DNA Analysis Protocols and Promotion of Disclosure Guidance Note [SS17.1b]

* This 2017 document replaces all previous versions of the Sustainable Seafood Guidance Note