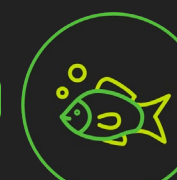
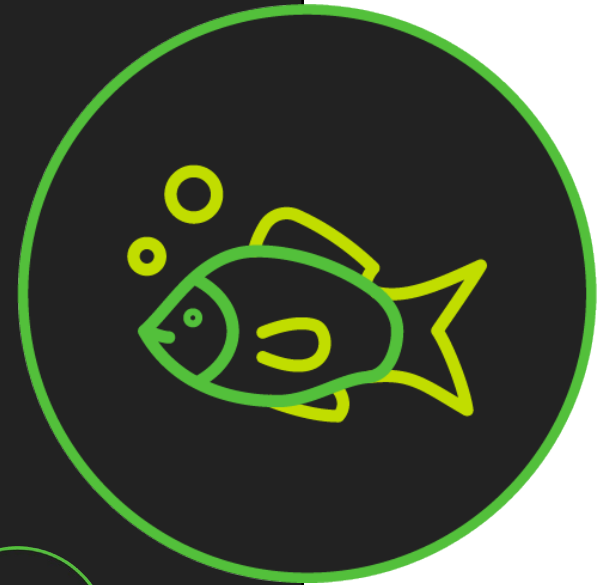


WWF BASKET

Blue Print for Action

– Driving & measuring changes



North Atlantic Seafood Forum 2022

Clarus Chu

23 June 2022

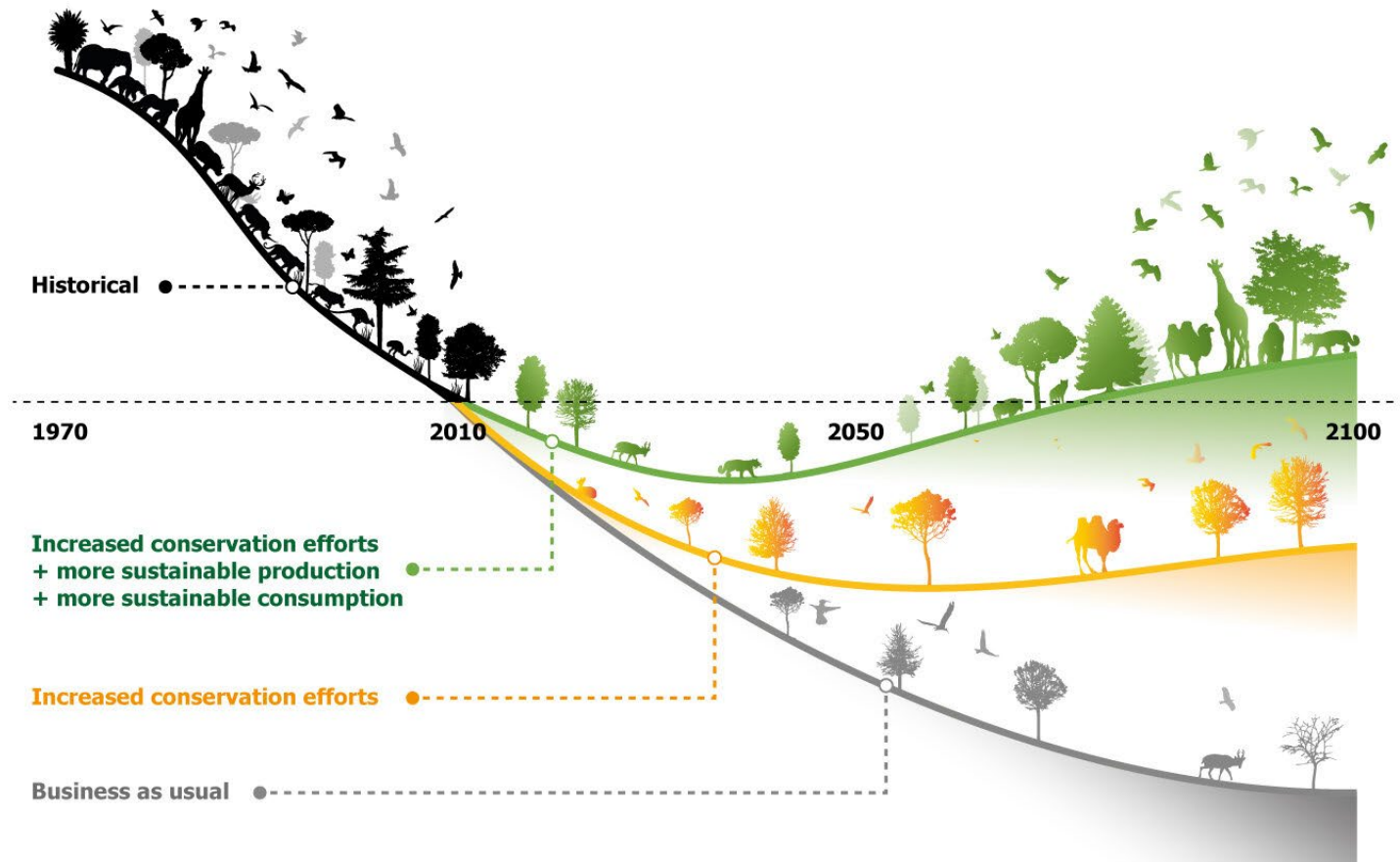
Senior Policy Advisor (Food Production), WWF-UK

Content

- **Why Food?**
- **WWF Basket**
- **Blue Print for Action – Marine Sustainability**
- **Ambitions & Metrics**
- **Jurisdictional Seascape Approach**
- **Next step**

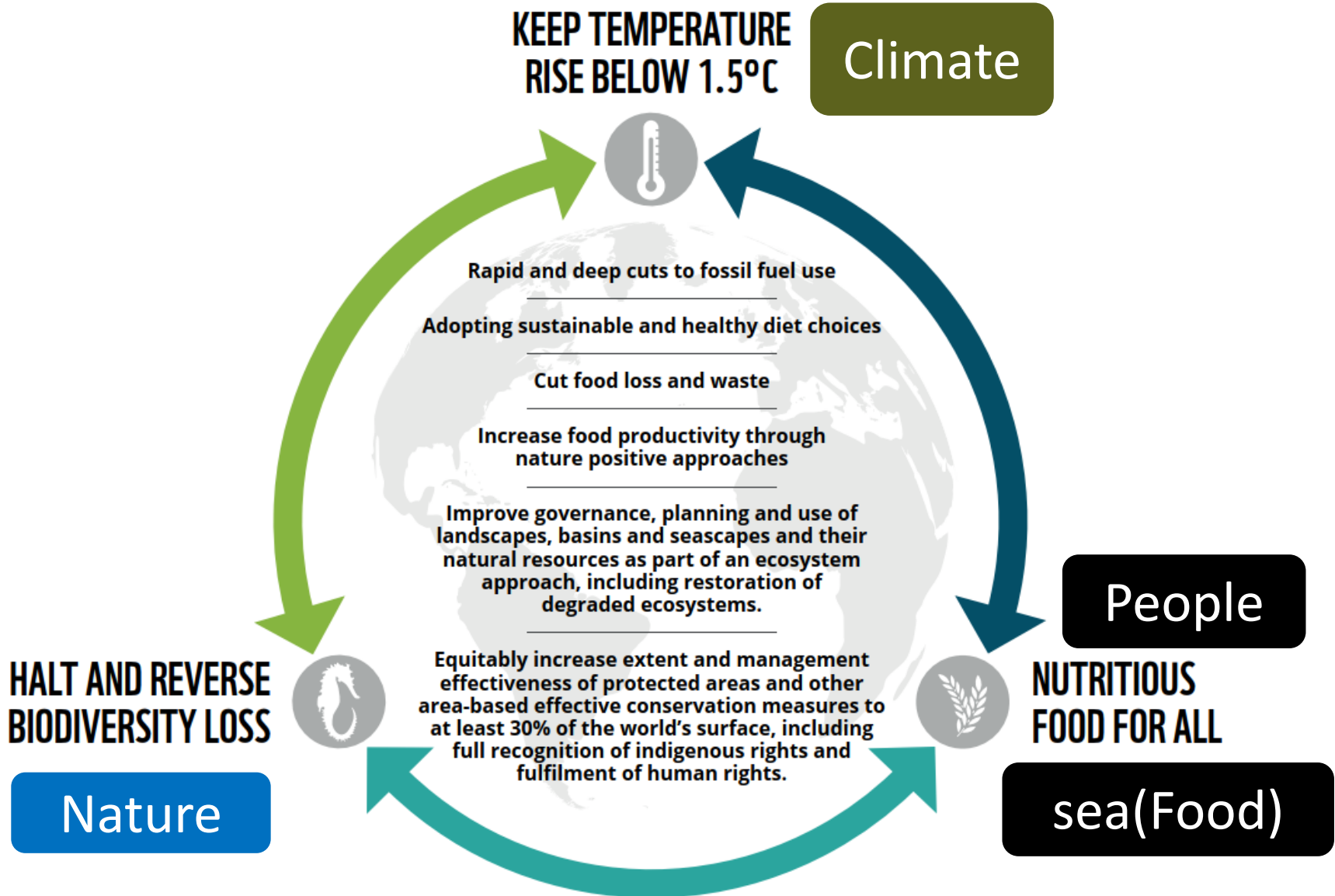
Why Food? – Nature conservation

Nature is in FREEFALL... Despite decades of



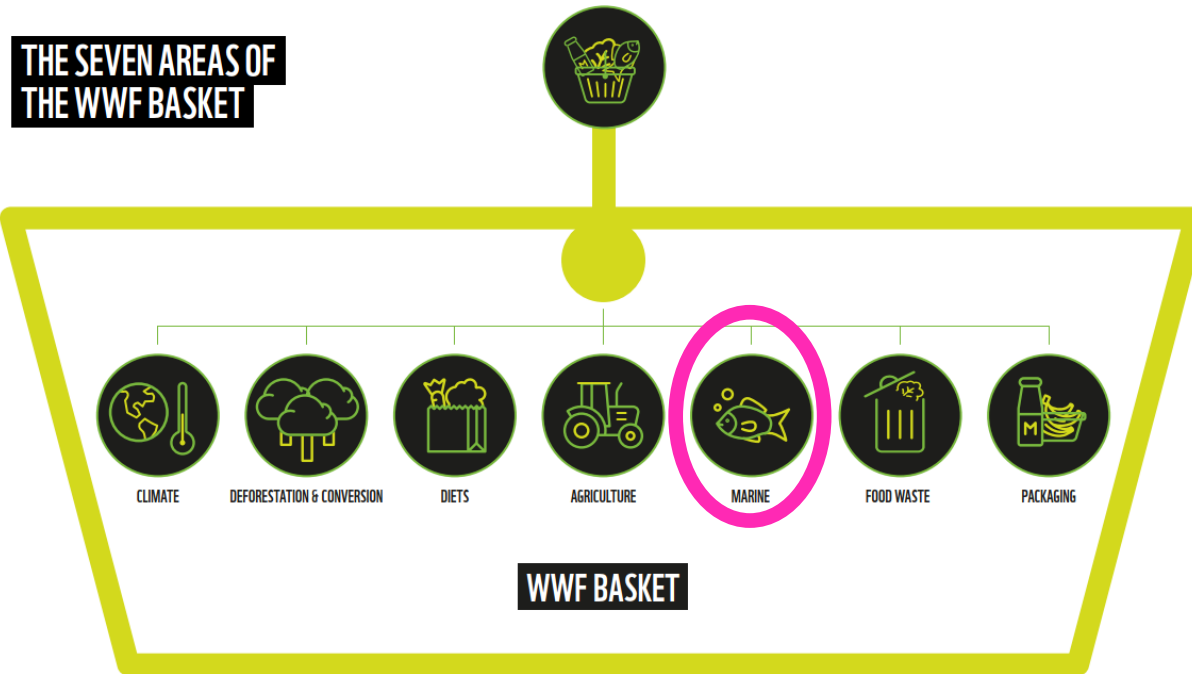
This artwork illustrates the main findings of the article, but does not intend to accurately represent its results (<https://doi.org/10.1038/s41586-020-2705-y>)

Why Food? - The Triple Challenge

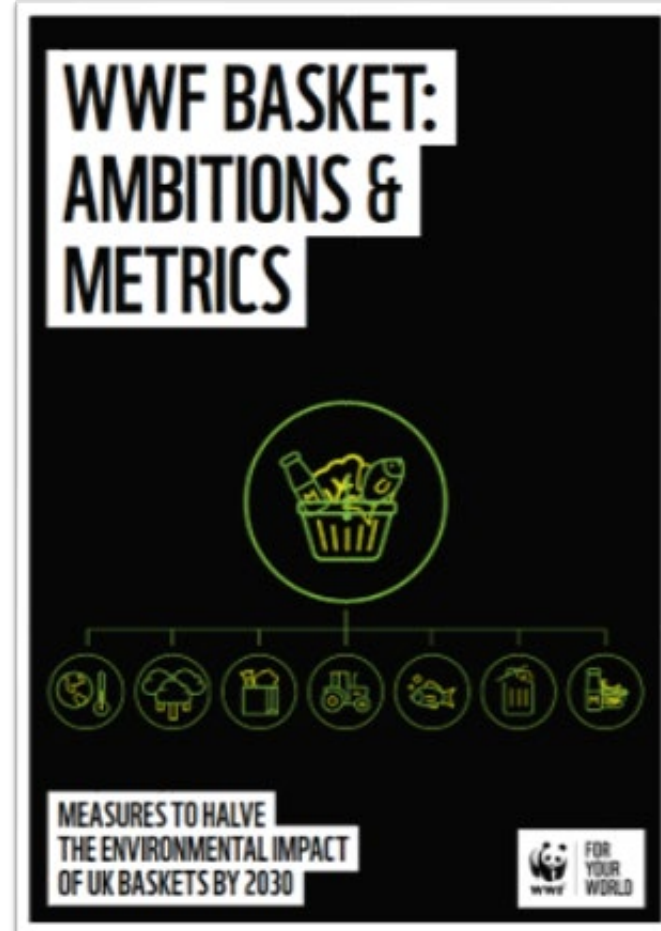


WWF Basket

THE SEVEN AREAS OF THE WWF BASKET




WWF BASKET



WWF BASKET:
AMBITIONS &
METRICS

MEASURES TO HALVE
THE ENVIRONMENTAL IMPACT
OF UK BASKETS BY 2030



FOR YOUR WORLD

WWF BASKET BLUEPRINT FOR ACTION

- c. Incidental bycatch is below levels which threaten long-term viability and recovery of fish (including sharks), mammal, turtle and bird populations.
 - d. Reduce fishmeal and oil usage to FFDR-c1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings.
 - e. Steps taken to achieve net zero with no net detrimental blue carbon impact from seafood sourcing.
- 3) Measurement and reporting**
- a. Commit to full supply chain disclosure through a publicly available scheme such as the Ocean Disclosure Project or equivalent to demonstrate progress towards meeting target 2a.
 - b. Measure progress against PAS 1050, GISET and RFPVS recommendations to demonstrate commitment and progress towards meeting target 2b.
 - c. Require robust monitoring for bycatch and discarding including progress towards such observer coverage including Electronic Monitoring with cameras to demonstrate progress towards meeting target 2c.
 - d. Ensure transparency around fish feed ingredients within the supply chain to demonstrate progress towards meeting target 2d.
 - e. Include fisheries and aquaculture carbon footprint into scope 3 emissions of the company and measure the relative performance of supply chains to demonstrate progress towards meeting target 2e.
- 4) Action in your supply chain**
- a. Healthy stocks:
 - i. Only sourcing from fish stocks with biomass at levels that maintain full reproductive capacity (SSB₄₀ for tuna), where fishing mortality is at or below F_{40%}.
 - ii. Free from IUU and human rights abuses:
 - i. Commit to and implement PAS 1050, GISET, RFPVS recommendations throughout supply chains¹⁰.
 - ii. Sign the EIJ transparency charter.
 - iii. Source from fully documented fisheries.
 - b. Bycatch/discard elimination:
 - i. Prioritise sourcing of wild caught fish from fisheries with robust monitoring and selectivity in place. Act on any evidence of bycatch/discard by implementing mitigation measures and monitor their effectiveness.
 - ii. Encourage fisheries to demonstrate responsible management of fishing gear in line with the Global Ghost Gear Initiative (GGGI) to reduce incidence of ghost fishing and recycle redundant gear. Participate financially in initiatives such as GGGI to clear historical gear.
 - d. Aquaculture feed:
 - i. Sourcing policies to ensure FFDR-c1.
 - ii. All feeds used in farmed fish should be sourced from ASC certified feed mills or equivalent.

¹⁰ The GISET and RFPVS schemes PAS 1050 are subject to an audit as detailed in the PAS 1050 implementation guide for the 2021-22 season. The EIJ transparency charter is available at <https://www.eij.org/>. All other standards are subject to ongoing, verifiable, credible supply chain due diligence in line with the ILO and UN Global Compact.

IN 2017, ROUGHLY 94% OF FISH STOCKS WERE OVERFISHED (34%) OR MAXIMALLY SUSTAINABLY FISHED (60%)



MARINE



- e. Marine emissions and restoration of marine ecosystems:
 - i. Prioritise sourcing from fisheries and supply chains innovating in carbon efficient fishing (less impactful gear, more fuel efficient, non-fossil fuel engines) and/or able to demonstrate avoidance of significant impacts on blue carbon stocks and associated habitats.
- 4) Innovation and investment**
- a. Invest in innovative gears to reduce bycatch and increase selectivity.
 - b. Invest in sustainable, nutritionally-equivalent alternative feed ingredients and promote their uptake to ensure they can scale.
 - c. Support measures to halt the loss of priority coastal blue carbon habitats (seagrass, submersed and jelly beds) and support the restoration of at least 15% of lost habitats by 2030.
 - d. Encourage/invest in innovative low footprint seafood and production methods such as low trophic aquaculture, IMTA and seaweed.
- 3) Advocate**
- a. In order to reach a healthy stock, retailers should encourage stakeholders to:
 - i. MSC should include SSB₄₀ (or more) as the target for P1 for tuna fisheries.
 - ii. Fisheries management agencies should report SSB number.
 - iii. In order to be free from IUU and Human Rights abuses and manage bycatch/discard:
 - i. Fisheries management agencies and government should put effective policies and enforcement in place - traceability, validation of catch, electronic certificates, fully documented fisheries, REM, PSMa etc.
 - c. In order to meet UK targets on aquaculture feed:
 - i. Advocate and collaborate with the industry, stakeholders and government to drive the inclusion of sustainable, nutritionally-equivalent alternative feed ingredients into fish feed.
 - d. In order to reduce marine emissions and restore marine ecosystems:
 - i. Advocate governments develop a climate change strategy for UK fisheries and advocate to international governments where appropriate. This will include UK and global governments prioritising the protection/management and restoration of blue carbon stocks when reviewing/developing management plans for all MPAs and area-based conservation measures. It will also include reviewing fleet emissions and identifying where reductions can be made.

WELL-MANAGED MARINE PROTECTED AREAS THAT COVER 30% OF THE WORLD'S OCEANS COULD CONTRIBUTE SIGNIFICANTLY TO THE RECOVERY OF MARINE BIODIVERSITY AND OCEAN PRODUCTIVITY



MARINE

UK BASKET OUTCOME

100% of seafood from sustainable sources by 2030

All seafood sourced should be certified and go beyond by adopting an area-based 'Seascope' Approach. Reduce fishmeal and oil usage to FFDR-c1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings.

RETAILER PROGRESS MEASURES

% Certified wild-caught & aquaculture material sourced (converted into whole fish/animal weight, tonnes).
% of wild-caught resources adhering to all aspects of WWF's Seascope Approach.
% farmed seafood products with FFDR-c1/FFDR-c2 and FFDR-c1 and with all feed ingredients certified by ASC. Fed standards or equivalent.

UK GLOBAL FOOTPRINT TARGET

100% of marine resources from sustainable sources by 2030.
Aquaculture halves the use of unsustainable fishmeal and fish oil from purpose-caught fish by 2030, avoiding substitution by environmentally damaging replacement.

BLUEPRINT FOR ACTION

1) Minimum expectations

a. All sources covered by relevant certification schemes* (MSC, ASC, BAP, GAP (for ecological aspects), RFPVS (for human rights), RSPCA (for animal welfare) and/or CSRI recognised as appropriate) or by a third party verified equivalent.

b. Commitment from companies to source certified material with no conditions or good progress towards closing conditions.
*The list of appropriate certification schemes will be determined by considering their criteria, ambition, governance and transparency. The most robust and relevant certification schemes should be prioritised.

2) Target

All seafood sourced should be certified or from a third party verified equivalent and be sourced from areas adopting an area-based 'Seascope' Approach.

'Seascope' Approach can be achieved by:

- a. All seafood sourced from fisheries that have a fishing mortality at or below F_{40%} and a stock with biomass at or above levels that maintain full reproductive capacity.
- b. Demonstrate a responsible sourcing approach regarding IUU and human rights abuse within supply chains, setting a date with clear actions for full traceability and transparency and remediating issues where found.

Blueprint for Action – Marine Sustainability



Marine

Minimum Expectations

Targets

Measurement & Reporting

Supply Chain Actions

Innovation

Advocacy

WWF Basket – Ambitions & Metrics



OUTCOMES & MEASURES TO 2030

AREA

UK BASKET OUTCOME

RETAILER PROGRESS MEASURES

100% of seafood from sustainable sources by 2030

% Certified wild-caught & aquaculture material sourced (converted into whole fish/animal weight, tonnes)

WWF Basket – Ambitions & Metrics



OUTCOMES & MEASURES TO 2030

AREA

UK BASKET OUTCOME

RETAILER PROGRESS MEASURES

100% of seafood from sustainable sources by 2030

% of wild-caught resources adhering to all aspects of the Seascope Approach, as outlined in the Blueprint for Action.

WWF Basket – Ambitions & Metrics



OUTCOMES & MEASURES TO 2030

AREA

UK BASKET OUTCOME

RETAILER PROGRESS MEASURES

Reduce fishmeal and oil usage to FFDR<1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings

% farmed seafood products with FFDR (FFDRm and FFDRo)<1 and with all feed ingredients certified by ASC Feed standards or equivalent

Jurisdictional Seascape Approach – Why?

Governance & Natural Capital Approaches



Policy & Management Reform

Mismatches of efforts

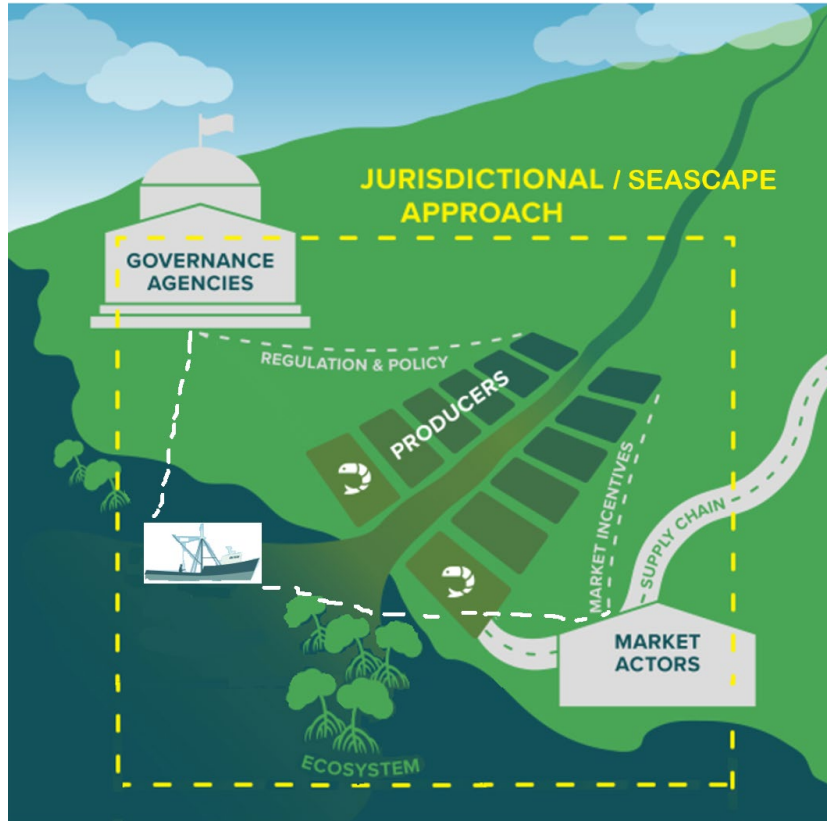
- Focuses
- Partial certifications
- Limitations/gaps of certifications

Market-based Approaches



Business Commitments & Supply Chain Engagement

Jurisdictional Seascape Approach – Actions & Advocate



Modified from Kittinger, et al. 2021

Advocate for & support changes

Policy and Management reform with key seascape elements

Own supply chains actions

Supply Chain A

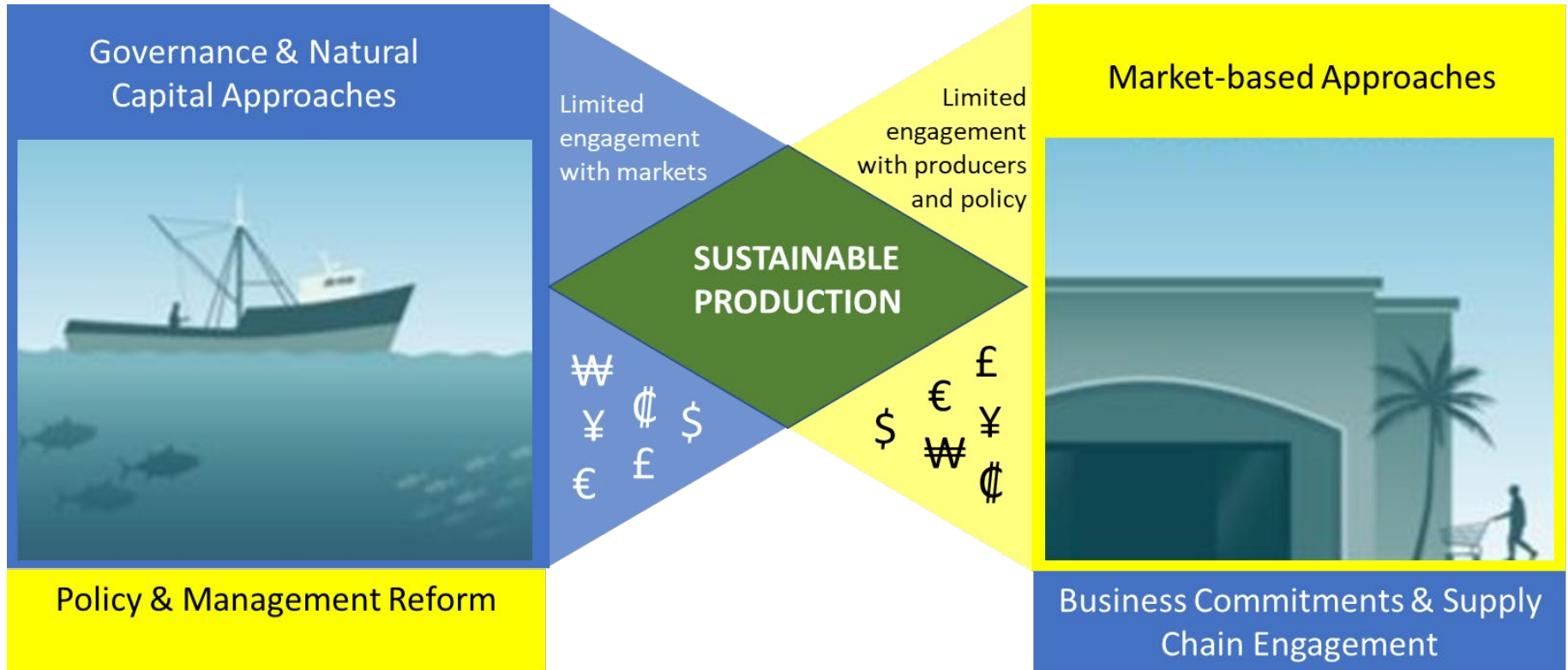
Supply Chain B

Supply Chain C

Supply Chain D

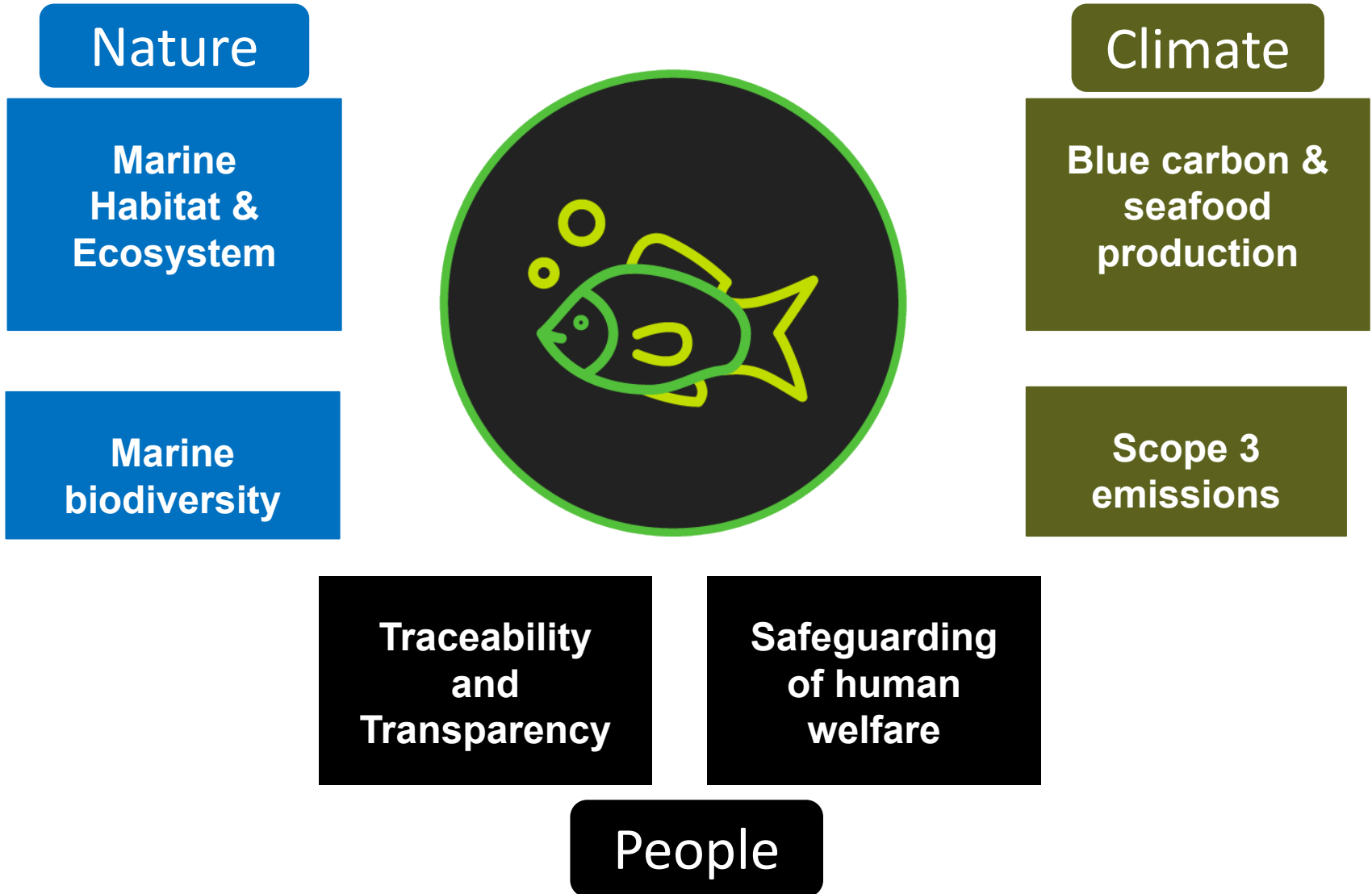
Supply Chain E

Seascape Sourcing Approach - Outcomes



Modified from Kittinger, et al. 2021

Addressing the triple challenge



Next steps

Advocacy for targeted governance improvement (at home / overseas)

Working with others to refine and build a credible approach



Support industry to integrate their actions with the approach

Research to provide evidence for changes

Make WWF Basket at scale

Collaborate & support other initiatives



FOR YOUR WORLD

together possible™

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Senior Policy Advisor (Food)