



The implications of the WWF basket on seafood supply chains

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WWF BASKET BLUEPRINT FOR ACTION

OUTCOMES & MEASURES TO 2030

AREA	UK BASKET OUTCOME	RETAILER PROGRESS MEASURES
CLIMATE	Achieved GHG reduction across all scopes in line with 1.5-degree SBT	% reduction of GHG emissions across scope 1 & 2 activities % reduction of GHG emissions across all scope 3 activities
DEFORESTATION & CONVERSION	100% deforestation and conversion-free agricultural commodity supply chains by 2025, with a cut-off date of 2020 at the latest Require first importers to have deforestation and conversion-free supply chains by 2025, with a cut-off date of 2020 at the latest	% of conversion-risk commodity in own supply chain that is verified deforestation and conversion-free % of conversion-risk commodity sourced from importers that have robust commitments and action plans to handle only deforestation and conversion-free material, across their entire operations, with a cut-off date no later than 2020
DIETS	50/50 plant/animal protein sales split	% of protein sales from animal-based and plant-based sources
AGRICULTURE	At least 50% of whole produce and grains certified or covered by a robust environmental scheme 100% meat, dairy and eggs, including as ingredients sourced to 'Better' standard At least 50% of fresh food from areas with sustainable water management Agricultural emissions lowered in line with 1.5-degree SBT	% of produce & grains sourcing in a robust environmental scheme % meat, dairy and eggs sourced to 'Better' standards % of sourcing from regions with sustainable water management % of protein, produce & grain farms monitoring GHG footprint % reduction in sourcing from lowland peat % reduction in agricultural GHGs
MARINE	100% of seafood from sustainable sources Reduce fishmeal and oil usage to FFDR-1 by using sustainable fishmeal and fishoil replacements and increasing the use of trimmings	% Certified wild-caught & aquaculture material sourced % of wild-caught resources adhering to all aspects of the Seascope Approach, as outlined in the Blueprint for Action % farmed seafood products with FFDR (FFDRm and FFDRo)<1 and with all feed ingredients certified by ASC Feed standards or equivalent
FOOD WASTE	Reducing food loss and waste in all aspects of the supply chain by 50%	% reduction in retail & manufacturing food waste % of products adhering to WRAP's best practice labelling guidance % reduction in pre-farm gate losses
PACKAGING	100% recyclable packaging 40% reduction in material use All materials sustainably sourced and use of recycled content maximised	% packaging that is recyclable % reduction in packaging by weight and units % packaging that is recycled content or sustainably sourced



- No distinction between seafood and other animal proteins within the diets pillar
- The proposed 20% reduction target in animal protein consumption may harm seafood unfairly
- Mixed messages to consumers against the backdrop of NHS advice to increase consumption to 2 portions a week

- Seafood is well placed to be the carbon conscious animal protein choice
- Better data is needed throughout the supply chain for more accurate scope 3 measurement and reporting
- More supplier contracts are likely to require commitments to Science Based Targets moving forward



- Seafood is linked to terrestrial agriculture through aquaculture and added value ingredients
- A better understanding of terrestrial certification is required
- Increasing scrutiny of environmental impacts and water usage



- Feed requirements remain acutely focused on soy and palm deforestation
- Sparse data on the broader terrestrial basket and on links to deforestation
- Third Party Standards are now beginning to see LCAs as a credible method for measuring feed ingredients

- Aligns with WRAP best practice on food waste reduction
- The basket focuses on the redistribution of food
- Broadening of specifications to encourage better carcass utilisation



- Increasing transparency of packaging supply chains
- Challenges to the availability of material with recycled content approved for direct food contact
- Innovative solutions are still needed in the transport of raw material



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<1 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(FFDRm and FFDRo)<1 and with all feed ingredients certified by ASC Feed 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.

1) Minimum expectations

- a. All sources covered by relevant certification schemes* (MSC, ASC, BAP, GGAP (for ecological aspects), RFVS (for human rights), RSPCA (for animal welfare) and/or GSSI 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 'Seascape' Approach.

'Seascape' Approach can be achieved by:

- a. All seafood sourced from fisheries that have a fishing mortality at or below F_{MSY} , 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.
- 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 $FFDR < 1$ 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 1550, GDST and RFVS recommendations to demonstrate commitment and progress towards meeting target 2b.

- c. Require robust monitoring for bycatch and discarding including progress towards 100% 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_{MSY} .
- b. Free from IUU and human rights abuses:
 - i. Commit to and implement PAS 1550, GDST, RFVS recommendations throughout supply chains¹⁰.
 - ii. Sign the EJV transparency charter.
 - iii. Source from fully documented fisheries.
- c. 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/discarding 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 incidences 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 $FFDR < 1$.
 - ii. All feeds used in farmed fish should be sourced from ASC certified feed mills or equivalent.
- 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, saltmarsh and kelp 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.

5) Advocate

- a. In order to reach a healthy stock, retailers should encourage stakeholders on:
 - i. MSC should include SSB40 (or more) as the target for P1 for tuna fisheries.
 - ii. Fisheries management agencies should report SSB number.
- b. In order to be free from IUU and Human Rights abuses and manage bycatch/discarding:
 - 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.



Minimum requirements

All sources covered by relevant certification scheme (MSC, ASC, BAP, GGAP (for ecological aspects), RFVS (for human rights), RSPCA (for animal welfare and/or GSSI recognised as appropriate) or by a third party verified equivalent.

- MSC is no longer a single tick box for supply under these requirements
- Potential impacts for Fishery Improvement Projects (FIPs) and their applicability to UK retail after 2030
- Fails to consider small scale fisheries which cannot pursue 3rd party certification due to cost
- RFVS is going to become increasingly important for retailers looking to demonstrate good practice but some retailers may look to go further for their own due diligence
- Currently there is no certification scheme for wild capture fish welfare, but there is a growing movement in the NGO space to level the playing field in welfare/humane slaughter between wild capture and aquaculture

Commitment from companies to source certified material with no conditions or good progress towards closing conditions.

- Increasing scrutiny of surveillance reports and retailer expectation to be updated on progress by the client group
- Potential drive to have MSC better demonstrate progress of all fisheries and their subsequent conditions through their website

The Seascope approach – Fishing pressure and SSB

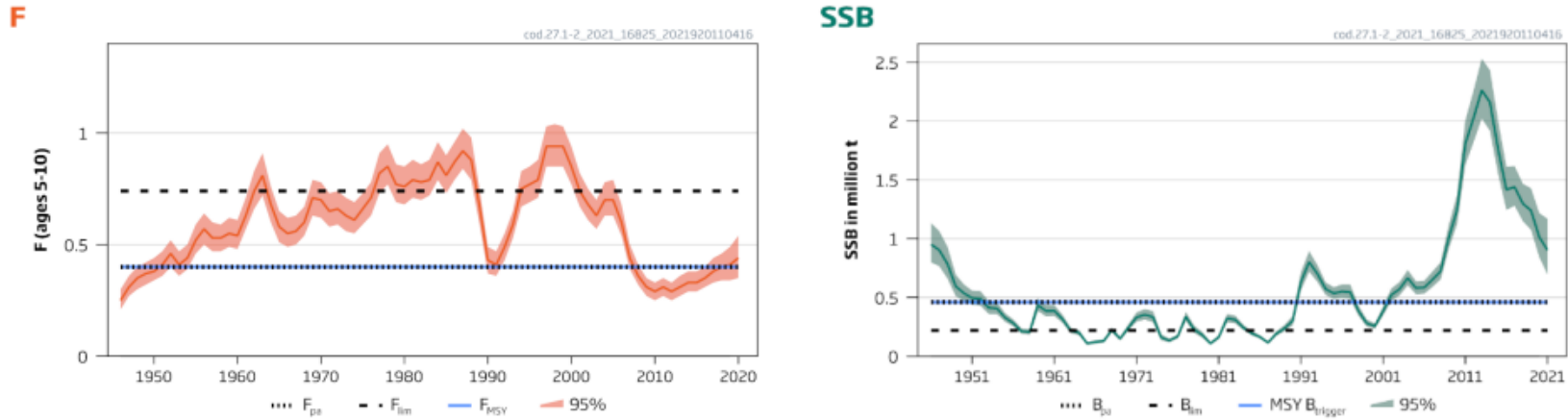


Figure 1† Cod in subareas 1 and 2 (Northeast Arctic). Catch, recruitment, F , and SSB. For this stock, F_{MSY} and F_{MGT} ranges from 0.40 to 0.60, and there are three SSB_{MGT} values (460 000, 920 000 and 1 380 000 tonnes) which are not shown.

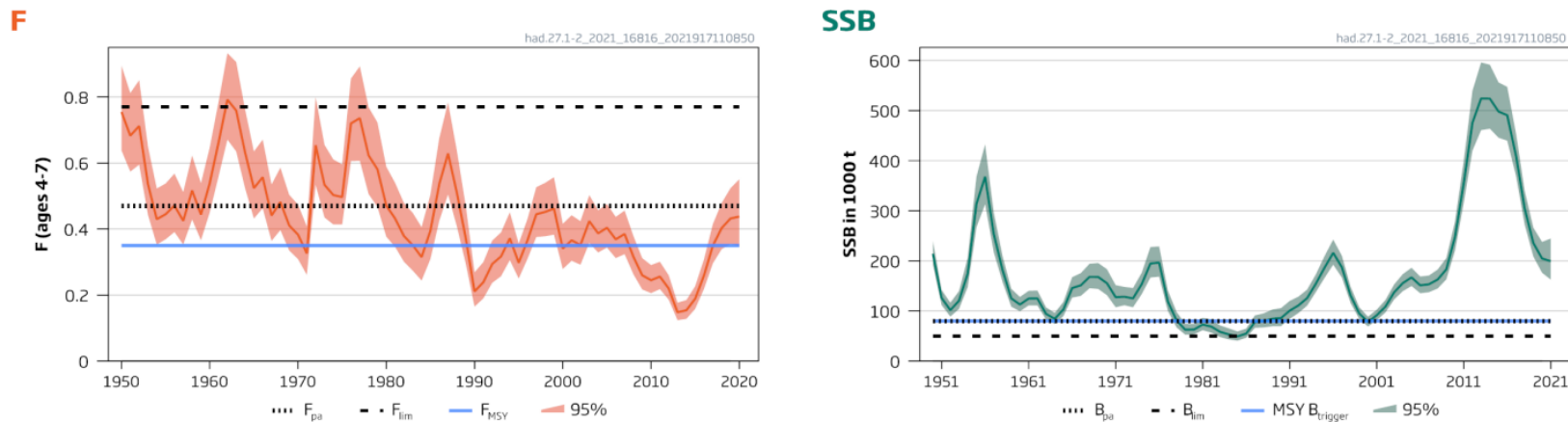
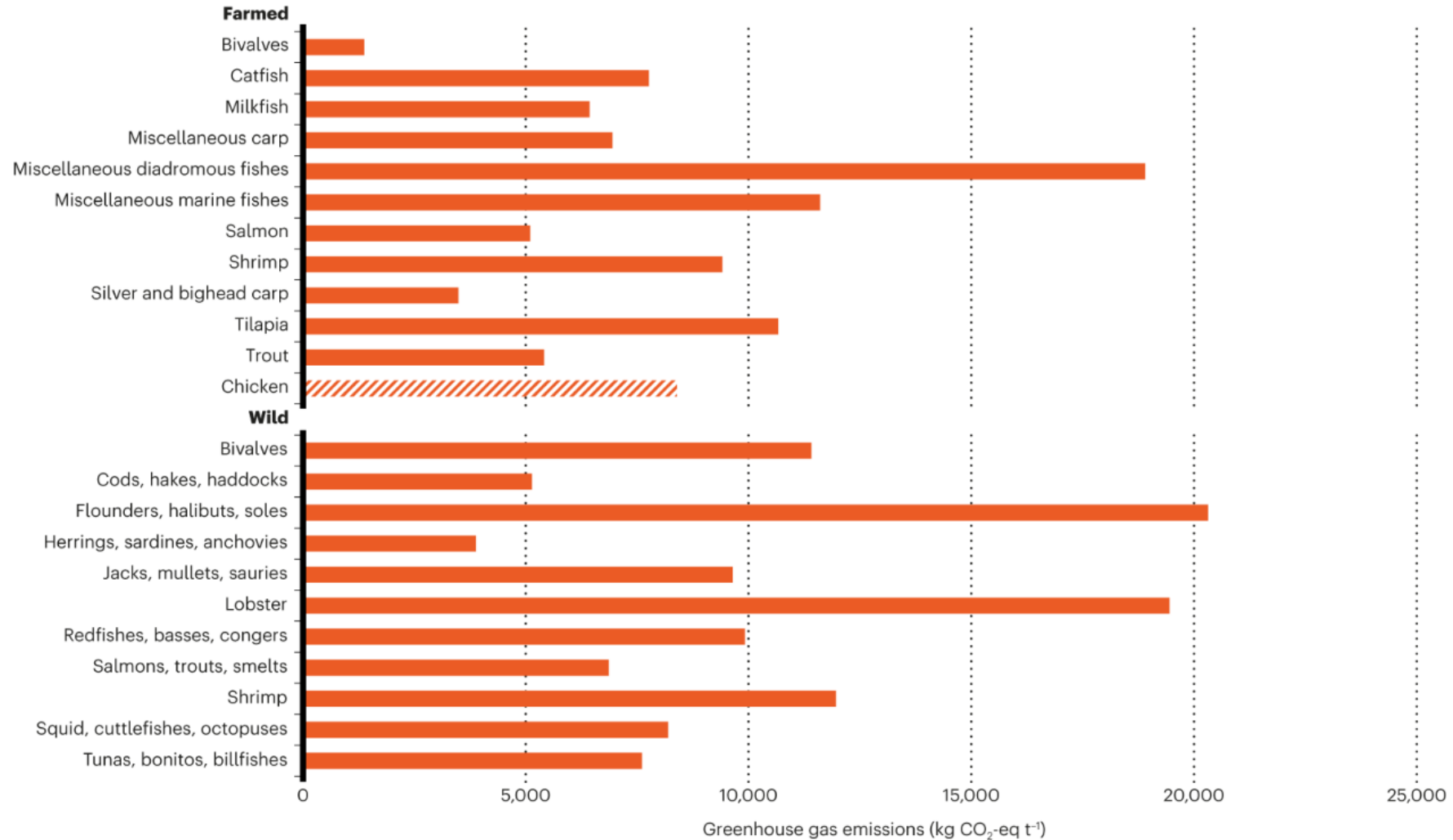


Figure 1 Haddock in subareas 1 and 2. Summary of the stock assessment. For this stock, $F_{MGT} = F_{MSY}$ and $SSB_{MGT} = MSY B_{trigger} = B_{pa}$; therefore, the horizontal lines representing these points in the graph overlap.



The Seascape Approach – Emission Intensity



- To reduce the prevalence of IUU and human rights abuses, the WWF Basket recommends that the supply chains implement/adopt; PAS1550 and the Responsible Fishing Vessel Standard.
- To support this, UK retailers and their direct processing suppliers have been working together via the Seafood Ethics Action Alliance (SEA Alliance). Formed in 2018, this forum provides a platform to agree best practice solutions, to respond to ethical issues in the supply chain and to enable pre-competitive action.
- Currently, the SEA Alliance is working on a risk assessment for wild capture fisheries to enhance due diligence in supply chains and provide a common reference for buyers to engage with suppliers.

PAS 1550:2017

Exercising due diligence in establishing the legal origin of seafood products and marine ingredients – Importing and processing – Code of practice



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FFDR

eFIFO

FIFO

eFCR

- In the world of feed sustainability metrics, there are many measures we could use
- Despite improvements to these metrics, most of these are simplistic measures in the context of broader environmental impacts posed by marine ingredients or other terrestrial resources
- Sustainability needs to be considered more holistically, through Life Cycle Assessment approaches
- However, challenges still remain with LCAs due to a lack of a universally accepted format





Advocacy in seafood

- Foundations built for the Advocacy FIP
- Brands, Retailers and Food Service calling on governments to reach agreement on the sustainable management of shared stocks
- Businesses making sourcing decisions based on the outcomes of advocacy work



MEMBER SOURCING STATEMENT (1/2)



Young's is the UK's largest seafood processor, with a global supply chain, encompassing over 40 wild capture and aquaculture species. In light of this, we recognise the diverse interests of all stakeholders in the fishing and aquaculture industries. We engage openly in dialogue with all parties, including fishermen, fish farmers, governments, trade associations, non-governmental organisations (NGOs) and food retailers. We will strive to ensure that our policies, values and behaviour regarding responsible fish procurement are leading and shaping opinion – and to pursue a vigorous and positive agenda for change rather than being merely passive or responsive to criticism or challenge.

As a business that has both direct and indirect involvement in North East Atlantic pelagic species through Young's Brand and private own-label retailer products, we see the North Atlantic Pelagic Advocacy (NAPA) Group as a fundamental tool in driving change in these fisheries.

Young's considers that the unilateral setting of quotas is an unacceptable threat to shared-stock fisheries and that the coastal states involved in these fisheries should support securing an agreement on total allowable catches in line with ICES advice and strive for a long-term science-based management agreement. We aim to support this process by working pre-competitively with NAPA members to add our voice to public advocacy as well as directly writing to coastal state delegations and emphasising our position.

Should the NAPA process result in a failure to reach the agreed FIP action plan aims, we will review our sourcing decision and take actions that we deem to be appropriate at the time - the decisions that we make will be further guided by the Sustainable Seafood Coalition Codes of Conduct on Environmentally Responsible Fish and Seafood Sourcing and Environmental Claims.

Whilst we are fully committed to playing a role in finding a solution to the management challenges of NE Atlantic pelagic fisheries, the unfortunate consequence of this situation remaining unresolved and total catches continuing to be in excess of the ICES advice, is that Young's would cease sourcing from these fisheries.

Is digitalisation the solution?

- Yes, but with some caveats...
 - Governments need to be highly engaged
 - It should be built through robust stakeholder engagement
 - It needs to be interoperable through standardisation
 - It needs to be verifiable
- As more comprehensive and verifiable data becomes available, this will allow for further information to be provided to transparency initiatives such as the Ocean Disclosure Project.



GLOBAL DIALOGUE
on Seafood Traceability



**Ocean
Disclosure
Project**



Five Key Messages

1

The WWF basket simplifies some nuanced challenges in the marine space into simple metrics for reporting purposes

2

Supply chain due diligence is set to increase over the next 8 years with more comprehensive risk assessments and auditing

3

Climate change remains the principal retailer concern and robust emissions data from the supply chain is essential

4

Many arising challenges require governmental intervention and thus supply chain advocacy will become more commonplace

5

Digitalisation will be a key tool in futureproofing the industry

Thank you

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