



## **“Fishing for the Future” for the Ocean20 Inception Meeting**

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Woolworths South Africa

# Seafood Sustainability Context



# The global seafood sustainability narrative is complex



1. Many stakeholders (NGOs) and competing views
2. Significant improvement, but adverse impacts continuing
3. And growing threats, including climate breakdown<sup>+</sup>
4. Business will and government engagement crucial
5. Aquaculture a game changer
6. AI will play a transformative role

## Within a global food system context, seafood has great sustainability

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Sea caged farmed Atlantic salmon is the most resource efficient protein on the planet!



Low carbon  
footprint

Low land  
use

Best feed  
conversion ratio

High edible  
yield

Low freshwater  
consumption

# Seafood sustainability assurance schemes 101

## Certification



## FIPs

FISHERY  
PROGRESS.ORG



## NGO Ratings



Monterey Bay Aquarium  
Seafood Watch



# Seafood sustainability assurance scheme coverage and best choice



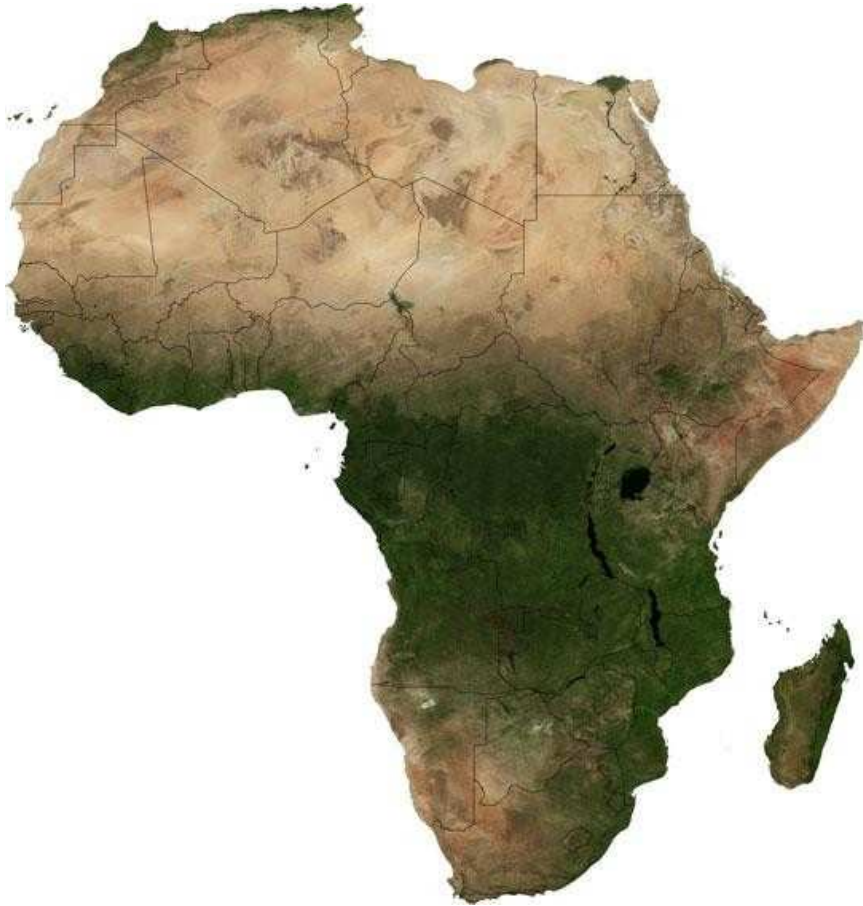
Certified  
**11%**

Ratings, FIPs  
**35%**

Not assessed and data deficient  
**54%**

# There are just 4 MSC certified fisheries in Africa

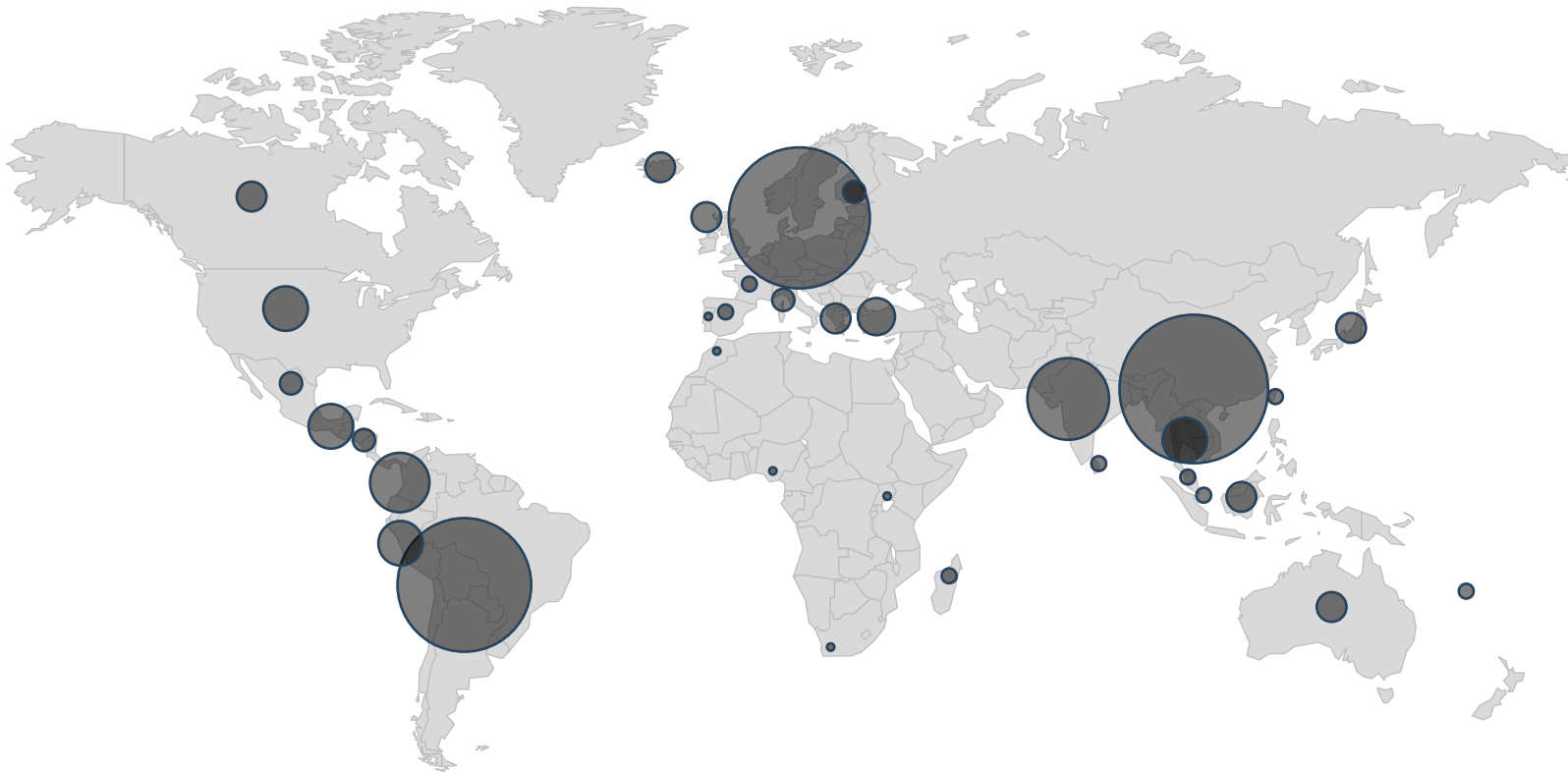
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1. 572 MSC\* certified fisheries in the world
2. South Africa Hake Trawl – 2004
3. Namibia Hake Trawl & Longline – 2020
4. SA Tuna Pole and Line x 2 – 2024, 2025
5. Senegalese Atlantic Ocean Tuna Fishery – 2024

# Less than 10% of global aquaculture production is certified

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1. 2 246 ASC certified farm sites globally
2. Just 6 ASC certified farm sites in Africa
3. ASC has exited China

# Fishing for the Future 2.0



# Woolworths has a proud history of seafood sustainability action!



1. Sustainability focus since 2000
2. Fishing for the Future 2009
3. Several sustainability firsts
4. WWF-SASSI programme
5. Based on meeting commitments

## Woolworths commitments\* – certification, green rated and FIPS

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98.2%

99.44%  
WW Branded

100%

### Wild caught

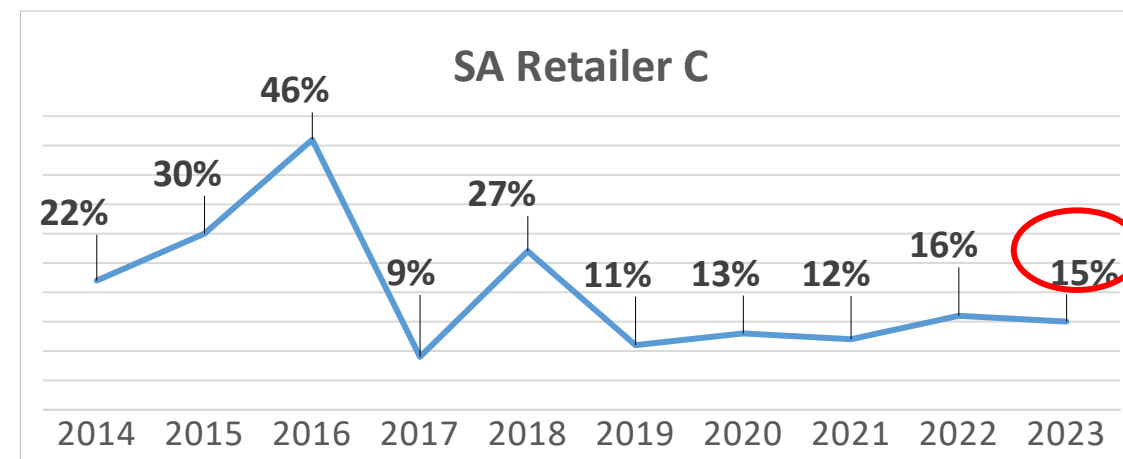
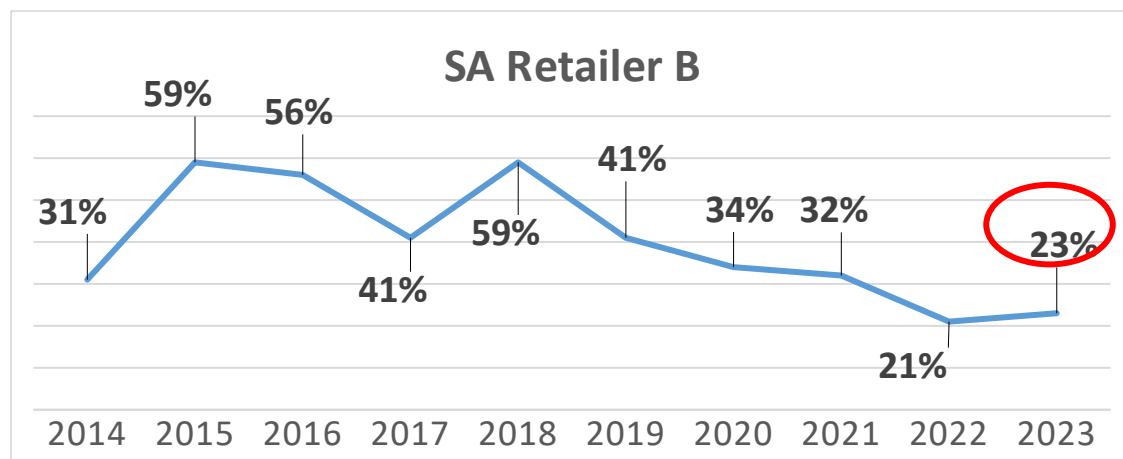
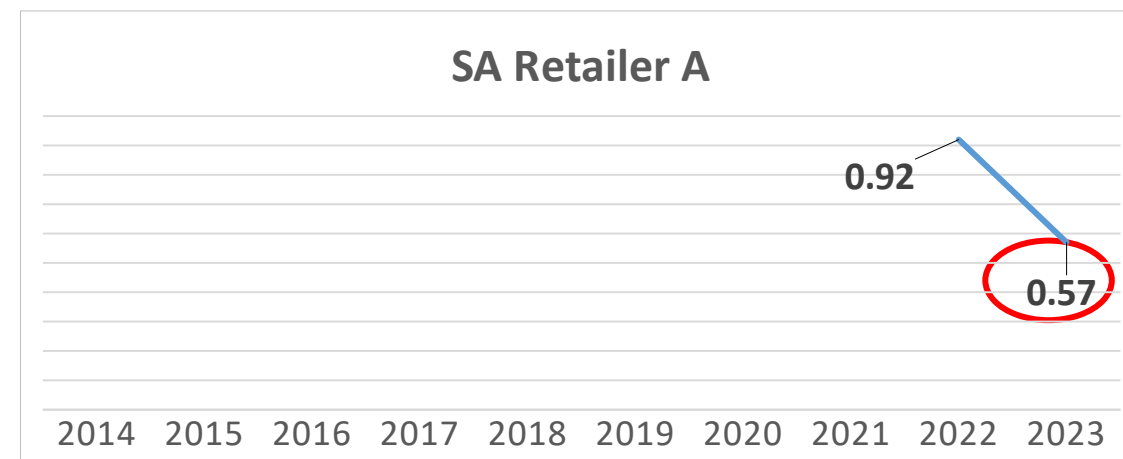
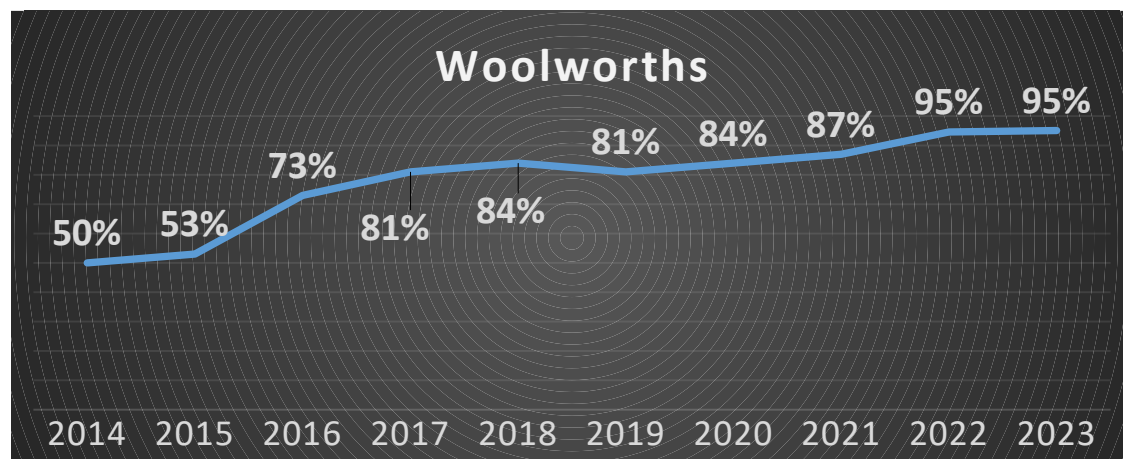
In 2012, Woolworths committed that by 2015, all our wild-caught seafood would be either WWF-SASSI green-listed, caught from MSC (or equivalent) certified fisheries, or sourced from fisheries that are undertaking credible, time-bound improvement projects.

### Farmed

It is our goal that by 2020 all aquaculture species sold by Woolworths will be either WWF-SASSI green-listed, ASC (or equivalent) certified, or from aquaculture operations that are engaged in a credible, time-bound improvement project.

*\*Woolworths does not exclude seafood not assessed by WWF from calculations*

# It's actions that matter, not commitments



# A new, world leading seafood sustainability programme

Fishing for the Future 1.0

→ Overemphasis on ticking boxes and annual reporting

Corporate  
advisory  
programme

Narrow  
definition of  
sustainability

MSC, ASC or  
SASSI Green

Production  
focus

Absolutist (100%)  
commitments

All major SA  
retailers

Fishing for the Future 2.0

→ Strategy, action-driven and leadership

Supply chain  
engagement /  
collaboration

Food system  
context, multi-  
component

GSSI recognised  
certification /  
own label

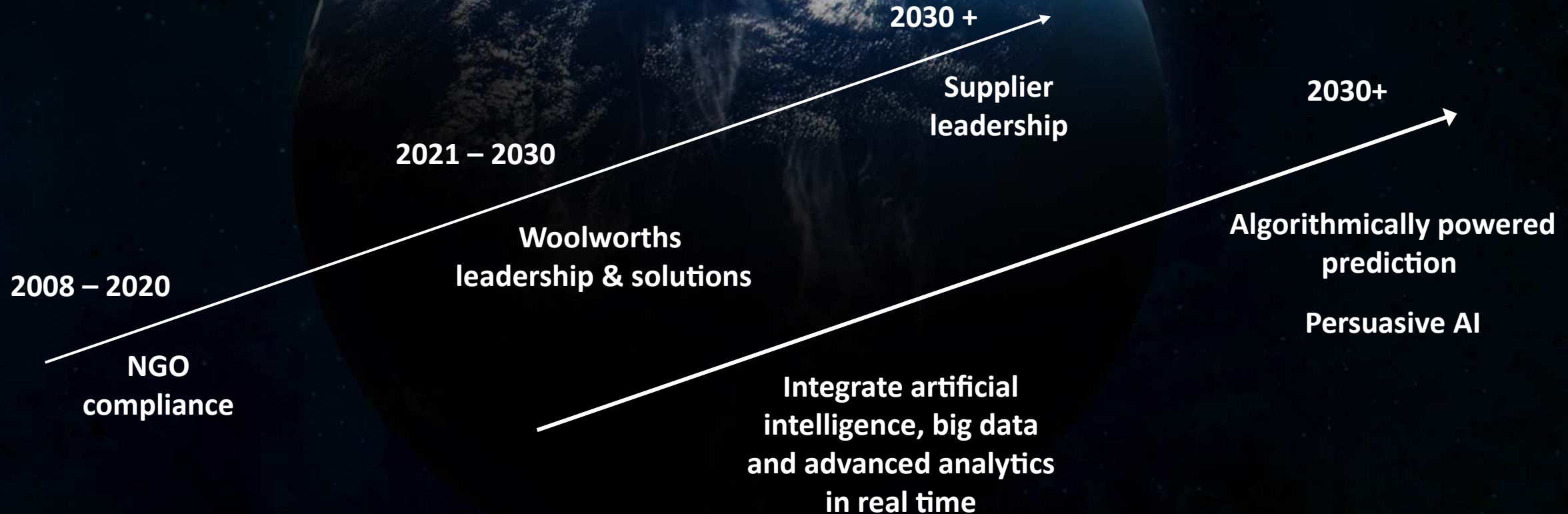
Production and  
consumption focus

From  
commitments  
to practise

Industry leading /  
a disruptor /  
WW Difference

# Fishing for the Future

## Beyond 2030



## Potential Ocean20 South Africa Action

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**WOOLWORTHS**

Woolworths led industry and business think tank on the  
**“Future of Seafood Sustainability Assurance”**

Provide recommendations for key role-players

Outputs included in the Ocean20 Communique



**WOOLWORTHS**

