

An underwater scene with a deep blue background. Sunlight rays filter down from the surface. A large manta ray is swimming on the right side, and several smaller fish are visible in the lower right. The text is centered in the middle of the image.

Robin Hancock WRIGHT BROTHERS CLG Presentation

“Seafood industry must back up sustainability claims”

WRIGHT BROS. L^{TD}

BACKGROUND

- Started in the industry 21 years ago as wholesalers
- Wholesale depots Billingsgate & Brixham : 750 wholesale customers
- Pre covid: 5 restaurants, now 3: Borough Market, South Kensington, Battersea Power Station – 250k customers/annum
- Direct To Consumer: 2020 – national seafood online: addressable market 67k
- Oysters
 - farming 10 years, 14 million oysters
 - supply 85% of London's oyster, 3 million
 - still the “Why” of our business and the area of sustainability we have 100% confidence with

Seafood facts

1. Just one-third of U.K. consumers eat the public health recommended two portions of fish per week
2. 55 percent of adults would like to eat more seafood
3. The 55-plus age group are almost twice as likely to be eating fish twice a week or more than the 18-24 age group
4. 70 percent of the fish buying public think that sustainability is important
5. Telling consumers about the specific health benefits of fish would encourage more than 70 percent of them to eat more
6. 36 percent of those people surveyed are actively buying sustainable seafood, with 13 percent buying sustainably-sourced products only
7. Of those adults consuming fish, 95 percent eat it at home, and 57 percent eat it out of the home
8. Seafood consumption in the United Kingdom has increased by 12 percent over the past year

Wright Brothers team feedback

- D2C, head of customer service
 - *“What percentage of customers want to know about sustainability?”* I would say well over 50% are guided by sustainability credentials when making buying choices.
 - Our sales data demonstrates that nearly 50% of customers are prepared to pay more for products with higher sustainability credentials
- Head of sales, wholesale :
 - *“When you talk with chefs, how important is sustainability to them?”* I touch on sustainability at almost every meeting now. It is becoming much more important for chefs. They want to know about provenance and sourcing. They are particularly keen to hear about the work that Wright Brothers Sea Change Foundation will be doing.

Wright Brothers & sustainability

- MCS Good Fish Guide
- Global Seafood Alliance
- Best Aquaculture Practice
- Best Seafood Practice
- Mike Berthet
 - Sustainability adviser
 - WB Sea Change Foundation trustee
- Mike Warner
 - British Seafood & Fisheries Ambassador

WB customer segments - who are we talking to?

- Chefs & restaurants staff
- Seafood buying public
 - Restaurants customers
 - Ecommerce customers
 - Masterclasses

Backing up our sustainability claims

- Expertise within our business
 - People
 - Quarterly audit product process
 - Sustainability steering committee
- WB Brixham – port merchant (traceability & provenance)
- 10 years experience in aquaculture
 - Duchy of Cornwall oyster farm
 - 14 million oysters
 - Re-established a marine environment
 - One of the most sustainable forms of aquaculture

Clarity: source of information - approved certification schemes



WWF BASKET BLUEPRINT FOR ACTION

BLUEPRINT FOR ACTION

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.

- Even WWF blueprint is ambiguous



WB Sea Change Foundation

- Blue Marine Foundation: Shell To Shore project
- National Lobster Hatchery
- Fisherman's Mission
- Marine Conservation Society
- RFVS (Responsible Fishing Vessel Standard)

RFVS is included in most major retailer sourcing policies committed to the WWF market basket

WE COMMIT TO

- Working with WWF to halve the environmental impact of UK Baskets by 2030, focusing on climate, deforestation and conversion of habitat, agricultural production, marine, diets, food waste and packaging as measured by the WWF Basket.
- Reporting data annually to WWF against these pillars and publicly reporting on actions taken.
- Meeting the business commitment to 1.5 by setting 1.5-degree SBTs in all scopes, near term and long term by end of 2022.

Signatories:



Steve Murrells
(CEO, Co-op Group)



Stuart Machin
(Managing Director, M&S Food
and Chief Operating Officer, M&S)



Simon Roberts
(CEO, Sainsbury's)



Ken Murphy
(CEO, Tesco)



James Bailey
(Executive Director, Waitrose)

RFVS CORE PRINCIPLE 1: VESSEL MANAGEMENT & SAFETY SYSTEMS

Section 1: Management Policies & Procedures

- Management Systems
- Risk Assessments
- Crew Safety Management
- Vessel Safety Management

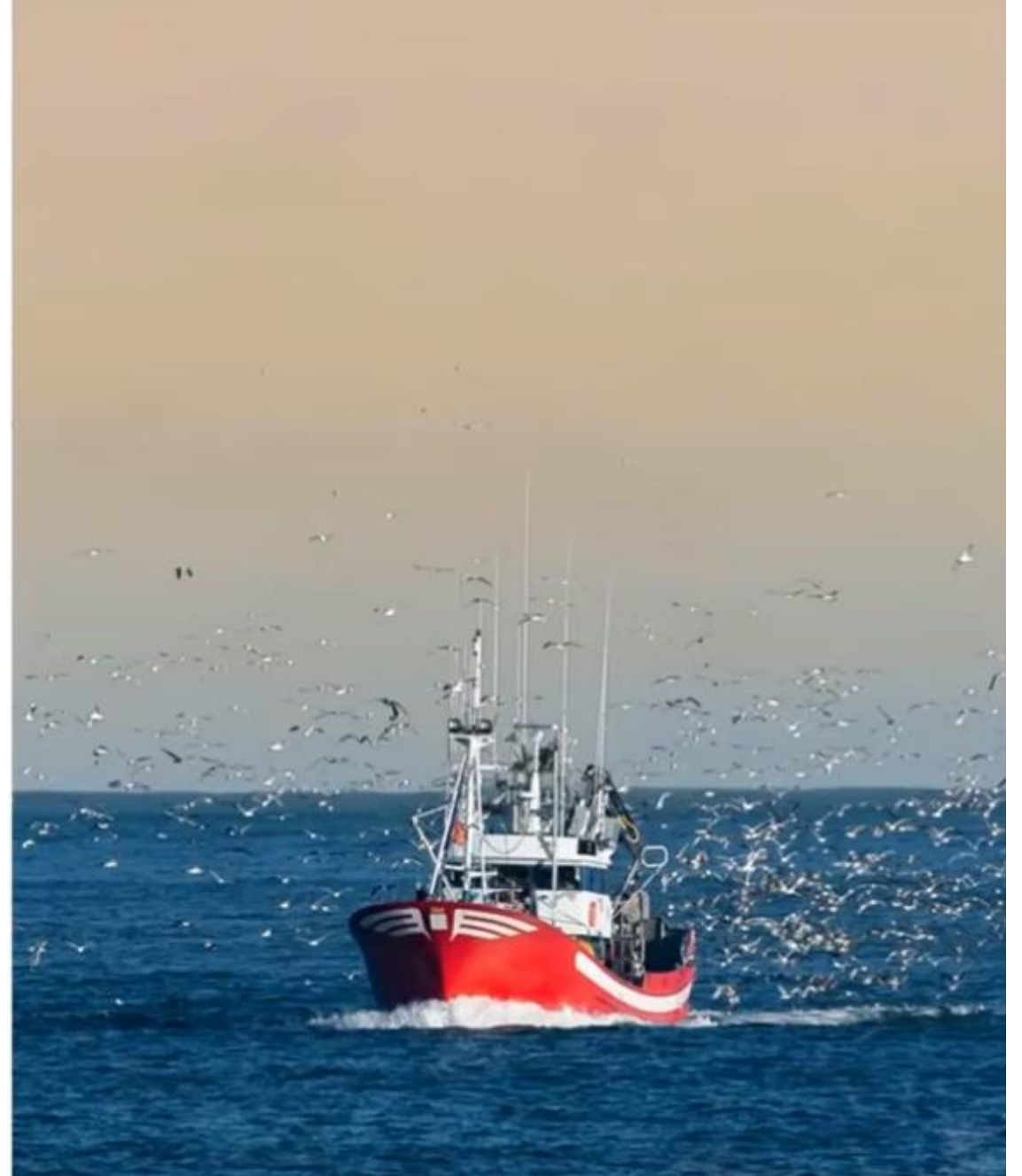
Section 2: Environmental Impact Management- ETP

Section 3: Catch Traceability Management

Section 4: Vessel License to Operate

Section 5: Catch Safety and Food Hygiene

Catch management enabling us to have surety that we are not sourcing from IUU (illegal, unreported & unregulated fisheries)





RFVS

- Food service has been hanging on to the shirt-tails of retailer's sustainability credentials for too long
- Working with Brixham and the 200 strong fleet towards implementing this standard
- Opportunity for us as a business to demonstrate leadership & responsibility to chefs and seafood buying public

Conclusions

- As a seafood business, we have a responsibility & opportunity to demonstrate clarity on sustainability in food service and to our retail customers
- Foodservice sector needs clearly defined guidance on what certified scheme to base our sourcing decisions, so they are robust – one standard for all
- We need to have confidence to be able to communicate our sustainability and eco credentials

The background is an underwater scene. Sunlight filters down from the surface, creating a shimmering, wavy pattern of light and dark blue. The water is clear, and the light rays are visible, creating a serene and deep atmosphere.

Thank you & questions