
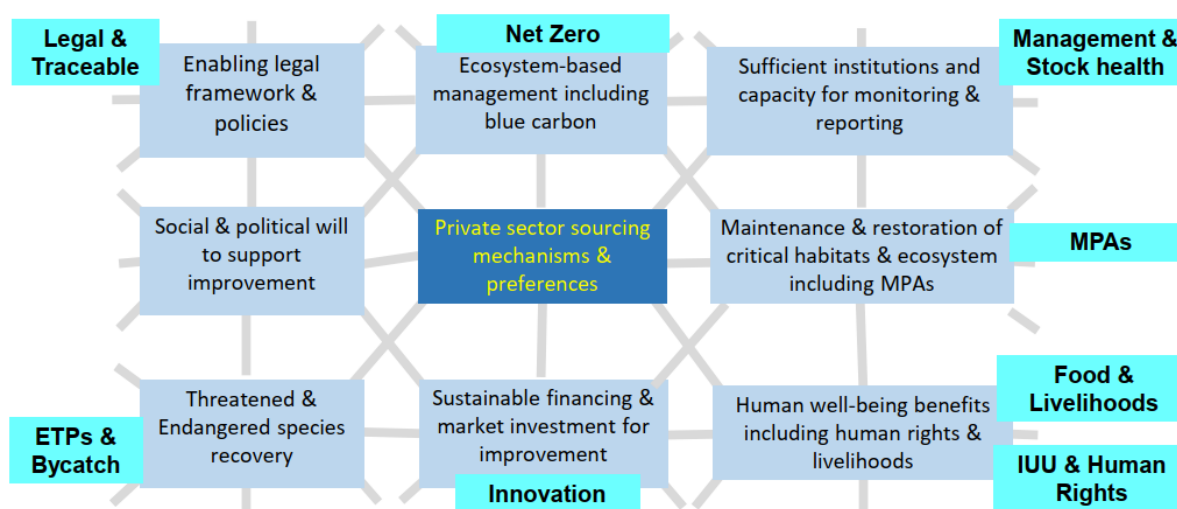


In November 2021 five leading UK supermarkets pledged to make the UK weekly food shop 'greener' by slashing their impact across climate, deforestation and nature by 2030 in the [Retailers Commitment for Nature](#). This commitment is underpinned by the WWF Basket [Blueprint for Action](#) which makes a number of commitments about marine sourcing. This Common Language Group bite-size meeting will look more closely at these marine commitments, the timescale to achieve them, the role of certification and the specific stipulations regarding forage fish. This theme emerged from the Glasgow COP 26 event in November 2021.

[WWF Basket Blueprint for Action](#). Clarus Chu, WWF-UK

Explained the history and ethos behind the seascape sourcing approach and blueprint for action, which has many components, including marine sourcing. Collaborative change must be driven by the retail sector – this provides a roadmap with a clear measure of how to measure the benefit of that action. Retailers will need to understand their supply chain to be able to make these changes. Annual reporting is required.

 Marine	100% of seafood from sustainable sources by 2030	% Certified wild-caught & aquaculture material sourced (converted into whole fish/animal weight, tonnes)
		% of wild-caught resources adhering to all aspects of the Seascape Approach, as outlined in the Blueprint for Action.
	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



Discussion

- Q. How does WWF define sustainable sources? To meet your target of 100% of seafood from sustainable sources by 2030, how do you define sustainable sources for seafood? Is it all stocks fished within MSY? 100% of seafood from sustainable sources - is that at Maximum Sustainable Yield (MSY) or a wider definition of sustainability? The UK Fisheries Act when referencing sustainability uses a wider definition.**

A. This is more than a definition, it is about defining and creating a means to measure – that is the real challenge. MSY itself is a shifting goal post and you have MSY with a stock that have only 10% of its unfished stock. WWF released a report on tuna highlight this issue. In the Basket, our ask is to report SSB% so that we know whether we have MSY at what BBS%.

- **Q. This was launched during a climate change conference but most of the marine sourcing commitments don't relate to climate, they relate more to responsible stewardship and resource management. Is there an element that is potentially missing? Do we know enough about impacts?**
A. This relates to blue carbon and how it is stored – we don't have all the answers. It is not just about the fish, it is about wild caught fish and aquaculture, and blue carbon
- **Q. What is the link between those marine targets presented and reducing impact on the climate? Or are they just targets on biodiversity?**
A. Climate impact of fisheries - stocks (as carbon storage), use of fuels and blue carbon stored in the ocean. farmed fish - feed is the biggest emission.
- **Q. Does the sustainability measure being used also include impacts on ETP species?**
A. Yes, it does include ETP species.
- **Q. Addressing harmful subsidies is a key element that requires addressing, where does this sit within the framework you set out (the overlay slide)? This covers the governance aspects.**
A. Subsidies comes under investment and can be positive or negative.
- **Q. Is the WWF basket aimed only at UK retailers? Or is it applied in other countries too? Also, do you expect more retailers to join those 5 UK retailers who already announced their commitment?**
A. WWF-UK launched our Basket in the UK in 2021 and we are working on wider adoption this approach in other countries

Further information

- [Blueprint for Action](#)
- [WWF report. Using spawning stock biomass as the indicator of tuna stock health](#)

Measuring sustainability: a more holistic approach. Enrico Bachis, IFFO.

- This explained why sustainability metrics exist and what the various metrics mean. The four metrics commonly used in the analysis of aquafeed performance are the feed-conversion ratio (FCR), fish-in: fish-out ratio (FIFO), forage-fish dependency ratio (FFDR), and the lifecycle assessment analysis (LCA).
- Critically, none of the eFIFO, FFDR, or FIFO metrics align with any broader environmental impacts. Despite improvements to these metrics over time most of these simplistic measures are just that and have limited context in broader assessments of environmental impacts posed by marine ingredients or any feed resources. Sustainability extends beyond fisheries. Sustainability needs to be considered more holistically. Everything has an impact, so we need to look across more than one issue.
- The environmental footprint for fishmeal and fish oil is most influenced by fuel use during fishing operations. High volume catch-per-unit effort (CPUE) and a predominance of purse seine fishing results in most forage (small pelagic) fisheries having very low fuel use per tonne capture. Growing production of by-product fish oil and fishmeal is improving the environmental footprint even further.

Discussion

- **Q. Do you agree with target of FFDR stipulated?**
A. FFDR is a metric that comes too late to help the sustainability of the sector. It is down the value chain. It is about the origin of these feed ingredients. We should think carefully about what we are measuring. There could be unintended consequences of replacing a marine ingredient with something else that could potentially increase GHG emissions.
A. WWF is aware of this and there is a lot of debate around this.
- **Q. When we are talking about ratios of FIFO, are we always talking about Wet to Wet?**
A. Yes wet to wet.

Further information

- [Updated sustainability metrics show that marine ingredients are being used more as strategic ingredients at key points in aquaculture production cycles](#)

[The implications of the WWF basket on seafood supply chains.](#) Cameron Moffat, Young's Seafood.

Requirement: 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

Requirement: 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
- Implications are new data points, more comprehensive risk assessments, additional administrative burden, and the potential for increased costs. There was reference to the PAS 1550, RFVS, the Seafood Ethics Action Alliance, digitilisation and advocacy (with reference to the North Atlantic Pelagic Advocacy Group specifically).

Discussion

- **Q. The WWF Basket references MSC certification or 3rd party verified equivalent for wild capture fisheries. 2030 seems like an unrealistic target, considering all the resource that's needed to work towards this (FIPs etc). Really useful point on small scale fisheries and certifications – it's really challenging to juggle all these challenges and keep the ambitions of SDG14 to level the market access playing field for small scale fisheries. It would be good to see more, lower cost options beyond certification for small scale fisheries to demonstrate they are tackling sustainability challenges. Does the 2030 target serve sustainability? How hard-wired is this commitment linked to certification or are there links to work with FIPs and Ecological Risk Assessment (ERA)? It is not affordable for the fishing industry in this country to get all the species that we catch MSC certified, at roughly £30k per certification, let alone fisheries in the global south. Will buyers accept the information in the Ecological Risk Assessment that we are carrying out (Seafish and independent consultants) that will cover the whole of the SW mixed fishery?**
A. We are disappointed that this approach and date has been retained. Could potentially increase costs during a period when we are experiencing a cost-of-living crisis. We want to work with an array of tools to drive sustainable solutions.
A. For WWF certification is not the end goal but we do think we need this sort of commitment. FIPs are part of the journey, but there is a difference between FIPs and certified fisheries. WWF is asking for transparency throughout the supply chain. We do need to set a target, but do not focus on this exclusively.

The role of certification. Melanie Siggs, Global Seafood Alliance.

Standards are an important aspect of ensuring that products and services are delivered in a harmonised and consistent way, while providing confidence that whatever products and services are used deliver to specification

UK retail and climate change tools

- Over half of the UK's largest businesses have committed to eliminating their contribution to climate change by 2050 – leading the way in global climate change commitments
- How to measure, report and reach that target?
- Standards have a role to play – we heard that from Clarus about the WWF Basket Blueprint for Action which addresses many areas, including marine
- British Retail Consortium have a Climate Action Roadmap for members – standards can be used to demonstrate and report

Where should marine climate change certification go from here - food for thought

- Specific seafood – low carbon/carbon neutral – certification, farmed or wild caught?
- Bolt on options to existing standards such as MSC, BAP, BSP, ASC – develop to BAU?
- Join wider Climate Change initiatives for food?
- Improver driven – Measure/Mitigate/Offset/Reduce? (Note the indirect use of standards)
- Traffic lights or scores?
- B2B or B2C?
- Role of Blue Carbon Offsets
- Is it possible to include 'everything', either at production or in an assurance proposition?
- Agree on what we need to measure (data points), how and how often – then what do we need to do?

Discussion

- **Q. We are working within the UNGC Oceans platform to produce guidance on the climate actions by the seafood sector to set and meet our SBT's. SBTi are involved in that, and I think its heading towards having SBTi sector specific decarbonisation tracks under FLAG. The role of standards then is to enable measurement and encourage and enable the uptake of interventions.**
A. The last sentence is key. Standards must be capable of doing this.
A. We need to think how this ties in with the SBTi's recent inclusion of biodiversity damage by food companies in the targeting? Bearing in mind that WWF are one of the founders of SBTi. (The [Science-Based Targets initiative](#) (SBTi) has created the world's first official framework for businesses to set net zero targets in line with climate science).
- **Q. Is it likely that carbon messaging will be included on pack or on menus?**
A. There are many ways we can communicate these messages to consumers and foodservice is a very good option. Big work is B2b not B2C.
- **Q. With new MSC Fisheries Standard about to be released... how can we expect to only source from condition free fisheries, as the bar will be raised through new version of the standard, so inevitably, scores at less than 80 will appear in fisheries that may be condition free at the moment?**
A. I think we will need to look at the proposed changes in the Standard and its potential implications.