

## Woolworths Announces Sustainable Fish Sourcing Strategy

**Embargoed 5am, 17<sup>th</sup> March, 2011:** Woolworths today announces a sustainable fish sourcing strategy, which aims to empower customers to make more sustainable fish choices.

With Sustainable Seafood Day approaching this Friday and with global consumption of fish hitting a record high (reaching an average of 17kg per person<sup>1</sup>), Woolworths is announcing:

### 1. MSC certified canned Salmon and Tuna

Woolworths has introduced Marine Stewardship Council (MSC) certified canned Salmon, and will introduce MSC certified canned Albacore Tuna this April, into its Select range.

Woolworths Director of Supermarkets, Greg Foran says, "We want to assist customers in making more informed and sustainable fish choices. We are enabling this by providing options, at an accessible price point."

Patrick Caleo of the MSC says, "It's great to see Woolworths playing a key role in supporting sustainable fishing. This is a big step and we are extremely pleased to be working with Australia's largest supermarket chain to help transform the seafood market to make it more sustainable. By introducing MSC certified canned Salmon and Albacore Tuna, Woolworths are providing consumers with the tools to make more informed choices, and are making a real commitment to helping safeguard fish stocks for future generations."

### 2. Fresh wild-caught fish

Following advice from fisheries experts, Woolworths has delisted fresh Yellowfin Tuna and Orange Roughy from all Woolworths' stores, to ease pressure on the species.

Woolworths is also currently undertaking an assessment with the Sustainable Fisheries Partnership Foundation of its wild-caught fish to identify the top four species which are available in sustainable supply. The assessment will assist in identifying fisheries that need improvement in their sustainability practices.

Woolworths will offer funding incentives under its Fresh Food Farming sustainable food program to select number of fisheries in its supply chain to conduct MSC pre-assessments<sup>ii</sup> and develop improvement plans for more sustainable practices leading to MSC certification.

“By supporting fisheries through the MSC pre-assessment process, and any required fisheries improvements, Woolworths is taking a strong leadership role, and will be working in partnership with the fishing industry to contribute to real improvements on the ground. As a direct result of their support, select fisheries that may not have been able to meet the cost of the MSC pre-assessment can now do so,” Caleo says.

For further information visit [www.woolworths.com.au](http://www.woolworths.com.au)

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<sup>i</sup> UN Food and Agriculture Organisation Report, February 2011

<sup>ii</sup> An MSC pre-assessment is an initial review of a fishery to determine the status of practices and management systems. The outcome of the pre-assessment is to develop an improvement plan so a fishery can obtain MSC certification.

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## **NOTES TO EDITORS:**

### **About Sustainable Fisheries Partnership Foundation**

Sustainable Fisheries Partnership (SFP) was founded in 2006 as an independent non-governmental organization (NGO) capable of breaking new ground in the world of sustainable seafood and marine and freshwater conservation.

SFP provides strategic and technical guidance to seafood suppliers and producers, helps convene them together with other like-minded companies in Fishery Improvement Projects (FIPs), and builds consensus around specific improvements in policies, marine conservation measures, and fishing and fish-farming practices.

For further information visit: [www.sustainablefish.org](http://www.sustainablefish.org)

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## About the Marine Stewardship Council:

The Marine Stewardship Council (MSC) is an international non-profit organisation set up to promote solutions to the problem of overfishing. The MSC runs the only certification and eco-labelling program for wild-capture fisheries consistent with the ISEAL Code of Good Practice for Setting Social and Environmental Standards and the United Nations Food and Agricultural Organisation guidelines for fisheries certification. The FAO 'Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries' require that credible fishery certification and eco-labelling schemes include:

- Objective, third-party fishery assessment utilising scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;
- Standards based on the sustainability of target species, ecosystems and management practices.

The MSC has offices in London, Seattle, Tokyo, Sydney, The Hague, Edinburgh, Berlin, Cape Town, Paris and Stockholm.

In total, over 240 fisheries are engaged in the MSC programme with 104 certified and over 140 under full assessment. Another 40 to 50 fisheries are in confidential pre-assessment. Together, fisheries already certified or in full assessment record annual catches of close to seven million metric tonnes of seafood, representing over 12 per cent of global capture production for direct human consumption. The fisheries already certified catch close to five million metric tonnes of seafood annually – over seven per cent of the total wild capture for direct human consumption. Worldwide, more than 8000 seafood products, which can be traced back to the certified sustainable fisheries, bear the blue MSC ecolabel.

For more information on the work of the MSC, please visit [www.msc.org](http://www.msc.org)