

OCEAN BASKET SUSTAINABLE SEAFOOD POSITION

OCEAN BASKET IS AWARE THAT THERE IS GLOBAL CONCERN OVER THE OVER-EXPLOITATION OF SEAFOOD RESOURCES AND THE ENVIRONMENTAL IMPACTS OF FISHERY AND AQUACULTURE ACTIVITIES ON MARINE ECOSYSTEMS.

THE OCEAN BASKET GROUP IS AWARE OF THE OVER-EXPLOITATION OF SEAFOOD RESOURCES AND THE ENVIRONMENTAL IMPACTS OF FISHERY AND AQUACULTURE ACTIVITIES ON MARINE ECOSYSTEMS, FOR THIS REASON WE ARE COMMITTED TO:

- Supporting and promoting sustainable seafood choices thereby creating market driven incentives to catalyse change at sea; and
- Protecting all stakeholders as well as our environment by ensuring our suppliers provide legal and traceable products from sustainable and responsibly managed sources; and
- Enabling consumers to make informed decisions about their seafood choices.

OCEAN BASKET WILL SUPPORT SUSTAINABLE AND WELL-MANAGED FISHERIES AND RESPONSIBLE AQUACULTURE OPERATIONS. WE BELIEVE THIS IS CRITICAL TO NOT ONLY BUILDING A SUSTAINABLE BUSINESS MODEL, BUT ALSO THE LONG-TERM MAINTENANCE OF HEALTHY AND PRODUCTIVE MARINE ECOSYSTEMS, SPECIES AND LIVELIHOODS.

IN LINE WITH THESE BELIEFS, OCEAN BASKET COMMITS TO ENSURING THAT BY 2017 WE ONLY SELL WILD-CAPTURED SEAFOOD & FISH PRODUCTS THAT ARE:

- Certified as sustainable by the Marine Stewardship Council (MSC); or
- Categorized as Green by WWF-SA's Southern African Sustainable Seafood Initiative (WWF-SASSI), or
- Sourced from fisheries that are actively engaged in credible, time-bound improvement projects².

FURTHERMORE, OCEAN BASKET COMMITS TO ENSURING THAT BY 2020 WE ONLY SELL FARMED SEAFOOD & FISH PRODUCTS THAT ARE:

- Certified by the Aquaculture Stewardship Council (ASC)² (or equivalent standard); or
- Categorized as Green by WWF-SA's Southern African Sustainable Seafood Initiative (WWF-SASSI), or
- Sourced from farms that are actively engaged in credible, time-bound improvement projects¹.

OCEAN BASKET ALSO ACKNOWLEDGES THAT OUR CUSTOMERS HAVE A RIGHT TO SUFFICIENT AND ACCURATE INFORMATION THROUGH ADEQUATE LABELLING IN ORDER TO BE ABLE TO MAKE ENVIRONMENTALLY RESPONSIBLE CHOICES. AS SUCH OCEAN BASKET WILL ENSURE THAT BY THE END OF 2014 THE FOLLOWING SPECIES INFORMATION IS PUBLICLY AVAILABLE IN STORE FOR ALL OUR SEAFOOD & FISH PRODUCTS SOLD:

- Common and scientific species name,
- Country of origin or FAO Catch area, and
- Catch method (fishing gear used) or farming method (production system used).

Should a consumer feel that we are not abiding by these commitments, please contact Ocean Basket at info@oceanbasket.com

To find out more about WWF-SASSI please go to www.wwf.org.za/sassi

¹ Ocean Basket, with the assistance of WWF, will determine the credibility of these improvement projects on a case-by-case basis and will provide guidance to fisheries/aquaculture facilities as to what constitutes a credible, time-bound improvement project.

² Ocean Basket is aware that the ASC certification may not be developed for all aquaculture species that it procures by 2020. Therefore, as a minimum requirement, all applicable source aquaculture operations from which Ocean Basket procures (either directly or indirectly) will be required to formally commit to achieving the ASC certification by this date (for species that the ASC standard is not applicable to, the source industry is required to be on the WWF-SASSI Green list or be formally implementing steps towards achieving WWF-SASSI green list status).

