



Seafood Charter



YOUR M&S

We believe in sustainable fishing. Hook, line and sinker.

Marks & Spencer is passionate about offering a wide range of delicious, nutritious, wholesome and safe foods, and aims to ensure that key raw materials come from the most sustainable sources available – from fish to forests. We have complete control of all the fresh fish¹ and fish used as ingredients in the food we sell under our own exclusive brand.

One of the five ‘pillars’ of Marks & Spencer’s Plan A, is Sustainable Raw Materials. Our policy on sustainable fishing is a key part of this – we’re already recognised as leading retailer for sustainable fish by Greenpeace and the Marine Conservation Society².

Every type of seafood we sell is handled with care and rushed from sea to plate to be fresh and delicious.

Today’s overexploited oceans pose a problem to every responsible retailer. With 200 million people world-wide dependent on fishing or fishing-related industries for all or part of their income, it’s essential that this natural resource is conserved.

As the amount of seafood available from the wild is limited, the growing demand for fish is likely to be increasingly met by farmed supplies. We therefore carefully manage and monitor every aspect of our fish farming supplies, as we do with wild sourcing.



1. We define fish as fin fish, shell fish, cephalopods and molluscs.

2. M&S came first in surveys of all high street retailers’ standards on fishing and fish farming conducted by Greenpeace (2005 & 2006) and the Marine Conservation Society (2006 & 2007). M&S is listed by the Marine Conservation Society as an approved retailer of farmed fish.

Commitments

QUALITY AND VALUE We offer our customers great eating fish at an affordable price.

HEALTH Our fish is carefully chosen to be wholesome and good for our customers.

TRUST The fish we sell is sustainably sourced, traceable back to boats or farms, and bought from suppliers who support their communities. We continue to insist on high welfare standards for farmed animals that provide good quality of life and humane kill. We work with the leading non-governmental groups in these areas, including the Marine Stewardship Council, the Marine Conservation Society and the RSPCA.

FAIR PARTNER We are helping to improve the conditions of workers in our supply chain. We are doing business with suppliers in developing countries who respect their local communities and understand what the M&S customer wants.

MAKING A DIFFERENCE Sourcing raw materials in a sustainable way for our seafood range is one of our most aspirational commitments and goes a long way towards setting us apart from our competition. Knowing how many fish can be caught depends on knowing how many are in the sea a difficult question to answer. However, no other retailer has invested more time and effort in the past to raise standards throughout its fish supply chain and we will continue to work with fishermen, fish farmers, government and environmental groups to drive standards forward.



The way we will achieve these

QUALITY AND VALUE



Great quality fish only comes from fishermen and fish farmers who are as passionate about their work as we are. From the Arctic to the Indian Ocean, our seafood experts find the best of every kind of fish – we don't rely on agents or intermediaries. Everything we sell is traceable back to the boats³ and farms we buy from. Tell us the Best Before date on a packet of fish fingers and we can tell you the boats that caught the fish (and the fishermen who caught them).

All our seafood is quality chilled or frozen after catch to preserve eating quality.

WE WILL

- Make sure we have first-hand knowledge of how the fish is caught, landed and handled before reaching our shelves and telling our customers.
- Use our expert knowledge to offer customers the best eating quality, selecting the best of the catch, carefully handled from boat or farm to our stores.
- Check fishing and farming methods as carefully as the fish itself.
- Ensure our fish is safe to eat. We understand the factors that can affect the safety of seafood and put in place the appropriate controls. For example, our mussels only come from A-grade water and are checked for harmful toxins; our sardines and tuna are tested for histamine and our swordfish for mercury.
- Help our customers change their eating habits by offering a wide range of fish, including seasonal specialities and underutilised species to take pressure off the traditional favourites.

WE WILL NOT

- Sell genetically modified fish.
- Use any artificial colours or flavourings.
- Cut costs by lowering our quality standards.
- Use by-products from land animals in our fish feeds.

HEALTH

Fish is naturally healthy and the Food Standards Agency recommends we eat more fish, at least two portions per week, one of which should be oily.



WE WILL

- Use our Eat Well sunflower logo to show customers the benefits of eating more fish.
- Where possible reduce salt levels where salt is traditionally added (e.g. smoked haddock) and clearly label the salt content of the product.
- Design farmed fish feeds to improve the nutritional benefits to our customers, e.g. Lochmuir™ Salmon where just one portion can⁴ provide all the recommended Omega 3 for the week.

WE WILL NOT

- Sell fish that may be unsafe to eat.
- Sell fish with illegal levels of veterinary residues, pesticides or other contaminants.
Our fish is routinely tested for residues by ourselves and our suppliers.

3. Occasionally a large quantity of fish fingers made on one day and under one date code can use the catch of more than one boat.

4. Tail portions of salmon may be naturally too low in fat to contain the weekly requirement of Omega 3.

TRUST



Trust covers many areas but Sustainability and Animal Welfare are key parts of our promise to customers.

Sustainability for us is delivering the needs of today without prejudicing the needs of tomorrow. Our Sustainable Sourcing policy has been in place since 1997, including a list of banned species that we will not sell – for example Bluefin Tuna. Our competitors have followed our lead and removed unsustainable species from their shelves (e.g. wild Atlantic salmon and orange roughly that have never been sold at M&S).

While protecting fish stocks is a critical part of our approach, sustainability for M&S means much more. Our definition covers not only environmental management but also protecting communities and providing an economic return to fishermen.

We know animal welfare is important to our customers from both a compassionate point of view and to obtain best product quality. We are working with the RSPCA, Freedom Foods and Compassion in World Farming to identify and implement best practice in our farmed fish. With our suppliers, we helped develop the 2007 RSPCA Freedom Foods Farmed Salmon standard that now covers the entire life cycle of the fish. We were the first retailer to sell farmed salmon (our Lochmuir™ program) to this standard. Since May 2008, Lochmuir™ salmon is featured in all of our products containing farmed salmon – from sandwiches, to quiches, to fish pie.

WE WILL

- Know the fishing methods, boats and seasons to ensure fish is caught responsibly.
 - Control the feed, hatchery and farming operations for farmed fish and shellfish, ensuring they meet our robust high standards for sustainable sourcing.
 - Ensure all our fish is traceable back to boats⁵ or farms.
 - Support independently certified fisheries, with all our fish coming from these sources by 2012 as part of our Plan A commitment. We will let our customers know which products are sourced from certified stocks.
 - Take into account the use of airfreight and food miles travelled in decisions on sourcing and all other Plan A commitments. We will stop the use of airfreight to import fish unless quality and/or social considerations exist. Products which are flown in will be labelled accordingly.
 - Demand the highest standards of animal welfare possible. Our new Lochmuir™ program for farmed salmon incorporates the RSPCA's standards for the whole life cycle of the fish.
 - Introduce new technology to improve animal welfare where possible. We have introduced new slaughter methods for lobster to reduce time out of water and are researching new methods to humanely stun Atlantic salmon.
- Support calls for Marine Protected Areas, providing there is thorough consultation with local stakeholders and communities.

WE WILL NOT

- Sell fish that comes from illegal, unregulated or unreported (IUU) fishing or that is endangered.
- Sell fish that has been exported from EU or North Atlantic waters to Asia for processing before being returned to the UK for sale unless we are confident product integrity and quality have been safeguarded.
- Sell farmed fish that are not humanely treated.
- Sell wild fish that have been caught using methods that permanently damage the environment or have significant impacts on marine mammals.

We have reduced the amount of fish we take from beam trawls which can be damaging to the seabed.

- Sell wild fish that has resulted in large quantities of other species being thrown back (discarding). We have sponsored a WWF project to identify best practice for selective fishing gears and are working with our suppliers to tackle this problem.
- Rely on catch limits set by governments without also checking the scientific advice and view of environmental organisations.

5. For fish that are only landed in small quantities, e.g. Dover sole, we combine the catch of several boats at the port.

MAKING A DIFFERENCE



While many of our competitors have now written sustainability policies and cleared their shelves of unsustainable fish, we have worked hard to establish our record of investing in the future and influencing for change. This has been recognised by Greenpeace and the Marine Conservation Society in their surveys of fish retailers, both organisations voting us top of their league tables every year they have been published (Greenpeace 2005 & 2006, MCS 2006 & 2007). In 2008, we were rated as the most responsible retailer for farmed fish by the Crown Estates in their annual awards. Our in-house experts have contributed to reports by the Royal Commission, advised government ministers and continue to contribute to assisting government, NGO's and industry on standards for the future.

WE WILL

- Continue to be the leading retailer in contributing knowledge and resource to shaping the future of fishing and fish farming. While we have already invested time, money and effort into responsible sourcing, there is still much work to do to achieve a sustainable future and we are absolutely committed to playing our part.
- Continue to work with bodies such as the Marine Stewardship Council to promote their work and identify sustainable fisheries for certification in future. We have already funded projects to help improve the certification process and asked Government Fishery Ministers from Iceland to Sri Lanka to support certification.
- Give our customers the information to make choices, both on pack and via our website.
- Work with government agencies to develop best practice in fish farming and fishing.
- Support the work of NGOs by contributing to conferences and raising awareness in the marketplace. We are funding better information for consumers like the Marine Conservation Society's Fishonline (www.fishonline.org).
- Address specific problems, e.g. funding a restocking scheme for wild Atlantic salmon on the west coast of Scotland, and funding a study to develop fishing nets to improve selectivity.

WE WILL NOT

- Avoid our responsibilities to work with others in the retail sector in raising industry standards.
- Withhold information on our work where providing examples gives guidance to others on improving standards.



FAIR PARTNER

Under our Plan A strategy, we have committed as a business to develop fair supplier relationships. In the seafood industry, there are very few Fairtrade schemes but we are selecting suppliers who can demonstrate that they contribute to their local communities and respect their workforce.

To improve mutual understanding and communication with the fishermen and fish farmers who supply us, we arrange events throughout the year in stores and at agricultural shows, holding listening groups and providing opportunities to talk to our customers.

WE WILL

- Pay a fair price for good quality fish, advising our suppliers on how to improve quality wherever possible.
- Make time to bring fish farmers and fishermen to our stores to meet our customers, promote independent sustainability certification and make the best of their catch.
- Look for opportunities to develop new Fairtrade standards for our products sourced from developing countries.

WE WILL NOT

- Work with suppliers who fail to meet local laws to protect the rights of employees.
- Work with suppliers who can not meet the principles of the Ethical Trading Initiative.



Plan A.

Five years.

Five commitments.

One world.

100 things to change.



Climate Change.



Waste.



Sustainable Raw Materials.



Fair Partner.



Health.

**Plan A.
Because there is no Plan B.**

YOUR M&S
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