

WWF Sustainable Seafood Charter

WWF is creating solutions to the most serious environmental problems facing our planet, helping people and nature to thrive. WWF works with the fishing industry and other businesses, as well as government and local communities – in the UK, EU and globally – to safeguard marine wildlife, the natural environment and the livelihoods of people who depend on the oceans for their well-being.

This Charter jointly commits M&S and WWF to:

- Contribute to a future in which sustainable fisheries thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Work together towards sustainable fisheries management and aquaculture production.
- Safeguard valuable marine ecosystems, ensuring the long-term viability of seafood supply that we all depend on.
- Help contribute to and improve policy and management reform in order to secure healthy marine ecosystems and sustainable fisheries and aquaculture.
- Contribute to and support the establishment and development of standards for certifying aquaculture products.
- Ensure all NEW products come from sustainable sources.

This Charter commits M&S to:

- Develop a sustainable procurement policy improvement plan to include promotion of the MSC and MSC certified products, ensure traceability of all seafood products and remove species of immediate concern.
- Promote and improve transparency and awareness amongst customers, employees and other key stakeholders.
- Ensure traceability of ALL seafood products.
- Make our sustainable seafood policy publically available.
- Make sustainability information (eg catch area/ vessel or farm, catch gear or bycatch implications) regarding our seafood products easily accessible to customers including in-store information on such products.



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