

SEATTLE FISH CO<sup>EST. 1918</sup>  
& GOURMET PROVISIONS

*We sustainably feed people.*

2017- 2020

## Seattle Fish Co. Sustainable Seafood Commitment

### Why Sustainability Matters

The United Nations estimates that by 2050 the world will need twice the current amount of available protein to feed the planet's population. With no ability to increase the amount of cultivated land, this will be virtually impossible unless we dramatically change where we source our protein. Food insecurity would have major consequences for the entire planet – healthy bodies and minds depend on it.

Seattle Fish Co. believes that fish is the future. Seventy percent of the Earth's surface is water, yet less than seven percent of protein for human consumption comes from it. Compared to other proteins, seafood is a more sustainable food source. Seafood more efficiently converts food into weight, has less impact on our environment, and is less dependent on water usage. Responsible fishing and aquaculture present an opportunity to provide our communities with a healthy protein while being conscious of our impact on the environment.

We must be responsible and intentional in how we catch and grow our fish and seafood. This means being mindful not only of how much fish we produce, but also how it is caught, farmed, and the impact it may have on the environment or future generations

### Our Sustainability Commitment

Seattle Fish Co. commits to:

1. **Assess the sustainability of the product we procure and share this data with our customers, stakeholders and community.**

*Seattle Fish Company will roll out a sustainable scoring system that provides data on all of our products, which allows our customers, stakeholders and the community to make informed purchasing decisions.*

2. **Shift procurement of our products to more sustainable and environmentally responsible products, as well as eliminate products that are critically unsustainable or are sourced from facilities that infringe upon human rights.**

*Improve the sustainability of our products by 25% by 2025 using our scoring system as a benchmark to measure improvement. Seek to eliminate products that are critically*

*unsustainable, or from Illegal, Unregulated and Unreported (IUU) fisheries, as well as those that come from sources that have been found to infringe upon human rights.*

- 3. Foster continual improvement efforts in our industry by actively supporting Fishery Improvement Projects (FIP's) and Aquaculture Improvement Projects (AIP's), as well as participate on industry boards.**

*Seattle Fish will support FIP's / AIP's and develop a mechanism to promote that participation to our customers and stakeholders. We will also participate on at least two industry boards that are dedicated to significant, positive change in the seafood industry.*

- 4. Develop a process and system for full transparency of our products including fish methods and gear type**

*Develop a process for collecting and publishing source fishery information from vendors including: species, location of harvest or farm, gear/farm type, and sustainability score.*

- 5. Create an ongoing series of workshops and events for employees and other stakeholders to provide education about issues and opportunities regarding sustainability.**

*Seattle Fish will host educational workshops and training for our customers, employees, and other stakeholders to cultivate an appreciation for sustainable fishing practices and seafood as a healthy, sustainable food source.*

- 6. Manage our operations mindfully and reduce our resource usage**

*Employee run "Green Team" will lead charge on reducing waste, water and electricity as by 5% year over year. Progress on goals will be revisited every two weeks to ensure continual adjustment and improvement.*

### **Our Sustainability Partners**

**Sea Pact:** A non-profit founded by a group of leading North American Seafood Companies dedicated to diving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global supply chain. Seattle Fish is proud to be a founding member of this non-profit and have our Director of Purchasing, Hamish Walker, serving as the chairman of the organization. <http://www.seapact.org/>

**Monterey Bay Aquarium Seafood Watch Program:** The Seafood Watch program helps consumers and businesses make thoughtful choices about seafood and raises awareness of sustainable seafood issues. Seattle Fish Company has partnered with Seafood Watch as an official Business Collaborator. <https://www.seafoodwatch.org/>

**Sustainable Fisheries Partnership:** Sustainable Fisheries Partnership is a business focused non-profit reshaping the world of corporate responsibility through two basic principles: information and improvement. SFC provides sustainable advice to Seattle Fish.

<https://www.sustainablefish.org/>

**Marine Stewardship Council:** The Marine Stewardship Council is an international non-profit organization established to address the problem of unsustainable fishing and to safeguard seafood supplies through the use of fisheries certification and seafood labeling programs. Seattle Fish has had chain of custody certification since 2008.

<https://www.sustainablefish.org/>

**FishChoice:** FishChoice is an online, sustainable seafood sourcing tool that connects retail, restaurant, and institutional seafood buyers to suppliers of sustainable seafood products. Seattle Fish worked with FishChoice to create a free sustainable seafood calculator.

<http://www.fishchoice.com/sustainableseafoodcalculator/>

**Denver Zoo:** The Denver Zoo is a leader in animal care and conversation. Seattle Fish Company is proud to partner with the Denver Zoo as the official seafood provider to the zoo, fund their conservation initiatives and educate consumers about the ability to make responsible seafood choices through the sea lion exhibit and brand Seafood Watch Cards.

<http://www.denverzoo.org/>