

WWF AND JOHN WEST SEAFOOD CHARTER



WWF is creating solutions to the most serious environmental problems facing our planet, helping people and nature to thrive.

We believe that the seafood industry is a key to improving the sustainability of seafood and thereby marine and aquatic ecosystems. The changes that they make have direct results in our oceans, aquatic systems and to wildlife.

This partnership will engage John West seafood businesses in the UK, and the EU and over the globe to collaborate with WWF to work towards sustainable fisheries management and responsible aquaculture production.

This Charter jointly commits John West and WWF to:

- Apply best practice and scientific knowledge to improve the sustainability of John West supply chain and create demonstrable improvements through the delivery of projects.
- Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Help safeguard valuable marine and aquatic ecosystems, contributing to the long-term viability of seafood supply that global food security depends on.

This Charter commits John West to:

- Ensure full traceability of ALL John West seafood products.
- Be involved in the global fight against Illegal, Unregulated and Unreported (IUU) fishing and be able to demonstrate best practice is put in place that ensures no IUU products enter its supply chain.

- Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for John West seafood to meet MSC and ASC standards for potential certification.
- Create and participate in projects that will improve fisheries so that they can demonstrate that they have reduced their impact on the environment.
- Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders.
- Engage with authorities and advocate to everybody to ensure improvements in international or regional fisheries management and regulations that will secure healthy marine ecosystems through responsible fishing and aquaculture practices.
- Ensure all NEW seafood product ranges come from sustainable sources or sources that are in a credible step-wise improvement process.



WORKING
TOGETHER
TO SOURCE
SUSTAINABLE
SEAFOOD

