



Aquatic Foods Sustainable Seafood Policy

- Aquatic Foods realizes that in order to remain viable all stake holders in the seafood industry need to work towards promoting alternate seafood choices to relieve pressure on over-exploited species. In partnership with our suppliers we are actively working towards ensuring that all of our seafood is fully traceable and comes from sustainable resources.
- In order to better manage our natural resources we also realize the importance of educating our own staff and suppliers, as well as our clients, of the threat that unsustainable fishing practices pose to our marine ecosystems.
- Aquatic Foods consider sustainable seafood as seafood which originates from a fishery which could continue to operate indefinitely without reducing the target species', or any other species in the marine ecosystems, ability to maintain a viable population

As a responsible seafood business Aquatic Foods subscribes to the following principles.

- All our product lines, new as well as existing, will be regularly reviewed against the current legal traceability and sustainability criteria.
- We shall endeavor to phase out all unsustainable products and replace them with sustainable alternatives. We aim to have 50% of our seafood products on the Southern African Sustainable Seafood Initiative (SASSI) green list by 2012.
- We will promote sustainable seafood options from responsible, well-managed fisheries and aquaculture operations.
- Consumers have the right to sufficient information about their seafood, and in order
- to enable consumers to make educated choices all seafood will be sold with at least the following information:
 - Name (Common and scientific)
 - Origin (country or FAO region)
 - Production method (Wild, caught or farmed)
 - Gear type will also be stipulated where possible.
- Aquatic Foods is committed to only purchasing seafood from bona fide suppliers and will not purchase from suppliers without the necessary accreditations.
- Aquatic Foods will ensure all that products sold are traceable to their origins using recognized traceability systems. Where this is not possible, Aquatic Foods suppliers will be encouraged to provide proof of legality before a product is purchased.
- Aquatic Foods will ensure that all relevant staff members are aware of our commitment to sustainability and will ensure that they are adequately trained to implement these policies.