

Growth of Global Consumption of Seafood and the Challenge to the World Supply



As the global population continues to increase and more people are becoming aware that fish is a healthy source of protein, demand for seafood is growing rapidly.

Seafood consumption worldwide has doubled since 1973 and marine scientists predict that by 2020, there will be an additional need for 32 million tons.⁽¹⁾ In the United States alone, per capita consumption of seafood has increased over 26% since 1980.

This tremendous increase in seafood consumption, coupled with industrial fishing methods that damage the oceans' ecosystem, has placed major stress on our oceans.

More than 75 percent of the world's fisheries are now overexploited, fully exploited, significantly depleted or recovering from overexploitation.⁽¹⁾ A 2006 study by a team of leading fishery scientists, concluded that the world's fisheries are in collapse and if current trends continue they will be beyond repair by 2048.



Sodexo is taking a leading position in the industry by addressing the need for sustainable seafood options.

Sodexo's Sustainable Seafood Initiative is part of our organization's Better Tomorrow Plan, our global roadmap for sustainability. The commitment to source 100% sustainable seafood is one of 14 Better Tomorrow commitments to the environment, health, and local communities.

Sodexo's Sustainable Seafood Mission:

To provide our customers with the most comprehensive, highest quality, sustainable fresh and frozen seafood program in the industry. In assuming this leadership role, Sodexo is committed to delivering **Your Better Choice in Seafood™** through:

- A flexible full line of great tasting products designed to meet evolving customer needs,
- Competitive industry pricing and fair market value,
- Unparalleled levels of customer service, support and education,
- Best in class processes to ensure the highest level of quality assurance and food safety and
- An allegiance to global standards of excellence for environmental responsibility and accountability in seafood.

Sodexo's Sustainable Seafood Initiative is unparalleled, incorporating industry leading best practices. Our commitment is to have 100% of our contracted seafood certified as sustainable by the MSC or BAP by 2015.

Your
Better Choice
in
Seafood™

(1) U.N. Food and Agriculture Organization



Your Better Choice in Seafood™

Sodexo's Sustainable Seafood Program

BETTER VARIETY

- Growing alliance with leading frozen seafood partners
- Flexible, full line with a range of species, sizes and prep options
- Over 150 MSC and BAP certified items in the line

BETTER TASTE

- A broad assortment of fresh seafood offerings
- Environmentally friendly fisheries
- National distribution

BETTER STANDARDS

- Dependable Quality
- Rigorous specification development for unsurpassed product consistency
- On-going 3rd party quality assurance inspections for frozen seafood

BETTER ENVIRONMENT

- Global governance for eco-friendly fishing and aquaculture
- Rigorous certification standards and process control
- Marine Stewardship Council certification for sustainable wild caught fish (MSC Eco-label)
- Global Aquaculture Alliance: certification for sustainable aquaculture – Best Aquaculture Practices (BAP seal)

CERTIFIED
SUSTAINABLE
SEAFOOD
MSC
www.msc.org



A recent study conducted by Mintel,⁽²⁾ indicates that 84% of consumers say they regularly buy green or sustainable food and drink. As consumer demand continues to grow, Sodexo's commitment to sustainable seafood – both fresh and frozen – will provide the resources you need to exceed your clients' expectations.

(2) Mintel Oxygen Reports, October 2010

Additional information on Sodexo's Sustainable Seafood Initiative, including details on current contracted frozen and fresh products, can be found at SodexoNet (SodexoNet Keyword: Seafood).

sodexo
Quality of Daily Life Solutions