



### Program Overview

- The 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.
- Our Sustainable Seafood Initiative is unparalleled, incorporating industry leading best practices.
- Based on the fishery, the commitment is to have 100% of our contracted seafood certified as sustainable by the Marine Stewardship Council (MSC), the Global Aquaculture Alliance with their Best Aquaculture Practices (BAP) standards, or ASC by 2015. There are specific targets by year. These targets will be measured and reported against annually as part of our global commitment to sustainability.
- Over 150 seafood items are now currently available in our contracted frozen seafood program that have been certified as sustainable by either the MSC, BAP or ASC.

### Why is sustainable seafood important?

- Seafood is the main source of protein for over 15% of the world's population
- Global consumption of seafood increased by 21% between 1992 and 2002, to reach 133 billion tons.
- Demand for seafood is rising, following the world's demographic trend. The United Nations predicts another two billion people will join the world's population within 20 years.
- This increase in demand is challenging the world's supply of seafood. A 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**.
- Global fisheries production totals **141.6 million tons** annually.
- **52% of the oceans' wild fish stocks are fully exploited, 16%** are overexploited, 7% are depleted and 1% are recovering.
- Seven of the top ten marine fisheries, accounting for about **30% of all capture fisheries production, are fully exploited** or overexploited.
- **90% of the entire oceans' large fish** have been fished out.
- **200 million people are directly** or indirectly employed in seafood industries.

### Who is interested in sustainable seafood?

- Interest in sustainability has never been greater. From corporate board rooms to family dining rooms, the need to be responsible to our planet is becoming an increasingly important way of life.
- Interest and awareness for sustainable seafood is greatest among consumers who eat seafood regularly and younger consumers -the largest demographic group in the United States!

### Who is partnering with you in this initiative?

The MSC (Marine Stewardship Council -wild caught seafood), GAA (Global Aquaculture Alliance for farm raised seafood) and ASC will assist the team in reviewing all wild caught and farm raised seafood purchases to help identify the sustainability of their seafood supply. Short, medium and long-term goals are in place with our frozen seafood vendor, Slade Gorton, to source and sell certified sustainable seafood to meet the 2015 goal.



### **Frozen Seafood -Broadline Distribution**

#### Contracted Frozen Seafood Partner

- Slade Gorton -Under the ICYBAY Brand, Slade Gorton offers variety and assortment to our customers with over 22 different species of seafood -from cod to lobster, squid and mussels. The Slade Gorton portfolio offers a broad range of cuts, sizes, as well as preparation methods. Slade Gorton is our partner for all frozen breaded products and all frozen unbreaded products (other than shrimp).



## **Seafood pricing comparisons are very difficult at any point in time!**

### **Why?**

There are many, many variations in quality and location source. Costs change often, based on demand but more importantly on availability!

- *Market prices change daily*
- *Many wild species can only be caught certain times of the year*

### **So how does our new program compare price-wise to what an account is currently purchasing?**

*It's difficult to make an accurate comparison because;*

- *When comparing prices on non-compliant products it's critical to make an "apples to apples" comparison. For example, are you comparing products;*
  - ✓ *With the same level of breeding? (50% vs 30%)*
  - ✓ *Sourced from the same country of origin? (Tilapia from China vs South America?)*
  - ✓ *From the same species (Dorade Grise vs Dorade Rose?)*
  - ✓ *With the same packaging? (IQF bulk vs IVP (individually vacuumed packed))?*
  - ✓ *Made with the same raw materials? (Soy vs No Soy? Once frozen vs Twice Frozen?)*
  - ✓ *From the same cut? (Deep skin vs shallow skin Tilapia fillets?)*
  - ✓ *All these and more make a big difference in pricing and therefore accurate price comparisons!*

### **So what DO we know?**

- *We **know** we are getting a fair price for what we are specifying in our products.*
- *Pricing is built on an item by item basis to reflect the market and the competitive environment.*
- *You should be confident that on an "apples to apples" basis...we will be extremely competitive!*
- *We will continue to leverage our volume and commitment to sustainably sourced seafood to maintain a competitive advantage in the marketplace.*

### **And one final thought on the cost of making sustainable seafood choices!**

- *Certification costs no more than a few cents per pound.*
- *So remember, if there is a significant pricing difference two competing products that "appear" to be the same - one's certified as sustainable and one is not --it's not due to certification.*
- *Sustainably sourced products can be expensive compared to many items, or can be cheaper than many items at the same time --it all goes back to the "apples to apples" comparison.*
- *At the end of the day, making sustainable selections in seafood purchases is **Your Better Choice in Seafood***