

WWF SUSTAINABLE SEAFOOD CHARTER

WWF is creating solutions to the most serious environmental problems facing our planet, helping people and nature to thrive. WWF works with the fishing industry and other businesses, as well as government and local communities – in Australia, New Zealand, Oceania and globally – to safeguard marine wildlife, the natural environment and the livelihoods of people who depend on the oceans for their well-being.

This Charter jointly commits WWF and it's partners to:

- Contribute to a future in which sustainable fisheries thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Work together towards sustainable fisheries management and aquaculture production.
- Safeguard valuable marine ecosystems, ensuring the long-term viability of seafood supply that we all depend on.

This Charter commits partners of WWF to:

- Develop a sustainable procurement policy improvement plan to include promotion of the MSC and ASC and ASC certified products, ensure traceability of all fish oil and krill oil products and remove species of immediate concern.
- Promote and improve transparency and awareness amongst customers, employees and other key stakeholders.
- Help contribute to and improve policy and management reform in order to secure healthy marine ecosystems and sustainable fisheries and aquaculture.
- Contribute to and support the establishment and development of standards for certifying aquaculture products.
- Ensure all products under the seafood partnership come from sustainable sources.
- Ensure traceability of seafood products.
- Make sustainable seafood policies publicly available.
- Make key sustainability information regarding seafood products easily accessible to customers.