

a Fresh Catch. Today for Tomorrow's Oceans

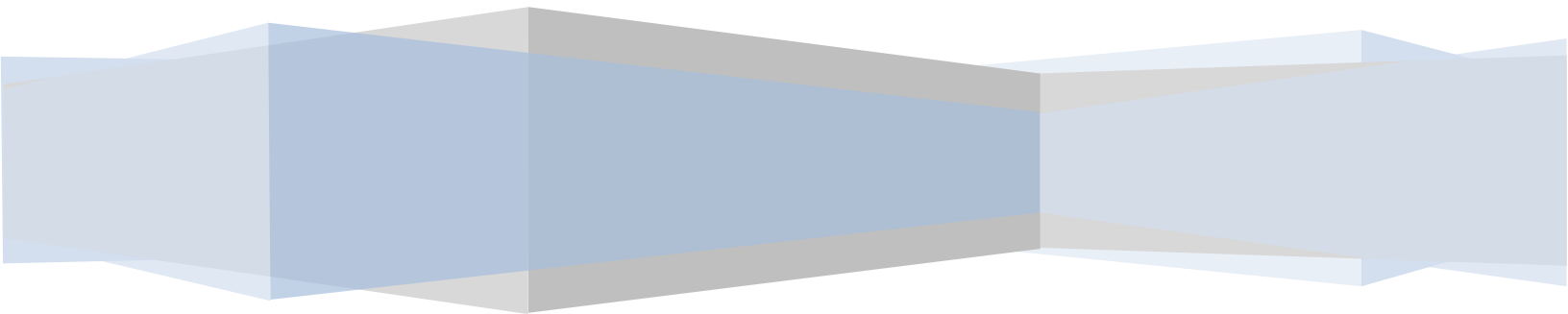


# Seacore Seafood Inc. Sustainable Seafood Policy

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*Creating change for a sustainable future*

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## Introduction

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Seacore Seafood Inc. is committed to creating a company culture that is not only focused on our company's obligation to customer service and product quality, but also on sustainability of the seafood products we provide our customers. This is why we've taken the initiative to create our OceanPrime sustainable seafood program and line of products.

Seacore Seafood recognizes its role in helping ensure a sustainable future for the seafood we buy and sell, and the overall health of our oceans. As one of the largest seafood distributors in Canada, we aim to be a model of sustainability in the Canadian seafood marketplace and to emerge as a proactive leader that is well positioned to supply sustainable seafood products to our customers.

## What is sustainable seafood?

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Sustainable seafood is fish or shellfish that is caught or farmed in ways that consider of the long-term viability of harvested populations and the ocean's health and ecological integrity. Choosing sustainable seafood is an effective way to support best practices in the fishing and aquaculture industries to ensure our ocean resources last long into the future.

# Guiding Principles

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The Conservation Alliance for Seafood Solutions Common Vision Statement, which Seacore is looking to publicly support, has been used to provide the background and structure for this policy. The guiding principles outlined in the Common Vision include:

## **Make a Commitment**

Commit to developing and implementing a comprehensive, corporate policy on sustainable seafood.

## **Collecting Data**

Assess and monitor the environmental sustainability of your seafood products.

## **Buying Environmentally Responsible Seafood**

Support environmentally responsible seafood choices through purchasing decisions.

## **Be Transparent**

Make information regarding your seafood products publicly available.

## **Educate**

Educate your customers, suppliers, employees and other key stakeholders about environmentally responsible seafood.

## **Support Reform**

Engage in and support policy and management reform that leads to positive environmental outcomes in fisheries and aquaculture management.

# Seacore Seafood Inc Sustainability Mission Statement

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- *We will maintain profitability and ensure the highest quality products for our customers while building and continually expanding our procurement of sustainable sources of seafood*
- *We are fully committed to engaging our supplier partners, employees, customers and members of the conservation community to ensure a productive, sustainable future for both wild and farmed seafood products*
- *We will source and purchase products that offer our customers alternatives for items that do not meet current sustainability criteria*
- *We will work with our supplier partners to improve and provide complete, detailed, and transparent seafood product traceability information for our customers*
- *We will openly collect and share current and relevant information regarding our sustainability practices with our customers, employees, supplier partners, and the public*
- *We will educate our employees, supplier partners, and customers on our guiding principles associated with sustainably sourced seafood products*
- *We will encourage policymakers to improve and develop laws and regulations that supports the improvement of fisheries and aquaculture management, and enforcement*
- *We will work towards implementing and maintaining innovative business and operational practices that will minimize our overall impact on the environment*

# Statement Details

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## **We will maintain profitability and ensure the highest quality products for our customers while building and continually expanding our procurement of sustainable sources of seafood**

Fiscal responsibility is a critical part of any business operation and is an essential component to ensuring a sustainable future. Without maintaining a profitable operation, sustainability often falls to the wayside and runs the risk of becoming a footnote in a company's policy and direction. By pioneering ground-breaking solutions, working with our supply partners, and maintaining open dialogue with environmental organizations, we will continually improve our supply of sustainable seafood products to our customers, while ensuring the economic success of our business.

## **We are fully committed to engaging our supplier partners, employees, customers, and members of the conservation community to ensure a productive and sustainable future for both wild and farmed seafood products**

A workable and progressive policy on sustainability is not executable without a high level of focus and commitment. This dedication to a sustainable future sends a strong, yet positive message to all areas of our business operations: supplier partners, employees, customers, and the conservation community.

## **We will source and purchase products that offer our customers alternatives for items that do not meet current sustainability criteria**

Without the sourcing and purchase of sustainable products, we will not be able to offer sustainable options to our customers. By connecting with current supply partners and reaching out for new sources of product that correspond with current sustainability criteria, we will be able to offer customers an alternatives to items that may be deemed unsustainable.

There are many creative steps that Seacore can take that will allow a more robust and complete sustainability policy. Some examples include:



- Identify items that have low sales volume that are deemed as unsustainable and eliminate them from our portfolio. This will have an immediate effect on our product listing which sends a strong message that Seacore is making a definite shift towards sustainability while having a very low impact to sales volume.
- Introducing six new sustainable products per year and create appropriate sampling and marketing material for each one
- Supply sustainable product to sponsored events to help raise awareness and generate more interest in our sustainable seafood offerings.
- Create short, medium, and long term steps to phase out unsustainable seafood options

**We will work with our supplier partners to improve and provide complete, detailed, and transparent seafood product traceability for our customers.**

Products need to be completely traceable back to the source in order to determine their sustainability, and in order to receive third party sustainability endorsement.

Information for wild products would include common name (species name preferred), country of origin, catch region, fishery name, and gear type.

Information for aquaculture products would include common name of seafood (species preferred), country of origin, and production method used.

**We will openly collect and share current and relevant information regarding our sustainability practices with our customers, employees, supplier partners, and the public**

Seacore will aim to achieve a high level of transparency to assure our customers, business partners, and the general public that Seacore is not simply "green-washing" but making a solid commitment to making a difference in the seafood industry.

**We will educate our employees, supplier partners, and customers on our guiding principles associated with sustainably sourced seafood products**

Education is another key aspect of a successful and comprehensive sustainability policy. Seacore will work with our conservation partners, management and employees to create materials and training programs to ensure our employees have a thorough understanding of seafood sustainability, assessments and certification programs so they can offer our customers well informed advice on sustainable seafood options.

## **We will encourage policymakers to improve and develop laws and regulations that supports the improvement of fisheries and aquaculture management, and enforcement**

Reform in the policies and practices relating to the seafood industry can remove several obstacles that may be hindering the advancement of seafood sustainability. As a leader in the Canadian seafood market, Seacore has a respected voice in the business community and we want to play an active role in the reform of current laws and regulations.

Examples of policy reform include improving access to fisheries data, improved labelling for seafood products, and improved seafood traceability standards.

## **We will work towards implementing and maintaining innovative business and operational practices that will minimize our overall impact on the environment**

Seacore is concerned not only about our oceans, but the environment as a whole. A step that Seacore can take to reduce our overall environmental footprint is reducing the amount of Styrofoam that has traditionally been used to transport seafood products and replace it with a reusable bin program. Implementing this type of environmentally responsible practice can also be extended to other areas of our operation, such as a reduction in the use of office paper, elimination of disposable wares, reduction of power usage, the initiation of an in house recycling program and an employee driven “green team”.

## **Conclusion**

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Seacore Seafood Inc is committed to working closely with SeaChoice and its member organizations to take positive steps towards the sustainability of the seafood products we buy and sell. Seacore recognizes that this is not a model that can be implemented immediately, and will require, creative thinking, innovative approaches, and buy in from our supplier partners