

A CSR-tool to Promote Sustainable Fisheries by Retail, Industry and Consumers

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Leading companies in food industry and retail established policies to source fish and seafood from sustainable sources. But in practice it is still a difficult exercise for businesses to decide which fish is sustainable and which is not. The task becomes even more complicated as they have to take the interests of a broad range of stakeholders into account, e.g. science, nongovernmental organizations, fisheries and certification bodies. This may be a key reason why in most food companies the goals for sustainable sourcing are not properly implemented if it comes to the sourcing of fish.

EcoAid developed a orientation system for the sustainable sourcing of fish for food industry and retail. It helps to identify fish from sustainable fisheries as well as fish populations or fishing methods that are not yet sustainable. This guide takes into account the recommendations and assessments of four international NGOs and scientific institutions. It is updated annually and it became part of the sourcing policy of a leading supermarket chain in Europe already. Some consumer groups consider using this guiding system.