Market Status: Retailer Uptake

Peter Redmond
Global Aquaculture Alliance
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Global Aquaculture Alliance, United States

• Peter Redmond is vice president of Best Aquaculture Practices development for the Global Aquaculture Alliance. He is a former senior director of Walmart Stores’ sustainability department and a previous vice president and divisional merchandise manager of deli and seafood for the retailer. Redmond also formed Epiphany Group, a consulting group specializing in sustainability issues.

• He promotes BAP certification program to retail and foodservice operators across the globe. His philosophy is to seek business harmony in which future generations can enjoy both sustainably harvested wild seafood and responsibly grown farmed products. He champions BAP as the way forward based on the program’s pragmatic, yet science-based standards.
Scenario - Aquaculture to Surpass Fisheries (2010)
Why Certification

• It is the right thing to do!

• It levels the playing field for all farms, processors, hatcheries, feed mills.

• 3rd party endorser with a logo, gives an importer/retailer assurance for the product.

• Effective certification is a point of difference and adds value to your product.

• Market place acceptance:
  – New markets that require certification
  – GFSI benchmarking
  – Corporate Social Responsibility – retailers do want to do the right thing, even if their customer is not demanding it.
  – Retailers certifying today, put themselves in a much better position for tomorrow
The Color of Money is Green
Market Endorsement of BAP Certification

• 55 retailers and Food Service companies

• 7 Countries

• 4 continents

• AND THESE ARE THE ONES WE KNOW ABOUT!
Market Endorsement of BAP Certification

- Participating sectors include Retail, Food Service and Distribution companies in the US, Europe, with growing Asian and South American interest.

- These are specific retailers who, along with their supply base, have chosen to impact that way that they source aquaculture impacting Processors, Farms, and Hatcheries around the globe.

- Growing support and trust of BAP certification, from coast to coast in the USA:
  - Supermarket level: Hannaford, Food Lion, Ahold, Giant-Eagle, Aldi, Raley’s.

- Growing support from trust of BAP certification from North America to Europe:
  - Canada: Sobeys and Wal-Mart
  - Europe, ASDA, Morrisons, The COOP, Delhaize
  - Emerging markets, Australia, Brazil, South Africa?
honest to goodness savings

we think green, so you can save a lot more of it.

Sea Queen Jumbo Cooked Shrimp
Best Aquaculture Practices Certified. Sourced from sustainable fisheries.

Sea Queen Fish Sticks
Marine Stewardship Council Certified. Sourced from sustainable fisheries.

Tandil 2X Premium Liquid Laundry Detergent
Concentrated formula means less water usage.

Satin Soft Dryer Balls
Uses up to 1,560 fewer dryer sheets.

Crofton Steam Mop
Includes carpet glider and two microfiber cloth pads. Two-year manufacturer’s warranty.

Munchkin Flip & Active Flexi-Soft Spoons
Cleans and sanitizes without added chemicals.

ever-green Kitchen Roll Towels
Six-pack

ever-green Double Roll Bath Tissue
12-pack

Made from 100% recycled fiber. Chlorine-free.
399 each Sea Queen Jumbo Cooked Shrimp 12 oz.

Best Aquaculture Practices Certified. Sourced from sustainable fisheries.
Market Endorsement of BAP Certification (Wal-Mart)
Market Endorsement of BAP Certification (Sobeys)
Market Endorsement of BAP Certification
(Target U.S. / ASDA UK)
The Global Proliferation of “Sustainability”

- **Pick n Pay**, WWF sign fish pact – *South Africa* - 2010-10-15
  
  *Tesco* have just announced that they're going to *stop selling shark fins* in their stores in *Thailand*.

- **Lidl and Carrefour**, ranked first by Greenpeace – *Spain*, March 11, 2010

- Leading retailer rolls out sustainable seafood to *Japan*

  *Seafood sustainability: 97% of Australians are concerned*

- **BRAZIL**: Wal-Mart launches sustainability initiatives 24 August 2010
The Global Proliferation of “Sustainability”

• **Sustainable Seafood**
  
  • In the United States, we will require all fresh and frozen, farmed and wild seafood products sold at Walmart and Sam’s Club to become certified as sustainable by a third party using Marine Stewardship Council (MSC), Best Aquaculture Practices (BAP) or equivalent standards.
  
  • Our goal is to increase the availability of sustainable seafood, and uncertified fisheries must develop plans to achieve certification and report their progress to us regularly. **If fisheries fail to meet the timelines established in their plans, Walmart and Sam’s Club will no longer purchase from them.**