



# **Market Status: Retailer Uptake**

**Peter Redmond**

**Global Aquaculture Alliance**

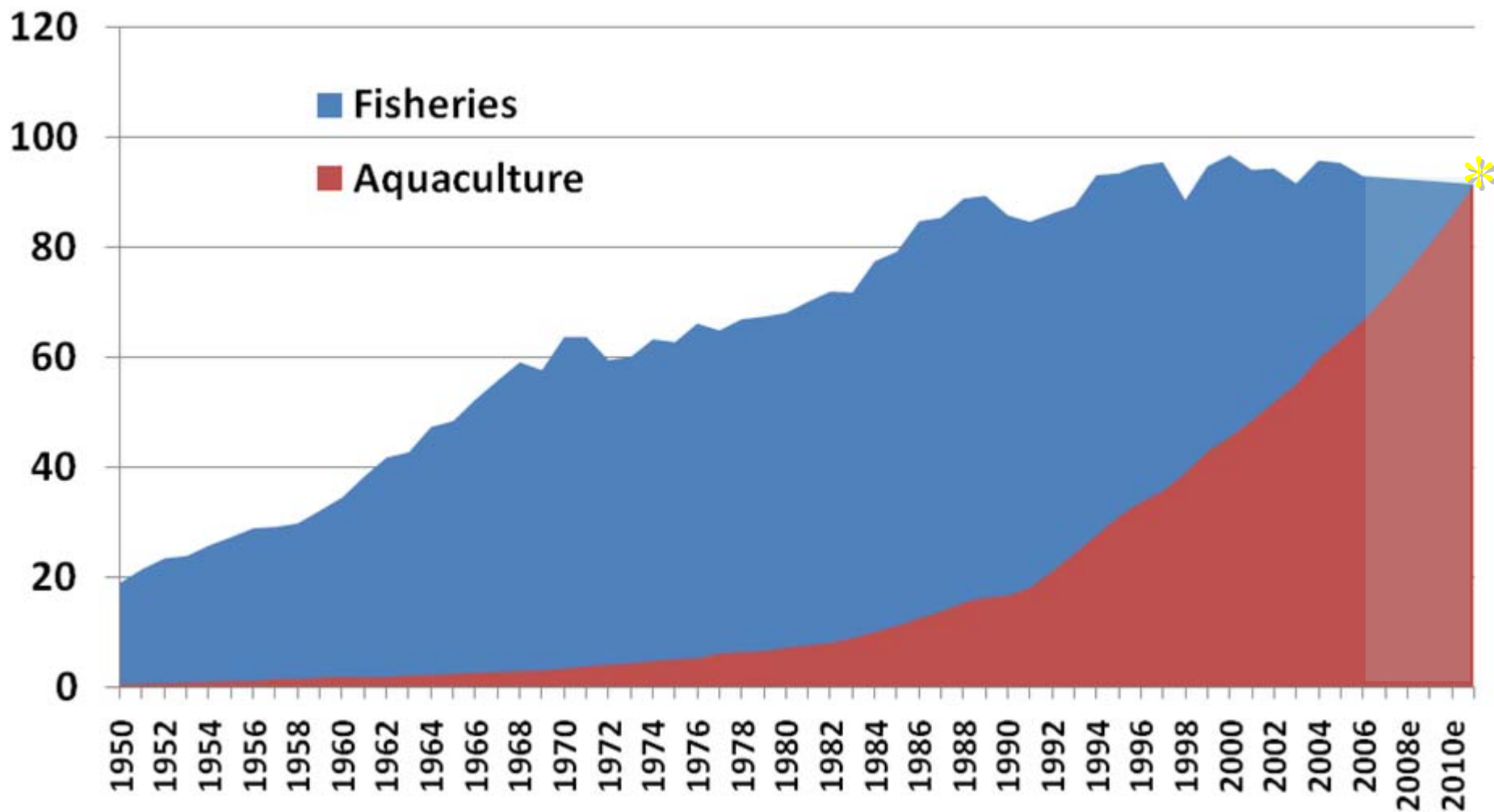


## Peter Redmond

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.
- 3<sup>rd</sup> 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.**
  - **Mass and Food Service: Wal-Mart, SAMs, Target, Kroger, US Food Service, Sodexo, Topco, Disney, Sea World, Darden.**
- 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

special buys begin **wednesday, april 14**



**3<sup>99</sup>** Sea Queen Jumbo Cooked Shrimp  
each 12 oz.

Best Aquaculture Practices Certified.  
Sourced from sustainable fisheries.



**2<sup>99</sup>** Sea Queen Fish Sticks  
each 24 oz.

Marine Stewardship Council Certified.  
Sourced from sustainable fisheries.



**6<sup>99</sup>** Tandil 2X Premium Liquid Laundry Detergent  
each 100 oz.

Concentrated formula means less water usage.



**3<sup>99</sup>** satin soft Dryer Balls  
Two-pack.  special

Uses up to 1,560 fewer dryer sheets.



**4<sup>99</sup>** per pack.  special

ever-green Kitchen Roll Towels Six-pack.  
ever-green Double Roll Bath Tissue 12-pack.

Made from 100% recycled fiber. Chlorine free.

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




**39<sup>99</sup>** each.  special

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

Cleans and sanitizes without added chemicals.





**3.99** 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)



30 IN THE 15 WATER	
1.	Information regarding...
2.	Information regarding...
3.	Information regarding...

MOD NIM

Information regarding...

Information regarding...

Information regarding...



# 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.**

