

REWE GROUP

# GUIDELINE

FOR FISH, CRUSTACEANS AND MOLLUSCS

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## I OBJECTIVES AND AREA OF APPLICATION

REWE Group guidelines for Sustainable Business Practices<sup>1</sup> form the basis for the current and future sustainability strategy of the group. It focuses on the core values of responsibility included in its credo for acting sustainably, based on the principles of the Brundtland Report.<sup>2</sup> Individual guidelines are drawn up for relevant topics, which are designed to facilitate communication with customers, suppliers and other interested parties.

As a food retailer for fish, crustaceans and molluscs as well as their processed products, REWE Group is aware of its responsibility and is constantly increasing its range of sustainably generated products. It actively seeks a solution to these challenges, initiates dialogues with suppliers, interest groups and politicians and launches research projects on a national and international EU level.

REWE Group undertakes to source an increasing number of fish products from sustainable and certified fisheries and aquaculture and to make this clear to consumers.

Taking the fishing season into account, the goal every year is to avoid listing or selling any endangered species or fish from overfished stocks. Transparent solutions are developed for critical products and implementation plans drawn up. The working conditions and social standards of employees in this sector must meet minimum international standards. The targets of these aspects are assessed in an annual progress report. The area of application of these guidelines comprises all store brand food products of REWE Group containing fish, crustaceans and molluscs<sup>3</sup> as well as the fresh fish range. REWE Group requires all its suppliers to respect these guidelines.

## II FRAMEWORK CONDITIONS

The rapidly increasing world population and the therefore growing need for food leads to a greater fish demand.

154 million tonnes of fish were processed worldwide in 2011, 85 per cent of which for human nutrition and 15 per cent for animal feed. The consumption per capita reached 18.8 kg (see table on page 4).

<sup>1)</sup> REWE Group (2011)

<sup>2)</sup> UN (1987)

<sup>3)</sup> Guidelines for fish, crustaceans and molluscs (2011), 27/07/2011

Table: Production and key performance indicators of worldwide fishing<sup>4</sup>

	2006	2007	2008	2009	2010	2011
million tonnes						
<b>Production</b>						
<b>Wild fishing</b>						
Onshore	9.8	10.0	10.2	10.4	11.2	11.5
Marine	80.2	80.4	79.5	79.2	77.4	78.9
Entire wild fishing	90.0	90.3	89.7	89.6	88.6	90.4
<b>Aquaculture</b>						
Onshore	31.3	33.4	36.0	38.1	41.7	44.3
Marine	16.0	16.6	16.9	17.6	18.1	19.3
Entire aquaculture	47.3	49.9	52.9	55.7	59.9	63.6
<b>Worldwide fishing</b>	<b>137.3</b>	<b>140.2</b>	<b>142.6</b>	<b>145.3</b>	<b>148.5</b>	<b>154.0</b>
<b>Use</b>						
Human consumption	114.3	117.3	119.7	123.6	128.3	130.8
Non-food use	23.0	23.0	22.9	21.8	20.2	23.2
Population (billion)	6.6	6.7	6.7	6.8	6.9	7.0
Consumption per capita (kg)	17.4	17.6	17.8	18.1	18.6	18.8
Note: excluding closed aquaculture facilities; rounding errors possible; preliminary data for 2011						

1.276 million tonnes of fish and fishery products were consumed in Germany in 2011; this amounts to 15.6 kg (caught weight) per person.

The 5 most consumed fish were: Alaska pollack (23.3%), herring (18.5%), salmon (12.5%), tuna (11.2%) and pangasius (4.8%). These five fish species make up about two thirds of fish consumption in Germany. 88% of fish consumption is supplied via imports.<sup>5</sup>

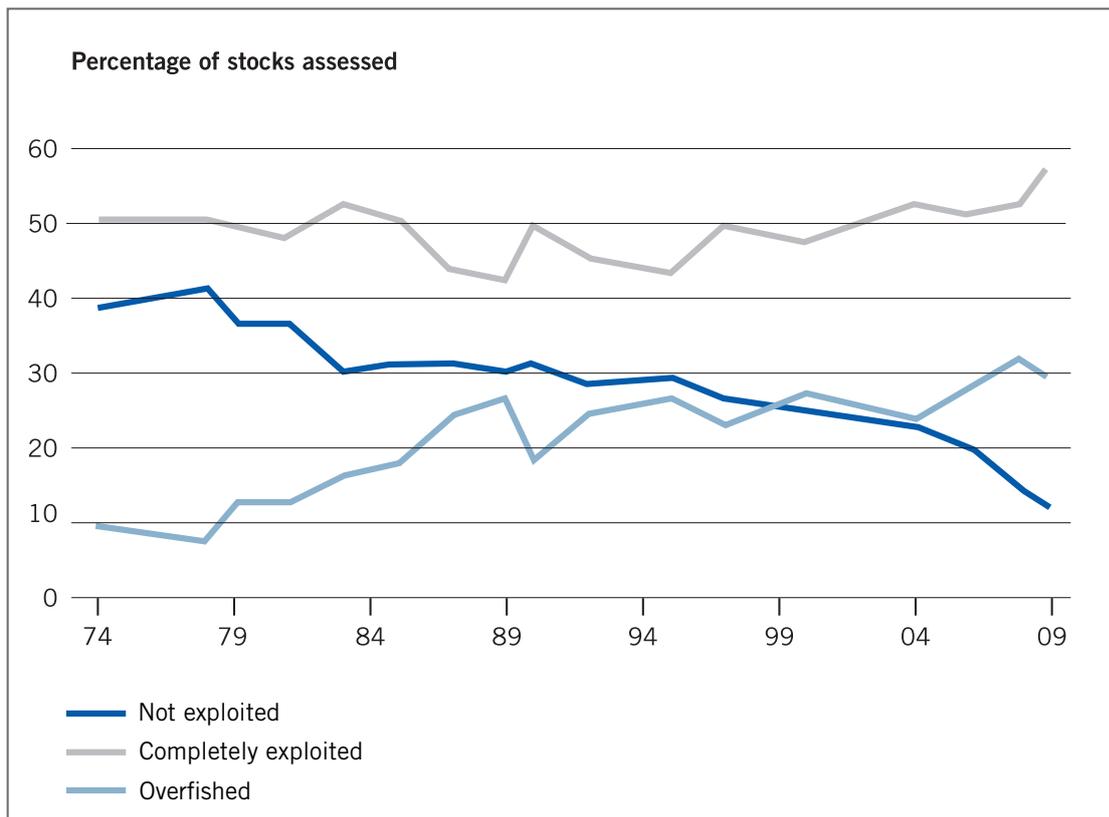
The stagnating 90 million tonnes of wild fish and 63 million tonnes of aquaculture fish juxtapose the growing demand. The response on the supply side has been to increase the fishing pressure on existing wildlife and to multiply aquaculture activities. According to current FAO reports, 57% of wild fish resources have been exhausted, 30% over-exploited and only 13% under-exploited (see graph on page 5). The stocks of the top ten fish which make up 30% of the total amount have largely been used up. In EU waters, the stocks have been overfished by 63% on the Atlantic coast and even 87% in the Mediterranean.<sup>6</sup>

<sup>4</sup> FAO (2012), page 4

<sup>5</sup> FIZ (2012)

<sup>6</sup> EU (2012), page 11

Graph: Global development of fish stocks since 1974<sup>7</sup>



Whilst the growth rate of the world population grew by 1.6% between 1970 and 2010, wild fish production has increased by 1.5% a year. In contrast, aquaculture production recorded a growth rate of 8.2%.

The attractiveness of aquaculture is highlighted by the fact that, from an efficiency perspective, 82% of caught wild fish count amongst the most settled species in the food chain (consumption of “consumers”), whilst 86% of the freshwater fish from aquaculture have been classified in the lower segment of the food chain (consumption of “producers”) because of their low animal protein requirements.

It is estimated that the contribution of aquaculture to animal protein sources will increase from 42% to 50% in 2015 and 75% by 2031.<sup>8</sup>

<sup>7</sup> FAO (2012), page 56

<sup>8</sup> Tacon, A. & Matian, M. (2012), page 19

## Political developments

Fortunately, the European Union recognises the need to reshape the fishing policy and took into account essential elements of acting sustainably in the reform of the common fishing policy.<sup>9</sup>

It accentuates the increasing relevance of aquaculture as well as classic fishing. 10% of our consumption per capita in the EU is currently covered by aquaculture.

Despite years of overfishing individual European fish stocks and the relevant reduction of fishing quota, there are positive prospects. There are clear indications that multi-annual fishing plans and appropriate EU catch quota regulations have already achieved positive results. It has been observed that in the EU, 35 of the 141 stocks for which data is available are exploited sustainably according to the MSY concept<sup>10</sup> and that the trend is positive.<sup>11</sup>

An important tool for ensuring traceability is the establishment and expansion of IUU regulations<sup>12</sup>, but should not be limited to a status on written documentation. The global responsibility is highlighted by the fact that species used in Germany most often do not originate from European waters such as the North East Atlantic but rather from the North Pacific. This requires importers and retailers to initiate and implement responsible and sustainable measures. The joint involvement of environmental associations, consumer representatives, retailers and processors and finally the end consumer guarantees the success of these efforts.

## III REQUIREMENTS OF REWE GROUP

As a food retailer for fish, crustaceans and molluscs as well as their processed products, REWE Group is aware of its responsibility and is constantly increasing its range of sustainably generated products. Today, more than 90% of the wild fish products are obtained from sustainable sources. Only sustainable sources are considered for new listings – non-sustainably generated products are excluded. Sustainability projects are initiated and preference is given to the use of certified products.

A guide for wild fish exists for the third year running. It functions according to a traffic light system. The annually updated list specifies which stocks are overfished and which stocks can be used sustainably whilst taking the applied fishing methods into consideration. The primary recommendations of Greenpeace and the WWF are acknowledged. For unclear ratings, the recommendations of the Monterey Bay Aquarium and FishSource are used in an individual evaluation. The ratings of the Thünen Institute, from the Marine Conservation Society (MCS) and from Fishbase are consulted when data is insufficient. Only green and yellow rated fish stocks are used.

REWE Group is aware that its customers, suppliers, interest groups and the public require information. It therefore provides comprehensive information regarding its goals, measures and the properties of the products on offer. The progress of the measures outlined in these guidelines are documented in an annually released status report.

<sup>9</sup> [http://ec.europa.eu/fisheries/reform/index\\_de.htm](http://ec.europa.eu/fisheries/reform/index_de.htm)

<sup>10</sup> SRU (2011), page 9ff.

<sup>11</sup> EU (2012), page 11

<sup>12</sup> PROVISION (EG) No. 1005/2008

### 3.1 General information: for wild fish and aquaculture (WA)

#### 3.1.1 Consumer information and product labelling

WA1: Public communication of the sustainability objectives via the website

WA2: Communication about sustainable fish products at the POS/in flyers/customer magazine

WA3: Consistent and detailed product labelling on the packaging (wild fish/aquaculture)

- a. Fish/seafood type in German
- b. Scientific Latin name
- c. Fishing area (FAO)/country of origin
- d. Sub-fishing zone/region (if possible: indication on a national map)
- e. Fishing method/production method
- f. Batch/lot number for traceability purposes
- g. Thawing directions for frozen products
- h. If available: sustainability certification information with the logo etc.



WA4: Traceability: the value chain must enable full traceability. To this end, a tracking code will successively be established with the help of partners from the value chain which leads back to the fishing boat or fishing fleet, or aquaculture farm or region. So far 30% of products can be traced online.

- i. Fishing country and port of landing
- j. Fishing period and fishing boat/fleet
- k. Processing operation/processing date

### 3.1.2 Social requirements

REWE Group values respect for human rights and compliance with basic social and working standards throughout the entire supply chain of a product. Important objectives include banning forced labour and child labour, non-discrimination in the workplace and freedom of association.

WA5: Suppliers of REWE Group are obliged to guarantee that the following conventions are respected during fishing:

- a. Maritime Labour Convention (sea labour agreement) of the ILO (International Labour Organization of the United Nations) from 2006
- b. Work in Fishing Convention of the ILO from 2007
- c. Work in Fishing Recommendations of the ILO from 2006

WA6: The aquaculture farms, processors and suppliers of REWE Group are also obliged to comply with basic social and working standards of the ILO.

WA7: SA8000 certifications, GRASP requirements and BSCI or Sedex memberships are demanded and these plants treated as preferential.

WA8: The EU Commission is requested to ratify the "ILO Convention 188".

## 3.2 Wild fish (W)

### 3.2.1 Stock protection

W 1: No endangered fish species are traded. ( $\geq$  "EN" – IUCN<sup>13</sup>)

W 2: Use of REWE Group guide for all wild fish products. This guarantees that no species originate from overfished or endangered stocks and that environmentally friendly fishing methods are preferred.

W 3: Continuous increase in the percentage of MSC or comparable sustainability standards of certified products

W 4: Exclusion of supplying illegally caught fish in the contract and examination of IUU certificates

<sup>13</sup> <http://www.iucnredlist.org/>

### 3.2.2 Low-impact and selective fishing methods

- W 5: Preference for products which were fished with environmentally protective and by-catch reductive fishing techniques
- W 6: Preference for products which were fished with fishing gear which is seabed-friendly
- W 7: Implementation of the by-catch discard ban according to EU law
- W 8: Requirement to protect fish stocks in designated protection zones and sensitive deep water habitats

### 3.2.3 Tuna fishing

- W 9: With regard to tuna fishing, REWE Group suppliers are required to privilege the use of fishing rods (pole & line), trolling as well as rounded hooks during long-line fishing and to gradually extend it. The use of FADs (Fish Aggregation Devices) in purse-seine tuna fishing should in contrast gradually be reduced by suppliers. If tuna is caught by purse-seine, FAD or long-line fishing, suppliers have to guarantee that no dolphins, tortoises or sharks were caught in the process. Tuna used in products are caught in a demonstrably dolphin-protective way and distinguished with the “Dolphin Safe” label.
- W10: For guaranteeing the sustainable origins of fish products, skipjack (*Katsuwonus pelamis*) is practically the only species marketed. In exceptional cases, the fish must have a certified origin (MSC for example).

## 3.3 Aquaculture (A)

### 3.3.1 Farm management and product safety

- A 1: Aquaculture farms are licensed according to national law, subject to state supervision and have agreed to respect the obligation to provide information to REWE Group in cases of crisis.
- A 2: There is a certified quality management system.
- A 3: As a component of the supply chain, aquaculture farms are integrated in a food safety concept (including HACCP).
- A 4: Chemicals which have been classified as toxic in the EU-REACH<sup>14</sup> or which are not approved by the EU will not be used.

<sup>14</sup> EU (2006)

### 3.3.2 Sustainable use of the ecosystem

A 5: Compliance with the FAO-Technical Guidelines on Aquaculture<sup>15</sup>

### 3.3.3 Protection and conservation of the ecosystem

A 6: No procurement of products for which mangrove forests or other endangered ecosystems have been cleared since 2008.

A 7: Attention is paid to possible salting effects and the responsible use of fresh water, appropriate monitoring systems are in place.

A 8: Nutrient output is limited as far as possible, respectively the carrying capacity of the ecosystem is not exceeded.



<sup>15</sup> FAO/COFI (2011)

### 3.3.4 Origin and sustainable use of wild fish resources

- A 9: No extraction of fish rearing material from wild culture. Exceptions: No breeding programmes exist or are technically feasible. In this case, the wild stocks must show a positive sustainability status (see guide). Breeding programmes are the preferred method.
- A10: No GMO species are used.
- A11: Species are kept in systems from which it is impossible to escape and which do not endanger wild stocks. An escape-monitoring system is in use.

### 3.3.5 Animal welfare

- A12: The animals are kept in conditions which foster their welfare.
- A13: There is an illness and parasite monitoring system. No prophylactic drugs (except vaccinations) are administered.



### 3.3.6 Feed

A 14: The demand for wild fish is documented (based on FIFO<sup>16</sup>). The proportion of fish meal and fish oil is reduced to an absolute minimum.

A 15: Fish components in feed should originate from fish waste or sustainable fishing and should in no way promote cannibalism.

Evidence of the required standards is provided by voluntary information from suppliers (key requirements catalogue) as well as through examination of the available certificates and regularly through audits.

### 3.4 Tools

The global variance of legal and also NGO-shaped sustainability requirements demand compliance with worldwide standards and, where appropriate, the combination of various approaches. Ideally, the entire supply chain will be audited on the basis of internationally recognised certification principles. The principles of quality controlled concepts would thus be to a large extent fulfilled. In reality, this approach to wild fish has already been widely implemented, but for aquaculture products, individual processes are for the most part required.

This is why REWE Group has decided to implement the certification principle (MSC sustainability label) in combination with an NGO-based guide.

The complex segment of aquaculture is rated using a gradual approach.

Through voluntary commitment and by filling in a key requirements questionnaire, the supplier and producer demonstrate that the fundamental elements of sustainable aquaculture practices are implemented and that they aim to develop the standards further. Documents and certificates (e.g. ISO 9001, ISO 14001, BSCI) confirm that the statements are correct. Additional audits will carry out plausibility checks at random.

REWE Group favours suppliers whose value chains already comply with sustainability standards (such as MSC, ASC, Naturland, GLOBALG.A.P.).

In addition, there is a transparent traceability system in the form of a tracking code, to provide the end consumer with direct access to the origin of the product.

<sup>16</sup> <http://www.iffa.net/downloads/100.pdf>

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## IV PRO PLANET-LABEL AWARDING

For the external advisory board to grant the PRO PLANET-label, a product must be generated in a way which eliminates identified hot spots and is therefore more sustainable than the market standard. This approach requires the dynamic development of sustainability activities on the market.

### 4.1 Wild fish

Wild fish products must meet the standards, have been awarded at least one sustainability seal (MSC) and be positively rated (green/1-2) in the guide. This does not only support the sustainable development of fishing and of stocks in coming years, but also identifies the current status of the stock as sustainable.

### 4.2 Aquaculture

As a result of standards for aquaculture currently being shaped but not yet internationally established and the different focuses depending on the species, PRO PLANET requirements will be developed individually, based on hot spot analyses.

Most importantly and in addition to the basic requirements, at least the following requirements need to be fulfilled:

- 1) The concept as a whole promotes the long-term conservation and use of an intact ecosystem. Demonstrably no clearance of endangered ecosystems in aquaculture. Specific measures have been implemented.
- 2) Salting effects, nutritional reports, stocking density and the quality of water are documented, have no negative effect on the ecosystem and are balanced with one of the standards to be certified (see 4.2 point 9).
- 3) No use of GMO components in feed
- 4) For each species, it is demonstrated that the FIFO value is below the market standard and a plan for its reduction is available.
- 5) No use of antibiotics
- 6) No prophylactic use of drugs (except for vaccinations)
- 7) Evidence that the stocking density does not lead to excessive stress (documentation on the oxygen content, stocking density, disease pressure, injuries)
- 8) The working conditions are subject to an international standard (see 3.1.2).
- 9) A certification with a private sustainability label (ASC, GLOBALG.A.P., BAP, WholeFood etc.) is available or in the process of being tested.

Comprehensive details are available for each PRO PLANET product at [www.proplanet-label.com](http://www.proplanet-label.com) by entering the PRO PLANET product code.

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## LIST OF REFERENCES

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EU (2012): Fishing and Aquaculture in Europe, No. 57

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Guidelines for fish, crustaceans and molluscs (2011): attachment to BAnz 111a

[http://ec.europa.eu/fisheries/reform/index\\_de.htm](http://ec.europa.eu/fisheries/reform/index_de.htm)

<http://www.iffonet.net/downloads/100.pdf> (Fish in - Fish out Ratio)

<http://www.iucnredlist.org/>

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Discussing the issue of sustainable fish is important to us.  
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