



GoodFish Retail

Dive into seafood sustainability



Why this matters

Seafood forms a significant part of the Australian diet. We need to ensure Australia's fisheries support healthy and productive ocean ecosystems and do not harm threatened species in order for us to be able to continue to enjoy the food we all love so much.

Which is where GoodFish comes in. Sourcing environmentally sustainable seafood with a trusted independent body such as GoodFish is vital, not just for the health of our oceans, but for the sustained economic health of our retailers.

What's good for fish, is good for you.

Sustainable sourcing improves brand image, builds consumer trust, and gives you a competitive advantage. By sourcing seafood from a sustainable fishery or farm, you are using your buying power to support responsible practices and driving industries to change from harming the environment, to protecting it.



Who we are



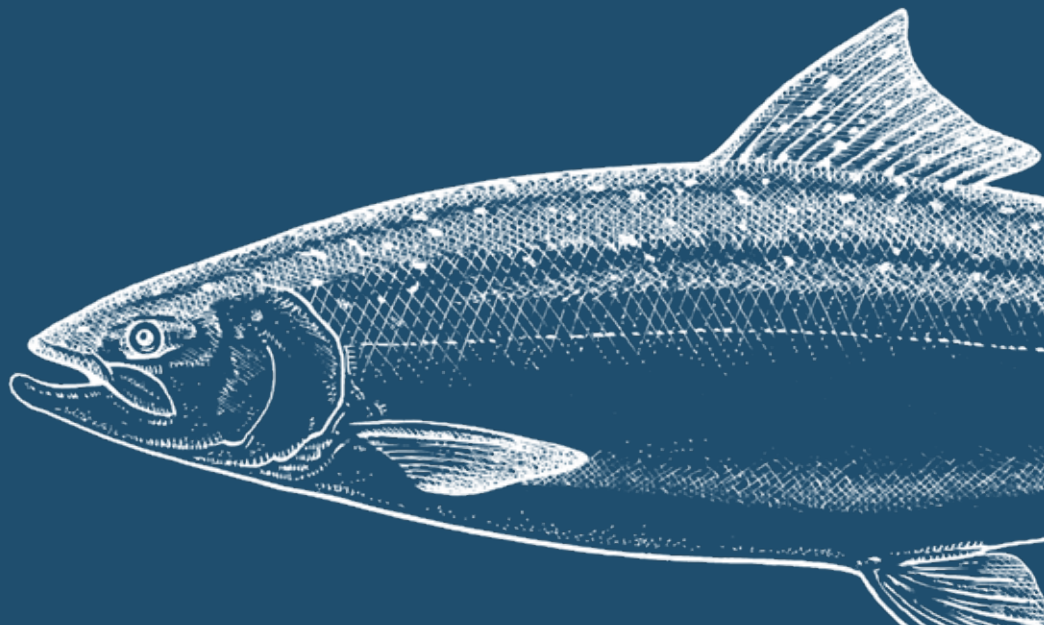
The Australian Marine Conservation Society (AMCS) is the voice for Australia's ocean wildlife. We are an independent NGO, staffed by a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for nearly 60 years.

In 2004, we created Australia's Sustainable Seafood Guide in response to demands from the ocean-loving public who also loved their seafood, and wanted to know which fish to eat without harming our oceans. As Australia's first entirely independent consumer source of reference, the new guide offered a holistic approach to assessing the environmental impact of Australian fisheries and aquaculture operations.

This was the first step, and soon chefs and restaurateurs showed their interest in joining a community that would support their passion for sourcing and serving sustainable seafood.

The GoodFish Project was born.

Australia's food service industry has a huge influence on our seafood supply chain, and in 2019 we began engaging with food industry professionals, who have formed a community in support of sustainable seafood. Our restaurants and chef partners pledge to remove any red-listed seafood from their menus and share sustainable seafood messaging, in a program that has grown significantly and encompasses the majority of Australia's States and Territories.

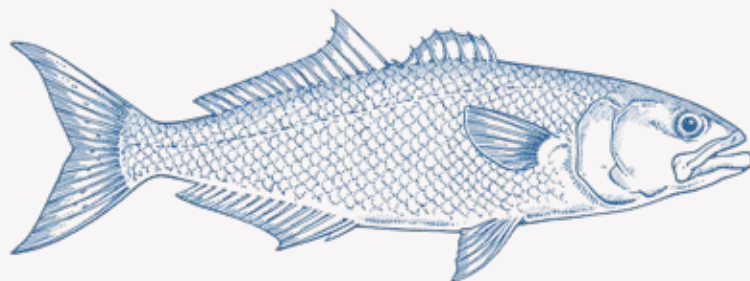




Why retail?

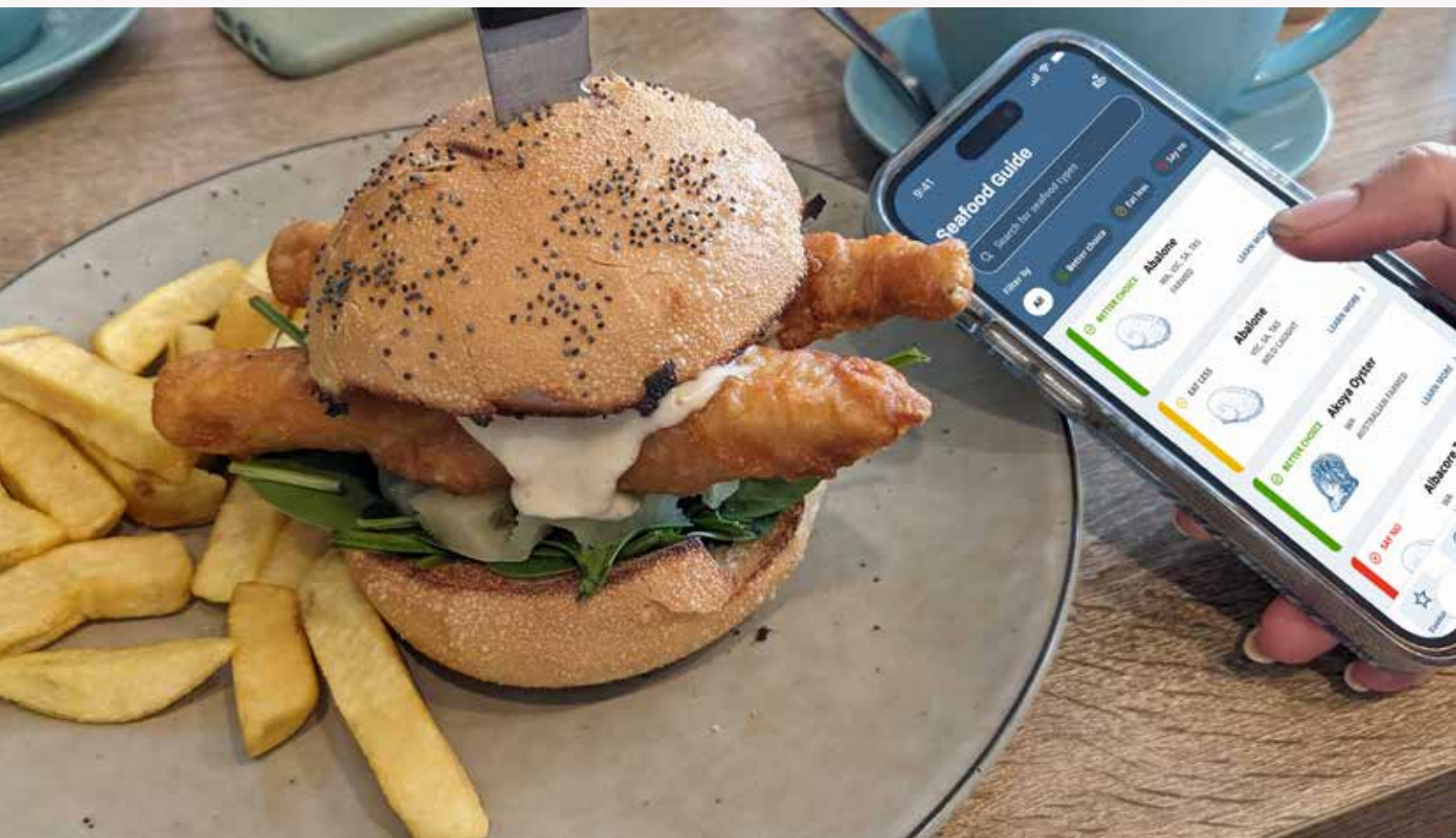
The number one question we get from our supporters is where they can find a trustworthy retailer from whom to buy their seafood. There is a clear desire not just for information on seafood, but reducing the decision making burden, and ensuring that their money goes to businesses that share their values.

Australians want to be able to make sustainable choices, and we want to help them by making sustainable seafood more accessible, which is why GoodFish is expanding our program to work with retailers across the country. Retailers are key to making sure that Australians have access to sustainable seafood, and their health supports local communities and other businesses. These partnerships allow us to increase our collective impact, driving positive change on the water, and rewarding sustainable producers.



What GoodFish can bring to your business

- We are independent of government and industry, providing unbiased assessments of seafood sustainability.
- We have a community of individuals and businesses dedicated to ensuring sustainable practices on the water and in the marketplace. As an objective third party, we are a source of credibility to your commitments and sustainability journey.
- We have a substantive and passionate supporter base looking for retailers that sell sustainable seafood.



How can you implement sustainability into your business?

It is clear that consumers expect to see seafood from environmentally sustainable sources. This is achieved by working together on the following six focal areas. Progress against all of these takes time, but is necessary to ensure sustainability claims are robust and stand up to independent scrutiny, and will lead to a clear point of difference and elevate you above other retailers. Realistic timeframes will be mutually agreed upon by both parties.

How can you implement sustainability into your business?



Commitment to sustainable seafood

A sustainable seafood sourcing policy, which includes your commitment to source only sustainable seafood, is crucial to your journey to supporting operators in the seafood supply chain and clearly defines your intentions and aspirations.

Procurement



We'll work together to take a look at your current seafood procurement, what species you procure and where they were sourced from in order to see what products will and won't meet your commitment. We'll ask you to gather that information, we'll help where we can, and we'll do the analysis using the GoodFish sustainable seafood guide. We'll be able to advise you on the risks associated with any unsustainable products as well as guide you towards sustainable alternatives. Ongoing analysis is useful in ensuring that your seafood supply remains sustainable going forward. All of this information will remain confidential.

Labelling



Customers should always know what they're eating, so species name and country of origin* should be included on packaging, or clearly displayed at food counters. Further to this, the type of fishing or farming method should be clearly defined. That way, you are ensuring your customers stay informed, ensuring transparency and trust. We understand that this process can take time due to the lifespan of some product labelling, therefore we will guide you when the time comes for redesign, or recommend short-term solutions until then.

*Country of origin means where the seafood was first removed from the water (either fished or farmed), not the last country where value was added.



Traceability

Full supply chain traceability is necessary to build trust with customers. Without proper traceability systems* in place, it is very difficult to guarantee where a product is from, let alone ensuring it is not from illegal, unregulated and unreported fisheries, or an industry involved in human rights abuses. Retailers with solid traceability programs will be best positioned to avoid potential reputational and brand damage that they may incur through exposure to seafood with illegal origins.



Customer awareness

Your commitment to sustainable seafood is to your customers and the Australian public. It's important to help guide your customers through your journey to sustainable seafood through helpful awareness materials so that they can support you and recognise your hard work. We'll work with you to look at opportunities for awareness and promotion and provide our GoodFish logo to add credibility to your awareness materials.



Industry engagement and sustainable seafood initiatives

Support of responsible local industry is crucial in driving change on the water. By sourcing seafood from suppliers and operators that are ensuring low-impact sustainable seafood for future generations, you are driving market demand away from unsustainable sources. That in turn improves practices in their operations, vastly increasing your own impact and ensuring a future for your business.

*For example: barcode scanning or blockchain technology to indicate details such as place and date the seafood was first removed from the water, method used as well as the vessel or farm. It also ideally includes each step of production until the product enters your store.

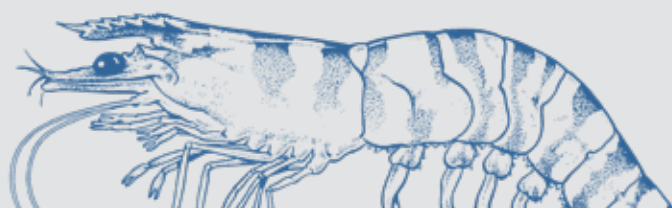
Our committment

- We'll support you throughout your sustainable seafood journey and will guide you in the transformation of your seafood business into a truly sustainable operation.
- We offer expert advice, analysis and guidance on seafood, who is doing what and who's who in the world of sustainable seafood in Australia.
- We'll list and link your business on the GoodFish Project website and app with a reach of more than 350,000 people.
- We'll advise and support any of your communications developed to increase customer awareness of sustainable seafood and your sustainability journey.
- We'll play an active role in developing a more transparent and sustainable seafood supply chain by working with fishers and suppliers who share our values.
- We'll help you develop your own guidelines to sourcing sustainable seafood so you can share your commitment with suppliers, staff and customers.

We commit to provide these services to you, free of charge, as we believe the role you can play in driving change in the seafood industry is crucial. All we ask is that you agree to the commitments listed below. Don't forget, we'll be guiding you every step of the way.

Your committment

- Engage with the GoodFish Project to identify any unsustainable seafood in your supply chain, and work with us to find alternatives.
- Develop guidelines for sustainable seafood for your business and work regularly with your suppliers around the sustainability of your products.
- Commit to removing all Red-listed (Say No) seafood in the GoodFish Sustainable Seafood Guide from your range.
- Commit to supporting informative seafood labelling so that your customers and staff know exactly which fish is on offer, identifying fishing/farming methods and location of origin.
- Commit to ensuring accurate and traceable sourcing of sustainable seafood in your business, building customer trust.
- Be an active member of the GoodFish Project community, being transparent about your journey towards becoming a sustainable seafood business, and, where possible, supporting other businesses along the supply chain that are in the community.
- Ensuring progress is being made on your journey, through the assessment of the key focus areas.





Interested?

- Reach out at goodfish.org.au. We will be in touch to introduce ourselves, and talk about how to progress.
- Consider sustainable seafood, what it means to you, your business and your customers.
- Brief your teams and your suppliers on your intended commitment to the GoodFish Project and use it as a tool to inspire them and engage them further.



GoodFish

Australia's Sustainable Seafood Guide