



# FSI

## UNILEVER'S FISH SUSTAINABILITY INITIATIVE



### What is the FSI?

The FSI champions the Unilever Fish Sustainability Initiative, and ensures that we do everything it takes to progressively purchase all our fish from sustainable sources.

#### Why is it needed?

Many of the world's largest fisheries are in decline. Over-fishing has seriously depleted stocks of cod, haddock and hake. Fishing practices kill and waste millions of tonnes of fish and other sea life each year. The decline of fisheries threatens the livelihood of coastal communities.

As one of the largest buyers of frozen fish this situation is a challenge to our supply chain. This is why we need to take a lead in encouraging more sustainable fishing practices.

The FSI is needed to pioneer business actions and work with others to deliver progress towards a sustainable supply.

#### Our commitment

In 1996 Unilever took two important steps towards sustainable sourcing.

- 1 We made a commitment to purchase all our fish from sustainable sources by 2005.
- 2 We set up the Marine Stewardship Council (MSC) with WWF. The MSC label enables consumers to choose seafood products from well managed fisheries. The label provides independent certification that the fish comes from a sustainable fishery.



### Our actions

The Global Fish Buyers team now uses sustainability as a criterion when selecting fisheries to supply Unilever.

We assess fisheries internally on five recognised sustainability criteria, and apply a traffic light approach to progressively shift our purchases towards more sustainable sources. The five criteria are based on the UN's Food and Agriculture Organisation's (FAO) Code of Conduct for Responsible Fisheries.

We are working together with many fisheries to encourage them to adopt sustainability criteria.

We encourage well-managed fisheries (scoring green on all five criteria in the traffic light system) to consider the endorsement and labelling benefits of the independent MSC certification.

We provide operating companies with guidance on the communication and promotion of fish sustainability; on the use of the MSC logo and how to promote fish products that are sustainably-sourced but not yet MSC-certified, for instance, by using 'ocean friendly'.

We communicate progress towards sustainable fish sourcing and our 2005 goal.

**"As one of the leading buyers of frozen fish we need fisheries to be more sustainable. We are making good progress."**

**Lutz Asbeck**  
Managing Director, Frozen Fish International  
Leader of FSI Team



## FSI Strategy and Tasks

FSI mission: To help achieve, and maintain sustainable sourcing of Unilever's fish.

**Strategy:** To lead the planning, priority setting, market research and external contacts necessary to implement sustainable sourcing. To be an expertise centre on fish sustainability.

**Scope:** All fish and seafood-containing products e.g. frozen, canned, surimi, oil, fermented fish sauces etc.

### FSI tasks:

- Leadership strategies for sustainable fish
- Guidance on sourcing, marketing, communications
- First point of contact for:
  - \_Sustainability status of fisheries
  - \_MSC
  - \_Liaison with NGOs and stakeholders
  - Public Affairs status, media views etc
- Input to corporate communications on fish
- Liaising with partners in the industry on fish sustainability.

The FSI does not provide product-level expertise.

## MILESTONES TO SUSTAINABILITY

### 1996/7

Unilever and WWF jointly initiate the MSC  
Unilever announces its 2005 commitment

### 1998

Unilever buyers start sustainability screening of fisheries

### 1999

MSC becomes a fully independent organisation

### 2000

The first fisheries certified to MSC standards  
Unilever uses MSC Alaska Salmon



### 2001

New Zealand Hoki is certified  
Unilever introduces Hoki as a more sustainable fish  
US Alaska Pollock fishery applies for MSC certification

### 2002

Unilever Global Fish Buying Team formalises its internal sustainability assessment process for fisheries based on the UN Food and Agriculture Organisation's (FAO) guidance  
Hoki MSC certification confirmed after a formal appeal process and further sustainability improvements  
South African and Chilean Hake fisheries apply for MSC certification  
At Unilever we bought more than one third of our fish from sources that we assessed to be sustainable. Six per cent was certified to MSC standards.

## The FSI team



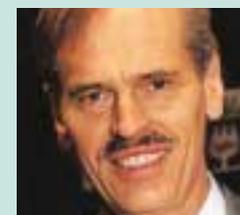
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### Useful links

[www.unilever.com](http://www.unilever.com)

**MSC** [www.msc.org](http://www.msc.org)

**WWF** [www.wwf.org](http://www.wwf.org)

**FAO** [www.fao.org](http://www.fao.org)

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