

GREENPEACE

Sustainable Seafood Campaign

Overfishing and destructive fishing are among the most significant threats facing our oceans. The UN reports that three-quarters of global fish stocks are either fully exploited or overexploited. Scientists estimate that 90% of top marine predators such as tuna and sharks are already gone. Pirate fishing, estimated to account for up to a third of the global catch, is notorious for targeting at-risk populations and using highly destructive methods. Destructive fishing indiscriminately kills “non-target” species, including marine mammals and seabirds, and destroys habitats that marine species depend on for survival. In addition to the direct and cascading effects on marine ecosystems, overfishing and destructive fishing make our ocean ecosystems more vulnerable to global warming.

If current trends continue, scientists predict global fisheries will collapse in forty years.

U.S. consumers buy half their seafood at supermarkets, to the tune of \$16 billion every year. As consumer interest in sustainable products has grown, so have retailer efforts to promote their eco-friendly initiatives. Yet, few supermarkets have made significant efforts to improve their seafood sustainability. Greenpeace is calling on supermarkets to sell only sustainable seafood and to support positive reforms in fisheries management. By doing so, supermarkets will do their part to help avert the crisis facing our oceans while ensuring their customers quality fish from sustainable fisheries for years to come.

Supermarkets have enormous purchasing power, and are well positioned to influence the way the fishing industry operates.

What You Can Do! Greenpeace needs your help monitoring supermarket seafood policies and practices. The information you gather will be used to update our supermarket scorecard. These periodic reviews assess and rank 20 top supermarkets on their seafood purchasing policies, support for sustainable seafood initiatives, labeling & transparency, and sales of red list seafoods. To see past scorecards, go to www.greenpeace.org/seafood.

In this toolkit, you will find a **survey** and **questionnaire** to use at your local supermarket. Use the survey to determine which red-list seafoods the supermarket sells, and the questionnaire to inquire about the supermarket’s seafood purchasing policies and labeling practices.

Log in your results at www.greenpeace.org/usa/seafoodsurvey, or fax them to 202-462-4507. If you have any questions, feel free to email us at seafoodproject@wdc.greenpeace.org.

Frequently Asked Questions

What do we want supermarkets to do?

- Remove red-list species from their shelves
- Adopt sustainable seafood purchasing policies
- Provide clear and informative labeling on all the seafood products they sell

Why focus on supermarkets?

Collectively, supermarkets sell a massive amount of seafood and consequently can influence how the products they sell are caught or produced. If large supermarkets stop selling overfished and destructively fished or farmed seafood, and start to demand only sustainable seafood, the fishing industry will improve. In addition, large supermarkets can add their weight behind positive reforms in fisheries management, which is critical if we are to avert the crisis facing our oceans and ensure quality fish from sustainable fisheries for years to come.

What is ‘sustainable’ seafood?

Sustainable fisheries and aquaculture operations are those which can be maintained indefinitely without reducing the targeted species’ ability to maintain its population at healthy levels, and without adversely impacting on other species within the ecosystem – including humans – by removing their food source, accidentally killing them, or damaging their physical environment.

Do you have any examples of a sustainable fishery?

There are very few sustainable fisheries. Sourcing sustainable seafood is extremely complex because of the difficulties in accurately assessing fish populations and because it is very difficult to trace the supply of fish from the ocean to the supermarket. Buying sustainable fish is difficult because there is no truly effective ‘green label’ that consumers can look for on fish products, as there is with wood products for example. Wood products are marked with the Forest Stewardship Council (FSC) logo if they come from sustainable sources. There is no truly equivalent labeling scheme for seafood.

What about MSC labeled seafood products?

The Marine Stewardship Council (MSC) runs a labeling scheme that ‘certifies’ fisheries that it deems as sustainable or that are making efforts to become sustainable. Greenpeace does not currently endorse the MSC scheme because, under its rules, fisheries that are still unsustainable (even though they may be working to improve) can be awarded the MSC logo.

Is farmed fish a solution?

Fish farming has been promoted by the fishing industry and governments as the solution to ever-decreasing stocks in our oceans. However, in most cases fish farming only makes the problem worse! This is because:

1. Wild caught fish are often used for fish meal and fish oil to feed farmed stocks which increases the pressure on the marine environment rather than reducing it.
2. Some breeding stocks for fish farms are taken from wild populations.
3. Disease and parasites can easily spread from fish farms in open waterways to wild populations.
4. Environments surrounding fish farms are polluted by fish waste, uneaten food, and the chemicals, antibiotics and vaccines used to control disease.

Is there any hope?

Yes! Thanks to growing awareness of the plight of our oceans, and consumer interest in supporting businesses that make every effort to implement sustainability, we are seeing progress. But more needs to be done, and you can help – let your supermarket know that you want sustainable seafood.

Supermarket Seafood Survey

Many of the seafoods on this red list are commonly sold in U.S. supermarkets, and come from fisheries and aquaculture operations that harm our oceans for one or more of the following reasons* -

- exploits endangered, vulnerable and/or protected species
- destroys habitats or alters ecosystems
- kills other species such as marine mammals and seabirds
- is notorious for pirate fishing
- is managed poorly
- harms local, fishing dependent communities

* Some stocks and gear types of the species listed below may be sustainable. If supermarkets want to keep selling species on this list, they must demonstrate that they are buying only from sustainable sources of these seafoods.

Visit the fresh, frozen, and canned sections of your local supermarket and place a check mark in the appropriate column of the survey for each type of seafood you find for sale.

Supermarket name, city _____

RED-List Seafood Species	YES	NO
Alaska Pollock <i>Theragra chalcogramma</i>		
Atlantic Cod or Scrod <i>Gadus morhua</i>		
Atlantic Halibut (US & Canadian) <i>Hippoglossus hipposlossus</i>		
Atlantic Salmon (wild and farmed) <i>Salmo salar</i>		
Atlantic Sea Scallop <i>Placopecten magellanicus</i>		
Bluefin Tuna <i>Thunnus thynnus</i> , <i>Thunnus maccoyii</i>		
Bigeye Tuna <i>Thunnus obesus</i>		
Chilean Sea Bass (aka Patagonian Toothfish) <i>Dissostichus eleginoides</i>		
Greenland Halibut (aka Black halibut, Atlantic turbot or Arrowhead flounder) <i>Reinhardtius hippoglossoides</i>		
Grouper (imported to the US) <i>Epinephelus morio</i>		
Hoki (aka Blue grenadier) <i>Macruronus novaezelandiae</i>		
Monkfish <i>Lophius americanus</i>		
Ocean Quahog <i>Arctica islandica</i>		
Orange Roughy <i>Hoplostethus atlanticus</i>		
Red Snapper <i>Lutjanus campechanus</i>		
Redfish (aka Ocean Perch) <i>Sebastes marinus</i> , <i>Sebastes fasciatus</i> , <i>Sebastes mentella</i>		
Sharks <i>Squalus acanthias</i> , <i>Lamna nasus</i> , <i>Isurus oxyrinchus</i>		
Skates and Rays superorder <i>Batoidea</i>		
South Atlantic Albacore Tuna <i>Thunnus alalunga</i>		
Swordfish <i>Xiphias gladius</i>		
Tropical Shrimp (wild and farmed) <i>Metapenaeus monoceros</i> , <i>Penaeus spp</i>		
Yellowfin Tuna <i>Thunnus albacares</i>		

Log your results online at www.greenpeace.org/usa/seafodsurvey, or fax them to 202-462-4507.

Supermarket Seafood Questionnaire

Use this simple questionnaire to ask about your local supermarket's sustainable seafood purchasing policies and practices. Ask to speak with the person that manages the store or the seafood counter, and circle the appropriate answers to the questions below that s/he provides.

Store Name, city and street: _____

Name and Title of person you spoke with: _____

1. Does the supermarket have a sustainable seafood policy?

Does the store have a seafood purchasing policy? Yes . No . No answer

Does the store make it available to customers? Yes . No . No answer.

If yes, how? Website, store hand-out, flyers or signage, other_____

Are any seafood items not sold because of this policy? Yes . No . No answer

If "yes", which species?

2. What information does the supermarket provide to help customers make informed seafood choices?

Species Latin name? No / Yes . How - flyer / product label / display case / website

Which products – fresh / frozen / canned / pouched

Farmed/wild caught? No / Yes . How - flyer / product label / display case / website

Which products – fresh / frozen / canned / pouched

Catch area or Port of Landing? No / Yes . How - flyer / product label / display case / website

Which products – fresh / frozen / canned / pouched

Specific fish stock or farm? No / Yes . How - flyer/ product label / display case/ website

Which products – fresh / frozen / canned / pouched

Fishing method (circle each that applies)? Which products – fresh / frozen / canned / pouched

*Farmed or Wild Caught *Longline *Traps or pots *Hook and Line

*Organic *Trawl (bottom or midwater) *Gillnet *Seine

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