



# SUSTAINABILITY REVIEW 2013

your natural seafood solution

**ANOVA**  
[www.anovaseafood.com](http://www.anovaseafood.com)

# PREFACE

We proudly present to you the fourth report on the sustainability efforts made by Anova Seafood. It is our annual report for clients, suppliers and other stakeholders describing our activities, results and plans in the area of sustainability.

Sustainable entrepreneurship is a process similar to a marathon. You set yourself a goal, there are challenges and obstacles along the way and you find yourself redefining your methods constantly, never losing sight of the end goal, though. You carry on and you achieve gains within the defined limits, always with an eye on the future!

What's clear is that, except for change, nothing is permanent within our global economy. Even sustainability is subject to the laws of everyday life.

Anova Seafood has had a turbulent 2012. Because of the economic situation in Europe, prices were under pressure. Sustainability has to be in line with the prevailing market more than ever before. We see differences between our 'home markets' in Northern and Southern Europe and emerging Eastern European countries.

Despite the economic situation we want to and dare to place a dot on the horizon, because sustainable business and responsible innovation are part of our DNA. Our customers are pivotal in this.

By means of this progress report we would like to share with you our drive to implement sustainability in our enterprise by showing you what we have achieved already, what we are working on at the moment and what challenges we are facing. We hope that this report also serves as a source of inspiration and that it provides a reason for you to enter into a dialogue with Anova Seafood, so that we can jointly work on a further expansion of a sound and sustainable range of fish products.

There is much to be discovered yet. Our own multi-discipline team and our wealth of knowledge about fish will serve us well. Sharing our advancing knowledge and insights is what makes us strong. We will therefore stay in touch with you and look forward to our continued collaboration.



**Lia Huisman**

*Corporate Social Responsibility Officer  
's-Hertogenbosch, April 2013  
(E: [lhuisman@anovaseafood.nl](mailto:lhuisman@anovaseafood.nl))*

# OUR SUSTAINABILITY POLICY

VISION: Our Anova DNA: People - Planet - Profit and Shared Value

## People

We believe in social development. Personal development, education, health and self-esteem are of the utmost importance to every individual.

## Planet

We are responsible for our Planet. The impact of human lifestyles on the environment is becoming increasingly evident. Through our strategy for sustainable fisheries and responsible aquaculture, we are making every effort to improve and manage these valuable resources, in order to safeguard and preserve these for future generations.

## Profit

Our standard of living is closely bound up with economic growth. At this moment in time the challenge is to ensure that profits are made while respecting valuable natural and human resources.

## Shared Value

Together with all stakeholders in the supply chain – from fishermen or fish farmers to consumers – we are trying to create value across the chain and in doing so we want to share our values in a transparent way.

## Our mission

To further develop Anova Seafood into a market-driven supplier of sustainable seafood products.

## Strategy

Anova Seafood operates according to a strategy for providing sound and sustainable seafood. There are no ready solutions to complex developmental issues. Experience has taught us that sustainable development is an on-going process of understanding, learning and implementing. Within our company the strategy for each individual fish species is implemented by our own team of specialists and suppliers in consultation with associates, organisations, government, scientists and local stakeholders.

Within our company, the principle of sustainability is important; we take responsibility for our workforce and for the environment. Our Code of Conduct is our guideline in terms of quality, food safety, transparency, environment, fishing methods, fish farming and social and ethical practices; this goes for our suppliers as well.

A copy of our Code of Conduct is available from our website: [www.anovaseafood.com](http://www.anovaseafood.com)

## Sustainability

What does sustainability mean? There are various views on this, and there are many different definitions of the term: e.g. fair, transparent, responsible, minimum impact on the environment, honest.

Anova Seafood believes in being honest and transparent. We believe in the need to make a difference. And we will continue on the path chosen.

Our team travels the world to look for sustainable fish. We take our responsibility by working on projects:

- to improve and manage fish stocks;
- to develop and encourage fishing methods with a minimum impact on the ecosystem;
- to promote the livelihood of local populations;
- to create sustainable jobs both in emerging economies and established European economies.

## Our values

- full traceability from catch/farm to plate
- focus on food safety and quality assurance
- transparent product labelling

## Definition of sustainable fish

To Anova, a fish product is sustainable if the fish in question is farmed, caught and processed according to internationally accepted standards such as the FAO Code of Conduct for responsible fishery, MSC, GLOBALG.A.P., Naturland Wild fish and ASC.

We also regard our own initiatives Claresse® and Fishing & Living™ as sustainable.



**GLOBALG.A.P.**

# TARGETS

Last year we reported that 90% of our entire range of fish species being available in a sustainable form. This is still valid. We continue this target with focus on:

- increasing the availability of sustainable fish in terms of both volume and species;
- knowledge transfer;
- transparency.

The share of sustainable fish sold from our frozen fish department increased from 47 % in 2012 to 65% in the first quarter of 2013. Our fresh fish department is behind schedule, but with more sustainable fresh fish available we aim at growth within our fresh fish department too.

The realized target for our frozen fish department is in line with Greenpeace *"Maak Schoon Schap"* (Sustainable and transparent seafood shelves) objective of achieving 70% or more sustainable fish in the retailers' fish assortment. Our target for 2013 remains to achieve the Greenpeace standard to deliver 70% or more responsible and sustainable fish.

The trend in private label products is that Northern and Western European retailers are leading and pro-active in sustainability. Anova Seafood acts as the interpreter between the resource and the market. Given our almost daily dialogue with both parties we are able to align question and demand when it comes to sustainability, social aspects, transparency, traceability, food safety and quality.

Our clients determine how fast we handle this process. We are able to do it, and it is up to you as a client and partner to take the further steps in contributing to a more sustainable world.

Our advice is: "Forward, together". It will make us all happier!



# PARTNERSHIPS and DEVELOPMENTS

## Operational excellence and customer care

It is our continuous aim to further increase the satisfaction level among our customers and employees. In 2012, Anova Seafood successfully implemented the ERP system SAP. With this system we are well equipped and well informed, which results in a high service level to our valued customers and better supply chain management. SAP also proves to be a good tool for transparency in respect of Chain of Custody management for MSC, ASC, Naturland and others.



## Social conditions

Anova Seafood and its business partners seek to provide high quality and safe fish products to the consumers with respect for social responsibility and employee welfare. As an importer, Anova requires that business partners in the supply chain provide a safe and healthy working environment. Within Anova, an internal team called QESH (Quality, Environment, Sustainability and Health) ensures that suppliers sign the Code of Conduct and update on improvements. Also we recommend our suppliers in non-European countries to opt for independent social audits, like BSCI, ETI or to become SA8000 certified.

## Global Sustainable Seafood Initiative (GSSI)

Anova is partner in the Global Sustainable Seafood Initiative (GSSI). This is an industry-wide initiative, bringing together leading retailers and seafood companies, non-governmental organizations (NGOs), as well as civil society and academic stakeholders. The common vision is to build a shared, global and non-competitive approach to efficiently address sustainability issues in the global seafood supply chain on a long term basis.

The mission of GSSI is to deliver a common, consistent and global benchmarking tool for seafood certification and labelling programmes to ensure confidence in the supply and promotion of sustainable seafood to consumers worldwide and to promote improvement in the programmes.

## Sustainable management leads to more availability

To arrive at sustainable fisheries it proves that in the short run there are many obstacles that we need to overcome, but in the long run we see that these efforts will lead to an increased availability of responsible and sustainable fish globally. We are proud to be an active partner in this development.

In addition, we see the positive development of responsible fish management leading to a better quality supply of fish.

# AQUACULTURE

## **Claresse® (crossbreed of two Catfish families)**

Claresse®, the most sustainable farmed fresh water fish in closed recirculation system remains a pioneer. In 2012 our farmer of Claresse® in the Netherlands completed a processing plant alongside the fish farm, which means: no transporting distance and no food miles. More importantly, this improved the animal welfare of this fish.



Greenpeace Germany recently listed this aquaculture fish as a good choice in their "Fisch-Einkaufsratgeber" (Fishadvice Guide)

*More information about Claresse®: [www.claresse.eu](http://www.claresse.eu)*

## **ASC Pangasius**

The popularity of pangasius has been booming over the past ten years. The fish species – which is farmed in Vietnam – now ranks in the top of most consumed fish in Europe. Over the last decade, the annual production in Vietnam has increased from 150,000 tons to 1.25 million tons in 2012. This rapid growth has had an inadvertent negative impact on the environment and communities.

Together with the market, leading producers in Vietnam have taken measures to counteract this impact, which has resulted in certification according to the Aquaculture Stewardship Council (ASC) standard. We realize this ASC certification is a first milestone.

Our global Anova team is fully committed to maintaining this standard in a clear and transparent way. Our ultimate objective is to provide our valued customers with a solid and trusted product that complies with their demands.



## **ASC Tilapia**

Anova supplies ASC and GLOBALG.A.P.-certified tilapia from Asia. Our ASC-certified tilapia farmers are currently working to increase their farming capacity in order to have more volume available.



*For more background information about the ASC standards: [www.asc-aqua.org](http://www.asc-aqua.org)  
More information about GLOBALG.A.P.: [www.globalgap.org](http://www.globalgap.org)*

# WILD-CAPTURE FISHERIES



## MSC range

There is wide acceptance that eco label certification schemes such as the Marine Stewardship Council (MSC) increase major buyer and consumer awareness and provide tools for turning awareness into action. It improves dialogue between stakeholders and creates significant change in attitude in the management of natural resources, particularly in raising awareness of ecosystem and impacts of fisheries.

Our range of MSC-certified products is constantly expanding. For our valued customers we continue to search for MSC-certified fisheries all over the world.

MSC fish included in the Anova Seafood range:

- 🐟 wild salmon
- 🐟 cod
- 🐟 haddock
- 🐟 plaice
- 🐟 hake
- 🐟 pollack
- 🐟 yellow fin sole
- 🐟 saithe
- 🐟 albacore tuna (see infra)

The fresh and frozen MSC Atlantic cod, supplied by Anova Seafood, is caught in the clear cold waters of the North East Atlantic Ocean. The fresh fish is processed close to the market 'Just in Time', offering flexibility and always a guaranteed fresh product. The frozen fish is filleted and frozen on board immediately after catch, ensuring the highest quality. The Barentz Sea is actively managed by the Norwegian and Russian authorities resulting in a fish stock that is plentiful and secure. Indeed, quotas have increased significantly in recent years thanks to responsible fisheries management and favourable environmental conditions making this cod widely available.

Our team is working on concepts that are in line with market requirements and that meet the needs of our customers and the consumer.

Information about MSC can be found on: [www.msc.org](http://www.msc.org)

### Naturland Lake Victoria Perch

Small-scale fisheries are an important source of nutrition, employment and income for the people in East Africa along the shores of Lake Victoria. With a surface area of 68,800 Km<sup>2</sup> Lake Victoria in Africa is not only the largest lake in Africa, but economically the most important one as well.



Since 2009 we have been supplying Naturland-certified Lake Victoria perch from Bukoba in Tanzania. This unique project involves over 750 fishermen, achieving a responsible management of Lake Victoria Perch stocks by strict adherence to the standards. Moreover, through the high level of Naturland social criteria, the basis of fishermen's life and work are safeguarded.

We will continue our activities aimed at eco-labelling in other parts of Lake Victoria. Our supplier in Mwanza is expecting Naturland certification in 2013.

More information about Naturland:  
[www.naturland.de/naturlandwildfish.html](http://www.naturland.de/naturlandwildfish.html)  
 More information about eco-label project:  
[www.anovaseafood.com/sustainability/wildcatch/naturland](http://www.anovaseafood.com/sustainability/wildcatch/naturland)



### Fishing & Living™ Tuna, program towards fisheries improvement in Indonesia

Sustainable sourcing is an investment in the future. Our Fishing & Living™ Program is such an investment. Launched in 2008, in partnership with WWF, this program is a fundamental move towards private sector inclusion in securing MSC certification for Indonesian tuna fisheries. From the start, the Fishing & Living™ program has been growing from strength to strength, with the ultimate aim of becoming MSC-certified in 2015. Our own team of 20 people in Indonesia are fully committed and working with the fishermen, local governments and other stakeholders on a day-to-day basis to ensure that this goal is achieved.



Unique in this project is the focus on improvement of the artisanal fishermen's livelihoods in combination with community engagement programme. In doing so, we educate the people while protecting local food supplies and jobs. This is in line with the advice given by Greenpeace. Especially with respect to tuna Greenpeace advises to give priority to supporting small scale fisheries operations that take place in coastal states.

(Ref: [www.greenpeace.org/support-sustainable-fisherman](http://www.greenpeace.org/support-sustainable-fisherman))



In 2011, we signed a Memorandum of Understanding (MoU) with our Fishing & Living™ program with WWF Indonesia and currently we are in the process of becoming a full member of Seafood Savers for the handline caught tuna fishery. Seafood Savers stands for the WWF - Indonesia Initiative for Responsible Fisheries. Seafood Savers aims to facilitate companies obtaining MSC certification by developing fisheries improvement programmes based on MSC standards while accommodating current conditions in local and national fisheries.

For regular updates please check:  
[www.fishing-living.org](http://www.fishing-living.org)

# ADDED VALUE AND PRODUCT INNOVATION

We are always looking to create added value for a responsible and broad assortment of fish. While the focus remains on sustainable fish, we also now are seeing an increasing shift of attention towards all elements that contribute to tempting consumers to use more sustainable fish. Retailers and food service customers want to be able to better translate their values to their customers.

Among consumers there is an increasing awareness of the need to eat responsible. Inspired by the fact that obesity is on the rise, consumer interest organizations, top chefs and retailers are actively promoting a sensible lifestyle in which fish definitely plays a role.

Anova Seafood is also investing in this by developing new concepts.



## Jamie Oliver

In 2012 Anova Seafood introduced a Jamie Oliver sustainable frozen MSC fish range. Jamie uses sustainable fish of high quality. The products are easy to cook with all the benefits of fish, such as vitamins and Omega 3.

## Seafood Star

Anova recently won the Seafood Star for 'Best Fresh Seafood Product 2013' in the category 'fresh fish' during the Fischwirtschaftsgipfel in Hamburg (organized by *Fischmagazin*, the international journal for the fish industry). This prize was awarded to our new Anova premium Sashimi Akami Maguro tuna chunks and loins.



## Pacific skipjack tuna (MSC)

In 2012 we informed you about the expansion of our product range with MSC skipjack from the PNA waters (Parties Nauru Agreement) on the Western Pacific. The project introduction has been delayed. We trust that the Chain of Custody certification will be realized in the near future. Once certified, we will be able to start delivering a number of frozen skipjack tuna products from this sustainable fishery.

## South Pacific Albacore tuna (MSC)

At the ESE2013 we will be proudly launching our MSC Albacore tuna as an answer to the demand among various retailers for high quality MSC-certified tuna at an acceptable price level. The Albacore (*Thunnus alalunga*) is caught within the territorial waters of Fiji. This mature tuna has an intense pink colour and is very easy to portion into nice loins and tuna steaks for retail and food service.



In Europe Anova Seafood has MSC chain of custody-certified processing facilities. Here, we can process this tuna in the best possible way and in the manner desired by our customers. We are convinced that many of our clients will opt for this sustainable tuna product.

## Organic shrimp

Shrimp is one of the most popular types of seafood. The demand for responsible farmed shrimp is increasing. Anova is now introducing organic Vannamei shrimp from Ecuador. A healthy and tasty product grown in harmony with the natural environment. Our experienced partner is in the process of undergoing preliminary steps towards ASC certification. The ASC standards for shrimp are expected to be finalized this year. We will keep you informed on ongoing developments.

# INFORMATION



Turtle awareness training Lombok, Indonesia  
© Fishing&Living™ Program



School project Bukoba, Tanzania, © GIZ Uwe Scholz



Beach Management Unit fresh water tapping point Bukoba, Tanzania, © GIZ Uwe Scholz

Our website contains the latest information on sustainability and social projects: [www.anovaseafood.com](http://www.anovaseafood.com)

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