

# SUSTAINABILITY REVIEW 2010

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



# Anova Seafood Sustainability Review 2010

Operating worldwide, Anova Seafood sources and distributes a wide range of fish species. We are aware that our activities have an impact on the environment in the communities where we do business.

## Our vision

The fundamental approach of Anova is: Respect for People, Planet and Profit. It is Anova's philosophy to consistently respect these three P's throughout its entire supply chain. Our vision is firmly focused on the future, not only from a moral commitment, but also from a business perspective.



Started in 2004, the Corporate Social Responsibility activities of Anova have been in process now for six years. During this time, there has been significant progress made, as well as challenges to overcome.

## Definition of sustainable fish

We consider a fish product sustainable if the fish is grown, harvested and processed according to international accepted standards like the FAO Code of Conduct for Responsible Fisheries, MSC, GLOBALG.A.P. and Naturland.

We also consider our own initiatives, such as Anova Trace, Claresse® and Fishing & Living™, to be sustainable.

**Anova's objective for 2010 is that customers can find for > 75% of the total assortment fish coming from sustainable/certified sources.**

We ensure we have an ample supply of sustainable fish available. We also spend resources educating our customers and promoting our sustainable product selection. Though we advise many in the industry on the benefits of sustainable purchases, in the end it will always be the customers' decision whether he makes a sustainable choice or not.

We focus on sustainable Business to Business customers. We have been fortunate to see growth amongst our Business to Business customers who have chosen to purchase sustainable seafood. Through further education, we hope to see a continued growth of this trend.

To be successful in business we sincerely believe in open communication and partnerships. We work together with the sector, from source to final destination, with NGO's, governments and other related and interested parties. By having direct contact with all our stakeholders, we believe we understand and anticipate the consumers' changing opinions and concerns.

## About this review

In this brief review we describe the Anova approach to sustainability as it relates to environmental, economical and social issues. This review was prepared with reference to the Anova Seafood Code of Conduct. This Code of Conduct dictates our principles and standards for our social responsibility and for our business partners. The Code of Conduct is published on our website: [www.anovaseafood.com](http://www.anovaseafood.com)

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# 1. Our aquaculture projects

We believe Anova has a responsibility to ensure that future generations will still benefit from the fish we source today. Therefore we are increasing our focus on Aquaculture.

We have set goals for our aquaculture projects. These goals are valid, achievable and have a reasonable cost. The current difficulty we are facing is that there is a surplus of supply and not enough growth in the market.

## 1.1 Claresse<sup>®</sup>, sustainable farmed fish in the Netherlands

Claresse<sup>®</sup> is a new species of fish: a natural crossing between two fish species from the catfish family. It is sustainably farmed, fully controlled and traceable in terms of feed, living conditions and processing, with minimal environmental impact.

### Demand driven chain

Unique for Claresse<sup>®</sup> is that the breeding, farming, processing and marketing is carried out between professional supply chain partners. This enables the chain to grow fish on demand.

During 2009, Claresse<sup>®</sup> was introduced in several markets: mainly in Germany, the Netherlands, Belgium and Austria. The market response has been positive, however volumes are still too low to make it viable.

### Ambitions 2010:

- Widening markets and product diversification into more European countries
- Raising consumer awareness and consumption, through media and recipe information.
- Working together with "Green fish guides", NGO's and retailers to have "good choice" fish available in their fish counters.

For more information visit the website: [www.claresse.eu](http://www.claresse.eu)



## 1.2 Pangasius and Tilapia, Anova Trace

Pangasius is farmed in the Mekong Delta in Vietnam. This fish is still experiencing an enormous growing demand in the European market. At Anova Seafood, we play an important role in the professionalization of the Pangasius farming in Vietnam.

Anova Trace/GLOBALG.A.P. is our special program on farming and processing Pangasius as well as Tilapia from China. Keywords are: Food safety, Traceability and Sustainability. By being present at the source, we can ensure that the projects are managed and controlled to established standards, fish are properly fed and harvested at the right moment, while also safeguarding the local jobs and the quality of the product.

Anova Seafood chairs the Pangasius working group in the GLOBALG.A.P. Aquaculture committee. More information on: [www.globalgap.org](http://www.globalgap.org)



Trace Panga farm

Anova Seafood is actively contributing in the set up of the Aquaculture Stewardship Council (ASC)

Further Anova Seafood is an active member and participant in the WWF Aquaculture Dialogue on Pangasius. WWF's primary approach with the Dialogue is to minimize the main issues associated with Pangasius aquaculture and to develop measurable, performance-based standards for certifying Pangasius aquaculture producers. More information on the website: [www.worldwildlife.org/what/globalmarkets/aquaculture/dialogues-pangasius.html](http://www.worldwildlife.org/what/globalmarkets/aquaculture/dialogues-pangasius.html)

During 2009 major progress was made. Anova proved to be a pivotal player in developing universal standards and certificates.

**Ambitions 2010:**

- First GLOBALG.A.P. certification of Pangasius and Tilapia and introduction in the market.
- The WWF Dialogue's Process Facilitation Group is now using the feedback from the last Dialogue meeting to finalize the standards during 2010. When finalized, the standards will be passed to a new organization, the Aquaculture Stewardship Council (ASC). This will take time but we expect them to be ready in 2011.

## 2. Our Wild Fish Projects

### 2.1. Lake Victoria Perch

#### Anova-Vicfish Bukoba Tanzania Project Naturland Certified June 2009

Small-scale fisheries are an important source of nutrition, employment and income for the people in East Africa along the shores of Lake Victoria. For many years the fish stocks have been under pressure, and the living conditions of the fishermen left much to be desired. These undesirable conditions needed a positive change.



For this reason, in 2006, Anova joined forces with Vicfish, GTZ (German Agency for Technical Cooperation) and Naturland, on the western shores of Lake Victoria, in Bukoba, to initiate a "Wildfish"-eco project.

For this project, a Round Table of all representatives was established that defined specific standards for specific prevailing conditions, based on Naturland's general standard for sustainable captured fishery, with main focus on:

- Ecological (Planet) conservation of the target fish stock and the other components of the ecosystem; no catch of small size fish, daily catch analysis
- Social (People) respect for the needs of the other stakeholders and the society; Health care (mobile clinic, clean drinking water, sanitation improvements, HIV/AIDS treatment); Education (initiating and supporting kindergartens, adult education)
- Economical (Profit) concern, parties involved in the fishery must be able to make a proper living and to maintain a long term perspective; direct access to factory price information, new calibrated weighing systems

More background information on : [www.naturland.de/naturlandwildfish.html](http://www.naturland.de/naturlandwildfish.html)

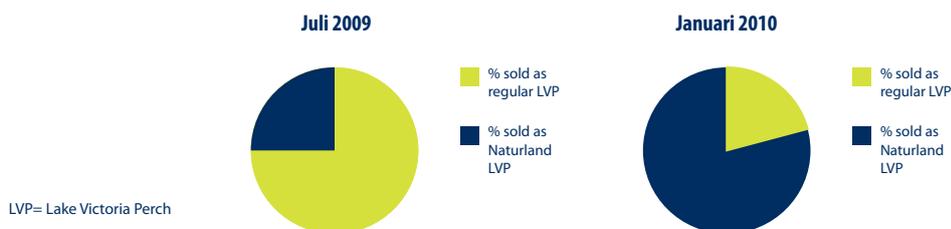


Kindergarten Tanzania



Fishermen Lake Victoria

The project was certified in June 2009 and well received by the German market.



The availability of certified Naturland Wildfish has led to an improved image of the species and positive response from the German market.

Customers pay an extra fee which is invested through a Development Trust in socio-economic activities (like schools, medication, etc.) in the project area.

**Ambitions 2010:**

- Create wider awareness and more commitment required from partners in the chain, including NGO's, to change the market to buy sustainable Naturland eco Lake Victoria Perch.
- Reporting on the investments of the Development Trust on the ongoing improvements of the living conditions in fishing villages.
- Advise "Green"(good choice) on international Fish Guides.
- Improved bio mass due to catching instructions and better control on Lake Victoria.

**2.2. Fishing & Living™ Yellowfin Tuna**

The Fishing & Living™ program, a partnership between The World Wildlife Fund (WWF) Indonesia and Anova Seafood, was signed in August 2008.



**Objective: Empowering Coastal Communities towards Sustainability**

The Coral Triangle supports livelihoods and provides income and food security, particularly for coastal communities. Resources from the area sustain more than 120 million residents.

As fishing efforts intensify, the abundance of tuna may not last in the Coral Triangle. Through this partnership, we are focused on better management, improved technology and solid incentives to turn the situation around.

In 2009 we focused through education on capacity building for fishing communities catching hand line caught yellowfin tuna as follows: *Catching method:*

Small scale, hand line fishery with use of anchored managed Fishing Attracting Devices (FAD) rumpons result in little or no by-catch

*Features:*

Fisheries Management system: advising local fisheries to manage their own fisheries

Quality training: catch the best quality

Focus on socio-economic structure of the community: education, health, sanitation, clean water and ice

Also, in 2009, we conducted a pre-assessment for MSC certification.



Fishing Attracting Device



Fishermen

**Ambitions 2010:**

- Continue towards our goal of MSC certification of community based, hand line yellowfin tuna. The fishery will enter into a Fisheries Improvement Program (FIP) for the journey from pre-assessment to full assessment.
- Find market commitment to support this fishery and demonstrate to both governments and the fishing industry, the desire of the market for proper fisheries management and by-catch mitigation.

More details on: [www.panda.org/coraltriangle/tuna](http://www.panda.org/coraltriangle/tuna)

**2.3 MSC (ASC)**

Anova is MSC certified (SGS-NL- MSC-C-0272)

Anova stimulates retail customers to make a choice for Marine Stewardship Council certified products. Anova has already a range of MSC products available for its customers.

More details on: [www.msc.org](http://www.msc.org)



Anova concentrates on aquaculture and already 60% of our products come from aquaculture. We are very much looking forward to ASC (Aquaculture Stewardship Council) getting its first aquaculture fisheries certified.

More details can on: [www.ascworldwide.org](http://www.ascworldwide.org)

### 3. Social Activities

Anova and its suppliers play an active role in the local communities. Support is given in the form of sponsoring charities, donations and/or the time of employees.

**3.1 Mobile School Nairobi Kenya: Education for Street children**

Anova has been running this project since 2005. Street children in Africa miss out on a real childhood. Through poverty, they are forced to work or roam the streets and never get a chance to have a childhood like other children worldwide. In parts of Nairobi, Kenya, Anova helps these children to have a basic education and eventually overcome the isolation which they live in.



Mobile School

More information can be found in our newsletters on:

[www.anovaseafood.com](http://www.anovaseafood.com) Choose consumer info >> our social duty >> Mobile School Project

**3.2 Handicap International, Vietnam**

Welcome to Life project: In 2009, we temporarily stopped the partnership but have renewed it in 2010. This year’s objective is to establish a newborn screening unit to take care of newborn babies, early detection, early intervention and follow-up for children with congenital differences in Thua Thien Hue province. Thua Thien Hue is in the central of Vietnam, further to the North about 600 km from Nha Trang.



More information can be found in our newsletters on:

[www.anovaseafood.com](http://www.anovaseafood.com) , Choose consumer info >> our social duty >> Welcome to Life Project

## 4. Summary

We believe we are on the right track, although there is still a long way to go to convince and develop the market for sustainable products and social awareness. We believe in creating strong partnerships in the chain, from source to final consumer. We would like to thank all our current partners and stakeholders and are looking forward to build stronger bonds with existing and new partners.

Lia Huisman  
Corporate Social Responsibility Officer  
's-Hertogenbosch, September 2010

## Communication

Regular updates with news and developments of our  
Anova Corporate Social Responsibilities can be found on our website:

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

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