



# SUSTAINABILITY REVIEW 2011

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# Sustainability Review Anova Seafood 2011

## FOREWORD

We are pleased to present the second report of our activities relating to sustainability. The report provides a summary of what we have already achieved, our current activities and the challenges for the future.

Looking back on 2010, we can conclude that appreciation for corporate responsibility within society has risen. This fact has created space in the market for responsibly caught and farmed fish. An excellent development!

Consumers are increasingly opting for sustainable fish. Our challenge therefore lies in supplying the broadest possible range of sustainable fish varieties, purchased in the best possible way. To achieve this ambition, in 2010, Anova has:

- expanded its range of sustainable fish to also include GLOBALG.A.P. Tilapia, MSC Cod and Haddock from the Barents Sea;
- improved the quality of its sustainability programmes;
- increased market penetration with sustainable fish.

We are pleased to join you in taking up the challenge of placing more sustainable fish on store shelves, to enable consumers to buy what they want, namely responsibly-caught and -farmed and affordable fish.

We would like to take this opportunity to thank all of our many partners for the cooperation to date. Since we started sustainability activities in 2004, we have achieved a great deal, and we intend to continue along this route with a view to achieving a better and more sustainable future, for all.



Lia Huisman, Corporate Social Responsibility Officer  
's-Hertogenbosch, May 2011



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# 1 ANOVA SEAFOOD POLICY

## 1.1 Vision, mission and sustainability strategy

The vision of Anova is based on attention and respect for the 3 Ps: People, Planet and Profit. Our vision is specifically geared to the future, not only on the basis of a moral obligation but also from a commercial perspective. Our mission is to further develop Anova Seafood into a market-driven provider of sustainable fish products.

Our sustainability strategy is broadly integrated in our organisation. We procure our fish worldwide. In respect of our most important fish varieties, we operate an active policy on sustainability. The strategy for each fish variety is implemented by our own Anova specialists in collaboration with all stakeholders.

We also comply with our own Code of Conduct in respect of quality and food safety, transparency, the environment, fishing methods, fish farming and social and ethical practices. This Code of Conduct is available on our website: [www.anovaseafood.com](http://www.anovaseafood.com).



## 1.2 Definition of sustainable fish

For Anova Seafood, a fish product is sustainable if farmed, caught and processed according to internationally-accepted standards such as the Code of Conduct of the FAO for responsible fisheries, MSC, GLOBALG.A.P., Naturland Wildfish and ASC. We also view our own initiatives including Anova Trace, Claresse® and Fishing & Living™ - in the process of certification (new category on the WWF fish guide) - as sustainable.

## 1.3 Objectives

Anova's objective for 2010 was to enable our customers to select fish from more than 75% sustainable/certified sources.

### Conclusion:

We achieved our target: 90% of our range of fish varieties \* is available in a sustainable variant.

*\*Our most important fish varieties are: Lake Victoria Perch, Pangasius, Claresse®, Catfish, Salmon, Tilapia and Yellowfin Tuna*

For the coming years, we have set ourselves the following objectives:

- 1 Increasing market penetration in sustainable fish
- 2 Certification of our products according to recognised standards
- 3 Broadening the programme standards
- 4 Expanding procurement from merely sustainable to sustainable - responsible fish

We would like to add to these comments the fact that recent studies by WWF have revealed that 88% of European consumers expressed a preference for sustainable fish<sup>1</sup>. All the more reason for us to join forces in achieving the objectives!

<sup>1</sup> Source: AICPE/2011/99 SUSTAINABILITY: World Wildlife Fund (WWF) presentation at the European Parliament, 12 April 2011.

## 2 FARMED FISH: TARGETS, ACTIONS AND AMBITIONS



### 2.1 Claresse®



Claresse® is a freshwater fish that is the result of a natural cross breeding between two fish varieties from the catfish family. By making use of the very latest techniques, we are able to produce the most sustainably farmed fish in the Netherlands. The farming of Claresse® takes place in covered ponds, with a unique circulation system that consumes minimal quantities of water and power. The result is a minimal impact on the environment and minimal CO<sup>2</sup> footprint. There is also much attention for fish welfare.

Objectives for 2010	Status of actions
Broadening market	The market continues to develop. As well as in the Netherlands, Germany, Belgium and Italy, Claresse® is now also available in Russia.
Product diversification	Achieved. Alongside fresh fillets, Claresse® is now also available in the form of frozen fillets and smoked fillets.
Increased consumer awareness	On the right track thanks to publications in the media and the distribution of fish recipes.
Collaboration with/ information to social organisations	Claresse® has been awarded the 'Best Choice' label on the European fish guides from WWF and is actively supported.
Improving animal welfare	Animal welfare is taken care of throughout the chain. The latest development is the introduction of the first stunning equipment in humane slaughtering in aquaculture in Europe.

#### Ambitions for 2011

- Striving to expand the distribution of Claresse® in the European market.
- Responding to the consumer trend towards healthy, responsible products produced in Europe. Claresse® meets these requirements in full.

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



### 2.2 Pangasius

Anova was pioneer in establishing its own standard: 'Trace Panga'. This standard aims to secure food safety, traceability and sustainability. Trace Panga was implemented by us in 2005, and many of our farms are now 'GLOBALG.A.P.&Trace' certified. Our Trace Panga programme has raised the farmed production of Pangasius to a higher level. Anova is frontrunner in the process of obtaining Aquaculture Stewardship Council (ASC) certification.



Objectives for 2010	Status of actions
To supply GLOBALG.A.P.-certified Pangasius	Achieved. This product is now already being supplied to a range of customers.
To have the standard from the WWF (PAD) Pangasius Aquaculture Dialogue in place	Achieved. Implementation currently followed up by the ASC.



Since 2010, we are operating a PPP (Public Private Partnership) with IDH (Dutch Governmental Trade Organisation), GIZ (German organisation for international cooperation for sustainable development), Vietnamese farmers and the Vietnamese government for improving the farming of Pangasius in social terms, environmental terms and sustainable trade through certification (ASC).



Our role in the partnership is to provide practical input and technical support and training at the Pangasius farms, to coordinate the activities in Vietnam and marketing of the project.

**Ambitions for 2011**

ASC-certification of our first Pangasius farms (this is expected to take place in autumn 2011).

**2.3 Tilapia**

Anova supplies GLOBALG.A.P and ASC-compliant Tilapia.

**Ambitions for 2011**

ASC-certification of our Tilapia (this is expected to take place in autumn 2011).

**More information about ASC:** [www.ascworldwide.org](http://www.ascworldwide.org)

**More information about GLOBALG.A.P.:** [www.globalgap.org](http://www.globalgap.org)



### 3 WILD FISH: TARGETS, ACTIONS AND AMBITIONS

**3.1 Nатурland Lake Victoria Perch**

The Anova-Vicfish Bukoba Tanzania Lake Victoria Perch has been eco label Nатурland-certified since 2009. In 2010, more customers switched to this Nатурland Lake Victoria Perch.

We are proud of what we as a chain have been able to achieve within this eco label project.

The social aspect of this sustainable fish is highly appreciated in both Africa and Europe. It is a win-win situation for all stakeholders.



The Anova-Vicfish eco label Fund was established with a view to offering support activities to the fishing communities participating in this eco-labelling programme. The resources from the Fund are explicitly deployed in providing and/or improving education, ensuring access to financial services, healthcare, transport facilities and generating alternative sources of income for the community. For every kilogram of fish sold, a certain amount of money is contributed to this fund, which is managed by a committee consisting of representatives of all stakeholders.

Objectives for 2010	Status of actions
Market penetration	On the right track. In 2010, 90% of Nатурland Lake Victoria perch was marketed.
Advice on sustainable fish guides	Naturland Lake Victoria Perch has been awarded the 'Best Choice' label on the European fish guides from WWF and is actively supported.
Improved biomass in Lake Victoria	This project is contributing to the management of Lake Victoria.
Reporting on social projects by the eco label fund	The implementation of projects is developing well: there are now 22 social projects, of which 14 are fully operational.

**More information about Nатурland:** [www.naturland.de/naturlandwildfish.html](http://www.naturland.de/naturlandwildfish.html)

**More information about the eco label projects:** [www.anovaseafood.com/sustainability/naturland](http://www.anovaseafood.com/sustainability/naturland)

**Ambitions for 2011**

- Increased sales and broader product range by extending the number of fishing communities participating in this project, and certifying other areas of Lake Victoria.
- Remaining focused on improving the biomass in Lake Victoria, on the basis of catch instructions and improved supervision and regulation.

### 3.2 Fishing & Living™ Yellowfin Tuna

2010 was highly successful in terms of sustainability. Particularly among consumers, awareness has grown that the catch method is a key determining factor in the continued existence of fish stocks and bycatch.



The Fishing& Living™ project, a partnership between WWF Indonesia and Anova, has achieved a good score on the following points.

- Fish are caught using hand-lines: this is a sustainable, selective catch method with minimal unwanted bycatch.
- Fair trade: the Yellowfin Tuna are caught by small fishing boats and processed locally, thereby generating better income for the local population.

Work is underway on managing tuna stocks. Tuna is a fish that migrates over huge distances, and is therefore one of the most difficult varieties to certify. Together with the WWF, there is an active process of communication aimed at ensuring regulation by local government authorities and RFMOs (Regional Fisheries Management Organisations).



Anova is also a member of the Seafood Savers platform of the WWF. One of the goals of this platform is to inspire the entire chain – in the process of certification – to promote fisheries that are active in achieving improvements, and to include them in the product range. Via this platform, WWF aims to coordinate sound market initiatives and to offer assistance and support to the market.



Objectives for 2010	Status of actions
Continue along the route already started, with the eventual goal of achieving MSC-certification	Developing well; much progress has been achieved, and the fishery is involved in the long FIP (Fishery Improvement Plan) process.
Ensuring involvement and commitment from social organisations and customers for this form of hand-line fishery	Under development. On the European fish guide, this fishery has been awarded the label 'Some concerns'. Thanks to this status – in the process of certification – more and more customers are consciously opting to purchase this product.

#### Ambitions for 2011

- Continuing the programme of certification for our Fishing & Living™ Yellowfin Tuna. according to approved standards such as MSC.
- Active market approach, also via Seafood Savers platform of the WWF.

**More information about the Yellowfin Tuna: [www.panda.org/coraltriangle/tuna](http://www.panda.org/coraltriangle/tuna)**

### 3.3 MSC Wild Salmon, Cod and Haddock

Anova is currently expanding the range of Marine Stewardship Council (MSC)-certified products on offer, and we are encouraging our customers to purchase MSC-certified products. Over the past few years, MSC has achieved greater market awareness and this seafood eco-label is being broadly promoted in the market. As well as a range of MSC fish varieties including Wild Salmon, since the end of 2010, Anova has also been able to include MSC-certified Cod and Haddock from the Barents Sea in its refreshed and retail product range.



#### Ambitions for 2011

Our ambition is and remains to procure sustainable and responsible fish. On behalf of our customers, we intend to have a market-driven approach to more MSC-certified fisheries.

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

## 4 SOCIAL INVOLVEMENT

Anova and its suppliers play an active social role at a local level. Besides active social support in our responsible fisheries projects, we support people who need a chance in life. For a number of years we have been providing specific support to two projects, and will be continuing this work in 2011.

### 4.1 Mobile School Kenya

Street children in Africa have little opportunity to enjoy their childhood. Poverty forces them to work or to beg and roam the streets. As a result, it is almost impossible for them to play any further role in society. One of the most important problems is their lack of education: as a result, these children remain in the grip of poverty.

Anova sponsors a mobile school box, a series of panels in a box on wheels. Teachers use this box to offer teaching to children at moments that suits them and at locations to which they have access (shanty towns, shopping centres). This mobile school helps street children to break out of the circle of isolation, and provides them with self-confidence, a sense of self-worth and a belief in the future.



### 4.2 Handicap International Vietnam

Handicap International supports people with a physical handicap in a number of countries.

In 2010, Anova sponsored a special project for early recognition of pre- and post-natal handicaps in the Province of Thua Thien Hue. The objective of this project was to open a screening unit for pregnant women, new-borns and their mothers. All the women involved are now offered an ultrasound scan in the twelfth week of their pregnancy, so that handicaps can be identified at an early stage. Implementation went smoothly, and the stakeholders are delighted with what is for them a new examination technique. Another new project is planned for 2011.



**More information about these social projects: [www.anovaseafood.com](http://www.anovaseafood.com) (heading 'Our social policy' under 'Consumers')**

## Information

Our website contains the latest information about our sustainability policy:

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

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