



# SUSTAINABILITY REVIEW 2012

your natural seafood solution

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

## FOREWORD

We are delighted to present this third report with regard to our continuing efforts on sustainability. The report explains why sustainability is so important to us, what we have already achieved, what we are doing and what we see as our challenges.

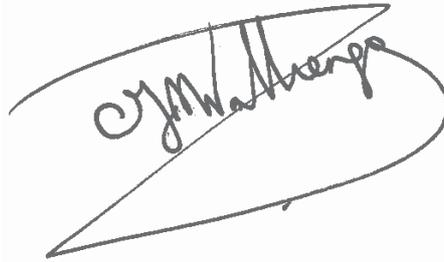
Looking back at 2011, we conclude that society as a whole is increasingly recognising the importance of sustainable business practice. Sustainability is a precondition for continued existence. This awareness is resulting in more specific actions and partnerships in the fish chain for responsibly-caught and farmed fish. Society is increasingly demanding greater transparency on the origin and production of its food stuffs.

Last year, we held a survey among our key customers. The results revealed that in terms of sustainability, much work is being carried out on broadening the range of sustainable fish on offer. Customers want us to focus on responsible purchases in a transparent and efficient chain, paying specific attention to social aspects. The survey also revealed that Anova Seafood is appreciated for its products and service, and its range of sustainably and responsibly caught and farmed fish.

Responsible business practice and product innovation are an integral part of our Anova DNA. Day in day out, our passion is reflected in our efforts to secure the best and broadest possible range of responsibly caught and farmed fish, at an affordable price.

We consult on a regular basis with nongovernmental organisations, actively sharing knowledge and information, in both directions. Such an approach ensures mutual trust, enabling us to work step by step towards a better future.

Once again we would like to thank our many partners for the cooperation and the trust and confidence demonstrated in our organisation!



**Lia Huisman**

*Corporate Social Responsibility Officer  
's-Hertogenbosch, April 2012  
(E: [lhuisman@anovaseafood.nl](mailto:lhuisman@anovaseafood.nl))*



# OUR SUSTAINABILITY POLICY

## People – Planet – Profit and the road to Shared Value

People, Planet and Profit are the three Ps on which the vision of Anova is based. That vision is clearly focused on the future. Not only on the basis of a sense of moral obligation but also from a commercial perspective, we think in terms of Shared Value! In other words, we pay attention to common interests and continue to strive for value creation, taking into account social aspects relevant to our fisheries sector.

For us, the focus is not only the label, but above all broad-based cooperation with the many stakeholders that make up the chain. In our case, this is reflected by the efforts we have made over a period of many years, together with our suppliers, to make a real difference. Those partners include fishermen, local communities and social organisations (NGOs). Active communication with our customers about the results achieved also remains important.

Against the background of this long-term strategy and the continuous search for further improvement of the services provided to our customers, Anova Seafood last year started implementation of the ERP system SAP. This with the goal to improve the supply chain and ensure greater delivery reliability. In line with this major change for the internal organisation, we also launched a broad training programme for all our staff. We focus on customer orientation and value sharing. Our aim is to further increase the already high levels of satisfaction among our customers and employees, by investing in our organisation. This in line with our mission, to further develop Anova Seafood into a market-driven supplier of sustainable fish products.

Anova Seafood operates according to a strategy on sustainability. The strategy for each individual fish species is implemented by our own Anova specialists in consultation with NGOs, social organisations, certifying bodies and representatives of quality labels.

We also demand that our suppliers comply with our Code of Conduct in terms of quality and food safety, transparency, the environment, fishing methods, fish farming and social and ethical practices.

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



## GLOBALG.A.P.



ANOVA SUPPORTS THE ASC

### Definition of sustainable fish

For 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 Wildfish and ASC. We also view our own initiatives, including Anova Trace, Claresse® and Fishing & Living™ as sustainable.

## Targets

Last year, we reported that 90% of our entire range of fish species was available in a sustainable variant, and that in 2011 our aim was to further increase the share of sustainable fish. Our additional investments in sustainability have paid off. Slowly but surely, in our major markets the Netherlands, Germany, Belgium and France, we see an increase in the share of sustainable fish in the total product range. The share of our sustainable fish sold in Germany, for example, has now reached almost 60% of total sales.

Another target for 2011 was the certification of our products according to recognised standards. In this field progress has been made. For pangasius and tilapia, ASC certification is fully prepared, and we expect to receive the certificates soon.

The target formulated in 2011 to move beyond the label, to sustainable and responsible fish reflects the goal of Anova Seafood. In sustainable and responsible fish supply, transparency seems to be the key word. Against that background, over the past year, our buyers have focused on clarifying the chain from catch to delivery. The Code of Conduct imposed by Anova on itself and its suppliers is just one example of this improved transparency. As a result, we are able to account to our customers for our working methods, and they know exactly what they can expect.

**We will continue this process over the coming years, focused on the spearheads of transparency, knowledge transfer and increasing the availability of sustainable fish in terms of both volume and species.**



# PARTNERSHIP

## Knowledge sharing

Demand among our customers for sustainable and responsible fish is constantly rising. It is not just demand that is increasing. It has become clear that our key customers aim at sustainable and responsible fish products across the board. We warmly acclaim this development, all the more since it underlines the added value we can offer them in terms of products, knowledge and information. Customers who have made the choice to supply fully sustainable products are more successful in providing the end consumers and other stakeholders with a consistent vision on sustainability. That in turn results in greater credibility and customer loyalty.

We also see customers call upon Anova to share knowledge and we provide information on how we can help them make their purchasing more traceable and more transparent.

## Projects

In 2011, Anova participated in a number of social projects and contributed over € 150,000. As well as providing direct support, in a number of projects we have seen the emergence of cooperative ventures with other stakeholders and local parties. Our efforts have served as a catalyst for relevant developments on a local scale.

## Developments in Europe

The share of sustainably and responsibly farmed and caught fish is rising in Anova's home markets. Given the increased price awareness among consumers in the current economic situation, we recognise the importance of correctly accounting for any additional investments we make in improving the sustainability of the chain. That same price awareness is the reason for our ambitions in achieving volume growth and a greater market share for sustainably and responsibly caught and farmed fish.

We also focus on improving awareness among our fish farmers and fishermen that the additional efforts necessary to improve sustainability will not be earned back in the short term, but that they are a precondition for securing the European sales market and their own future, in the long term.

In the emerging markets, we are observing greater awareness and growth in the share of sustainably and responsibly caught and farmed fish. This gradual development is fully supported by Anova. Also in these markets, we will continue to inform our customers about the developments and opportunities for broadening the product range and maintaining transparency of supply towards their customers.

## Colruyt biedt momenteel geen diepvriestonijn

Colruyt kiest ervoor u **geelvintonijn** van duurzame visvangst **aan te bieden**. Door de huidige weersomstandigheden migreert de tonijn en kunnen de vissersbootjes die niet volgen. Daardoor zitten we tijdelijk zonder voorraad.



### *A prime example of partnership*

*Due to poor weather conditions, our tuna fishermen in Indonesia were unable to go out fishing. Therefore the handline-caught Kelvin Tuna steaks were temporarily unavailable at Colruyt stores. Through proactive communication, the customers of Colruyt demonstrated considerable understanding.*

# FARMED FISH

## Claresse®

Based on the principle that in order to continue to meet the rising global demand for fish, farmed fish is essential. Therefore Anova Seafood introduced Claresse®. This freshwater fish is the result of a crossbreed between two species from the catfish family. By using the latest techniques in closed circulation systems, we are able to farm the most sustainable fish in the Netherlands. Demand for this fish is growing steadily. Claresse® has acquired a market position in the Netherlands, Germany, Belgium and Switzerland. In the USA, Claresse® has now been discovered as the most sustainably-farmed freshwater fish as well. All these 'friends of Claresse®' believe in the product, and are together with us working on a sustainable growth.



### **More sustainable, less transport and less stress**

*Our supplier of Claresse® is currently building a processing plant alongside its fish farm. This represents a new milestone in terms of sustainability, with shorter transport distances and less stress for the fish.*

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

## Pangasius

Anova Seafood was a pioneer in the mapping of its own standard, Anova Trace, which made Anova a frontrunner for Aquaculture Stewardship Council (ASC) certification. Our target for 2011 was ASC certification of our first Pangasius farms in Vietnam. In our opinion we are set; all the preparations are in place.

All that remains is the actual certification/label itself. However, we continue and are now aiming for 'ASC+'. Where ASC certification stops with the farming of the fish, Anova, in collaboration with our clients, is aiming

at making the rest of the chain clear and transparent. The ultimate objective is a solid trusted product that complies with the highest quality requirements.



## Tilapia

Anova supplies GLOBALG.A.P and ASC-compliant Tilapia. Here, too, all we are waiting for is final ASC certification.



*More information about ASC:*

*[www.asc-aqua.org](http://www.asc-aqua.org)*

*More information about GLOBALG.A.P.:*

*[www.globalgap.org](http://www.globalgap.org)*

# WILD FISH

## Lake Victoria perch

The Anova-Vicfish Bukoba Tanzania Lake Victoria perch is eco-label Naturland-certified. It is not without reason that this fish has been awarded the 'Good Choice' label on the WWF European fish buyers' guide.

The eco-label Trust Fund was established with the objective of offering active support to the fishing communities that form part of this project. The funds from this Trust are explicitly earmarked for providing and improving education, access to financial services,

healthcare, transport facilities and generating alternative sources of income for the community. For every kilogram of fish sold, a share is paid into this Fund, managed by a board made up of representatives of all stakeholders.

Throughout 2012 we will be continuing our activities aimed at eco-labelling in other parts of Lake Victoria. Our supplier in Mwanza is also expected to obtain Naturland certification this year. As a result, together with Bukoba, some 2.000 fishing boats will hold the Naturland certificate.



### ***"Lake Victoria perch fishery, an economic success"***

*In 2004, Lake Victoria perch received much negative press as a result of the documentary 'Darwin's Nightmare'. Fortunately, there is more evidence that this documentary provided a very one-sided picture of the catching of this fish. After five years of study into the Lake Victoria perch, an anthropologist of UvA<sup>1</sup> arrived at that same conclusion in 2011. In his opinion, the Lake Victoria perch business is in fact an economic success. "It has resulted in diversification of exports, generated foreign currency and has created much employment ... The landing sites are in fact precisely the places where people want to be and where there are opportunities for development."*

<sup>1</sup>University of Amsterdam, Beuving, J. (2010, published March 2011). Playing pool along the shores of Lake Victoria: Fishermen, careers and capital accumulation in the Ugandan Nile perch business, Africa: Journal of the International African Institute (80) 2: 224-248\*

### **Fishing & Living™: towards sustainable tuna**

The Fishing & Living™ project, being undertaken by Anova in Indonesia, in collaboration with WWF Indonesia, has in part been responsible for the switch by the participating fishermen from longline to handline fishery.

At the start of 2012, together with Wageningen University (WUR), we completed a study in Asia, collecting data on the catch and the consequences of fishing on fish stocks of tuna. Until now this information has broadly been unavailable, so this study will be highly useful in informing and training the local population about sustainable tuna fishing. The project will be continued in 2012.



#### **Into the future**

*"The Fishing & Living programme at Anova is a sustainability programme which encompasses the truly important aspects of a fishery, especially artisanal fishery in South East Asia. The 'Fishing' aspect aims to extract the fish in such a way as to ensure longevity of the species. The 'Living' aspect is aimed at enhancing the lives of the fishers, their families and communities..... Artisanal fishery is carried out by people who live off the ocean.... This programme tries to ensure that the people and the ocean may live in harmony far into the future."*

*Quote by Momo Kochen, WUR, at the end of her internship.*

Over the coming years, we intend to continue investing in our sustainability team in Indonesia. The eventual goal is MSC certification for the yellowfin tuna that we are already importing.

This year we will be expanding the Fishing & Living™ range to include handline-caught snapper and pole and line-caught skipjack tuna.



#### **Finalist for the 2011 Award for Corporate Excellence (ACE)**

*The Anova LLC office in Tampa, USA, was amongst the finalists for the 2011 ACE by U.S. Secretary of State Hillary Rodham Clinton at the Asian Summit in Bali. Anova was recognized for its many humanitarian aid projects as well as its contribution to the seafood industry, a critical component of the Indonesian economy. The firm support projects that improve the lives of economically disadvantaged coastal fishermen as well as the status of the fisheries, increasing seafood product safety and promoting sustainable fishing.*

*More information about yellowfin tuna:  
[www.panda.org/coraltriangle/tuna](http://www.panda.org/coraltriangle/tuna)  
 More information about the project:  
[www.besttuna.wur.nl](http://www.besttuna.wur.nl)*

### MSC range

Our range of Marine Stewardship Council (MSC) certified products is constantly expanding. Over the past few years, market awareness of MSC has grown considerably, and our customers are also demonstrating more and more interest in these products. It remains our ambition for the coming years to purchase sustainably and responsibly-caught fish. Driven by consumer demand, we will continue to search for MSC-certified fisheries, throughout the world.

MSC fish already in the Anova Seafood range:

- Wild Salmon
- Cod
- Haddock
- Plaice
- Hake
- Pollack



*MSC certified wild salmon fishery in Alaska*  
More information about MSC: [www.msc.org](http://www.msc.org)

# PRODUCT INNOVATION

The range of sustainable fish offers a wealth of opportunities for product innovation. In consultation with our customers and during visits to our suppliers, over the past few years, Anova has spent a great deal of time and energy on innovative ideas. For 2012 we have the following innovation plans.

## Skipjack tuna

During the second half of 2012, our product range will be expanded by MSC skipjack tuna from the PNA waters (Parties Nauru Agreement) of the Western Pacific. This fishery is MSC-certified. To market this tuna as MSC-certified, the chain of custody will be certified in the near future. We are working on creating a number of frozen skipjack tuna products, originating from this fishery.

*More information about MSC skipjack tuna:*  
[www.pacifical.com](http://www.pacifical.com)

## Ensuring market conformity for MSC-certified fish

Although MSC designates the sustainability of a product, it says nothing about the quality of the product itself or how the product in question can be sold in a market-conforming manner. Specifically for MSC-certified cod and haddock from the Barents Sea, Anova recognised a gap that had to be bridged between the types of product our customers wanted and the available fillets and loins being processed and frozen at sea. By investing in sorting, sawing, glazing and packaging lines, we are now able to offer these premium MSC fish in both bags and boxes for the frozen fish market or as refreshed products for the fresh market. Whether we will be continuing this same quality impulse for our other MSC products is a question to be answered in the future.

## ASC+

As previously reported, our pangasius is not yet ASC certified, although certification is expected to be achieved in the near future. Nonetheless, Anova Seafood is already aiming to go one step further. We have described our goal as ASC+: transparency for the entire fish chain. Thanks to our local presence in Vietnam, we will be able to follow every ASC-certified batch further throughout the chain, so that also in terms of processing, we will be able to provide an absolute guarantee that the fillets comply with the agreed specifications.

In our judgement, this development is necessary in order to arrive at a sustainable and responsible pangasius products of which our customers can be truly proud. Throughout 2012 we will therefore be investing time and money to increase the transparency of the chain.



*Team Anova Seafood Vietnam*

# INFORMATION

Our website contains the latest information about our sustainability policy. Also visit our site for information about the social projects we support.



*Children's playground installed thanks to the eco-label Trust Fund.*

Anova Seafood BV  
P.O. Box 3360  
5203 DJ 's-Hertogenbosch  
The Netherlands  
T +31 (0)73 7502000  
F + 31 (0)73 7502001  
E [anova@anovaseafood.nl](mailto:anova@anovaseafood.nl)  
I [www.anovaseafood.com](http://www.anovaseafood.com)  
Linked-in: <http://www.linkedin.com/company/anova-seafood>

your natural seafood solution

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