



SUSTAINABLE SEAFOOD POLICY

[Updated 27 August 2024]

As a responsible participant in the seafood industry, Atlantis Foods acknowledges the global issue of the over-exploitation of seafood resources and the environmental impacts of fishing and aquaculture activities on marine ecosystems. Recognising its pivotal role, Atlantis Foods aims to foster change through the endorsement of sustainable seafood choices from legal and responsibly managed sources. By supporting and promoting such choices, the company seeks to generate market-driven incentives to catalyse positive transformations at sea.

In light of these considerations, Atlantis Foods recognises the imperative to ensure the conservation and responsible use of marine ecosystems and resources while still providing sustainable seafood to a growing population. The company is committed to responsibly sourcing seafood, supporting sustainable and well-managed fisheries and responsible aquaculture operations.

Atlantis Foods defines sustainable seafood/fish species as products or species

- "Green" on the WWF-SASSI list.
- Certified by the Marine Stewardship Council (MSC) or the Aquaculture Stewardship Council (ASC) or equivalent certifications. From a credible Fishery Improvement Project (FIP), which is publicly listed on [Fisheryprogress.org](https://www.fisheryprogress.org).
- Sustainable seafood is sourced from fisheries or farms that can operate indefinitely without compromising the target species or any other species in the marine ecosystems' ability to maintain viable populations. This commitment is reinforced by the target species not being endangered or threatened, being caught in well-managed fisheries by registered commercial fishers, using responsible fishing/farming methods,
- is labelled using the SANS1647 convention
- and being traceable from "boat/farm to plate."

In alignment with its commitment, Atlantis Foods pledges to remove or improve all seafood and fish-related products identified as unsustainable 2027. Specifically, the company aims to transform its operations so that by August 2027,

- all related products procured or sold are certified as sustainable by MSC or ASC or equivalent certification
- categorised as Green by WWF-SASSI,
- or sourced from fisheries or farms actively engaged in credible improvement projects toward MSC or ASC certification.

As a responsible supplier, Atlantis Foods adheres to the following principles by end 2025:

1. Providing consumers and clients with sufficient and accurate information about seafood products, following SANS1647 labelling protocol.
2. Ensuring the traceability of all seafood products to their origins through suitable traceability schemes or mechanisms.
3. Offering only legal seafood products, free from IUU (Illegal, Unreported, Unregulated) fishing.
4. Promoting sustainable choices and providing staff training on WWF-SASSI
5. Subjecting seafood product ranges to continuous improvement and evaluating new products against strict legal, traceability, and sustainability criteria.
6. Communicating sustainability commitments to the public and being accountable for them as retailers and suppliers.

Products sourced from local fisheries and farms

- *Atlantis Foods will require that their suppliers fill in the provided supplier template to ensure that all the requested information is collected at the time of purchase.*
- *Atlantis Foods preferentially procure sustainable seafood as defined above*
- *No seafood may be bought from any fishers in possession of only recreational fishing permits.*
- *Any fish designated as “no-sale” or as “specially protected” by the Marine Living Resources Act (MLRA) may be sourced.*
- *All species procured (finfish, rock lobsters and shellfish) must conform to any minimum size limits that may apply.*
- *Imported species which are categorized as “no-sale” or “specially protected” by South African legislation or are below the legal-size limits in South Africa for such species will not be procured; Some fishing sectors may be restricted to the species they may catch and sell. Information provided should include evidence that the species is harvested at sustainable levels, does not incur significant environmental management regime.*

Products sourced from international fisheries and farms

- *Atlantis Foods preferentially procure sustainable seafood as defined above*

- *Atlantis Foods will require that their suppliers fill in the provided supplier template to ensure that all the requested information is collected at the time of purchase.*
- *Suppliers need to be in possession of valid import permits for each species imported as issued by the applicable relevant authorities.*
- *International trade permits must be supplied for species where applicable (e.g., CITES permits for caviar, abalone)*

Seafood Training

Atlantis Foods will share their Sustainability Policy with their suppliers to ensure they are aware of the commitments Atlantis Foods has made with WWF-SASSI.

Atlantis Foods will ensure that our procurement team and suppliers are formally trained and kept up to date with industry sustainable guidelines.

Atlantis Foods will continue to work closely with WWF-SASSI to achieve our sustainable seafood commitments and to provide customers with the best environmental choices.

[This policy was drawn up in conjunction with WWF-SASSI, our guide and partner in our sustainability journey]



**WORKING IN PARTNERSHIP
TO ENSURE THAT WE MEET
OUR COMMITMENTS TO
SUSTAINABLE SEAFOOD.**
Scan the QR code to find out more.

