



John West Responsibly Sourced Seafood Policy

1.0 OUR COMMITMENT

John West Australia conducts its business in an ethical manner and maintains high standards of corporate governance. Social, environmental and ethical issues matter to us and we are committed to ensuring that we provide sustainable and responsibly sourced products to our customers and consumers.

John West Australia is the largest branded supplier of seafood products in Australia. We take our role in safeguarding the ocean resources seriously, recognising that our resources need to be respected and used wisely so that they continue to be healthy, productive and resilient.

John West is committed to:

- Working in partnership with World Wide Fund for Nature (WWF) Australia, Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Pacific and other leading sustainability organisations to ensure John West's seafood sourcing is guided by industry best practice sustainability principles, practices and processes
- Sourcing seafood from well-managed, ecologically and socially responsible fisheries that are supported by reliable traceability procedures
- Ensuring that we have traceability and increased transparency of all seafood sources to allow customers to make informed seafood choices
- Continuous improvement, in terms of volume and scope of third party certified sustainably sourced seafood
- Continuing to be a major advocate, supporter and signatory to the WWF Global Sustainable Seafood Charter and the WCPFC Tuna Conservation Pledge; and the Tuna 2020 Traceability Declaration
- Working with our suppliers, industry bodies, government and other stakeholders to put into practice responsible fisheries and aquaculture management strategies
- Investing in Fishery Improvement Projects (FIP) and Aquaculture Improvement Projects (AIP), aiming to achieve (MSC) or (ASC) certification
- Only introducing new products that are MSC or ASC certified or products that have been independently rated as low risk by WWF Australia or other recognized organisations
- Being fully compliant with the requirements of the Australian Modern Slavery Act by undertaking due diligence across all supply chains (including seafood) and addressing any identified risks
- Contributing to conservation projects that benefit the fishing communities we source from such as our WWF Solomon Islands and PNG Community Fisheries Project



- Sharing our journey with our customers and consumers, keeping you informed of our progress in setting the benchmark for leading sustainable seafood sourcing

We will not:

- Source seafood products that are rated as a high ecological risk
- Source from vessels listed in a Regional Fisheries Management Organization (RFMO) Illegal, Unregulated or Unreported (IUU) blacklist
- Source from any vessel or company that has engaged in illegal, unregulated or unreported (IUU) fishing activities
- Source tuna caught using a Fish Aggregating Device (FAD) or Tuna that has been transhipped at sea without independent observer coverage

2. SCOPE

The scope of this document applies to:

- All seafood products sourced by John West including fresh, chilled, frozen and canned seafood

3. OUR APPROACH

Today, more than 95% of the seafood sold under our John West Brand is either third-party certified or independently verified as ecologically responsible by 2020.

John West' goal is to achieve 100% by 2025.

Third-party certifications

John West Australia recognises the MSC and ASC as the highest standard for sustainability. Our preference is to source MSC certified wild-caught and ASC certified seafood where possible.

For aquaculture, John West will also accept product certified by The Global Aquaculture Alliance to a minimum of 2 Stars, or certified by GLOBAL G.A.P, providing that the whole supply chain from hatchery to factory is certified.

Where there is either a new species or a new sourcing site under consideration, John West will work with WWF to determine the most sustainable approach regarding 3rd party verification or independently verified solutions.

Independent verification

In the absence of a third-party certification, the ecological responsibility of a seafood source must be independently verified by a qualified group or individual, using tools and publicly available credible methodologies. Tools currently recognised by John West include:

- The Ecological Sustainability Evaluation of Seafood (ESES) tool - developed by WWF-Australia). Sources, which are rated as “low risk” according to the results of the ESES are considered to be ecologically responsible (see [link](#)).
- The ‘Whichfish’ tool - developed by the Fisheries Research and Development Corporation (FRDC). These assessments are ‘converted’ and supplemented to address some criteria gaps and to deliver a consistent approach to assessment. Sources which are rated low risk by the converted Whichfish assessment are considered to be ecologically responsible.

Fisheries and Aquaculture Improvement Projects

‘Comprehensive’ FIPs or AIPs which are actively implementing a transparent and robust Improvement Action Plan which address all ecological risk issues necessary for the source to become MSC or ASC certified, are considered to be ecologically responsible. If such a commitment cannot be achieved within a 12 months period, plans will be made to exit the source fishery or farm.

APPENDIX A: John West References and Sources

<p>Aquaculture Stewardship Council (ASC) is regarded as the world's leading certification and labelling programme for responsibly farmed seafood. ASC standards are developed and implemented according to ISEAL guidelines - multi-stakeholder, transparent, incorporating science-based performance metrics.</p>	
<p>Best Agricultural Practices (BAP) “2 stars” as a minimum Currently, BAP is a four-star system with one star representing the processing plant, two stars representing the processing plant and farm, three stars representing the processing plant, farm and hatchery or feed mill and four stars representing the processing plant, farm, hatchery and feed mill</p>	
<p>GLOBAL G.A.P. is the minimum basis for John West concerning aquaculture species, on the condition that the whole supply chain from hatchery to factory is ASC certified</p>	
<p>International Union for Conservation of Nature (IUCN) is a membership Union composed of both government and civil society organisations that harnesses the experience, resources and reach of its more than 1,300 Member organisations and the input of more than 15,000 experts</p>	
<p>Marine Stewardship Council (MSC) meets best practice guidelines set by the United Nations Food and Agriculture Organisation (UNFAO) and the International Social and Environmental Accreditation and Labelling Alliance (ISEAL)</p>	
<p>Regional Fisheries Management Organization (RFMO) Illegal, Unregulated or Unreported (IUU) blacklist</p>	<p>Link</p>
<p>Tuna 2020 Traceability Declaration</p>	<p>Link</p>
<p>World Wildlife Fund (WWF) Australia</p>	