

# ANNUAL REPORT 2017-2018



More  
sustainable  
seafood  
for everyone

DEFENSE  
DE PASSER  
LA SOUSSE  
A LA CHARGE



# TABLE OF CONTENTS

**A FORWARD LOOK FROM  
THE GSSI MANAGING DIRECTOR** 3

**A WORD FROM THE CHAIR  
OF THE GSSI STEERING BOARD** 4

**GSSI IN DELIVERING RESULTS  
IN 2017-2018** 5

**HIGHLIGHTS OF GSSI'S  
5-YEAR IMPACT FOR  
THE SEAFOOD SECTOR** 8

## **Section 1.**

**GSSI'S GLOBAL BENCHMARK  
TOOL IN 2017-2018: Creating global  
alignment on seafood certification** 10

Building confidence in certified seafood 11

GSSI-recognized schemes in 2017-2018 12

Market uptake of the  
Global Benchmark Tool 13

GSSI joins forces with SSCI  
on social labor standards 15

## **Section 2.**

**GSSI'S GLOBAL PARTNERSHIP  
IN 2017-2018: Championing  
international commitments  
on seafood sustainability** 16

Partnering together to support  
the UN Sustainable Development Goals  
on seafood sustainability 17

GSSI public-private partnership with  
FAO promotes international guidelines  
for the seafood sector 18

GSSI's global partnership grows  
to record numbers in 2017-2018 19

GSSI's expanding global reach 20

GSSI's added-value across the supply chain 21

Supporting sustainable seafood  
development in Japan 22

## **Section 3.**

**GSSI'S GOVERNANCE  
IN 2017-2018: Promoting  
transparency and inclusivity** 23

Governance Highlights 24

GSSI Steering Board 25

GSSI Secretariat 25

## **Section 4.**

**GSSI FINANCIAL REPORT  
2017-2018** 26

2017-2018 financials at a glance 27

2017 financial overview 28

2018 financial overview 29



# A FORWARD LOOK FROM THE GSSI MANAGING DIRECTOR

Five years on from its launch, it is heartening to hear GSSI often described as one of the best multi-stakeholder initiatives many partners have worked on in the seafood sector. Back then, leaders from industry, civil society organizations, governments, research institutes and international agencies made an extraordinary commitment to find consensus on the bigger goal of sustainability for our oceans, and GSSI today is testament to their vision and focus.

We welcomed a record number of partners to the GSSI global partnership over the last two years, and in 2019 we look forward to many more companies and organizations joining GSSI from across the entire seafood value chain and representing all regions worldwide. New partners that sign up to GSSI will see how their global expertise and local know-how will help to collectively tackle the pressing seafood sustainability challenges that we are all facing.

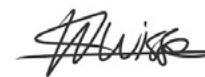
GSSI's Global Benchmark Tool is being fast adopted as the norm in terms of credible seafood certification, and I am pleased to announce that to keep updating and improving the procedures and the Tool criteria, version 2.0 of the Tool will move ahead as planned in 2019. Expert Working Groups will be set up on the different performance areas and they represent a unique opportunity for GSSI partners to get involved in collectively shaping the next phase.

With an agreement already in place between GSSI and the Consumer Goods Forum's Sustainable Supply Chain Initiative (SSCI) to build a benchmark tool on social compliance, exciting developments will soon follow in 2019. GSSI partners can have a first-hand seat at the table and take part in the Technical Working Group which is being set up. Then a public consultation will open up the process to interested stakeholders across the seafood sector.

Using GSSI's partnership to update the Global Benchmark Tool and support the development of the SSCI tool will deliver even greater value for the seafood industry. We expect 2019 to herald more global commitments to source only certified seafood from GSSI benchmarked schemes across all major retail markets worldwide. And, in 2019, our close collaboration with the FAO will continue to strengthen GSSI's platform, and we look forward to reporting on how GSSI is further championing the UN 2030 agenda on sustainable development.

At GSSI's celebration to mark five fruitful years at the Seafood Expo North America and Brussels Expo, it was highly motivating to see our partners express their support for what has been achieved. While we can be rightly proud of how GSSI has delivered what we set out to do five years ago, GSSI's platform has the capacity to address wider sustainability challenges. And this will be the focus of our 2019 Partner Meeting. Discussions will be supplemented by the results of IDH's 2017 strategic study conducted by external consultancy NewForesight to explore how GSSI could address the 86% of seafood that is not certified, as well as the results of GSSI's 2018 Strategic Partner Survey.

GSSI has always reached out extensively to the seafood industry at events and via our updates, and we invite you to be part of the dialogue in 2019 on how to collectively deliver more sustainable seafood in the future. The next five years of GSSI will certainly be ones to watch.



**Herman Wisse**  
GSSI Managing Director





## A WORD FROM THE CHAIR OF THE GSSI STEERING BOARD

In 2018, GSSI proudly celebrated five years as a global partnership working towards more sustainable seafood for everyone. Looking back, it has been a remarkable journey to becoming the leading benchmark organization on credible seafood certification.

In 2017 and 2018, GSSI demonstrated how far it has come, reaching over 83 partners from across 18 countries, including in southern Europe, India, Japan and Russia. A record 39 companies joined GSSI as funding partners over the last two years spanning the entire seafood value chain.

These growing commitments drove home the value that GSSI's Global Benchmark Tool offers to the seafood sector, with GSSI widely seen as a one-stop shop recognizing credible seafood certifications. Five schemes were GSSI-recognized in 2017-18: Marine Stewardship Council (MSC); Global Aquaculture Alliance (GAA) Best Aquaculture Practice Certification (BAP); GLOBALG.A.P. Aquaculture Certification; Aquaculture Stewardship Council (ASC); and the Audubon G.U.L.F. RFM Certification Program, bringing the total to seven GSSI-recognized schemes across both fisheries and aquaculture. By the end of 2018, six of the top 15 largest food retailers and 17 companies had put GSSI into their responsible sourcing policies, pledging to procure seafood from GSSI-recognized schemes.

GSSI was also featured in wider industry and inter-governmental sustainability platforms in 2017 and 2018. Marking a new first, GSSI benchmark principles and guidelines have been incorporated into the Tokyo 2020 Olympic and Paralympic Games Sustainable Sourcing Code as a reference point for suppliers to the Games. And, in the World Economic Forum Tuna Traceability 2020 Declaration, GSSI was placed at the foundation of the environmental pillar on work towards more sustainable certified tuna.

Building on the success of the GSSI Global Benchmark Tool, with its environmental focus, in 2018, GSSI set up a close collaboration with the Consumer Goods Forum's Sustainable Supply Chain Initiative (SSCI) to develop criteria for a social labor benchmark. At the same time as GSSI is laser focused on continuing to provide a tool that delivers clarity, confidence and choice on eco certifications, our collaborative expertise will assist SSCI to develop, and ultimately operate, a benchmark for social labor standards in the same way that GSSI works.

GSSI will share an enhanced vision benefiting global seafood markets and consumers in the year ahead. We are excited about supporting non-certified fisheries and aquaculture to develop and achieve defined levels of assurance and navigate a path to eco certification. This will be modeled on the Global Food Safety Initiative (GFSI) Global Markets Program and we are working with the Food and Agricultural Organization (FAO) to scope out this area.

I cannot stress enough to our partners and those considering partnership with GSSI how important GSSI efforts are to our industry, our oceans and our planet. Building this global collaboration is nothing short of a miracle. This multi-stakeholder initiative consists of industry, NGOs, academia, governmental organizations, as well as the FAO. All our partners are focused on an approach to responsible management and sourcing of seafood that makes economic, social and environmental sense. It is my honor to serve as the Chair of GSSI's Steering Board.

Sincerely,

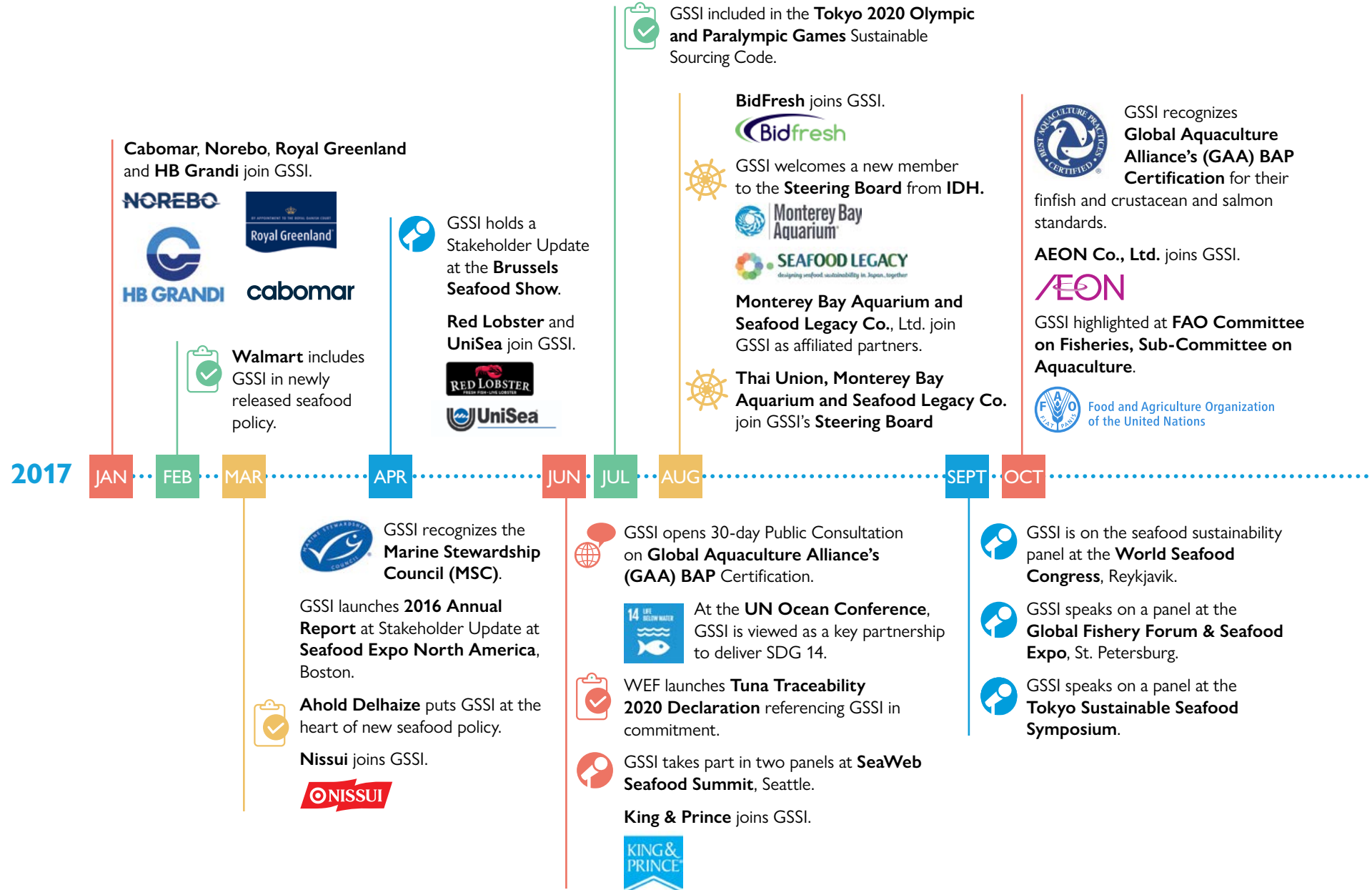


**Bill DiMento**, Chair, GSSI Steering Board

Vice President of Corporate Sustainability and Government Affairs,  
HIGH LINER Foods



# GSSI IN DELIVERING RESULTS IN 2017-2018



GSSI opens 30-day Public Consultation on **GLOBALG.A.P. Aquaculture Certification System**.  
Santa Monica Seafood and Sunnyvale Seafood join GSSI.



GSSI celebrates 5-years with a partner reception, and panel, at **Seafood Expo North America**, Boston.  
**ULTCO, Inc., CenSea, Inc. and Russian Fishery Company** join GSSI.



GSSI announces collaboration with **CGF's Sustainable Supply Chain Initiative (SSCI)** to develop a seafood-specific social compliance benchmark.

**Cornelis Vrolijk, Rema Foods, Arctic Storm Management Group, LLC and Schnuck Markets, LLC** join GSSI.



**GIZ** hosted a consultation workshop for the development of the GSSI-SSCI social benchmark criteria.



GSSI gave a presentation at the **SeaWeb Seafood Summit**, Barcelona.

2018

JAN

GSSI hosts a New Year's Reception at the **Global Seafood Marketing Conference**.

GSSI speaks on a panel at the **North Atlantic Seafood Forum**, Bergen.

**Grupo Nueva Pescanova, US Foods and Limson Trading Inc.** join GSSI.



FEB

MAR

APR



GSSI recognizes **GLOBALG.A.P. Aquaculture Certification System**.

GSSI hosts 2018 Stakeholder Update at the **Brussels Seafood Expo**.

GSSI opens 30-day Public Consultation on the **Aquaculture Stewardship Council (ASC)**.

**Kroger** reaffirms its commitment to GSSI and includes GSSI in its updated sustainable sourcing policy.

**Congalsa, Mazzetta Company, LLC, Glacier Fish Company, LLC, Congalsa and Seattle Fish Co.** join GSSI.



MAY

JUN

GSSI takes part in panel discussion at the **FAO's High Seas International Conference**, Boulogne-sur-Mer.



GSSI's **updated factsheets** available online in English, French, Japanese and Spanish.

**Aqua Star** reaffirms their commitment to GSSI.

**SeaPak Shrimp & Seafood Co., Devi Fisheries and Feldt's Seafood** join GSSI.





## TO COME IN 2019

- The Global Benchmark Tool 2.0
- Launch of the GSSI/SSCI seafood-specific social compliance benchmark
- Continued growth of the GSSI Global Partnership
- Continued close collaboration with the FAO and championing of the UN 2030 Agenda on Sustainable Development

# HIGHLIGHTS OF GSSI'S 5-YEAR IMPACT FOR THE SEAFOOD SECTOR



Herman Wisse, Managing Director, GSSI (left) and Bill DiMento, Vice President of Corporate Sustainability and Government Affairs, HIGH LINER Foods (right) handing out partner awards made from ghost nets at GSSI's 5-year celebration at the 2018 Boston Seafood Show.

**“ The importance of industry collaboration in achieving seafood sustainability cannot be overstated. GSSI plays an integral role in bringing all stakeholders to the table to ensure global seafood production develops in a responsible manner, ensuring seafood security for generations to come”.**

**Dr. Jason Clay,**  
GSSI Steering Board member and Senior Vice President,  
Food & Markets; Executive Director, Markets Institute, WWF



## THE GSSI GLOBAL PARTNERSHIP

**71**

FUNDING  
PARTNERS

**12**

AFFILIATED  
PARTNERS

**19**

COUNTRIES

USD **34** BILLION

COMBINED TURNOVER  
OF SEAFOOD COMPANIES

USD **1** TRILLION

COMBINED TURNOVER  
OF RETAIL AND FOOD  
SERVICE COMPANIES



# HIGHLIGHTS OF GSSI'S 5-YEAR IMPACT FOR THE SEAFOOD SECTOR

## THE GSSI GLOBAL BENCHMARK TOOL

7

RECOGNIZED SCHEMES



(4 FISHERIES SCHEMES,  
3 AQUACULTURE SCHEMES)

1

SCHEME IN PUBLIC  
CONSULTATION



90

COMMENTS  
RECEIVED DURING  
THE PUBLIC  
CONSULTATIONS

4

SCHEMES  
FINALIZED OR IN  
THE PROCESS OF A  
PRE-ASSESSMENT

## MARKET UPTAKE OF THE GLOBAL BENCHMARK TOOL

6 OF TOP 15 FOOD RETAILERS

USE GSSI BENCHMARKED SCHEMES  
AS BASIS FOR THEIR  
SOURCING PROGRAMS

AT LEAST 17 COMPANIES

INCLUDE GSSI IN THEIR  
GLOBAL SOURCING POLICIES



GSSI INCLUDED IN  
THE TOKYO 2020  
OLYMPIC AND  
PARALYMPIC GAMES  
SUSTAINABLE SOURCING CODE



GSSI INCLUDED  
IN THE WORLD ECONOMIC  
FORUM TUNA TRACEABILITY  
2020 DECLARATION

## SOCIAL BENCHMARKING

GSSI  
SIGNS MOU WITH  
CONSUMER GOODS FORUM'S  
SUSTAINABLE SUPPLY  
CHAIN INITIATIVE (SSCI)



GSSI AND SSCI  
COMMIT TO  
DEVELOPING CRITERIA  
FOR A SEAFOOD-SPECIFIC  
SOCIAL COMPLIANCE  
BENCHMARK





A person wearing an orange jacket and dark pants is crouching in a field of dark, wet seaweed. They are using a tool to harvest the seaweed. In the foreground, there are two green plastic crates filled with harvested seaweed. The background shows a body of water and a distant shoreline with buildings under a cloudy sky.

# **GSSI'S GLOBAL BENCHMARK TOOL IN 2017-2018: CREATING GLOBAL ALIGNMENT ON SEAFOOD CERTIFICATION**

## SECTION 1.



# BUILDING CONFIDENCE IN CERTIFIED SEAFOOD

Over the last two years, GSSI's Global Benchmark Tool has been widely accepted and recognized as playing a leading role in creating global alignment on seafood certification.

Underpinned by the FAO Guidelines, the Tool has been instrumental in building awareness and understanding of what credible certification looks like for the seafood sector as a whole. GSSI's objective, since the launch of the Tool in 2015, was to create a level playing field for certified seafood, and all major schemes have since signed up to be benchmarked by GSSI.

## FIVE NEW RECOGNIZED SCHEMES

In 2017 and 2018, five new certification schemes were recognized by GSSI, including the Marine Stewardship Council (MSC); Global Aquaculture Alliance (GAA) Best Aquaculture Practice (BAP) Certification; GLOBALG.A.P. Aquaculture Certification; Aquaculture Stewardship Council (ASC), and Audubon G.U.L.F. RFM Certification Program. As of the end of 2018, there were seven GSSI-recognized schemes, and GSSI opened the public consultation on BIM Certified Quality Aquaculture (CQA) scheme.

Reaching this milestone took the dedicated efforts of everyone involved throughout GSSI's robust benchmark process. Credit goes to the five schemes that applied to be benchmarked by GSSI and achieved recognition, the Independent Experts making the assessments, the Benchmark Committee members for their review, and to the GSSI Steering Board at recognition stage.

In addition, five public consultations were held in 2017-18 each lasting for 30-days, giving stakeholders from across the sector the opportunity to be involved and share inputs on the draft benchmark reports. Following recognition, all final benchmark reports were made available online as part of GSSI's inclusive, transparent process.

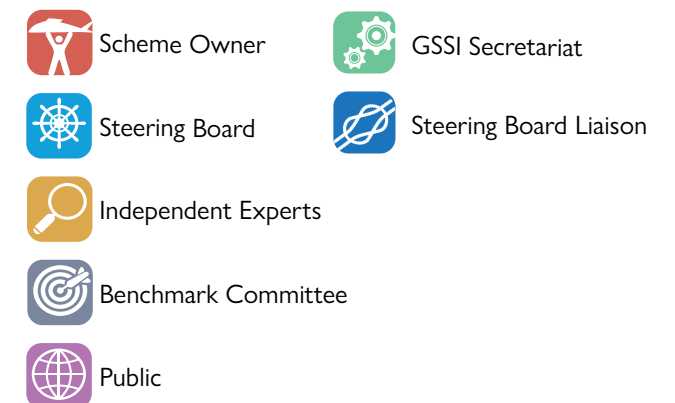
## PROMOTING IMPROVEMENT IN CERTIFICATION

Through the GSSI pre-assessment program which ran throughout 2017-18, the Global Benchmark Tool has also been used successfully to support schemes on their pathway to improvement. This was the case with the G.U.L.F. certification program that went on to achieve GSSI recognition in 2018, following their pre-assessment with GSSI in 2017.

## THE BENCHMARK PROCESS



## WHO IS INVOLVED?



# GSSI-RECOGNIZED SCHEMES IN 2017-18

## "...CONFIDENCE IN THE CERTIFICATION SCHEMES BEHIND THE LOGOS..."

“With the ASC’s commitment to constant updates and stakeholder engagement, our standard has been a driving force behind improvements in salmon aquaculture. Achieving the GSSI benchmark is further evidence of the strength and the credibility of the standard. The ASC’s market-driven approach to improving standards in aquaculture means we are acutely aware how important it is that the industry and consumers understand and have confidence in the certification schemes behind the logos on their seafood.”



**Michiel Fransen,**  
Head of Standards & Science, ASC

## "...ELEVATING THE SUSTAINABILITY OF OUR REGION'S SEAFOOD..."

“We have worked diligently over the past six years to develop a credible fisheries standard. Achieving GSSI is the culmination of that effort, and we could not be more excited. This result is a testament to the hard work of our team here at Audubon, both past and present, who contributed to the development of the G.U.L.F. RFM Certification and helped navigate through the GSSI process. I also want to thank our committees for all the hours they contributed to help us accomplish this goal. With this recognition, we look forward to elevating the sustainability of our region’s seafood both on the water and in the marketplace.”



**John Fallon,**  
Director of Sustainability and Coastal Conservation, Audubon Nature Institute

## 5 NEW SCHEMES

## "...GLOBAL BEST PRACTICE IN FISHERIES MANAGEMENT..."

“The MSC is the first global certification program to achieve GSSI recognition. This process reaffirms our commitment to maintain world-leading science-based standards which are widely applicable and help to drive real change on the water. Anyone committing to purchase MSC certified seafood can be confident that it reflects global best practice in fisheries management.”



**Dr. David Agnew,**  
(Former) Director of Science and Standards, MSC

## "...COMPREHENSIVE ASSURANCES TO THE MARKETPLACE AND CONSUMERS..."

“We are pleased to receive this recognition of our Best Aquaculture Practices program. The BAP program was first implemented in 2003 and this year will reach a milestone of 2,000 certified facilities around the world with anticipated farm-gate production exceeding 2 million metric tons. BAP, which currently provides the most comprehensive assurances to the marketplace and consumers, has benefited from the GSSI benchmarking process, as we suspect as have the folks involved from GSSI.”



**Wally Stevens,**  
Executive Director, GAA

## "...INDUSTRY-WIDE SUSTAINABILITY REQUIREMENTS..."

“We are very pleased to receive this formal recognition by GSSI that the GLOBALG.A.P. Aquaculture Certification System meets industry-wide sustainability requirements. This complements our food safety benchmark with the Global Food Safety Initiative (GFSI), hereby offering single certification for farmers to meet global consumer expectations.”



**Kristian Moeller,**  
CEO, GLOBALG.A.P.



# MARKET UPTAKE OF THE GLOBAL BENCHMARK TOOL

GSSI's Global Benchmark Tool has helped to add clarity, credibility and choice to buying seafood. In 2017-18, the number of high-level industry and international commitments to source certified seafood from GSSI benchmarked schemes expanded substantially.

## 6 OF 15 LARGEST FOOD RETAILERS INCLUDE GSSI IN SOURCING COMMITMENTS

These global pledges, which include six of the top 15 largest food retailers and at least 17 companies worldwide, show GSSI's value for the retail community in markets including the US, Europe and Japan. By the end of 2018, ten GSSI major retail partners updated their sourcing commitments to use GSSI benchmarked schemes, including AEON, Ahold Delhaize, Kroger, Marks & Spencers, Metro, and Morrisons. Major food service partners, including Sodexo and US Foods, also included GSSI in sourcing policies. In the last two years, other companies including supermarket chains Publix, Sam's Club, Walmart, Aldi, Meijer, Giant Eagle and Sprouts referred to the use of GSSI-recognized schemes, and more are due to follow.

These global retail commitments help provide clarity to harvesters, farmers and exporters globally. It reduces the need and costs of attaining multiple certifications and enables them to work with the certification schemes most suitable for them to increase their market access. The uptake of the tool in global sourcing policies is vital for GSSI to continue championing more sustainable seafood for everyone and obtain recognition worldwide.



## SELECTED SEAFOOD SOURCING POLICY EXCERPTS: 2017-2018

### DIRECT SEAFOODS (AS PART OF BIDFRESH LTD)

*GSSI has created a benchmarking tool that is based the FAO Code of Conduct for responsible fisheries. This tool will evaluate which certification schemes are really effective, and help us to decide which ones we can rely on to ensure our customers receive the most sustainable fish possible.*

### KROGER

*For wild-caught seafood, our commitment is that, by 2020, Kroger will source: 100% of all our wild caught seafood species in our Seafood Department from fisheries that are... or certified by other Global Sustainable Seafood Initiative (GSSI) recognized programs..*

*For farm-raised seafood, our commitment is that: By 2020, 100% of farm-raised seafood in our Seafood Department is certified to... programs recognized by the Global Sustainable Seafood Initiative (GSSI).*

### US FOODS

*Equivalent Global Sustainable Seafood Initiative (GSSI) benchmarked certifications where US Foods has the associated chain of custody certification, will be considered.*

### AHOLD DELHAIZE

*Today, all of our brands combined offer hundreds of own-brand sustainable seafood products from over 100 species. With suppliers spread all over the world, we face differing challenges to sustainability, so it's a complex responsibility. Our 'trident' approach includes three categories: - Certified: against GSSI benchmarked acceptable standards...*

## GSSI INCLUDED IN 2020 OLYMPIC SOURCING CODE AND WEF TUNA DECLARATION



This commitment went beyond retail and food service companies in 2017 and 2018 to include wider sustainability initiatives, placing GSSI as a leading global reference to support more sustainable seafood. For the first time, GSSI was written into the procurement code for vendors of the Tokyo 2020 Olympic and Paralympic Games Sustainable Sourcing Code, so that seafood is sourced from GSSI-recognized schemes.



In addition, the World Economic Forum Tuna Traceability 2020 Declaration put GSSI at the foundation of the environmental pillar as part of its pledge by leading companies to work towards more certified tuna from GSSI-recognized schemes. In June 2017, 50 major fishing companies, and 18 civil society organizations, including GSSI, signed the 2020 Declaration at the United Nations Ocean Conference to showcase their commitment to transparent and sustainable tuna supply chains.

GSSI has been proudly continuing to champion its vision of more sustainable seafood for everyone in the last two years. These fresh commitments to accept certified seafood from GSSI-recognized schemes show how GSSI is creating real choice and confidence for retailers and suppliers. Going forward, thanks to GSSI's widely accepted benchmark, farmers and exporters can work with the schemes most suitable for them without the need for duplicate certifications to access different markets.



## TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES SUSTAINABLE SOURCING CODE FOR FISHERY PRODUCTS

*The Sustainable Sourcing Code for Fishery Products (hereinafter "Code") was formulated so that sustainability in the production stage is ensured also in the procurement of fishery products to be used for food and beverage services provided in the Olympic / Paralympic Village and other venues of the Tokyo 2020 Games. Additionally, fishery products certified under the eco-labelling certification scheme for fishery products that Tokyo 2020 recognizes, making reference to certification by the Global Sustainable Seafood Initiative, as obedient to FAO's guidelines are also accepted.*

## WORLD ECONOMIC FORUM TUNA TRACEABILITY 2020 DECLARATION

*The Tuna 2020 Traceability Declaration is a non-legally binding declaration that grew out of a dialogue among governments, companies and civil society, spurred by The Ocean Conference in June 2017 at the United Nations Headquarters that will focus on implementation of SDG 14.*

*Tuna 2020 Commitments. As industry leaders, we commit to the following actions by 2020:*

- 3. Commitment to Environmentally Responsible Tuna Sources. To put this pledge into effect we will continue to explore new opportunities to support the multi-stakeholder initiatives mentioned above, and we will work to continually increase our sourcing from tuna fisheries certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI).*



# GSSI JOINS FORCES WITH SSCI ON SOCIAL LABOR STANDARDS

Seafood has a huge impact on the livelihoods of people around the planet, with around 13% of the global population supported by the seafood sector through direct or indirect employment. Promoting decent work and social labor standards in line with internationally recognized UN and ILO instruments is vital to address the complex risks faced by fishermen and women across seafood supply chains worldwide.



The seafood-specific social benchmark tool will take into account the specificities of the seafood sector and the special nature of work in food harvesting. The criteria will be underpinned by ILO Conventions and Recommendations, the UN Guiding Principles and aligned with the Consumer Good Forum's Priority Industry Principles on Forced Labour.

The collaboration kicked off with a consultation workshop at the SeaWeb Summit in June 2018 in Barcelona. The workshop was hosted by GIZ (the German federal enterprise working in the field of international cooperation for sustainable development) and was attended by over 60 stakeholders. A second workshop was held at the FAO's Vigo Dialogue on decent work in the fisheries and aquaculture sector in October 2018. In parallel, GSSI and SSCI initiated a joint taskforce that provided recommendations for the set-up of the benchmark tool. In 2019, we are planning to convene a joint Expert Working Group to develop the first draft benchmark criteria. Stakeholders will continue to be consulted throughout the process as well as through a public consultation on the benchmark criteria.

## SOCIAL BENCHMARK TOOL

**59.6**  
MILLION WORKERS  
DIRECTLY EMPLOYED  
IN CAPTURE FISHERIES  
AND AQUACULTURE



**239**  
MILLION WORKERS  
DIRECTLY AND  
INDIRECTLY EMPLOYED  
IN THE SEAFOOD SECTOR

Source: FAO SOFIA 2018

In 2018, GSSI set up landmark collaboration with the Sustainable Supply Chain Initiative (SSCI) of The Consumer Goods Forum (CGF) to jointly address these concerns in the seafood sector. SSCI promotes good social and environmental practices in global supply chains by benchmarking third-party auditing and certification schemes and recognizing robust schemes. Building on the success of GSSI's Global Benchmark Tool, the joint benchmark tool will allow the seafood industry to have access to a list of recognized social compliance schemes that operate in the seafood sector.

**“We are proud today to announce the collaboration between the Sustainable Supply Chain Initiative and the Global Sustainable Seafood Initiative. Together, we will support the industry in their efforts to tackle social compliance issues in the seafood sector in a harmonised manner. We will build on the experience and the stakeholder network of both organisations to drive this collaboration forward over the coming months.”**

**Hugo Byrnes,**  
Vice President Product Integrity, Ahold Delhaize

**“The collaboration between the Sustainable Supply Chain Initiative and the Global Sustainable Seafood Initiative to develop a benchmark and recognition tool for social compliance schemes represents an extremely positive step forward for the seafood industry. The development of this benchmark will help safeguard the well-being of the 56 million people directly employed in fisheries and aquaculture.”**

**Dr. Darian McBain,**  
Global Director of Sustainability, Thai Union

By joining forces, GSSI and the CGF aim to have a greater impact within the industry and to align environmental, social and food safety benchmarks for independent third-party schemes. This, in turn, is going to help drive market alignment on sustainable seafood production and sourcing worldwide.



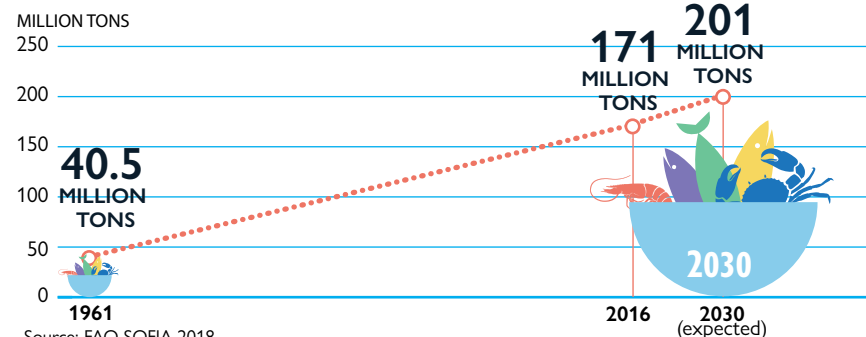
## **GSSI'S GLOBAL PARTNERSHIP IN 2017-2018:** CHAMPIONING INTERNATIONAL COMMITMENTS ON SEAFOOD SUSTAINABILITY

### SECTION 2.



# PARTNERING TOGETHER TO SUPPORT THE **UN SUSTAINABLE DEVELOPMENT GOALS** ON SEAFOOD SUSTAINABILITY

GSSI's core value lies in its role as a leading global public-private partnership on seafood sustainability that unites industry, NGOs, the FAO, governments and experts working to deliver on its vision of more sustainable seafood for everyone. This is vital given the over 500% expected increase in world seafood production from 1961-2030.



In the last two years, GSSI's multi-stakeholder platform for collaboration and knowledge exchange continued to address seafood sustainability challenges with an environmental, economic and social impact in line with the UN's 2030 agenda for sustainable development. Many GSSI partners are also proud supporters of the UN Goals and report on their efforts.

Throughout 2017 and 2018, GSSI was recognized as championing Sustainable Development Goals on zero hunger (Goal 2), decent work and economic growth (Goal 8), responsible consumption (Goal 12), life below water (Goal 14), and partnerships for the goals (Goal 17).

GSSI has aligned global efforts and resources to address Goals 14 and 17 by first tackling the confusion around seafood certification, with its Global Benchmark Tool for certification schemes. Underpinned by internationally accepted guidelines, the Tool has created a shared global understanding of what credible seafood certification looks like and promoted improvement in

the adoption of sustainable practices. In 2017-18, with the widespread take-up of the Tool by retailers and others, GSSI has been advancing Goal 2 on sustainable agriculture through recognition of aquaculture schemes, and Goal 12 on sustainable consumption and production.

At the UN Ocean Conference in June 2017, GSSI was announced as a key partnership to deliver Goal 14 to conserve and sustainably use the oceans, seas and marine resources. At a side-event run by Germany, top level experts from the public and private sectors shared insights with a host of delegations on GSSI's market-based approach and sustainable impact.

Promoting full and productive employment and decent work as outlined in Goal 8 was a key feature of GSSI's collaboration with the Consumer Goods Forum's Sustainable Supply Chain Initiative in 2018. By developing criteria for a new social benchmark tool, in line with UN and ILO instruments, GSSI is working to champion social labor standards for men and women in the seafood industry globally.

**“At METRO, protecting the resources that feed us and our millions of customers is deeply rooted in our core values. Due to growing global demand, the seafood sector is under pressure to increase supply, and so we are tasked with ensuring food security for a growing population while protecting our oceans and marine life. This can only be achieved by sustainably managing the seafood sector; a tremendous challenge that we can only tackle through global, multi-stakeholder and transparent partnerships. GSSI offers a unique platform to do just this. As a founding member of GSSI, it made business sense for us to incorporate GSSI in our sustainable seafood procurement policy from the start and we were the first wholesale specialist to do so.”**

**Andrea Weber,**  
Director Corporate Sustainability, METRO AG



# GSSI'S PUBLIC-PRIVATE PARTNERSHIP WITH FAO PROMOTES INTERNATIONAL GUIDELINES FOR THE SEAFOOD SECTOR

Throughout 2017 and 2018 GSSI continued to strengthen its unique relationship with the Food and Agriculture Organization (FAO) and reached out to governments worldwide.

In 2017, FAO reported on its longstanding engagement with GSSI to over 33-member states at the bi-annual meeting of the COFI Sub-Committee on Fish Trade in Busan, Korea and the Sub-Committee meeting on Aquaculture in Rome, Italy.

In 2018, at the 33rd session of the Committee on Fisheries (COFI), GSSI was invited to make an intervention and provided the 133-member states with the latest updates on GSSI's work program and the Global Benchmark Tool. GSSI also co-hosted a side event on responsible fisheries value chains together with Ecuador's CEIPA (Ecuadorian Chamber of Industrial Tuna Processors) and Sweden's Seafood Business for Ocean Stewardship (SeaBOS). At the side-event session, highlighting GSSI's value on a global scale, representatives from Ecuador and Japan declared that they were developing local certifications schemes to be in alignment with the GSSI benchmark.

GSSI remains dedicated to operationalizing and championing internationally agreed guidelines in the seafood sector, with FAO's Code of Conduct for Responsible Fisheries and the Ecolabelling Guidelines underpinning the GSSI Global Benchmark Tool. Moving forward, GSSI is drawing on ILO Conventions and Recommendations, UN Guiding Principles and the FAO's developing guidance on social sustainability in seafood value chains to inform the criteria for GSSI's seafood-specific social compliance benchmark.

**“The GSSI experience has been positive with several major schemes benchmarked and many others in the pipeline. The role of FAO as an observer is to ensure that the GSSI builds on FAO or other internationally agreed instruments and that GSSI strives to ensure that developing countries be included in the process. FAO will continue to engage in this process.”**

**Dr. Audun Lem,**  
Deputy Director of the Policy and Resources Division in the Fisheries and Aquaculture Department, FAO



Food and Agriculture  
Organization of the  
United Nations



# GSSI'S GLOBAL PARTNERSHIP GROWS TO RECORD NUMBERS IN 2017-2018

The foundation of GSSI's success lies in the reach of its global partnership. At the end of 2018, GSSI's partnership counted on US\$34 billion combined annual turnover of seafood companies, and US\$1 trillion combined turnover of retail and food service companies.

GSSI's global partnership expanded rapidly to record numbers in the last two years, reaching 83 partners (71 funding partners and 12 affiliated partners) from 19 countries by the end of 2018. In total, 39 companies from across the seafood value chain, spanning harvesters, processors, food service companies and retailers came on board as new funding partners.

*"The Russian Fishery Company is proud to become a member of Global Sustainable Seafood Initiative family. As a global player, RFC believes that joint efforts among seafood companies can ensure that responsible and sustainable fishing be the only way of doing business in the seafood industry. GSSI recognition of transparent and credible certification schemes allows all companies to deliver high quality seafood to the consumers."*

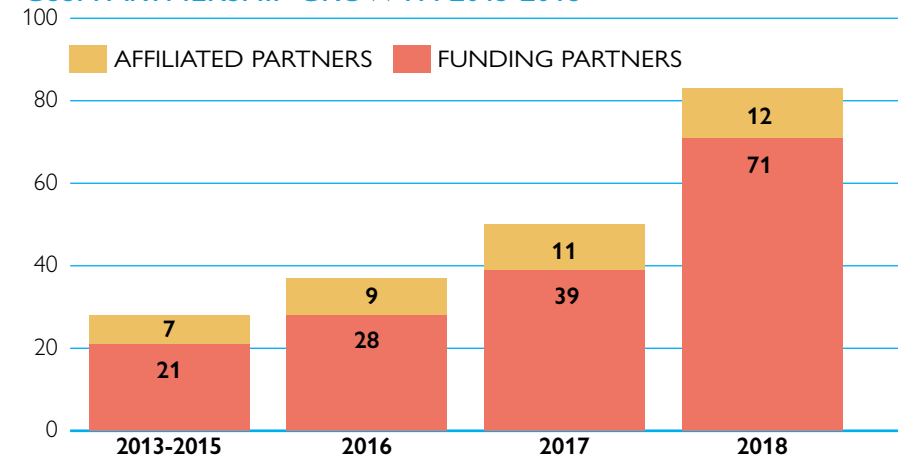
**Andrey Teterkin,**  
CEO, Russian Fishery Company

At the same time, GSSI welcomed three new affiliated partners in 2017-18, including Tokyo-based Seafood Legacy, California-based Monterey Bay Aquarium, and UK-based Seafish. As GSSI continues to grow, bringing on board new partners from across regions worldwide remains a strong focus, and is also reflected in the composition of GSSI's Steering Board.

*"The partnership with GSSI is very important for us to continue improving and effectively developing our commitment to the preservation of aquatic ecosystems and the marine environment and to ensure consumers' confidence in certified seafood."*

**Ángel Matamoro,**  
Chief Corporate Social Responsibility Officer, Grupo Nueva Pescanova

## GSSI PARTNERSHIP GROWTH 2013-2018

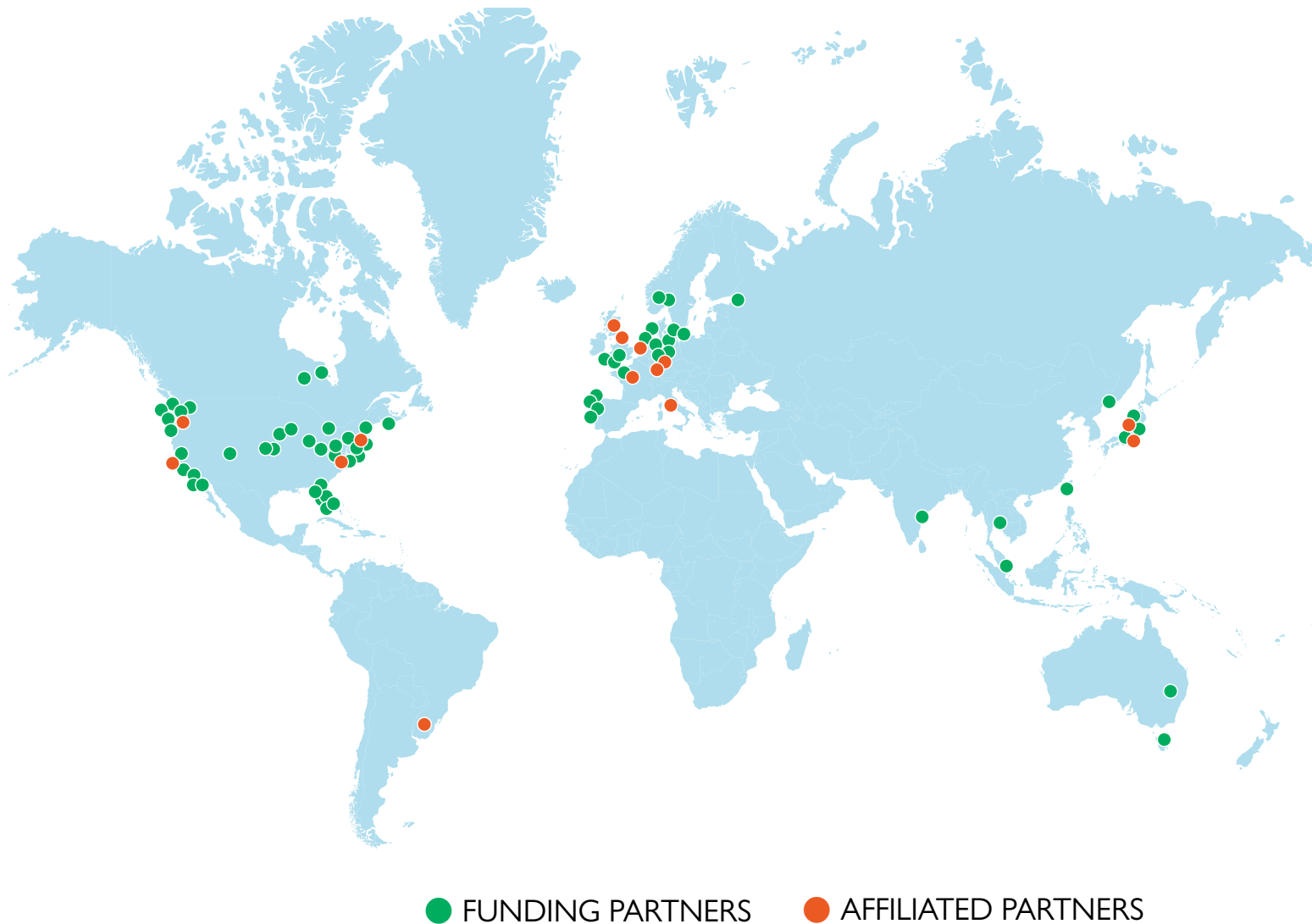


*"Seafish is delighted to be re-affirmed as an affiliated partner of the GSSI. Our industry leading ethical work, through programmes such as RFS, TESS, Aquaculture Profiles and RASS, show our desire to ensure the responsible and ethical sourcing of seafood from sea to plate and we look forward to continuing to work with GSSI to ensure that the UK remains at the forefront of responsible seafood sourcing."*

**Aoife Martin,**  
Director of Operations, Seafish

**225%  
GROWTH  
IN 2017-2018**

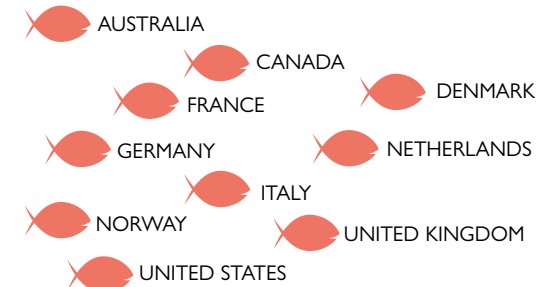
## GSSI'S EXPANDING GLOBAL REACH



In 2017 and 2018, the global reach of the partnership was further strengthened as companies from southern Europe, India, Japan and Russia signed GSSI's Code of Conduct. To reflect this development, GSSI's updated factsheets were made available online in English, French, Japanese and Spanish in 2018, while GSSI was present at events in over 16 countries.

**19 COUNTRIES WERE REPRESENTED BY FUNDING AND AFFILIATED PARTNERS BY THE END OF 2018**

**2013-2015: 10 COUNTRIES**



**2016: +4 COUNTRIES**



**2017: +3 COUNTRIES**

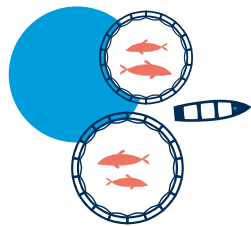


**2018: +2 COUNTRIES**





# GSSI'S ADDED VALUE ACROSS THE SEAFOOD SUPPLY CHAIN



## FARMER

“Devi Fisheries feels privileged to be part of Global Sustainable Seafood Initiative and its renowned list of Partners. GSSI is a unique platform delivering a benchmark tool for seafood certification schemes. Sustainability and transparency are very important and as a responsible producer, we are looking forward to work with GSSI and their Partners towards sustainable seafood to everyone.”

**Mahendra Yarlagadda,**  
Director, Devi Fisheries Limited



## HARVESTER

“We believe GSSI plays an important role in the development and recognition of clear and consistent certification standards. We depend on the ocean and it is our job to sustainably catch the so-called ‘surplus’. This way, we can provide seafood to consumers worldwide today, while ensuring food security for future generations.”

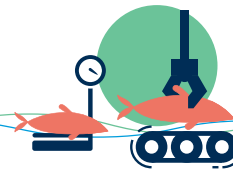
**Aukje Coers,**  
Corporate Social Responsibility Manager,  
Cornelis Vrolijk



## NGO

“GSSI provides a space for collaboration and knowledge-sharing around seafood certification. It's promising to see the Global Benchmark Tool already improving existing certification schemes and shape the development of new schemes in line with FAO guidelines.”

**Jennifer Dianto Kemmerly,**  
Director of Global and Fisheries and Aquaculture, Monterey Bay Aquarium



## VALUE ADDED / PROCESSOR

“In our experience, a benchmark for certification schemes is vitally important in recognizing the continual progress of fishermen and farmers, and in spreading awareness of these advances to consumers and chefs. Partnering with the GSSI brings a diversity of voices to the ongoing conversation and enables us to recommend the best certification for each of our source's operations to provide our customers with high quality, responsible seafood.”

**Mike Fairman,**  
Managing Partner, ULTCO



## WHOLESALE / DISTRIBUTION

“Transparency is vital to future progress in sustainable fishing and aquaculture. Nordic Seafood has always been in the forefront of the sustainable seafood sector and we are looking forward to our cooperation with GSSI.”

**Anders Hviid Jensen,**  
CSR Manager, Nordic Seafood



## INTERNATIONAL ORGANIZATION

“Compared with other sectors we work with, e.g. coffee, cocoa, apparel, the seafood sector is very fragmented. Such fragmentation hampers efforts to align the sector on its priorities. GSSI offers a platform to overcome such fragmentation. For that reason, we are supporting GSSI in addressing seafood sustainability through its benchmarking activities and more broadly through the development of market driven tools for continuous improvement.”

**Flavio Corsin,**  
Director, Aquaculture, Agrochemicals, IDH, The Sustainable Trade Initiative



## RETAIL / FOOD SERVICE

“The ideal of the Japanese consumer co-op movement for the 21st Century is ‘Creating a more human lifestyle and a sustainable society through the concerted efforts of autonomous citizens’. JCCU aims to develop businesses based on this ideal and promote the procurement and sales of sustainable seafood products. By participating in the GSSI's Global Partnership, we hope that the worldwide collaboration with many companies and organizations will expand.”

**Atsushi Okubo,** Operating Officer,  
Merchandising Division, JCCU

# SUPPORTING SUSTAINABLE SEAFOOD DEVELOPMENT IN JAPAN

Japan is home to one of the largest seafood markets in the world and is rapidly developing its sustainable seafood supply chain. In the last two years, GSSI's expanded engagement with businesses, Tokyo 2020 Olympic and Paralympic Games and wider initiatives helped to champion these efforts. In 2017 and 2018, four Japanese partners joined GSSI, with more set to join in 2019.

## GSSI GLOBAL PARTNERSHIP EXPANDING IN JAPAN

Nissui, one of the world's largest seafood producers was the first Japanese company to join GSSI as a funding partner in 2017, followed by AEON, which is the largest retailer in Asia and the first Asia-based retailer to join GSSI. The Japanese Consumers' Co-operative Union (JCCU) joined the GSSI partnership in 2018 and was the first co-operative to join globally. In 2018 Tokyo-based Seafood Legacy became an affiliated partner and their CEO, Wakao Hanaoka, joined as a member of the GSSI Steering Board. In October 2017 and November 2018, GSSI was invited to be part of the 3rd and 4th Tokyo Sustainable Seafood Symposiums.



**“Seafood Legacy is delighted to join GSSI as an Affiliated Partner and I am honored to join the GSSI Steering Board. In the lead-up to the Olympic Paralympic Summer Games in Tokyo in 2020, awareness around seafood sustainability is rapidly increasing in Japan. I believe GSSI is a unique platform to help push the sustainability conversation forward within the seafood industry in Japan, as well as, help regional certification schemes align with international accepted best practices.”**

**Wakao Hanaoka,**  
Program Director, Seafood Legacy

## PROMOTING IMPROVEMENT IN SEAFOOD CERTIFICATION

Marking an important milestone, GSSI was included in the Tokyo 2020 Olympic and Paralympic Games Sustainable Sourcing Code for Fishery Products. The Code states that seafood will be sourced from GSSI-recognized schemes and is an essential reference for all suppliers to the Games.



Building on the sourcing code for the Tokyo 2020 Olympic and Paralympic Games, GSSI's Global Benchmark Tool is proving to be a valuable framework for improving certification programs in Japan. For example, Marine Eco-Label Japan (MEL) completed GSSI's Pre-Assessment in early 2017. It has since worked on improving both its scheme governance and operational management, as well as its certification standards and announced it entered the benchmark process in September 2018.

MEL's participation in the benchmark process provides an additional mechanism for engaging the Japanese seafood industry in seafood sustainability. MEL now has the knowledge and capacity to engage with local harvesters and producers and encourage them to become certified, ultimately increasing the amount of certified seafood that meets internationally accepted guidelines.

The sustainable momentum GSSI contributed to in Japan over the past two years led to the Japanese government enacting the most significant reform of its fishery policy in 70 years. The reform aligns it more closely with internationally agreed guidelines for responsible fisheries management. This shows how the Global Benchmark Tool is helping to deliver our vision of more sustainable seafood for everyone.

## GSSI CASE STORY

The background of the page is a composite image. On the left, there is a close-up, slightly blurred view of a ship's cabin with several windows. On the right, a lighthouse with a white body and a red top section is visible, situated on a rocky outcrop overlooking the sea. The sky is a pale, hazy blue.

## **GSSI'S GOVERNANCE IN 2017-2018:** PROMOTING TRANSPARENCY AND INCLUSIVITY

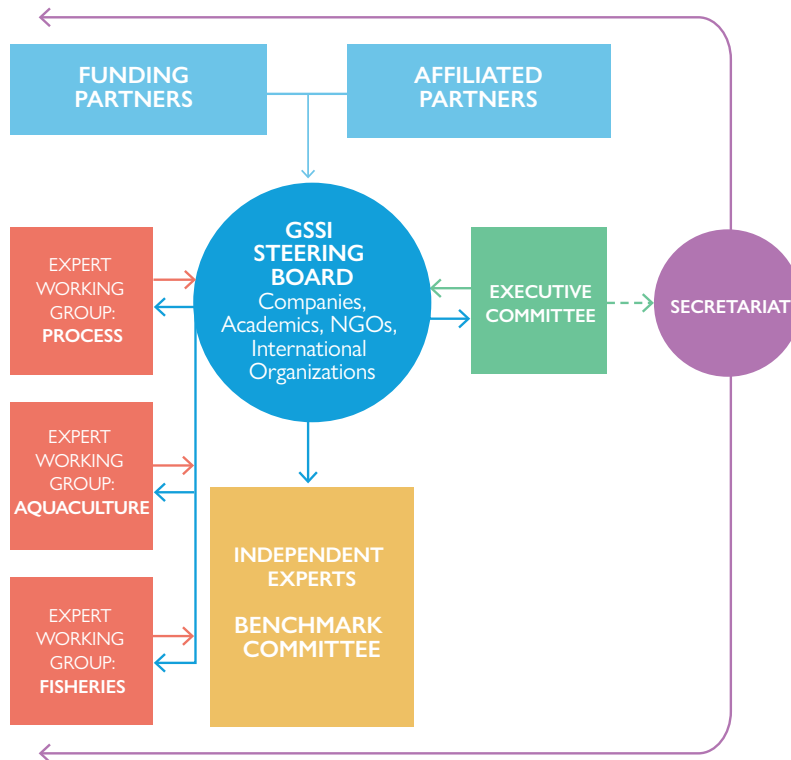
### SECTION 3.



# GOVERNANCE HIGHLIGHTS

As of September 2015, GSSI was established as an independent foundation based in The Netherlands, operating with its own funding. In the last two years, a Managing Director was appointed to head the Secretariat and an expanded five-person team was in place to run GSSI operations.

At the end of 2018, the Secretariat was made up of a dedicated Benchmark Manager, Communications Manager, Partnership and Outreach Officer, and an Office Coordinator.



The GSSI Steering Board represents the full seafood value chain of companies, NGOs, governments and international organizations – including the FAO – and it continued to play an active role in overseeing GSSI's portfolio and strategic direction over the last two years. In 2017-18, the Board welcomed six new members with a wealth of expertise from across the sector from funding and affiliated partners. Members were drawn from organizations also based in southern Europe and Asia reflecting the growing global reach of GSSI's partnership.

The GSSI rules of governance and code of conduct were updated in a revised GSSI Charter in 2018, with new sections added on GSSI's privacy policy and communications guidelines. Transparency and inclusivity continue to be at the foundation of GSSI's engagement with its network. In the last two years, GSSI held ten Board meetings, three Stakeholder Updates and four webinars to exchange and share updates on GSSI's initiatives.

**10**  
STEERING  
BOARD  
MEETINGS

**4**  
PARTNER  
COUNCIL  
UPDATE  
WEBINARS

**3**  
STAKEHOLDER  
UPDATES

**6**  
NEW  
STEERING  
BOARD  
MEMBERS

**4**  
NEW  
SECRETARIAT  
EMPLOYEES

## GSSI WELCOMED SIX NEW STEERING BOARD MEMBERS IN 2017 AND 2018

**Flavio Corsin,**  
*Director, Aquaculture, Agrochemicals,  
IDH The Sustainable Trade Initiative*

**Wakao Hanaoka,**  
*Founder/CEO,  
Seafood Legacy*

**Ángel Matamoro Irago,**  
*Chief Corporate Social Responsibility and Institutional  
Relations Officer,  
Nueva Pescanova Group*

**Jennifer Dianto Kemmerly,**  
*Director of Global Fisheries and Aquaculture,  
Monterey Bay Aquarium*

**Darian McBain,**  
*Global Director of Sustainability,  
Thai Union*

**Judy Panayos,**  
*Senior Director, Sustainability Supply Management,  
Sodexo*

## AT THE END OF 2018, 7 OUT OF 17 GSSI BOARD MEMBERS WERE WOMEN



## GSSI STEERING BOARD

**Hugo Byrnes,**  
*Vice President Product Integrity, Ahold Delhaize*

**Dr. Jason Clay,**  
*Senior Vice President Food & Markets | Executive Director Markets Institute,  
World Wildlife Fund*

**Flavio Corsin,**  
*Director, Aquaculture, Agrochemicals, IDH, The Sustainable Trade Initiative*

**Bill DiMento (Chair),**  
*Vice President of Quality Assurance, Sustainability, and Government Affairs,  
HIGH LINER FOODS INC.*

**Christian von Dorrien,**  
*Leader Fisheries and Environment Research Group, Institute of Baltic Sea Fisheries,  
THÜNEN INSTITUTE*

**Lisa Goché,** *Vice President, Grobest*

**Peter Hajipieris,**  
*Global Responsibility and External Affairs, Regal Springs*

**Wakao Hanaoka,**  
*Founder/CEO, Seafood Legacy*

**Ángel Matamoro Irago,**  
*Chief Corporate Social Responsibility and Institutional Relations Officer,  
Nueva Pescanova Group*

**Jennifer Dianto Kemmerly,**  
*Director of Global Fisheries and Aquaculture, Monterey Bay Aquarium*

**Dr. Audun Lem,**  
*Deputy Director of the Policy and Resources Division in the Fisheries  
and Aquaculture Department, FAO*

**Darian McBain,**  
*Global Director of Sustainability, Thai Union*

**Judy Panayos,**  
*Senior Director, Sustainability Supply Management, Sodexo*

**Friederike Sorg,**  
*Head of Project Sustainability Standards Comparison Tool, GIZ*

**Elisabeth Vallet,**  
*Director, Ethic Ocean*

**Andrea K. Weber,**  
*Director Corporate Responsibility, METRO AG*



## GSSI SECRETARIAT

**Kim Bajou,** *Partnership and Outreach Officer*

**Nina van Ewijk,** *Head of Communications*

**Suzette Rovers,** *Office Coordinator*

**Herman Wisse,** *Managing Director*

**Florian Zuber,** *Benchmark Manager*





# GSSI FINANCIAL REPORT 2017-2018

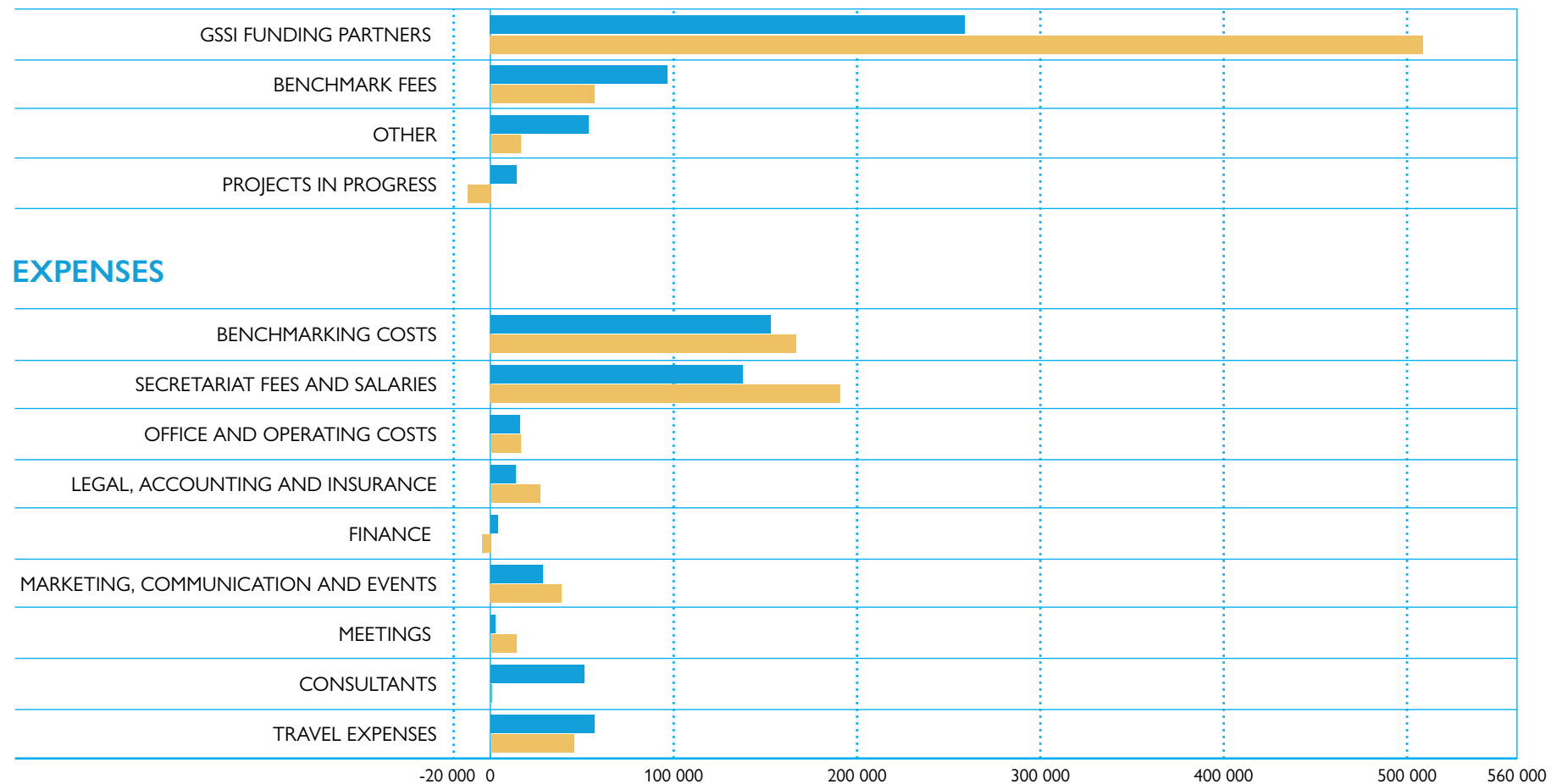
## SECTION 4.

# 2017-2018 FINANCIALS AT A GLANCE

2017 2018

## INCOME

EUROS (€)

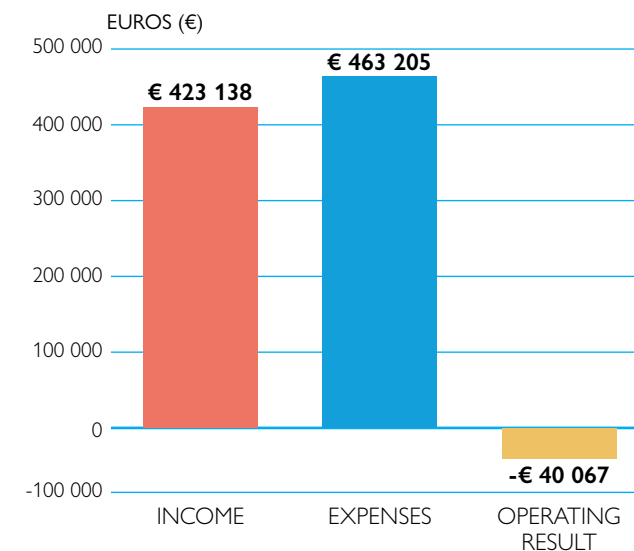
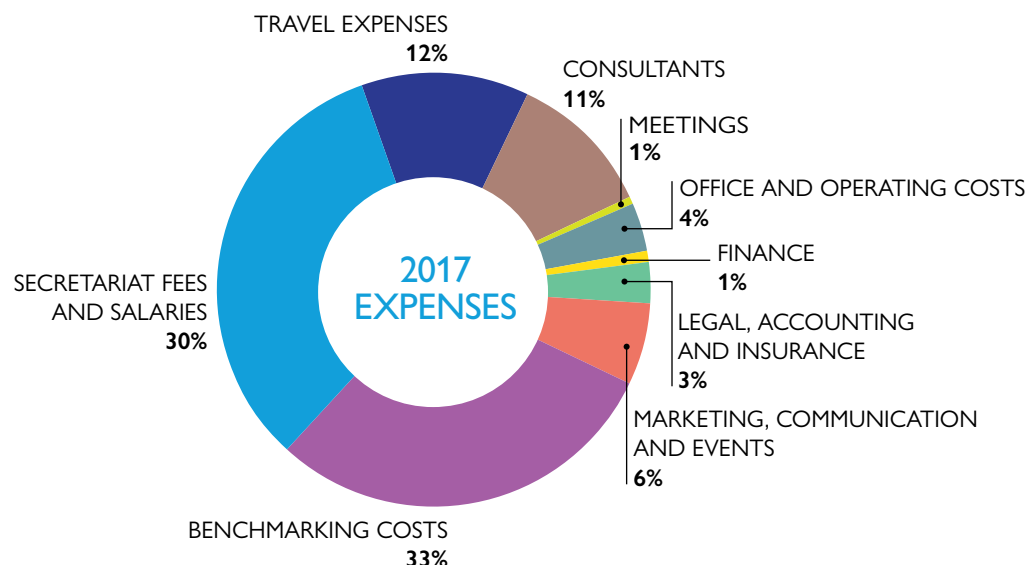
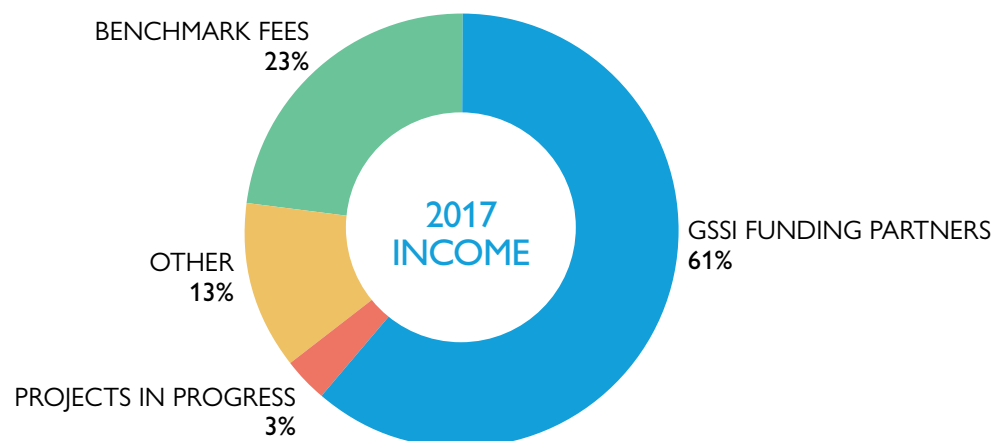


## 2017-2018 FINANCIAL REPORT



## 2017 FINANCIAL OVERVIEW

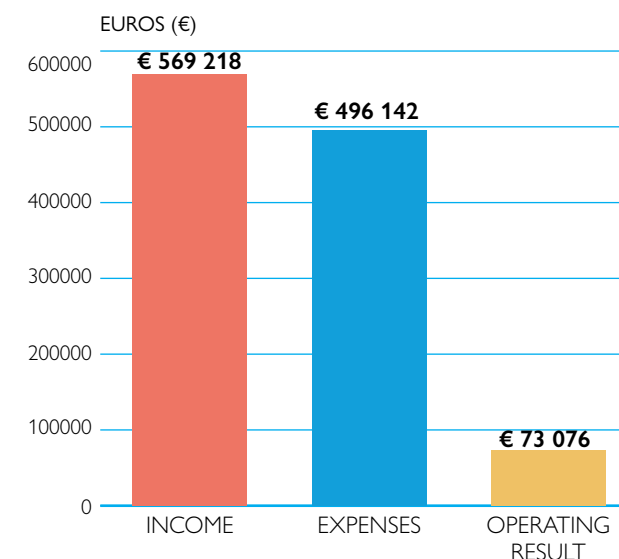
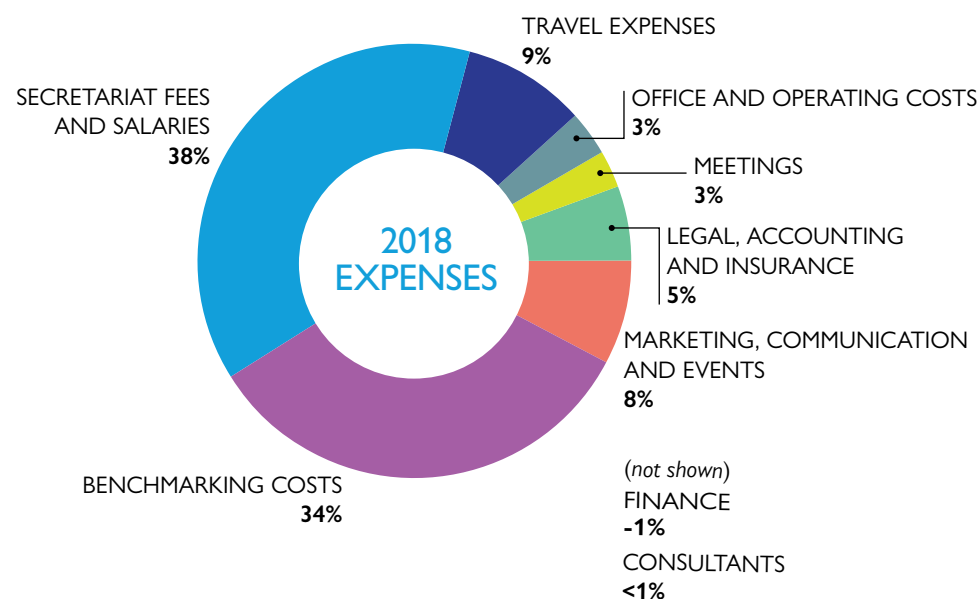
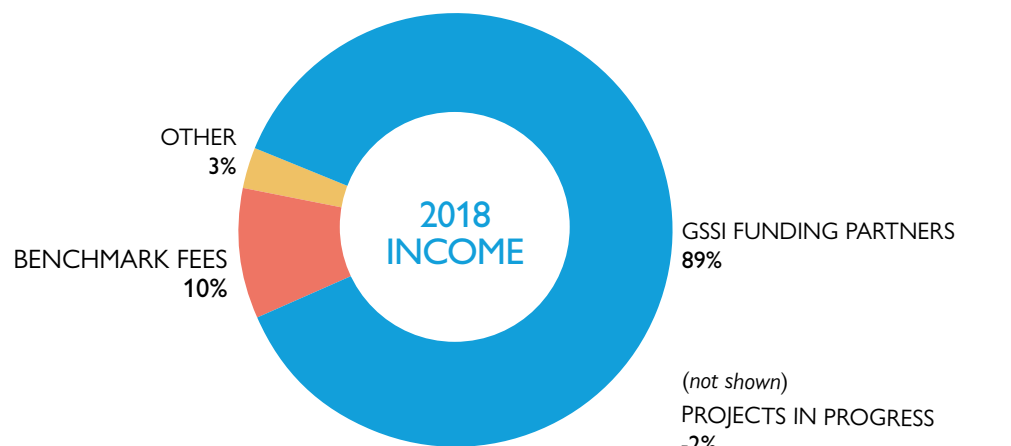
### 2017-2018 FINANCIAL REPORT



<b>INCOME (€)</b>	<b>423 138</b>
GSSI Funding Partners	258 750
Benchmark Fees	96 626
Other	53 472
Projects in Progress	14 290
<b>EXPENSES (€)</b>	<b>463 205</b>
Benchmarking Costs	152 754
Secretariat Fees and Salaries	137 598
Office and Operating Costs	16 282
Legal, Accounting and Insurance	13 796
Finance	4 002
Marketing, Communication and Events	28 463
Meetings	2 518
Consultants	50 980
Travel Expenses	56 812
<b>OPERATING RESULT (€)</b>	<b>-40 067</b>

## 2018 FINANCIAL OVERVIEW

### 2017-2018 FINANCIAL REPORT



<b>INCOME (€)</b>		<b>569 218</b>
GSSI Funding Partners	508 750	
Benchmark Fees	56 580	
Other	16 338	
Projects in Progress	-12 450	
<b>EXPENSES (€)</b>		<b>496 142</b>
Benchmarking Costs	166 921	
Secretariat Fees and Salaries	190 954	
Office and Operating Costs	16 359	
Legal, Accounting and Insurance	26 989	
Finance	-4 408	
Marketing, Communication and Events	38 913	
Meetings	14 154	
Consultants	700	
Travel Expenses	45 560	
<b>OPERATING RESULT (€)</b>		<b>73 076</b>



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