



Session II: Seafood Value Chain, Environment & Market

Experiences of the Value Chain: Retailers

SONAE MC – THE PORTUGUESE CASE

The new Common Fisheries Policy: sustainability in depth

WHAT?

MSY - Maximum Sustainable Yield
Regionalisation
Fisheries science
Multiannual plans



The CFP aims to ensure that fishing and aquaculture are environmentally, economically and socially sustainable and that they provide a source of healthy food for EU citizens. Its goal is to foster a dynamic fishing industry and ensure a fair standard of living for fishing communities.

Responsible production and consumption highlighted by International NGO's (1/2)



These organizations recommend:
the consumption of some species from sustainable source - capture fisheries or aquiculture.
To avoid the consumption of species that are threatened by extinction.

Responsible production and consumption highlighted by International NGO's (2/2)



WWF – Portugal Seafood Guide



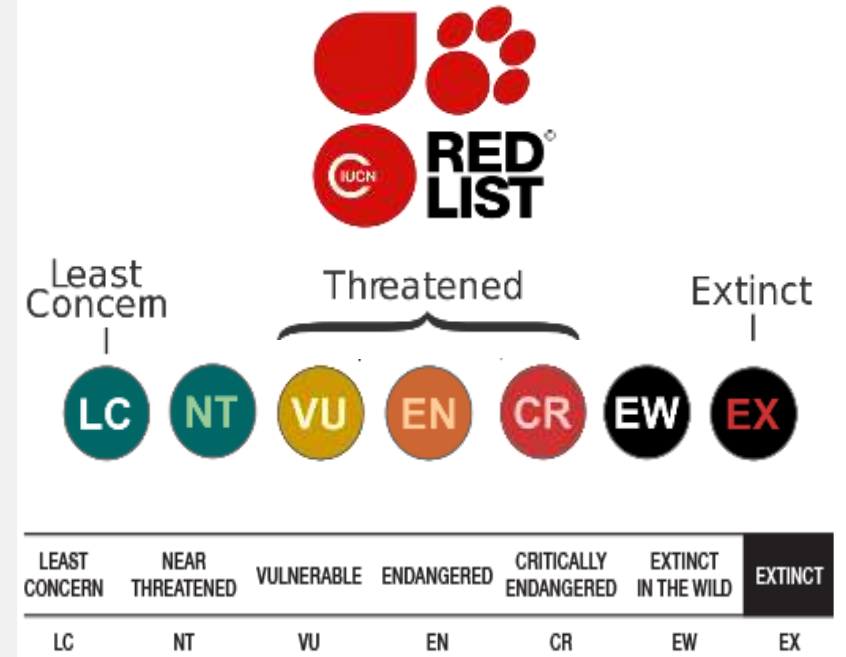
- Certified fish
- Good choice
- Think twice
- Better avoid



Greenpeace Red list



IUCN Red List of Threatened Species





Sustainability Policy at SONAE MC

Sonae MC follows the recommendations from International NGO's



- **Along the year we follow the evolution of the 3 lists**
- **We double check when we launch a new specie**
- **We don't commercialize threatened species which are simultaneously referenced by 2 NGO's**
- **Our criteria are stricter than EU legislation**

LEAST CONCERN	NEAR THREATENED	VULNERABLE	ENDANGERED	CRITICALLY ENDANGERED	EXTINCT IN THE WILD	EXTINCT
LC	NT	VU	EN	CR	EW	EX

Other measures that we develop...



- Follow-up of all species every three-month -> support business decision
- We market a wide offer of different species -> avoiding the consumption of few species



- At stores we provide a Traffic Light System to help consumers to choose the species regarding environmental impact



- Annual Report "Traffic Light System" allows the assessment of "our" degree of sustainability

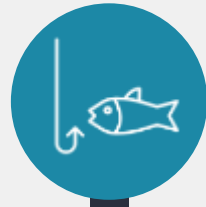


- Specific provisions included in the supply contract with SONAE MC.

Os seguintes aspectos estão contemplados no Protocolo de Gestão:

- 1.1. O Grupo SONAE MC compromete-se a garantir a sustentabilidade ambiental, social e económica das suas operações, através da implementação de políticas e medidas que promovam a sustentabilidade e a responsabilidade social corporativa.
- 1.2. O Grupo SONAE MC compromete-se a garantir a sustentabilidade ambiental, social e económica das suas operações, através da implementação de políticas e medidas que promovam a sustentabilidade e a responsabilidade social corporativa.
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Our Sustainability Policy establishes important principles along the supply chain regarding the protection of species.



SUPPLIER

We don't accept suppliers from illegal fishing

We value fish from sustainable sources

We don't accept suppliers associated with human rights abuses



RETAILER

We contribute for the reduction of consumption of threatned species



CONSUMER

We share relevant information (traceability) with consumers
[\(http://valormar.pt/2017/10/16/valormar-project/\)](http://valormar.pt/2017/10/16/valormar-project/)

Consumer can choose from a wide range of species supported by robust information(Traffic Light System)

2020: Chain of custody certification



SONAE



**O SABOR VEM DO MAR.
A SUSTENTABILIDADE, DO CONTINENTE.**



Sea Bream from Algarve

- Open sea
- From sea farm to our stores
- Sustainable sourcing

CONTINENTE

Thank you!

