

Sector specific challenges & recommendations

on implementing the Voluntary Codes of Conduct



Suppliers

Challenge

Buyers only recognize 3rd party certified products

Solution

Conduct risk assessment of

- certified products without Chain of Custody (focus on legality and traceability)
- non-certified products (focus on sustainability, legality and traceability)

**The VCoC recognizes all GSSI-recognized 3rd party certifications*



Caterers / Restaurants

Challenge

Short turnaround time in sourcing ingredients

Solution

- Map seafood supply chain to determine the most regularly sourced products and identify risks
- Establish a sustainable seafood procurement policy
 - specify a preference for 3rd party certified seafood or source from fisheries / farms undergoing improvements
 - reference to the IUCN Red List



Caterers / Restaurants

Challenge

Decision makers for sourcing seafood may have limited knowledge on sustainable seafood

Solution

- Collect data from suppliers for risk assessments using the member support tools (supplier questionnaires)
- Share results of risk assessments with chefs and F&B teams
- Sustainability team can conduct regular meetings with other departments or arrange capacity building workshop



Supermarkets / Retailers

Challenge

There is a perception that sourcing sustainable seafood is not feasible for businesses that purchase a high volume of seafood supply

Solution

- Major European, US and Australian retailers have all shown that sourcing sustainable seafood is possible when robust seafood policies and due diligence procedures are in place
- **Start small:** conduct risk assessments for a few products, then gradually transition sourcing decisions towards sustainability over time

**The VCoC does not require you to stop sourcing a product unless*

- The species is a threatened species (VU,EN,CR) AND the source fishery risk assessment is high
- High risk of legality and traceability issues suspected with no checks and measures in place



Supermarkets / Retailers

Challenge

Retailers may consider themselves to have limited options in their supply chain, especially when procuring their seafood supply through traders

Solution

- Invest time in communicating with and educating traders about sustainability concerns, whilst maintaining a degree of pragmatism
- Gather data from traders for risk assessments to ensure compliance with your seafood sourcing policy and communicate results so they can provide alternative options
- Encourage traders to cascade matters upstream to fisheries and suppliers



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