



Consumer
Information
PROGRAMME



中国连锁经营协会
China Chain Store & Franchise Association



Guidelines on Responsible Seafood Sourcing for China Retail Industry

Summary



Acknowledgement

This publication is one of the outputs of the **China Sustainable Consumption Research Program—Consumer Awareness and Behaviour Change in Sustainable Consumption** to identify new opportunities of promoting sustainable consumption in China through improving consumer's awareness and behaviour regarding sustainability at both consumer and business level and further its impact on the national policy. The project is implemented by China Chain Store & Franchise Association (CCFA) and contributes to the Consumer Information Programme (CI-SCP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production patterns (10YFP), with the financial support of the 10YFP Trust Fund, in close cooperation with the China Office of UN Environment.

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Summary

The increasing consumption of seafood products plays a key role in providing more diversified and nutritious food for the world's population. The per capita consumption of aquatic products in the world has increased from 9.9 kg in the 1960s to 14.4 kg in the 1990s, and to 19.7kg in 2013. Seafood products play a vital role in providing good protein for world's population.¹

China plays an increasingly vital role in the production and sale of seafood products in the world. China's average annual growth rate of per capita consumption of seafood products between 1990-2010 was 2.56%, and estimated 36.24kg in 2020.

With the increasing living standards and increasing consumption abilities, the Chinese market demand for quality and safety of seafood products is growing steadily. While in the pursuit of safe high-quality seafood products, the impacts of the resources and environmental sustainability also become the focus of social concern. As a result, "sustainable fisheries" has become an important issue affecting the development of the global aquaculture industry. In fishery, global unsustainable marine fish stocks have increased from 10% in 1974 to 31.4% in 2013 due to inadequate fisheries management, overfishing and illegal fishing.² Aquaculture faces challenges of environmental pollution, breeding varieties germplasm degradation, fish disease and quality and safety aspects of the challenges. On the other hand, the end market (retailers) and consumers can not accurately identify whether seafood products are sustainable. Therefore, it is necessary for China, as a responsible fishery producer and a big consumer of seafood products to comply with international sustainable development trends, and to promote China's seafood products as responsible in terms of production, sourcing and consumption.

The guideline aims to lead Chinese retail enterprises to value responsible sourcing in their long-term development strategy, by providing scientific support, tools,

1. FAO. 2016. The State of World Fisheries and Aquaculture 2016. Contributing to food security and nutrition for all. Rome. 200 pp.

2. Sun Chen. (2015), 国际水产品贸易发展趋势及政策研究 International Aquatic Products Development Trends and Policy Analysis

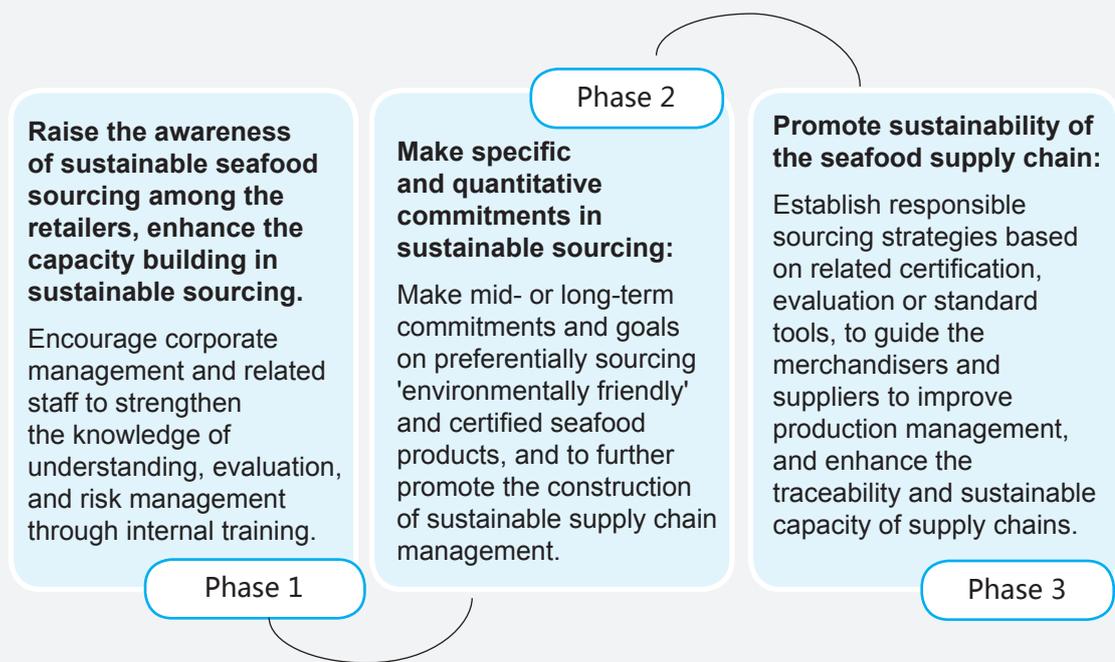
methodologies and practical solutions, with a view of implementing *Responsible Procurement Initiative of China Retail Sector*, and ultimately promote green transit of seafood product businesses in retail industry.

The guideline mainly focuses on the environmental impacts of seafood production, objectives include:

- Raise the awareness of retail enterprises in the recognition of responsible sourcing and environment protection, food security and sustainable aquatic production;
- Raise the awareness of retailers to improve the sustainable supply chain, with a view of reducing operating risks;
- Guide retailers set up strategic target on responsible sourcing management, and promoting enterprises' practice on sustainable development;
- Help the market to tackle the transformation and upgrade of aquatic industry towards sustainable development and operation by providing and spreading sustainable market information, to better answer the calls from consumers.

How to achieve responsible sourcing?

Chinese retailers could establish their responsible sourcing system and thus achieve mid- and long-term goals through three phases:





Concrete measures include:

- Provide professional training and guidance for frontline staff, in order to fully understand the sustainability information of seafood products, including the understanding and knowledge about eco-labeled products;
- Guide the sourcing and supplier management according to international and national standards or industrial regulations and guidelines, including the establishment of traceability of products;
- Understand the innovation and application of sustainable supply chain evaluation tools, and introduce third party evaluation schemes when necessary;
- Establish communication schemes with enterprises, international and national organizations and governmental departments to engage different parties in cooperation;
- Regularly collect public data of seafood industry from government, organizations, producers etc.;
- Regularly, acquire information on sustainable production and the releases of new standards;
- Increase awareness in new information about unsustainability or overfishing .

Tracking supply chains of sustainable seafood product

As a responsible procurer and retailer, you need to focus on a fish from eggs to adult fish, from farm fishing boats to processing lines, from the factory to the cold chain trucks and other aspects of each link, to achieve full traceability.



For supply chain tracking for sustainable seafood, the environmental impact of the source of the products are under the main consideration, it is recommended to focus on the following information:

Product Basic Information	<ul style="list-style-type: none"> <input type="checkbox"/> Species common names <input type="checkbox"/> Species scientific (Latin) names <input type="checkbox"/> Volume of product purchased <input type="checkbox"/> Whether the product is rated or certified <input type="checkbox"/> Name of supplier <input type="checkbox"/> Place of origin (as detailed as possible, best in town/city) <input type="checkbox"/> Whether the product is traceable with certificates like the MSC Chain of Custody <input type="checkbox"/> Dates of original production and processing
Advanced Information for Farmed Products	<ul style="list-style-type: none"> <input type="checkbox"/> Farming model (cage, pond, net-pens, race water, etc.) <input type="checkbox"/> Farm location (GPS coordinates) <input type="checkbox"/> General condition of the aquaculture zone (information reflecting its zonal management to minimize disease and environmental risks) <input type="checkbox"/> Fry and fingerling sources (the name of hatchery and nursery, whether they have quarantine certificates) <input type="checkbox"/> Feed ingredients and their sourcing (fishmeal and fish oil) <input type="checkbox"/> Chemical usage records (medical prescription by a qualified veterinary in compliance with the withdrawal period) <input type="checkbox"/> Social welfare: farmer's safety, health, and benefits

Advanced Information for Wild Products	<ul style="list-style-type: none"> <input type="checkbox"/> Fishing gear (trawling , purse seine, jigging, etc.) <input type="checkbox"/> Fishing area (FAO code) <input type="checkbox"/> Port/location of landing and vessel satellite tracking records <input type="checkbox"/> General condition of the fishing grounds (information reflecting the fishery resource usage, management/recovery measures and risks of overfishing) <input type="checkbox"/> Whether or not containing excessive additives to retain water and tasty. <input type="checkbox"/> Social welfare: worker’s safety, health
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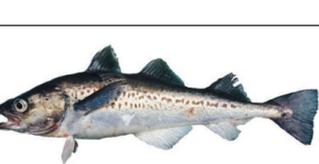
In addition, the following information should also be considered for the processing and circulation of aquatic products:

Processing	<ul style="list-style-type: none"> <input type="checkbox"/> Processor’s name <input type="checkbox"/> Whether the processing facility is rated or certified within valid period (e.g. HACCP, BRC, etc.) <input type="checkbox"/> Ensure all products/batches/lots traceable to minimum logistic unit/package with confirmed records <input type="checkbox"/> Additive used in processing (in compliance with national standards)
Transport	<ul style="list-style-type: none"> <input type="checkbox"/> Precautionary schemes and records for temperature and hygiene management during shipment <input type="checkbox"/> ID system for entire process of loading, storage, packaging, distribution, etc. especially separating certified and non-certified products <input type="checkbox"/> Segregation of certified fresh products from non-certified fresh products <input type="checkbox"/> Systematic management for the transport procedure

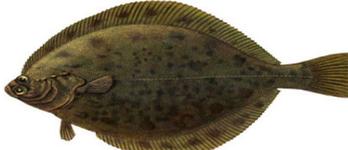
Please visit <http://www.crscp.cn/> for the full text, and please note that only Chinese version is available.

Appendix*

Recommended Responsible Seafood Products (Imported)

Chinese Name English Name Latin Name	Picture of the Specie	Country of Origin	Numbers of MSC Certified Fishery
太平洋真鳕 Pacific cod <i>Gadus macrocephalus</i>		U.S.	2
大西洋真鳕 Atlantic cod <i>Gadus morhua</i>		Spain, Russia, the Faroe Islands, Germany, Norway, Denmark, UK, Hong Kong, Sweden, Poland, Iceland, Latvia	14
多鳞无须鳕 Southern hake <i>Merluccius australis</i>		New Zealand	1
北太平洋无须鳕 North Pacific hake <i>Merluccius productus</i>		U.S.	1
南美尖尾无须鳕 Patagonian grenadier <i>Macruronus magellanicus</i>		Argentina	1
蓝尖尾无须鳕 Blue grenadier <i>Macruronus novaezelandiae</i>		New Zealand	1
狭鳕 Alaska pollock <i>Theragra chalcogramma</i>		U.S. , Russia	3
细鳞大麻哈鱼 Pink salmon <i>Oncorhyn chusgorbuscha</i>		U.S., Canada	3
大麻哈鱼 Chum salmon <i>Oncorhynchus keta</i>		U.S., Canada	4
银大麻哈鱼 Coho salmon <i>Oncorhynchus kisutch</i>		U.S.	2
红大麻哈鱼 Sockeye salmon <i>Oncorhynchus nerka</i>		U.S., Canada	3

For more information on Recommended Domestic Seafood Products and other Annexes, please go to the Chinese version for full details. Full text available at: <http://www.crscp.cn/>

Chinese Name English Name Latin Name	Picture of the Specie	Country of Origin	Numbers of MSC Certified Fishery
大鳞大麻哈鱼 Chinook salmon <i>Oncorhynchus tshawytscha</i>		U.S.	1
狭鳞庸鲽 Pacific halibut <i>Hippoglossus stenolepis</i>		Canada, U.S.	2
美洲箭齿鲽 Arrow-tooth flounder <i>Atheresthes stomias</i>		U.S.	3
大西洋庸鲽 Atlantic halibut <i>Hippoglossus hippoglossus</i>		Canada	1
阿拉斯加鲽 Alaska plaice <i>Pleuronectes quadrituberculata</i>		U.S.	1
糙黄盖鲽 Yellowfin sole <i>Limanda aspera</i>		U.S.	1
裂吻平鲷 Splitnose rockfish <i>Sebastes diploproa</i>		U.S.	1
小鳞犬牙南极鱼 Patagonian toothfish <i>Dissostichus eleginoides</i>		UK, Australia	5
鳞头犬牙南极鱼 Antarctic toothfish <i>Dissostichus mawsoni</i>		UK	1
裸盖鱼 Sablefish <i>Anoplopoma fimbria</i>		U.S.	3

Chinese Name English Name Latin Name	Picture of the Specie	Country of Origin	Numbers of MSC Certified Fishery
大西洋鲱 Atlantic herring <i>Clupea harengus</i>		Sweden, Denmark, France, UK, Canada, New Zealand, Ireland, the Netherlands, Iceland, Germany	17
南极磷虾 Antarctic krill <i>Euphausia superba</i>		Norway	2
北方长额虾 (北极虾) northern shrimp <i>Pandalus borealis</i>		Canada, Denmark, Estonia, UK, Norway	10
美洲龙虾 American lobster <i>Homarus americanus</i>		Canada, U.S.	7
欧洲龙虾 European lobster <i>Homarus gammarus</i>		France	1
澳洲刺龙虾 (天鹅龙虾) Australian spiny lobster <i>Panulirus cygnus</i>		Australia	1
加州岩龙虾 (断沟龙虾) California spiny lobster <i>Panulirus interruptus</i>		Mexico	1
挪威龙虾 Norway lobster <i>Nephrops norvegicus</i>		Sweden, Denmark	1

Chinese Name English Name Latin Name	Picture of the Specie	Country of Origin	Numbers of MSC Certified Fishery
珍宝蟹 Dungeness crab <i>Cancer magister</i>		U.S.	1
黄道蟹 Edible crab <i>Cancer pagurus</i>		UK	1
雪蟹 Snow Crab <i>Chionoecetes opilio</i>		Canada	3
北极贝 Arctic surfclam <i>Mactromeris polynyma</i>		Canada	1
智利贻贝 Chilean mussel <i>Mytilus chilensis</i>		Chile	1
欧洲平牡蛎 edible oyster <i>Ostrea edulis</i>		Denmark, the Netherlands	2
虾夷扇贝 large weathervane scallop <i>Patinopecten yessoensis</i>		Japan	1
深海扇贝 Deep sea scallop <i>Placopecten magellanicus</i>		Canada, U.S.	3
巴塔哥尼亚扇贝 Patagonian scallop <i>Zygochlamis patagonica</i>		Argentina	1



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