

Report on Retail Private Label Brand Development and Sustainable Seafood

The development of private label brands (PLB) in China's retail industry is still in the exploratory stage. In the market survey of 48 Chinese retail companies in April 2019, most of them have plans to develop their private brands for seafood and willing to introduce international standards or successful experience in its development.



Therefore, MSC and CCFA jointly developed this *Report on Retail Private Label Brand Development and Sustainable Seafood*, which not only summarizes the successful experience of international counterparts for Chinese retail companies, but also introduces the progress made by Chinese retail companies in introducing the MSC standard to promote the development of private brand seafood. The report aims to share international and local cases and experiences in developing sustainable PLB products, to help Chinese retail companies establish a sustainable seafood procurement system, advocate sustainable seafood consumption, and call on consumers to participate in the protection of marine ecology and biodiversity.

The report provides insights of global development of PLB and the fishery standard has been employed in the category design, marketing and consumer engagement and strategic management in the relation to global SDGs. 4 cases have been analyzed, including Aeon in Japan, Whole Foods in USA, Real in Germany and Sainsbury's in UK. Beyond those case studies, the report summarized the progress of PLB program in China retail sectors and several seafood products with MSC ecolabel under PLB category introduced by several key market leaders, e.g. Sam's Club, Aeon, as well as local brands, Rainbow and Hema Fresh. At the end of the report four major suggestion was concluded to PLB development with the concept of sustainability.

In the preparation of this report, we have received support from Chinese experts and foreign experts, including Dr. Cui He, President of China Aquatic Products Processing and Marketing Alliance, the Editorial Department of Seafood Guide magazine, international retailers including Sustainability Department of AEON Headquarters from Japan, the Quality Management Department of Real from Germany, and the Sustainability Development Department of Sainsbury's from the UK, the Purchasing Department of Whole Foods, and well-known producers of MSC certified products in China.

The report has been launched at the CCFA Private Label Annual Meeting in December 2020, influenced 710 enterprises that participated in the online sessions.