

Use of third-party certifications to procure sustainable seafood

Quick facts



Type of procurement: **procurement of sustainable seafood**



Year of inception: **2014**



Type of business: **Hotel**



Organisation name: **Hyatt¹**



Number of staff: **120,000+**



Country/region: **Global**

Background information

Around 90 % of global fish stocks are overfished or fished to their limit². 20% of fish stocks are sourced from illegal, unregulated, and unreported sources, and nearly one in three seafood items are mislabelled. With the global population and demand for food rising, there is an urge to collectively change to more sustainable, responsible, and traceable practices if we are to continue relying on marine resources.

The challenge

- **Seafood purchasing for hotels is highly decentralized** – hotels have unique menus and generally each team procures its own seafood. **This means Hyatt frequently cannot leverage large volume contracts for more sustainable options.** This can make sustainable sourcing complicated because seafood ecolabels range in rigor and scope, and the ability to provide sustainability information varies across suppliers.
- **Seafood supply chains are complex** – seafood products can change hands multiple times, be transported around the world in different phases of processing, and be combined or mixed with other products from different sources. It can therefore be difficult for a hotel to determine where products originate. In addition, there are no global standards or requirements for record management throughout the supply chain.
- **Sustainable options are not always available in many of the regions in which Hyatt hotels operate.** This is due to several reasons, including regional fisheries and farms exporting certified products rather than selling domestically, limited market demand for more sustainable products, and a general lack of awareness around seafood issues.
- Identifying endangered species is not straightforward. The scientific name of the species associated with the seafood product is necessary to evaluate the status of that species, but seafood is often sold with only a regional common name or general product description. There is also often conflicting or misleading information on endangered statuses, and many regionally common seafood items do not have enough scientific information to determine the status of those species.

The strategy

Hyatt has been working to increase the percentage of global seafood purchased from responsible sources and has been collaborating with World Wildlife Fund (WWF) since 2012. The Hyatt strategy includes the following approaches:

- **Strive to increase the purchase of seafood from sources that are certified by credible, third-party audited standards** that provide an auditing trail back to the fishery or farm;
- **Strive to increase the purchase of seafood from and provide support to fishery improvement projects (FIPs) and aquaculture improvement projects (AIPs)** working on time-bound, science-driven improvement projects. Hyatt is an active participant of the WWF's Fishery Improvement Project³, which involves engaging with suppliers, governments, and other key stakeholders to influence action, as well as funding and purchasing seafood from these fisheries and farms;
- **Reduce the impact of procurement on the most vulnerable species so those populations have a chance to rebound;**

1 For convenience only, the term "Hyatt" as used in this document refers to Hyatt Hotels Corporation and/or one or more of its affiliates and/or one of more hotels managed, franchised, or licensed by Hyatt.

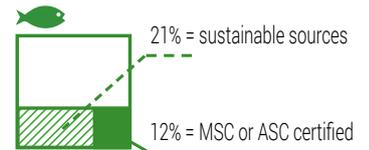
2 Source: United Nations Conference on Trade and Development (2018), available at <https://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=1812>

3 More information available at: <http://www.seafoodsustainability.org/>

Impacts



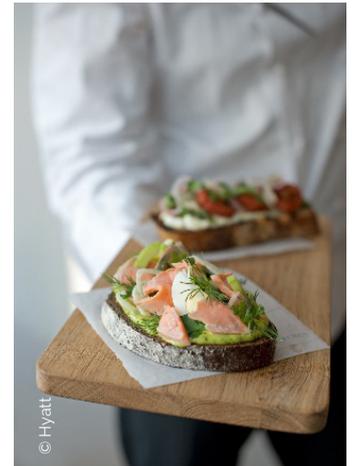
- As of 2017, 21% of Hyatt's global seafood purchase volumes came from responsible sources, with 12% from Marine Stewardship Council (MSC⁴) or Aquaculture Stewardship Council (ASC⁵) - certified sources.
- Awareness on sustainable seafood issues has increased among Hyatt colleagues, suppliers and guests.



Tender specifications

Hyatt's sustainable seafood sourcing criteria for fisheries and farms include the following:

- Seafood sourced from MSC⁴-certified fisheries or ASC⁵-certified farms.
- Active in comprehensive fishery improvement projects or aquaculture improvement projects moving toward MSC or ASC certification. The status of fishery improvement projects is made available at fisheryprogress.org.
- Given limitations in the availability of these options in certain cases, Hyatt also includes green listed items on regional WWF seafood guides, Naturland certification, Global Aquaculture BAP (2 stars or higher) certification, or GlobalGAP certification, while encouraging the shift toward MSC and ASC certification.



"The more restaurants, suppliers, and guests that get involved, the higher the impact will be."

- Chef Lucas Glanville,
Executive Chef and Director of Culinary Operations, Grand Hyatt Singapore



Lessons learned

Increasing overall responsible seafood purchases has quickly become a challenge at the global level due to difficulties gaining insight from suppliers and ensuring proper reporting. The approaches below helped to address these challenges:

- Strong emphasis on training and awareness so that chefs and purchasing teams understand the importance of sustainable seafood.** In addition, Hyatt works with WWF to define what sustainable, responsible, and traceable seafood means for hotels, and organizes or participates in supplier engagement workshops to discuss sustainability in markets like the U.S., Japan, China, Korea, Chile, Peru, and the UAE.
- Hyatt prioritizes sourcing seafood from MSC and ASC sources, supported by Chain of Custody certification throughout the supply chain that enables traceability back to the fishery or farm. **Direct suppliers are encouraged to gain chain of custody certification to gain a better visibility into where seafood comes from.**
- Hyatt has undertaken studies with WWF in key markets like the U.S., India, Hong Kong, and Shanghai to determine the sustainability status of seafood in those markets, how to positively influence suppliers and seafood sources, and how to improve data gathering to influence increased traceability in Hyatt supply chains.

4 <https://www.msc.org/>
5 <https://www.asc-aqua.org/>

For further information

<https://thrive.hyatt.com/en/thrive/responsible-seafood.html>



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