



Organic Ocean Seafood Inc. Sustainability Policy

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Monterey Bay Aquarium
Seafood Watch



Introduction

Organic Ocean was established by fishers who recognized that sustainable livelihoods rely upon sustainable fisheries. Driven by the growing demand for responsibly sourced seafood, Organic Ocean has evolved into a community of seafood producers — traditional, modern, and indigenous — all dedicated to ecosystem and social stewardship and sharing an ethos built upon solving the ocean's environmental challenges and protecting its productive capacity.

Widely acknowledged as a supply chain innovator, Organic Ocean was the first seafood provider in the world to adopt DNA certification of authenticity to address the mislabeling of seafood. On the strength of trust, knowledge and service, and the provision of extraordinarily high-quality seafood, Organic Ocean has gained a following of the most discriminating customers, the leading chefs. Organic Ocean seafood is now supplied to restaurants, hotels and retailers throughout North America and Southeast Asia which realize that by making socially responsible seafood choices and selecting sustainable options for the good of our oceans, they are also obtaining the best ingredients. Organic Ocean also has a direct-to-consumer on-line fish market providing home cooks and foodies access to the same seafood that top chefs around the world already know and love.

Organic Ocean is committed to being a proactive industry leader and recognizes its role in contributing to the overall health of our oceans and the communities in which we work, live and conduct business. We are committed to sourcing fresh, frozen and shelf stable seafood products that are environmentally sustainable, responsibly produced, and traceable to the source. This policy outlines our commitment to seafood sustainability both internally within our company and to interested parties externally.

Guiding Principles

The Conservation Alliance for Seafood Solutions Common Vision Statement, which Organic Ocean publicly supports, provides the background and structure for this policy. The guiding principles outlined in the Common Vision include:

Make a Public Commitment

Develop a comprehensive policy on sustainable seafood that includes time-bound objectives for addressing environmental and social issues and traceability.

Collecting Data on your Seafood Products

Monitor the sustainability of seafood products and assess labor and human rights risks within your supply chains.

Make Responsible Sourcing Decisions

Support environmentally responsible seafood choices through purchasing decisions.

Be Transparent

Make information regarding the environmental and social performance of seafood products publicly available and report on progress against your sustainable seafood commitment.

Educate Staff, Customers and Vendors

Educate employees, customers, suppliers, and other key stakeholders about sustainable seafood, including the importance of addressing environmental and social issues and working toward full traceability.

Support Improvements in Fisheries and Aquaculture

Engage in policy and management reform that leads to positive social, economic, and environmental outcomes in fisheries and aquaculture production, including ensuring implementation of core labor standards.

Organic Ocean Seafood Inc.

Sustainability Mission Statement

- We will profitably source and distribute the highest quality products for our customers while continually expanding our offerings of sustainable seafood. It is our goal that 100 percent of our items meet our sustainability criteria and for those few items that do not meet these criteria, we will continue to work with industry, government, and NGOs to improve the sustainability of these species.
- We are fully committed to engaging our fishers and harvesters, supplier partners, employees, customers, and members of the conservation community to ensure a productive, sustainable future for both wild and farmed seafood.
- We will source, purchase, and promote products that meet our sustainability criteria. Additionally, we will selectively work with those fisheries and aquaculture projects that do not meet current sustainability criteria to help assist these groups in improving their sustainability performance.
- We will work with our fishers and supplier partners to improve and provide complete, detailed, and transparent seafood product traceability information for our customers.
- We will openly collect and share current and relevant information regarding our sustainability practices with our customers, employees, supplier partners, and the public.
- We will educate our employees, fishers, harvesters, producers, partners, and customers on our guiding principles associated with sustainably sourced seafood products.
- We will support initiatives that encourage and maintain the ocean's ability to provide us access to a healthy source of protein. We believe that this is fundamental in supporting food sovereignty to our nation and increasing Canadians' food security.
- We will encourage policymakers to improve and develop laws and regulations that support the improvement of fisheries and aquaculture management and enforcement.
- We will encourage policymakers to improve and develop laws and regulations that support the UN Universal Declaration of Human Rights and the UN FAO Port State Measures in an effort to eliminate Human Rights abuses and Illegal, Unreported and Unregulated (IUU) fisheries.
- We will work towards implementing and maintaining innovative business and operational practices that will minimize our overall impact on the environment.

Statement Details

We will profitably source and distribute the highest quality products for our customers while continually expanding our offerings of sustainable seafood. It is our goal that 100 percent of our items meet our sustainability criteria and for those few items that do not meet these criteria, we will continue to work with industry, government, and NGOs to improve the sustainability of these species.

Fiscal responsibility is a critical part of any business operation and is an essential component to ensuring a sustainable future. Without maintaining a profitable operation, sustainability often falls to the wayside and runs the risk of becoming a footnote in a company's policy and direction. By pioneering groundbreaking solutions, working with our fishers and harvesters, supply partners and customers, and maintaining open dialogue with environmental organizations, we will continually improve our offering of sustainable seafood to our customers, while ensuring the economic success of our business.

We are fully committed to engaging our fishers and harvesters, supplier partners, employees, customers, and members of the conservation community to ensure a productive and sustainable future for both wild and farmed seafood.

We will support a model of continuous improvement for fisheries and aquaculture projects that includes all three components of Sustainability – economic, social and environmental. A workable and progressive policy on sustainability is not executable without a high level of focus and commitment.

Organic Ocean will work collaboratively with our suppliers to develop improvement mechanisms and plans where social and environmental issues arise.

This dedication to a sustainable future and continuous improvement sends a strong, yet positive message to all areas of our business operations: fishers, supplier partners, employees, customers, and the conservation community.

We will source, purchase, and promote products that meet our sustainability criteria. Additionally, we will selectively work with those fisheries and aquaculture projects that do not meet sustainability criteria to help assist these groups in improving their sustainability performance.

Without the sourcing and purchase of sustainable products, we will not be able to offer sustainable options to our customers. By connecting with current supply partners and reaching out for new sources of product that meet our sustainability criteria, we will be able to offer customers sustainable choices.

Currently the following certification and rankings schemes meet our sustainability objectives:

- Marine Stewardship Council (MSC) certification
- Monterey Bay Aquarium Seafood Watch rankings “Good Alternative” or “Best Choice”
- Ocean Wise Recommended products
- Fair Trade USA certification

However, we will also commit to those fisheries and aquaculture projects that do not meet these sustainability criteria to actively help move these products to a more sustainable state. Preference will be given to those FIPs and AIPs that include social criteria.

There are many creative steps that Organic Ocean can take that will continually improve our

sustainability policy and we will annually audit ourselves on our performance:

- Active engagement in external basic and comprehensive credible Fishery and Aquaculture Improvement Projects (FIPs and AIPs) that Organic Ocean's current supply chain network sources from.
- Introduce a minimum of two new sustainable products per year and create appropriate sampling and marketing material for each.
- Supply sustainable product to sponsored events to help raise awareness and generate more interest in sustainable seafood offerings.
- Commit to sharing best practices and approaches and actively participate in industry associations, roundtables, workshops, surveys, and seminars on key sustainability issues within our supply chain.

We will work with our supplier partners to improve and provide complete, detailed, and transparent seafood product traceability for our customers.

Products need to be completely traceable to the source for food safety and to confirm whether they meet sustainable and socially responsible production standards.

Information for wild capture products will include common name, scientific (Latin) name, harvest method, country of origin, catch region, gear type, and sustainability ranking or certification (including names of FIPs).

Information for aquaculture products will include common name, scientific (Latin) name, country of origin, production method, and sustainability ranking or certification (including names of AIPs)

For both wild capture fishery and aquaculture products and/or supply chains that are high risk for illegal, unregulated, and unreported (IUU) fishing or human rights and labour abuses, an independent third-party social audit is required.

We will openly collect and share current and relevant information regarding our sustainability practices with our customers, employees, supplier partners and the public.

Organic Ocean will aim to achieve a high level of transparency to assure our customers, business partners, and the public that Organic Ocean is not simply "green-washing" but making a solid commitment to making a difference in the seafood industry. We will provide an annual public report on our progress which will be posted on our website.

We will educate our employees, fishers, harvesters, supplier partners and customers on our guiding principles associated with sustainably sourced seafood products.

Education is another key aspect of a successful and comprehensive sustainability policy. Organic Ocean will work with our conservation partners, management, and employees to create materials and training programs to ensure our employees have a thorough understanding of seafood sustainability, assessments, and certification programs so they can offer our customers well informed advice on sustainable seafood options.

We will support initiatives that encourage and maintain the ocean's ability to provide us access to a healthy source of protein. We believe that this is fundamental in supporting food sovereignty to our nation and increasing Canadians' food security.

Supporting and sourcing from local, small scale and artisanal Canadian fisheries is critical if we are to create a viable food system that is not reliant on imported large scale commodity type seafood sourced from industrialized fisheries and production systems. Wherever possible and available, Organic Ocean will make every effort to support and promote seafood from Canadian fishers, harvesters, producers, and First Nations which will, in turn, see reinvestment into coastal communities and create a stronger and more resilient domestic seafood production economy.

We will encourage policymakers to improve and develop laws and regulations that support the improvement of fisheries and aquaculture management and enforcement.

Reform in the policies and practices relating to the seafood industry can remove several obstacles that may be hindering the advancement of seafood sustainability. As a leader in the Canadian seafood market, Organic Ocean has a respected voice in the business community, and we want to play an active role in the development and reform of laws and regulations.

Examples of policy reform include improving access to fisheries data, improved labelling for seafood products, and improved seafood traceability standards.

We will also encourage policymakers to improve and develop laws and regulations that supports the UN Universal Declaration of Human Rights and the UN FAO Port State Measures to eliminate Human Rights abuses and Illegal, Unreported and Unregulated (IUU) fisheries.

Examples of policy reform include improving Seafood Country of Origin Importation and Traceability standards; supporting the continued consolidation by Regional Fisheries Management Organizations (RFMO) of IUU fishing vessel lists and amending the Coastal Fisheries Protection act; support economic sanctions for countries with ongoing human rights issues and endorse and support international policies that enable safe and fair working conditions

We will work towards implementing and maintaining innovative business and operational practices that will minimize our overall impact on the environment.

Organic Ocean is concerned not only about our oceans, but the environment of our planet. Organic Ocean has already taken positive steps toward reducing our overall environmental footprint as employees are encouraged to identify and implement earth friendly options within our operations and contribute to the design of a renewable resource friendly workplace. Reducing the amount of Styrofoam that has traditionally been used to transport seafood products through new packaging technology is just one example of our commitment to improving the environment. Implementing this type of environmentally responsible practice is done throughout our operation, including reduction in the use of office paper, reduction of disposable wares, reduction of power usage, reduction of greenhouse gas emissions, and the use of in-house recycling programs.

We also commit to leveraging our business actions in providing positive employment opportunities, economic development, and overall social well-being for the communities that we interact with, service and source from.

Conclusion

Organic Ocean is committed to working closely with industry, government, non-governmental organizations and other sustainable seafood initiatives to ensure the sustainability of the seafood products we buy and sell. Organic Ocean recognizes that this commitment to continuous improvement requires creative thinking, innovative approaches, and commitment from our employees, fishers, harvesters, producers, partners, and customers.

This is a living document committed to the ongoing enhancement of comprehensive and progressive policies directed at the sourcing and supply of sustainable seafood for Organic Ocean and is subject to annual review.