The Responsible Seafood Tool (RESET): Empowering businesses in Asia to source seafood more responsibly

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Abstract. The current situation observed in the seafood industry demonstrates that responsible and certified seafood produced in Asia as well as other developing regions is often exported out to Western markets such as Europe and the US, due to a higher demand and higher willingness to pay. This renders responsible and certified seafood to be shipped out of Asia and results in a market where responsible and certified seafood is systematically underrepresented. Hence, the lack of supply of responsible seafood from regional sources has hindered companies’ efforts to source responsibly, despite a commitment to do so. With Asia’s increasing disposable income and growing awareness by consumers for responsible and certified seafood, greater opportunities can be leveraged upon by World Wide Fund for Nature (WWF) to increase the supply and demand of responsible seafood in the region. The Responsible Seafood Tool (RESET) is developed as WWF believes that there is opportunity for change in empowering businesses in Asia to source more responsibly, particularly for a local favourite - seafood. Responsible seafood sourcing helps to reduce negative consequences to the environment, in the form of biodiversity loss, seascape degradation, and resource depletion, as well as to reduce lost livelihoods displaced by depleted fishstock or polluted landscapes and seascapes. The tool seeks to lower the barriers for businesses to source for responsible seafood, and to directly mobilize improved management and performance of fisheries and aquaculture in Asia. In a nutshell, RESET aims to provide easy access to the supply of responsible seafood for interested buyers, while also supporting Asian aquaculture and fisheries by providing business incentives for certification. Seafood buyers enjoy the access of a variety of responsible seafood from Asia, at the same time, they enable WWF to propel responsible seafood producers along their journey to achieve Aquaculture Stewardship Council (ASC) or Marine Stewardship Council (MSC) certification.

Keywords: sustainable seafood; responsible seafood; sourcing; procurement; aquaculture; fisheries.

1. Introduction

Seafood is one of the main sources of animal protein for most of Southeast Asia, a thriving region of Asia with remarkable growth in the recent years [1]. Asia as a continent consumes more than 60 per cent of the global fish catch [2].

The current situation observed in the seafood industry demonstrates that responsible and certified seafood produced in Asia as well as other developing regions are often exported out to Western markets such as Europe and the US, due to a higher demand and higher willingness to pay. This renders responsible and certified seafood to be shipped out of Asia and results in a market where responsible and certified seafood is systematically underrepresented. Hence, the lack of supply of
responsible seafood from regional sources has hindered companies’ efforts to source responsibly, despite a commitment to do so.

With Asia’s increasing disposable income and growing awareness by consumers for responsible and certified seafood, greater opportunities can be leveraged upon by WWF to increase the supply and demand of responsible seafood in the region as both the chaperones of responsible seafood production as well as procurement.

1.1. Current Key Challenges
There are multiple challenges associated with seafood sourcing that renders the current relatively low level of sustainability within Asia. According to WWF-Singapore, the challenges are:

i. Buyers in Asia have reported of low availability of local seafood species from responsible and/or certified sources

ii. Fisheries and aquaculture in Asia require additional support to achieve the necessary expertise, infrastructure and funding to undergo improvement projects, or to achieve MSC or ASC certification

iii. WWF-led fishery or aquaculture improvement projects in Asia have reported limited supply chain access to buyers with a willingness to pay.

2. Methods
To address the abovementioned challenges, a series of market-based solutions with the primary purpose of connecting supply of responsible commodity within the pan-Asia region to potential buyers also in the region was formulated by WWF. The Responsible Seafood Tool (RESET) was developed as WWF believes that there is opportunity for change in empowering businesses in Asia to source more responsibly, particularly for a local favourite – seafood. Responsible seafood sourcing helps to reduce negative consequences to the environment, in the form of biodiversity loss, seascape degradation, and resource depletion, as well as to reduce lost livelihoods displaced by depleted fish stock or polluted landscapes and seascapes. The tool seeks to lower the barriers for businesses to source for responsible seafood, and to directly mobilize improved management and performance of fisheries and aquaculture in Asia.

In summary, RESET aims to provide easy access to the supply of responsible seafood for interested buyers, while also supporting Asian aquaculture and fisheries by providing business incentives for certification. Seafood buyers enjoy the access of a variety of responsible seafood from Asia, at the same time, they enable WWF to propel responsible seafood producers along their journey to achieve ASC or MSC certified statuses.

2.1. Guidance on Seafood Sustainability
As defined by WWF-Singapore and WWF-Malaysia, “responsible seafood” is any form of aquatic life that is caught or farmed in a way that ensures healthy marine and freshwater ecosystems in the long-run. To ensure the seafood comes from environmentally sustainable and responsible sources, WWF supports third party credible, science-based, multi-stakeholder certification programmes.

2.1.1. Hierarchy of Responsible Seafood Sustainability
For all purposes pertaining to RESET, the sustainability of responsible seafood is categorized into 3 groups, listed in decreasing order of sustainability. WWF-Singapore and WWF-Malaysia recommend that commercial procurement of seafood be limited to these two groups:
Table 1. Objectives, activities and outputs of RESE.T.

| Objective                                                                 | Activities and Outputs                                                                                                                                                                                                 |
|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lower the barriers for buyers to source locally for responsible and certified seafood by directly connecting local demand and local supply | ● The sourcing e-platform will facilitate the procurement of seafood from fishery or aquaculture improvement projects in the region, by connecting producers with buyers  
● Procurement teams will also be informed of suitable alternatives for the “avoid sourcing list”, such as red-listed seafood species that are labelled as unsustainable by environmental authorities such as reputable non-governmental organizations  
● In the long run, this will demonstrate to producers in Asia the demand for responsible seafood products in the local industry |
| Lower the barriers for producers to embark on improvement projects or to achieve certification | ● Through the e-platform, WWF will facilitate and increase funding agreements between buyers and producers in Asia, and hence provide producers greater financial mobility for improvement and/or certification |

1) **Certified seafood**: Seafood products certified under the MSC for wild-caught seafood and the ASC for farmed seafood are currently the only certification schemes that meet WWF’s benchmark for credible seafood certification.

2) **Responsible Seafood** (from exemplary WWF-affiliated FIPs and AIPs): To provide the necessary incentives to the region’s fishers and farmers to adopt sustainability practices, WWF-Singapore and WWF-Malaysia recognise the production of seafood that is committed to sustainability but have yet to achieve the above mentioned certification. These are defined as fisheries and farms in transition towards MSC or ASC certification through active fisheries or aquaculture improvement projects, namely Fishery Improvement Projects (FIPs) and Aquaculture Improvement Projects (AIPs).

FIPs and AIPs are fisheries or farms which have completed a gap-analysis against the MSC and ASC standards respectively, and are currently embarking on a tailored, stepwise improvement work plan with clear timelines. It is a multi-stakeholder approach whereby everyone within the seafood supply chain work together to improve the practices in seafood production.

A complete list of exemplary FIPs and AIPs that is considered responsible by WWF-SG and WWF-MY is available inside RESET, given that:

- All listed FIPs are registered under [http://www.fisheryprogress.org](http://www.fisheryprogress.org) as either a basic or comprehensive FIP, at Stage 3, with a progress rating of D and above. FIPs listed on the platform comply to guidelines which includes public commitments to develop and implement a work plan, and annual or biannual reporting of progress on action. For further detail of the definitions of the stages, please refer to Appendix 1.
- All listed AIPs must be an active project participant under their respective WWF national partners with supporting documents that shows public commitment, a clear work plan and commitment to report annual progress of action. The AIP needs to be in Stage 3: Implementation and tracking of progress and have received at least a “Good” progress rating to be recognised. For further detail of the definitions of the stages, please refer to Appendix 2.

3) **Green-listed Seafood on WWF Seafood Guides**: For seafood species that are not certified or not undergoing an improvement project, WWF has separately identified well-managed, responsible stocks that are not considered to be over-exploited. These seafood species are marked in the
“green lists” in the WWF Seafood Guides for Malaysia and Singapore, which are tailored according to local seafood consumption choices.

The current editions of the WWF Seafood Guides are available at: Singapore Seafood Guide and Malaysia Seafood Guide.

2.1.2. Hierarchy of Unsustainable Seafood Sustainability

For all purposes pertaining to RESET, WWF-Singapore and WWF-Malaysia defines the following seafood as “unsustainable” and to be avoided for commercial procurement. The following 4 groups of unsustainable seafood are listed in decreasing order of sustainability.

1) **WWF Seafood Guide Red-listed Seafood**: Seafood of specific species from specific methods of catch or farming that is red-listed by the WWF Seafood Guides

2) **IUCN Red List**: Any sea or freshwater species assessed by the IUCN Red list as Critically Endangered or Endangered.

3) **Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Appendix 1**: Any sea or freshwater species under “CITES Appendix 1”.

4) **Shark species**: Any shark species (classified by the superorder selachimorpha).

2.2. Target Users of RESET

As RESET aims to increase the responsible seafood content in commercial procurement of seafood, particularly that in Asia, the target users of RESET includes a wide array of commercial entities in the entire value chain of seafood.

In the RESET scheme, each part of the supply chain of seafood would fall into a different category. According to the specific part of the value chain businesses fall under, businesses will have different RESET membership requirements.
3. Advantages of RESET
Businesses that have satisfied the prerequisite membership requirements and have become members of RESET could benefit from a guided transition towards more responsible seafood procurement and be enabled to directly support FIPs and AIPs financially. The various benefits include multiple aspects involving overall sustainability of the businesses’ procurement portfolio, as well as a widened scope of community sponsorship to foster sustainable seafood production.
### Table 2. RESET Membership Types and Prerequisites.

| Group   | Who                                                                 | Prerequisite to Membership                                                                                                                                 |
|---------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Group 0 | Service Providers (to seafood producers): Business entities whose    | Having business objectives of providing sustainable solutions for responsible seafood production.                                                              |
|         | core business is to provide sustainable solutions to produce        |                                                                                                                                                           |
|         | seafood. This may include but are not limited to, service providers  |                                                                                                                                                           |
|         | such as, conformity assessment bodies and aquaculture               |                                                                                                                                                           |
|         | consultants/accelerators.                                          |                                                                                                                                                           |
| Group 1 | Seafood Producers: Business entities whose core business is to       | Deemed “responsible” as per the definition outlined in Section 2.1.1. by either being:                                                                  |
|         | produce seafood responsibly from fisheries and/or aquaculture farms. | 1. An MSC certified producer, or;                                                                                                                         |
|         |                                                                      | 2. An ASC certified producer, or;                                                                                                                         |
|         |                                                                      | 3. Enrolled in an active WWF-affiliated FIP that is listed on www.fisheryprogress.org with a minimum progress rating “D”, OR;                             |
|         |                                                                      | 4. Enrolled in an active WWF-affiliated AIP with a minimum progress rating “Good”                                                                       |
| Group 2 | Wholesalers or processors: Business entities that transport or       | 1. Has undergone WWF-recognized seafood procurement sustainability assessment to determine status of public commitment.                                    |
|         | distribute seafood containing products.                             | 2. Having a time-bound commitment towards responsible seafood sourcing, as aligned with WWF commitment criteria as listed in appendix 3.              |
| Group 3 | Retailers of Responsible Seafood: Business entities serving         | 1. Has undergone WWF-recognized seafood procurement sustainability assessment to determine status of public commitment.                                    |
|         | responsibly sourced seafood directly to the consumer. Such entities | 2. Having a time-bound commitment towards responsible seafood sourcing, as aligned with WWF commitment criteria as listed in appendix 3.              |
|         | include restaurants, hotels, supermarkets and provision stores.     |                                                                                                                                                           |
3.1. Seafood Procurement Portfolio Transformation – Eradicating the Possibility of Sourcing Illegal Seafood and Boosting Sustainability

Only current members of RESET will have access to the RESET online catalogue platform for responsible and certified seafood. The platform aims to provide a one-stop sourcing catalogue that is easy to use by procurement professionals. It does so through the following primary functions:

i. Pre-Assessment Tool – Analysis of Current Procurement to Identify Risky Sourcing
   - Members will be able to assess the sustainability rating of their seafood procurement items, by accessing the RESET database and having an automated cross-comparing done with their current procurement list.
   - The RESET database will consist of data from WWF seafood guides globally. The seafood guides contain sustainability assessments of seafood species. They are categorized in different colours according to their level of sustainability to allow consumers to make informed choices about seafood consumption. The categories are red (avoid), orange (reconsider) and green (recommended).
   - The results of the assessment will serve as a reference for internal risk assessment. The results also act as an indicator of current “sustainability rating” of the procurement status quo.
   - A comprehensive assessment can be undertaken at a later stage after consultation with WWF on the circumstances of the assessment.
   - Results from the pre-assessment tool can help RESET members to develop public time-bound commitments for Group 2 and 3 members where applicable.

ii. Responsible Seafood Catalogue - Connection to New Suppliers (Group 1 members)
   - The catalogue will act as a dynamic listing for all members that markets certified or responsible seafood as defined in Section 2.1.1., bringing together all producer information onto one common platform. This will facilitate direct market access to responsible producers and suppliers.
   - Group 2 and 3 members will benefit from easier access to responsible seafood procurement information.

3.2. Sponsorship of Fishery and Aquaculture Improvement Projects

FIPs and AIPs that qualify as RESET members generally require intensive resources in terms of manpower, time and funding. The RESET framework and community provides an opportunity for Group 2 and 3 members to directly support these projects financially, through the following ways.

i. RESET Membership Fees
   - Membership fees incurred will be channeled back to all FIPs and AIPs listed on the tool.

ii. Converting Procurement Portfolio to Include Seafood from FIPs and AIPs
   - Procuring from improvement projects is an important market indicator to producers in Asia that there is a clear, increasing demand for responsible seafood products, hence demonstrating the business benefits of achieving certification.

iii. Purchasing Responsible Seafood Credits from FIPs and AIPs
   - Some FIPs and AIPs may be located in remote locations that lack the necessary infrastructure for cold storage, transportation or access to mainstream supply chains. As such, these producers resort to selling their products as conventional seafood products and do not benefit from a price premium.
   - A credit purchase mechanism in RESET will allow buyers to directly support these improvement projects, without purchasing the products physically due to various reasons, such as the lack of logistical means from the vicinity of the FIPs or AIPs.
• Group 2 and 3 members that choose to purchase such credits may communicate externally that it is temporarily offsetting its conventional seafood procurement, by directly funding Group 1 members that are aspiring to attain ASC or MSC certification. They may also have the opportunity in the future to source from these FIPs and AIPs as soon as it is physically possible.

4. Accountability Framework
As with most sustainability-propelling schemes, RESET also has an underlying way to ensure the program is serving its intended purpose – members are required to pursue higher levels of sustainability by heightening the responsibility of their seafood production or sourcing. Each type of membership has its own accountability framework to best propel seafood sustainability.

4.1. RESET Membership Continuation Requirements
Membership of RESET encompass every part of the value chain that handles seafood – from cradle to fork. Different parts of the value chain are categorized into different groups for the purposes of RESET:
Group 1 members:
1) WWF-affiliated FIPs and AIPs – Must have a signed agreement with the corresponding WWF national office(s) overseeing the projects. These producers are required to publish a publicly available annual progress report (for FIP, the report should be available in the www.fisheryprogress.org and have achieved a minimum progress rating “D” at Stage 3) which includes a work plan with timeline and regular updates of improvement and actions. Reports should be verified by their respective WWF network office partner who will also be monitoring their progress.
2) MSC or ASC Certified Producers – Are required to comply with the requirements of ASC or MSC, are able to produce the latest proof of certification and are listed on the ASC or MSC website.

Group 2 and 3 members:
All members are expected to abide to a Code of Conduct and pay an annual membership fee. The Code of Conduct outlines a business’ on-going effort towards environmental responsibility of seafood and will include, but are not limited to:
1) Development and implementation of time-bound seafood procurement policy improvement plans, as in Appendix 3., which is inclusive of:
   a. A timebound commitment to remove species on the Seafood to Avoid Sourcing list, and;
   b. A timebound commitment to increase sourcing certified or responsible seafood
2) Member’s claims of certified and responsible seafood adhere to RESET’s definitions
   The above-listed items together form the accountability framework that forms an “up or out” mechanism for RESET, warranting improvement in sustainability for continuation of membership within the RESET program. Failure to comply with the requirements specified above or any grievances reported by fellow members could trigger the initiation of improvement plans supervised by WWF. If the improvement plans fail to resume advancement in sustainability as intended by the program, the membership of the member of interest may be removed as a consequence.

5. Conclusion
RESET is a framework that is primarily aiming to connect responsible seafood supply as fostered by WWF offices from around the pan-Asia region to entities, namely hotels, restaurants and other retailers, that are interested in boosting their level of sustainability in their seafood procurement. After learning about responsible seafood procurement difficulties from multiple types of hotel establishments – from high-end standalone to mid-tier chains – WWF-Singapore and WWF-Malaysia realize that the key to broadening the ratio of responsible seafood in the markets in Asia could be a market-based tool to intervene and motivate buyers of seafood by connecting them to recognized
supply, while providing recognition and transparency for the buyers to communicate with the stakeholders.

WWF-Singapore and WWF-Malaysia already has high level of accessibility to both the supply (through FIPs and AIPs monitored by WWF in-field staff) and the demand (through partnerships with notable hotels to increase the sustainability of their seafood procurement) with regards to sustainable seafood. RESET is the missing piece that would enable efficient connection of supply to demand, as well as provide an incentive through publicly publicizable information on the responsibility of their seafood procurement. Moreover, RESET aims to have a built-in accountability framework to ensure that buyers who purport to source sustainably have the supporting data to back it up. With WWF having active connections to both ends of the value chain, RESET is the link that connects all the dots and enables not only increased traffic of sustainable seafood in the targeted geographies, but even the heightened awareness and visibility of responsible seafood sourcing and production, especially amongst the sourcing professionals of hospitality and food & beverage industries.

After its launch, RESET is envisioned to be a catalyst to higher industries norms of seafood sustainability, as well as a convenient tool that procurement professionals can use regularly to stay informed about their seafood assortment. If RESET achieves success in its intended purposes, its framework and theory of change may also be reapplied to other commodities so to bring sustainable variants of conflict commodities within reach of procurement professionals.

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[3] WWF Malaysia 2018 WWF-Malaysia Save Our Seafood (S.O.S) Guide
[4] WWF Singapore 2016 Singapore Seafood Guide
[5] WWF Seafood Guidelines 2015 Global Seafood Charter for Companies
[6] FisheryProgress.org 2018 A Seafood Buyer’s Guide to FisheryProgress
Appendix 1

**Sourcing from WWF-affiliated FIPs listed on** [www.fisheryprogress.org](http://www.fisheryprogress.org)

FIPs are fisheries which have completed a gap-analysis against the MSC standards, and are currently embarking on a tailored, stepwise improvement work plan with clear timelines. It is a multi stakeholder approach whereby everyone within the seafood supply chain work together to improve the practices in seafood production.

The WWF-affiliated FIP must be registered under FisheryProgress.org as either a basic or comprehensive FIP, at Stage 3, with a progress rating of D and above. FIPs listed on the platform comply to guidelines which includes public commitments to develop and implement a work plan, and annual or biannual reporting of progress on action.

- **Basic FIPs**
  - Complete a needs assessment to understand the challenges in the fishery
  - Good entry point for fisheries to begin addressing specific environmental challenges against the Marine Stewardship Council (MSC) Fisheries Standard

- **Comprehensive FIPs**
  - Aim to address all of the fishery’s environmental challenges necessary to achieve a level of performance consistent with an unconditional pass of the MSC Fisheries Standard
  - Engage a party experienced with applying the MSC standard to complete an MSC preassessment to understand the challenges in the fishery
  - Must have independent, in-person audits of progress against the MSC standard every three years.

**FIP Stages as defined by FisheryProgress.org**

**Stage 0: FIP Identification**
A target fishery is identified and a supply chain analysis is conducted to understand who else is involved in the fishery and what market leverage exists.

**Stage 1: Scoping & Development**
The fishery’s performance is evaluated against the MSC standard and stakeholders are recruited to participate in the project.

**Stage 2: Workplan & Launch**
Project participants and workplan are finalized and posted publicly.
An associated budget is adopted by participants.

**Stage 3: Implementation**
The fishery takes action addressing its shortcomings and tracks its progress to increase transparency.

**Stage 4: Improvements in Fishing Practices or Fishery Management**
The fishery has improved fisheries policy or management, or modified fishing practices.

**Stage 5: Change on the Water**
The fishery has achieved verifiable improvements on the water, such as reduced fishing mortality, habitat impacts, and bycatch.

**Definitions of the FIP Progress Rating on** [www.fisheryprogress.org](http://www.fisheryprogress.org)
The FIP listed on FisheryProgress.org will be graded with a progress rating as defined by:

- **Grade A: Advanced Progress**
  - A comprehensive FIP that has achieved a stage 4 or 5 result within the last 12 months.

- **Grade B: Good Progress**
  - A FIP that has achieved a stage 4 or 5 result more than 12 months ago, and stage 3 activity within the last 12 months.
● A basic FIP that has achieved stage 4 or 5 results within the last 12 months.

Grade C: Some Recent Progress
● A FIP that has achieved a stage 4 or 5 result more than 12 months ago, and stage 3 activity within the last 12 months.
● A basic FIP that has achieved stage 4 or 5 results within the last 12 months.

Grade D: Some Past Progress
● A FIP for which the most recent publicly reported stage 4 or 5 result is more than 24 (but less than 30) months.

Grade E: Negligible Progress
● A FIP older than one year that has not reported a stage 4 or 5 result in more than 30 (but less than 36) months.
● A FIP younger than one year that has not reported a stage 3 activity

For full information, please refer to the Guidance Document by FisheryProgress.
Appendix 2

**Sourcing from WWF-affiliated AIPs**

WWF-affiliated AIPs are aquaculture farms participating in a stepwise approach improvement scheme that is based on the standard and principles of ASC. It is a multi-stakeholder approach whereby everyone within the seafood supply chain work together to improve the practices in seafood production. The progressive and timebound improvement plans work towards meeting the aspects of responsible production practices for social and environmental wellbeing.

For most AIPs, achieving performance at a level consistent with the ASC standard could take between one to four years. The time frame varies depending on factors such as the current farm performance and the production cycle of the species. As such, WWF-Malaysia and WWF-Singapore recommends that buyers source from WWF-affiliated AIPs that have already achieved Stage 3 of its work plan and is receiving a progress grade of at least “Good”.

**AIP Stages as defined by WWF-Malaysia**

**Stage 1 – Scoping**

During the scoping phase, the farm’s performance is reviewed against the ASC standard. The scoping phase includes:

- An ASC pre-assessment: To determine where the farm falls short of the ASC standard. This assessment must be completed or audited by an individual who is familiar with the relevant ASC standard and its’ corresponding AM. Pre-assessment shall include a review of the company against any minimum criteria for company engagement that have been set by the WWF Malaysia. If flagrant disregard to minimum criteria are found during the pre-assessment, WWF Malaysia has the right to refuse to engage on an AIP.

- A scoping document (gap-analysis): A synthesis of the above-mentioned assessment and potential strategies the farm should implement to increase its performance compliance with the ASC standard.

**Stage 2 – Work plan Development**

Based on the scoping document, a work plan is developed that lists timebound milestones that will help the farm meet the deficiencies identified in the ASC pre-assessment. The work plan should include:

- A list of milestones, including key performance indicators, to enable the AIP participants to track progress, or lack thereof, over time and to communicate about the changes.

- Definition of key responsible parties: Organizations/people responsible for completing the specified activity. It is thought best that the farm (partner) should identify one point-person to be “internally” responsible for ensuring that different sectors within the farm are working together for the common goal of compliance. WWF should also have one designated “account manager” to handle/manage/supervise progress on the AIP and reporting into databases that monitor AIP progress.

- Timeframes: An estimate of the timeframe needed to complete each activity (e.g., < 6 months, 6 – 12 months, 12 months+). Some AIP may take up to three years to complete, this would depend on the species and how far from compliance the farm originally was performing.

- An associated budget: In which costs and funding opportunities are identified as appropriate. There are generally two sets of costs: (1) process costs (e.g. costs associated with developing the scoping document and developing the workplan), and (2) implementation costs (e.g. costs for the farm to actually make changes).
For example:

| Principle 4 OPERATIONAL/FISH HEALTH PLAN AND ANIMAL WELFARE | Compliance Criteria | Audit Findings | Improvement Milestone | Timeline |
|-------------------------------------------------------------|--------------------|----------------|-----------------------|---------|
| Principle 4.2 The applicant shall have in place biosecurity controls that seek to prevent the introduction and spread of disease agents and disease on the farm. | Provide Biosecurity plan | SOP for biosecurity is available, but insufficient, Eg: Risk Assessment, Training, Risk of introduction of pathogens and disease (only few address), Area management plan etc are missing. | The biosecurity plan is in place and shall include as a minimum: ● Risk assessment (shall address all fish health, fish & food hygiene and safety) ● Training ● Site hygiene ● Risk of introduction of pathogens and disease ● Systems to prevent and disinfect ● Area management plan | June 2019 |

**Stage 3 – Implementation and Tracking Progress**

The implementation phase includes:
- Implementing the workplan as identified in Stage 2
- Tracking and reporting on progress every three to six months according to the milestones and timeline outlined in the workplan
  - Additional reporting may occur if significant milestones are met in the interim.
  - The AIP supervisor will report results to the web-based database under the appropriate AIP workplan and assign a progress grade to the AIP.
    1. *Very good* suggests all milestones are being met as projected and progress is being made;
    2. *Good* suggests that some milestone targets are not met, but general progress is positive; and
    3. *Needs Improvement* suggests that milestones consistently are not met and progress forward is very limited.
Appendix 3
Developing a Time-bound Seafood Procurement Policy Improvement Plan

The development and implementation of a Seafood Procurement Policy Improvement Plan is a crucial step. This Plan contains a stepwise approach towards establishing a responsible seafood portfolio. In some cases, measures, additional to certification, may be needed to ensure transparency and socially equitable conditions in fisheries and to guarantee positive social impacts for dependent communities.

Components to be addressed
1. A timebound removal of species on the Seafood to Avoid Sourcing list
2. Establish an integrated sourcing policy for promoting certified and responsible seafood products
3. Stop making promotional offers or advertising for products that come from unsustainable sources

Sample time-bound commitment

Company XY is committed to ensuring that the seafood used is grown and processed in a responsible and sustainable manner. As of [date], company XY has become a RESET member and will strive to adhere to the Code of Conduct. Company XY will also advocate for the production, trade and usage of certified and responsible seafood through education and awareness activities for businesses and consumers.

In order to achieve our commitment, we shall

- By [year], remove species on the Seafood to Avoid Sourcing List
- By [year], 50% of all seafood products sourced should be from the RESET priority seafood sourcing guidelines (certified, responsible and green-listed).
- Label our seafood products clearly and accurately (including information such as, origin of seafood and method of harvest) by [year]