

WALTON FAMILY  
FOUNDATION



ENVIRONMENT PROGRAM: OCEANS

MARKETS STRATEGY SUMMARY



Salmon  
Columbo  
Salmon  
Congelada  
Mueves  
Salmon

LOCAL 114  
**El Amigo Diaz**  
Productos Frescos del Mar  
FONO: 927 698 - CEL: 9075 4427

**MERCADO TIPO ANCIANO**  
LOCAL 24 725  
FONO: 267077-26022  
PUERTO MONTT

VISA  
MasterCard  
WAGNA

## INFORMED BY THE PAST

Over the past 20 years, the sustainable seafood movement has made remarkable progress. Industry and conservation groups — once adversaries — now partner to advance practices and policies that are good for the oceans and the bottom line. While sustainability was once a complication for industry, it is now an integral part of running a modern seafood business.

This change in industry is creating real progress in fisheries and fishing communities that is translating into healthier oceans. Today, there are almost 300 certified fisheries and nearly every major retailer in the U.S., Canada and Northern Europe is committed to sourcing sustainable seafood. Innovations in the field — including certification and rating systems, as well as fisheries improvement projects (FIPs) — bolster this forward momentum.

Despite our success, challenges remain. Top producing countries, including several in the Global South, are resource-poor, have a less centralized fishing industry and limited governance capacity. To build on our progress to date, we must adapt our approach and identify incentives that encourage change in these very different markets. To validate sustainability, we must also ensure that workable traceability is the rule, not the exception.

To end overfishing, improve ocean health and preserve coastal livelihoods, the Walton Family Foundation market strategy leverages the buying power of major seafood importers and engages the supply chain in building support for sustainable fisheries practices.

## AIMED AT THE FUTURE

# WHAT WE BELIEVE

The Walton Family Foundation believes conservation solutions that make economic sense stand the test of time. Engaging those who have the most to gain — or lose — will uncover the incentives people need to do the right thing.

Dependent on a continued supply of more fish and higher quality fish, the seafood industry has a unique economic interest in sustainability and the purchasing power to influence and reinforce good management. These economic interests exist throughout the supply chain, as sustainability opens the door to larger and better catches, higher incomes and improved quality of life for fishermen and fishing communities.

To make sustainability the norm, we must:

- Make the case for how industries benefit from sustainable fisheries;
- Support partnerships that facilitate sustainability; and
- Develop tools to help industry — from fishermen to retailers — integrate sustainability into their core business practices.



# WHY MARKETS, AND WHICH MARKETS?

The Walton Family Foundation five-year seafood markets strategy promotes sustainability in five core countries: Indonesia, Peru, Chile, Mexico and the United States. The U.S. is critical in protecting the gains of the movement's first two decades, while Mexico, Peru, Chile and Indonesia illustrate the challenges of sustainable seafood's future. Complementing the work of other foundations to support policy changes and capacity building on the supply side, our markets strategy engages the demand side of the seafood market — specifically in the U.S., Japan and Spain — to create sustainability incentives.

Importing nearly two-thirds of the world's globally traded seafood products, the U.S., Japan and Spain buy more than \$3.66 billion a year in seafood exports from Mexico, Peru, Chile and Indonesia. Our markets approach aims to encourage industry to make investments — of money, time, staffing and brainpower—that raise incomes and improve the quality of life for individual fishermen and fishing communities in these countries.

## Imports from Chile, Indonesia, Mexico and Peru

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\$2.2 billion



\$1.1 billion



\$290 million



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enuss.

Filet MSC

2.70  
statt 3.30

antik.

36/12

Gelbflosse  
fischfilet o.H.

5.20

MSC

MSC Goldbutt  
ganz

1.95

FÜR NACHHALTIG  
FISCHFANG.

FÜR NACHHALTIGEN  
FISCHFANG.

MSC

MSC Goldbutt  
ganz

1.95

2.95

# FUNDING PRIORITIES

To accelerate change, the markets strategy supports:

- Standards to measure sustainability and certify or rate fisheries as they make progress;
- Relationships between buyers in the U.S., Spain and Japan and conservation non-governmental organizations (NGOs) that facilitate and encourage buyers to:
  - Make sustainability commitments and work with their suppliers to implement those commitments,
  - Eliminate illegal, unreported and unregulated (IUU) products from their supply chains, and
  - Make their supply chains transparent and traceable;
- Tools that help buyers embed these sustainability policies and procedures into their core businesses; and
- Collaboration between industry leaders, among NGOs and with NGOs and industry together, to maintain and advance the movement's track record of collective impact.

Other valuable sustainability initiatives that are outside the markets strategy's scope include:

- Buyer engagement outside the U.S., Spain or Japan;
- Supplier engagement without a demonstrable link to buyer commitments;
- Reforms focused on fishing on the high seas;
- Fisheries policy advocacy that does not leverage demand for sustainable seafood by buyers in the U.S., Spain or Japan;
- Aquaculture initiatives without a demonstrable link to capture fisheries; and
- Consumer education or engagement campaigns.



## VISION FOR SUCCESS

We have set ambitious goals for our work. Within the next five years, we aim to ensure:

- Fisheries in Mexico, Peru, Chile and Indonesia — and in the U.S. — are sustainable and fishing industries in these countries are profitable; and;
- Sustainability is a requirement for buying and selling seafood in the U.S., Spain and Japan, demonstrating that commercial demand can contribute to sustainability in supplying countries.

To achieve these goals, industry must assume ownership of sustainability improvements—whether they buy for retail, food service or wholesale — with at least 75 percent of seafood buyers serving the U.S., Spanish and Japanese markets integrating sustainable seafood purchasing policies into their core business practices. Our aim is for buyers to fully fund the implementation of sustainability policies and publicly disclose both the content of their policies and their implementation progress. As sustainable sourcing becomes the rule, not the exception, we expect buyers in our target import markets to completely eliminate IUU fish from their imports and consistently require workable traceability as a check on sustainability and IUU.

The U.S., Spain and Japan have different experiences with sustainability, making the already challenging work ahead even more complex. As with our target supply countries, we are committed to meeting each country where it is at and collaborating with NGOs, industry and our funding partners to advance sustainable fishing practices that promote a healthy ocean environment and strong local economies.



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