



Woolworths **fishing for the future** milestones 2014 - 2021

	<p>2008</p> <p>Woolworths was the first retailer in South Africa to sign the WWF Sustainable Seafood Retail Charter</p> <p>Developed a Sustainable Seafood Policy</p>	<p>2009</p> <p>Official launch of the programme</p> <p>First major South African retailer to label seafood in accordance with SASSI's green, orange and red system</p>	<p>2010</p> <p>Introduced several new sustainable wild-caught fish species</p> <p>First retailer in South Africa to introduce DNA testing for species validation</p>
<p>2011</p> <p>Launched MSC-certified, sustainable, local trawl-caught Cape Hake</p> <p>Stopped the procurement of longline caught Yellowfin Tuna</p>	<p>2012</p> <p>Made a commitment that by 2015, all our wild-caught seafood would be either WWF-SASSI green listed, caught from MSC (or equivalent) certified fisheries, or sourced from fisheries that are undertaking time-bound improvement projects</p> <p>Obtained MSC certification for our seafood counters</p>		<p>2015</p>  <p>Developed a pocket-sized Sustainable Seafood Guide for customers</p>
<p>2016</p> <p>Made a commitment that by 2020, all aquaculture species sold will be either WWF-SASSI green-listed, ASC (or equivalent) certified, or from aquaculture operations that are engaged in a credible time-bound improvement project</p>	<p>2017</p> <p>Launched the first MSC-certified sustainable canned tuna in South Africa</p> <p>Launched ASC-certified vannamei and black tiger prawns</p>	<p>2020</p> <p>Of the volume (tonnage) of farmed species sold, 99% overall met the 2020 commitments and 98% of Woolworths' seafood met our wild-caught and aquaculture sustainability commitments</p>	<p>2021</p> <p>Launched the Fishing for the Future 2030 programme, with a focus on three pillars: responsible sourcing, responsible consumption and proactive transparency</p>