



## **SOURCING POLICY**

### ***Seafood Sustainability Requirement***

Sweetbay is committed to ensuring that all seafood products sold in its stores are harvested sustainably. This means that seafood is harvested at levels that maintain their availability for present and future generations.

- Sweetbay commits to sell only seafood from fisheries that are managed by competent authorities and have a management plan in place that incorporates a science-based approach to ensure sustainability.
- These management plans consist of the following tenets:
  - If stock sizes are below management target levels, whether due to natural or man-made causes, management plans are established that enable rebuilding within a specified timeframe.
  - Sufficient data exists to determine appropriate harvest levels or practices.
  - Monitoring and compliance measures are in place to ensure that harvest levels are maintained within acceptable limits.
  - Enforcement exists to ensure that harvesters follow regulations, and to prevent illegal practices and unreported harvest.

### ***Third Party Verification***

All farm-raised seafood sold in Sweetbay stores from outside the Gulf of Maine region shall be certified by the Best Aquaculture Practices (BAP) Certification Management Group, a program coordinated by the Global Aquaculture Alliance, where a BAP standard is available. BAP certification ensures that the production of the product does not negatively impact communities, workers, the environment, or human health through inappropriate use of chemicals or drugs.

All suppliers of wild harvested seafood sold in Sweetbay stores shall demonstrate that their product meets the Seafood Sustainability Requirement defined above. If they are unable to provide evidence behind each of the bullet points, they shall acquire verification from a credible third party that the seafood is harvested at levels that maintain their availability for present and future generations.

All seafood harvested in the Gulf of Maine region shall be verified by the Gulf of Maine Research Institute.

For those products that are unable to meet the sustainable seafood requirement, producers must clearly demonstrate ways in which they are contributing to the improvement of the sustainability of their seafood so that they will meet the requirement by March 2011.

### ***Continuous Improvement***

Sweetbay will partner with the Gulf of Maine Research Institute to identify opportunities to improve upon the sustainability of Gulf of Maine products, even beyond what is required by regulatory agencies. These improvements might include harvesting methods that decrease bycatch, distribution networks that decrease food miles, improved handling to maintain the quality of product, and so on. Sweetbay will develop incentives for suppliers who source products that utilize these voluntary measures.



## *Sweetbay Responsible Seafood Sourcing Policy*

*March 3, 2010*

### **Accepted Harvesting Methods**

Sweetbay will not sell any seafood that is harvested using illegal methods, such as dynamite, poison, or a similarly destructive harvesting method. Sweetbay will sell products harvested using legal means in regulated environments and will work proactively with the industry to encourage investment in gear and farming technologies that reduce seafood production's impact on the environment. Sweetbay will prioritize its sourcing to those harvesting methods that have the least impact on the environment and ecosystem, and that have the least amount of by-catch.

### **Traceability Requirement**

Sweetbay will require full traceability to the point of landing or farm pond of all seafood sold fresh, frozen, or in value-added products. Sweetbay shall have immediate access to information on where the product was harvested. For those vendors unable to meet the traceability requirement, specific action plans must be presented to Sweetbay detailing how they will meet the requirement by March 2011.

### **Seafood Education**

Sweetbay commits to educating its staff and customers on seafood sustainability issues. Employees will be trained to understand the complexity of seafood issues and to assist customers in deciding which seafood products to choose. Sweetbay will further ensure that its suppliers are aware of seafood sustainability issues and that they are prepared to address them.

Sweetbay will make information available to customers in publications, at the point of sale, and online that empowers them with the information they need to make responsible and informed purchasing decisions based on their own values around community, the environment, and their health.

### **Transparency**

In order to ensure the credibility of Sweetbay statements, positions, and actions, transparency in the program is essential. For Sweetbay, transparency means the following:

- Making the Seafood Sourcing Policy public
- Releasing annual status summarizing annual goals and actions in achieving those goals
- Making seafood education material available to public, which includes but is not limited to:
  - In store product labels or signage
  - Operating Company websites, on products
  - Other marketing materials communicated to the public

### **Compliance**

Each product Sweetbay currently carries will be assessed against the requirements outlined in this policy. For those products that don't meet these requirements, Sweetbay will formally notify and work with suppliers to implement an action plan to reach compliance. If compliance is not achieved within one year of formal notification, Sweetbay will discontinue the purchasing of that product until the supplier can demonstrate compliance.

All new products must comply with this policy in order to be considered by Sweetbay, including third party verification of the seafood's sustainability.