

December 2009

EDEKA in dialogue

> Sustainable fishing -

Commercial responsibility

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> Current Situation

**Overfishing of the seas has taken on dramatic proportions worldwide and not just within the European Union: Over 88 percent of EU stocks are overfished or fished to the limits.** The number of sustainably managed stocks is decreasing continually. Of the major species of fish for food those threatened the most are tuna, cod, eel and dogfish.

**But certain species are not only threatened by overfishing, caused amongst other things by insufficient attention being paid to maximum fishing allocations set in accordance with scientific recommendations.** There is also the problem of by-catch. Fish and marine organisms which do not belong to the species being fished are also pulled out of the water. In the EU this unwanted by-catch must be treated as waste and thrown back over board ('Discard ban'). Most animals do not survive this. According to an estimate by the WWF (World Wide Fund for Nature) in the North Sea alone around one million tonnes of marine organisms are thrown back annually.

> Relevance for EDEKA

**EDEKA Group has a turnover of around 600 million euros from fish. The largest German foodstuffs retailer is therefore also the largest fish dealer in Germany.** EDEKA offers a wide assortment of chilled self-service goods, frozen food, conserves and marinades. We also have at our markets **more than 2 000 fresh fish counters.** Because of our market position we consider that we have a particular responsibility. EDEKA would also like to continue to sell fish in the future with a clear conscience.

> What is EDEKA doing?

EDEKA Group would like to actively contribute to the protection of fish stocks around the world and the promotion of environmentally-friendly catch methods.

**EDEKA is therefore bringing its fish purchasing policy into line with sustainability criteria. By 2012 the group wants to gradually adapt its fish selection** and to only continue to offer fish and marine organisms from environmentally-friendly fisheries which maintain stocks, and also to use increased labelling for fish products.

EDEKA is completely removing those species of fish which are internationally recognised as being threatened – eel, wild sturgeon, shark and skate – from its ranges.

These species are already no longer traded as part of the EDEKA wholesale business. The retail fish counters will be adapted by mid-2010.

In order to meet its own standards for sustainable fishing, EDEKA is continually adding to its range of MSC-certified fish. **The Marine Stewardship Council (MSC) guarantees fisheries which take into account the condition of fish stocks and the effects on the marine environment.** Barely a third of the fish products offered under EDEKA's own brand currently meets the MSC standard. By the first quarter of 2010 we will have doubled the number of MSC-certified products.

In order to comprehensively and clearly provide information on the complex problem of overfishing of the seas both internally and externally, EDEKA has published guidelines on the Internet at [www.edeka.de/Engagement Nachhaltige Fischerei für ein nachhaltiges Fisch- und Meeresfrüchtesortiment](http://www.edeka.de/Engagement/Nachhaltige_Fischerei_fuer_ein_nachhaltiges_Fisch-_und_Meeresfruechtesortiment).

EDEKA also supports the construction of a new fish stock database ([www.portal-fischerei.de](http://www.portal-fischerei.de)). In conjunction with the Federal Ministry for Food, Agriculture and Consumer Protection (BMELV) and numerous associations, by 2012 around 200 records containing scientifically proven information on all the important species of fish for food will be made available to enable fish purchasing to be based on sustainability criteria.

> Co-operation by EDEKA Group with the WWF

In order to recognisably align our fish purchasing policy with the principle of sustainability, we exchange information with scientific organisations and also make use of other expert knowledge. **Within this framework we have additionally committed to co-operating with the WWF.** Key to this co-operation is professional consultation.

As part of this long-term partnership **EDEKA also supports a WWF sea protection project to promote the sustainable tuna fishery in the Indo-Pacific (Coral Triangle).** Using simple means, namely by using round instead of J-shaped hooks on lines, the by-catch of turtles may be significantly reduced and the sustainable management of the tuna fishery can be encouraged. We support the WWF by financing technical adjustments (round hooks, dehookers), training fishermen, securing spawning and rearing areas for tuna and promoting sustainable management of the tuna fishery.

In addition to the wide-reaching action plan which EDEKA is implementing with the support of the WWF, we also have the 'EDEKA Guidelines for Sustainable Fishing' handbook. This reference work may be used by our employees as a compact collection of facts and a source for reliable background knowledge, which may be quoted in talks with consumers and suppliers.

> Overfishing of the seas – Expectations of the policy

**In order to have a sustainable fishery, political framework conditions born of foresight are necessary.** They guarantee that ecological standards are not only met by individual players, but also across the board.

Sustainable fishing must be the basic standard for the European Fisheries Policy. A European Fisheries Policy geared to high standards of sustainability would not only benefit current fish stocks, but it would also mean that the European Fishery acts as a model for other regions of the world. Consequently we believe that the following, critical points must be addressed:

- Maximum fishing allocations must therefore be based closely and consistently on the **scientific requirements** set out by the EU Council of Ministers. Setting quotas too high and ignoring recommendations is proven to lead to massively diminish stocks.

- **In order to ensure healthy levels of stocks on a lasting basis, long-term management plans are required.** All commercially used stocks must be managed under long-term management plans based on an ecosystem-based diversity rate.

Efforts to reduce unwanted by-catch must be stepped up. **Systems to seriously reduce by-catch, e.g. by selective catch techniques, must be created quickly.**

EDEKA supports the requirements to abolish the discard ban and to **introduce a landing ban**, in order to put an end to the waste linked to discard.

The IUU fishery/**pirate fishery must also be resolutely combated.** The sanction mechanisms provided for in the EU Regulation on the IUU fishery, which will apply from 2010, must be rigorously applied.

**In order to spare valuable living areas and to create withdrawal areas for fish stocks, the use of long-term and flexible duration sea protection areas must be widely extended.** It is especially important to protect spawning areas for economically significant species.

Effective fishery supervision is a pre-requisite for the best possible implementation of existing fishery policy measures. Existing deficits in administration and financing must therefore be eliminated. **Only when bureaucracy has been dismantled and local responsible management strengthened can the necessary measures have their full effect.**

> Further action plan

The main focus of the upcoming negotiations at European level should now be to **defer national requirements and reach mutual agreement on the sustainable protection of the seas.** The EU Commission has invited society, industry and political stakeholders to hold a dialogue with a view to the reform of the Common Fisheries Policy. EDEKA welcomes this measure and is actively participating in the discussion. **Together we must succeed in contributing to an ecologically sustainable change in the management of the seas.** This is the only way that we can continue to enjoy fish with a clear conscience.

> EDEKA online

**Please refer to our wide range of information regarding sustainable fishing at [www.edeka.de/Engagement/Nachhaltige Fischerei](http://www.edeka.de/Engagement/Nachhaltige_Fischerei).**

> EDEKA in profile

The cooperatively organised and medium-sized EDEKA Group has a turnover of 36.6 billion euros (2008) and approximately 12 000 markets and is Germany's leading foodstuffs retailer. Key business areas are the warehousing business operated by independent IKEA sales people and the discount segment. In total the company employs 280 000 employees this year.