

# Guidelines to Sourcing Sustainable Seafood - Template

## Objective

This is the place to state why you're committing to sustainable seafood, what aspects of it matter to you and what you will do to make your menu more ocean-friendly.

*I signed up to the Good Fish Project's Chefs' Charter as I want to find out more about sustainable seafood, explore different ways of sourcing and selling it and start making my menu more sustainable.*

*I'm making the commitment to ensure I can provide my customers with confidence that the seafood they're buying doesn't harm the oceans.*

*My staff and I will find out more about the environmental impacts around seafood production. Once we're satisfied we have the information we need, we'll start swapping unsustainable seafood with better choices.*

## Why sustainable seafood matters to our business

This is an opportunity for you to explain to your staff, suppliers and customers why you have embarked on this journey.

*I signed up to the Good Fish Projects Chefs' Charter as I want to ensure that we have great quality seafood to serve my customers now and into the future.*

*Provenance and sustainability matter to my business. My customers expect a delicious meal, but they also expect me to make sure my produce isn't served with a hefty environmental price tag.*

*Our customers want to know where our seafood comes from – whether it's local or imported, or how it's caught or farmed. I'm using the Chefs' Charter so I can confidently answer these questions and provide delicious, fresh, sustainable seafood every day.*

*I have a personal interest in environmental issues, and I want to ensure that the kitchen I run is part of the solution, not the problem.*

## Which bits of sustainable seafood are important to us?

You've probably found that some aspects of sustainability fit better with you and your business.

You might use *Australia's Sustainable Seafood Guide* as the basis for your menu changes. Or it might be important to source locally as well as sustainably. If seafood certification works best for you, you'll need to start looking at what certified seafood is available in Australia. Visit the Marine Stewardship Council for more information on certified fisheries. [www.msc.org](http://www.msc.org)

*We are concerned about the impacts of some seafood on our ocean's health. My restaurant is using the assessments from Australia's Sustainable Seafood Guide to change my menu.*

*My primary focus is making sure that I'm not serving seafood that harms Australia's unique and vulnerable marine wildlife. I'm ensuring that I steer clear of buying seafood that risks populations of dugongs, turtles and dolphins at risk.*

*I will also ensure that we're not serving seafood that damages the seafloor by use of heavy trawling in sensitive areas, and I want my seafood to come with minimal discarding of unwanted catch.*

*Certified sustainable seafood is the way I would like to communicate to my customers about my seafood sustainability commitments. I want accredited traceability of produce I sell.*

### **What we require of our supplier**

For more information, head to [www.goodfishproject.com.au/supplier](http://www.goodfishproject.com.au/supplier)

Once you've spoken to your seafood suppliers about your commitments and they're onboard to source sustainable seafood, it's good to include this in your policy. This will help you work together to deliver results, and help you communicate how you're influencing the seafood supply chain.

*My supplier is working with me to ensure I am sourcing seafood that comes with a lower environmental footprint.*

*My supplier is working to ensure they can provide me with information about what species I'm buying, which country or part of Australia it comes from and the production method.*

*My supplier is ensuring that they will help me to find a better option when I want to remove unsustainable seafood from my menu..*

### **Our commitments to traceability and accurate labelling**

Current Australian legislation means that there are no requirements to correctly label cooked seafood in restaurants and cafes. But if a customer doesn't know what it is they're buying, how can they be assured it is a sustainable option?

Being able to trace the seafood you're selling from ocean to plate is an important part of the process. You'll need to ask your suppliers for the following information, so you can relay it to your customers:

1. What species of seafood is it?
2. Where does it come from (country or region, if caught in Australia)?
3. How it was caught or farmed?

It's also important to ensure your customers have confidence that you know the provenance of what you're serving.

*I am committed to knowing the provenance of the seafood I'm selling, including knowing which species it is, where it's from and how it was caught or farmed.*

*If asked, my staff and I will be able to tell any third party the provenance of all seafood sold in my restaurant.*

## Timeline and goals

### Chefs' Charter: Introductory Program

<b>Aim</b>	<b>Timeframe</b>
Find out about sustainable seafood: 1. Speak with AMCS and the Good Fish Project team 2. Learn about the issues on the Good Fish Project website	Within one month of signing up
Start talking with my suppliers about sustainable seafood	Within 2 months of signing up
Start talking with staff about sustainable seafood	Within 2 months of signing up
Develop a sustainable seafood sourcing policy for my restaurant	Commence within 6 months of signing up

### Chefs' Charter: Membership Program

<b>Aim</b>	<b>Timeframe</b>
Remove one AMCS Red-listed species and replace with a Green or Amber-listed species	Within one-month of signing up
Label seafood sourced from overseas as 'Imported' on all our menus (online and restaurant versions)	Within one-month of signing up
Label seafood sourced from Australia as 'Australian' on all our menus (online and restaurant versions)	Within one-month of signing up
Ensure staff are familiar with the sustainability of our menu	Within 3 months signing up
Label the Country of Origin of all seafood sold on all our menus (online and restaurant versions)	Within 3 months of signing up