



This Year You Made the Impossible Possible

THE FIRST ATLANTIC COD FISHERY IN CANADA ON THE ROAD TO SUSTAINABILITY

ATLANTIC COD (GADUS MORHUA)

Cod have survived in the harsh North Atlantic for millennia, thanks to their astounding reproductive capacity—an adult female cod lays between four million and six million eggs at a single spawning. However, years of overfishing finally led to the collapse of the Atlantic Canadian cod stocks in the 1990s, pushing the hardy species to the brink of extinction—and over 30,000 people out of a job. Although cod populations are showing early signs of recovery, reducing bycatch and protecting key habitats, such as spawning and nursery grounds, will be essential to a real comeback. Through the Fisheries Improvement Project for 3Ps cod, we're proving it's possible.

THIS YEAR'S SUCCESSES:

We can't restore healthy oceans unless we harvest fish more sustainably. That's why WWF is working closely with Loblaw—Canada's largest seafood retailer—to catalyze change across the supply chain.

- As of December 31, 2013, 88 percent of Loblaw's seafood products were either certified as sustainable or came from sources making meaningful progress toward that goal.
- On March 11, 2014, Loblaw became the first retailer in North America to sell farmed salmon certified by the Aquaculture Stewardship Council (ASC).
- Loblaw now carries 138 MSC- and ASC-certified products—more than any other Canadian food retailer.

LEADER PROFILE:

"Sustainability is the right approach," says Alberto Wareham, CEO of Icwater Seafoods Inc. "For business, for the future of cod and for all natural resources." Alberto was born in Arnold's Cove in Newfoundland, where the Icwater Seafoods plant operates. He is the 7th generation to work there and hopes to see future generations carrying on long after he retires. Of course, that depends on healthy Atlantic Canadian cod stocks, which fuels his passion for supporting a sustainable

fishery. "Ensuring the Atlantic cod fishery is up to MSC standards isn't a choice—it is a necessity. Our plant employs 200 people in a community of 1,200. Entire families work in the plant. If we want their grandchildren to work here too, we must take care of the ecosystems and populations of cod today."



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"A sustainable fishery is a key component to a sustainable future for our business and the economy of our local area."

THE BIG STORY:

The statistics are grim. In 2010, 80 percent of global fisheries were pushed to their limits or beyond. Overfishing has weakened marine ecosystems around the world.

But by buying products that bear the Marine Stewardship Council's blue "check fish" logo, eco-conscious consumers are changing the picture. Today, more than 22,000 seafood products boast the MSC ecolabel. Canadian cod could soon join those ranks.

For 500 years, cod was the foundation of Newfoundland's economy: a fish so plentiful, John Cabot reported, that you could walk across their backs. But by 1992, decades of mismanagement had taken their toll. Stocks had plunged to less than one percent of 1960s levels, forcing the federal government to close the fishery.

Which is why all eyes are now on 3Ps cod. Located in the southern waters off the Newfoundland coast, the health of this small fishery shows that good management and cross-sector collaboration can have huge health benefits for our oceans.

In 2011, Icwater Seafoods joined forces with WWF to bring the fishery up to the MSC standard, a development that was driven by Marks and Spencer, Loblaw, WalMart and other major retailers in North America and Europe.

The multi-stakeholder Fisheries Improvement Project ultimately involved two dozen partners: processors, distributors, retailers, unions, and government ministries. Together, they assessed stocks, completed bycatch analyses, developed conservation plans and agreed on rebuilding strategies. 3Ps cod stocks continued to improve. Three years later, on March 13, 2014, the fishery applied for MSC certification.

If it is successful, 3Ps cod will provide a blueprint for restoring depleted fish stocks across the region and around the globe.

JULY 1992

The federal government closes the Newfoundland cod fishery

FEBRUARY 1997

WWF and Unilever establish the Marine Stewardship Council

MAY 2009

Loblaw pledges to source all its seafood products from sustainably managed fisheries

JANUARY 2011

WWF and Icwater establish a Fisheries Improvement Project for 3Ps cod

MARCH 2014

The 3Ps cod fishery enters MSC assessment

EARLY 2016

3Ps cod earns MSC certification