



## FishWise Responsible Sourcing Guidelines

FishWise recommends that companies strive to sell only seafood from verifiable responsible sources.

We recommend that companies source their seafood from fisheries and farms that are:

- Certified to an environmental standard benchmarked equivalent to Monterey Bay Aquarium [Seafood Watch](#) yellow or better;
- Seafood Watch green or yellow; or
- Engaged in credible improvement projects making measurable, time-bound progress<sup>1</sup>.

Companies may choose to implement these options differently depending on their respective goals of either sourcing sustainable products today, transitioning their sources to only sustainable products over time, and/or focusing their efforts on improving lower-performing seafood sources.

In the absence of a chain-of-custody certification to verify and assure supply chain traceability, the responsibility for verifying the seafood source, respective claims, and assurance of supply chain traceability lies with the business purchasing from that source.

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<sup>1</sup> A Fishery Improvement Project (FIP) must regularly and publicly report on progress using FisheryProgress.org (or other industry website) and demonstrate adequate recent progress (Stage 3 or higher and rated A-C using SFP's Standardized Tool for Evaluating FIP Progress).