



RainCoast Trading Ltd Product Procurement Policy Statement

(Updated February 2011)

Our Mission Statement:

Raincoast provides high quality sustainable seafood to the world market.

Raincoast Trading (RCT) strives to continuously achieve its mission by setting policies that govern how we conduct our business day by day, month by month and year by year.

We define sustainable seafood as species that are caught or farmed in a way that ensures the long-term health and stability of that species, as well as the greater marine ecosystem

1.0 Belief Statements

Our policies based upon our beliefs and values:

World fish stocks are a natural resource to be cared for in every way to ensure they are sustained for the future.

We are committed to sourcing equitable seafood in support of local fisheries and coastal communities.

We believe in the need to communicate, collaborate, and coordinate all activities that have an impact on world fish stocks. RCT is committed to supporting and participating in local, national and international research, regulation, and initiatives to improve practices so that fish stocks are sustained.

We believe in the value of applying the highest degree of integrity and honesty to all our dealings internally and externally. These values apply equally to all those with whom we deal: our fishers, our suppliers, processors, our partners, our customers and our staff.

2.0 Our General Procurement Policies are:

RCT deals only in fish that are wild harvested using best practices regarding:

1. Taking fish from stocks that are well managed with a comprehensive management plan based on current research
2. Fishing in ways that minimize habitat damage.
3. Fishing in ways that minimize by-catch and collateral damage to other stocks. Our guideline is that discarded by-catch should be as close to zero as possible
4. Fishing in ways that do not impact at-risk species (endangered, threatened, vulnerable, etc)
5. Avoiding product from fishers who operate illegal fishing or engage in practices that threaten the health of at risk species

All RCT fish products must be fully traceable at the individual product unit level back through the entire supply chain to the original point of catch.

RCT is committed to comprehensive and clear labeling and individual unit traceability back to point of origin. All RCT canned product labels display Species by common name and catch area. RCT includes method of catch on labels whenever possible and detailed catch methods are available on our website. All RCT canned products display a code on each can that enables that unit to be traced back to point of origin. RCT is registered with Trace Register (www.traceregister.com) an independent site designed to assist retailers and consumers track seafood product back to point of origin.

RCT supports and actively participates in programs developed by Agencies that promote sustainability, accountability and responsibility in fishing practices, including:

- Ocean advocacy programs to promote consumer education regarding sustainable fish to consume (including Ocean Wise™, Sea Choice™, Seafood Watch™, MSC™)
- Industry associations including the BC Salmon Marketing Council, Canadian Pacific Sardine Association, Canadian Highly Migratory Species Foundation .
- RCT only buys fish from fishers known to RCT. We strive to catch fish from operations that have full observer coverage whenever possible.

RCT does **not** buy, hold or sell:

- Illegally caught fish.
- Fish that is transshipped at sea.

RCT procurement practices are monitored on a continuous basis and reviewed annually to ensure compliance with established policies.

3.0 Species Specific Policy Issues:

RCT currently deal only in three fish species:

- Albacore Tuna (*Thunnus alalunga*)
- Pacific Salmon – Sockeye & Pink (*Oncorhynchus nerka* & *Oncorhynchus gorbuscha*)
- Pacific Sardines (*Sardinops sagax*)

Albacore Tuna - (*Thunnus alalunga*)

All Tuna procured by RCT is individually harvested from the North Pacific using surface troll jigs towed behind the vessel. This virtually eliminates by-catch. RCT will not purchase Tuna caught by long line or net methods.

Based upon these selective harvesting methods and sound management practices, the North Pacific stock of Albacore Tuna is currently deemed to be sustainable by the Ocean Wise™ program

Wild Pacific Salmon - Sockeye & Pink (*Oncorhynchus nerka* & *Oncorhynchus gorbuscha*)

All Salmon purchased by RCT are Wild Pacific Salmon. By using current best practice fishing techniques, the harvest methods are tailored to selectively catch the intended species and ensure a consistent and quality product while minimizing by-catch. All wild salmon is handled and graded according to strict guidelines.

The Pacific North West wild salmon fishery is strictly controlled in all aspects ensuring selective harvesting techniques, conservative harvest levels and optimal escapement levels that all contribute to maintaining a sustainable resource. We use season specific recommendations based on current and up to date scientific data to determine the area of catch for our salmon. These conditions mean that all salmon purchased and sold by RCT is “Recommended” by the Ocean Wise™ program.

Pacific Sardines (*Sardinops sagax*)

Pacific Sardines are harvested using selective purse seines as the sardines migrate through the cool waters along the west coast of North America. The Pacific Sardine stock is considered stable and well managed in terms of practices including annual quota limits.

This fishery is regarded as “Sustainable” by the Ocean Wise™ program.