

John Dory's Ongoing Sustainable Seafood Strategy Commitments until 2018

Namibian Hake:

John Dory's currently procures trawled hake from Namibia and uses it in various dishes on our menu. Although this hake is currently on the WWF-SASSI Orange-list and does not meet John Dory's commitments to sustainable seafood, we are proactively engaged with the Namibian Hake Association and they have committed to MSC certification.

John Dory's believes that by staying engaged with this fishery beyond our seafood sustainability target date we can play a role in incentivising the fishery to improve. That being said, the expectation is that once the Namibian Hake Trawl fishery enters into the certification process, they continually progress towards certification within the given timeframe for each certification step and are fully certified by **May 2018**.

Further to the above, we are engaging with a local fishing organisation to purchase MSC hake fillets. Currently they do not have available volume for our group but a plan will commence in the new year.

Prawns

- *Litopenaeus vannamei* from India

John Dory's currently source whiteleg shrimp (*Litopenaeus vannamei*) farmed in India. Although prawns are on the WWF-SASSI Orange-list we are implementing a procurement strategy that aligns with the WWF-SASSI procurement guidelines for prawns/shrimp. The particular species that we currently procure does not meet our commitments to sustainable seafood; however, we are working with our suppliers to engage with the source fishery to improve the sustainability of their practices by investigating the feasibility of implementing a credible Aquaculture Improvement Project. Should this process not result in a positive outcome by **2018** then John Dory's will cease procurement of this species and pursue alternative, sustainable seafood options.

Therefore, by **March 2018** all John Dory's farmed prawns will come from source farms that meet one of the following criteria:

Are certified by the ASC;

- Are engaged in a credible Aquaculture Improvement Project (AIP);
- Or have submitted a formal written commitment to John Dory's that outlines their strategy, timeline and implementation plan for achieving compliance with the ASC standard.

John Dory's has full traceability back to all source farms and is annually checking progress of AIPs and ensuring that farms who have submitted a formal written commitment to achieving compliance with the ASC standard are reaching their stated goals.

Farmed Atlantic Salmon

Although John Dory's currently procures farmed Norwegian Salmon which is on the WWF-SASSI orange-list we are implementing a procurement strategy that aligns with SASSI procurement guideline for Salmon. This means that all Norwegian on John Dory's menus will come from farms that are affiliated to the Global Salmon Initiative (GSI - <http://globalsalmoninitiative.org/>) by **January 2018**. These farms have committed to working towards meeting the Aquaculture Stewardship Council (ASC) standard for responsible aquaculture by 2020. John Dory's has full traceability back to all source farms and is annually tracking progress of these farms towards their 2020 ASC target.

Ongoing Updates

This document will be updated regularly to keep you, the public, posted on our progress and/or any changes to meeting our sustainable commitments.