



2009-2024

## WWF & Kroger Seafood Sustainability

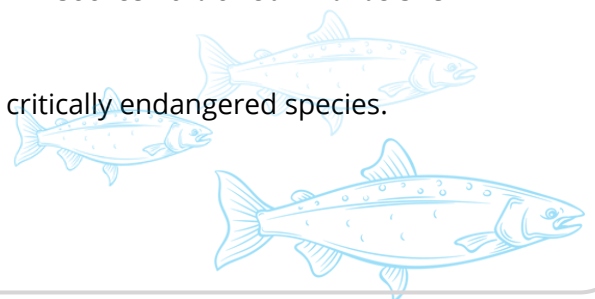
*WWF & Kroger: working toward more sustainable seafood for 15 years*

Since 2009, WWF and Kroger have worked together to develop, implement, and improve the company's seafood sustainability policy and goals. As the nation's largest grocer, Kroger established goals to improve seafood sustainability 15 years ago and has made important progress since WWF first reviewed the company's top-selling seafood to develop a more robust and responsible sourcing strategy.

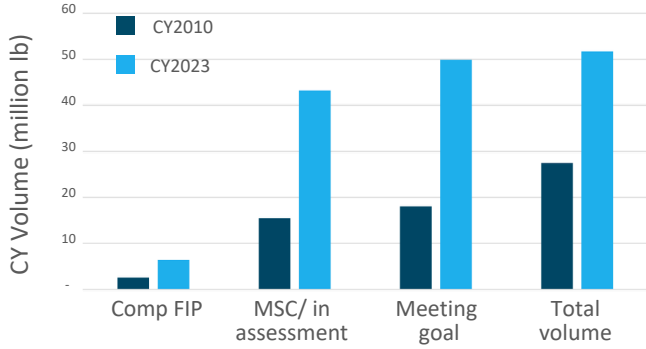
### **Kroger's Seafood Goals**

Over time, Kroger has expanded upon and made significant progress on its seafood sustainability goals. As the last several years have demonstrated, Kroger's sourcing practices have reached and maintained high levels of alignment with the company's policy, with the occasional exception for external circumstances like changes in certification or suppliers overcoming challenges to move toward certification. Kroger's aim is now to keep this performance consistent into the future, as reflected in the updated goals below.

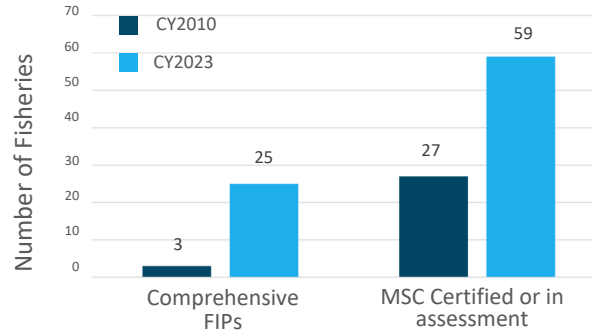
- 95% or more of all wild-caught seafood sold in the Seafood Department is from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment, engaged in comprehensive Fishery Improvement Projects (FIPs) to meet the MSC standard, or certified by other GSSI-recognized programs.
  - Preferentially source MSC certified wild-caught seafood, and support FIPs to increase the availability of seafood working toward sustainability and the amount of MSC certified seafood.
- 95% or more of farm-raised seafood in the Seafood Department is from farms that are Best Aquaculture Practices (BAP) 2-star or greater certified, Aquaculture Stewardship Council (ASC) certified or GLOBALG.A.P. certified.
- 100% of shelf-stable tuna is from International Seafood Sustainability Foundation (ISSF) participating companies. Additionally, by 2025, Kroger will source 20% of *Our Brands* shelf-stable tuna from fisheries that are MSC certified.
- Prohibit the sale (and procurement) of endangered or critically endangered species.



## Over the Years: Kroger's Seafood Sourcing Trends



**Kroger has increased the volume of seafood meeting sustainability goals**



**Kroger has increased the number of source fisheries working toward sustainability**

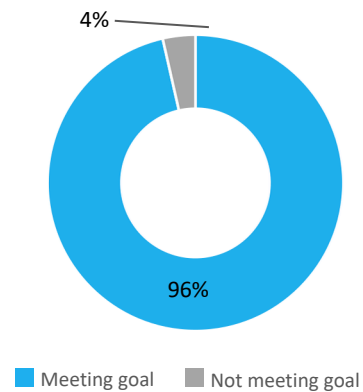
### Kroger's Progress

Since WWF and Kroger began working together, Kroger has steadily increased the volume and percentage of sourced seafood meeting its seafood sustainability goals, including sourcing from Comprehensive Fishery Improvement Projects and fisheries that are Marine Stewardship Council certified. As Kroger has increased its total seafood procurement volume, the volume of seafood meeting its sourcing goals has also increased, continuing to achieve overall objectives.

During the past 15 years, Kroger has also more than doubled the number of source fisheries reported to be either MSC certified or in MSC assessment. Kroger continues to make progress against seafood sustainability goals for fresh and frozen wild-caught seafood.

In calendar year 2023, 96% of wild-caught seafood by volume met Kroger's goals. In addition, nearly 80% is reported as coming from a MSC certified fishery with another 3.9% from a fishery that is in MSC assessment. Kroger also expanded farm-raised seafood sourcing to achieve 98% alignment with goals. In the last few years, Kroger also introduced a new MSC certified tuna goal for its Our Brands Kroger label products and has been aligning additional departments with its sourcing goals.

### 2023: Kroger's Fresh/Frozen Wild-Caught Seafood Sourcing



	CY23 (% of total volume)
MSC	79.6%
MSC in Assessment	3.9%
GSSI	0.5%
COMP. FIP	12.4%

## Kroger's Support in Action



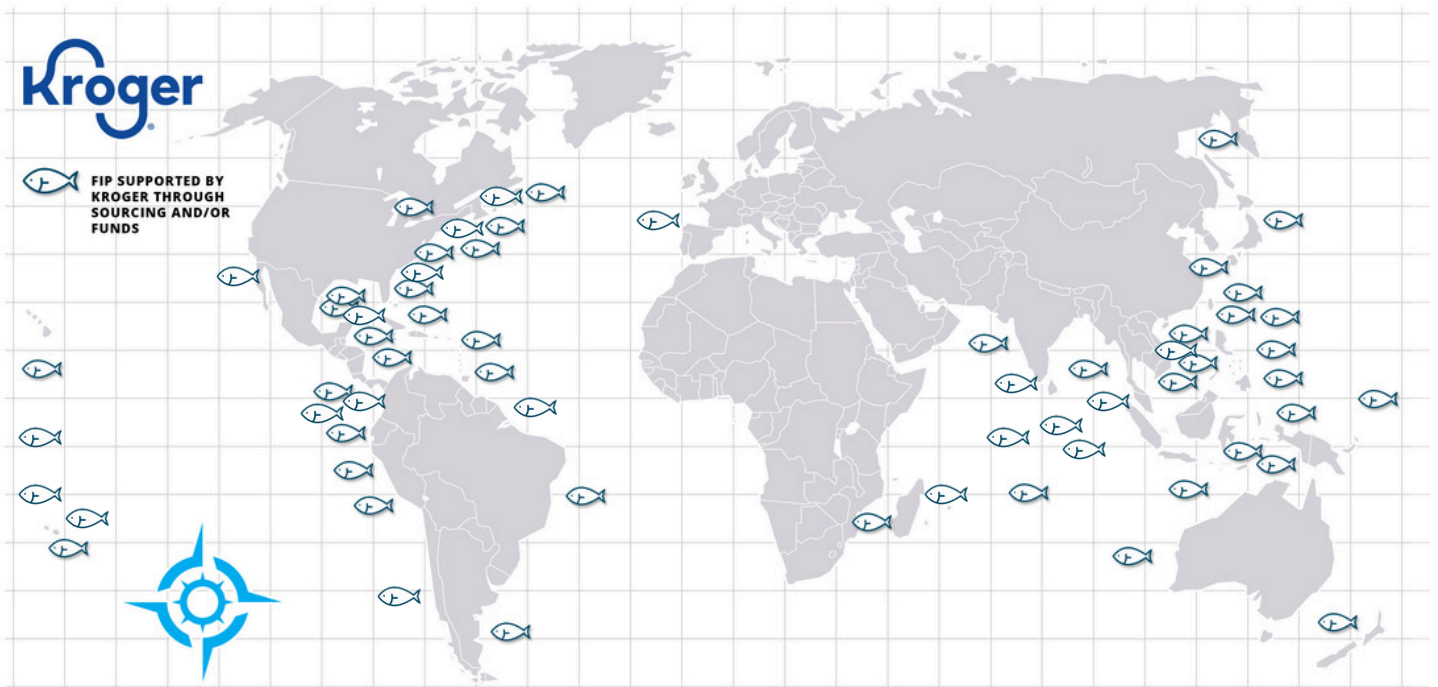
### **Fishery Improvement Projects (FIPs)**

Kroger has been a long-time supporter of driving change on the water by financially supporting FIPs and advocating for change where needed. Kroger has significantly increased sourcing from fisheries in FIPs as a result of this collaboration with WWF. In total, Kroger has sourced from 63 FIPs covering more than 88 million pounds of seafood.

Most recently, Kroger has provided funding to the Fishery Improvement Fund (FIF), developed by WWF in partnership with Finance Earth. This innovative funding model aims to address the long-standing challenge of securing significant and reliable funding for fisheries improvement. By tackling issues such as inconsistent funding, lack of transparency and standardization, high transaction costs, and limited private sector participation, the FIF introduces an innovative financial mechanism that streamlines the funding process and encourages private sector engagement.



## SUPPORTING FISHERY IMPROVEMENT PROJECTS (FIPs)



**88.6**  
million lbs.

*the cumulative comprehensive seafood volume sourced across the 63 FIPs supported by Kroger in the last 15 years*

**63**

*number of FIPs Kroger has supported through funding, sourcing, or both*



## Kroger's Support in Action

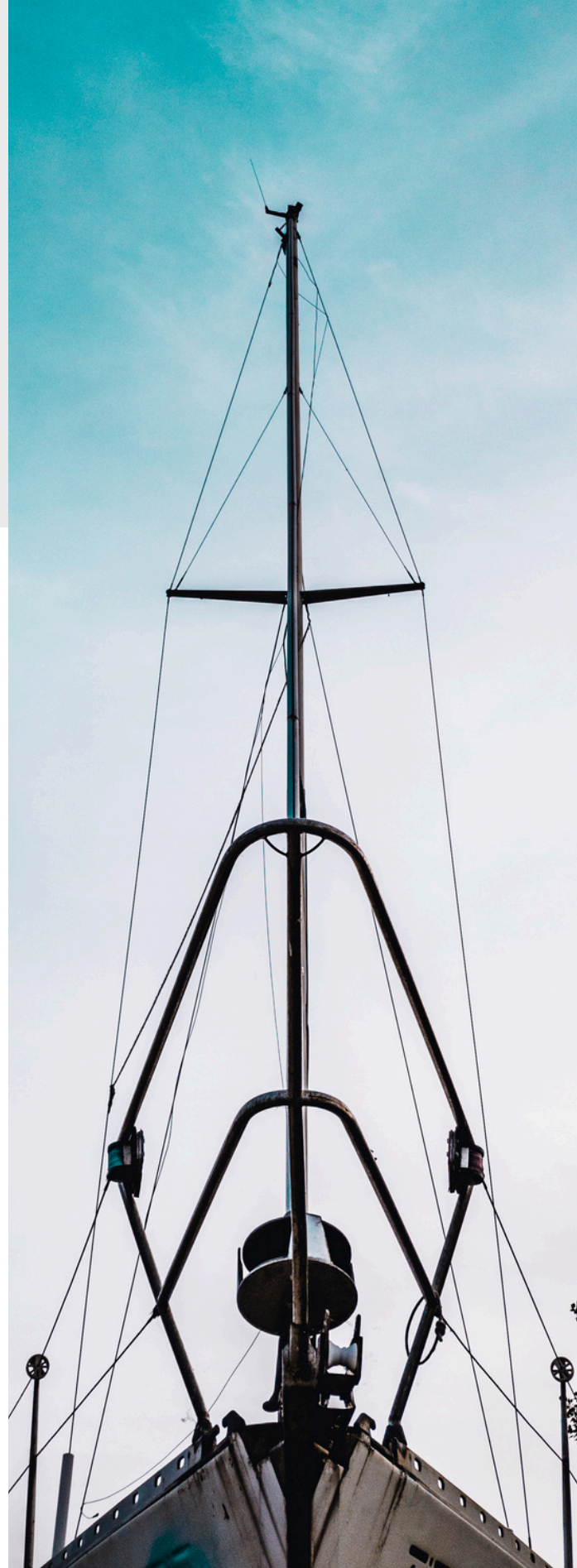


### **Tuna Advocacy**

To manage tuna stocks, countries sharing these highly migratory resources joined together to create Regional Fisheries Management Organizations (RFMOs). These organizations play a critical role in the management of the various species of tuna. Every year, Kroger helps advocate for RFMOs to adopt important conservation and management measures.

### **What Does the Future Hold?**

Seafood Jurisdictional Initiatives (JIs) are a 'place-based' approach in key seafood-producing regions that use policy and markets-based incentives to drive improvements in seafood production at appropriate ecological and political scales. This approach can elevate the role of local communities, acknowledge their rights as essential decision-makers, and concentrate on social responsibility, climate resilience, and ecosystem-based management on a broader geographic scale. JIs enhance the prospects of maintaining healthy fish stocks, preserving habitat functionality, protecting biodiversity, bolstering climate resilience, and fostering better well-being. WWF will continue to work with stakeholders like Kroger to explore how these new approaches can advance the seafood sustainability movement.



***WWF and Kroger look forward to continuing this collaboration to address an ever-changing environment and improve seafood sustainability around the world.***