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Responsibility

Marine sustainability program aims to improve seafood traceability and transparency

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By Responsible Seafood Advocate

Scoular's goal is for 75 percent of marine products sold to meet ASC and BAP standards by 2025

Encompass™, Scoular's fishmeal brand, is launching a new marine sustainability program that incentivizes fishmeal producers to implement long-term sustainability practices that exceed standard certification requirements and meet growing consumer demand for high-quality ingredients.

According to a press release, the program will create end-to-end traceability and transparency for all of Scoular's marine ingredients: From catching the fish to processing it into fishmeal and fish oil to transporting it. Customers will also have access to comprehensive data about everything from the fishery's gear to safe labor conditions.

A unique seven-level classification system will also be implemented, which uses this data to rate fishmeal producers and the supply chain. The company will also introduce fisheries and customers to new products, services, technology and other investments that reduce waste and drive efficiency.

In a press release, the company said the program is among the “most



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comprehensive” in the seafood industry, and the goal is to “collaborate with each customer to explore, define and customize their sustainability needs.” Ultimately, the company is aiming for 80 percent of Scoular’s producers to be program-compliant by 2023, and by 2025, 75 percent of the marine products sold to meet BAP (Best Aquaculture Practices) and ASC (Aqua Stewardship Council) standards.

A blue banner with white text and graphics. On the left, there is a silhouette of the Seattle skyline, including the Space Needle. The text reads: "FAIRMONT OLYMPIC HOTEL", "OCTOBER 3-6", and "goal" in a large, stylized font. Below "goal" is "SEATTLE • 2022". On the right side, it says "THE RESPONSIBLE SEAFOOD CONFERENCE" and "CONNECT. COLLABORATE. COMMIT."

(<https://www.globalseafood.org/goal/>).

“Because of Scoular’s deep expertise and network, we are well-positioned to lead the way for our industry by partnering with others to maintain resilient ecosystems that produce safe and nutritious feed and food ingredients,” said Steve Dahlblom, Scoular’s global marine manager.

Scoular is one of the largest and most diverse fishmeal and fish oil suppliers globally, sourcing from more than 30 countries for its pet food and aquafeed customers. The company also holds Marine Stewardship Council and MarinTrust Chain of Custody certifications to ensure end-to-end traceability.

These certifications ensure customers can meet the established ASC and BAP standards required by many retailers worldwide.

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