



Confidence in certified seafood



NON-COMPETITIVE APPROACH PROVIDES CLARITY ON SEAFOOD CERTIFICATION

INFLUENCE
OF GOVERNMENT

COMMERCIAL
MARKET POWER

+



=

TRANSPARENCY
LEVEL PLAYING FIELD
CHANGE

CONFUSION
CONFUSION
CONFUSION



CLARITY



MAKING INFORMATION AVAILABLE ACROSS THE SEAFOOD SUPPLY CHAIN





GSSI GLOBAL BENCHMARK TOOL IS UP, RUNNING, AND HERE TO STAY



LAUNCHED AT 20TH ANNIVERSARY
OF THE FAO CODE OF CONDUCT
FOR RESPONSIBLE FISHERIES
VIGO, SPAIN, OCTOBER, 2015



“We hope to see GSSI recognition become the norm when sourcing certified seafood.”

Hugo Byrnes, Vice President Product Integrity and Regulatory Affairs, Royal Ahold

“As a founding partner of GSSI, we are committed to accept all GSSI recognized certification schemes when sourcing certified seafood.”

Suzanne Lindsay-Walker, Sustainability Director, Kroger



GSSI: A unique platform

GSSI PARTNERS



AFFILIATED PARTNERS





SHAPING SOLUTIONS TO COMPLEX CHALLENGES FOR THE SEAFOOD SECTOR

COMMON UNDERSTANDING
BUYING COMPANIES MAXIMISE USE OF RESOURCES
MORE EFFECTIVE CHANGE **SEAFOOD SUPPLIERS**
NGOs HARMONIZED APPROACH
LONG TERM IMPACT **GOVERNMENTS** POWERFUL
NON-COMPETITIVE **PRODUCERS** GLOBAL



GSSI: What happens next



Find out more:

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 [#GSSIseafood](https://twitter.com/GSSIseafood)

