Guideline
Fish/Crustaceans/Molluscs

1. Objective
Coop has set itself the long-term goal of switching its full product range of marine fish, crustaceans, muscles, as well as freshwater fish, whether farmed or caught in the wild, to sustainably producing, environmentally appropriate and stock-preserving aquacultures and fisheries.

Coop has been a member of the WWF SEAFOOD Group since May 2007. Under the terms of this partnership Coop undertakes to revise its product ranges each year so as to replace threatened species with sustainable alternatives or to remove them from the range.

Coop aims to work together closely with Swiss fishermen and supports their efforts to achieve sustainable fishing in Swiss watercourses.

2. Scope of the Guideline
The guideline applies to all Coop outlets and the whole range of fresh, frozen or canned fish, molluscs and crustaceans, irrespective of whether branded products, own-label products or flagship labels are involved.

3. Farmed fish, crustaceans and molluscs
As a top priority, Coop promotes organic aquacultures as part of a pioneering strategy for environmentally compatible healthy foods derived from humane animal husbandry and as a contribution to the threatened overfishing of the world's oceans.

If the range of products from organic aquacultures is unable to satisfy the demand, farmed products that comply with the minimal standards concerning animal husbandry and the environment may also be considered. Coop seeks to work with other European partners or calls on its business partners to cooperate with possible partner organizations. Coop prefers to work with business partners certified to the GlobalGap standard for farmed fish.

Preference will be given to promoting aquacultures in Switzerland.

3.1 Coop Naturaplan farmed animals
Marine fish, freshwater fish and molluscs or crustaceans from organically certified aquacultures (e.g. organically farmed salmon, trout and shrimps) may be sold under the Coop Naturaplan label. The key requirements are as follows:

- The feed is derived from organically grown plant-based raw materials and from side-products of edible fish processing or from a certified sustainably operating fishery (e.g. MSC).
- The animals are raised under humane conditions (stocking density, requirements for the breeding pens).
- The hygiene and health of the animals is ensured through the use of harmless substances.

These products are identified by the BIO SUISSE organic bud label (conversion bud label for farms in the process of conversion) and the Coop Naturaplan logo.
4. Wild-caught fish, crustaceans and molluscs

Coop does not generally sell products made from acutely endangered species. This applies in particular to fish, crustaceans and molluscs from heavily overfished stocks or from stocks that, because of their great vulnerability, are unsuitable for fishery according to the WWF's international rating. They include the following fish, crustaceans and molluscs (status as in August 2008):

- Shark products, sturgeon and caviar
- Sea turtles and marine mammals
- Grouper, ray, bluefin tuna, berry
- Scorpionfish, swordfish, parrotfish, Atlantic deep-sea perch
- Orange roughy, blue-mouth rockfish

If stocks recover as a result of measures taken, such products can be restored to the range.

4.1 Marine Stewardship Council (MSC) for sustainable fishing

With wild-caught fish, Coop gives preference to fisheries operated in accordance with sustainable criteria. In particular, Coop is an active supporter of the "Marine Stewardship Council", which is concerned with the sustainable and environmentally appropriate fishing of the world's oceans. The MSC label guarantees that the fishery does not adversely affect the structure, diversity or productivity of the respective ecosystem or any other species involved.

Coop calls on its business partners to introduce the measures needed to accelerate the continued development of MSC-certified fisheries (e.g. develop contacts with MSC fisheries, certification of the trading and processing chain according to MSC criteria).

MSC-certified products are identified by the MSC logo.

4.2 Wild-caught fish from documented controlled fisheries

As long as a species of fish is not MSC-certified, wherever possible Coop sources fish with different provenances from fishing areas whose stocks, thanks to properly implemented and rigorously controlled government legislation on fisheries, can be sustainably fished (e.g. Iceland).

4.3 Wild-caught tuna and tuna products

Coop sells only tuna and tuna products from tuna species that are not endangered as defined in section 4.

With tinned tuna, only products are included in the range which have at least the “Dolphin safe” label or are MSC-certified. The "Dolphin safe" label ensures that ring nets fatal to marine mammals such as dolphins are not used in tuna fishing.

Dolphin-safe products are identified by the "Dolphin safe" logo.

4.4 Wild-caught fish from Swiss watercourses

In cooperation with the Swiss professional fishing sector, Coop makes the best possible use of the supply of fish from Swiss lakes and rivers, taking into account sustainable development of the stocks.
5. Labelling of origin and production method
On all its own-brand and flagship label prepacked products, Coop declares the origin and production method in accordance with the Coop Guideline on Added-Value Information for Food. On openly-sold products and in restaurants, Coop declares the origin and the production method at the POS (see also Coop Guideline on Added-value Information).

6. Inspection
In checking the requirements and criteria of the various labels, Coop works together with independent control organizations.