

Sustainable Seafood Coalition (SSC)

Foodservice Working Group

Location: Kings Place, Esmee Fairbairn Foundation, 90 York Way, London, N1 9AG

Date: 26th September, 2012

Number of attendees: 11 total (including 4 ClientEarth staff conducting the following roles Facilitator, secretariat, member, presenter)

Foodservice working group meeting: Summary of agreed points & actions:

1. **Agreed:** A summary of what the SSC is and its successes would be useful for the Members when discussing the SSC.
2. **Agreed:** The sourcing Code is the most important to the foodservice sector, and members would prefer to work on one code at a time to ensure it is completed in a reasonable timeframe rather than several at once.
3. **Agreed:** The foodservice group would like to receive SSC emails only once a month.
Action: Secretariat to send all documents, requests and informatoin only once a month to foodservice members. **Secretariat will send new members an invite to wiki space page.**
4. **Agreed:** The initial foodservice Membership will be capped at 18 and Members will rank suggested other potential Members to join this initial core group via email.
5. **Agreed:** The foodservice Members will read the current draft of the sourcing Code and will have a meeting in November to discuss it before they feel they can participate in the large sourcing working group meetings.
Action: secretariat to arrange this meeting so that it occurs before the next sourcing meeting.
6. **Agreed:** The foodservice Members want to explore the option of inviting NGOs to their working groups after or during their next meeting.

Purpose of the meeting

1. Presentation by Secretariat of the background to SSC – vision, aim, Codes, the role of Secretariat
2. The purpose of the Foodservice working group
3. Why foodservice is different to retail sector
4. Whether all the segments in the sector are covered
5. Sourcing Code input

6. Engagement with NGOs
7. Next foodservice meeting

Agenda Item 1. Background to SSC.

A presentation was given by the Secretariat explaining the role of ClientEarth within the SSC, as facilitator, Member and secretariat. All Members have an equal voice: it is everyone's coalition. Meetings operate under Chatham House rules.

Background to SSC – Attendee Comments

- Question from member regarding similar initiatives. The facilitator responded that there haven't been any similar initiatives where Codes of Conduct are developed by a group of businesses, but there has been/are lobbying initiatives by organisations e.g. WWF in relation to the CFP.
- Question regarding risk assessments for sourcing and labelling Codes: what constitutes a high/medium or low risk fishery? Concern regarding greenwashing. The facilitator stated that currently the sourcing Code is not prescriptive about how to arrive at a risk assessment decision for a fishery/farm, but states that a risk assessment must be carried out and gives factors which must be considered as part of that assessment. It is then up to the Member exactly what risk assessment they use.
- Certain sectors would need more advice than others about the risk assessment: possibly this could go in a guidance document.
- Customer questions regarding sustainability are increasing so it would be very useful to have a guidance document for waiting staff covering how to deal with such questions.

Agreed: Not applicable

Action: Secretariat to consider the need for further guidance documents for various audiences for sourcing and labelling codes

Agenda Item 2. Purpose of the Foodservice working group

Speech by a Member explaining their motivations to join the SSC. The SSC provides a framework to substantiate claims of sustainability, important for corporate social responsibility and is a powerful think tank.

Attendee Comments

- Stronger as a coalition than individually.

Agreed: A summary of what the SSC is and its successes would be useful for the Members when discussing the SSC.

Action: Secretariat to provide a summary document to be distributed before next meeting.

Agenda Item 3. Why foodservice is different

Attendee Comments

- Need value for time, only have a certain amount of time to dedicate to the SSC.
- Comments about labelling relating to the foodservice industry – they wouldn't have time to box and label their fish. The facilitator commented that the labelling Code does not require Members to make claims on/in relation to products, but gives minimum criteria to be met if they choose to.
- Sourcing policy is very important for the foodservice Members.
- The labelling Code may be less relevant for some foodservice Members.
- The aim of the group would be to support all businesses in the foodservice industry who become members of the SSC and to represent them whilst developing codes etc.
- Initiatives must be simple.
- Communication is very important both within the coalition and to non-Members and consumers.
- Discussion among Members about the public and conducting focus groups to gain insights. Generally agreed that would be useful to do so, but to sample

an accurate proportion of the general public (i.e. not just environmentally aware people).

- Brought up MSC Project Inshore involving boats >10m.

Agreed: The sourcing Code is the most relevant Code to the foodservice group. Members do not want to work on too many Codes at once; one Code at a time was the preferred method. Emails from the secretariat should be monthly.

Action: The foodservice group will work on the sourcing Code first, before moving on to any others. Secretariat will aim to send all information in a single, monthly email and by updating the SSC Wiki space. Secretariat will send new members an invite to wiki space page.

Agenda Item 4. Are all the segments in the sector covered?

- Are there people who should be Members of the initial food service working group?
- Is the foodservice group balanced and representative?

Attendee Comments

- Need to consider source and end user for Codes and SSC to try to set trends. I.e. source fishery, farmers, boats and consumer groups would be needed to cover the full sector and set trends. Suggestion to take this issue to the Members meeting.
- Important to communicate to people who should be at the meeting (people who aren't involved in sustainability and should be). Also important to communicate to people that are involved in sustainability why they should sign up to the SSC (how it will benefit their business).
- Issue raised regarding how Members would advertise their Membership of the SSC, for example, if Members would state their Membership on menus? It was decided to discuss such issues at a later foodservice meeting.
- A balance of large and small businesses is needed, and not dominated by particular sectors.
- Members would prefer to 'get the house in order' before expanding too fast, as this could make meetings less productive.

List of suggested businesses to invite/continue to engage with

- Sodexo
- Compass
- Mitchells and Butler
- Individual takeaways e.g. Chinese/Indian food

- National Fishmongers Federation
- Mitch Tonks
- HSU
- Wasabi
- Baxter Storey
- Wasabi

Agreed: Those who have already been invited to the coalition will be able to join but Membership will be capped at approximately 18 Members so that discussions remain productive.

Action: Members to rank businesses suggested above (to give at least their top three) and return this to ClientEarth by email.

Agenda Item 5. Input to the Sourcing Code.

- Should the Foodservice Members meet independently to the Retail Members to discuss their views on the Code?
- Should the foodservice Members view the current version of the Code?

Attendee Comments:

- Concerns about sourcing Code input from foodservice Members. It was reiterated by the secretariat that there would not be a future sourcing Code working group without input from the foodservice Members.
- Regarding communication to consumers, they need to be informed about the Code. It should be a tool to explain to the consumer what the Code is. Best way would be with a clear headline as many will want to get the information they need without reading the entire Code.

Agreed: Foodservice Members will read the new version of the sourcing Code (V3) before the next sourcing working group. A small number of foodservice Members will attend the next sourcing Code working group to represent the views of the foodservice sector.

Action: Secretariat will send out version 3 of the sourcing Code for foodservice Members to review before the next foodservice meeting in November.

Agenda Item 6. NGOs.

- Should NGOs be invited to the foodservice working group meetings as non-member advisors? Other NGOs have been invited to working groups with the retail Members to provide input and advice on the Codes and related issues. They are not involved in final decision making regarding the Codes as they are not members.
- If so, which NGOs would Members like to engage with?

Attendee Comments:

- Some suggested non – Member advisors:
 - Sustain
 - Good Catch
 - Sustainable Fish City.
 - MCS
 - Fish 2 Fork

Agreed: Members agreed that at least one more Members-only working group should be held in order to ensure that all Members are happy with the direction the SSC is taking in foodservice and that they are up to date with the Codes of Conduct etc before inviting non-member experts or joining the sourcing working group.

Action: No action.

Agenda Item 7. Next Meeting

Agreed: To be held in London in November.

Action: Secretariat to organise the venue and send an agenda and associated papers by email one week prior to meeting. Members can email Secretariat suggestions for the agenda.