

A responsible catch.

WELCOME ONBOARD – The IKEA food journey:

At IKEA we are guided by our vision of creating a better everyday life for the many people – responsible seafood sourcing is a natural contribution to this vision. Our commitment to only sell and serve ASC or MSC certified products makes over 23 responsibly produced seafood species available to over 600 million customers in 47 markets.

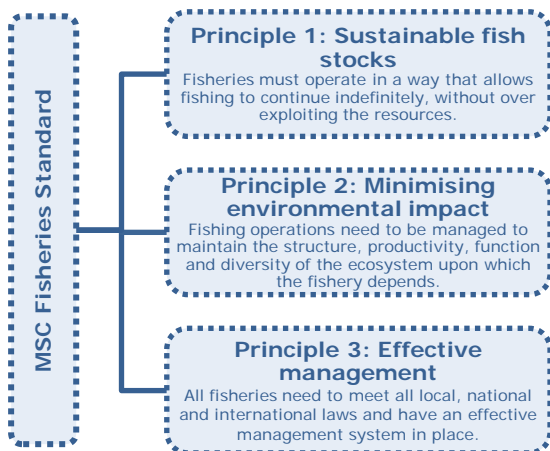
This is the second larger step of the IKEA food journey, offering more delicious, healthy and sustainable food at affordable prices. The first one was announced in April 2015 with the introduction of veggie balls.

MSC

Marine Stewardship Council

www.msc.org

- The MSC is an international non-profit organisation, established with a vision for the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations.
- MSC's ecolabel and certification programme recognises and rewards sustainable fishing practices and is helping create a more sustainable seafood market.
- MSC certified seafood comes from a wild-catch fishery, which has been independently certified to the MSC's science-based standard for environmentally sustainable fishing.
- The MSC Chain of Custody makes sure that seafood from MSC certified fisheries is identified and kept separate every step of the way. Every company in the supply chain must have a MSC Chain of Custody certificate which is independently audited.



Meeting the growing demand for responsible seafood.

Today, 90% of the world's fish stocks are fully exploited or overexploited – by sourcing responsibly we can ensure fish stocks won't decline further.

ASC

Aquaculture Stewardship Council

www.asc-aqua.org

- The ASC is an international not-for-profit organisation, which manages a certification and labelling programme for responsibly farmed seafood.
- The mission of ASC is to transform aquaculture towards environmental sustainability and social responsibility by recognising and rewarding responsible fish farming.
- The ASC Salmon Standard was launched in 2012 as a result of the Salmon Aquaculture Dialogue that began in 2004, initiated by World Wildlife Fund (WWF). This Dialogue involved IKEA and other industry stakeholders.
- ASC certification contributes to ensuring the availability of seafood, the health of the ocean and the livelihood of local communities.
- Aquaculture has the potential to contribute to the growing global demand for seafood. Already more than 50 % of seafood produced for human consumption comes from fish farms.

ASC standards cover 7 principles:

1. Legal compliance (obeying the law, the legal right to operate)
2. Preservation of the natural environment and biodiversity
3. Preservation of water resources
4. Preservation of diversity of species and wild populations (e.g., preventing escapes which could pose a threat to wild fish)
5. Responsible use of animal feed and other resources
6. Ensuring good animal health
7. Ensuring social responsibility (e.g. labor conditions, worker rights, community relations)

Independent third party certifiers audit farms against ASC's standards.

