

The Sustainable Seafood Coalition (SSC) is an association of businesses that sell seafood in the UK.

We work together to agree voluntary industry standards on environmental sourcing and labelling, and collaborate to solve sustainability challenges. The Codes of Conduct that underpin the SSC were written by a cross-industry group including retailers, processors, brands and restaurants.

#### What is the benefit to my business?

With sustainable seafood sitting high on the public agenda and an expectation that businesses should 'do the right thing', our members have identified benefits such as enhanced credibility of sourcing policies and stronger brand reputation. Furthermore, by encouraging the entire supply chain to sign up to our Codes of Conduct, we can improve alignment and reduce administrative duplication. Membership includes access to our biannual meetings, where representatives can raise challenges and find solutions, using expertise from key industry players.

#### What would membership mean for my business?

Our members agree to implement the Codes of Conduct within one year of joining. These Codes outline the certification or risk assessment procedures which comprise a responsible sourcing strategy, and ensure harmonised use of claims about responsibility and sustainability to improve clarity for your customers. The Codes require appropriate responses to required improvements identified in the risk assessment process, as well as ongoing openness and sufficient communication around sourcing processes. Members are also invited to attend and contribute to our biannual meetings.

#### How is the SSC different to the certification schemes my business already works with?

The SSC is not a certification scheme. We have established minimum voluntary Codes of Conduct to help the industry source and label its seafood in a harmonised way. Our logo can be used by your business to bolster your responsible sourcing strategy, rather than certifying a specific product. Alignment with the SSC Codes can therefore be used to show a co-ordinated approach to environmentally responsible seafood sourcing; your existing commitments to certification and rating schemes can continue to form part of this approach.

#### How much does it cost?

Our membership fees are banded based on turnover. We are a not-for-profit organisation co-ordinated by environmental charity ClientEarth, so these fees are kept modest in order to cover our costs and encourage more businesses to commit to responsible sourcing. The annual fees are as follows:

Band	Turnover	SSC membership fee
1	>£1bn	£3,000
2	£100m - £1bn	£2,000
3	£50m - <£100m	£1,000
4	£5m - <£50m	£500
5	<£5m	£150

#### Where can I find out more?

Please contact Oliver Tanqueray, Sustainable Seafood Coalition Coordinator at [otanqueray@clientearth.org](mailto:otanqueray@clientearth.org) for more information. On the SSC website - [www.sustainableseafoodcoalition.org](http://www.sustainableseafoodcoalition.org) - you can watch a video, see a list of members and consult the documents listed below:

- The two [Codes of Conduct](#)
- An accompanying [Guidance document](#)
- Our [Terms of Reference](#)