



27 October, 2015

**WWF urges others to follow WA fisheries lead**

The World Wide Fund for Nature (WWF), one of the world's most respected environmental conservation organisations, has praised Australian fisheries and seafood companies working to demonstrate and promote sustainability.

WWF-Australia's Jo-anne McCrea told delegates to the Seafood Directions 2015 in Fremantle today that commercial fishers involved in the seafood industry were uniquely positioned to develop global solutions that could protect the environment through new business models and innovation.

"More than 200 million people rely on our oceans for their livelihoods and a further 950 million depend on them as a primary source of protein" Ms McCrea said.

"The WWF's philosophy is to engage positively and constructively with businesses to develop partnerships, stimulate green innovation and challenge bad business practices,

"By engaging in strategic business partnerships with international corporations and major national companies, WWF can demonstrate that conservation makes business sense and help companies to reduce their ecological footprint."

Ms McCrea said part of the challenge was demonstrating to the private sector that responsible seafood production and sourcing can be commercially viable. In partnership with leaders that are willing to make commitments to sustainability, WWF is able to assist companies to move to sustainability and also encourage others in the industry to follow.

"WWF works with some of Australia's leading seafood businesses – chosen because of their progressive practices and significant influence over supply chains. We also work closely with independent certification bodies such as the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC).

"WWF considers the MSC and the ASC to be the most credible and robust certification standards available to ensure sustainable fisheries management," Ms McCrea said.

“WWF congratulates the WA Government for its leadership in supporting independent accreditation such as MSC certification. Other governments would do well to follow WA’s lead in supporting its fishing and aquaculture industries to demonstrate sustainable credentials through 3rd party independent certifications.”

(ends)

**Media contact:**

John Duffy

Mobile: 0417 932 985

Email: [cpo@wafic.org](mailto:cpo@wafic.org)

