




The logo for Young's, featuring the name 'Young's' in a stylized white font with a red outline, set against a blue background. Above the name, 'Est. 1805' is written in a smaller white font. The logo is positioned in the upper center of a slide with a dark blue background. The background image shows a coastal scene at sunset or sunrise, with a lighthouse on the left, two seagulls in flight, and several sailboats in the water on the right.

# Market Demand for Responsibly Sourced Goods

*David Parker*  
Head of CSR



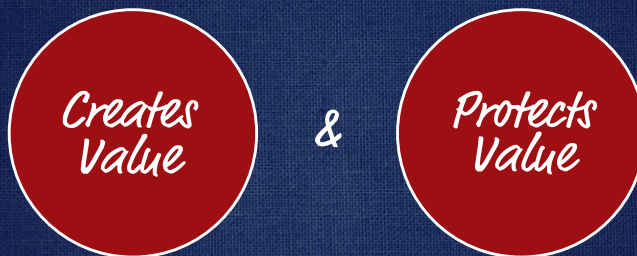
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## What does Responsible Sourcing mean to our business?



# Responsible Sourcing is a Business Strategy.

It's a Business strategy that both...



**For** our customers, our company and our investors





## A world of Changing Expectations...

“Businesses are no longer just **economic actors** but we are now also expected to be **moral actors**”



Both Customers and Investors Alike **EXPECT** Responsibly sourced goods as standard



Ultimately.. If we don't source responsibly, we cant sell our products & we can't win investment  
In our business.



## Responsible Sourcing requires Trust

Consumers, Retailer & Investors alike Trust us to Buy sustainably

So we trust you to Fish Responsibly.

IF that trust is broken, customers and consumers punish us by shopping elsewhere - This loss of Brand reputation is difficult to repair



## Ultimately it's about reducing risk

Responsibly fished products reduce the risk of exposure and assurance to the buyer.

**Reduced risk = Increased trust, increased investment and more sustainable long term business.**





## So what does 'Responsible' Mean to the Market?

- 1 Adequate Welfare & Safety for Crew
- 2 Sustainable management of resources
- 3 Reducing Environmental footprint & Waste



What does this look like in a Fishery?



## Certification

Piece of mind is priceless, so where possible processors put their faith in internationally recognised responsible sourcing schemes



**Ethical Trading Initiative**  
Respect for workers worldwide



## Networking and Engagement

Responsible sourcing is all about relationships:  
Major retailers, NGO's, Academia fisheries science Organisations & Government departments through the UK and in Key locations globally



marinescotland  
science



**defra**  
Department for Environment  
Food and Rural Affairs



**SEAFISH**  
the authority on seafood  
Approved Training Provider



**ICES**  
CIEM



**UNIVERSITY  
OF ABERDEEN**

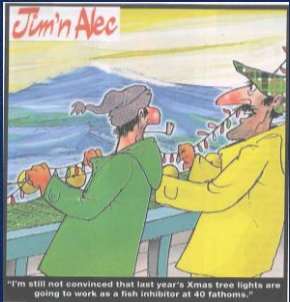
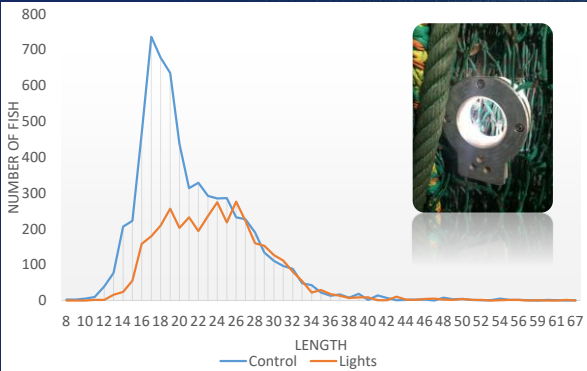




# Thinking outside the box...



## Project Trawlright



## Fishery Improvement Projects (FIPs)

“An alliance of stakeholders that comes together to perform activities that will improve a fishery”

- Bring together group of stakeholders (retailers, processors, NGOs etc.)
  - Identify any sustainability issues in the fishery
  - Work out a plan to find and implement solutions

**The best thing is – We help to pay!**



### FIP Example: Project UK

Bringing EU match funding to help fund FIPs across the UK.

Fisheries currently include:

- North Sea Plaice & Lemons
  - Channel scallops
  - SW crab & Lobster
  - Western Channel Monk





**Don't forget to Market what you're already doing..**



## **To Conclude**

- Responsible Sourcing is critical for today's Market
- It's driven by consumers, investors and customers
- It involves trust and input from all parties
- We depend on you as fishers to do the right thing

**Please let us know what you're doing and where  
we can help!**



# Thank You!

Please don't hesitate get in touch

**Come to us with ideas, questions, problems and solutions:**

David Parker

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