



# CARREFOUR, PIONEERING RESPONSIBLE FISHING AND AQUACULTURE IN THE RETAIL SECTOR

2005

Launch of Carrefour's MSC-certified sustainable fishing range

2014

50 Carrefour MSC-certified products added to the range

Sales of certain species of deep-sea caught fish discontinued

2015

Launch of two pole-and-line fished tinned tuna products

2016

For the first time in France, around 30 stores receive MSC sustainable fishing and ASC responsible aquaculture certification for their seafood counters

FROM Nord sole fish farm receives financial support for its MSC-certification process

2018

Launch of the global Act for Food programme which includes Action 5:

**Guarantee a selection of fish sourced using certified responsible fishing and aquaculture methods**

100% of our supermarkets MSC "Sustainable fishing" and ASC "Responsible aquaculture" certified

75 Carrefour MSC-certified products

15 pole-and-line fished tinned tuna products

2020

**TARGET**  
Half of all fish sold at Carrefour fish counters to be responsibly sourced (only applies to Carrefour products sold at its deep-frozen food counters and in tins)

2022

**TARGET**  
Have the widest range of sustainable fishing products on the market

## Our responsible approach

### Preserve biodiversity



Discontinue sales of 11 endangered species, including the emperor, the grenadier, the scabbard, the red seabream, the blue ling and sharks.

Combat illegal fishing



Give preference to sales of abundant species

Respect responsible fishing zones and methods

Select fish farms that have adopted best practices.

## Raise consumer awareness of responsible products

### ORGANIC FARMING

Products derived from more environmentally-friendly farming practices

### FCQ

Carrefour Quality Lines of products selected and traceable right from the boat or breeding basin

### MSC

Committed fishermen, no overfishing and a respected marine environment

### ASC

A respected marine environment, animal welfare checked and working conditions inspected



## Responsible products on all our shelves



### IN THE FROZEN-FOODS SECTION

100% of Carrefour cod is MSC "sustainable fishing" certified

70% of Carrefour's deep-frozen fish is MSC-certified

**Altogether, more than 75 Carrefour MSC "Sustainable fishing" certified products**



### IN THE SEAFOOD SECTION

100% of Carrefour Quality Line fresh Norwegian salmon

GMO-free (< 0.9%), reared without antibiotics

**Our Carrefour Quality Line products:** mussels, oysters, salmon, cod, crabs, trout, whelks, scallops, etc.



### IN THE TINNED PRODUCTS SECTION

An assortment of Carrefour MSC-certified Alaskan hake, tuna and sardines

15 pole-and-line fished tuna products

## Carrefour supports sustainable local fishing

In 2016, the FROM NORD sole fisheries in Boulogne-sur-Mer were awarded MSC-certification with Carrefour's support.

Through this partnership, Carrefour is strengthening its roots in the local community and its relationships with local businesses, which supply the company on a daily basis.

In 2018, launch of the new Carrefour Quality Line: Saint-Brieuc Bay Scallops.

Three-year commitment which provides local producers with more certainty in terms of the volumes they will sell.

