



for a living planet

WWF South Africa
World Wide Fund For Nature

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Southern African Sustainable Seafood Initiative: Seafood Restaurant and small Retailer Participation Scheme

The Southern African Sustainable Seafood Initiative (SASSI) aims to improve the conservation status of over-exploited fish and other seafood species through education and increased consumer awareness, with the following main objectives:

- Promote voluntary compliance to legislation that applies to the harvesting and trade of South African fish and other seafoods;
- Shift consumer demand from over-exploited species to more sustainable options;
- Increase awareness about marine conservation issues.

Become a SASSI Participant and start to play an active role in:

- Ensuring a continuous variety and abundance of seafood now and in the future;
- Increasing the demand for more ocean friendly and sustainable seafood choices, thus allowing the recovery of species under unsustainable fishing pressure;
- Encouraging the practice of more environmentally friendly and sustainable fishing.

Different Levels of Participation

Depending on the size and type of your business, and which species you regularly deal with, you may choose from two different Participant Levels. The first step to be able to apply to become a SASSI Participant is to have a representative from your business (ideally a manager, seafood buyer or chef) attend a SASSI Workshop in your region.

How to apply:

| Please send a completed application form to: | For further details please contact: |
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| <i>SASSI Participation Scheme</i> Millennia Park, 16 Stellantia Avenue STELLENBOSCH 7600 Private Bag X2, Die Boord 7613 or email it to: sassi@wwf.org.za | <i>Timony Siebert</i> (office) 021 418 3823/ (fax) 021 418 3952 tsiebert@wwf.org.za <i>Jaco Barendse</i> jbarendse@wwf.org.za |

www.wwf.org.za/sassi





Participation Levels:

SASSI Aware

Who should apply?

- Seafood restaurants, retailers, and outlets that offer a wide range of seafood (e.g. fish and chips, “catch-of-the-day”, sushi, shellfish) to a varied group of consumers on a regular basis. Many of your regular offerings may be on the SASSI Orange list;
- You are concerned about the sustainable utilisation of marine resources and would like to make your business legal and sustainable;
- You want to provide your customers with more information and so enhance their experience, and enable them to make more informed decisions.

What will you commit to?

You will undertake to:

1. Receive legal guidelines, SASSI materials and species lists;
2. Comply with the South African law¹ and all legal requirements:
 - **Only buy from registered commercial fishers, processors and wholesalers;**
 - **Never deal with SASSI Red-listed species, or undersized specimens of commercial species (no exceptions, including bycatch from any fishery);**
 - **Maintain an adequate paper trail for all local and imported seafood.**
3. Use the correct common and species names for local and imported seafoods;
4. Always have Green-listed species available for sale;
5. Never promote Orange-listed linefish through a species-specific special sale or promotion e.g. “Kabeljou Special”. You could have it as “Catch-of-the-day”, based on seasonal availability;
6. Indicate the fishing/production method and origin at point of sale, or have the information available;
7. Have SASSI materials available for display to consumers at your outlet/restaurant;
8. Prominently display the SASSI Aware Participant Certificate in your outlet/restaurant.

What will you get?

1. SASSI reference materials for your outlet;
2. A SASSI Aware Certificate that will inform your customers about your commitment to sustainability and the preservation of our oceans;
3. Your business will be listed on a website that indicates that it is a SASSI Aware Participant. This list will be made available to tourism and hospitality organisations;
4. You will be added to a mailing list and receive updates about developments in seafood industry regarding sustainability, species listings, the Law, and new

¹ The Marine Living Resources Act no. 18 of 1998 and all amendments



SASSI products;

5. SASSI will endeavour to answer any questions you may have about sustainability with regards to any seafood products, and procurement.

How much will it cost?

R2000 per annum per business*, with up to two outlets or restaurants. R500 per additional outlet per annum. These costs will include the training of one person per outlet per annum. *In the case of a franchise, a fee of R2000 per annum will be payable to the franchise, and R500 per annum per franchise outlet.*

Additional fees will apply for additional persons attending a course.

(* these rates do not apply to supermarket chains; please contact us for more information)

SASSI Champion

Who should apply?

- Restaurants, retailers, and outlets that cater for discerning consumers with a high level of environmental awareness who actively make choices based on health, social, and environmental issues;
- You are concerned about the sustainable utilisation of marine resources and would like to make your business legal and sustainable;
- You want to provide your customers with the best choices available and so extend your business ethos to the seafood that you serve.

What will you commit to?

You will undertake to:

1. Receive legal guidelines, SASSI materials and species lists;
2. Comply with South African law² and all legal requirements:
 - **Only buy from registered commercial fishers, processors and wholesalers;**
 - **Only deal with SASSI Green-listed species, (no undersized specimens of commercial species, no exceptions, including bycatch from any fishery);**
 - **Maintain an adequate paper trail for all local and imported seafood.**
3. Use the correct common and species names for local and imported seafoods;
4. Indicate the fishing/production method and origin at point of sale, or have the information available;
5. Have SASSI materials available for display to consumers at your outlet/restaurant;
6. Prominently display the SASSI Champion Participant Certificate in your outlet/restaurant.

¹ The Marine Living Resources Act no. 18 of 1998 and all amendments

**What will you get?**

1. SASSI reference materials for your outlet;
2. A SASSI Champion Certificate that will inform your customers about your commitment to sustainability and the preservation of our oceans;
3. Your business will be listed on a website that indicates that it is a SASSI Champion Participant. This list will be made available to tourism and hospitality organisations;
4. You will be added to a mailing list and receive updates about developments in seafood industry regarding sustainability, species listings, the Law, and new SASSI products;
5. SASSI will endeavour to answer any questions you may have about sustainability with regards to any seafood products and procurement.

How much will it cost?

R1500 per annum per business*, with up to two outlets or restaurants. R500 per additional outlet per annum. These costs will include the training of one person per outlet per annum. *In the case of a franchise, a fee of R1500 per annum will be payable to the franchise, and R500 per annum per franchise outlet.*

Additional fees will apply for additional persons attending a course.

(* these rates do not apply to supermarket chains; please contact us for more information)