

# Mars Petcare & Fish Sustainability

## Reduce



Reduce pressure on fish ecosystems under threat

## Reward



Seek to source more sustainable fish, aligned with our guidelines\*

## Restore



Collaborate to restore and safeguard critical habitats, like coral reefs and fisheries

## Respect



Advance respect for human rights for people in the fishing industry

## Our partnership with WWF



WWF and Mars Petcare partnered to set an ambitious, industry-leading target in 2010 to **procure 100% of the company's fish from more sustainable sources**. WWF has been working with Mars Petcare for over a decade to review, innovate, and scale its approach to more sustainable fish sourcing.

As of 2020, **81% of fish** used across Mars Petcare was **from more sustainable sources**, aligned to our guidelines\*.

### In partnership with WWF, Mars Petcare will



Continue to work toward their commitment to source 100% of seafood from more sustainable sources



Continue to have no endangered fish species in their supply chain



Take action to help strengthen protections for people in their fish value chain



Drive change on the water by supporting key fishery improvement projects (FIPs)

## Achievements to date



Led positive change through **participation in the Seafood Task Force**, positively impacting social and environmental change in Thai seafood industry, creating an innovative new method of sustainable tuna farming through TunaTech, and advocating for lower-entangling Fish Aggregating Device (FAD) to reduce the incidental catch of sharks, sea turtles, dolphinfish, billfish, and other finfish.



**Increased sourcing by 34%** from The Marine Stewardship Council (MSC) certified wild-caught fisheries in key regions such as Asia Pacific and Europe from 2015-2019, according to a WWF study.



Worked with USAID Combating Trafficking in Persons Program/Winrock on **piloting Connectivity@Sea technology** to help drive responsible migrant worker recruitment.



**Ensured no endangered fish** are sourced from the global conservation IUCN Red List.



**Supported key fisheries** committed to transitioning to meet the MSC Fisheries Standard through comprehensive FIPs, working with suppliers to source from FIPs.



Developed Mars Assisted Reef Restoration System (MARRS), a **cost-effective, scalable solution to restore coral reefs**.



## Our sustainable fish sourcing journey



**2010**

Mars Petcare sets an ambitious, industry-leading target to procure 100% of fish from more sustainable sources



**2015**

Mars and WWF collaborate on an assessment to provide recommendations on improving sustainable seafood sourcing



**2019**

WWF partners with Mars Petcare to strengthen its sustainable fish sourcing guidelines\*



**2020**

Mars Petcare meets 81% of its sustainable seafood goal across all pet food brands worldwide



**2021**

WWF and Mars Petcare announce five-year extension of partnership

\* Mars Petcare's ambition is to sustainably source 100% of its fish supply, including wild-caught fish, farmed fish, fish meal and fish oil. Mars Petcare aims to source from fisheries that are managed to maintain the diversity of the fish ecosystem and is committed to not sourcing fish that are endangered according to the International Union for Conservation of Nature (IUCN) Red List. Mars Petcare also seeks to minimize its use of fish ingredients that are appropriate for human consumption where possible, with the objective of reducing pressure on human food supply and ecosystems. Mars Petcare has established guidelines to identify the fish supply that it considers to be sustainably sourced, as follows:

Mars Petcare expects its fish suppliers to follow the Mars Supplier Code of Conduct. The Code articulates Mars' social, environmental, and ethical expectations of its suppliers, contains globally aligned standards, and is rooted in international law. Mars Petcare accepts as "sustainably sourced" fish supply that meets the following standards:

- Supply certified or endorsed by credible third parties, including: Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), supply listed by Monterey Bay Aquarium Best Choice or Good Choice Alternative, Marin Trust/IFFO RS, Global Aquaculture Alliance Best Aquaculture Practices (BAP) certification, Global Good Aquaculture Practice (GAP) Certified Aquaculture standard, supply with a comprehensive Fishery Improvement Project or Aquaculture Improvement Project in place (considered to be transitioning to certification), supply from International Seafood Sustainability Foundation participating companies, as well as supply meeting Mars Supplier Quality Assurance internal fish sourcing requirements.

Mars Petcare management annually reviews and revises these guidelines as needed, taking into account input from external technical experts and advisors. An assurance of Mars Petcare's fish sustainable sourcing performance is undertaken annually by independent third-party Lloyds Register Quality Assurance (LRQA).