



THE ISSUE

Hong Kongers consume an average of 71.8kg of seafood each year, making it the second highest per capita consumer in Asia, and seventh-highest in the world. Hong Kong imports as much as 90% of its seafood from more than 170 countries and territories around the world. The seafood choices we make in Hong Kong have a huge impact on global marine resources.

Globally, about 90% of our commercially important fisheries are either fully or over-exploited. In 1950, global seafood production was approximately 20 million tonnes, with the majority coming from wild capture fisheries. In 2016, total global production grew more than eight-fold to 171 million tonnes, with about 53% coming from wild capture fisheries.

WWF International's *Living Blue Planet* paints an alarming picture of the state of the world's oceans. Analyzing fluctuations in 7,829 populations of 1,234 species of marine birds, mammals, reptiles and fish, the report shows a 49% decline between 1970 and 2012. This means the average population size of these monitored species is roughly half of what it was 50 years ago.

WHAT WE ARE DOING

WWF-Hong Kong's sustainable seafood team is dedicated to creating positive change for our oceans by working alongside the seafood industry to support businesses in implementing transparent and responsible supply chains, while using sustainable fisheries; and building greater public awareness about the importance of sustainable seafood.

As key places for consumers to purchase seafood in Hong Kong, supermarkets are important players in the city's emerging sustainable seafood market. WWF believes that Hong Kong's supermarkets need to do more to protect their consumers, the environment and themselves from the risks inherent in mislabeling their seafood products. Supermarkets advocates to adopt comprehensive procurement policies to ensure the seafood they sell comes from sustainable sources, and that they are sufficiently and correctly labeled.

Our corporate advisory services, such as sustainable seafood assessment, play a vital role in our work to influence the course of sustainability and conservation in Hong Kong and the region. We provide hotel and restaurant staff with sustainable seafood training sessions, covering issues such as country of origin and harvesting method.

We encourage consumers and businesses to consume and source sustainable seafood through resources like the *WWF Seafood Guide* and eco-labels such as the MSC and ASC certifications. The *Seafood Guide* highlights the sustainability of 70 commonly consumed seafood items that can be found in local wet markets, supermarkets, frozen food shops and restaurants. They are divided into "Green – Recommended", "Yellow – Think Twice" and "Red – Avoid" categories for consumers to make informed decisions. All seafood species, wild caught or farmed, included in the guide were rigorously assessed by marine scientists following stringent criteria compiled collaboratively by WWF and other NGOs. With a comprehensive *Seafood Guide* and public education, consumers could be easier to make sustainable seafood choices in the city.

OUR ASK

WWF is working with partners in the F&B industry and supermarkets, to influence the demand side of sustainable living, including sourcing sustainable seafood with greater transparency and traceability in supply chains. It's time to work with schools, corporations, retailers, restaurants and government to ensure that sustainable seafood is locally and globally recognised as the norm, rather than an option. We call on Hong Kongers to pledge now to only eat sustainable seafood and join us to achieve the goal of doubling the amount of sustainable seafood available in the city by 2030.

Awareness on sustainable living has risen in Hong Kong in the past few years on the use of biological resources such as shark fin, seafood, paper and non-biological resources such as plastic. However, a gap between awareness and action still exists in Hong Kong. Hong Kong's ecological footprint is the second worst per-capita in the Asia-Pacific region and 10th worst globally. If everyone led the lifestyle of Hong Kongers, 4.2 Earths would be required to fulfil our resource needs in 2018, a significant increase from the 2016 figure of 3.9 Earths. Consumption and trade in some of these species is even leading to listings as threatened species.

We urge the government to effectively regulate labeling to increase transparency on seafood products and their provenance and means of production; and to promote the use and importance of moving to natural resources that are being produced in ways that are biologically sustainable with a pilot project focused on pre-packaged marine species.

Hong Kong is not only a leading international city, but also a trading hub and consumption center for different products around the world. Incentivizing businesses and consumers toward practicing sustainable consumption can help reduce Hong Kong's negative impact on the world's natural resources and act as a driver for a growing green economy – an important step towards Hong Kong becoming the most sustainable city in Asia. WWF-Hong Kong recommends the government to implement the below strategies:

- regulate labeling and increase transparency on seafood products with a pilot project focused on pre-packaged marine species; and,
- Launch of a 'credit-rebate system', to encourage businesses to trade more sustainable products and reward consumers and retailers for practicing sustainable trade and consumption.