SeaChange® changing seafood for good
Chicken of the Sea’s Responsible Aquaculture Commitment lays out a plan for 100% of COS branded aquaculture products to meet Monterey Bay Aquarium Seafood Watch recommended ratings₁ and certifications as well as social responsibility standards accepted by GSSI₂ or SSCI₃ through fully traceable supply chains. Progress towards this commitment is already well established with 100% of this goal achieved by 2025. This commitment is inclusive of all steps in the production process to ensure Chicken of the Sea’s aquaculture supply chains are fully traceable and sustainable—from harvest to consumption.

As the world’s most trusted seafood leader, Chicken of the Sea and Thai Union recognize the importance of responsible aquaculture in providing nutritious food to the growing global population. By sourcing from thousands of aquaculture operations worldwide, Chicken of the Sea’s Responsible Aquaculture Commitment will lead the industry in establishing this path to the future and help the world meet the United Nations Sustainable Development Goals.

₁ Seafood Watch recommended ratings of Good Alternative or Best Choice  
₂ Global Seafood Sustainability Initiative (GSSI)  
₃ Social Supply Chain Initiative (SSCI)
SeaChange® IGNITE, is a collaboration between Monterey Bay Aquarium and Chicken of the Sea® to advance sustainability initiatives and improvements throughout the supply chain and further contribute to Thai Union’s SeaChange® sustainability strategy. The combined commitment for the initiative is USD $73 million through 2025, with a focus on improvements in South and Southeast Asia and other key seafood producing regions.

This initiative aims to vertically integrate improvements throughout the supply chain while delivering sustainable products to the North American market. SeaChange® IGNITE will support advances necessary for sustainability, including direct economic incentives to producers, through improvement projects and engagement throughout the supply chain.

SeaChange® IGNITE is the primary vehicle for driving sustainability improvements on the ground to achieve the standards set forth by Chicken of the Sea’s Responsible Aquaculture Commitment. Monterey Bay Aquarium and Thai Union will engage a diverse set of partners from government, NGOs, and supply chain members to ensure long-lasting and verifiable improvement and bring sustainable products to market.
Chicken of the Sea’s Responsible Aquaculture Commitment sets specific targets for each component of the supply chain.

Processing plants: By **2022** all supplying processors of aquaculture products, will fulfill all of the following:

a) Operate in a manner that protects and preserves the environment and upholds human rights, in line with the Thai Union Supplier Code of Conduct.

b) Demonstrate safe and legal labor by having BAP, BSCI, or equivalent social audit certification benchmarked by the Global Seafood Sustainability Initiative (GSSI) or Social Supply Chain Initiative (SSCI).

c) Utilize an internal traceability system which tracks all incoming raw materials from the farm to the processor.
Building on our achievements to date, by end of **2025** or sooner, all aquaculture farms supplying branded COS products will demonstrate environmental and social performance through either:

a) Meeting Monterey Bay Aquarium Seafood Watch recommendation ratings of Good Alternative or Best Choice;

or

b) The farm or group of farms will carry a certification from a standard recommended by Monterey Bay Aquarium Seafood Watch and benchmarked by GSSI (ex. BAP or ASC for shrimp, ASC for salmon, etc. full list [here](#)).
Improvement Projects

SeaChange® IGNITE takes a regional approach to improvement that reaches beyond our specific supply chains. To drive improvement, we will partner with multiple organizations and local governments, focusing on critical projects in Asia.

Project Pipeline

- Thailand:
  Partners: Monterey Bay Aquarium, Asian Seafood Improvement Collaborative (ASIC)

- Indonesia, East Java:
  Partners: Monterey Bay Aquarium, Conservation International, and others

- Vietnam:
  Partners: Monterey Bay Aquarium, ASIC

Chicken of the Sea will engage additional key sourcing regions, particularly India, in Improvement Projects over the course of this Commitment.
Chicken of the Sea and Thai Union will increase engagement with farm and feed supply chains through 2020 to develop measurable targets for feed production, which will then be included in our 2025 Aquaculture goals. Areas for engagement will include innovations in fishmeal alternatives, soy production and traceability.