

WAL-MART STORES, INC. IS OFFERING SUSTAINABLE SEAFOOD

MSC Label Helps Customers Distinguish Seafood Caught in Environmentally-Responsible Way

During the past 50 years, the demand for seafood has increased five-fold. As a result, three-fourths of the world's fisheries are being fished at or beyond sustainable limits. As the world's largest retail seller of seafood, we know that by working to offer sustainably-harvested seafood at affordable prices, we can impact not only our customers, but the industry as a whole.

Wal-Mart has made a commitment toward sustainable seafood procurement by collaborating with the Marine Stewardship Council (MSC), Conservation International (CI) and the World Wildlife Fund (WWF). Together, we are encouraging our seafood suppliers to implement plans that strengthen fishery management practices, rebuild stocks, reduce environmental impacts and encourage support for broader marine ecosystem management and protection efforts.

In 2005, the company set a goal to sell products that sustain our resources and the environment. And in February 2006, Wal-Mart pledged to source all of its wild-caught fresh and frozen fish for the North American market from fisheries that meet the MSC's independent environmental standard. As part of this initiative, we have also partnered with Global Aquaculture Alliance (GAA) and the Aquaculture Certification Council, Inc. (ACC) to certify that our shrimp suppliers adhere to similar criteria within the farm raised product arena. These standards serve as a guideline to assist participants in performing environmental and social impact assessments of their shrimp production facilities and developing management systems for compliance with the certification standards.

Wal-Mart is Working to Sustain the Future of Seafood:

Wal-Mart has taken on a number of projects and goals under its Food, Agriculture & Seafood Network that will assist in giving its customers the opportunity to purchase sustainable seafood.

- Wal-Mart saw the opportunity for innovation in shrimp farming. As a result, Wal-Mart has **partnered with the GAA and the ACC to create standards for all of its farmed shrimp**. Currently, **100 percent of the shrimp products Wal-Mart purchases meet the factory processing criteria** established by the ACC, and we are currently in the process of having shrimp farms become ACC-certified as well.
- We are also working with Conservation International and other non-governmental organizations to ensure all of our shrimp suppliers adhere to the Best Aquaculture Practices standards in the coming months. Currently **all of the factories that supply our shrimp have been certified and registered with the ACC**.
- In 2007, we introduced a natural shrimp in 500 stores nationwide, which carry two labels that describe to consumers what they are buying with the ACC standards, both at the factory and farm levels.
- Wal-Mart is also working to ensure that all of its wild-caught fresh and frozen fish for the North American market are sourced from fisheries that meet the MSC independent environmental standard for sustainable and well-managed fisheries. **Within the next two to four years, all of our wild-caught fish sold in our stores will be certified by the MSC**.
- Currently **22 products in our stores carry the MSC label** for easy identification by customers with more selections underway. Additionally, several of our wild-caught species have already entered either full, or pre-certification with the MSC.
- Sam's Club is also working toward MSC certification of various seafood products.
- Starting in 2007, we began carrying MSC certified Chilean Sea Bass in approximately 300 stores nationwide.
- Beyond certifying the products we sell, we are working with Conservation International and other organizations to research investing in Marine Protected Areas that help preserve ocean wildlife and healthy fish populations.

Others are Supporting Wal-Mart's Efforts:

Wal-Mart's sustainability efforts are getting attention. The company has received praises for its commitment to sustainable fisheries and for taking steps in holding its suppliers accountable in becoming good stewards of the environment.

- **"The retailer's seafood initiative is one prong of a "green" movement that ranges from building environmentally friendly Wal-Mart Stores to reducing packaging on merchandise. It is drawing praise from some environmentalists..."** (*Arkansas Democrat Gazette, Dec. 17, 2006*).
- **"Wal-Mart is a huge player and they have enormous clout. They're sending a very powerful signal that already is having effects on the way people produce products for them,"** says Scott Burns of the World Wild Life Fund (*Los Angeles Times, Nov. 26, 2006*).
- **"The Wal-Mart commitment is actually catalyzing commitments from other retailers around the world,"** said Rupert Howes, chief executive of the London-based Marine Stewardship Council, (*Los Angeles Times, Nov. 26, 2006*).
- **"Wal-Mart Stores gave the sustainable-shrimp movement a big boost when it partnered with Global Aquaculture Alliance and Aquaculture Certification Council last year to certify that all of its foreign shrimp suppliers adhere to Best Aquaculture Practices standards,"** (*Supermarket News, Sept. 11, 2006*).
- **"We commend the initiative and foresight of Wal-Mart to expand consumer and industry awareness of MSCcertified fisheries..."** (*PR Newswire, Aug. 31, 2006*).
- **"Wal-Mart's decision to exclusively feature domestic wild-caught shrimp at seafood counters in three states will help sustain an important industry and traditional way of life in our country,"** said Mark Watters, the director of retail operations at Penguin," (*The Sun Herald, Aug. 25, 2006*).
- **"What's important is that Wal-Mart's ambition is nothing less than to change the way the world's seafood is caught, farmed, marketed, labeled and sold,"** (*Fortune, July 31, 2006*).

For more information on Wal-Mart's sustainable seafood initiatives, please visit www.walmartstores.com.

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