

Sourcing with Integrity

Seafood Sourcing Policy

August 2026

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1. Introduction

At Ocado, we aim to reduce our impact on the environment by promoting a food system that protects human livelihoods and works in harmony with nature.

Ocado.com is operated by Ocado Retail Limited (ORL) and is the world's largest dedicated online supermarket, delivering to over 80% of the UK.

Seafood represents an important part of our product portfolio, with customers being offered a wide selection of products from well known brands, the M&S food range and Ocado's Own Range.

We are fully committed to ensuring that the seafood we sell is responsibly sourced and we rely on strong relationships with our suppliers in order to deliver our commitments.

We know that our customers want to buy high quality, affordable seafood and care about where the seafood they eat comes from.

The Ocado Seafood Sourcing Policy is fully integrated within the Sourcing with Integrity pillar of the Ocado Planet Together strategy

2. Scope

The scope of the Seafood Sourcing Policy covers all chilled, frozen and ambient wild-caught, farmed fish and shellfish products sold as food for human consumption within the Ocado Own Range. Fish used as an ingredient in any products as an ingredient are also within the scope of the policy.

Products not currently in scope are: dietary supplements e.g. Omega 3 fish oil, pet food.

3. Roles & Responsibilities

The responsibility for overseeing the implementation of the Seafood Sourcing Policy lies with the Sustainability Manager - Nature & Animal Welfare, who is competent to oversee the implementation of the Policy.

In case of non-compliance with the Policy, we will work with suppliers to identify the root cause and agree on corrective action that will prevent recurrence.

The ESG Committee, which is chaired by an ORL Board Member, has management oversight for seafood sourcing within the Own Brand supply chain.

The Brand Standards Governance group will need to approve any significant changes to this policy.

4. Governance & Management

ORL relies on the third party certification and supplier due diligence to ensure that all seafood supplied for Ocado Own Brand products meet the requirements set out in this policy including being certified to a GSSI standard.

There is an internal facing Restricted Country Sourcing Manual and Ocado Retail will not source from fisheries, vessels and farms owned or operated by countries that are on this list.

5. Basic Sourcing Principles

ORL has an aim to source 100% of their Own Brand seafood from sustainable sources as per the Sustainable Seafood Coalition (SSC), claims guidance. As funding members of the SSC, we complete annual risk assessments with our suppliers and expect a Tier 1 standard to be met for all fisheries and farms as a minimum.

Where a GSSI standard certification is not available for a species (for example, Nephrops (scampi)), ORL is committed to funding the relevant Fishery Improvement Project. Certification provides assurance that the fishery or farm is being well managed, audited and adhering to high standards of welfare.

5.1. Traceability

We will only sell seafood products that are traceable back to a vessel / group of vessels (wild-caught) or pens / ponds (aquaculture).

We encourage and will support our suppliers in implementing electronic traceability systems aligned with the Global Dialogue of Seafood Traceability (GDST).

We require our suppliers to provide details of the source of all seafood supplied to us upon request.

5.2 Wild-Caught

5.2.1 Illegal, Unreported and Unregulated (IUU) Fishing

We will not sell any seafood involved in or linked to IUU.

5.2.2 Endangered, Threatened & Protected (ETP) Species

We will not sell any species included on the International Union for Conservation of Nature's (IUCN) Red List of Endangered Species.

We will not buy any seafood from suppliers who are also engaged in commercial whaling or the processing of whale products.

If Ocado suppliers are sourcing from a fishery where sharks are caught as non-target species, we ask that processes are in place to ensure they are landed with their fins attached.

5.2.3 Fishing Methods & Practices

All fishing methods that are legally approved and have been subjected to a robust risk assessment are acceptable.

A risk assessment must consider the impact of the fishery, including the fishing method, on the wider ecosystem, e.g. ETP species and seabed impacts. Risk assessments conducted as part of a certification system will be relied upon when a fishing method is proposed.

We require our suppliers to reduce the negative impact of capture methods on the welfare of fish, cephalopod molluscs and decapod crustaceans and encourage our suppliers to adapt equipment, fishing and handling practices that reduce negative impacts on animals during and immediately following capture. We work with suppliers that are supporting innovative projects and following the latest scientific guidance to reduce the negative effect of the capture method on all species.

We ask all of our suppliers to commit to reducing bycatch associated with fishing and reduce pre-slaughter mortality through the implementation of latest technologies and in line with latest scientific research.

We will not sell fish that has been caught by the use of dynamite or cyanide or that has been caught by pulse trawling.

We ask our suppliers against adherence to the principles of the Global Ghost Gear Initiative (GGGI) through the SSC risk assessments.

We will not sell any live decapods such as crabs, lobsters and prawns.

We ask suppliers to limit the time spent out of water for both wild-caught and farmed species before slaughter and also minimising the time spent in storage pre-slaughter. For the species in the ORL supply chains that are transported live, in controlled water systems, e.g. farmed salmon, decapod crustaceans and pangasius, the shortest and most direct route possible must be followed to minimise the duration of transport. Water quality and stocking density must be recorded.

See 5.6.1 for expectations for the slaughter and stunning of wild-caught fish, molluscs and decapod crustaceans.

5.2.4 Certifications

All wild-caught seafood is certified against Marine Stewardship Council (MSC) standard or where this isn't available, will be part of a Fishery Improvement Project which Ocado Retail will support with funding.

5.2.5 Marine Conservation Society - Good Fish Guide

Ocado Retail will not start to source a species from a fishery that has a red risk rating on the Marine Conservation Society Good Fish Guide. In circumstances where an Ocado Own Brand product moves into a red risk rating, a risk assessment will be completed with the supplier to understand the measures that are being taken to mitigate the risk and a decision on whether to stop sourcing will be made on a case by case basis. During this time, this fish will not appear in promotions and alternative species will be encouraged.

5.3 Aquaculture

5.3.1 Welfare

At Ocado Retail Limited, we recognise that all fish, cephalopod molluscs and decapod crustaceans are sentient and as such, have the capacity to feel pain and suffer, in alignment with the Animal Welfare (Sentience) Act 2022 and scientific literature. We are committed to their welfare throughout the supply chain.

We work with and are part of initiatives aimed at improving practices during capture, holding, storage, transport and slaughter.

5.3.2 Slaughter

It is our aim that all fish, cephalopod molluscs and decapod crustaceans are humanely held and transported when alive. The holding conditions during transport

must take into consideration each species' physical, physiological and behavioural needs.

For all of the species in the ORL supply chains that are transported live (including decapods), in controlled water systems, the shortest and most direct route possible must be followed to minimise the duration of transport. Water quality and stocking density must be recorded.

The stunning method used for all seafood in the ORL supply chain must induce an instantaneous state of unconsciousness and render the fish, mollusc or decapod crustacean insensitive to pain and distress until death occurs. By 2030, all slaughter must use electrical or percussion / mechanical stunning to produce instant insensibility followed by death while insensate.

100% farmed (warm water) shrimp in the OOB supply chains have been electrically stunned since 2025 and 100% farmed salmon in the OOB supply chain is percussively or electrically stunned to render unconscious before slaughter.

5.3.3 Mutilations

We define mutilations as procedures which destroy, remove or irreparably damage the limbs or other body parts of animals.

100% of farmed (warm water) shrimp in the Ocado Own Brand have been free from eyestalk ablation since 2025.

We ask Nephrops suppliers to actively work to eliminate live de-heading from OOB supply chains through the use of new technologies and projects.

Fin removal can only be carried out when a risk assessment determines that the practice will not cause any pain or suffering to the animal.

5.3.4 Farmed Seafood Conditions

Water conditions (temperature, pH, turbidity, oxygen, ammonia and carbon dioxide), disease and mortality must be tracked daily.

Disease must be prevented with vaccinations and outbreaks treated with medication.

5.3.5 Aquaculture Feed

We recognise that farming seafood is resource intensive, as it utilises wild-caught fish to feed farmed fish. We will work with our suppliers to achieve the targets set below.

All fishmeal and fish oil utilised in Ocado Own Brand aquaculture supply chains must be certified to a credible standard such as Marine Trust, MSC / FIPs by 2027. It should also be in line with the human rights and environmental requirements of the Sustainable Seafood Coalition (SSC) Code.

Feed should also be separately certified to standards including the ASC Feed Standard, the BAP Farm Standard and the Global GAP Feed Standard.

For information on the soy sourcing for aquaculture feed, please refer to the Soy Sourcing policy.

We will work with industry groups to promote feed innovation around alternative ingredients to wild-caught fish.

Ocado Retail has a target for FFDR (FFDRm (meal) and FFDRo (oil) to be <1 in all OOB aquaculture supply chains by 2030.

5.3.6 Certifications

All farmed seafood is certified for sustainability against a GSSI benchmarked standard. This includes Global GAP, Best Aquaculture Practice (BAP) and Aquaculture Stewardship Council (ASC).

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Document	Description
https://sustainability.ocadoretail.com/wp-content/uploads/2026/05/Animal-Welfare-External-Final-Version.pdf	Animal Welfare Policy for Ocado Own Brand

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