Dear salmon supplier,

As you know, Walmart has an ongoing commitment to sustainable seafood sourcing. To meet our requirements for wild-caught seafood, the source fishery must be certified sustainable to the MSC standard (or equivalent*) or, if not certified, actively working toward certification. This latter scenario includes fisheries in public fishery improvement projects (FIPs).

Sources of MSC certified fisheries are currently available from Alaska, British Columbia, and Russia. If you are not already sourcing from an MSC certified fishery, please explore these options. Since these areas also have fisheries that are not MSC certified, it is critical you buy from companies or producers with MSC chain of custody.

Currently, there is only one public salmon FIP in the world. It is a very small project led by WWF for chum salmon in the Tugur River of Russia. However, we are aware there are discussions of other FIPs in Russia and Alaska. In order to meet Walmart’s requirements these FIPs must be made public and must have a comprehensive workplan available showing how it is working toward certification. If you would like to sell Walmart product that is from a fishery in a FIP, please work with the organization implementing the FIP to meet the requirements above before shipping any product to us. If you have questions about this or need advice, please contact me via email and copy Brad Spear (braddock.spear@sustainablefish.com) with Sustainable Fisheries Partnership, our NGO partner.

*As of [today] Walmart has not yet determined any other standard to be equivalent to MSC. Therefore, no other standards will be accepted as equivalent until such time as we announce our decision.