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# CASE STUDY

## THE FISHIN' COMPANY

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Strategic Sustainability Consulting worked with The Fishin' Company, one of the world's largest service importers, supplying retailers and wholesalers with seafood products, to create a supplier scorecard.

SSC has supported Fishin' Co. with their reporting because they did not feel that they had the expertise within their internal team to properly assess and report on the company's sustainability initiatives.

### Overarching Need

As a supplier for Walmart, Fishin' Co. needed to be able to track and report back about sustainable initiatives. "We decided to work with SSC after recommendations from other businesses in the seafood industry. SSC's expertise in the seafood industry was a huge bonus for Fishin' Co. when it came to evaluating the efforts the company was making."

### Value of Partnership

SSC's knowledge and experience gave Fishin' Co. the confidence that the project was accessible, affordable, and could be completed to reach the desired goal to meet Walmarts requirements.

"The team at SSC was able to meet with our supply chain partners and, not only help get information from them, but also educate them about why these metrics are important and how we can all improve when it comes to being sustainable," said Justin Baugh, Fishin' Co.'s Director of Sustainability.

### Results of the Work

Fishin' Co.'s sustainability report allowed them to properly report to their partners as well as make a roadmap for next steps.

"We are changing the way we communicate about carbon emission and energy sustainability and increasing our requirements for information that we expect our supplies to share with us," said Baugh.

Fishin' Co. is currently in the process of working with SSC for a second year of reporting.