JUDGE’S CHOICE

RESPONSIBLE FISH & SEAFOOD SOURCING POLICY 2026

Judge?s Choice Petfood Ltd recognises the importance of sourcing fish and seafood ingredients responsibly and of protecting marine ecosystems, fish stocks and the wider environment.

As a pet food brand owner using specialist contract manufacturers, we do not source fish or seafood directly from fisheries or farms. We therefore work through our approved manufacturing partners and their ingredient suppliers to understand and improve the provenance, traceability and sustainability of fish and seafood ingredients used in our products.

Our commitments

Judge?s Choice will:

- Seek to source fish and seafood ingredients from responsible and traceable supply chains;
- Work with contract manufacturers and suppliers to identify the species, country and source of fish and seafood ingredients used in our products;
- Seek information on whether fish is wild-caught or farmed and, where relevant, the capture method or production system used;
- Avoid knowingly sourcing fish or seafood from fisheries or species identified as unsustainable or at significant conservation risk;
- Use recognised responsible sourcing information and assurance schemes, including the Marine Conservation Society?s FishOnline/Good Fish Guide and Marine Stewardship Council certification, where relevant and available;
- Encourage suppliers to provide evidence of traceability, certification and responsible sourcing standards;
- Review fish and seafood sourcing information periodically and work with suppliers to identify more sustainable alternatives where concerns are identified;
- Comply with all applicable UK legislation and regulatory requirements relating to food safety, traceability and responsible sourcing.

Supplier engagement and traceability

We expect our contract manufacturers and ingredient suppliers to maintain appropriate traceability records for fish and seafood ingredients and to provide provenance and sustainability information when requested.

Where full traceability or sustainability information is not yet available, Judge?s Choice will work with suppliers to improve transparency and will avoid making unsupported sustainability claims.

Review and responsibility

Responsibility for this policy sits with the Chief Executive Officer.

This policy will be reviewed at least annually and updated where there are material changes to our products, suppliers, sourcing arrangements, legislation or recognised good practice.