



**Skipper Otto**  
COMMUNITY SUPPORTED FISHERY

# 2024 Impact Assessment Report

Vancouver, BC

**Certified B Corporation: November 2023**

## Executive Summary

At Skipper Otto, we are committed to building a sustainable, transparent, and community-oriented business that creates lasting positive impacts on our staff, our fishing families, the environment, and the communities we serve. As a women-led, -owned, and -operated seafood company based in Vancouver, BC, we are proud to have earned B Corporation certification in November 2023. This achievement reflects our ongoing dedication to high standards of social and environmental performance, accountability, and transparency.

In our journey to earn this certification, we scored an impressive 109.6 on the B Impact assessment—well above the required 80-point threshold for certification. We are especially proud to be recognized as the highest-scoring certified B Corp in the seafood industry in North America and among the top B Corps globally. This score is a testament to our commitment to putting people and the planet first in every decision we make.

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Through our continued efforts to ensure equitable practices, support sustainable fisheries, and foster community well-being, we aim to set an example of how business can be a force for good. Skipper Otto is not just about selling seafood; we are about creating lasting change in the way seafood is sourced, shared, and enjoyed while uplifting our workers and communities along the way.



## 1. Governance

Our governance approach is rooted in transparency, accountability, and a deep commitment to social and environmental responsibility. We believe that a company's success is measured not just by its financial results but by the positive impact it has on people and the planet.

- **Mission & Engagement:**

As a **Benefit Corporation**, we consider the needs and well-being of all our stakeholders—whether it's the fishers we work with, our employees, our members, or the environment—when making decisions. Our founder, Sonia, and Chief Operating Officer, Chris, are actively engaged in mentoring four direct-to-consumer organizations through **Local Catch** in the U.S., helping to strengthen local and traceable food systems. We're proud to see the growth of this movement and to be a part of it.

- **Impact Accountability:**

We believe in being open and honest about our impact. This is why our long-standing partnership with **OceanWise** is so important to us. Recently, we were thrilled to see that many of the BC salmon runs we continue to support have been re-recognized as "Ocean Wise Recommended" after previous MSC certification changes affected them through a province-wide, blanket reclassification. This change by Ocean Wise is a vindication of our unwavering commitment to sustainable seafood sourcing and responsible environmental stewardship.

- **Ethics & Transparency:**

At the heart of our company, we operate with integrity. Our compensation for fishers is consistently higher than industry averages—recent data shows that, depending on the species, we pay between 12-70% more than the industry average. We're proud of this because it reflects our belief in fair wages for the people who help bring sustainable seafood to our customers.

## 2. Workers

We strive to create an environment where our employees feel valued, supported, and engaged. Our commitment to fair wages, professional development, and health and wellness goes beyond just meeting basic requirements—we aim to make our workplace one that helps people thrive.

- **Financial Security:**

We continue to operate as a **Living Wage Employer**, ensuring that all of our employees earn a fair and sustainable income. Our commitment to fair pay extends to the fishers we work with, who receive some of the best compensation in the industry—helping to ensure that their livelihoods are as sustainable as the seafood we sell.

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- **Health & Wellness:**

We recognize the importance of our employees' well-being, which is why we offer comprehensive healthcare coverage, wellness initiatives, and an **Extra Days Off (EDO)** program. It's our way of supporting the health and happiness of the people who make our work possible.

- Our EDO program creates an alternating 4-day workweek schedule for our full-time staff, allowing them additional time off for mental and physical wellness.
- For part-time employees, we also offer health benefits to those who work at least three days a week, which is an opportunity many employees appreciate.
- All employees receive free and discounted seafood to ensure they are able to enjoy the benefits of a healthy seafood-forward diet.

- **Career Development:**

Investing in our employees' growth is key to creating a thriving workplace. We offer ongoing training opportunities, a thoughtful review process, and career development programs. We are also proud that our management team is  $\frac{2}{3}$  women, reflecting our commitment to gender equity in leadership positions.

- **Engagement & Satisfaction:**

We truly value the voices of our team members and encourage active involvement in decision-making processes. This participatory approach not only empowers our employees but also fosters a strong sense of engagement and satisfaction.



### 3. Community

Our company is deeply rooted in the communities we serve, and we take great pride in the positive impact we can have, both locally and beyond. We are committed to equity, diversity, and ensuring that our actions benefit everyone we work with.

- **Equity, Diversity, and Inclusion:**

We are passionate about building an inclusive and diverse workforce. Over 31% of our fishers identify as Indigenous, and over 22% are female, which reflects our ongoing commitment to diversity in the fishing industry. It's important to us that our business decisions, from hiring to compensation, reflect a deep respect for people from all walks of life.



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- **Economic Impact:**

We proudly source all of our seafood from Canadian waters and use local processing facilities throughout BC. By keeping our supply chain local, we not only support the BC economy but also reduce our carbon footprint. We also work hard to ensure that our fishers have access to the resources they need, such as transport, cold storage, and labelling support, to help them succeed in their own direct-to-consumer markets.

- **Civic Engagement:**

We believe in giving back to the communities that support us. Our CEO, Sonia Strobel, is actively involved in policy advocacy, particularly around salmon resiliency and the removal of open-pen fish farms from BC waters. Additionally, we are proud to contribute surplus seafood to local charities like the **Greater Vancouver Food Bank** and **Kilala Lelum**, an Indigenous health and healing cooperative. In 2024, we donated over \$39,000 worth of seafood to these two charities to help feed those in need, including a donation of more than 600 cans from our members.

- **Supply Chain:**

Sustainability doesn't just stop with us; we're committed to working with suppliers who meet high environmental and social standards. We prioritize local suppliers and remove barriers for our fishers to ensure they have everything they need to succeed.



## 4. Environment

We recognize the importance of preserving our environment for future generations, and we take a proactive approach to minimizing our ecological impact. From reducing waste to supporting sustainable fisheries, environmental stewardship is at the core of what we do.

- **Environmental Management:**

We take steps to reduce our environmental footprint at every stage of our operations. For example, we reuse cardboard boxes from our suppliers to minimize packaging waste and we consolidate shipments to members to reduce transportation costs and climate emissions. Every decision we make is with the goal of minimizing our impact on the planet.

- **Air & Climate:**

More than 80% of our full- and part-time staff choose sustainable transportation options, such as public transit, biking, or walking to work. This is just one example of how we're working to reduce our carbon footprint.



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- **Water & Waste:**

While we don't have detailed metrics on water use, we are constantly looking for ways to reduce waste and optimize our processes to ensure that we're being as environmentally responsible as possible. Our commitment to sustainable practices extends to all aspects of our operations, from packaging to transportation.



## 5. Customers

Our customers are at the heart of everything we do. We strive to provide the best possible experience by offering ethically sourced, high-quality seafood while ensuring that our practices align with our customers' values.

- **Customer Stewardship:**

We take customer feedback seriously, which is why we launched a survey in October 2024 to better understand our customers' needs and preferences. With a 74% open rate and over 2,500 responses, we gained valuable insights into how we can improve and provide even more value to our members.



Member survey yielding a 74% open rate and over 2,500 responses.

- **Customer Satisfaction:**

Our customers trust us to provide not only fresh, sustainable seafood but also to do so in a way that supports local communities and the environment. Our commitment to transparency, ethical marketing, and high-quality products helps us maintain strong, long-term relationships with our members, with a high year-over-year retention rate.

- **Data Security:**

Protecting our customers' privacy and data is a top priority for us. We ensure that all customer information is handled with the highest level of security and confidentiality.



## Conclusion

As a Certified B Corporation, we are committed to continuously improving our practices to create a positive impact across all areas of our business. From supporting sustainable fisheries and fair wages to promoting environmental stewardship and community well-being, we believe that business can be a powerful force for good. We're proud of the work we've done so far, but we know that there is always more to be done. Together with our dedicated team, our loyal customers, and the fishers who make it all possible, we look forward to continuing our journey toward a more sustainable, equitable, and just food system.



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