



WWF

POSITION

MAY

2014



Light tower © Tajima Gerling/WWF

## Smart Fishing Initiative

# TUNA PROCUREMENT GUIDELINES

---

Tuna is a critical component of the marine ecosystem as well as an important seafood commodity. As with many popular fish species, tuna are under significant anthropogenic stress, and almost all of the 23 commercially harvested tuna stocks face heavy fishing pressure, with some stocks overexploited, some overfished, and most others fully exploited; few (mostly skipjack) remain underexploited. Traded globally, these fish significantly support national economies, sustain millions of livelihoods and provide essential animal proteins to millions more.

WWF believes we must move the tuna fisheries into a sustainable state for benefit of the planet and the people that depend on this fish. These Procurement Guidelines are intended to provide a stepwise process to support tuna purchasers move toward sustainably sourced tuna product which are ultimately awarded the Marine Stewardship Council certification.

TUNA PROCUREMENT GUIDELINES		Product Categories		
		Canned	Fresh and Frozen	
		Mainly skipjack & yellowfin tuna, some albacore & bigeye tuna	Mainly yellowfin & bigeye tuna	Bluefin tuna <sup>i</sup>
1. Promote the procurement of the Marine Stewardship Council (MSC)-certified tuna products that have Chain of Custody and the MSC logo to the extent that it exists in the market, <b>if unavailable</b>		✓	✓	Not Applicable
2. Move all wild-caught tuna products towards improved sustainability with MSC by encouraging WWF company partners to preferentially source from:				
 a) Fisheries that are implementing a WWF approved Fishery Improvement Project (FIP), <sup>ii</sup> the vessels fulfill all International Seafood Sustainability Foundation's (ISSF) ProActive Vessel Register (PVR) commitments <sup>iii</sup> and have a method of ensuring the traceability of promoted products from fishing vessel to plate <sup>iv</sup> <b>or if unavailable</b>		✓	✓	Not Applicable
 b) An ISSF participating company that implements all ISSF Conservation and Management Measures and is solely sourcing from vessels on the PVR, and those vessels on the PVR fulfill all PVR commitments; <b>or if unavailable</b>		✓	✓	Not Applicable
 c) All vessels that are on the PVR, which meet all PVR commitments <sup>v</sup> and have a method of ensuring the traceability of promoted products from fishing vessel to plate, <b>or if unavailable</b>		✓	✓	Not Applicable
 d) Encourage procurement of products from sources engaged in significantly improving sustainability such as an ISSF participating company or WWF approved Fishery Improvement Project, <b>or if unavailable</b>		✓	✓	Not Applicable
 e) Request all new procurement to come from sustainable sources by selecting fish from well-managed fisheries and the most resilient stocks.		✓	✓	Not Applicable

## Notes and Clarifications

<sup>i</sup> We recommend companies refrain from purchasing Atlantic, Pacific and southern species of bluefin tuna (*Thunnus thynnus*, *T. orientalis* and *T. maccoyii*) in the near term until science-based reference points and harvest control measures have been adopted by the relevant Regional Fisheries Management Organizations and the stocks are on a recovery program, above a limit reference points and with a 'high probability of reaching sustainable levels' within at least two generation times. Additionally, full traceability should be ensured along the entire supply chain from boat to shelves.

For the East Atlantic and Mediterranean stock of Atlantic bluefin tuna, if MSC certification is achieved, prior to Chain of Custody and the MSC logo as a minimum, WWF recommends only sourcing fully traceable and legally harvested tuna compliant with the ICCAT's electronic bluefin tuna catch document (e-BCD) made available **to the final consumer** in order to trace the fish fully from boat to shelves.

<sup>ii</sup> WWF-approved Fishery Improvement Project (FIP) as defined by the WWF Guidelines on Fisheries in Transition defines Fishery Improvement Projects as focused initiatives with the goal of enabling a fishery to reach the necessary sustainability standards to enter full assessment by a credible third party assessment scheme, in this case the MSC.

<sup>iii</sup> Demonstration of whether or not ISSF participating companies, and vessels on the PVR, fulfill the relevant commitments will be possible following the commencement of structured independent (third party audits), and the public availability of the results of those audits.

<sup>iv</sup> All supply chain businesses, including subcontractors and secondary processors, shall have a documented traceability system in place able to trace all products from purchase and delivery through to sales. The traceability system shall:

- a) Use labels, bar codes or other unique identifier to link products and information
- b) Record minimum product information at every step (collected from suppliers, during processing, packaging, delivery, etc.)
- c) Deliver the required information in an electronic format.

In addition, the following information confirming the origin of seafood shall be kept for every product:

- a) fishing area (country of origin)
- b) fishing method and gear type
- c) common and scientific fish names
- d) information on the vessel (including name, IMO and flag state)
- e) date of catch, ports of entry, landings and any transshipment.

<sup>v</sup> Demonstration of whether or not vessels on the PVR fulfill the relevant commitments will be possible following the commencement of structured independent (third party audits), and the public availability of the results of those audits.

### Our Smart Fishing Vision and Goals:

**Vision:** The world's oceans are healthy, well-managed and full of life, providing valuable resources for the welfare of humanity.

**2020 Goals:** The responsible management and trade of global priority fisheries result in recovering and resilient marine eco-systems, improved livelihoods for coastal communities and strengthened food security for the Planet.



#### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[panda.org](http://panda.org)

#### For more information

Daniel Suddaby  
Senior Tuna Manager  
Smart Fishing Initiative

E-mail:  
[daniel.suddaby@wwf.panda.org](mailto:daniel.suddaby@wwf.panda.org)

WWF Smart Fishing Initiative  
Moенckebergstr. 27  
20095 Hamburg

Tel. +49 40 530200-310

[www.panda.org/smartfishing](http://www.panda.org/smartfishing)