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FISHERY IMPROVEMENT PROJECTS (FIPS)

UPDATES FROM THE WATER

OCTOBER 2022

Stay up to date with the exciting progress WWF Fishery Improvement Projects (FIPs) are making!

A FIP draws together fishers, industry, researchers, government, and NGOs to address environmental challenges in a fishery, thereby improving ocean health. Through a transparent and rigorous approach, these projects harness the power of the private sector to incentivize fisheries to increase their level of sustainability. A FIP must have a publicly available workplan, and an associated comprehensive budget, with measurable indicators and milestones along a defined timeline designed to address deficiencies in the fishery.

Across the seafood supply chain, WWF is working with retailers, food service companies, manufacturers, and suppliers, to responsibly source seafood from fisheries that have met the standard requirements of the [Marine Stewardship Council \(MSC\)](#). By encouraging non-certified fisheries to improve their practices and ultimately meet the MSC standard, seafood buyers can help increase the performance of their source fisheries and decrease negative impacts on the water.

* Note: FIP stages and Progress Ratings are based on [FisheryProgress.org](#).

UPDATES TO THE FISHERYPROGRESS HUMAN RIGHTS AND SOCIAL RESPONSIBILITY POLICY

FisheryProgress launched a Human Rights and Social Responsibility Policy on May 12, 2021 with the objective to help FIPs reduce the risk of human and labor rights abuses and to provide a common framework for reporting on social performance in fisheries. Approximately 30 FIPs (20% of FIPs reporting on FisheryProgress) participated in their early adopter program, working to meet policy requirements ahead of deadlines. In addition, all active FIPs have now met at least one requirement – the self-evaluation of risk criteria – and are working toward meeting the vessel list and grievance mechanism requirements.

During the first year of implementing their Human Rights and Social Responsibility Policy, FisheryProgress gathered feedback from FIPs and other FisheryProgress stakeholders. As a result, FisheryProgress will make changes to their Human Rights and Social Responsibility Policy to provide extensions for unmet social policy requirements and accept alternative assessments such as social audits and certifications in lieu of completing a risk assessment using the Social Responsibility Assessment Tool (SRA). Additionally, FisheryProgress will not implement a full-fledged allegations procedure from now until the end of 2025. These changes are effective as of September 22, 2022 through the end of 2025.

To learn more about the updated policy, you can visit:

<https://fisheryprogress.org/social-responsibility>



ECUADOR MAHI MAHI

Gear Type: Longline

Volume: 6,000 MT

FIP Stage: Stage 5 (Improvements on the Water)

Progress Rating: A (Advanced Progress)

Status: January 2010 (reinitiated May 2021)

Ecuador's mahi mahi fishery is one of its most ecologically and economically valuable artisanal fisheries. It supports 25,000 fishers and over half of its landings are exported, 95% of which go to the U.S., so the leverage that American buyers have upon the fishery is significant. In addition to providing nutrition for people, mahi mahi is an important part of the marine ecosystem, providing food for many top marine predators such as sharks and dolphins. Since 2010, WWF has worked closely with the Ecuadorian government and mahi mahi exporters on a comprehensive FIP to move the fishery towards MSC certification. Over that time, incentivized by mahi mahi buyers and government commitments to the FIP, more than 10,000 fishers have been engaged in FIP efforts through training on fishing regulations and best fishing practices, adopting bycatch reduction tools, welcoming onboard observers, and piloting a digital traceability system to test electronic logbooks and cameras onboard their vessels.

At the August Inter-American Tropical Tuna Commission (IATTC) meeting, Ecuador, with support from the Central American countries, Peru, and WWF, proposed that the IATTC science staff continue to conduct scientific research for mahi mahi at the regional level, including updating the stock assessment that they conducted in 2016. However, the proposal was not approved due to opposition by the US and EU delegations, who viewed mahi mahi as out of scope for the Commission. As follow-up, we plan to send a multi-buyer letter to representatives of the US government to explain the importance of the fishery to the US market and urge them to reconsider the proposal next year. In the meantime, a binational stock assessment between Peru and Ecuador was recently completed by an independent scientist and is currently under peer-review.

In September 2021, the Ecuadorian government issued a Ministerial Agreement requiring that the onboard observer program for mahi mahi longline vessels increase its coverage of the fleet from 10-20% over the next two years. We are working with the Undersecretary of Fisheries Resources (SRP) to ensure that 20% observer coverage of mahi mahi motherships will be implemented beginning in October 2022. This is an important step that will help to ensure improved collection of catch and bycatch data in the fishery.

In May 2022, the Binational Committee of Peru and Ecuador for the Sustainability of Mahi Mahi between members of the industry groups Conservation Mahi Mahi (Ecuador mahi FIP leads) and Peru Mahi Alliance (Peru mahi joint FIP leads with WWF) was launched to implement joint FIP actions, including developing a binational action plan for the conservation and management of mahi mahi. The Committee plans to have its first in-person meeting in October to develop a workplan and roadmap.

To build upon the pilot e-monitoring and traceability project that was conducted on 15 artisanal “fibras” (skiffs) in two fishing communities between 2020-2022, WWF will work with three motherships and 30 fibras (33 vessels total) to pilot on-board cameras, e-logbooks, and a full chain traceability system known as TransparenC. The new system will allow for better monitoring of the origin and processing of product that is exported, improving supply chain traceability while also facilitating management of the fishery and complying with international traceability requirements. The project is helping to change the thinking of fishers regarding the use of technology for the better, as they see it as an opportunity to demonstrate good fishing practices, show the fishing authorities that they are complying with laws and regulations, and ultimately maintain their current business clients. In addition, the project empowers women in the communities who process the mahi mahi to sell to hotels, restaurants, and international clients.

Finally, on August 30th in Manta, Conservation Mahi Mahi led a capacity-building training for 15 mahi mahi captains and crew. The organization brought in experts to cover several important topics including: the status of mahi mahi in the Eastern Pacific Ocean, the new Fisheries Law and regulations, mahi mahi national action plan, sharks and rays national action plan, longline observer program, e-monitoring and traceability project, and best practices for handling and release of vulnerable bycatch species in the mahi fishery. In addition, to comply with the FisheryProgress social policy, the social risk self-evaluation for Ecuador mahi mahi was completed, which identified the fishery as low risk.

Priority FIP activities over the next several months include: developing a strategy to convince the IATTC to approve conducting regional mahi mahi research; implementing the observer program to achieve 20% coverage of the longline fleet; continuing to work towards the development of a Peru and Ecuador binational action plan through the binational industry Committee; implementing the full chain traceability pilot project; and to comply with the new FisheryProgress.org social policy, developing a vessel list, establishing a grievance mechanism, signing a human rights code of conduct between FIP participants, and making fishers aware of their rights.

Current WWF-US FIP Participants:

[Costco Wholesale](#) | [D&E Import LLC](#) | [Hilton Worldwide](#) | [Hyatt Corporation](#) | [IncredibleFish Inc.](#) | [Royal Caribbean Cruises Ltd.](#) | [Sea Delight, LLC](#) | [Sysco Corporation](#) | [The Fishin' Company](#) | [The Kroger Co.](#)



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PERU MAHI MAHI

Gear Type: Longline

Volume: 42, 868 MT (average 2015-2020)

FIP Stage: Stage 4 (Improvements in Fishing Practices or Fishery Management)

Progress Rating: A (Advanced Progress)

Start Date: November 2013

Peru's mahi mahi fishery supports over 10,000 fishers and serves as a key link in the marine food chain, providing sustenance for sharks, dolphins, and other ocean predators. Peru is also a leading source of the world's mahi mahi and, like Ecuador, a top exporter to the United States. In 2020, 61% of Peru's mahi mahi exports were destined for the U.S., generating over USD 52 million. Over 1,500 fishers have been engaged directly in FIP efforts, motivated by the support they're receiving to complete the formalization process and get fishing permits, increased market benefits such as preferential purchasing, and improved safety at sea through real-time vessel monitoring.

In March 2022, the Peru Mahi Alliance (PMA) was officially launched at the Seafood Expo North America in Boston. During the presentation, the progress, achievements, and next steps of the Alliance were shared, capturing the interest of buying partners and over 70 attendees. The launch led more companies to join the alliance and the PMA now consists of 15 companies¹ that represent almost 80% of mahi mahi exports from Peru to the United States. Under its annual workplan, PMA members have contributed to several key FIP activities including: donating 120 mahi mahi samples to the Peruvian Institute of the Sea (IMARPE) to use for biological research; training 141 artisanal fishers across 64 vessels on best practices for handling and release of sea turtles and distributing bycatch reduction toolkits² to 57 vessels; developing a course for use by National Fisheries Development Fund (FONDEPES) instructors on the correct handling and release of sea turtles, which also contributes to compliance with the mahi mahi fishery management regulation (ROP); supporting the expansion of the pilot e-monitoring project through the installation of nine cameras on artisanal vessels to record fishing information, and participating with Conservation Mahi Mahi (Ecuador mahi mahi FIP lead) in the Binational Committee of Peru and Ecuador for the Sustainability of Mahi Mahi.

¹ Current PMA companies: Altamar Foods, COINREFRI, DEXIM, Esmeralda Corp, Fernandez SRL, Fish Olg, Mai Shi Group, Oceano Seafood, Peruvian Seafood, Produmar, Produpesca, SEAFROST, Sercosta, Spring Valley Fruit/Agropesca, and T&A Cordova.

² The bycatch reduction toolkits include tools fishers can use to help release entangled and hooked sea turtles safely, including: dehookers, safe handling nets, and line cutters.

The Committee was formed in May 2022 and is facilitated by WWF to support sustainable, coordinated management of mahi mahi between Peruvian and Ecuadorian exporters. The PMA also defined a number of internal processes over the past year such as establishing an internal financing process for determining member contributions to the FIP based on each company's anticipated export volume and developing a mahi mahi responsible sourcing policy, code of ethics, and internal regulations. These documents describe the duties, responsibilities, and sanctions, as well as a structure for the organization and the process for admitting new members. Finally, the PMA is working towards finalizing the alliance by pursuing recognition in Peru's Public Registry. This step will serve to promote PMA's leadership in the mahi mahi FIP, strengthen its internal governance, and establish strategic alliances with other actors in the sector to coordinate efforts to achieve the sustainability of this fishery.

WWF has hired field consultants in four regions of Peru (Tumbes, Piura, Lambayeque, and Arequipa) that together represent 80% of the landings of mahi mahi and giant squid to continue to oversee implementation and training of new users of TrazApp, a mobile electronic catch documentation and traceability system. Over the past year, more than 40 vessel owners were trained in the use of TrazApp and WWF is working with IMARPE to connect the data collected to IMARPE's database so that TrazApp can help fishers comply with the mahi ROP requirements for electronic data collection as well as requirements by the South Pacific Regional Fishery Management Organization (SPRFMO) for squid vessels that fish in international waters. In addition, nine PMA companies participated in a pilot to identify the minimum requirements that a processing plant needs for products registered through TrazApp. The second phase of this TrazApp pilot will be launched during the next mahi fishing season. The companies will test the interoperability of TrazApp with the Fisheries Health Agency (SANIPES) system to receive all sanitary protocols issued by SANIPES, including a sanitary landing certificate, through TrazApp.

Finally, to comply with the FisheryProgress social policy, the social risk self-evaluation for Peru mahi mahi was completed, which identified the fishery as low risk. Also, a report was completed by an external consultant that reviewed conflict resolution mechanisms applicable to the artisanal fishing sector, including outlining available grievance mechanisms in Peru, and recommended ways to strengthen participatory governance and management of the fishery. In addition, WWF received a grant from Resources Legacy Fund to work with CAPECAL, the Peru Mahi Alliance, and the Peruvian government to provide accurate vessel lists for the mahi and squid fisheries (which share the same fleet), and to make mahi mahi and squid fishers aware of their labor rights through training workshops and legal guides that will be developed.

Priority activities expected to occur over the next several months include: working through the binational industry Committee to develop a strategy to convince the IATTC to approve conducting regional mahi mahi research and continue to work towards the development of a Peru and Ecuador binational action plan; increasing uptake of TrazApp by fishers and processing plants and interoperability with government systems including the SITRAPESCA application; continuing to train fishers in sea turtle handling and release practices; continuing the mahi mahi sample collection program between the PMA and IMARPE; and, to comply with the new FisheryProgress.org social policy, developing a vessel list, establishing a grievance mechanism, signing a human rights code of conduct between FIP participants, and making fishers aware of their rights.

Current WWF-US FIP Participants:

[AFFCO Trading, Inc.](#) | [Beaver Street Fisheries, Inc.](#) | [Channel Seafoods INT'L](#) | [Chicken of the Sea](#)
[Frozen Foods/Thai Union](#) | [Confremar USA LLC](#) | [Costco Wholesale](#) | [D&E Import LLC](#) | [Hilo Fish](#)
[Company, Inc.](#) | [Hyatt Corporation](#) | [Inland Seafood](#) | [Marriot International](#) | [Pescanova USA](#) | [Royal](#)
[Caribbean Cruises Ltd.](#) | [Sea Delight, LLC](#) | [Seattle Fish Co., LLC](#) | [Sysco Corporation](#) | [The Fishin'](#)
[Company](#) | [The Kroger Co.](#)



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NICARAGUA SPINY LOBSTER - TRAP FISHERY

Gear Type: Traps

Volume: 1,740 MT (2020 Whole Weight - Trap Only)

FIP Stage: Stage 5 (Improvements on the Water)

Progress Rating: A (Advanced Progress)

Start Date: January 2012

Nicaragua is the eighth largest lobster producer in the world and the largest in Central America, with an average production of over 4,800 tons (whole weight) per year for the trap and dive fisheries, 1,700 tons come from the industrial trap fishery which is involved in this FIP. The spiny lobster fishery in Nicaragua generated \$65.8 million from exports in 2019, making it one of the country's most important fisheries. More than 95% of Nicaragua's lobster is exported, mostly to the US (51%) and EU (36%). The industrial trap fleet is made up of 64 vessels that employ 767 fishers. As the FIP is led at the national level by Nicaragua's Fisheries Institute (INPESCA), fishers are mostly engaged via meetings to update them on management regulations and FIP progress. Since the start of the FIP in 2012, fishers and fishing communities have benefited from stable catches and increasing lobster prices locally and internationally. The FIP has helped generate new information about the impact of the fishery on the lobster population, the habitat, and ecosystem, which has helped the Nicaraguan government to improve its management measures to ensure the long-term sustainability of the fishery and minimize its impact on the environment.

The FIP was completed in June 2022 after the following key milestones were achieved:

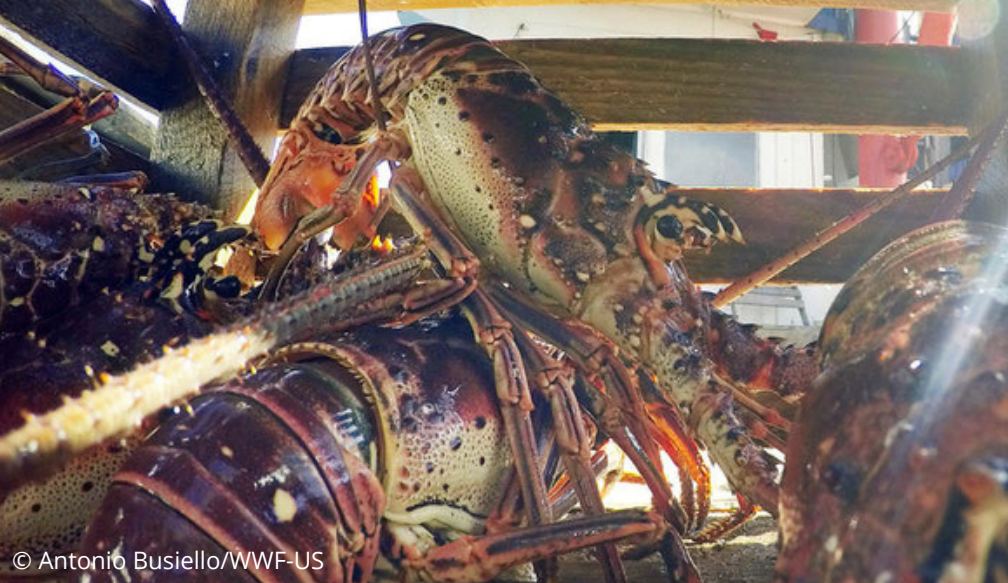
- The Nicaraguan government officially approved the Nicaraguan lobster fishery management plan in June 2022 and posted it on its website. It includes a complete description of harvest control rules and tools for the Nicaraguan lobster fishery including measures to put a cap on fishing licenses, establish a lobster catch quota, and improve the monitoring and control of the artisanal fleet.
- A peer review of the binational stock assessment was completed in March 2022 to identify sources of uncertainty in the stock assessment model and ensure they are considered in the established harvest control rules.
- INPESCA scientists completed a study to collect improved data for bycatch of king crab to better evaluate the impact of the fishery on the king crab population. Results showed that the impact was minimal, and no additional management action needs to be taken.

- A study to evaluate the impact of the fishery on the broader ecosystem was completed in May 2022, and no additional management measures were identified.
- The Nicaraguan government updated its Permanent Plan to Control and Prevent IUU fishing of spiny lobster to strengthen their monitoring, control, and surveillance of the fishery.
- To comply with the FisheryProgress.org social policy, social risk self-evaluation for the Nicaragua lobster fishery was conducted in March 2022, which identified the fishery as low risk.

The fishery is now moving into the MSC full assessment process. The Nicaraguan Chamber of Fisheries (CAPENIC) and INPESCA agreed to be co-clients in the full assessment process and are expected to sign a contract with the Conformity Assessment Body (CAB) by September 30th to begin the assessment, which may take up to 18 months.

WWF-US FIP Participants:

[Arista Industries](#) | [Costco Wholesale](#) | [Darik Enterprises, Inc.](#) | [Hyatt Corporation](#) | [Red Lobster](#) | [Sysco Corporation](#) | [Tequesta Bay Foods, Inc.](#) | [The Kroger Co.](#)



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HONDURAS SPINY LOBSTER - TRAP FISHERY

Gear Type: Traps

Volume: 2,561 MT (2020 Whole Weight - Trap Only)

FIP Stage: Stage 5 (Improvements on the Water)

Progress Rating: A (Advanced Progress)

Start Date: July 2012

Honduras is the second-largest lobster producer in Central America after Nicaragua with an average production of over 3,700 tons (whole weight) per year for the trap and dive fisheries, 2,765 tons of which come from the industrial trap fishery involved in this FIP. In 2019, Honduras spiny lobster generated \$46.7 million in exports. Approximately 90% of the catch is exported to the United States, so the leverage that American buyers have on the fishery is significant. The industrial trap fleet is made up of 91 vessels that employ approximately 1,500 fishers. Fishers are engaged in the trap FIP mainly through the industrial fishing associations APESCA and APICAH, where representatives attend FIP meetings to get updated on the latest management regulations and FIP actions. The FIP has helped fishers to better understand the fishery management regulations and improve their catch data collection efforts by learning what information is required to inform the stock assessment. Under the FIP, studies have been conducted to evaluate the impact of the fishery on the habitat. The studies found that there is a risk that the fishery is negatively impacting deep coral reefs (deeper than 25 m) and in response, the government is considering new measures such as improving the monitoring of coral reef distribution and prohibiting discards of lobster traps to reduce the fishery's impact on vulnerable marine habitats.

WWF has been leading the Honduras lobster FIP in collaboration with the General Directorate of Fisheries and Aquaculture (DIGEPESCA) for the past several years. Due to the transition of the new government administration at the beginning of the year, there have been some delays with FIP actions as WWF worked to build relationships with the newly appointed officials and engage them in the FIP. In May 2022, the head of the Maritime Fisheries Department was finally appointed as a focal point for the FIP. However, since then, it has been difficult to get responses from him, and we are considering hiring a consultant to work within DIGEPESCA to help advance FIP actions with the government.

In March 2022, a peer review of the binational stock assessment was completed in March 2022 to identify sources of uncertainty in the stock assessment model and ensure they are considered in the established harvest control rules. In addition, to comply with the FisheryProgress social policy, the social risk self-evaluation for Honduras lobster was completed, which identified the fishery as high risk due to transshipment occurring between large vessels (>12 m). As a result, the fishery needs to conduct a Social Responsibility Assessment (SRA) and develop a social FIP workplan by March 2023. We have requested external consultant proposals and plan to sign a contract to move forward with the SRA by October. In addition, the fishery is working to develop a vessel list and plans to hire a consultant to outline grievance mechanisms available to all fishers in the FIP.

Priority activities expected to occur over the next several months include socializing and finalizing the Honduras lobster fishery management plan and focusing on social aspects to comply with the FisheryProgress.org social policy (which includes developing a vessel list and grievance mechanisms, signing a human rights code of conduct, making fishers aware of their rights, conducting the SRA, and developing a social FIP work plan).

Current WWF-US FIP Participants:

[Arista Industries](#) | [Costco Wholesale](#) | [Hyatt Corporation](#) | [Netuno USA, Inc.](#) | [Red Lobster](#) | [Tequesta Bay Foods, Inc.](#) | [The Kroger Co.](#)



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PERU JUMBO SQUID

Gear Type: Squid Jig

Volume: 441, 749 MT (2020)

FIP Stage: Stage 4 (FIP Implementation)

Progress Rating: A (Advanced Progress)

Start Date: February 2018

The jumbo squid fishery is one of Peru's most important artisanal fisheries, employing more than 11,000 fishers and 105,000 Peruvians across the industry and providing low-cost, high-quality protein to much of the population. It is also one of the largest squid export fisheries globally and generated \$614 million in exports in 2020.

The Peruvian National Chamber for Giant Squid (CAPECAL)³ is currently co-leading the FIP with WWF. As CAPECAL is new to FIPs and the MSC, efforts are focused on building capacity of CAPECAL members so that they fully understand the process. A detailed training on the MSC standard and the FIP process was conducted with CAPECAL's Board of Directors in April, and in May a more general introduction to MSC and FIPs was done with CAPECAL's member companies.

The first jumbo squid FIP external audit since the comprehensive FIP began in 2018 was carried out this year. The audit results have been reported on FisheryProgress, prompting an increase in completed FIP actions from 23% to 41%. In addition, the jumbo squid FIP has an A progress rating (advanced progress) and 10 MSC performance indicator scores increased from red (<60) to yellow (60-79), or from yellow to green (>80), indicating substantial progress towards the fishery meeting the MSC standard. WWF is now working with CAPECAL to prepare its annual workplan to advance the FIP based on the revised FIP workplan developed during the external audit. The workplan will include actions to: improve understanding of the squid fishery including conducting genetic studies and developing a

³ CAPECAL is a group of 17 Peruvian squid processing and exporting companies representing over 60% of total squid exports. Current companies include: Pacific Freezing Company, Sabanamar Pacífico, Océano Seafood, Peruvian Sea Food, Transmarina del Perú, Refrigerados Fisholgo e Hijos, Marfrío Perú, COINREFRI, Produmar, Perupez, Seafront, Fernández, Altamar foods, Dexim, Sakana, Peru Frost and PROANCO.

program for CAPECAL companies to donate squid samples to IMARPE for research; support TrazApp training workshops with fishers and promote the use of TrazApp or other e-logbook system by the government; increase the number of on-board observers in the fleet; collect data on gear loss in the fishery and establish a gear recycling program; help comply with the FisheryProgress social policy; promote continued formalization of the squid fleet; and strengthen the organization of CAPECAL through trainings and development of internal processes documents.

Approximately 1,500 fishers across three cooperatives have engaged directly in FIP efforts, mainly through piloting WWF's mobile electronic catch documentation and traceability system, TrazApp, to improve the collection and transparency of catch data, make it easier to receive fishing permits, and improve safety at sea by allowing vessels to be monitored in real-time. WWF has hired field consultants in four regions of Peru (Tumbes, Piura, Lambayeque, and Arequipa) that together represent 80% of the landings of mahi mahi and giant squid to continue to oversee implementation and training of new users of TrazApp, a mobile electronic catch documentation and traceability system. Over the past year, more than 40 vessel owners were trained in the use of TrazApp and WWF is working with IMARPE to connect the data collected to IMARPE's database so that TrazApp can help fishers comply with the mahi ROP requirements for electronic data collection as well as catch data requirements by the South Pacific Regional Fishery Management Organization (SPRFMO) for squid vessels that fish in international waters.

To comply with the FisheryProgress social policy, a report was completed by an external consultant that reviewed conflict resolution mechanisms applicable to the artisanal fishing sector, including outlining available grievance mechanisms in Peru, and recommended ways to strengthen participatory governance and management of the fishery. In addition, a draft vessel list and proposed grievance mechanism, based on the consultant's report, were developed in May 2022. However, they need to be updated to ensure that the vessel list accurately reflects those vessels that sell to CAPECAL companies and an on-board grievance mechanism process needs to be established for fishers that are out at sea for more than 24 hours. WWF received a grant from Resources Legacy Fund to work with CAPECAL, the Peru Mahi Alliance, and the Peruvian government to provide accurate vessel lists for the mahi and squid fisheries (which share the same fleet), and to make mahi mahi and squid fishers aware of their labor rights through training workshops and legal guides that will be developed.

Priority activities expected to occur over the next several months include: finalizing CAPECAL's annual FIP workplan with funding commitments; working with authorities and key stakeholders to improve the formalization process and ensure fishers receive fishing licenses; continue to scale up the use of TrazApp with fishers, landing sites, government, and processors; and, to comply with the FisheryProgress Social Policy, updating the vessel list and grievance mechanism, developing a Human Rights Code of Conduct, and making fishers aware of their rights.

Current WWF-US FIP Participants:

[Beaver Street Fisheries, Inc.](#) | [Sysco Corporation](#) | [The Kroger Co.](#)



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VIETNAM YELLOWFIN TUNA

Gear Type: Handline

Volume: 4,000 MT

FIP Stage: Stage 5 (Improvements on the Water)

Progress Rating: A (Advanced Progress)

Start Date: April 2014

Yellowfin tuna is Vietnam's most valuable marine export making it a critical source of jobs and income with over 2,500 vessels and 9,000 fishers engaged in the fishery. The Vietnam yellowfin tuna handline FIP is focused on reducing bycatch, improving stock management, and increasing traceability through engagement with fishers, government officials, and the private sector.

During the past six months, FIP stakeholders have reached a few important milestones on both the environmental and social responsibility efforts. These included continuing to implement the FisheryProgress.org Human Rights and Social Policy requirements, initiating the development of a Harvest Strategy for yellowfin tuna, and achieving full protections for blue sharks in the fishery.

In July 2022, FIP stakeholders verified the existence of a mechanism, available to all fishers, for reporting any grievance while at-sea or in port. This mechanism ensures that there is a formal complaint and remediation process that can be used by any fisher negatively affected by business activities or operations in the fishery. We will now focus on a fisher awareness program that will ensure fishers are aware of their rights under the social policy and the existence of the grievance mechanism.

On environmental performance, FIP stakeholders have embarked on establishing a Harvest Strategy for the fishery and will revise the National Tuna Management Strategy as needed. Both efforts will be critical in ensuring the fishery is managed responsibly and is fully compatible with Marine Stewardship Council certification requirements. Beyond addressing impacts on the yellowfin tuna itself, the FIP stakeholders also secured legal protections for vulnerable blue sharks, prohibiting their harvesting. The management agencies and FIP stakeholders will now focus on the feasibility of instituting a 'fins naturally attached' policy that would mandate any allowed shark species still caught in the fishery be landed and transported whole to port. This is seen as one of the most effective ways of preventing illegal shark finning.

Current WWF-US FIP Participants:

[Anova Food](#) | [Arista Industries](#) | [Beaver Street Fisheries, Inc.](#) | [Hilo Fish Company, Inc.](#) | [Hilton Worldwide](#) | [Hyatt Corporation](#) | [Norpac Fisheries Export](#) | [Royal Caribbean Cruises Ltd.](#) | [Sea Delight, LLC](#) | [Seattle Fish Co., LLC](#) | [SouthFresh Aquaculture, LLC DBA SouthFresh Foods](#) | [The Kroger Co.](#) | [Western United Fish Co., DBA Annasea Foods Group](#)

JOIN THE FIP PARTICIPANT PROGRAM TODAY

to protect oceans and the food and livelihoods they can sustainably provide

To join the FIP Participant Program visit:

<https://seafoodsustainability.org/fisheries/fishery-improvement-projects-signup>

Being a WWF FIP Participant provides a pre-competitive space for companies to engage with fisheries in their supply chains and leverage power across multiple companies to drive fishery improvements forward. By signing on to support a FIP, you are joining forces with other leaders in the industry that seek to help conserve marine ecosystems and advance the livelihoods of millions of people who depend on them.

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WWF recognizes FIP participants on the industry website, [SeafoodSustainability.org](https://seafoodsustainability.org). WWF also works with FIP participants to communicate the benefits of FIPs among key buyers, sustainable business leaders, employees, environmental activists, and other key constituencies.

For more information, please visit seafoodsustainability.org