



Global Tuna Alliance

A market led initiative to deliver sustainable tuna

Tuna 2020 Traceability Declaration Progress Report

Illegal, Unreported and Unregulated Fishing (IUU)



Almost 30%

Of the world's fisheries
are **overexploited**

Up to 32%

of seafood imported into
the U.S. is **caught illegally**.

The estimated **annual losses**
due to diversion of fish from
the legitimate trade system is

USD 26-50 billion

Consumers often cannot tell if the fish they eat was caught legally.

Forming the Tuna 2020 Traceability Declaration

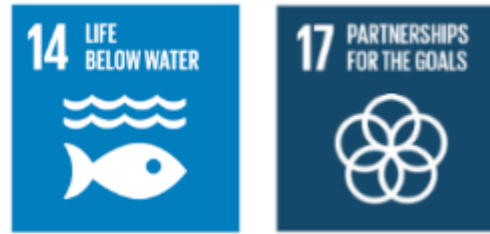


Background



- To leverage the **power of partnerships** to support achieving the **Sustainable Development Goals (SDGs)**
- World Economic Forum convened this declaration to commit to **eliminating Illegal, Unreported and Unregulated (IUU) fishing**
- Launched at the **UN Ocean Conference 2017**

Objective



- Supporting the goals of **SDG 14.4 to eliminate IUU**
- By **improving traceability and transparency** to enable scaling of existing sustainability and social initiatives
- Using partnerships to achieve a **platform effect of collaborative effort**

Signatories



66 companies



6 governments



21 civil society organizations

Using the positive power of **public-private collaboration** to catalyze the elimination of IUU

Tuna 2020 Traceability Declaration Commitments



Tuna Traceability Commitment

All tuna products in our supply chains will be **fully traceable** to the **vessel and trip dates**, and that this information will be **disclosed** upon request at the **Point of Sale** either on the packaging or via an online system.

Commitment to a Socially Responsible Tuna Supply Chain

We pledge to **eliminate any form of slavery** and ensure suppliers at least **meet minimum social standards** in management practices as recommended in the Universal Declaration of Human Rights and the International Labour Organization's Conventions and Recommendations.

Commitment to Environmentally Responsible Tuna Sources

We pledge to buy products with:

- **Robust science-based management plans**, including harvest strategies that can maintain stocks at, or restore them at least to, levels which can produce maximum sustainable yield; and
- Measures to ensure that **impacts of fisheries on the environment are sustainable**, including bycatch mitigation techniques.

Government Partnership

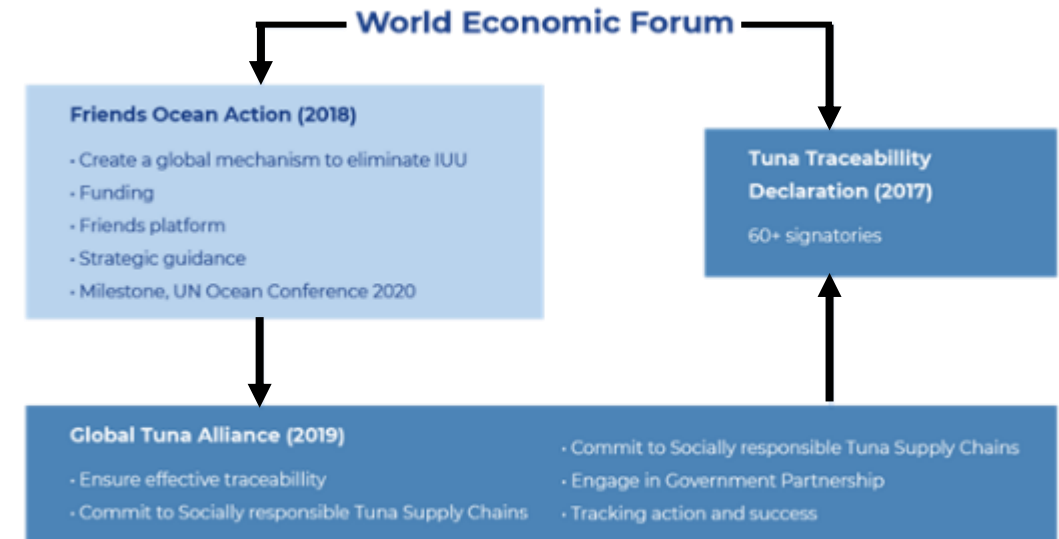
We call on governments to take actions needed to:

- **Implement Harvest Strategies** for all tuna stocks under the jurisdiction of each tuna RFMO by 2020, that will ensure sustainably managed tuna fisheries in line with SDG Target 14.4.
- **Establish systems to identify and restrict illegal seafood** through government-led measures on traceability and transparency.
- **Build capacity to establish and manage information systems** to account for domestic and international fishing fleets, landings, enforcement and trade of seafood products, in line with the FAO Code of Conduct and the Port State Measure Agreement.

The Global Tuna Alliance (GTA)



- An independent group of retailers and supply-chain companies, working to ensure that tuna ultimately meets the highest standards of environmental performance and social responsibility.
- The GTA was established in response to RFMOs not managing tuna fisheries properly; impacting supply chain commitments
- Fully-funded by the World Economic Forum's Friends of Ocean Action to implement the Tuna 2020 Traceability Declaration commitments



The Global Tuna Alliance (GTA)



Tuna 2020 Traceability Declaration Progress Survey



Online Progress Survey

- Oct 19 – Jan 20
- 35 Company responses
- 34 Useable responses
- 63% return rate



Who responded to the progress survey?



Company	Response
Ahold Delhaize	
American Albacore Fishing Association	
American Tuna	
Anova Food	
Bolton Alimentari & Grupo Conservas Garavilla	
Bumble Bee Foods & Clover Leaf Seafoods	
Coop Danmark AS	
Coop Sweden	
Culinary Collaborations LLC	
CVC Capital Partners Finance Limited	
Fish Is Life	
FOODTECH JSC	
Frinsa del Noroeste	
General Tuna Corporation	
Iceland Seafood Barraclough	
Jealsa Rianxeira SA	
Lovering Foods	
Marks & Spencer	
Mercadona SA	
METRO Wholesale & Food Specialist Company	

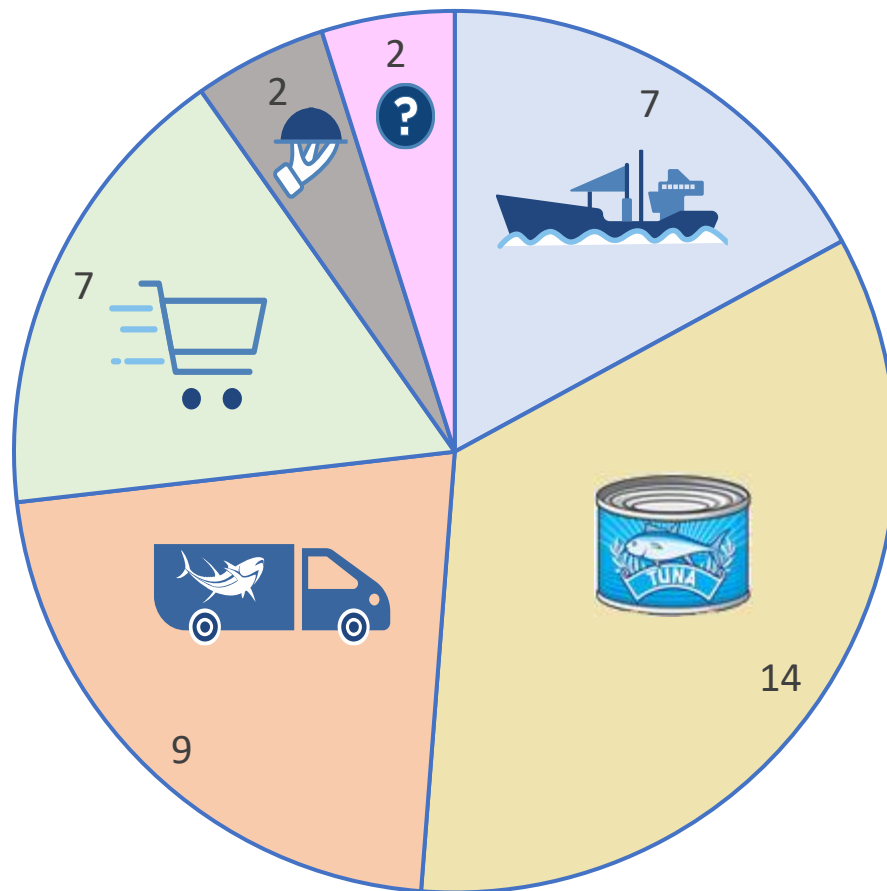
Company	Response
New England Seafood International	
Ocean Harvesters Operative	
Organización de Productores de Grandes Atuneros Congeladores (OPAGAC)	
Orkla AS & ABBA Seafood AB	
Princes	
PT. Aneka Tuna Indonesia	
SALICA INDUSTRIA ALIMENTARIA	
Simplot Australia Pty. Ltd	
Spar Group South Africa	
Sodexo	
Tesco	
Thai Union Group PCL (Bellotta; Chicken of the Sea; Genova Seafoods; John West; King Oscar; Marvo; Parmentier; Petit Navire; Sealect; Mareblu; Rugen Fisch	
Tri Marine Group	
Woolworths Holdings Ltd	
World Wise Foods	

Company	Response
Asociación Nacional de Armadores de Buques Atuneros Congeladores (A.N.A.B.A.C.)	
Avila Prima Intra Makmur	
Confederación Española de Pesca	
Coop Norge SA	
Dongwon Industries Co. Ltd	
Eroski	
Eurofish Trading AG	
Fisho	
Jadran Group	
Liancheng Overseas Fishery	
Negocios Industriales Real S.A.	
S Group	
Sea Value	
SERVIGRUP	
South Seas Tuna	
Starkist Foods	
The Colruyt Group	
Thunnus Overseas Group	
Tuna Conservation Group	
Unil AS	

Who responded to the progress survey?



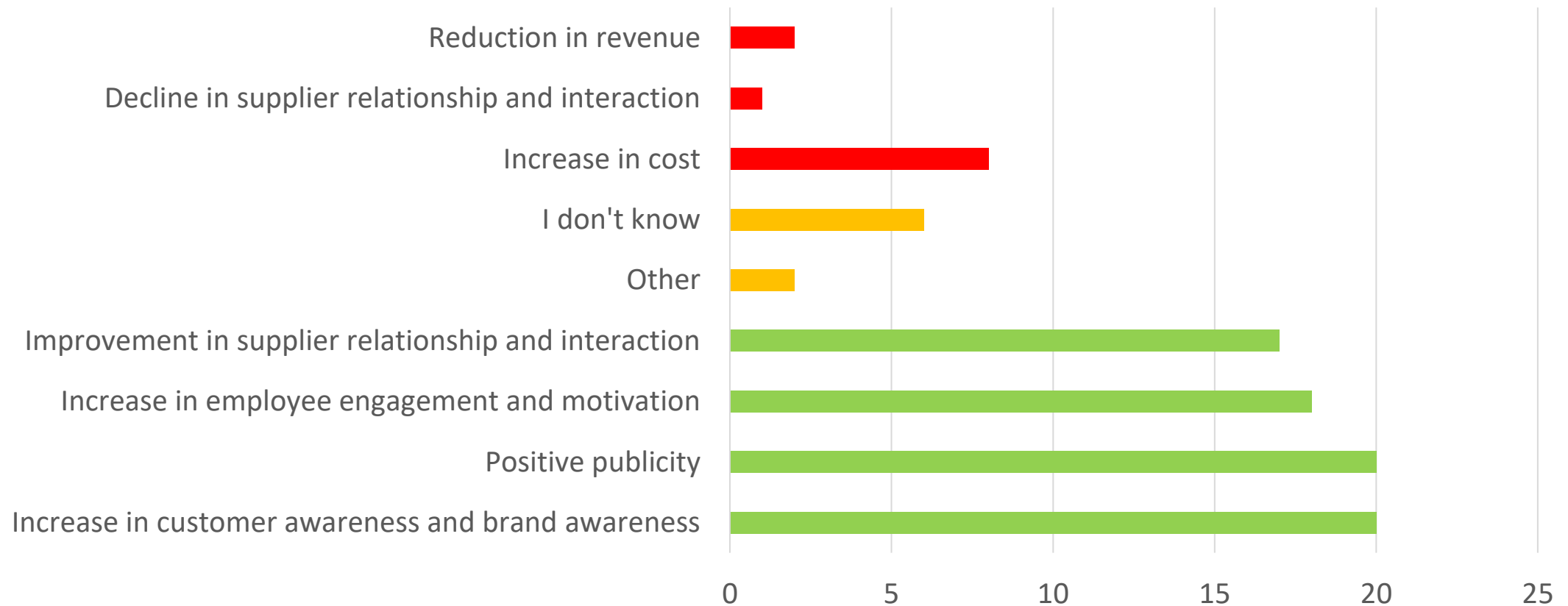
Who responded to the progress survey?



Benefits/Liabilities from Signing Declaration



Expected Business benefits or liabilities from signing on to or achieving the Tuna 2020 Traceability Declaration



Signatory Reference Number: 001

Seafood chain presence



TRACEABILITY

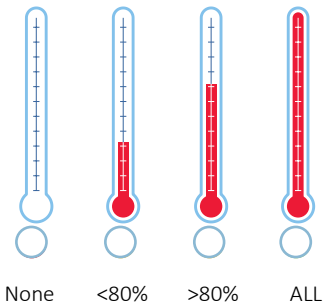
Which best describes your activities and achievements in meeting the traceability commitment.

- Tuna products in our supply chain are traceable to vessel and trip dates ☐
- Tuna products in our supply chain are traceable to fisheries, but not to vessel and trip dates ☐
- We are in the process of making tuna products in our supply chain traceable ☐
- Tuna products in our supply chain are not yet traceable and we do not have plans to do so yet. ☐

Is the traceable information from the question above disclosed to the consumer at point of sale?

- ☐ YES
- ☐ WORKING ON IT
- ☐ NO

Do these descriptions above apply to some or all of the tuna products in your supply chain?

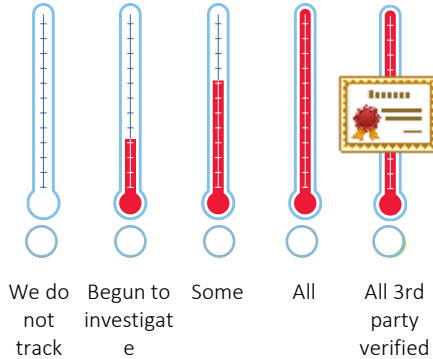


SOCIAL RESPONSIBILITY

Which best describes your activities and achievements in meeting the social responsibility commitment.

- Our tuna supply chain is free of any form of slavery. 3rd party ☐
- Our tuna supply chain is free of any form of slavery. Not 3rd party ☐
- We have information that our tuna supply chain is mostly free of slavery. (We are defining mostly free as 80% or more) ☐
- We have information that our tuna supply chain is partly free of slavery. ☐
- We have just begun in trying to find out the social standards of the suppliers of our tuna products, and do not yet have enough visibility to answer this question. ☐
- we do not know yet if our tuna supply chain has any slavery. ☐

What proportion of your suppliers of tuna products at least meet minimum social standards in management practices as recommended in the Universal Declaration of Human Rights and the International Labour Organization's Conventions and Recommendations.



ENVIRONMENTAL SUSTAINABILITY

If you are a buyer have you made a pledge to source from tuna fisheries that have implemented the following to achieve the Environmental Responsibility commitment?

- Robust science-based management plans, including harvest strategies that can maintain stocks at, or restore them at least to, levels which can produce maximum sustainable yield ☐
- Measures to ensure that impacts of fisheries on the environment are sustainable, including bycatch mitigation techniques. ☐
- Both ☐

What percentage of the tuna you source/sell is certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI).

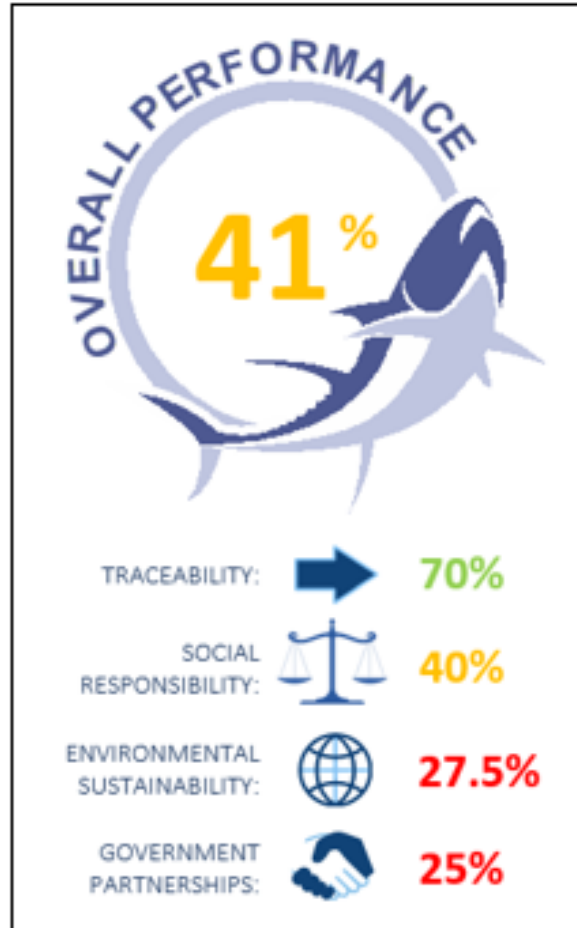


GOVERNMENT PARTNERSHIPS

In order to meet the government partnerships commitment have you engaged with and supported advocacy efforts for:

- the development of harvest strategies and harvest control rules ☐ ☐ ☐
- ratification and implementation of PSMA ☐ ☐ ☐
- ratification and implementation of ILO Working in Fishing Convention ☐ ☐ ☐
- the development of Global Record of Fishing Vessels ☐ ☐ ☐

Progress Scores



TRACEABILITY	SOCIAL RESPONSIBILITY	ENVIRONMENTAL SUSTAINABILITY
Which best describes your activities and achievements in meeting the traceability commitment.	Which best describes your activities and achievements in meeting the social responsibility commitment.	If you are a buyer have you made a pledge to source from tuna fisheries that have implemented the following to achieve the Environmental Responsibility commitment?
<p>Tuna products in our supply chain are traceable to vessel and trip dates 30</p> <p>Tuna products in our supply chain are traceable to fisheries, but not to vessel and trip dates 20</p> <p>We are in the process of making tuna products in our supply chain traceable 10</p> <p>Tuna products in our supply chain are not yet traceable and we do not have plans to do so yet. 0</p>	<p>Our tuna supply chain is free of any form of slavery. 3rd party 50</p> <p>Our tuna supply chain is free of any form of slavery. Not 3rd party 40</p> <p>We have information that our tuna supply chain is mostly free of slavery. (We are defining mostly free as 80% or more) 30</p> <p>We have information that our tuna supply chain is partly free of slavery. 20</p> <p>We have just begun in trying to find out the social standards of the suppliers of our tuna products, and do not yet have enough visibility to answer this question. 10</p> <p>We do not know yet if our tuna supply chain has any slavery. 0</p>	<p>Robust science-based management plans, including harvest strategies that can maintain stocks at, or restore them at least to, levels which can produce maximum sustainable yield 25</p> <p>Measures to ensure that impacts of fisheries on the environment are sustainable, including bycatch mitigation techniques. 25</p> <p>Both 50</p>
Is the traceable information from the question above disclosed to the consumer at point of sale?		What percentage of the tuna you source/sell is certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI).
<p>40 YES</p> <p>20 WORKING ON IT</p> <p>0 NO</p>		<p>X%/2</p>
Do these descriptions above apply to some or all of the tuna products in your supply chain?	What proportion of your suppliers of tuna products at least meet minimum social standards in management practices as recommended in the Universal Declaration of Human Rights and the International Labour Organization's Conventions and Recommendations.	GOVERNMENT PARTNERSHIPS
<p>0 None</p> <p>10 <80%</p> <p>20 >80%</p> <p>30 ALL</p>	<p>0 We do not investigate track</p> <p>10 Begun to investigate track</p> <p>30 Some</p> <p>40 All</p> <p>50 All 3rd party verified</p>	<p>In order to meet the government partnerships commitment have you engaged with and supported advocacy efforts for:</p> <p>the development of harvest strategies and harvest control rules 25 12.5 0</p> <p>ratification and implementation of PSMA 25 12.5 0</p> <p>ratification and implementation of ILO Working in Fishing Convention 25 12.5 0</p> <p>the development of Global Record of Fishing Vessels 25 12.5 0</p>

Signatory Reference Number: 001

Seafood chain presence



TRACEABILITY

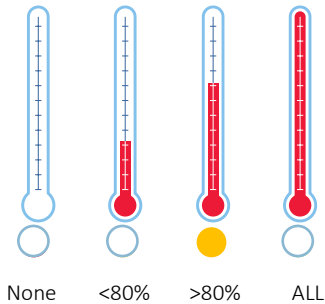
Which best describes your activities and achievements in meeting the traceability commitment.

- Tuna products in our supply chain are traceable to vessel and trip dates ☐
- Tuna products in our supply chain are traceable to fisheries, but not to vessel and trip dates ☒
- We are in the process of making tuna products in our supply chain traceable ☐
- Tuna products in our supply chain are not yet traceable and we do not have plans to do so yet. ☐

Is the traceable information from the question above disclosed to the consumer at point of sale?



Do these descriptions above apply to some or all of the tuna products in your supply chain?

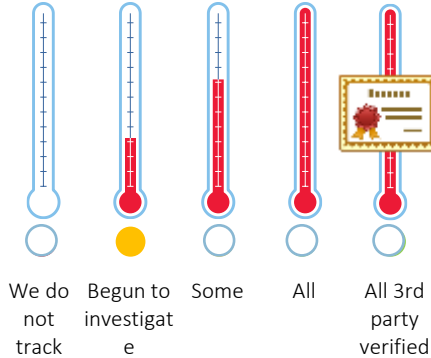


SOCIAL RESPONSIBILITY

Which best describes your activities and achievements in meeting the social responsibility commitment.

- | | | |
|---|---------------------------|----------------------------------|
| Our tuna supply chain is free of any form of slavery. | 3 rd party | <input type="radio"/> |
| Our tuna supply chain is free of any form of slavery. | Not 3 rd party | <input type="radio"/> |
| We have information that our tuna supply chain is mostly free of slavery. (We are defining mostly free as 80% or more) | | <input type="radio"/> |
| We have information that our tuna supply chain is partly free of slavery. | | <input checked="" type="radio"/> |
| We have just begun in trying to find out the social standards of the suppliers of our tuna products, and do not yet have enough visibility to answer this question. | | <input type="radio"/> |
| we do not know yet if our tuna supply chain has any slavery. | | <input type="radio"/> |

What proportion of your suppliers of tuna products at least meet minimum social standards in management practices as recommended in the Universal Declaration of Human Rights and the International Labour Organization's Conventions and Recommendations.



ENVIRONMENTAL SUSTAINABILITY

If you are a buyer have you made a pledge to source from tuna fisheries that have implemented the following to achieve the Environmental Responsibility commitment?

- Robust science-based management plans, including harvest strategies that can maintain stocks at, or restore them at least to, levels which can produce maximum sustainable yield ☐
- Measures to ensure that impacts of fisheries on the environment are sustainable, including bycatch mitigation techniques. ☐
- Both ☒

What percentage of the tuna you source/sell is certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI).

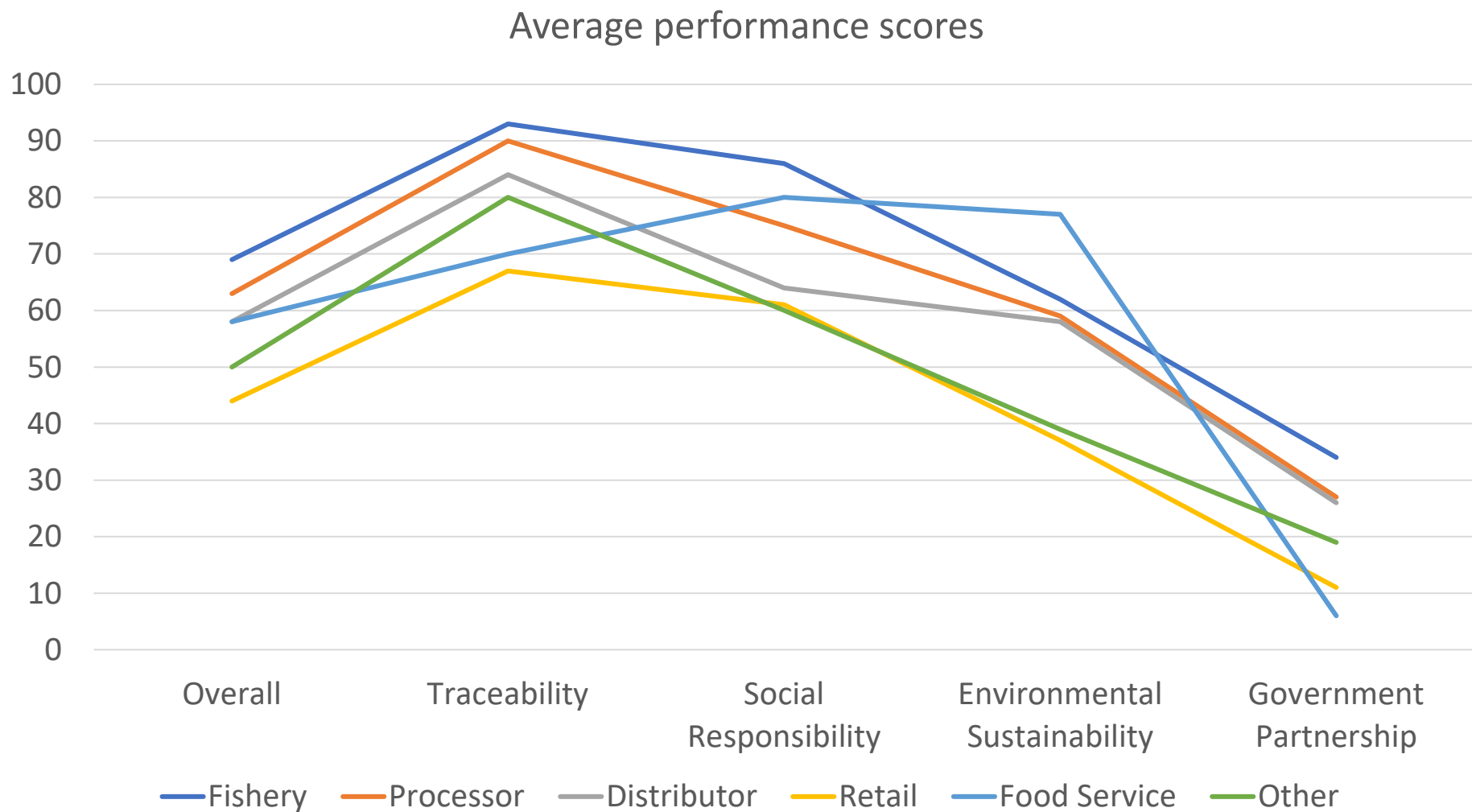


GOVERNMENT PARTNERSHIPS

In order to meet the government partnerships commitment have you engaged with and supported advocacy efforts for:

- the development of harvest strategies and harvest control rules ☒ ☐ ☐
- ratification and implementation of PSMA ☐ ☐ ☒
- ratification and implementation of ILO Working in Fishing Convention ☐ ☐ ☒
- the development of Global Record of Fishing Vessels ☐ ☐ ☒

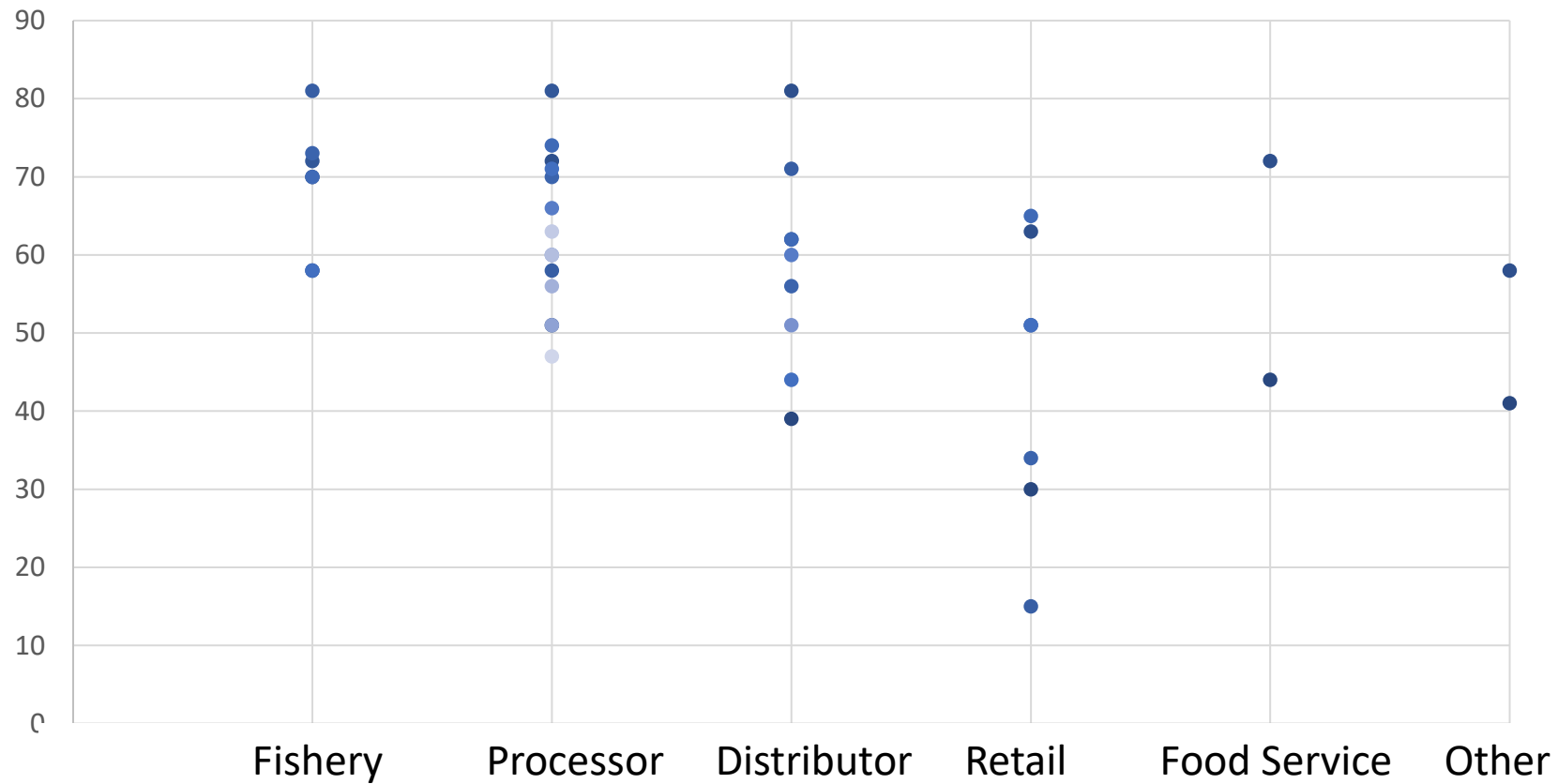
Progress Scores



Progress Scores



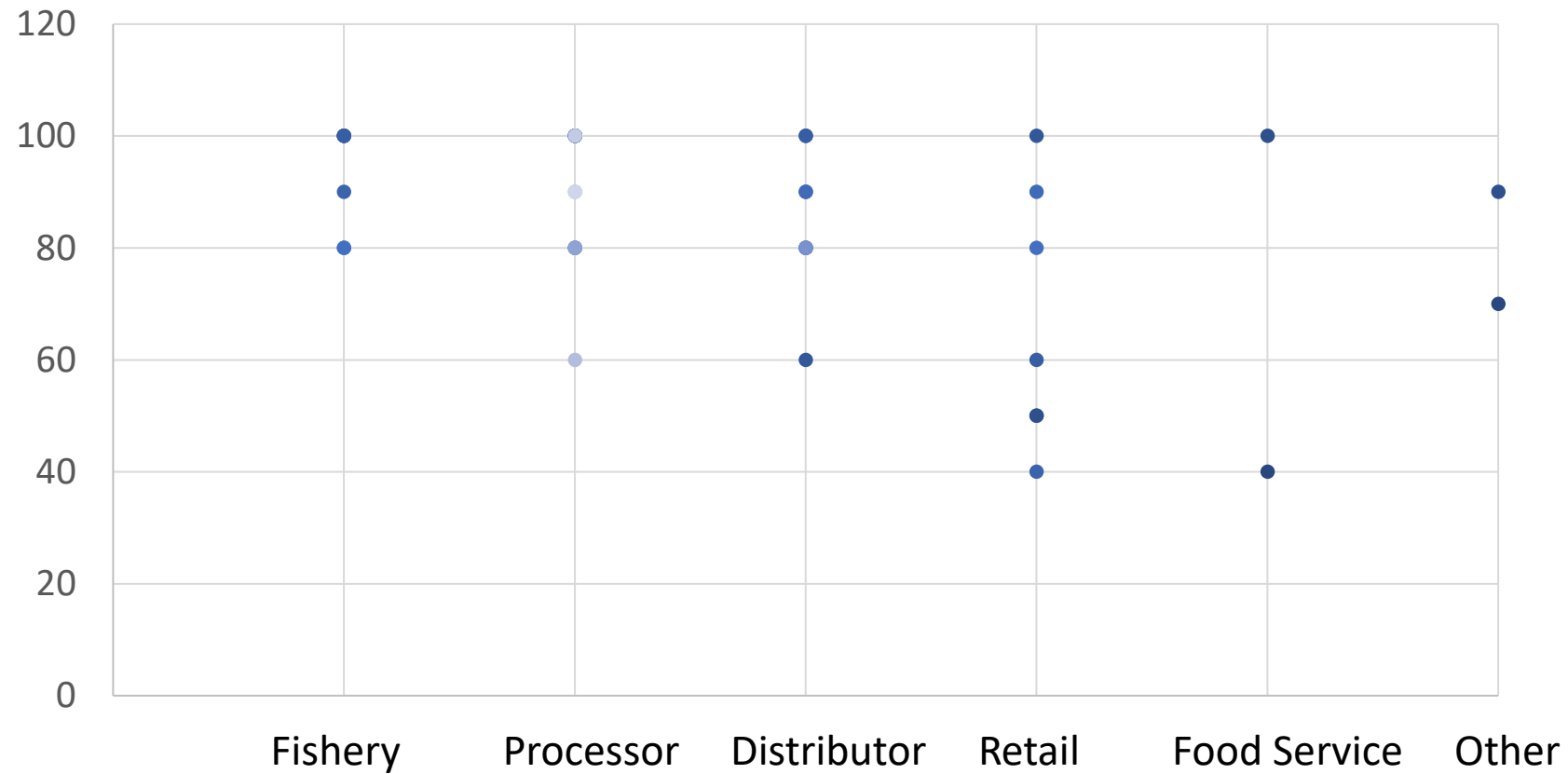
Individual Overall Performance Scores



Progress Scores



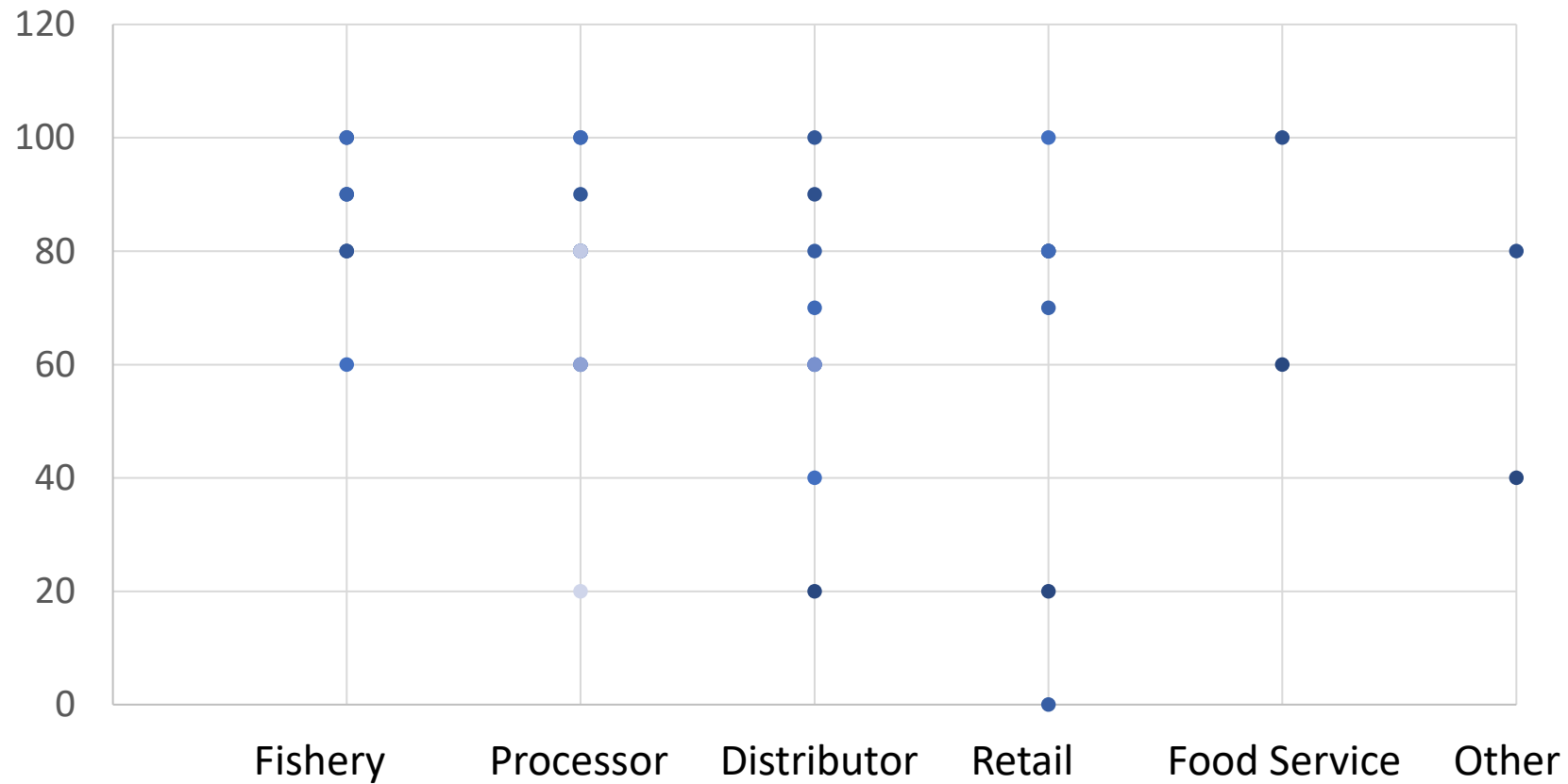
Individual Traceability Performance Scores



Progress Scores



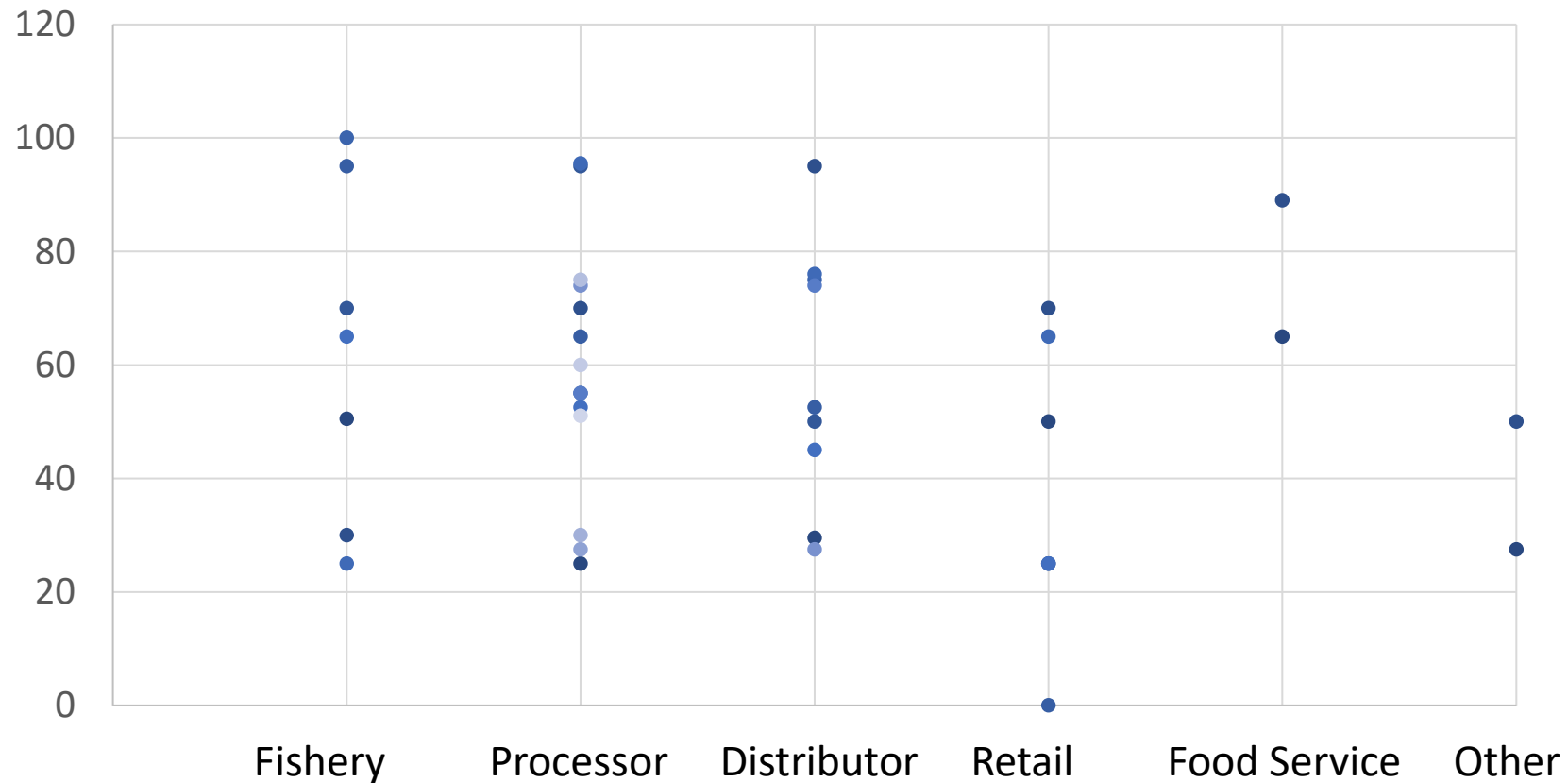
Individual Social Responsibility Performance Scores



Progress Scores



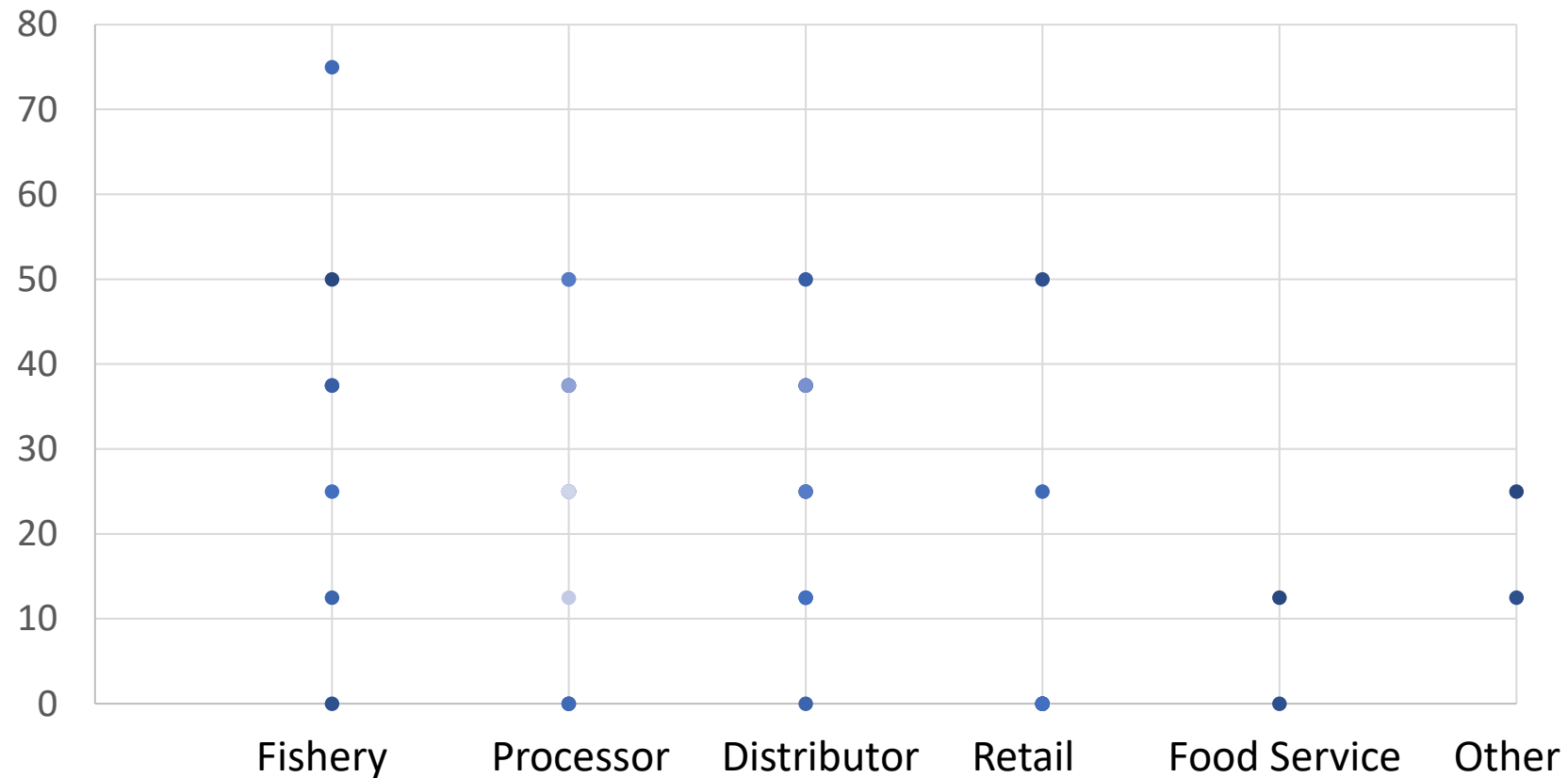
Individual Environmental Sustainability Performance Scores



Progress Scores



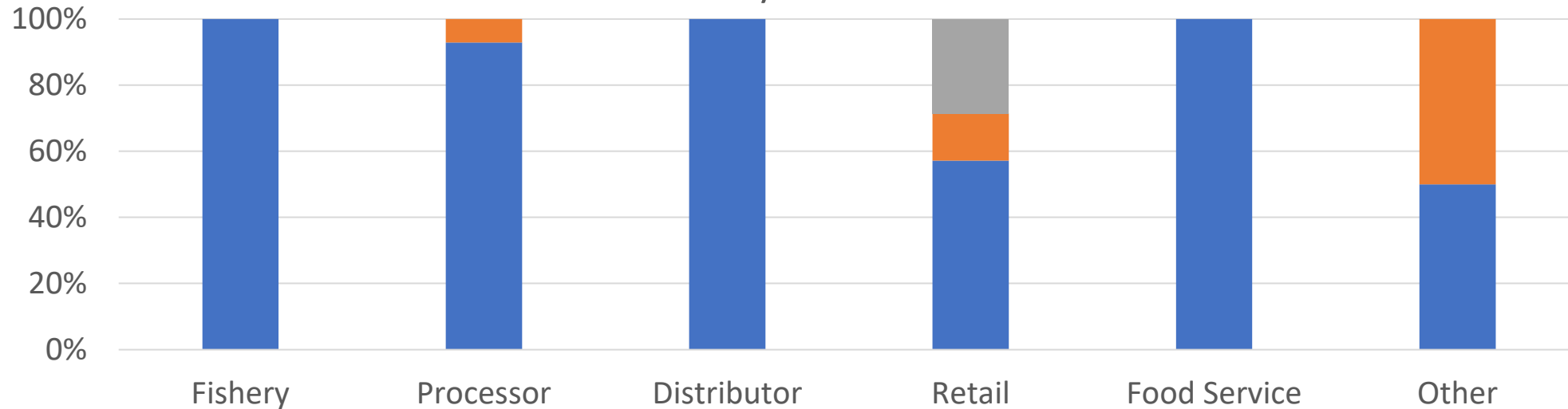
Individual Government Partnership Performance Scores



Traceability Commitment



Which best describes your activities and achievements in meeting the traceability commitment

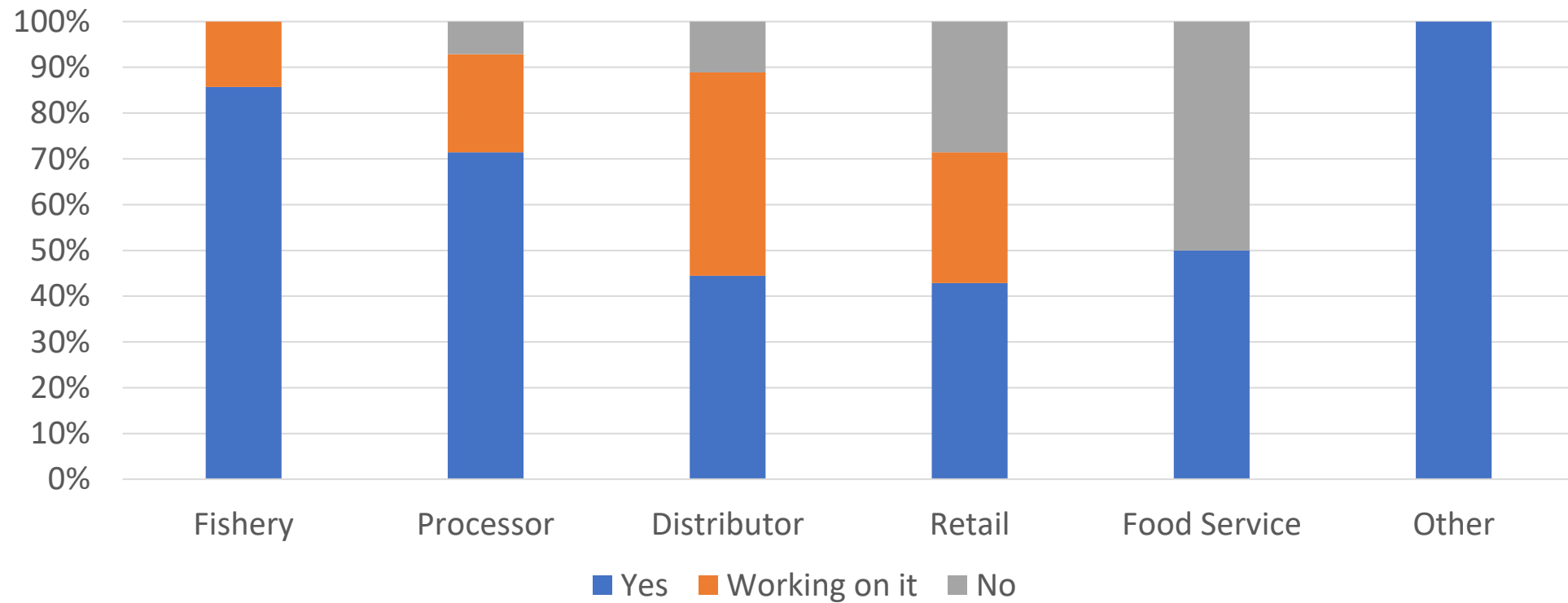


- Tuna products in our supply chain are not yet traceable and we do not have plans to do so yet.
- We are in the process of making tuna products in our supply chain traceable
- Tuna products in our supply chain are traceable to fisheries, but not to vessel and trip dates
- Tuna products in our supply chain are traceable to vessel and trip dates

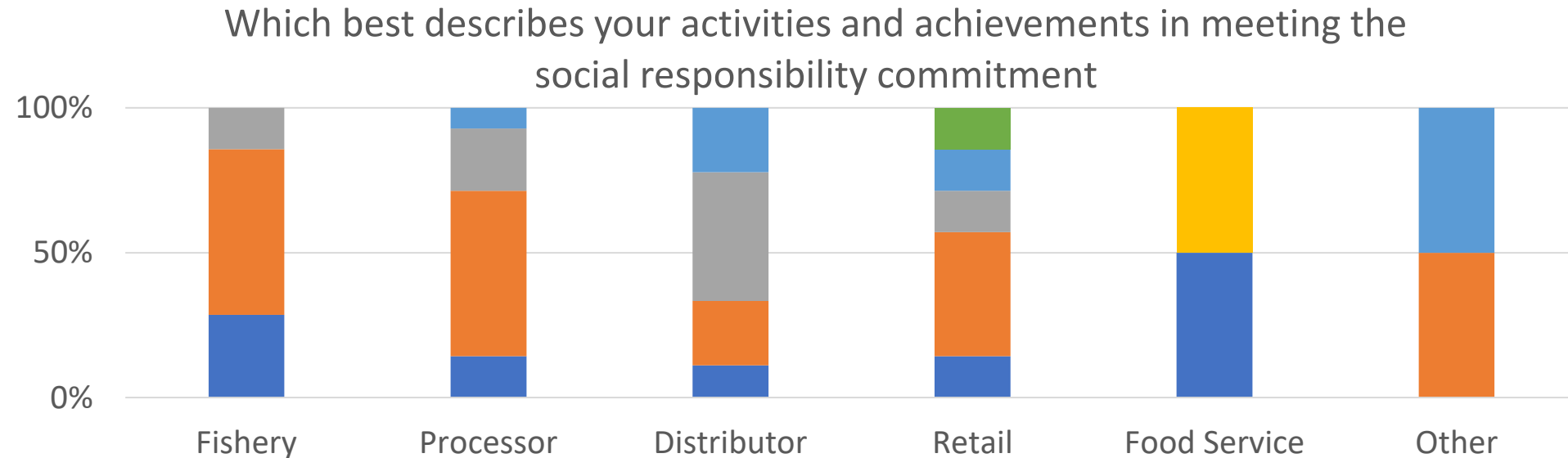
Traceability Commitment



Is the traceable information from the question above disclosed to the consumer at point of sale?



Social Responsibility Commitment



■ we do not know yet if our tuna supply chain has any slavery.

■ We have just begun in trying to find out the social standards of the suppliers of our tuna products, and do not yet have enough visibility to answer this question.

■ We have information that our tuna supply chain is partly free of slavery.

■ We have information that our tuna supply chain is mostly free of slavery (we are defining mostly free as 80% or more)

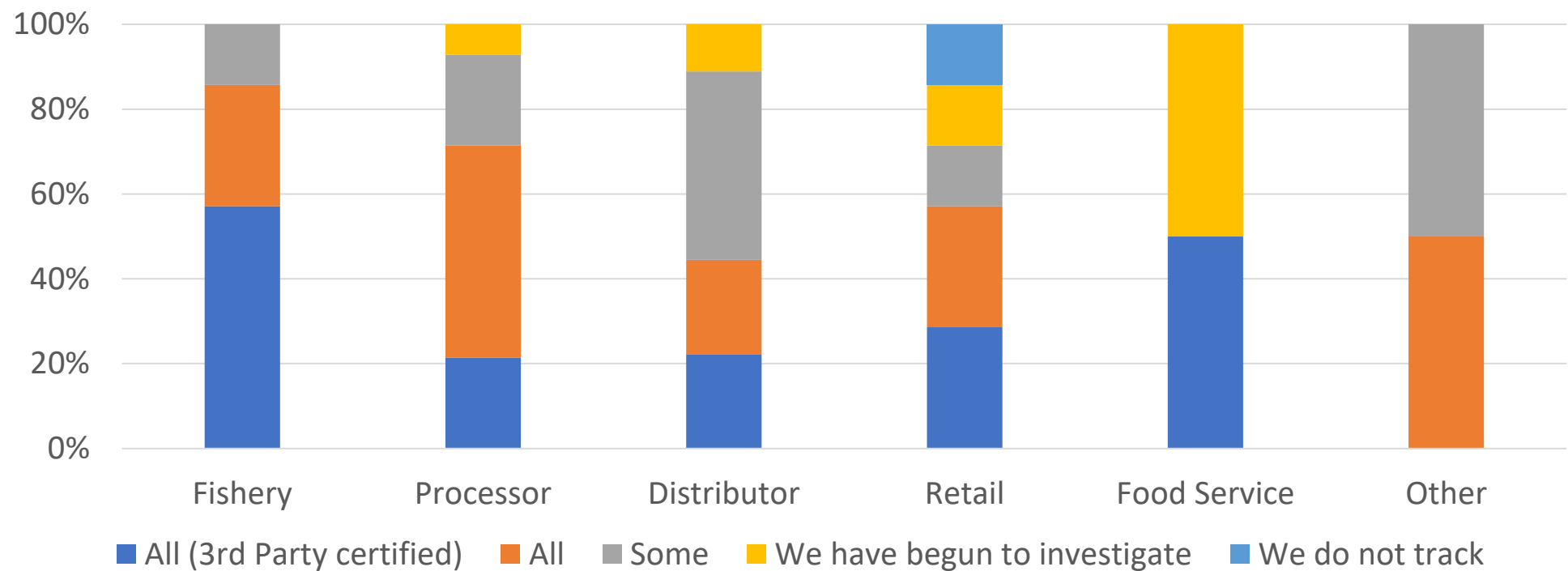
■ Our tuna supply chain is free of any form of slavery (Not 3rd Party certified)

■ Our tuna supply chain is free of any form of slavery (3rd Party certified)

Social Responsibility Commitment



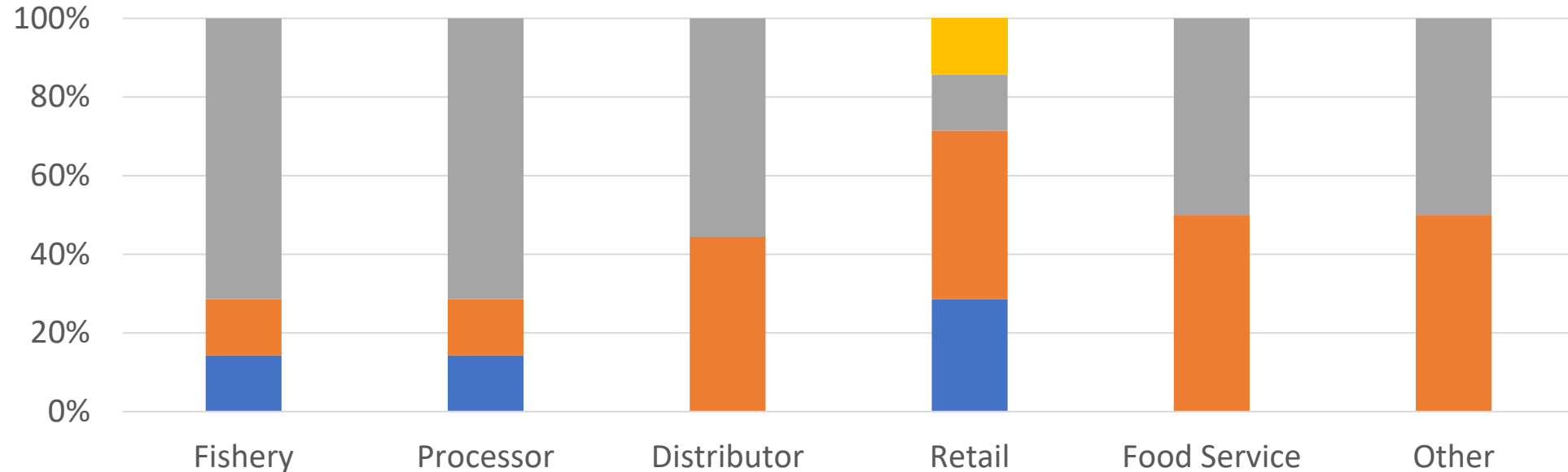
What proportion of your suppliers of tuna products at least meet minimum social standards



Environmental Sustainability Commitment



Environmental Sourcing Requirements for Tuna Fisheries



■ Neither

■ Both

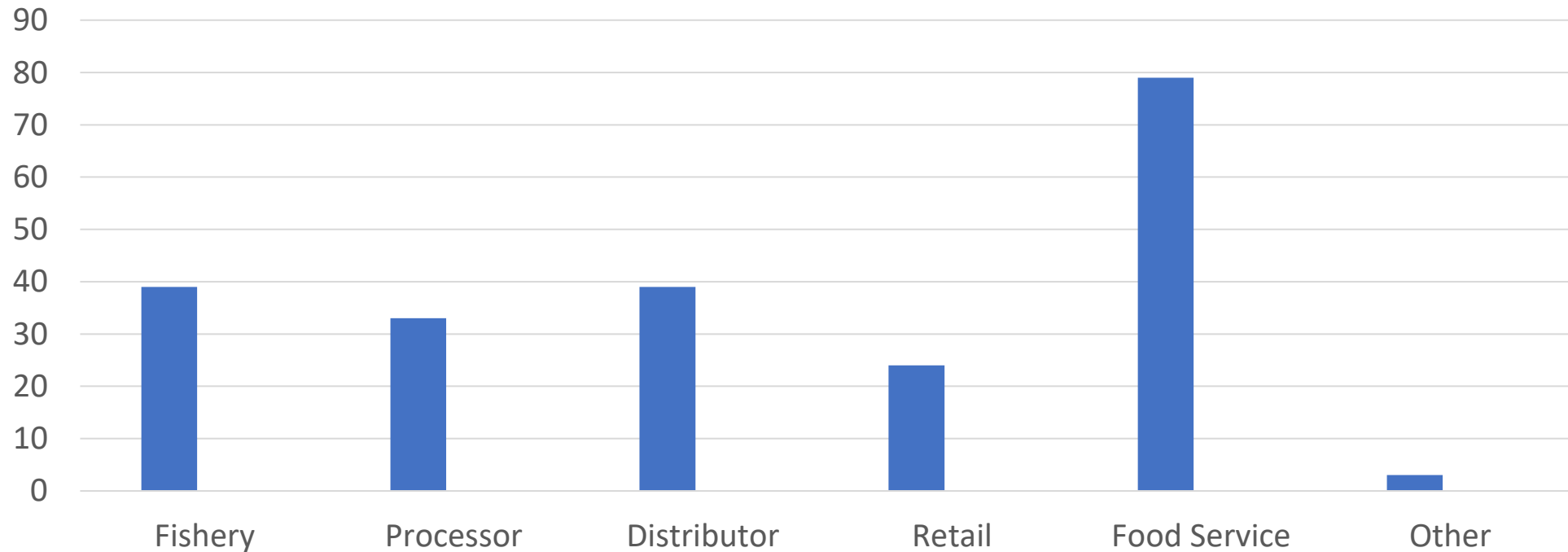
■ Measures to ensure that impacts of fisheries on the environment are sustainable, including bycatch mitigation techniques.

■ Robust science-based management plans, including harvest strategies that can maintain stocks at, or restore them at least to, levels which can produce maximum sustainable yield

Environmental Sustainability Commitment



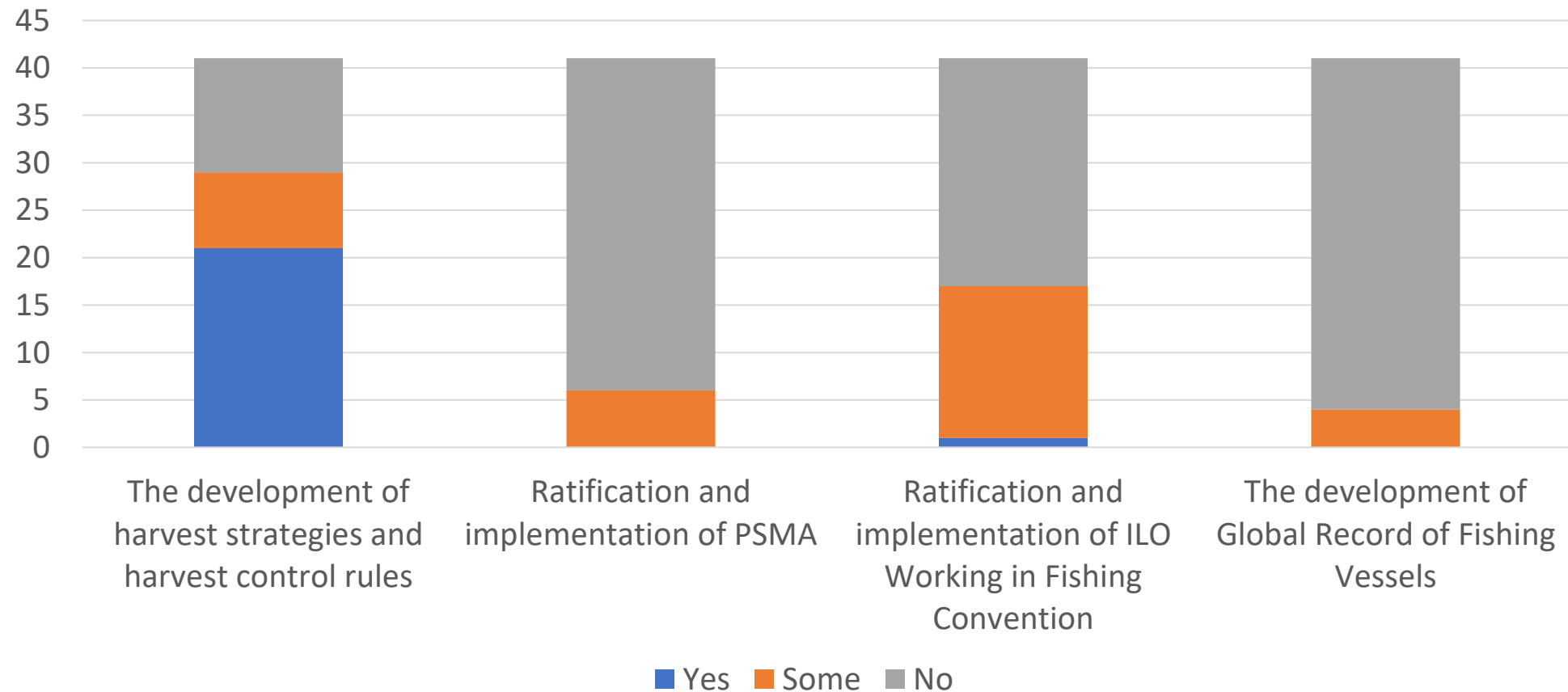
Average percentage of tuna sourced/sold certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI)



Government Partnerships Commitment



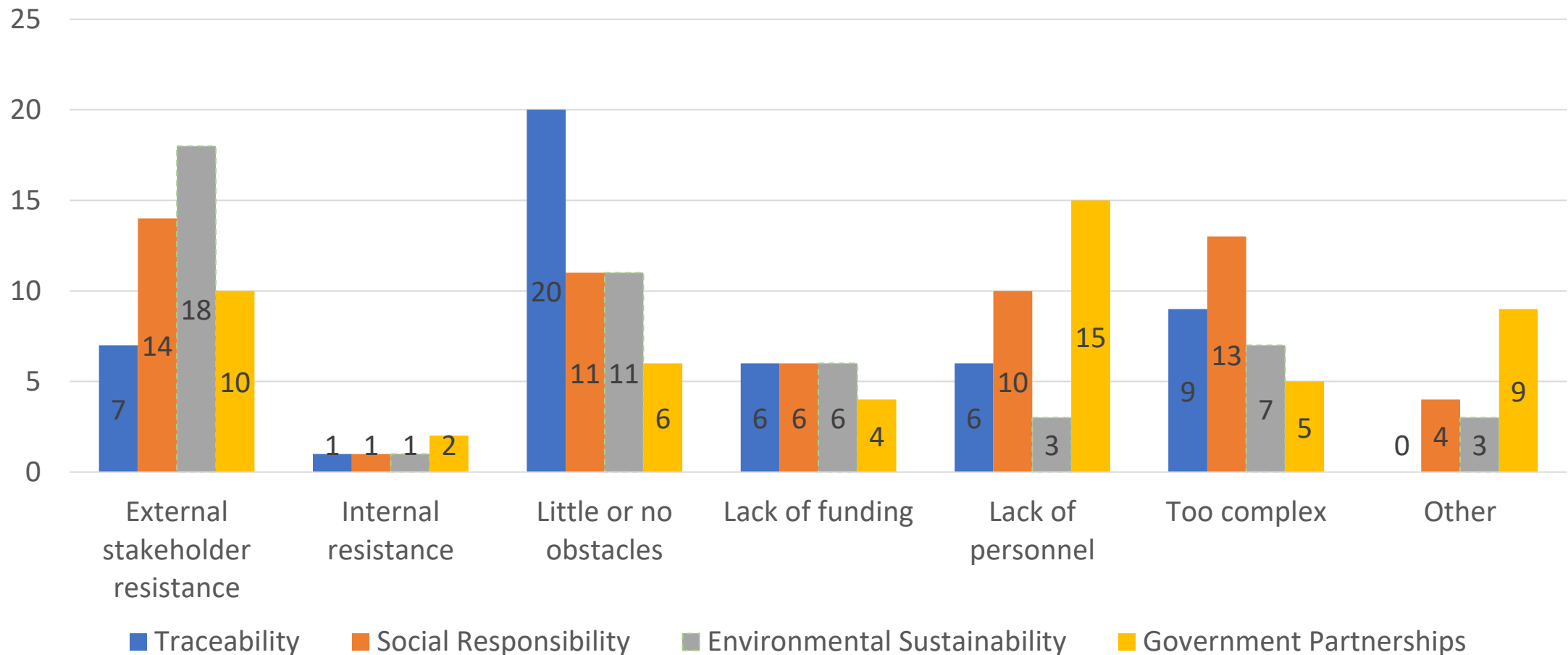
Overall Support of Advocacy Efforts



Challenges & Obstacles Faced



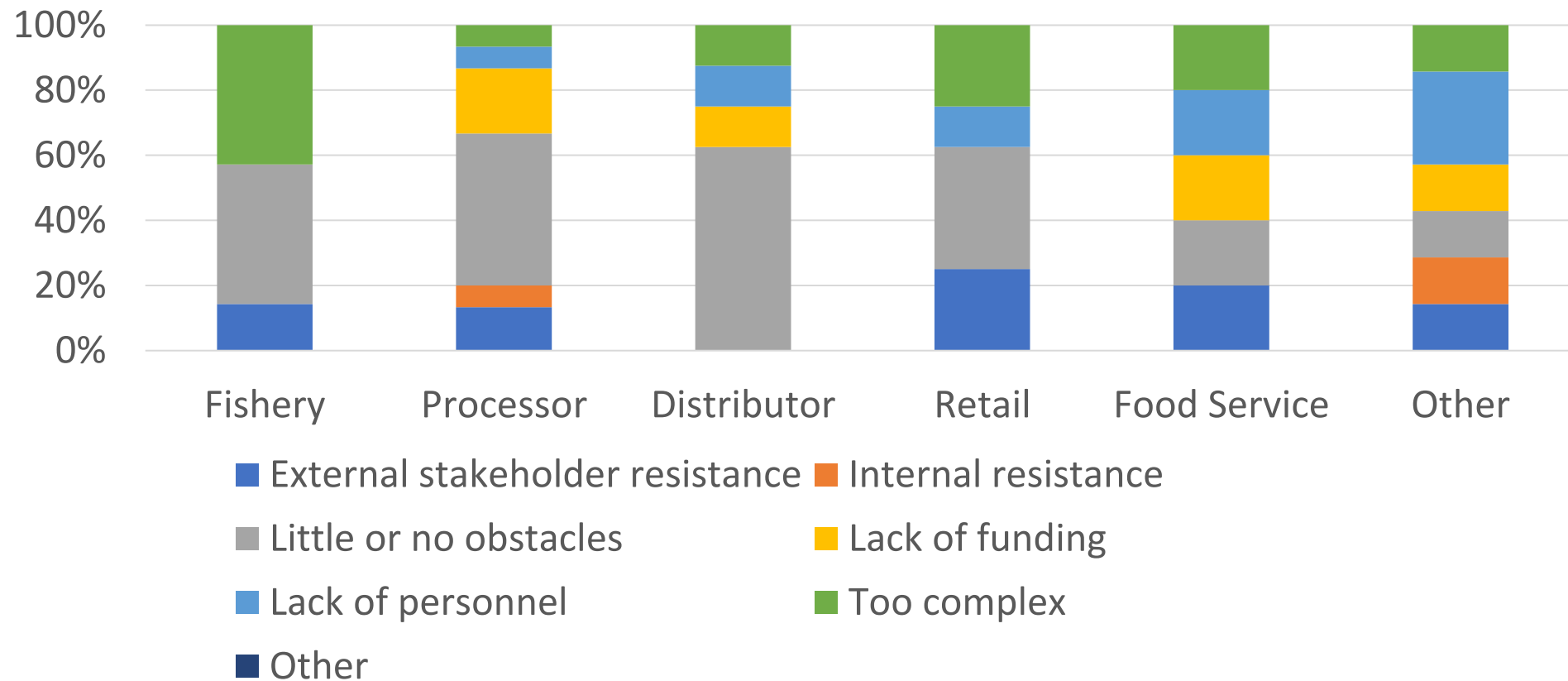
Challenges and obstacles encountered addressing each commitment



Traceability Challenges & Obstacles



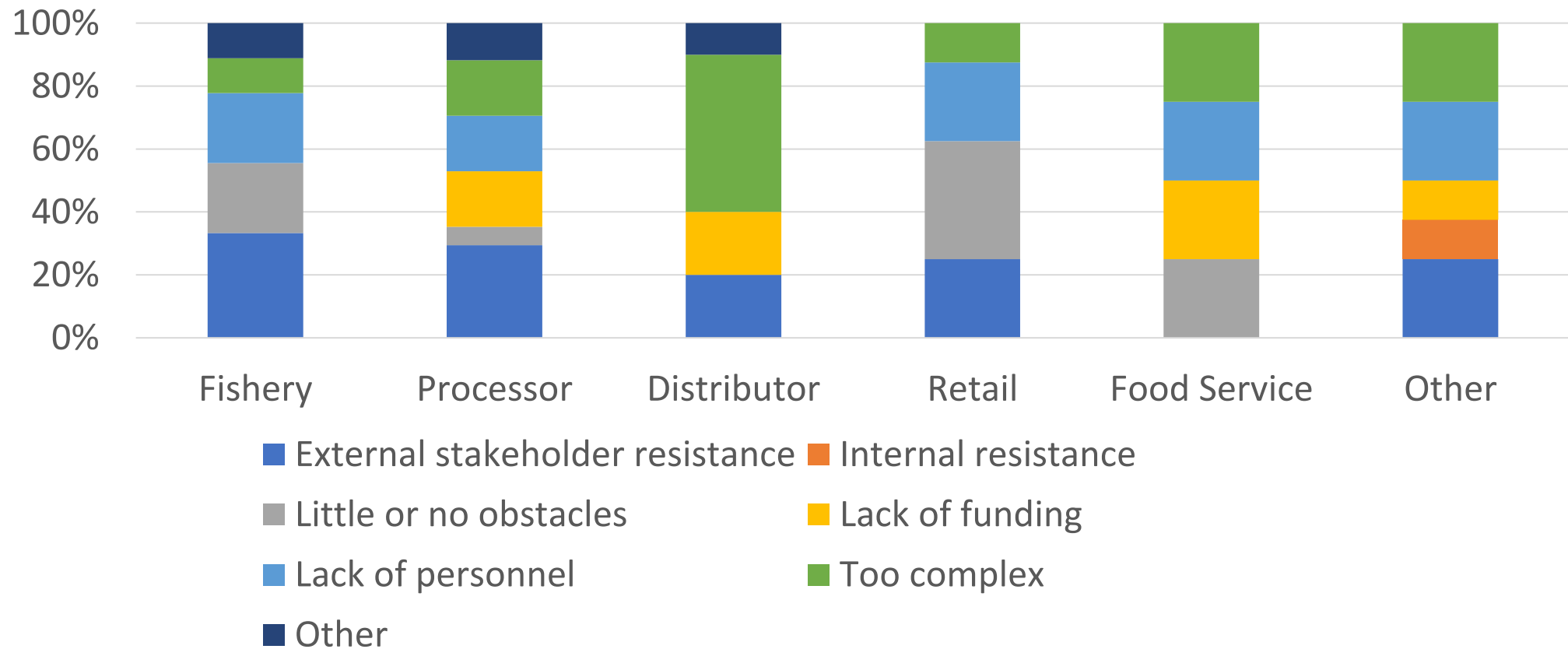
Challenges and obstacles encountered addressing Traceability Commitment



Social Responsibility Challenges & Obstacles



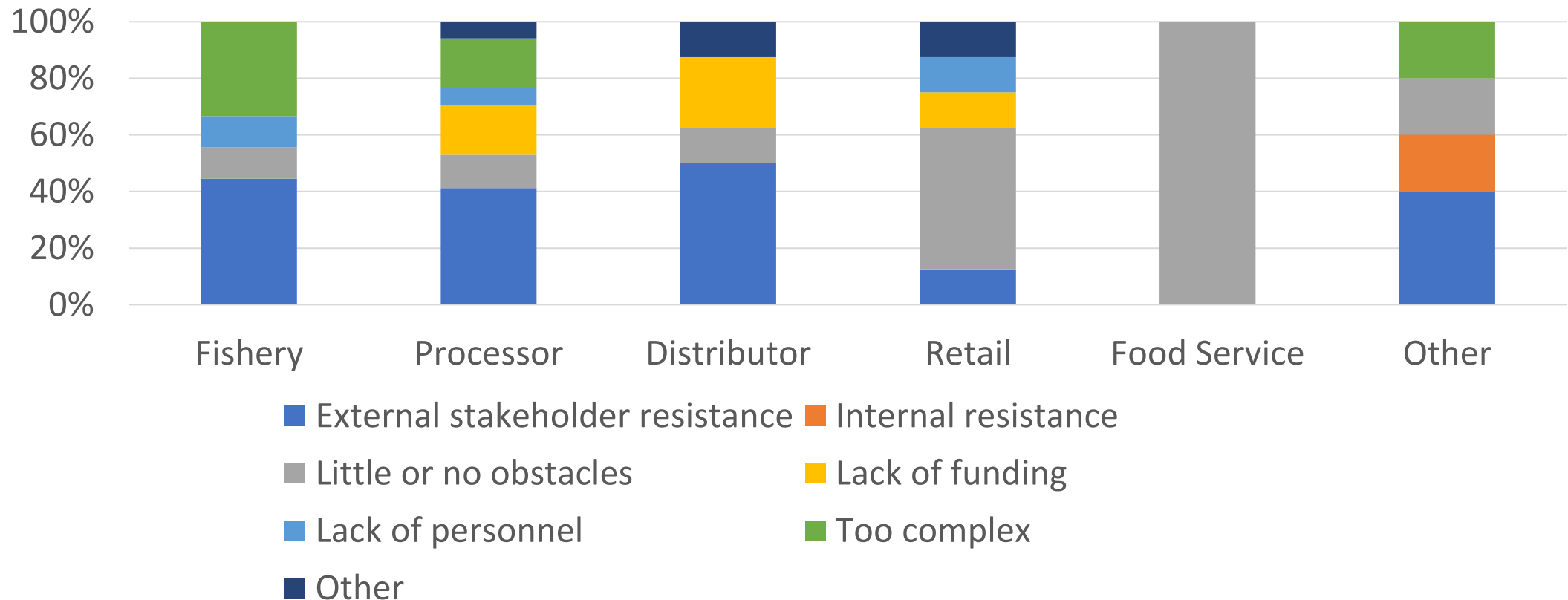
Challenges and obstacles encountered addressing Social Responsibility commitment



Environmental Sustainability Challenges & Obstacles



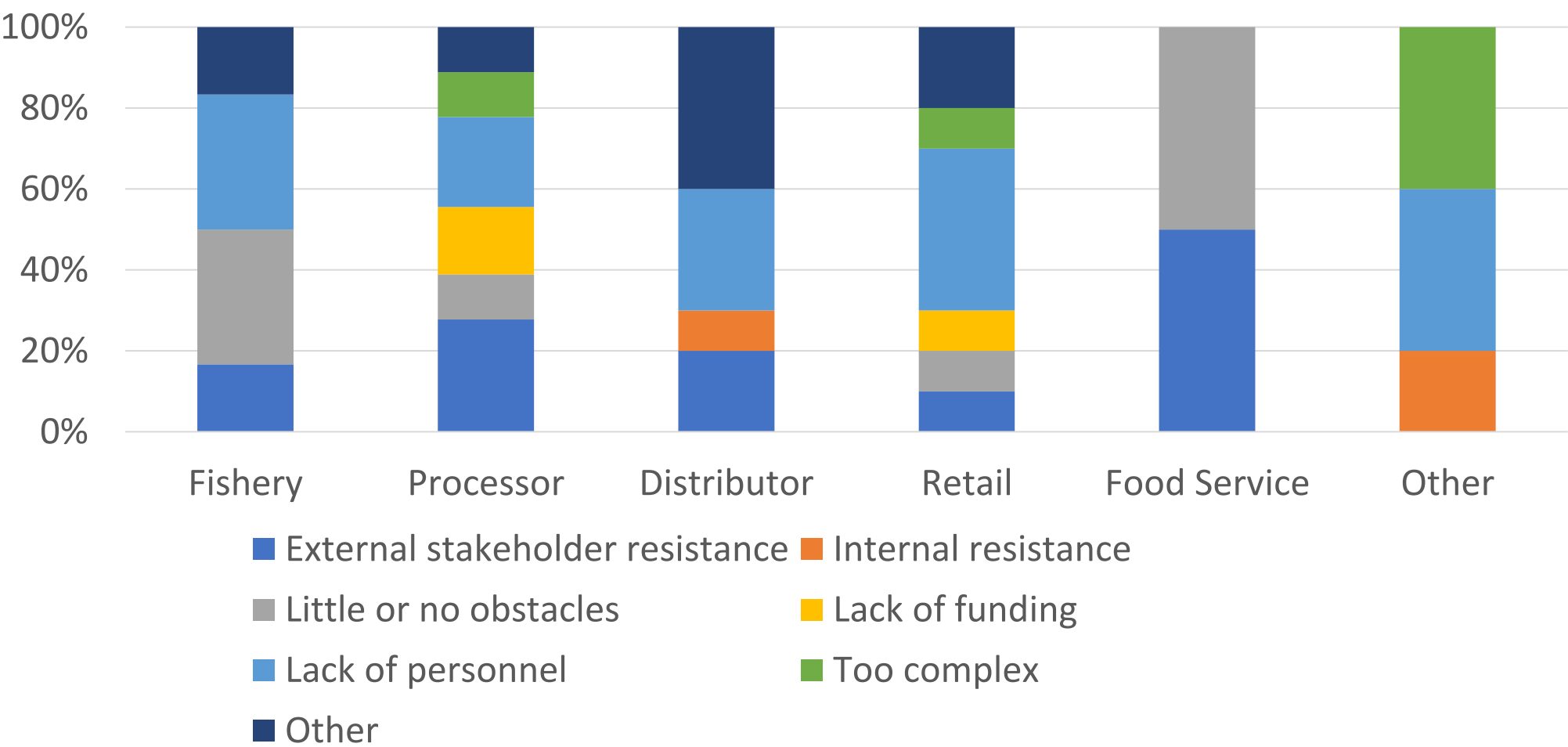
Challenges and obstacles encountered addressing Environmental Sustainability commitment



Government Partnership Challenges & Obstacles



Challenges and obstacles encountered addressing Government Partnership commitment

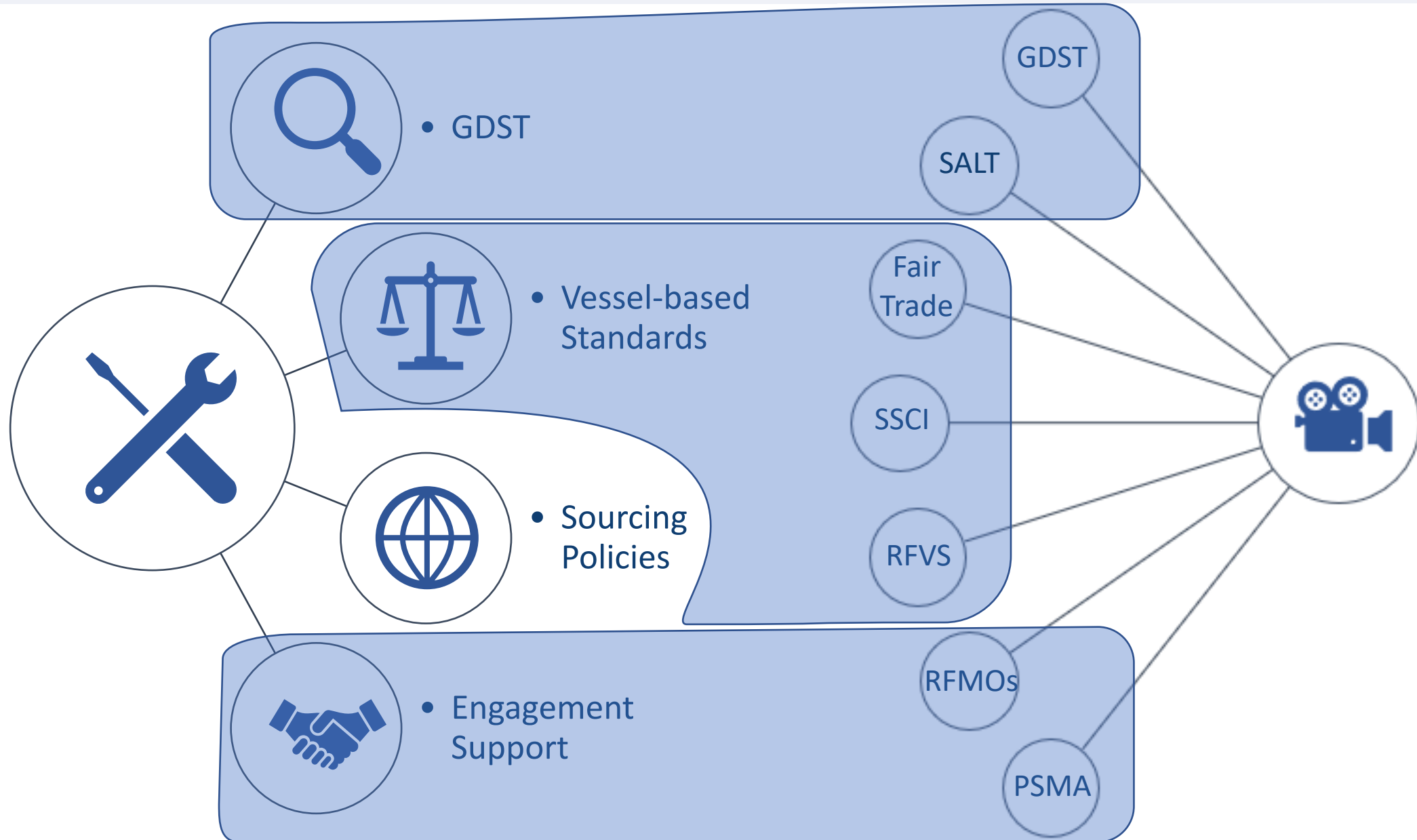


Support Requested



Commitment	1st	2nd	3rd
Traceability	Interoperability	Collaboration	Capacity Building
Social Responsibility	3rd Party Certification/Standards	Collaboration	Capacity Building
Environmental Responsibility	Certification/FIPs	Policy (RFMOs)	Collaboration
Government Partnership	Collaboration	Capacity Building	-

Education Strategy



Summary - Key findings



Significant progress has been made by signatories on meeting the traceability commitment but progress on the Government partnership commitment was the lowest scoring by each supply chain sector.

Interoperability remains a challenge for companies addressing traceability.



Several companies have systems in place for meeting the social responsibility commitment 'on land', but there was a clear gap in 'at-sea' verification and aligns with specific support identified regarding the need for 3rd party auditable standards on vessels.



Twenty-three companies have already made a pledge to source from tuna fisheries that meet the environmental sustainability commitment.



Advocacy for the development of harvest strategies and harvest control rules is the only area where companies have engaged in any significant way so far under the Government partnership commitment.

Summary – Obstacles & Support



Obstacles hindering signatories in meeting the commitments were generally external stakeholder resistance or complexity.



The over-arching support areas required by respondees was education and outreach, which addresses the 'complexity' obstacle, and for industry-led multistakeholder initiatives to address specific issues beyond the remit or reach of individual companies.



The progress survey has revealed that there are clear actions that are needed to support signatories in meeting, or progressing the aims of, the Tuna 2020 Traceability Declaration commitments.

Summary - Outlook



Meeting the Traceability commitment is feasible within the 2020 deadline and that Global Tuna Alliance support should be focussed on reinforcing the importance of the GDST which can provide the standardised KDEs and frameworks for interoperable IT systems needed.



Significant progress can be made toward meeting the social responsibility commitment if signatories actively use the third party standards becoming available through 2020 and ensure they meet emerging benchmarks



The environmental sustainability commitment can be achieved if signatories commit to source tuna from fisheries with 3rd party certification against a GSSI-recognized standard, or support a credible and comprehensive Fishery Improvement Project.



Progress can be made toward meeting the government partnership commitment if signatories actively participate in advocacy efforts coordinated by representative organisations, such as the Global Tuna Alliance and ISSF.

Any Questions?

