



Traceability in Action

ISSF Commitments & Verification Tools

Global Tuna Alliance Webinar
May 12, 2020

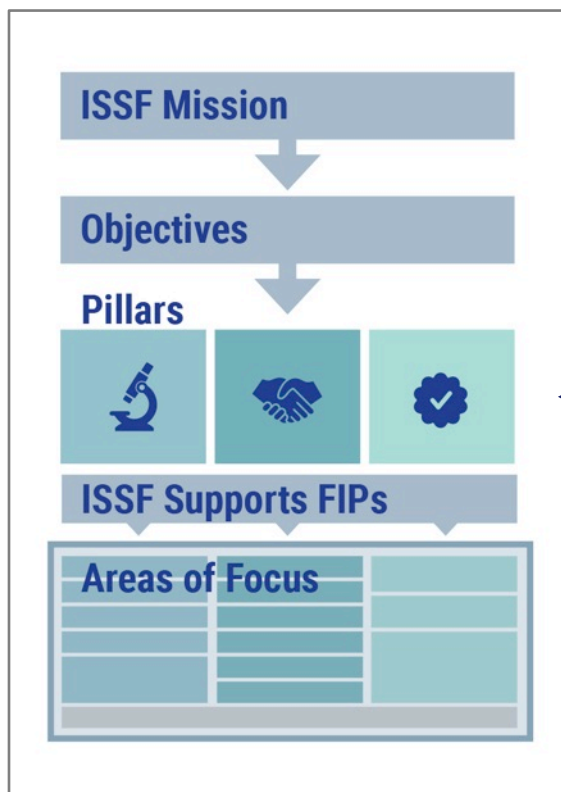
Holly Koehler, VP Policy & Outreach
Michael Cohen, Market Outreach Associate

ISSF

INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

Who We Are

In 2009, scientists, leaders in industry, and environmental champions launched the International Seafood Sustainability Foundation (ISSF) based on shared concerns about the future of tuna fisheries and a desire to do something about it — **together**.



ISSF MISSION: To undertake and facilitate science-based initiatives for the long-term conservation and sustainable use of global tuna stocks, **reducing bycatch and promoting tuna ecosystem health.**

Improve the sustainability of global tuna stocks and ecosystems by developing and implementing verifiable, science-based practices, commitments and international management measures.

ISSF will cooperate with and support Regional Fisheries Management Organizations (RFMOs), and vigorously advocate to RFMO members.

ISSF is **NOT** an eco-label or a certification body.

Our Strategic Pillars



Science

Advance the sustainability of tuna stocks & their ecosystems through continuous improvement —measurably demonstrated— across global tuna fisheries.



Influence

Exercise influence among stakeholders to promote and expedite actions necessary to advance the sustainability of tuna stocks & their ecosystems.



Verification

Maintain & enhance credibility through transparency and compliance.

ISSF Supports FIPs – Across All Areas of Focus



Tuna Stock Health



Bycatch/FADs



MCS/IUU



Fishing Capacity



Labor and Social Issues



RFMOs & Member Nations



National Governments



NGOs



Markets



Vessels



Non-Participants



**Participating Company
Compliance & Communication**



**Proactive Vessel Register
(PVR)**

Verified Best Practices For Tuna Sustainability

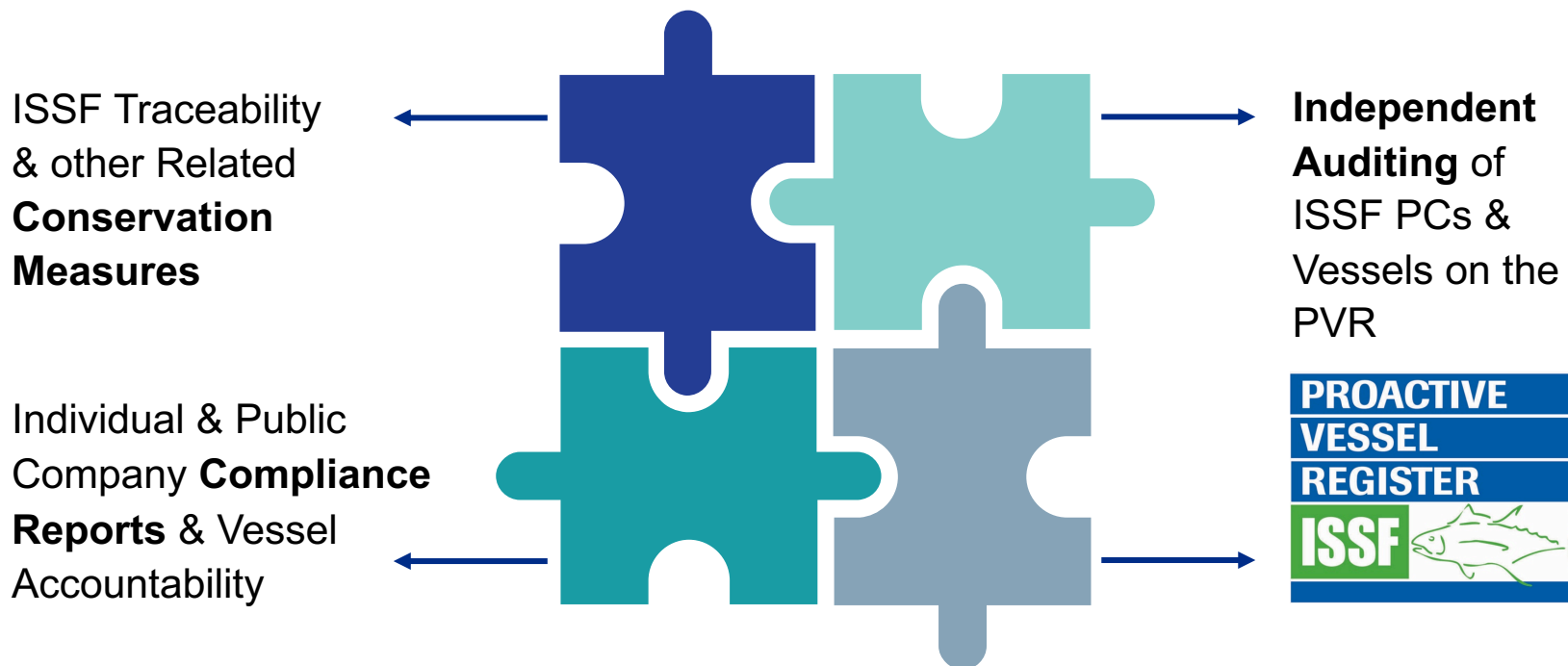
Traceability is fundamental in the fight to eliminate IUU fishing & verify sustainability commitments for tuna fisheries... and a shared priority of ISSF, GTA members and TTD signatories.

- The GTA Traceability Goal requires tracking tuna products from vessel to the final buyer.
- The WEF 2020 Tuna Traceability Declaration further details a goal to trace product to trip dates.
- ISSF conservation measures and the compliance and audit process can support GTA members and TTD signatories in implementing commitments on transparency and traceability in their tuna supply chains.



ISSF Resources, Tools & Initiatives

Verified Best Practices For Tuna Sustainability



A large school of bluefin tuna swimming in deep blue water. The fish are sleek, silver-blue with yellowish-orange fins, and are moving in a coordinated pattern. A teal banner with white text is overlaid in the center.

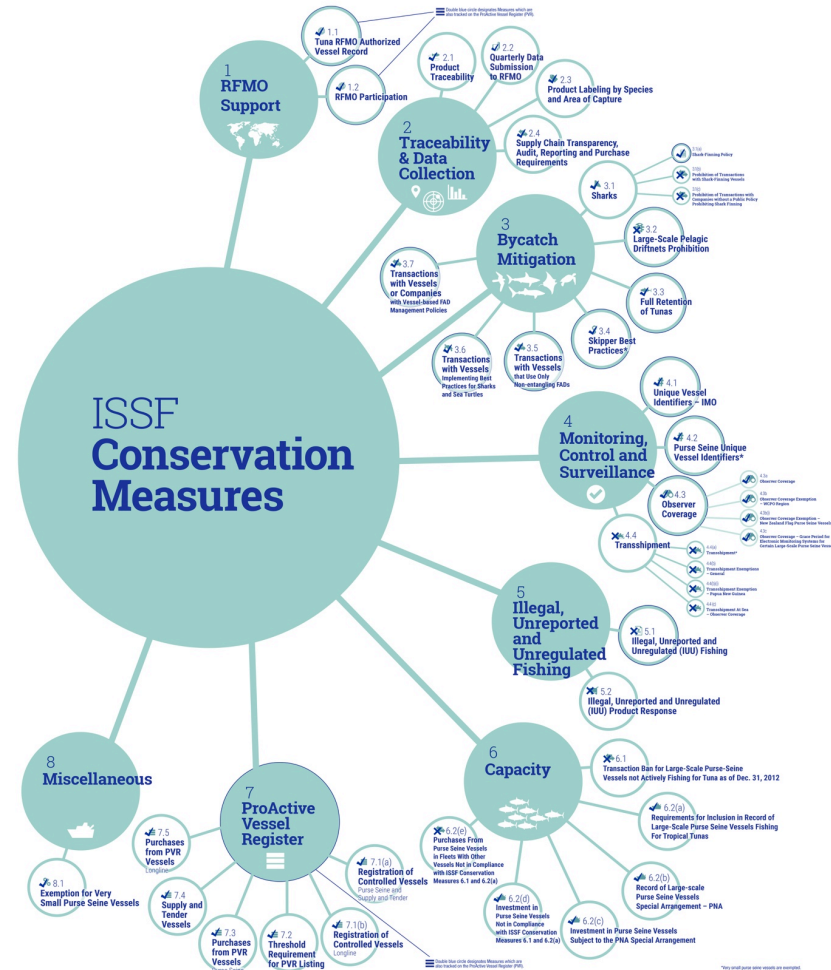
ISSF Conservation Measures

ISSF Conservation Measures

ISSF participating companies commit to:

- Comply with science-based conservation measures that are adopted by ISSF Board of Directors, and
- An independent audit by MRAG-Americas and have individual audit reports published

Verifiable implementation of science-based, best practices to achieve sustainable tuna fisheries & enhance transparency and integrity in supply chains.



A large school of tuna swimming in the ocean. The fish are silvery-blue with yellowish-orange fins and are swimming in a coordinated pattern. The background is a deep blue ocean.

ISSF Traceability

Tuna from Vessel & Trip to Final Buyer

2 Traceability & Data Collection



2.1

Product Traceability



2.2

**Quarterly Data
Submission to RFMO**



2.3

**Product Labeling by Species
and Area of Capture**



2.4

**Supply Chain Transparency,
Audit, Reporting and Purchase
Requirements**



2.1

Product Traceability

2 Traceability & Data Collection



Gear Type:All

Adopted: July 21, 2009

Amended: October 20, 2015

Effective: January 1, 2010



2.1 Product Traceability

Adequate traceability records are necessary for enforcement and compliance with existing and future conservation measures, and the successful elimination of illegal, unregulated and unreported (IUU) fishing.

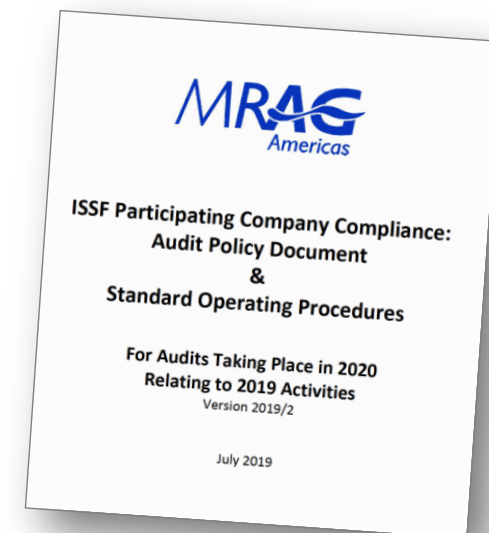
Processors, traders, importers, transporters, marketers and others involved in the seafood industry shall credibly trace tuna products, from capture to plate. The traceability procedure will record the name, flag and UVI (subject to the provisions of Sections 4.1 and 4.2) of catcher and transshipping vessels, fish species, ocean of capture corresponding to tuna RFMO area, fishing trip dates, fishing gear employed, date the company took ownership of the fish and each species by weight.

ISSF Conservation Measures

MRAG Audit Protocol: CM 2.1 Traceability

The MRAG audit protocol transparently details the requirements, means of verification and frequency of checks.

issf-foundation.org/what-we-do/verification/audit-process



Conservation Measure	Category	Gear Type	Category Guidance	Means of Verification	Frequency
2.1	Product Traceability	All	Demonstrate ability to trace products from can code or sales invoice to vessel and trip.	Auditor will review recent mock recalls, if available, and select a sample (i.e. all sales for a specific month) of can codes or sales invoices by label and destination from which the company will conduct traceability exercises. If the company produces cans from loins, or sells loins as a finished good, these products must be included in the assessment and the traceability exercise will cover a 3-month period.	Annually

ISSF Annual Compliance Report

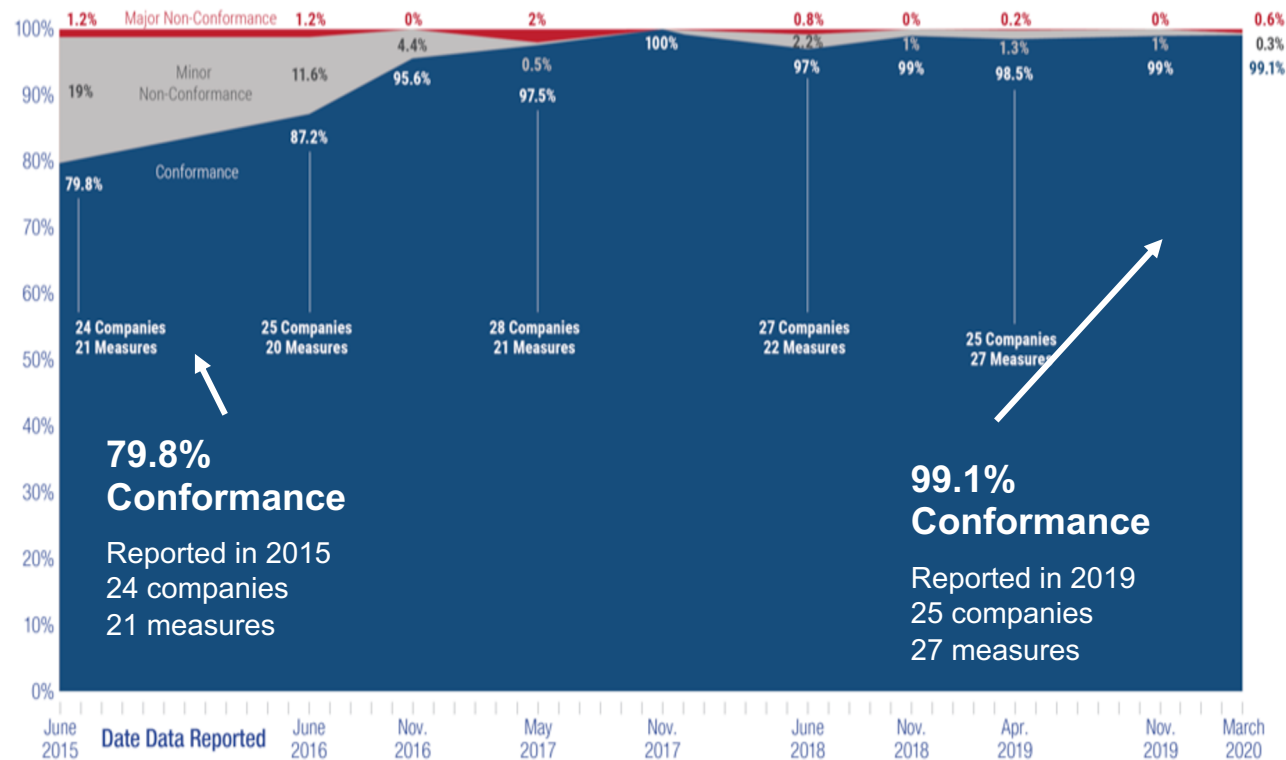
AGGREGATE COMPLIANCE: CHANGE OVER TIME

All Companies, March 2020

ISSF COMPLIANCE CRITERIA
have become
MORE RIGOROUS



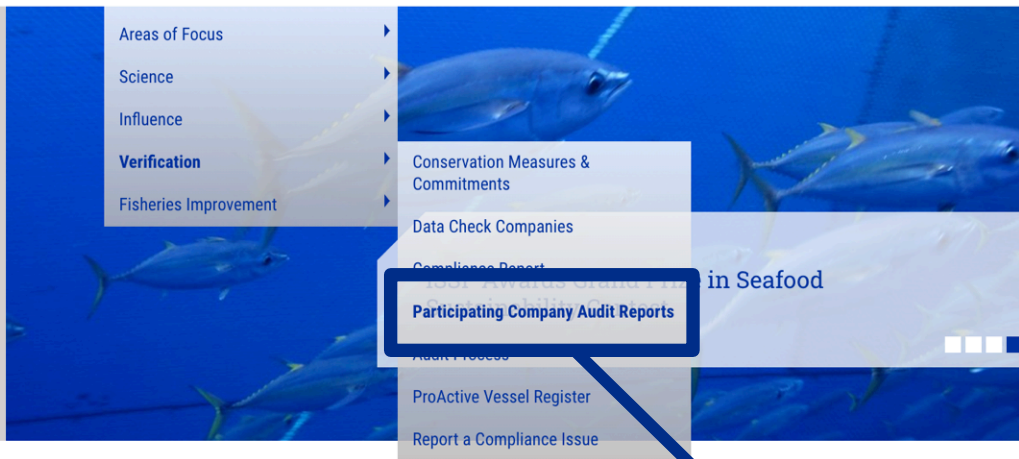
While
PARTICIPATING
COMPANIES
**CONTINUALLY
IMPROVE**



Online at iss-foundation.org



Who We Are | **What We Do** | About Tuna | Knowledge & Tools | News



The long-term conservation and sustainable use of global tuna fisheries is our goal. It's not easy. But through science-based practices, collaboration and advocacy, we believe it's achievable.

iss-foundation.org/what-we-do/verification/participating-company-audit-reports




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Participating Company Audit Reports

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For long-term tuna sustainability, a growing number of [tuna companies worldwide](#) are choosing to partner with ISSF, follow responsible fishing practices, and implement science-based conservation measures.

A large school of bluefin tuna swimming in deep blue water. The fish are sleek, silver-blue with yellowish-orange fins, and are moving in a coordinated pattern. The background is a deep, clear blue.

ProActive Vessel Register (PVR)

Tool to Promote & Incentivize Best Practices

- Supports responsible sourcing
- Enhances supply chain transparency & credibility
- Enables vessels to demonstrate active engagement to the market
- Improves tuna fishery sustainability
- Publicly available, practical to use
- 3rd party audited (MRAG) for compliance with science-based, responsible fishing practices
- Provide tuna purchasers with transparent, credible information to support responsible sourcing decisions
- ISSF participating companies have listed all controlled vessels and committed to source 100% of their large scale PS purchases from PVR vessels
- Any tuna fishing vessel may register



1,300+ boats listed

a significant portion
of global tuna catch

ISSF PVR 'information dashboard'
[http://iss-foundation.org/knowledge-
tools/databases/proactive-vessel-register](http://iss-foundation.org/knowledge-tools/databases/proactive-vessel-register)

ProActive Vessel Register

A Tool That is Growing & Growing

More than 75% of the world's large tuna purse seine vessels listed

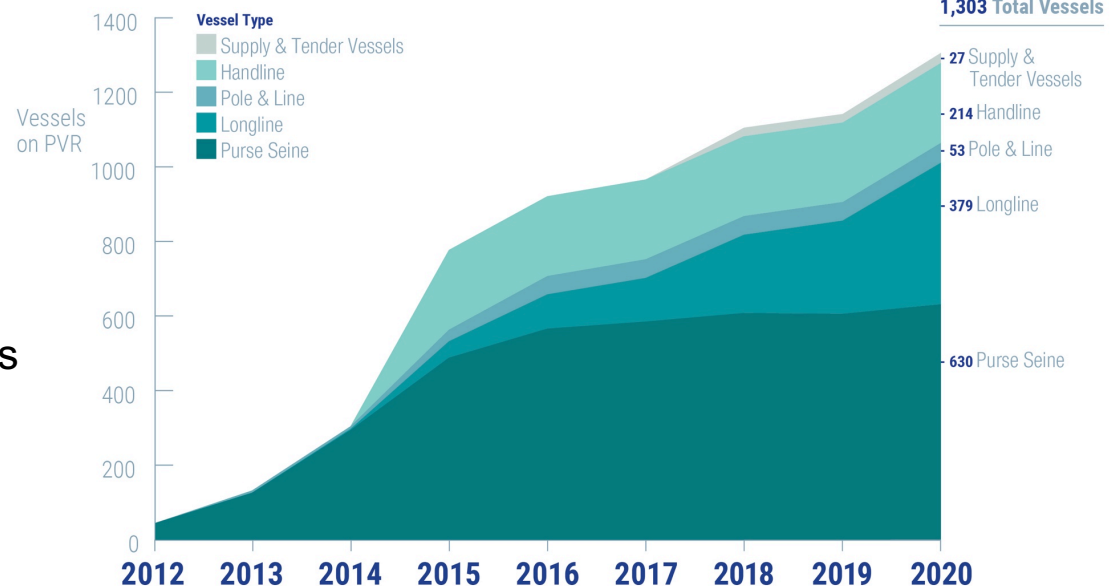
Tuna vessels of all gear types can join the PVR and be audited on compliance with science-based best practices.

January 2020 — 1,300+ vessels:

- Purse Seine: 630
- Longline: 379
- Handline: 214
- Pole & Line: 53
- Supply & Tender: 27

>80% of the ISSF Record of Large-Scale Purse Seine Vessels are PVR purse seine vessels.

PVR GROWTH - BY VESSEL TYPE 2012 through January 2020



PVR Database — Purse Seine

Vessel Name	UVI Number	UVI Type	UVI ISSF Compliant?	Vessel Flag	Authorized RFMO	Active Region Authorized?	Flag/RFMO?	Not IUU Listed	Shark Finning Policy?	Observer?	Full Tuna Retention?	Skipper WS/GB	No LS Driftnet	NE FADs
ADRIA DEL MAR	7363059	IMO#	✓	Ecuador	IATTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ADRIANA	7124697	IMO#	✓	Ecuador	IATTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
AFKO FOODS 805	8017786	IMO#	✓	Ghana	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
AFRICA STAR	8010386	IMO#	✓	Ghana	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
AGNES 1	7437202	IMO#	✓	Ghana	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALAKRANA	9335745	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACAN	8906468	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACORA CARIBE	8716825	IMO#	✓	Panama	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACORA CUATRO	7325904	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACORA NUEVE	7403639	IMO#	✓	Curaçao	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACORA QUINCE	8206296	IMO#	✓	Spain	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBACORA UNO	9127435	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBATUN DOS	9281308	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBATUN TRES	9281310	IMO#	✓	Spain	IOTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALBONIGA	8613267	IMO#	✓	Spain	ICCAT	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALDO	8328094	IMO#	✓	Ecuador	IATTC	✓	✓	✓	✓	✓	✓	✓	✓	✓
ALEJANDRA	8716277	IMO#	✓	Ecuador	IATTC	✓	✓	✓	✗	✗	✗	✓	✗	✗

PVR Database — Longline

Vessel Name	UVI Number	UVI Type	UVI ISSF Compliant?	Vessel Flag	Authorized RFMO	Active Region Authorized?	Flag/RFMO?	Not IUU Listed	Shark Finning Policy?	No LS Driftnet	Sharks & Turtles Best Practices
HANGTON 111	9850381	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 112	9850393	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 115	9850408	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 116	9850410	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 2	8648872	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 3	8648884	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 7	8648901	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 8	8648913	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
HANGTON 9	8648925	IMO#	✓	Fiji	WCPFC	✓	✓	✓	✓	✓	✓
SriLanka- IMULA0539KLT- VIHANGA 1	TUVI- 0029203	TUVI/ISSF	✓	Sri Lanka	IOTC	✓	✓	✓	✓	✓	N/A
SriLanka- IMULA0582KLT- VIHANGA 2	TUVI- 0029269	TUVI/ISSF	✓	Sri Lanka	IOTC	✓	✓	✓	✓	✓	N/A

ISSF PVR and the Global Record

- ISSF supports development of the **FAO Global Record** to combat IUU fishing and support implementation of the Port States Measures Agreement



- Significant alignment between the vessel attribute data collected and verified on the ISSF PVR and vessel data on the Global Record

AREAS OF DIFFERENCE:

- PVR shows vessel-level implementation of best practices that is independently verified.
- GR will display port entry & inspection/surveillance information & authorizations
- Vessels may register on PVR; GR only allows flag provided info.

	IMO/UVI	Flag State	Vessel Name	Vessel owner/comp any information	IRCS	LOA	GT	Year constructed	Vessel /Gear Type	Historical information (previous flags/owners)	Fishing authorizations	Port entry details	IUU Vessel list	Inspection & Surveillance Summaries	Vessel-based tuna sustainability best practices (i.e., shark finning and NE FAD policies, LSPS observer coverage, LS driftnets, LL bycatch measures, full retention of tunas, etc.)
P V R	✓	✓	✓	✓ (Not displayed, but collected in the application)	✓ (Not displayed, but collected in the application; also, if the vessel is a LSPS, IRCS and year built are visible on the LSPS Record view by clicking the vessel's "Details" button)	✓	✓	✓ (Not displayed, but collected in the application)	✓	✓ (Previous owners are not displayed in the "History" tab)	RFMO area(s) authorized		✓		✓
G l o b a l R e c o r d	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	EEZ access licenses and Flag State/EU authorizations	✓	✓	✓	

ISSF PVR and the Global Record

Companies interested in the **transparency & implementation of best practices** on tuna fishing and support vessels in their supply chain could:



- Consider **requiring PVR registration** of tuna fishing and support vessels

AND



- Advocate to flag states to register their fishing and support vessels on the **FAO Global Record**

ISSF & GDST Standard 1.0 KDEs

ISSF requested its independent auditor to review the recently launched **Global Dialogue on Seafood Traceability (GDST) 1.0** Standard and benchmark it against ISSF's Traceability & related CMs & annual participating company audit exercise.



- ISSF traceability exercise covers all of the baseline KDEs listed in GDST 1.0 that apply to tuna fisheries.



- ISSF compliance audits also require other documents, including catch certificates and captain's statements, transshipment declarations, supplier invoices or fish tickets, bills of lading, production reports, and/or warehouse receipts / releases, and sales invoices, etc.

ISSF Conservation Measures for Traceability & Data Collection capture and annually verify information that **meets or exceeds the GDST 1.0 minimum KDEs that apply to tuna fisheries.**

IUU and ISSF Efforts to Eliminate It

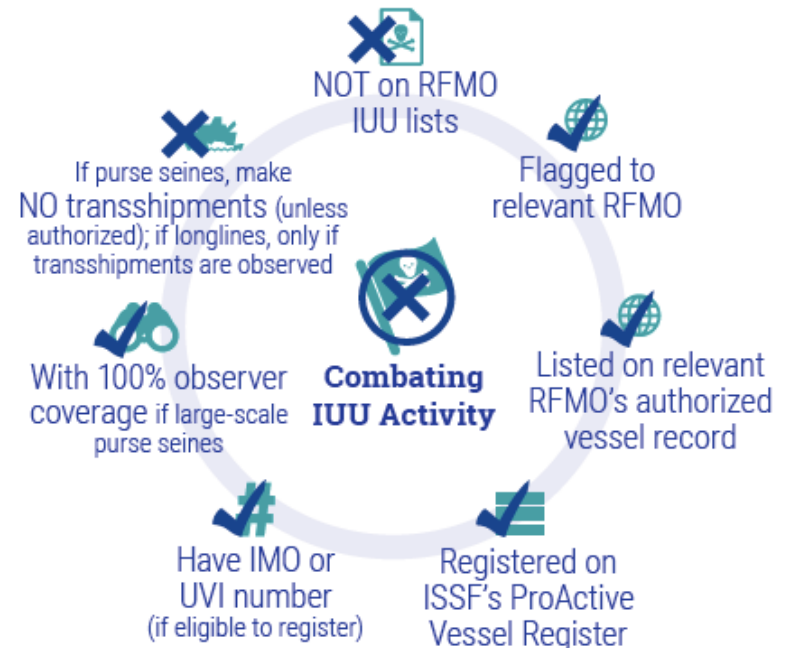
ISSF is working to wipe out IUU fishing with a multi-pronged approach



Tuna Companies Worldwide that process or market tuna commit to conform to and be audited on ISSF Conservation Measures, including measures on traceability, data collection and transshipment, among many others that deter IUU activities.



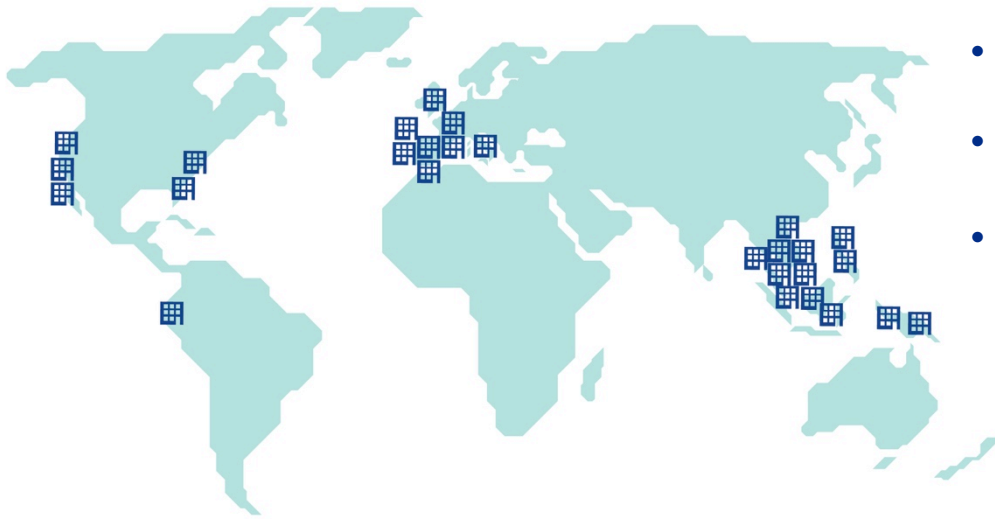
Requiring transactions ONLY with vessels:



Results:

Since 2011, a near **80% increase** in number of vessels with unique vessel identifiers, improving vessel tracking and regulations enforcement

ISSF Participating Companies



- **Global Engagement:** 26 companies
- **Full & Associate Categories**
- **New Regions:** Vietnam, Philippines, and Indonesia

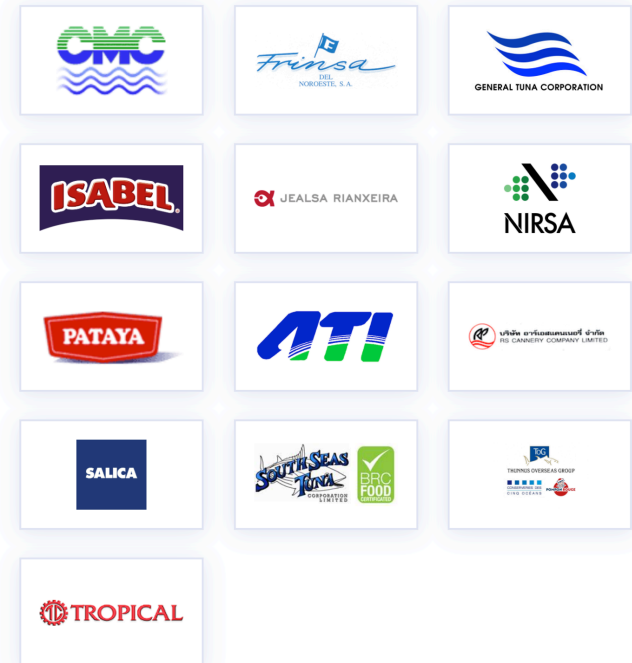
+ Founding



+ Associate



+ Full



Buyer Policies

Incorporate ISSF Tools & Measures



Leading companies have incorporated the **ISSF Conservation Measures** and/or the **ProActive Vessel Register** into their public-facing policies.

Walmart

Walmart Canada



Good things
come from
Sysco

Ahold
Delhaize

GRUPE
Casino
NOURISHING A WORLD
OF DIVERSITY



Albertsons

Auchan | RETAIL

HyVee

H-E-B

SUPERVALU

Morrisons
Since 1899

MERCADONA
SUPERMERCADOS DE CONFIANZA

**GIANT
EAGLE**

BJ's

Loblaws

Sobeys
Better food for all.



Wegmans

DOLLAR GENERAL

SPAR

Summary

- ISSF's strategic objective is to employ science-based approaches and advocacy to improve global tuna fisheries to be capable of meeting the MSC Certification standard without conditions.
 - ISSF is working in collaboration with the Global Tuna Alliance and other partners to advance the sustainability of tuna fisheries through credible, practical and verifiable initiatives.
-
- *ISSF's system of Conservation Measures & verification tools, including the PVR, can support GTA members and TTD signatories to implement their commitments on transparency and traceability in their tuna supply chains.*
-
- These tools have been broadly adopted by leading players globally in the Market & Supply Chain.

GENERAL INFORMATION

- ISSF Website: issf-foundation.org
- ISSF 2018–2022 Strategic Plan ‘microsite’: advancingsustainabletuna.org
- ISSF Status of the Stocks (March, 2020): issf-foundation.org/about-tuna/status-of-the-stocks

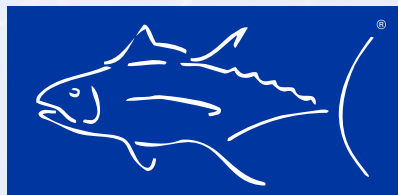
ISSF CONSERVATION MEASURES, AUDIT and COMPLIANCE PROTOCOL

- ISSF Commitments and Compliance “Dashboard”: issf-foundation.org/what-we-do/verification
- List of ISSF Participating Companies: issf-foundation.org/who-we-are/participating-companies-committees/participating-companies
- Summary of ISSF Conservation Measures: issf-foundation.org/what-we-do/verification/conservation-measures-commitments
- MRAG Process and Protocols for Participating Company Audits: issf-foundation.org/what-we-do/verification/audit-process
- Latest Audit Report: Aggregated Company Overview (November, 2019): issf-foundation.org/downloads/19609
- Latest Audit Report: Company-Specific (November, 2019): issf-foundation.org/what-we-do/verification/participating-company-audit-reports/download-category/participating-company-audit-reports
- ISSA Compliance Policy: issf-foundation.org/download-monitor-demo/download-info/compliance-discipline-policy

PROACTIVE VESSEL REGISTER (PVR)

- ISSF PVR information dashboard: issf-foundation.org/knowledge-tools/databases/proactive-vessel-register
- PVR Audit Protocol by Gear Type (MRAG):
 - Purse Seine: issf-foundation.org/downloads/17306
 - Longline: issf-foundation.org/downloads/17309
 - Pole & Line, Handline & Troll: issf-foundation.org/downloads/17312
 - Supply & Tender Vessels: issf-foundation.org/downloads/17303

To Join the PVR: issf-foundation.org/knowledge-tools/databases/proactive-vessel-register/?target=join-the-pvr



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Thank You!