



PREPARED BY THE GLOBAL TUNA
ALLIANCE TO SUPPORT TUNA
2020 TRACEABILITY DECLARATION
SIGNATORIES

Tuna 2020 Traceability Declaration Environmental Sustainability Toolkit

August 2020



About The Global Tuna Alliance

The Global Tuna Alliance is an independent group of retailers and tuna supply chain companies, who are committed to realising harvest strategies for tuna fisheries, avoidance of illegal, unreported and unregulated (IUU) products, improved traceability as well as environmental sustainability, and progressing work on human rights in tuna fisheries and to implementing the objectives laid out in **World Economic Forum's** Tuna 2020 Traceability Declaration as championed by **Friends of Ocean Action**.

They work collaboratively with member and non-member organizations to find industry-wide solutions to efficiently implement actions to address Alliance and Tuna 2020 Traceability Declaration commitments on:

- Tuna Traceability
- Socially Responsible Tuna Supply Chains
- Environmentally Responsible Tuna Sources
- Government Partnership

In the summer of 2019 Stichting **Global Tuna Alliance** was incorporated as a foundation under the laws of the Netherlands.

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Purpose of toolkit



The aim of these toolkits is to provide support to Tuna 2020 Traceability Declaration signatories in meeting their commitments.

Each toolkit explains what each commitment seeks, the purpose of the commitment and how progress in achieving the commitment can be demonstrated. Where available, examples from companies that have met the commitment are presented.

The Tuna 2020 Traceability Declaration

The Tuna 2020 Traceability Declaration is a non-legally binding declaration that grew out of a dialogue among governments, companies and civil society, spurred by The Ocean Conference in June 2017 at the United Nations Headquarters that will focus on implementation of [Sustainable Development Goal 14](#) (SDG 14).

Sixty-six companies, including retailers and other tuna supply chain businesses, signed the Declaration with the aim of stopping illegal tuna getting to market, and promoting improvements in the environmental sustainability and human rights in tuna fisheries. The declaration was supported by six national governments and 21 civil society organizations.

The Commitments of the Forum's Tuna 2020 Traceability Declaration are based on the following four pillars:

- Tuna Traceability Commitment
- Commitment to a Socially Responsible Tuna Supply Chain
- Commitment to Environmentally Responsible Tuna Sources
- Government Partnership



The environmental sustainability commitment

Ecologically, tunas are a vital part of marine systems. Their importance in food webs as predators and prey is difficult to monetize; however, these iconic species are known to play a fundamental role in open ocean ecosystems. That makes maintaining their health critically important to human communities that rely on them for food and economic well-being, particularly at a time of global ocean change.

Several tuna populations are subject to overfishing or are classified as overfished. While most populations are recovering, or remain healthy, there is insufficient management and oversight to ensure these populations remain productive and viable economically and ecologically.

Furthermore, fisheries targeting tunas can have large impacts on incidentally caught bycatch species including seabirds, sea turtles, marine mammals, sharks and rays. However, there's been good progress in identifying effective and commercially viable methods to mitigate problematic bycatch in tuna fisheries. Many management authorities now require use of these methods.

These two impacts are the primary overarching concerns for tuna sustainability, and are reflected in the tables in Annexes 1 and 2. These are from two reports¹ produced by ISSF which used the MSC scoring system used to evaluate 19 stocks and 166 units of assessment respectively of tropical and temperate tunas throughout the world.

The environmental sustainability commitment of the Tuna 2020 Traceability Declaration reflects these two impacts:

We pledge to source from tuna fisheries that have implemented:

- a) 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
- b) Measures to ensure that impacts of fisheries on the environment are sustainable, including bycatch mitigation techniques.



¹ <https://iss-foundation.org/downloads/17853/> and <https://iss-foundation.org/downloads/16879/>



What you can do to meet the environmental sustainability commitment

The most literal way to meet the environmental sustainability commitment is to incorporate the environmental sustainability commitment into your tuna sourcing policy.

The Global Tuna Alliance Government Partnership Toolkit discusses how supply chain companies can advocate at the international and national level to drive policy to develop and implement comprehensive & robust harvest strategies (see Box 1) and how to supplement this with individual business actions such as setting out explicitly, and publicly, what you are expecting of Regional Fishery Management Organisations (RFMOs) to deliver tuna fisheries sustainability. It can also note the consequences on no action, and alert your suppliers to your priorities.

To incorporate the environmental sustainability commitment into your tuna sourcing policy you can measure the performance of the tuna you source using your own company criteria and determine your conformity. However, you are advised to make such assessments fully transparent, and significant internal resources are often required to ensure seafood meets particular criteria, including regular updates and specific expertise.

It is, therefore, recommended that you utilise existing schemes and enterprises that carry out this verification for you.

The Declaration actually notes that “to put this pledge into effect we will continue to explore new opportunities to support multi-stakeholder initiatives.....and we will work to continually increase our sourcing from tuna fisheries certified by schemes that are internationally recognized by the Global Sustainable Seafood Initiative (GSSI).”

Our recommended actions to meet the commitment include:

1. Commit to sourcing tuna from fisheries with a GSSI-recognized certification.
2. Approaching, if needed, the main standards that your company uses to go through GSSI benchmarking;
3. Where fisheries have not yet met a GSSI-recognized certification, support a credible and comprehensive Fishery Improvement Project for source fisheries (use [FisheryProgress.org](https://fisheryprogress.org) to monitor progress).



Box 1.

Harvest Strategies

Harvest strategies are pre-agreed upon frameworks for making fisheries management decisions, such as setting quotas. Harvest strategies generally include a monitoring program, a stock assessment method, reference points (or other fishery indicators), and harvest control rules.

The data from the monitoring program are fed into the stock assessment method. Then, the assessment evaluates how the fishery is doing relative to established reference points. The results of this evaluation activate the harvest control rule, which leads to modifications to the management measures to ensure that the predetermined management objectives are met. The cycle then begins again with the monitoring program recording the effects of the new measures, the stock assessment evaluating these effects, and so on.

Effective harvest strategies can:

Offset natural variability, scientific uncertainty, and political influence.

- Avoid time-consuming and costly negotiations in response to each stock status update.
- Allow managers to act swiftly and efficiently to ensure the health of the resource and long-term profitability.
- Increase market stability and improve industry's ability to plan because management decisions are predictable.
- Give all stakeholders a clear, long-term vision of a sustainable stock and fishery.
- Adhere to best practices of modern fisheries management, consistent with the United Nations Fish Stocks Agreement, the Food and Agricultural Organization Code of Conduct for Responsible Fisheries, and the standards of GSSI recognized certifications, including Marine Stewardship Council.
- Effectively implement the precautionary approach.

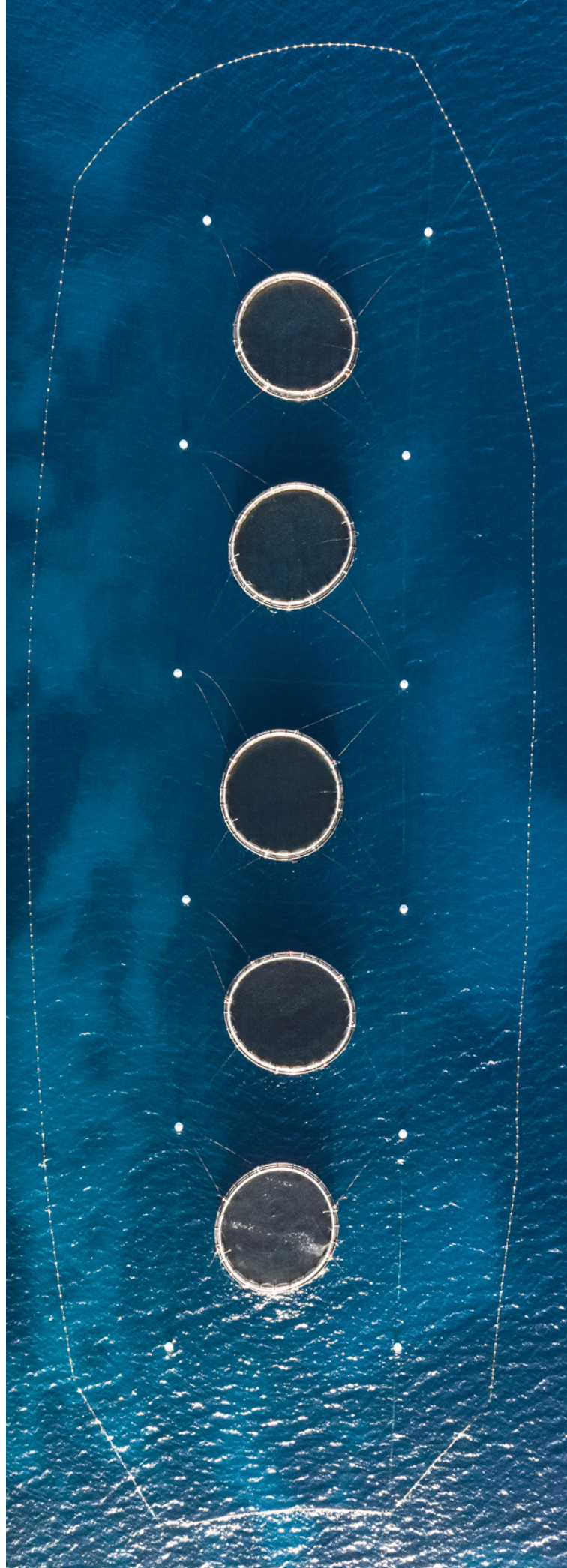
*Adapted from the Pew Charitable Trusts
Issue Brief*

The Global Sustainable Seafood Initiative (GSSI)

GSSI is a global partnership that has established a benchmark for seafood certification schemes. It was set up by the seafood industry, governmental, intergovernmental and non-governmental organizations to build confidence in certified seafood.

GSSI's [Global Benchmark Tool](#) provides formal recognition of seafood certification schemes that successfully complete a rigorous and transparent benchmark process, which is underpinned by the FAO Guidelines. Once a scheme successfully completes the Benchmark Process, the scheme is formally and publicly announced as 'GSSI recognized'. This means that they are 'in alignment' with all 186 Essential Components and thus aligned with the FAO Code of Conduct for Responsible Fisheries, FAO Ecolabelling Guidelines (for fisheries or aquaculture) and FAO Technical Guidelines for Aquaculture Certification for aquaculture. It is important to note that GSSI recognition does not include a ranking of any kind, nor does it declare the scheme 'sustainable'. Finally, the GSSI Benchmark Process looks at environmental, governmental and operational criteria and does not include social issues.

Harvest strategies, and measures to ensure that impacts of fisheries on the environment are sustainable, are an essential component of the GSSI Global Benchmark Tool. What this means is by sourcing tuna from fisheries with Third Party certification recognised by GSSI you can ensure that the tuna is sourced from fisheries that have implemented robust science-based management plans and harvest strategies which maintain or restore stocks to maximum sustainable yields and minimize the impact of fisheries on the environment.



Fisheries Improvement Projects (FIPs)

If purchasing tuna from fisheries that have not yet met a GSSI-recognized standard, point 3, above, recommends that you should source from a credible and comprehensive Fishery Improvement Project (FIP).

A FIP is a multi-stakeholder effort to address outstanding environmental challenges in a fishery. These projects utilize the power of the private sector to incentivize positive changes toward sustainability in the fishery and seek to make these changes endure through policy change.

There are two accepted types of active FIPs – basic and comprehensive. The primary differences between basic and comprehensive fishery improvement projects are the level of scoping to inform development of the workplan, the objectives, and the verification required.

Basic

Basic FIPs are a good entry point for fisheries to begin addressing specific environmental challenges to improve their performance against the Marine Stewardship Council Fisheries Standard. Basic FIPs complete a needs assessment to understand the challenges in the fishery.

Comprehensive

Comprehensive FIPs aim to address all

of the fishery's environmental challenges necessary to achieve a level of performance consistent with an unconditional pass of the Marine Stewardship Council Fisheries Standard. Comprehensive FIPs engage a party experienced with applying the MSC standard to complete an MSC pre-assessment to understand the challenges in the fishery and must have independent, in-person audits of progress against the MSC standard every three years.

It is important that FIPs are operated in a manner that is credible: that their actions are transparent; that they clearly show improvement in fishery performance; and that these fisheries ultimately demonstrate their sustainability through a robust, independent assessment process. One of the most crucial activities of a FIP is measuring and publicly reporting progress. FIPs need to be able to demonstrate that they are delivering the required changes and these claims have to be verified through evidence.

This can be achieved by sourcing from FIPs listed on [FisheryProgress.org](https://fisheryprogress.org) to monitor progress. Launched in 2016, [FisheryProgress.org](https://fisheryprogress.org) is a one-stop shop for information on the progress of FIPs. It makes tracking progress more efficient, consistent, and reliable for businesses that support FIPs.

FisheryProgress.org utilises [FIP Progress Ratings](#), developed by the Sustainable Fisheries Partnership, to demonstrate the rate at which a fishery is improving. Each progress rating is associated with an alphabetic rating:

A	Advanced Progress	Reserved for comprehensive FIPs that have a Stage 4 or 5 result within the past 12 months.
B	Good Progress	A FIP that has achieved a Stage 4 or 5 in more than 12 months AND Stage 3 activity in the last year; OR a basic FIP that has achieved Stage 4 or 5 achievements within the past 12 months.
C	Some Recent Progress	A FIP that has achieved a Stage 4 or 5 result in more than 12 (but less than 24) months but has not generated a Stage 3 result within the past 12 months OR a FIP younger than a year that has never achieved a Stage 4 or 5 result but has completed a Stage 3 activity.
D	Some Past Progress	A FIP for which the most recent publicly reported Stage 4 or 5 result is more than 24 (but less than 30) months.
E	Negligible Progress	A FIP older than a year that has not reported a Stage 4 or 5 result in more than 30 month (but less than 36) months; OR a FIP younger than 1 year that has not reported a Stage 3 activity.

Implementing the Environmental Sustainability Commitment

The following are four steps companies can take to implement the environmental sustainability commitment (adapted from the '[Common Vision for Sustainable Seafood](#)' from the Conservation Alliance for Seafood Solutions).

1. Make a Public Commitment

Creating a public company commitment shows an important commitment to action and provides essential guidance for company practices. Such a commitment should:

- State the scope of the business included (e.g., all divisions or a subset)
- State the tuna products covered by the commitment (e.g., wild-caught, fresh, frozen, shelf-stable, private label, branded, value-added, non-food items such as pet food and supplements, specific menu items, etc.). If the commitment doesn't include 100 percent of a company's seafood, include the percentage covered by volume.
- Identify the criteria you're using to measure the performance of the seafood you source (we recommended GSSI-recognised certifications and comprehensive FIPs as noted above).
- Include deadlines.
- Make the full commitment, including information about all elements above, public (e.g., posted on your website, annual reports to shareholders, or in your place of business).

In making a public commitment it is advisable to have understood the leverage you might have to address the issue at hand, and what will be practical to achieve. A stretching but realistic aim is ideal. For example, stating that all your tuna will from GSSI-recognised certified fisheries by x date requires either availability of that product and in sufficient quantity to ensure your supply, or the ability to amend your business model.

Template Public Commitment

By X date, 100 percent of all fresh, frozen and shelf-stable tuna products sold in store will be certified to a GSSI-recognised certification and where certified product isn't available will be from a comprehensive FIP rated A-C on: [FisheryProgress.org](https://fisheryprogress.org)

Leading Practices Highlight

Bumble Bee Seafoods

GOAL

To source all of our seafood products sustainably. What this means to us is:

- Fish comes from a fishery where the amount of fish being caught and the number of fish in that fishery are such that future generations will be able to enjoy the seafood as well;
- We know where the fish came from (back to the fishery and in many cases the vessel), how it was caught, where it was processed and how it got to you;
- That the fish was harvested legally;
- That the fishery is managed using science and data and takes into account any impact of fishing on related species and ecosystems.

OUR SCIENTIFIC APPROACH

We engage third-party experts to assess our various fisheries to determine if they are being managed in a sustainable manner. Assessments are based on the scientific stock assessments completed by various national and international research bodies and they encompass a number of criteria including:

- Assessment of the target stock status;
- Assessment of the impact on non-target stocks and related ecosystems;
- Review of on-going fisheries management platforms currently in place;

- Review of enforcement practices and compliance measures;
- Development of recommendations to improve fishery management practices.

Bumble Bee Seafoods ceases participation in fisheries where overfishing is occurring, where the fishery is overfished, and where management action plans are not in place for returning the fishery to a sustainable state.

SUSTAINABILITY LEADERSHIP

In addition to our internal efforts, actively participates in a broad range of fishery management organisations. These organisations include the four Regional Fishing Management Organisations (RFMOs) for tuna.

In 2009, became a proud founder of the International Seafood Sustainability Foundation (ISSF).

In 2018, Bumble Bee joined the [Global Ghost Gear Initiative](#).

SHARK FINNING POLICY

Bumble Bee Seafoods is against the practice of shark finning. Our policy is to ensure that no tuna we source comes from companies that do not have a policy prohibiting the practice of shark finning.

<https://www.bumblebee.com/sustainability/fisheries/>

Leading Practices Highlight

Bolton Food

Bolton Food has signed a partnership agreement for sustainable seafood sourcing with WWF. The commitment concerning tuna is the following:

- By 2024, 100% of the tuna will be sourced from MSC (Marine Stewardship Council)

certified fisheries or from credible and robust Fishery Improvement Projects. At the end of 2019, Bolton Food was already sourcing 70% of its tuna in a responsible way.

Fish is Life

Fish is Life encourages its suppliers to become sustainable by getting MSC certification, by

participating in Fishery Improvement Projects (FIPs) or other improvement programs.

Metro

In addition to a wider Fish & Seafood Procurement Policy, METRO has developed an action plan for tuna with a set of minimum requirements. These requirements are valid for fresh, frozen and canned tuna for all of their own brands:

- METRO will not source from overfished tuna stocks and will regularly monitor the scientific assessment of tuna stocks.

- METRO refers to the International Seafood Sustainability Foundation's (ISSF) Status of the World Fisheries for Tuna for information about the latest scientific status of tuna. The report will be updated twice a year.
- METRO expects its suppliers to buy only from registered vessels.

<https://www.metroag.de/en/company/responsibility/procurement>

Iceland Seafood Barraclough Ltd.

For wild captured fish, Iceland Seafood Barraclough Ltd. defines the criteria for 'responsibly sourced seafood' as either:

- MSC-certified or certified by a standard benchmarked by GSSI, or
- An independent NGO risk rating with a low or medium risk outcome, or
- The fishery is engaged in a credible Fishery Improvement Project initiative

Iceland Seafood Barraclough Ltd. undertakes a regular (at least annual) supply chain mapping

and risk assessment exercise. The Iceland Seafood Barraclough Ltd. responsible sourcing criteria for wild captured fish are predicated on each supply chain satisfying four parameters:

- Understanding the population biology (stock size)
- Ensuring effective fisheries management (achieving sustainable exploitation)
- Protection of wider marine ecosystems
- Initiating transparent improvement initiatives for non-conforming sources

Leading Practices Highlight

General Tuna Corporation/ Century Pacific Food, Inc.

- Will not source nor transact business with any seafood company and fishing vessels that have been identified or blacklisted for engaging in IUU (Illegal, Unreported, Unregulated) fishing by a Regional Fisheries Management Organisation, National Authority and leading Non-Government Organisations.
- Will not transact business with any seafood company and fishing vessels that are not Dolphin Safe accredited.
- Commits not to source nor purchase any seafood from proposed marine reserves identified by a Regional Fisheries Management Organisation, such as Coral Triangle, Pockets 2, 3 and 4.
- Commits not to source nor purchase tuna from fishing companies that use longlines or driftnets.
- Will continue to encourage and support the initiative of fishing companies to reduce by-catch such as bigeye tuna, seabirds and turtles through Non-Entangling FAD (Fish Aggregating Device) Free School fishing.
- Will continue to encourage fishing companies to have an active online transmitter (Vessel Monitoring System device) and original licence on board.
- Will continue to encourage fishing companies to support RFMO CMM (Regional Fishery Management Organisation Conservation and Management Measures) on catch retention policy to reduce discarding of dead unwanted fish.
- Will not engage business with fishing companies who were reportedly involved with labour abuses on fishing boats that do not conform with national and international laws on fair working conditions at sea.
- As a participating company in ISSF (International Seafood Sustainability Foundation), Century Pacific Food, Inc: Adheres and supports all conversation measures or programmes set by ISSF specially on tuna sustainability.
- Century Pacific Food, Inc. will not transact business with any vessel that has been identified by a Regional Fisheries Management Organisation, National Authority or leading NGOs to have practised shark finning.

<https://www.centurypacific.com.ph/sustainability/purchases>

2. Collect Data

Detailed data collection on sourced tuna products is critical to know if you are meeting your commitment. Understanding your products enables you measure changes, and take action to improve supply over time.

The Traceability Commitment, and toolkit, focuses on this area.

3. Be Transparent

Voluntary disclosure of sustainability performance is a powerful tool for driving change in global supply chains. Such transparency increases accountability within supply chains, providing businesses with an additional incentive to achieve their sustainability goals and allows improved oversight of business practices by investors, consumers and the wider sustainability community.

A level of transparency can be achieved with communications to your customers and labelling such as on-counter or on pack labelling and is obligatory in many cases such as stating species and catch area. Further disclosure provides greater transparency. Further disclosure can be done directly e.g. via your own company communication materials or website, or it could be disclosed through an existing framework. One such of which is the [Ocean Disclosure Project](#) (ODP).

The ODP provides a reporting framework for seafood-buying companies to voluntarily disclose

their seafood sourcing alongside information on the environmental performance of each source. To date, few companies have publicly disclosed where they get their seafood from, making it difficult for stakeholders to understand the sustainability of source fisheries and farms and associated risks. Participation in the ODP represents a pioneering commitment to supply chain transparency for companies sourcing seafood.

The ODP was launched in 2015 by Sustainable Fisheries Partnership, and has continued to expand in number and geographic coverage of disclosures; in 2018, 16 companies from across Europe and North America participated in the ODP. Participation in the ODP is expected to continue growing over the next few years through active promotion to industry in Europe, the Americas and Asia.

4. Management Reform

To achieve fully environmentally sustainable tuna fisheries significant improvements are required (as noted in annexes 1 & 2). Active engagement in policy and management reform, including advocating for national and international tuna fisheries policies and management to be more environmentally responsible, should be considered a pre-requisite of sustainable sourcing.

The Government Partnership Commitment, and toolkit, focuses on this area.



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Annex 1:

Tuna Stock Sustainability Relative to MSC Criteria (ISSF, 2019)

P1 - Relating to the status of the stock			WPO Yellowfin	WPO Bigeye	WPO Skipjack	EPO Yellowfin	EPO Bigeye	EPO Skipjack	NPO Albacore	SPO Albacore	IO Yellowfin	IO Bigeye	IO Skipjack	IO Albacore
Component	PI No.	Performance Indicator (PI)												
Outcome	1.1.1	Stock Status	100	100	100	80	80	80	90	100	70	100	90	100
	1.1.2	Stock Rebuilding									FAIL			
Management	1.2.1	Harvest Strategy	75	75	75	80	75	75	75	75	65	80	80	65
	1.2.2	Harvest Control Rules & Tools	FAIL	FAIL	60	80	60	75	FAIL	60	60	FAIL	75	FAIL
	1.2.3	Information / Monitoring	80	80	90	80	80	80	90	80	80	80	80	75
	1.2.4	Assessment of Stock Status	95	90	95	100	75	80	100	85	90	90	90	85
Stock rebuilding required?			NO	NO	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO
P1 Score			FAIL	FAIL	90.0	82.5	76.3	78.8	FAIL	87.5	FAIL	FAIL	85.6	FAIL

This table shows the performance of key tuna fisheries against the MSC standard. The standout here is that almost all fail on poor management (particularly lack of harvest control rules – that is, preset rules for what to do to fishing effort when stocks fluctuate) rather than poor stock status (with some exceptions).

Annex 2:

Environmental Impact of Tuna Fisheries Relative to MSC Criteria (ISSF, 2019)

Unit of Assessment	Performance Indicators (PI)														
	2.1.1 Primary species outcome	2.1.2 Primary species management	2.1.3 Primary species Information & monitoring	2.2.1 Secondary species outcome	2.2.2 Secondary species management	2.2.3 Secondary species Information & monitoring	2.3.1 ETP species Outcome	2.3.2 ETP species management	2.3.3 ETP Species Information & monitoring	2.4.1 Habitats Outcome	2.4.2 Habitat management strategy	2.4.3 Habitat information	2.5.1 Ecosystem outcome	2.5.2 Ecosystem management strategy	2.5.3 Ecosystem information
Indian Ocean Skipjack Pole & Line FADs	95	85	85	90	60	70	60	70	70	80	70	75	60	65	70
Indian Ocean Yellowfin Pole & Line Free School	95	85	85	90	60	70	65	75	70	85	70	75	60	65	70
Western Pacific Yellowfin Pole & Line Free School	95	75	85	90	60	70	65	75	70	85	70	75	60	65	70
Indian Ocean Bigeye Longline	95	75	85	90	50	70	65	75	70	100	85	85	80	80	85
Eastern Pacific Bigeye Longline	95	85	85	90	50	70	65	75	70	100	85	85	80	80	85
Western Pacific Bigeye Longline	95	85	85	90	50	70	65	75	70	100	85	85	80	80	85
Indian Ocean Yellowfin Longline	95	75	85	90	50	70	65	75	70	100	85	85	80	80	85
Eastern Pacific Yellowfin Longline	95	85	85	90	50	70	65	75	70	100	85	85	80	80	85
Western Pacific Yellowfin Longline	95	75	85	90	50	70	65	75	70	100	85	85	80	80	85
Indian Ocean Skipjack Purse Seine Free School	95	85	85	90	50	70	80	75	70	100	85	85	80	80	85
Indian Ocean Skipjack Purse Seine FADs	95	85	85	90	50	70	60	70	70	85	80	85	80	80	80
Eastern Pacific Skipjack Purse Seine Free School	95	85	85	90	50	70	80	75	70	100	85	85	80	80	85
Eastern Pacific Skipjack Purse Seine FADs	95	85	85	90	50	70	60	70	70	85	80	85	80	80	80
Western Pacific Skipjack Purse Seine Free School	95	75	85	90	50	70	80	75	70	100	85	85	80	80	85
Western Pacific Skipjack Purse Seine FADs	95	75	85	90	50	70	60	70	70	85	80	85	80	80	80

This table shows MSC Principle 2 fishery scores which looks at the environmental impact of tuna fisheries important to the market. Each non pole & line fishery fails under 2.2.2 which determines whether the fishery has a strategy in place for managing main and minor bycatch; there is confidence that it works and that it is being effectively implemented.



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