



Global Tuna Alliance

2020 Annual Report

February 2021

View from



Andrea Weber
Steering Committee Chair

2020 was the first full year of the GTA, and what a year it was. COVID-19 affected all our lives, our businesses, and our supply chains. We also saw this with tuna supply chains. Sales of canned tuna soared at the start of lockdown because of panic buying shelf-stable products, accompanied by a slump in demand for fresh and frozen tuna due to closures of food service sector. Travel restrictions led to less observer coverage on tuna vessels, and supply chain transparency, therefore, became even more important.

Still, in 2020, we were able to welcome 7 new Partners in our alliance, and we have built further on important relationships with other stakeholders in tuna sustainability. Personally, I believe, that if ever there was a time for vpre-competitive collaboration in our supply chains, between business partners and competitors, it is now, and I am delighted to see the progress we are making here! We all know the need to change the approach towards tuna sourcing, to make the sector more sustainable, to secure people's livelihoods and the future of tuna. In the GTA, we are fully committed on working towards sustainable tuna.

Some examples of how we put this into practice:

- We developed our 5-year strategy, taking us up to 2026. This demonstrates the long-term commitment we have to improving tuna fisheries and sets out an ambitious program of work that extends our original remit.
- The GTA has already demonstrated it's worth through motivating the Indian Ocean Tuna Commission (IOTC) to better manage overfished yellowfin tuna, but other regional fishery management organisations (RFMOs) are still performing poorly. Our future success is linked to expanding our Partnership to bring to bear further commercial pressure on the decision-makers.

Tuna is a very popular seafood, eaten around the world. With this demand comes increased pressure on tuna stocks and associated ecosystems. At the moment, most tuna stocks are at healthy levels, but there are significant variations and there is insufficient management and oversight to ensure these populations remain productive and viable economically and ecologically. For tuna populations to thrive, the sector requires robust and coordinated management and effective enforcement. That is what we are committed to work on with the GTA!

View from



Dr Tom Pickerell
Executive Director

Following our formal launch in September 2019, last year was very much about foundation-building. Over the last 12-months we have welcomed 7 new Partners and have built important relationships with other stakeholders involved in tuna sustainability. We have established a strong and effective governance structure, have launched a bi-weekly newsletter to ensure Partners are fully informed thus able to support GTA activities, and secured external funding to support our growth.

Our priority in 2020 was to accelerate the development and implementation of comprehensive harvest strategies for tuna fisheries. Notwithstanding the unique challenges presented by Covid-19, we have made some progress towards this in our first full year.

The Indian Ocean Tuna Commission (IOTC) referenced the market pressure at their Commission meeting and agreed to hold a special session in March 2021 to discuss rebuilding overfished yellowfin. However, even if we are successful at the special session, more work is needed with other regional fishery management organisations (RFMOs); the Inter-American Tropical Tuna Commission (IATTC) failed to agree tropical tuna management measures for 2021 – putting these stocks at serious risk of overfishing. The GTA and Partners, along with other organisations, immediately called on the IATTC to schedule a special session to adopt management measures and fortunately our calls were heeded. A special session was held in late December and agreement was eventually reached.

The GTA has received recognition for our work in 2020; being included in a SeafoodSource issue brief on [collaborative leadership](#) and a Forbes article on [successful partnerships](#). Finally, in late 2020 we heard that our colleagues at Friends of Ocean Action agreed to provide CHF 100,000 funding to help ensure we can continue to have such impact through 2021. We are most grateful for their support!

About the Global Tuna Alliance

The Global Tuna Alliance (GTA) is a pre-competitive collaboration of international supply chain companies with a shared interest in improving the environmental and social performance of tuna fisheries.

21 Partners =

- o 9 retailers
- o 7 suppliers
- o 2 brands
- o 2 food service
- o 1 wholesaler
- Represents significant portion of the NW European market
- GTA partners supply over 25% of the world's tuna catch including 50% of global skipjack harvest

GTA Partners:

- Operate in 116 countries
- Have a combined annual turnover of >USD \$255bn
- Have approximately 800 Subsidiaries
- Employ over 1.2 million people
- Bought 1.27m tonnes of tuna in 2020
- Bought >USD \$1.3bn of tuna in 2020

The GTA was established as a concept in 2017 following many unilateral efforts to move tuna interests to more sustainably manage these multinational, globally shared tuna stocks. The founding members, chiefly UK retailers and their suppliers, recognised that tuna was a recurring common factor preventing them from meeting their public commitments to sustainable seafood. Exploration of the basis for this revealed it was chiefly a result of poor management of tuna stocks. The retailers and suppliers, supported by their NGO Partners, concluded that a collective, pre-competitive approach would be needed to pool their commercial leverage to encourage the Regional Fishery Management Organisation (RFMOs) the bodies responsible for managing tuna, and the RFMO member states themselves, to administer tuna fisheries more responsibly by implementing precautionary, comprehensive harvest strategies.

The GTA was formally launched in September 2019 through a 100% grant from the Friends of Ocean Action¹. The collaborative agreement between the Friends of Ocean Action and GTA required the GTA to implement the delivery of the [Tuna 2020 Traceability Declaration](#). This grant ended on December 31st 2020.

¹ The Friends of Ocean Action is a group of over 65 ocean leaders who are fast-tracking solutions to the most pressing challenges facing the ocean. It is jointly hosted at the World Economic Forum and the World Resource Institute



2020 Highlights

An overarching highlight has been successfully convening a group of highly motivated companies, from different components of the supply chain, with dedicated representatives greatly contributing to the direction and outputs of the GTA. The expertise of these representatives is broad-ranging and detailed, allowing and prompting informed debate on all aspects of tuna fisheries' management and practices; and has enabled the GTA to develop robust position statements and RFMO call-to-action that are ambitious but realistic.

The GTA commissioned a peer-reviewed report into Indian Ocean yellowfin tuna that determined a [25% cut in catch](#) is needed to rebuild the Indian Ocean yellowfin stock in two generations. This formed the basis of our advocacy in advance of the Indian Ocean Tuna Commission (IOTC) meeting in November and was bolstered by GTA Partners making public [sourcing statements](#). Several delegates at the IOTC meeting referenced the market action on Indian Ocean tuna, and this appeared to greatly stimulate an agreement to hold a special session of the IOTC in March 2021 to discuss yellowfin tuna management.

In addition, the IOTC made welcome progress on a [proposal on a Management Procedure for Yellowfin Tuna in the IOTC Area of Competence](#). One of the main components to a well-managed fishery is the implementation of an effective harvest strategy, also known as a management procedure and the GTA fully supported this proposal.

The International Commission for the Conservation of Atlantic Tunas (ICCAT) failed to follow its own advice and adopt measures to end the overfishing of the endangered Shortfin mako shark in 2021. Going into the discussions, the GTA [position](#) was clear – ICCAT should immediately prohibit all shortfin mako retentions. The GTA communicated its position with the UK's RFMO Stakeholder Group, which in their first ICCAT meeting as an independent delegation following Brexit, were very strong in supporting this position, and co-sponsored a proposal from Canada which followed ICCAT's own advice.

Our priority at the Western and Central Pacific Fisheries Commission (WCPFC) was the development of a harvest strategy for skipjack. Without this action, the current Marine Stewardship Council (MSC) certifications are at risk of suspension in June 2022. However, GTA's position will remain and we will build further asks around that since there was little progress made toward harvest strategies with the commission not even agreeing to hold a meeting next year for scientists and managers to

come together to discuss how to make progress.

Despite the mixed RFMO outcomes, the GTA has performed well in terms of galvanising supply chain engagement which until 2020 was very limited and bore little cohesion in messaging from the market. Resource packs for GTA Partners including template letters, talking points and delegate contact details were produced for each RFMO with 11 instances of Partners reaching out to one or more RFMO delegates recorded.

The GTA also developed important organisational positions on a variety of issues including [crew and observer safety](#), [shark finning](#) and fish aggregating devices (FAD) management. All of which remain relevant, and on which GTA will continue to include in our RFMO advocacy in order to influence improvements.

As another form of collective engagement, in 2020 the GTA had a collaborative agreement with the Friends of Ocean Action and the World Economic Forum to implement the delivery of the Tuna 2020 Traceability Declaration. Behind the Declaration lies a varied and complex set of issues facing tuna, and the Declaration represented an ambitious commitment to successfully address those. In early 2020 we evaluated how Declaration signatories had been addressing their commitments towards: traceability, socially responsible supply chains, environmentally sustainable sourcing, and government partnership. The results were used to generate a [progress report](#) which highlighted examples of best practice, noted where commitments have been met, and the methods or systems used to develop plans for improvement. GTA, being committed to action and improvement, developed a progress dashboard for each signatory to identify priority commitment areas to address and to highlight areas where further engagement and collective work or a more shared approach could assist towards the goals.

Significant progress had been made by signatories on meeting the traceability commitment but progress on the government partnership commitment scored the lowest by each supply chain sector, highlighting GTA's belief that collective approaches can help in support of those by individual signatories. Several companies have systems in place for meeting the social responsibility commitment 'on land' but again verifying what GTA's own research has shown, there was a clear gap in 'at-sea' verification. Obstacles hindering signatories in meeting or acting on the commitments were generally external stakeholder resistance and complexity and GTA is in a strong position to

build engagement around the issues to help deliver well-informed and workable solutions.

To support signatories in meeting their commitments and to provide GTA partners with guidance on best practices on a variety of topics, an education strategy using toolkits and webinars was developed by GTA.



The toolkits explain the purpose of each commitment and how progress in meeting it can be demonstrated, beyond the commitments these toolkits also provide a clear steer on best practices. Where available, examples from companies that have met the commitment are presented. In parallel, a series of educational and interactive webinars on the initiatives, tools and platforms the toolkits refer was made available to signatories.

The final progress survey was launched in late 2020.

Noting the end of the Tuna 2020 Traceability Declaration at the turn of the year, and the GTA's commitment to improving tunas' sustainability which goes beyond 2020, we set out our new [5-year strategic plan](#) setting out our direction up to 2026. The plan is much broader than the initial aim of the GTA: realising harvest strategies for tuna fisheries. Our involvement in implementing the Tuna 2020 Traceability Declaration has helped inform his expansion; with Partners appreciating that our pre-competitive collaboration has the potential to not only improve environmental sustainability, but to also improve traceability, reduce illegal, unreported and unregulated fishing (IUU) and progress work on human rights in tuna fisheries.

Forward Look

An organisation with a strong purpose is one which inspires higher levels of trust and confidence among its partners and stakeholders and is one which is more likely to grow sustainably. It is also more likely to be efficient, with strong accountability and a motivated team. Our 5-year strategy launches formally in early 2021 and sets out the GTA direction for the next five years.

The GTA 5-year strategy focuses on clearly articulating our vision in a way which lays out a common purpose for partners and stakeholders, and makes clear our ambition to achieve our objectives. To do so, we will focus our work under our three main strategic priorities:

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1. Transparency & Traceability
 2. Environmental Sustainability
 3. Social Responsibility
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Further, building on the momentum generated by the Tuna 2020 Traceability Declaration, and the successful GTA collective approach, in late 2020 the GTA continued our collaboration with the World Economic Forum and Friends of Ocean Action, and have jointly been developing a refreshed commitment to convene responsible businesses, governments and civil society organizations.

The refreshed commitment, called the [2025 Pledge Towards Sustainable Tuna \(25PST\)](#), has been aligned to the GTA 5-Year Strategy to maximise impact and GTA Partners and other key actors in the tuna supply chain have engaged in the development to ensure it can be business appropriate, and is achievable while still ambitious. Most importantly the 25PST is intended that the resulting actions by its signatories can and will create real, positive, change and GTA partners' expertise has been crucial to aligning 25PST to these ambitions.

The 25PST will be formally launched in 2021 and run until December 31st 2025, and the GTA looks forward to delivering its 5-year strategy and to supporting 25PST signatories towards their goals.

Summary of 2020 Management Board & Steering Committee decisions

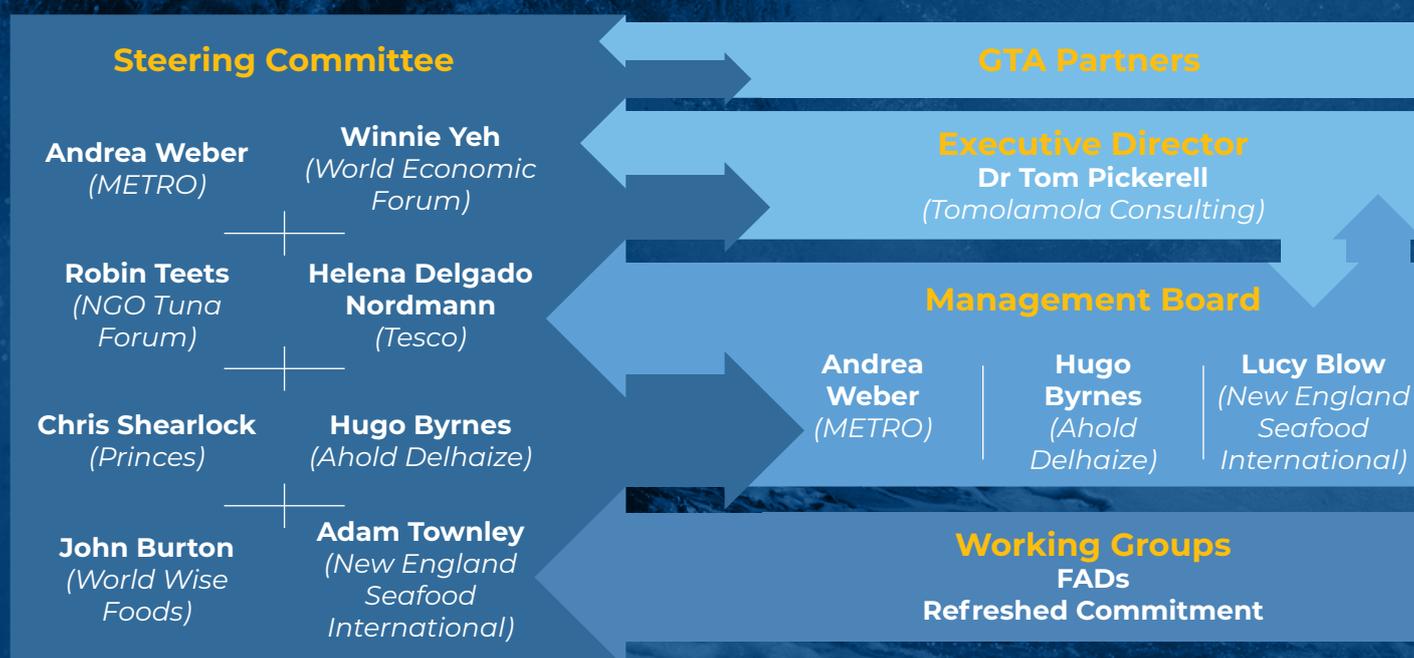
Management Board

Charter Revisions
Approved 2021 budget
Monitored external funding activities
Financial health checks
5-Year strategy development
Feedback and oversight of Tuna 2020 Traceability Declaration work (including virtual event & refreshed commitment)
Oversight of satisfaction survey
VAT registration

Steering Committee

Addition of ending harmful subsidies as a priority action
Agreed 2020 RFMO strategy
GTA endorsement of Global Dialogue on Seafood Traceability (GDST)
Finalised FAD management position
Recommended GTA join Long Distance Advisory Council (LDAC)
Feedback and oversight of Tuna 2020 Traceability Declaration work (including virtual event & refreshed commitment)
Supported development of 5-Year strategy
Agreed position on Fins Naturally Attached (FNA)

Governance Structure



2020 Financial Summary

The following financial summary highlights the expenditure against budget for the period September 2019-December 2020. Travel and meeting costs were significantly under-budget due to the Covid-19 impacts on travel.

Cost Category	Budget	Actual	Variance
Personnel Costs Total	175,441.00	101,565.21	-42%
Travel & Expenses Total	57,060.00	5,099.28	-91%
GTA Meeting Costs	7,800.00	733.50	-90%
Office, Administrative & IT Costs	8,700.00	15,221.08	+75%²
External Consultancy	23,533.15	19,476.63	-17%
Sundry/Contingency	1,000.00	221.11	-78%
TOTAL	273,534.15³	142,316.80	-48%

All costs in CHF (exchange rate fort actual as of 04/01/21)

² Includes development of GTA Website and designing of GTA publications (progress report, toolkits, yellowfin report)

³ Includes £20,000 seed funding from founding GTA Partners and CHF 250,000 from Friends of Ocean Action.

List of Partners

GTA Partners include major retailers such as Tesco, Ahold Delhaize and Asda, wholesalers such as Metro, tuna brands such as Princes Ltd and Pacifical, suppliers and processors. The

global reach of the GTA has expanded over the last 12 months with new Partners from Sri Lanka and India.



(from November 2020)

(from March 2020)



(from December 2020)

(from April 2020)



(from December 2020)



(from July 2020)

(from March 2020)



List of Educational Webinars

Tuna 2020 Traceability Declaration Progress Report

Tuna 2020 Traceability Declaration Progress Report (recording)

Tuna 2020 Traceability Declaration Virtual Event (recording)

Understanding IOTC Allocations (recording)

The Marine Stewardship Council and Tuna Fisheries

The Marine Stewardship Council and Tuna Fisheries (recording)

Human Rights at Sea

Human Rights at Sea (recording)

Collective Best Practices for Well-Managed At-Sea Transshipment

Collective Best Practices for Well-Managed At-Sea Transshipment (recording)

A Deep Dive on Electronic Monitoring (EM)

A Deep Dive on Electronic Monitoring (EM) (recording)

100% Observer Coverage in Tuna Fisheries

Harvest Strategies & the Tuna 2020 Traceability Declaration

Harvest Strategies & the Tuna 2020 Traceability Declaration (recording)

Onboard Social Accountability

Onboard Social Accountability (recording)

The Roadmap for Improving Social Ethics (RISE)

The Roadmap for Improving Social Ethics (RISE) (recording)

ISSF: Traceability in Action

ISSF: Traceability in Action (recording)

Global Sustainable Seafood Initiative (GSSI)

Global Sustainable Seafood Initiative (GSSI) (recording)

Seafood Task Force Tuna Vessel Standard

Seafood Task Force Tuna Vessel Standard (recording)

AENOR Tuna Responsible Fishing Standard

AENOR Tuna Responsible Fishing Standard (recording)

Global Dialogue on Seafood Traceability (GDST)

Social Sustainability in Fisheries and Aquaculture Value Chains

Port State Measures Agreement (PSMA)

Fair Trade USA Capture Fisheries Standard

Seafood Alliance for Legality and Traceability (SALT)

SALT (recording)

Responsible Fishing Vessel Scheme (RFVS)

Sustainable Supply Chain Initiative (SSCI)

RFMOs

RFMOs (recording)

Due Diligence in Tuna Sourcing

Due Diligence in Tuna Sourcing (recording)



13,299
WEBSITE
HITS

24
WEBINARS HELD

SATISFACTION
SURVEY

GTA
POSITIONS
PUBLISHED

5

GTA
MEETINGS

21

YELLOWFIN
REPORT

1

IOTC
SPECIAL
SESSION

491
TWEETS

560
FOLLOWERS

RFMO

- 5 MEETINGS
ATTENDED >75HRS
- 8 PARTNERS
CONTACTED
DELEGATES
- 8 DELEGATIONS
ENGAGED

19
NEWSLETTERS

58% READERS
HIGHLY ENGAGED

NO MAKO SHARK
MANAGEMENT
MEASURE IN ICCAT

3 GUEST
BLOGS

760
VIEWS

73
HOURS of
VIEWING

TOOLKITS
PUB-

21
PARTNERS
AN INCREASE OF 7



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