

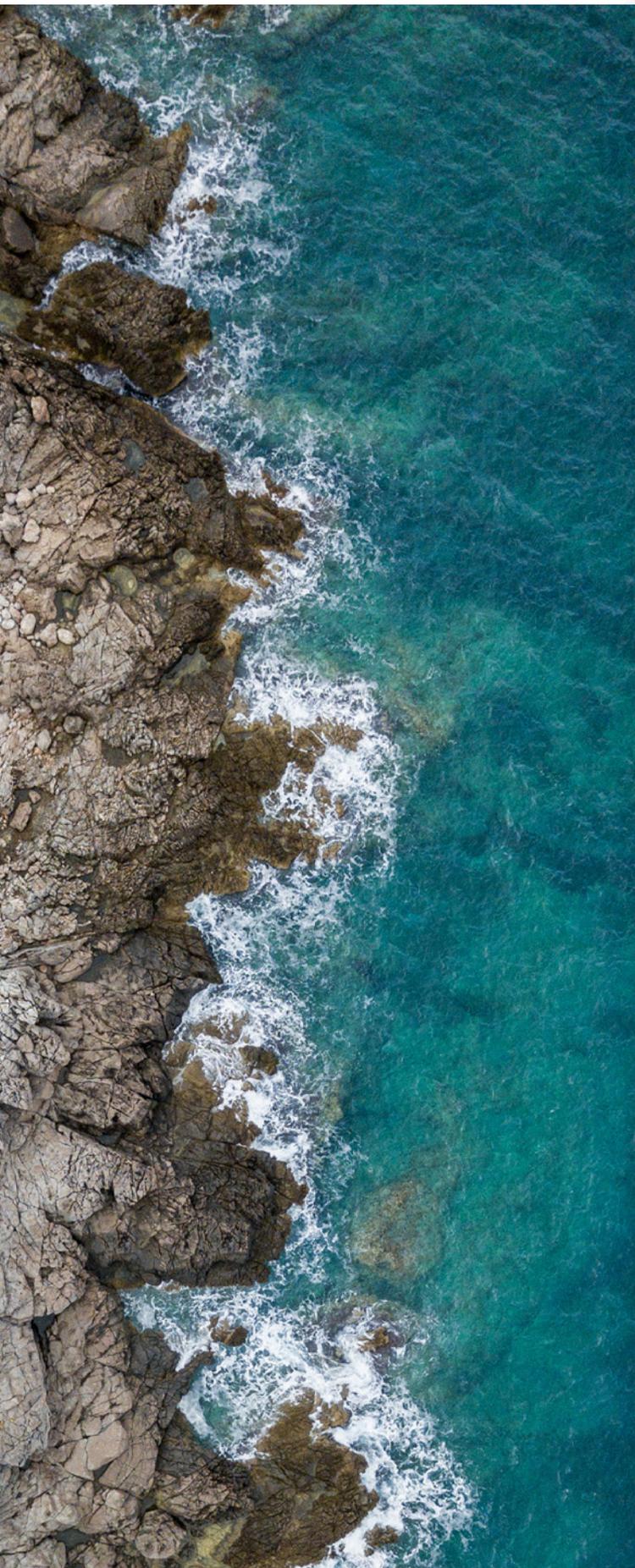


Global Tuna Alliance

2021 Annual Report

February 2022

Contents



- 3** View from Andrea Weber
- 4** View from Tom Pickerell
- 5** About Global Tuna Alliance
- 6** 2021 Highlights
- 11** Forward look
- 12** Summary of 2021 management
- 13** 2021 financial summary
- 14** 2021 statistics

View from



Andrea Weber
Steering Committee Chair

Welcome to our Annual Report for 2021.

This was the GTA's second full-year, and another one greatly impacted by the pandemic. Despite these unprecedented challenges I am proud of the way in which everyone across the GTA has helped navigate our way to some notable successes.

'Initiative fatigue' is a real challenge facing us in the supply chain. There are many important issues to grapple with in the seafood sector, and time and resources can be limited. Therefore, I was particularly pleased to see the GTA developing collaborations with other similar industry-led groups in 2021; one notable success was a joint-statement on Port State Measures from 5 organisations of 150 companies. Securing alignment and eliminating duplication is critical to supply chain buy-in.

Despite the lack of travel and in-person meetings, the GTA welcomed 7 new members in 2021 including our first from North America and Africa. We truly are becoming a "Global" alliance. We also expanded our team with our new Director of Outreach & Engagement, Albert Arthur, joining Tom in October.

Finally, we successfully launched our new 5-Year strategy in January and this provides us with a clear strategic roadmap to help us effectively and efficiently achieve our long-term goals. After all, if everything is a priority, nothing is.

View from



Dr Tom Pickerell
Executive Director

Despite another covid-impacted year, over the last 12-months we have welcomed 7 new Partners, expanding our reach into North America and Africa.

Our priority in 2020 was to accelerate the development and implementation of comprehensive harvest strategies for tuna fisheries. In 2021 we launched our first-ever 5-year strategy which extended our remit to include traceability & transparency and social responsibility, as well as broadening our work on environmental sustainability to include important issues such as ending harmful subsidies and Biodiversity Beyond National Jurisdiction (BBNJ).

Our engagement with RFMOs contributed to some notable successes in 2021, including the adoption of an interim rebuilding plan for overfished yellowfin in the Indian Ocean, agreement was finally reached on establishing a science-managers dialogue meeting in the WCPFC, and a conservation measure for tropical tunas was finally approved at IATTC. In addition to the conservation measure, IATTC adopted a Port State Measure, another of the GTA's asks. The central elements of this measure are establishing a minimum percentage of inspection for foreign vessels (5%), the designation of ports by port States, a compulsory prior notification for port access, and the reporting of possible infringements detected in the inspection. Finally, respectable progress was made at ICCAT including a new measure prohibiting retention of North Atlantic shortfin mako, and the adoption of their first fully specified management procedure (or harvest strategy) for North Atlantic albacore.

Of course, there were also disappointments; tuna fisheries in the Western Central Pacific Ocean are still at risk of losing their MSC certification, six countries objected to the yellowfin rebuilding plan – putting it in jeopardy – and the new ICCAT conservation measure for tropical tunas, including new allocations, were not approved. Instead, the old one was rolled-over. We will continue to press each tuna RFMO to strive for sustainable management.

As we enter 2022 we are hopeful that we will travel once again and meet partners, decision-makers, and stakeholders face-to-face.

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.

25 Partners =

- o 11 retailers
- o 7 suppliers
- o 2 brands
- o 4 food service
- o 1 wholesaler

• Represents significant portion of the global tuna market:

- o GTA Partners bought 1.27m tonnes of tuna in 2020 – roughly 20% of the global catch
- o GTA Partners bought over 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 ineffective management, not in line with the precautionary approach or best practice measures (e.g., harvest strategies). 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 Organisations (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 World Economic Forum (WEF). The collaborative agreement between the World Economic Forum and GTA required the GTA to implement the delivery of the Tuna 2020 Traceability Declaration. This grant ended on December 31st 2020.





2021 Highlights

5-Year Strategy and 25PST

Following the conclusion of the Tuna 2020 Traceability Declaration at the end of 2020, the GTA began 2021 with our new 5-year strategic plan setting out our direction up to the end of 2025. 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 informed this expansion, with GTA 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.

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 are focussing our work under our three main strategic priorities:

1. Transparency & Traceability
2. Environmental Sustainability
3. Social Responsibility

Further, building on the momentum generated by the Tuna 2020 Traceability Declaration, in collaboration with the World Economic Forum and Friends of Ocean Action, we launched a refreshed commitment to convene responsible businesses, governments and civil society organizations.

This refreshed commitment, called the 2025 Pledge Towards Sustainable Tuna (25PST), was aligned to the new GTA 5-year strategy to maximise impact.

External funding

The work of the GTA has been welcomed by many stakeholders and in 2021 we secured 3-year funding from the Walton Family Foundation. This funding allows the GTA to further build our foundation in these early years.

New Director of Outreach & Engagement

The Walton Family Foundation allowed us to expand our team in 2021 and bring onboard Albert Arias Arthur, as our new Director of Outreach & Engagement. Albert brings more than 20 years of experience in fisheries management and sustainability, both nationally and internationally, to GTA.

In his new role as Director of Outreach & Engagement, Albert will support the Executive Director in delivery of the GTA's 5-year strategy, deepen engagement with current partners and grow and develop new partner relationships. In addition, Albert will lead the GTA's engagement with the Inter-American Tropical Tuna Commission (IATTC) and the International Commission for the Conservation of Atlantic Tunas (ICCAT).

Communications

In April 2021, GTA hired Mindfully Wired Communications Ltd (MWC) as our new comms consultants. MWC are a specialised fisheries and oceans communications agency and came very highly recommended.

MWC swiftly developed a comms strategy for GTA and immediately began working on material for our IOTC advocacy.

The GTA Twitter account saw impressive growth in 2021 gaining 441 new followers over the course of the year (an increase from 581 in January, to 1,022 in December). Engagement (the collective number of likes, comments and retweets obtained on a post) peaked at key moments throughout the year, with targeted social media content around RFMO advocacy. There was a 0.7% increase in engagement rate as the RFMO season ramped up, from spring (1.9% from February-May) to summer (2.6% from June-August).

In terms of reach, the GTA Twitter account gained 414,107 impressions (number of times content was displayed on users' homepages) in 2021, which equates to an average of 34,509 impressions each month. The number of retweets increased by 11% from the first to the second half of 2021. This gives a strong indication that posts are reaching more users, especially during peak times where content is focused on RFMO engagement.

When partners share GTA posts, the number of impressions and the engagement rate increases, for example our highlights video following the 'WCFPC Round Table' was shared by both Princes Ltd and Co-op and gained 2,937 impressions, 500 media views and had an engagement rate of 2.7% (the average engagement rate on Twitter is around 0.07%). This also shows the value of video content in terms of performance on this platform.

The GTA newsletter audience grew in 2021 to a total of 80 contacts. The average open rate for subscribers was 47%, which is significantly

higher than Mailchimp's average email open rate of 21.3%. In terms of the readers' level of engagement, this was shown to be high with an average click rate of 13.5%, which again exceeds Mailchimp's average of 2.62%.



RFMO summary

You can read a full evaluation the GTA's engagement with tuna RFMOs in 2021 [here](#), but in summary, we had successes and some disappointments.

IOTC

The successes include securing an interim-rebuilding measure for overfished yellowfin tuna in the Indian Ocean. We believe our, and others', pressure on the delegations stimulated this outcome. This included our first ever "roundtable" where GTA Partners could speak directly to delegates and rationalise our asks, GTA coordinated a collaborative letter signed by 61 companies and a public video from Chris Brown at Asda calling for action. Unfortunately, Madagascar, India, Somalia, Indonesia, Iran and Oman formally objected and will not be bound by the new catch limits. These objections put the interim rebuilding plan for yellowfin at serious risk of failure.

IATTC

We had outstanding progress on our asks from this RFMO. The Tropical Tuna Conservation Management Measures were approved, including a fishing closure for 72 days a year and a progressive increase for vessels exceeding their catch limits. Also, a FAD reduction was agreed upon for 2022 to 2024.

In addition, the Commission adopted a Port State Measure that is fully aligned with the PSMA, starting with 5% inspections. Also, they renewed the conservation measures for silky sharks.

Even though there is a requirement to strengthen the monitoring and control system for tuna catches within the Conservation management measures, still a minimum standard has to be set. Finally, the Commission must still work on the Harvest Strategies, which should be our primary focus during the coming years.

ICCAT

One of our main asks for 2021 was the Conservation measures for the North Atlantic shortfin mako sharks, which were approved. The new measures establish that CPCs shall implement a prohibition on retaining onboard, transshipping, and landing, whole or in part, North Atlantic shortfin mako caught in association with ICCAT fisheries in 2022 and 2023 as a first step in rebuilding.

The new conservation measure for tropical tunas was not approved. Instead, the agreement was to roll over the old conservation measures (19-02), which established a TAC of 62,000 tons for bigeye tuna and 110,000 tons for yellowfin tuna, and FADs prohibition in the high seas or EEZs, from January 1st to March 13th, 2022."

In the coming years, we must continue working on Harvest strategies, Tropical Tuna Conservation Measures, Port State Measures, and electronic monitoring.

WCPFC

Our priority ask at WCPFC in 2021 concerned the development of harvest strategies. In particular, ensuring that WCPFC completes their current workplan. If they fail, the MSC certified tuna fisheries in the Western and Central Pacific Ocean (WCPO) would be at serious risk of suspension – having a serious impact on the market.

We had a 4 month advocacy campaign that included a WCPFC sign-on letter with 112 tuna supply chain companies calling for urgent action, a SeafoodSource webinar on our WCPFC asks, titled "Western & Central Pacific Ocean Tuna: Don't Lose the Label", and a WCPFC Roundtable with five delegates in attendance.

We also wrote to the EU Fisheries Commissioner urging the EU to support a science-manager dialogue meeting to be held in August alongside the WCPFC Scientific Meeting. To further advocate for this, we produced a blog, which was published on harveststrategies.org, provocatively

titled "It's Good to Talk – Unless It Clashes with Summer Holidays".

We were also successful in getting an op-ed published in China Dialogue. As the only fully bilingual website in English and Chinese focusing on the environment in the world, we were able to target one of the WCPFC countries.

The WCPFC Commission meeting itself was ultimately disappointing. The majority of the time was spent on debating a new two-year tropical tuna management measure, that ultimately only marginally differs from the old one. Delegates were unable to establish workplans for significant tuna stocks, instead opting to delay and extend the timelines for key decisions. The pushback of workplans for yellowfin and bigeye tuna means that it is almost guaranteed that the requirements for certification cannot be met by the 2022 deadline. As a result, the MSC tuna fisheries in the WCPO with yellowfin and bigeye components are at serious risk of suspension. However, a science-manager dialogue meeting was agreed to be held in August.



Joint BBNJ Position with SSC

In 2021 we published a joint position with the Sustainable Seafood Coalition (SSC) on Biodiversity Beyond National Jurisdiction (BBNJ). Under this joint position, every single UK supermarket is covered, along with over 50 other supply chain companies from around the world. This collaborative approach between competitive businesses is unique and amplifies the global responsibility that is necessary under the BBNJ treaty.

This joint position demonstrates how these companies are thinking about the bigger picture, stepping forward to make noise and call on governments for action.

FAD Position

GTA Partners agreed a robust FAD Management position in 2021, and this forms part of our 5-year strategy with Partners striving to incorporate into their sourcing requirements, while advocating for tuna RFMOs to adopt the measures.

Statement on Traceability and Port State Measures

In February, the GTA, along with four other influential industry and multi-stakeholder platforms in the seafood sector published a joint statement calling for action to combat Illegal, Unreported, and Unregulated (IUU) fishing.

In the "Statement on Traceability and Port State Measures," we jointly called for a combination of

private sector and government actions to help transform the transparency and accountability of seafood supply chains and block landings of IUU catch.

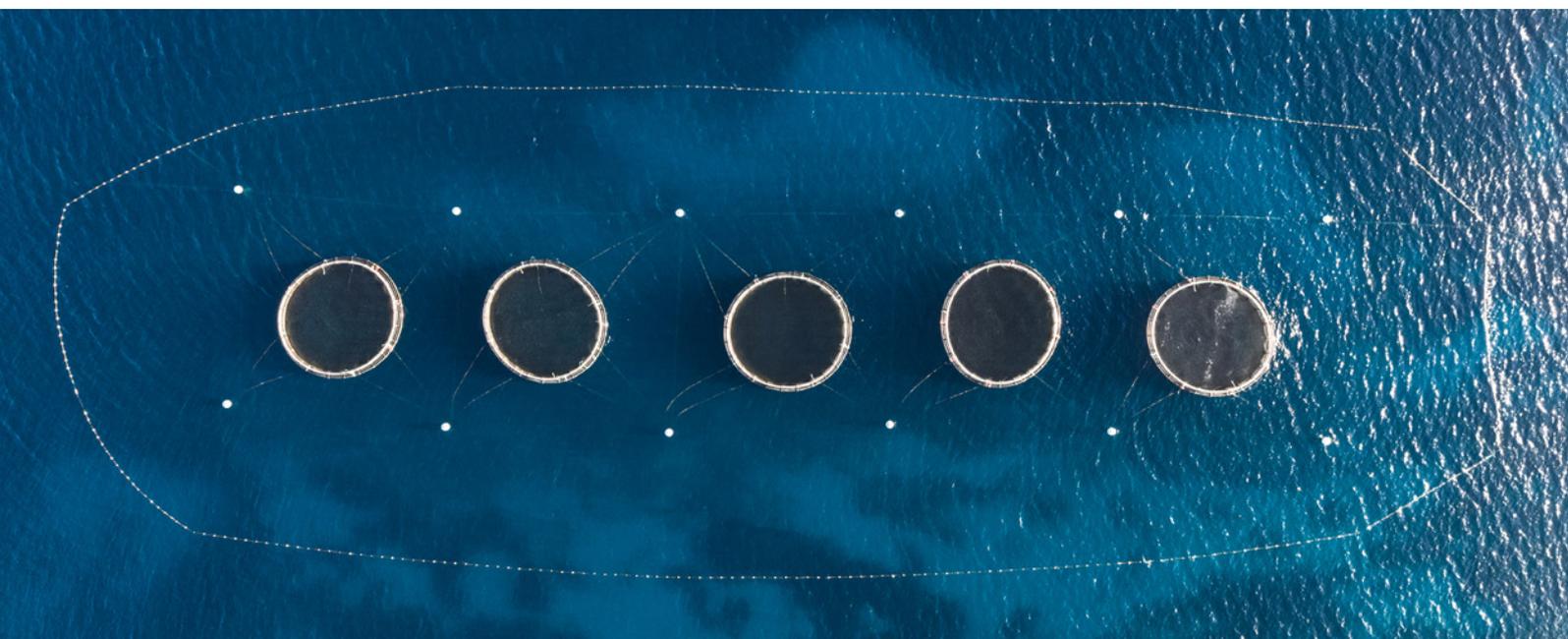
The other four groups co-releasing the statement are Seafood Business for Ocean Stewardship (SeaBOS), the International Seafood Sustainability Foundation (ISSF), the Global Dialogue on Seafood Traceability (GDST), and the Global Sustainable Seafood Initiative (GSSI). Taken together, this platform includes over 150 companies from across the seafood value chain, making this one of the largest seafood industry calls for action on record.

The Role of EU Markets in Securing Sustainable Tuna Fisheries

The GTA and Pew co-hosted an event for European retailers, trade and policymakers on "How can the European market support better decision making by RFMOs?"

The event included talks from the EU on how the EU's positions within RFMOs are formulated and ended with a discussion on the role the EU should be playing at RFMOs, and what the EU market can do to drive this. This discussion included GTA Partners Tesco and the Aldi South Group.

Maria Danamaki (former EU Fisheries Commissioner) gave a keynote address and 79 attendees joined.





Translations

Thanks to the support of the Pew Charitable Trusts, in 2021 we published Japanese and Spanish versions of the previously-published government partnership toolkit. Furthermore, through an arrangement with the Qingdao Marine Conservation Society, we have had the Traceability Toolkit and Environmental Sustainability Toolkit translated into Chinese.

These tools can now reach more stakeholders across the world which is crucial to ensuring sustainability of tuna and the seafood industry at large.

Transshipment Position

The GTA Steering Committee endorsed the NGO Tuna Forum's aligned guidance on transshipments and this now forms the GTA position on transshipment. Our 5-year strategy calls for tuna RFMOs to adopt amendments to existing transshipment regulations to bring in line with these best practices.

German Outreach

Germany is a seafood market where sustainability is no longer a nice-to-have, but becoming the new norm, at least in retail, which

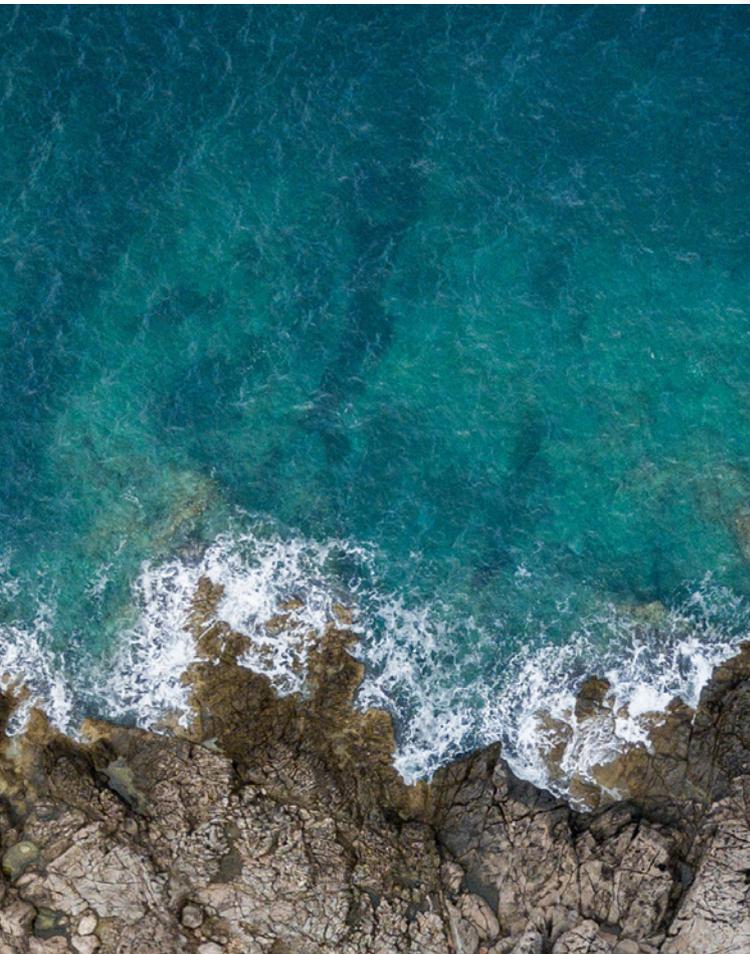
has explicitly committed to sustainable seafood. Accordingly, we were keen to present the GTA to this audience.

The Pew Charitable Trusts and the GTA co-hosted a workshop in September for the German market on tuna RFMOs and how the procurement of sufficient quantities of sustainable tuna can be secured. Our event, 'Thunfisch-RFMOs und die Beschaffung von nachhaltigem Thunfisch' (Tuna RFMOs and how to secure sufficient supplies of sustainable tuna), provided the most significant German buyers and retailers with information about the decision-making of the RFMOs on tuna, in particular with regard to the sustainable management of fish stocks. The workshop included examples of GTA Partners who are actively involved in engaging with RFMOs in order to protect their market interests.

In addition, GTA was invited by MSC Germany to present our work to MSC certified supply chain companies (processors, wholesalers, retailers, foodservice) in Germany, Austria and Switzerland. We had an audience of 160 participants. Finally, also in September, the GTA was invited to present to the Waren-Verein (the German importers association) Fish Working Group.

We are hopeful that these outreach efforts will expand our partnership in Germany – a very important tuna market.

Forward Look



In 2022 we will use the results of progress report from the first year of our 5-year strategy to determine a support strategy for members for those areas where progress is slow. We will also review how to better align 25PST with our 5-year strategy, and eliminate duplication.

We will continue our RFMO engagement in 2022, building upon our successes, and learning from our experiences. We will look to greatly expand the GTA with new Partners from the Americas and Europe's primary tuna markets: Spain & Italy, to increase our leverage.

Our advocacy will be radical, and we will look at what we can do outside of our own market influence to try and make a difference to tuna fisheries.

Summary of 2021 Management Board & Steering Committee decisions

Management Board

Charter Revisions

Approved 2022 budget

Signed-off 5-year strategy

Signed-off 2025 Pledge towards Sustainable
Tuna (25PST)

Agreed GTA to become VAT registered

Recruitment of Director of Outreach and
Engagement

Steering Committee

Addition of Biodiversity Beyond National
Jurisdiction (BBNJ) position

Agreed 2021 RFMO strategy

Signed-off 5-year strategy

Signed-off 2025 Pledge towards Sustainable
Tuna (25PST)

FAD position signed-off

Tender process for revised GTA website

2021 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	138,000	£100,647	-27%
Travel & Expenses Total	26,000	818	-97%
GTA Meeting Costs	2,650	525	-83%
Communications	50,000	27,251	-45%
Office, Administrative & IT Costs	19,000	10,005	-47%
External Consultancy	50,000	7,800	-84%
Sundry/Contingency	5,000.00	0	-100%
TOTAL	£290,650	£146,857	-49%



1.2K
VIEWS

159
HOURS OF
VIEWING



4
EXTERNAL BLOGS
PUBLISHED



441
NEW FOLLOWERS



INTERIM
REBUILDING
PLAN FOR
YELLOWFIN IN
INDIAN OCEAN



4 TOOLKITS
TRANSLATED



14
WEBINARS
HELD



£37,707

(601.5 HOURS)
OF IN-KIND
CONTRIBUTION
FROM
PARTNERS



GTA
POSITIONS
PUBLISHED

3

RFMOs

11
MEETINGS
ATTENDED
(≈150HRS)



16
NEWSLETTERS
47% Engagement Rate
(average is 21.3%)



1
SATISFACTION SURVEY



21,196
WEBSITE
HITS



MSC
CERTIFICATIONS
AT RISK OF
SUSPENSION IN WESTERN
& CENTRAL PACIFIC



17
GTA
MEETINGS



7
NEW
PARTNERS



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