



Global Tuna Alliance

Annual Report

2022

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View from:

Cassie Leisk

Acting Steering Committee Chair



Welcome to our Annual Report for 2022. This year has been very dynamic; 29 new Partners have joined the GTA, we extended our Steering Committee from 8 to 10 seats to better reflect our new geographic diversity with representation now from the USA and South Africa.

Our Management Board (MB) has changed following Hugo Byrnes' departure from Ahold Delhaize. Hugo was a staunch supporter of the GTA, and a hugely valuable member of our governance. While we will miss Hugo, we were very fortunate to welcome Dr Leon Mol from Ahold Delhaize as our newest MB member. Other changes include a brand new GTA website, including a new partner-portal and forum.

In 2022 we continued to engage with tuna Regional Fisheries Management Organisations (RFMOs), though increasingly in-person with the relaxation of covid restrictions. You can hear more about our work in this report and the accompanying RFMO Review. There have been successes, and disappointments, but by continuing to speak up for a diverse collection of businesses with an interest in tuna we ensure that the voice of the market is heard loud and clear.

View from:

Dr Tom Pickerell

Executive Director



With the relaxing of COVID restrictions, 2022 was an opportunity for us to meet Partners and stakeholders in-person. With the re-establishment of the major seafood shows, we were able to present the work of the GTA at both Boston and Barcelona, and also at the UN Oceans Conference, the INFOFISH tuna conference and the Tokyo Sustainable Seafood Summit.

2022 was the first full year for Albert Arthur, our Director of Outreach & Engagement, and Albert spread the word about the GTA far and wide. Albert even recorded 30,000 steps in one day at the Barcelona show meeting tuna supply chain companies. During 2023 we welcomed 29 new Partners to the GTA, which was extraordinary. To build on this, we appointed Gunther Errhalt as our new Japan Outreach Officer, to expand our membership in this important market. To date, we have no representation from Japan. Gunther formally started on 4th Jan 2023, so there will be a report of his activities in the next annual report.

Some progress was made at the RFMOs, but the pace of change is often glacial – hampered by short-term thinking by many delegations, but also through poor agreements that allow delegations to walk away from measures they don't like (in the case of the IOTC). That being said, the power of the market voice is being recognised (see the view of the head of the Japanese RFMO delegation later in this report).

The future is bright if we continue to collaborate, speak with one voice and not divert attention to individual interests.

About the Global Tuna Alliance

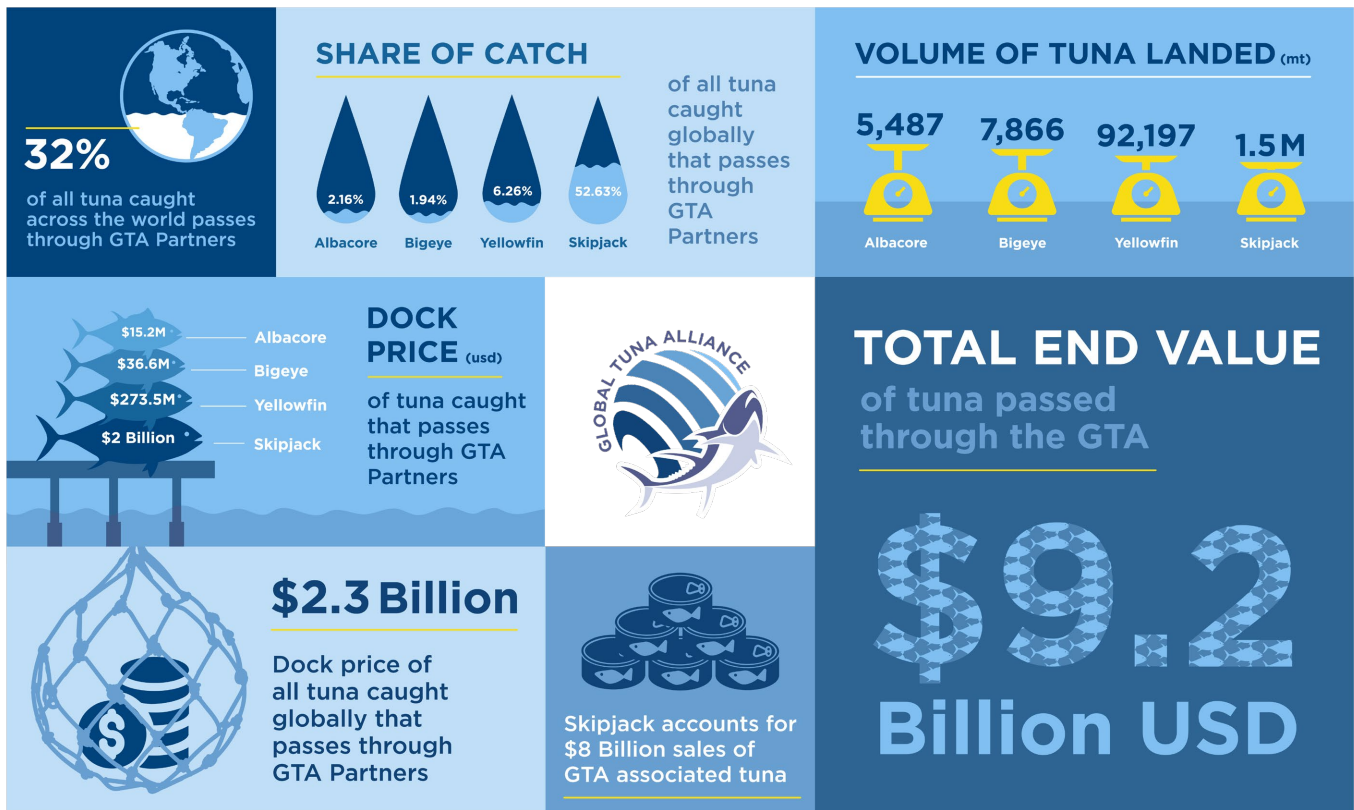
The Global Tuna Alliance (GTA) is a pre-competitive collaboration of international supply chain companies with a shared interest in improving the environmental and social performance of tuna fisheries.

The GTA was established as a concept in 2017 following many unilateral efforts to shift tuna interests to more sustainable management of 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. It would open up opportunities to pool their commercial leverage to encourage the Regional Fishery Management Organization (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.

2021-2022:



2022 Highlights

GTA Steering Committee

The GTA Steering Committee (SC) was initially formed with 8 of the 10 seats already filled. The remaining two seats were 'reserved' for members who could better reflect the geographical diversity of an expanded membership. Following a period of expansion in 2022, the GTA is now represented beyond Europe with members from Africa and the Americas.

Accordingly, the Management Board and Steering Committee invited Gert Le Roux from Woolworths (South Africa) and Hamish Walker from Seattle Fish Co (USA) to join the Steering Committee.

5-Year Strategy and 25PST

At the turn of the year, we had secured 12 signatories to the 2025 Pledge Towards Sustainable Tuna (25PST); the majority being GTA Partners. In addition, Albert was experiencing significant confusion with prospective new members who struggled to distinguish between 25PST and GTA. Finally, dual-reporting was proving a significant administrative burden.

Accordingly, the GTA Management Board, our co-convenors at the World Economic Forum and Friends of Ocean Action, agreed to stop the 25PST. However, as the 25PST was based upon the GTA 5-Year Strategy, it was agreed to rebrand the [5-Year Strategy](#) the "2025 Pledge Towards Sustainable Tuna".

Earlier in 2022 we published our first year [progress report](#), based on the results from the 2021 progress survey. The results show that GTA Partners had collectively already achieved 37% of Key Performance Indicators (KPIs). Individual progress varied considerably from zero to 78% of KPIs met. Most progress was recorded on our Environmental Sustainability strategic priority (43% of KPIs collectively achieved) and least progress on Transparency & Traceability strategic priority (30% of KPIs collectively achieved).

External funding

In 2022 we were awarded \$20,000 from [Sea Pact](#) to hire a consultant Japanese Outreach Officer for one year to assist us in our outreach in Japan (one of the top 3 tuna markets in the world).

Comms

Throughout 2022 our social media following (or views for YouTube) increased significantly:

Platform	Jan 2022	Dec 2022	Change
LinkedIn	1,492	2,300	+54%
Twitter	1,022	1,254	+23%
YouTube	389	3,315	+752%

The GTA newsletter audience grew in 2022 from 80 contacts to a total of 156 contacts. The average open rate for subscribers was 37.4%, down from 47% the year before (to be expected with more subscribers), but 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 7%, which again exceeds Mailchimp's average of 2.62%.

New GTA Website

In December we launched our brand new website. This new site now has a 'Partners Portal' which can only be accessed by GTA Partners. This contains all of the resources and toolkits that we have developed. There is also a new RFMO section which lays out our RFMO campaigns with everything from kick-off to post-meeting reaction.



RFMO summary

IOTC

The IOTC meeting took place from 16th to 20th of May in the Seychelles. Due to COVID concerns, it was only in-person for Heads of Delegation plus one other. Observers, like the GTA, had to access it remotely. Daily updates were provided to Partners, and an overview of the outcomes can be found in our [post-meeting summary](#).

The takeaway points: The yellowfin rebuilding proposal was withdrawn after India, Oman & Somalia (maybe others) noted they would not accept any cuts to their catch. The proposal to ensure the skipjack catch doesn't exceed the agreed harvest control rule (HCR) was withdrawn after the EU & Maldives were unable to agree on a joint text, and because some members had said they would object to any cuts in catch. The EU proposal to better manage FADs was withdrawn following several objections to a lack of dFAD closure, and the inclusion of aFADs in the proposed measure.

However, a bigeye management procedure was adopted, as was a proposal to align transshipment measures with ICCAT. This will ensure the monitoring of the transshipment activities by large-scale longline vessels in the IOTC area of competence, including the control of their landings. In addition, the IOTC agreed to develop electronic monitoring standards - a key GTA ask.

You can read a full evaluation of the GTA's engagement with the tuna RFMOs in 2022 here, but in summary, we had successes and some disappointments.



The strap-line for our IOTC advocacy campaign was "Rebuild the Yellowfin Road." We produced a meme that played on the classic "Follow the Yellowbrick Road" from the Wizard of Oz with NGOs, retailers and scientists all calling for the same thing.

IATTC

The 100th session of the Inter-American Tropical Tuna Commission (IATTC) took place from the 1st to the 5th of August in Phoenix, Arizona. Daily updates were provided to Partners. Even though just a couple of proposals were approved, if we consider the progress from this meeting and the one from the year before, the improved performance of the IATTC is undeniable. But we still have a lot of work to do.

The week before the Commission meeting, the GTA hosted a roundtable for IATTC delegates, which was attended by representatives from Colombia, Chile, Ecuador, and Mexico. The GTA and a couple of our Partners presented our asks and expressed our support for some of the proposals submitted by CPCs.

Several proposals aligned with our asks this year, as you can see [in our response to the proposals document](#). After five days of discussions and negotiations, only two of those proposals were adopted: the transshipment proposal and the North Pacific albacore harvest strategy, which were both GTA asks. Even after a week of negotiations trying to accommodate the asks of all CPCs, many proposals aiming to improve transparency and accountability were rejected; mainly by a group of Asian countries. Full details on the proposals adopted and withdrawn can be found [in our post-meeting summary](#).

It is important to highlight that in 2021 the IATTC had considerable progress with adopting management measures, which were implemented last year, and the Port State Measure, which most countries have been opting in to. Also, even though there were no proposals on FAD management that we were looking for, the Commission is working on this through a working group.

The 101st meeting of the Commission will be held from the 7th to the 11th of August 2023 in Canada.

ICCAT

The 23rd Special Meeting of the Commission took place from the 13th to the 21st of November in Val do Lobo, Portugal, and daily updates were provided to Partners. Our asks can be viewed in our [Position Statement](#).

We hosted a roundtable meeting on Thursday, 3rd November. We invited ICCAT delegates from all the CPCs to attend. We had a huge number of attendees at 38 – a record for the GTA, with 22 delegates from Brazil, Canada, France, Liberia, Morocco, Senegal, Spain, Trinidad Tobago and the USA.

This year the meeting was tough, where we couldn't see any way forward for many of the proposals in the first couple of days. By the second half of the meeting, CPCs started to come to align, agreeing on mostly bluefin tuna recommendations. The last session was the most stressful, with the approval of the rollover of the tropical tunas' conservation measures just a couple of hours before the end of the meeting. As a result of the rollover, CPCs will continue working to develop new management measures this year based on inter-sessional meetings. The GTA summary of outcomes can be viewed [here](#).

The 28th regular meeting of the Commission will be held from the 13th to the 20th of November 2023 in Egypt.





WCPFC

The WCPFC meeting took place from 28th of November to 3rd of December in Da Nang, Vietnam. Just before the meeting started, we were successful in getting a [blog](#) published by the World Economic Forum. This gave our asks a potentially huge audience.

This was the first in-person meeting of the Commission for three years, and we made significant efforts to engage with delegations face-to-face. This included distributing GTA fortune cookies to every attendee. This proved to be a huge hit with many attendees taking photographs and posting on social media. It also provided an ice-breaker for the team when engaging.

We also hosted a cocktail reception on the Thursday evening. The timing could not have been better, as the discussions on harvest strategies had started to get going by that time, and there was a real need for a 'release'. Attendance was superb, and the event continued nearly an hour after we expected it to end. A huge thank you to the [NGO Tuna Forum](#) who funded the event.

Daily updates from the meeting were provided, and a GTA [summary of outcomes](#)

was published. We were pleased that the Commission reached agreement on a number of measures relating to harvest strategies. Significantly, the Commission agreed to adopt a harvest strategy for skipjack and Northern albacore. The Commission also reaffirmed its commitment to put in place harvest strategies for all tuna species before stocks fall below sustainable levels. However, Target Reference Points (TRPs) for bigeye and yellowfin were not agreed, with the Commission noting further work will be needed. Instead, a revised workplan was adopted to agree TRPs in 2024, and adopt management procedures in 2025.

The GTA was calling for the adoption of a measure for an electronic monitoring (EM) program as well as associated minimum standards. Unfortunately, the Commission did not agree to any such measures.

The GTA was calling on the Commission to support the proposed measure on labour standards for crew on fishing vessels. However, while the work of the Crew Welfare Intersessional working group was received with appreciation by the Commission, no measure was adopted. Instead, the Commission recognised the priority to be given to this work.

Sustainable Fisheries Partnership (SFP) Tuna Supply Chain Roundtable

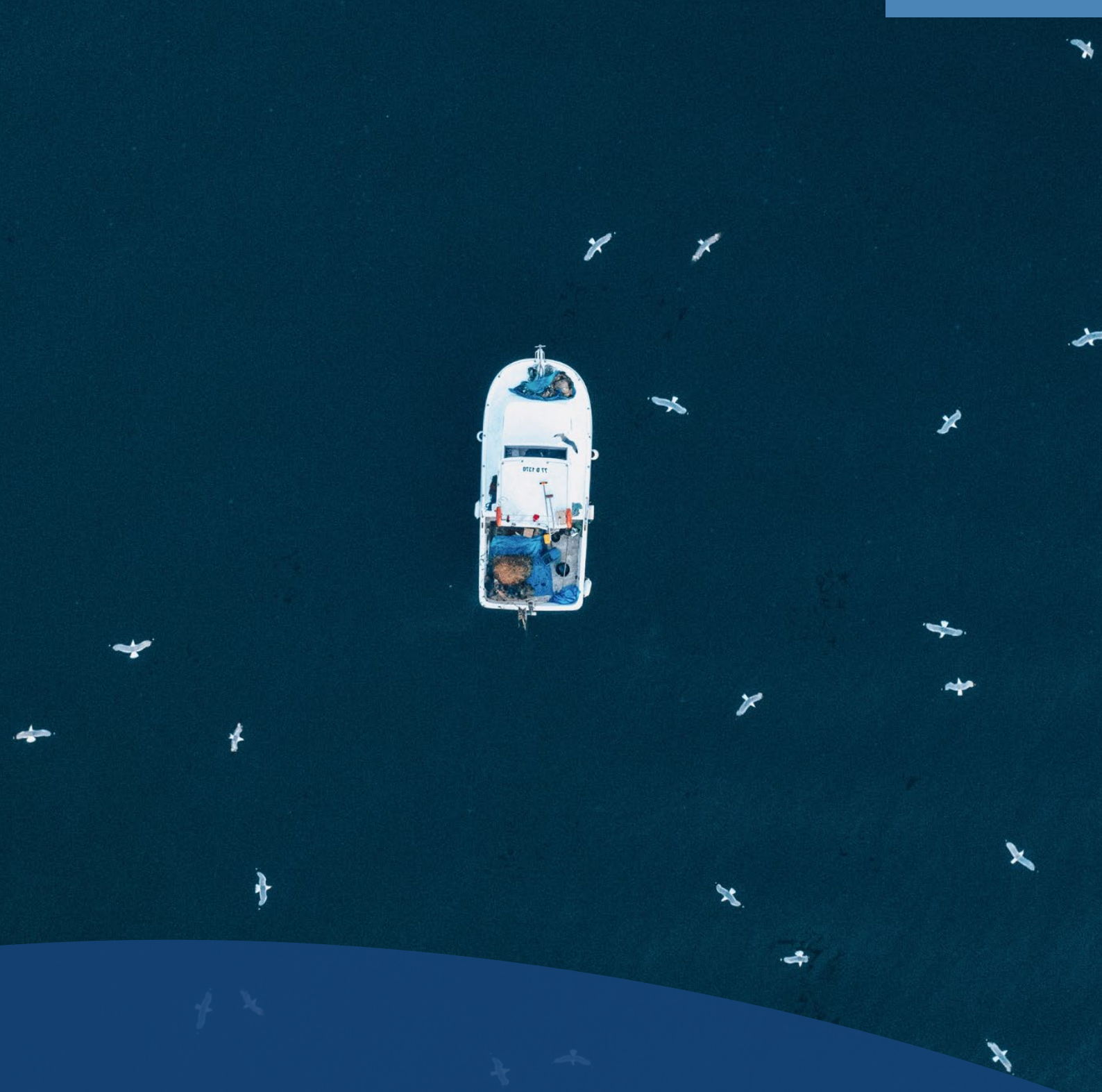
During 2021, [SFP](#) conducted interviews with their Tuna Supply Chain Roundtable (SR) participants and heard that the main tuna focus areas for their businesses are RFMO engagement and bycatch mitigation work. The conclusion of internal SFP discussions was that the most efficient way forward for the tuna sector is to locate these two different work streams around RFMOs and bycatch in different organisations.

SFP proposed to us for their SR participants to join the GTA to focus on all RFMO advocacy related work, while those companies, including GTA Partners, interested in bycatch related issues can work with SFP in implementing best practices across the sector.

Accordingly, from February 1st 2022, SFP's Tuna SR ceased, and all SR members were invited to officially join the GTA. SFP established a "Bycatch Hub" that now works with interested companies on issues related to bycatch of endangered species within important fisheries.

Following this announcement, [13 former SR participants joined the GTA.](#)





Transshipment

The GTA had previously endorsed the NGO Tuna Forum's Aligned Guidance for At-Sea Transshipment – adopting it as our position. This guidance was updated in 2022 and now includes worker rights and safety practices. There are now 17 endorsing organizations, including the GTA.

New Partners

We were delighted to welcome 29 new members to the GTA in 2022:



Organic Ocean Seafood Inc. is a high-end Canadian restaurant supplier and our first Canadian member.



Lusamerica is a wholesale fresh and frozen seafood processor and distributor established in 1975. They supply retail, high-line distributors and food-service.



North Atlantic Inc. is a processor, direct importer, and primary distributor of fresh and frozen seafood products. Based on the Portland Fish Pier in Portland, Maine, they have expanded to include owning and operating a processing plant in Benoa, Indonesia.



Seattle Fish Co supplies restaurants, hotels, caterers and grocers throughout the Rocky Mountain and Midwest regions with fresh and frozen seafood.



H-E-B Grocery Company, LP is an American privately held supermarket chain based in San Antonio, Texas, with more than 340 stores throughout the U.S. state of Texas, as well as in northeast Mexico. The company also operates Central Market, an upscale organic and fine foods retailer.



Seafood Imports is an importer and distributor of specialty seafood products with direct sourcing power in South Africa and Asia since 1997. Seafood Imports is family owned, and its JAVA team has dedicated itself to providing the highest quality of products and services at competitive prices.



D&E Import LLC. is an importer of fresh and frozen seafood from around the world. With 20 years of seafood experience, D&E caters to the food service industry and retail trade in the United States and Canada featuring their PrimoSeas™ brand.



Rema Foods Inc. is a leading global food importer and supplier focused on providing unique specialty items and broader commodity-based products. Privately held and family owned, Rema Foods, founded in 1964, has been a leading supplier to some of the largest restaurant, foodservice, retail, and manufacturing companies throughout the United States and around the world.



Norpac Fisheries Export is a vertically integrated seafood company operating within US territorial waters, under Government Fishery Sustainability Plans, supplying fresh and frozen products from the Central and Western Pacific. Operating the largest fleet of longline fishing vessels in the Western Pacific, with 4 company-owned processing facilities, 3 company-owned 727-200 cargo aircraft, and over 2,000 employees worldwide.



Northwest Fishery (Pvt) Ltd has established itself as a supplier of high quality, export grade fish worldwide to its key customers in Japan, USA, Europe and more. The emphasis on quality is achieved through owning and operating their own vessels and an EU-approved state of the art production facility with a higher level of quality control and traceability procedures.



Hilo Fish Company, Inc. is engaged in worldwide distribution, processing, harvesting and marketing of assorted fresh and frozen seafood products. They source from over 20 different coastal regions worldwide and hold more than fifteen years' experience grading and shipping tuna to the highly discerning Japanese market.



Luen Thai Fishing Venture Ltd. is a seafood company engaged in fishing, base operations, processing, packaging and distribution of fresh tuna and seafood products. Every year, they supply over 11,000 tons of fresh tuna and other seafood products to customers in Japan, the United States, Canada, Europe and China.



Afrutex Ventures is an investment holding company with strategic investments in African based fishing operations that market seafood to a global base of customers, with fully operational state of the art fishing and processing facilities in Mauritius and Mozambique and a global retail operation in South Africa.



Anova Food is a top sushi-quality tuna company in North America, leading the industry in the global sourcing of wild caught and sustainably harvested tuna. Anova Food is a subsidiary of Bumble Bee Foods.



Comptoirs Océaniques/Fish Is Life. A major player in premium tuna and sushi for 20 years, Fish Is Life innovates with its "fusion" range with Asian flavours.



Fortune Fish & Gourmet is a leading seafood and specialty foods distributor in the Midwest.



Majestic Seafood Ltd. - Shareholders: Thai Union, Century Canning, and Frabelle fishing



Frabelle PNG Processors is a Filipino Investment in Papua New Guinea



RD Tuna Cannery Ltd.

RD processing PNG is a Filipino Investment in Papua New Guinea



South Seas Tuna Canning (SSTC) is a Bumble Bee investment and FCF investment in Papua New Guinea



Nambawan is a FCF investment in Papua New Guinea



International Food Corporation (IFC) is a Malaysian Investment in Papua New Guinea



Philbest is GTA Partner RD group's tuna processing operation in the Philippines



FRIME S.A.U is a Barcelona-based seafood supplier, and our first Spanish partner. FRIME is a family Business Corporation established in 1977, and imports fish from all over the world and sells over 2,000 tons of seafood a month, with a sales presence in over 40 countries.



The Iberostar Group, hotel and resort chain. Iberostar's [Wave of Change](#) program is a strategy for working towards 100% responsible seafood consumption by 2025.



Euclid Fish Company is a fourth-generation, family foods company situated in the middle of the supply chain working towards high standards of responsible sourcing of tuna products and meeting high standards.



Santa Monica Seafood is the largest wholesale seafood-only distributor in the US Southwest, serving the region since 1939.



IncredibleFish was established in Miami in 1997 and sources the highest quality seafood for food service, retail, and other major distribution customers. In 2014, IncredibleFish became a division of North Star Seafood, LLC. In 2016, IncredibleFish and North Star Seafood were welcomed into the Sysco family.



J.J. McDonnell & Co. Inc was founded in 1945 and was originally located in the downtown Baltimore Seafood Market. Over the years, their product focus has transitioned from predominantly fresh fish to a healthy mix of fresh and frozen seafood. They cater to a wide range of customers, from retail to food service.

Outreach

The GTA covered a lot of ground in 2022, spreading the word about seafood supply chain companies and retailers coming together to demand sustainable tuna.



INFOFISH Tuna 2022

The foremost convention of the world tuna industry returned in October after a COVID-enforced hiatus. Tom presented on “The Global Tuna Alliance: Supporting the Delivery of SDG14 through Supply Chain Advocacy and Action via a 5-Year Strategy”

Seoul International Seafood Show

[Ocean Outcomes](#) hosted a tuna roundtable at the Seoul International Seafood Show in South Korea in June. The GTA was invited to present and explain our work. Tom presented remotely (due to the IOTC meeting taking place) and was followed by GTA Partner New England Seafood, who presented in person. It was a fantastic opportunity to access some potential members from Korea.



Tom Pickerell (GTA)

Seafood Expo North America (SENA)

SENA, or the [Boston Seafood Show](#) as it is more commonly known, took place in March again after COVID. Both Tom and Albert attended and had many meetings, including with MSC Americas, Global Dialogue on Seafood Traceability (GDST), SeaPact, the Walton Foundation, Seafood Legacy, Abipesca (Brazilian Association of Fish Industries) and the Maldivian Fisheries Minister.

In addition, Tom moderated a panel from Pew on “Netting Billions 2020: A Global Tuna Valuation”. The session was well attended by 50 plus guests despite the ‘graveyard slot’ at the end of the show, and there was significant discussion with the audience. It was a great opportunity to present the work of the GTA – particularly with regards to our RFMO engagement.

Tom also participated in a panel hosted by GSSI on “Pre-Competitive Partnerships: A Driver for Sustainability in the Seafood Sector”. This was an excellent opportunity to promote the GTA to a large audience. One of the issues that arose during the discussion was the need for action – not just words. It was super to highlight the work of the GTA in terms of outputs, including the supply chain statements on sourcing from the Indian Ocean.

Finally, the GTA was included in the official [Expo magazine](#) (that went to every attendee). Check out pages 66-68 to learn more about why the GTA’s work is key for a sustainable seafood system.

Seafood Expo Global (SEG)

Hot on the heels of Boston was the Seafood Expo Global – held in April in Barcelona for the first time. Albert & Tom attended and continued the outreach and engagement initiated in Boston.

We held a joint networking lunch with SeaBOS, GSSI and Sea Pact. The aim was to allow key seafood stakeholders to meet and discuss opportunities for collaboration.



(L-R) Wenche Grønbrekk (SeaBOS), Martin Exel (SeaBOS), Andrea Weber (Metro), Tom Pickerell (GTA), Herman Wisse (GSSI), Sam Grimley (Sea Pact)

In addition, Tom moderated a panel in the accompanying conference on:

“Is Meta-Collaboration for The Seafood Industry the Answer?”

Steering Committee Chair Andrea Weber (Metro) also participated in the panel, and despite competing with several receptions we had a healthy turnout. The panel provided an opportunity to update attendees on our work, as well as highlighting our efforts collaborating with other pre-competitive collaborations.



(L-R) Helen Packer (World Benchmarking Alliance), Rob Johnson (Blue bridge Consulting), Martin Exel (SeaBOS), Sam Grimley (Sea Pact), Andrea Weber (Metro), Herman Wisse (GSSI), Tom Pickerell (GTA)

Following this panel, we held an informal meeting. It was great to see people in-person again, and some for the first time, after two years of no travelling.

Our outreach meetings included Compesca (the Mexican Council for the Promotion of Fishery and Aquaculture Products) and the Pacific Alliance for Sustainable Tuna – both of whom expressed an interest in their tuna processors joining GTA. We also met with Brian Perkins, CEO of the Global Seafood Alliance, to chat about ways to cooperate.

Canadian Engagement

Canada is a seafood market where sustainability is no longer a nice-to-have, but becoming the new norm, at least in retail, with many companies committed to selling sustainable seafood. Accordingly, we were keen to present the GTA to this audience.

[Seafood Progress](#), programs run through Canadian NGO [SeaChoice](#), invited the GTA to speak at a webinar for Canadian retailers focussing on skipjack tuna. Seafood Progress audits retailers against their own sustainable sourcing policies. The retailers involved include Costco, Loblaws, Walmart Canada and Sobeys.

We were asked to present what the GTA is doing on tuna sustainability, which was a great opportunity to sell the GTA to a new audience. Seafood Progress followed up with all the retailers that they profile and provided GTA contact details and information on how joining the GTA could translate to score increases in their Seafood Progress profiles.

UN Ocean Conference

The GTA, alongside the [Sustainable Seafood Coalition](#) (SSC) and the [Hong Kong Sustainable Seafood Coalition](#) (HKSSC) held a side event at the recent UN Ocean Conference in Lisbon at the end of June.

The aim of the event was to promote the aligned [public position](#) from the seafood supply chain on the need for a High Seas Treaty to protect biodiversity beyond national jurisdictions (BBNJ) (i.e., the high seas). H.E. Mrs Margo Debye, Permanent Representative of Nauru to the UN spoke and was a key part of the event and very encouraging of the work the GTA is doing. She called for the industry to keep advocating for the most ambitious options still on the table, especially in the build-up to the fifth round of negotiations (IGC5) towards a High Seas Treaty, in New York in August.

Following the meeting, we met with the UK head of delegation for a high seas treaty to discuss how our statement can be used to 'stimulate' some foot-dragging countries.

Tokyo Sustainable Seafood Conference

Tom joined a panel on “Policy Proposals from Seafood Industry to Fishery Management Organisations” at the [Tokyo Sustainable Seafood Summit](#) in October. The panel explored how seafood companies are asking RFMOs for stronger and more sustainable fisheries management, and how the private sector can work together in Japan and other Asian countries.

During the discussion, Takumi Fukuda, head of international negotiations for Japan at WCPFC, IATTC, and bilateral fishing access consultations with Pacific Island countries, was asked by the Panel chair:

“In recent years there have been voices and requests from companies, in the West as well as Japan, and what roles are being played by such voices from companies?”

Mr Fukuda replied:

“In the past there were no voices from the market and also people who were in charge of negotiations were not really aware of voices from the market. But recently, voices from the market are being raised. Just to give you a specific example, last year on the eastern side of the Pacific, the IATTC had to renew the tropical tuna measure, a very difficult negotiation. The market side; the retailers, the processing companies and also consumer groups said that if IATTC was not able to agree on conservation of the stocks, they said they would stop purchasing from IATTC and that message was delivered and published so there were several negotiations and they were able to agree on the new conservation measure. In the past, in terms of the IATTC, some measures expired, but last year because of the market there was a push to make progress with the negotiations.

And in terms of WCPFC, in order to maintain MSC-certification, harvest control rules and harvest strategies must be established and such discussions have become extremely active this year and if there is no agreement at the end of the year, next year in June the tuna certifications in the WCPO will be suspended. This is a huge risk and the market shares the sense of urgency for the negotiations. It’s not something we’ve experienced in the past. **The power of the markets is becoming stronger every year.**

In discussions on fisheries management, the main players were fishermen so when we had negotiations we were focussed on the opinions and the interests of the fishermen. But the resource users are not only fishermen; there is processing, consumers, retailers and many people use the stock. So therefore, we have to bring in their perspectives to look at stock management.”

A fantastic advert for pre-competitive collaborations like the GTA!

What Ocean Sustainability Means for Business

In December the World Economic Forum (WEF) published a new White Paper on the responsibilities and opportunities of fast-tracking a sustainable ocean economy. [What Ocean Sustainability Means for Business](#), highlights the positive change and growth that are possible if businesses and the G20 aid in accelerating ocean sustainability.

The report notes that “To effectively engage governments, companies should join forces to ensure engagement is being done coherently and at a critical mass that ensures the collective voice of the cause is heard and acted upon. The Global Tuna Alliance’s work is an excellent example of this... A key part of their strategy is aligning their positions and asks to effectively engage regional fisheries management organizations (RFMOs) to ensure sustainable, legal and labour-abuse-free practices.”

It’s nice to be recognised!



Wider Campaigns

Biodiversity Beyond National Jurisdiction (BBNJ)

The fourth session of the Intergovernmental Conference (IGC) on an international legally-binding instrument under the UN Convention on the Law of the Sea (UNCLOS) on the conservation and sustainable use of marine BBNJ took place in March 2022 - postponed from 2020 due to COVID . This conference aimed to agree on an international, legally-binding instrument on marine biodiversity of areas beyond national jurisdiction; which is one of our objectives in our 5-Year Strategy.

We supported advocacy efforts by writing to delegations, contributing to the High Seas Alliance newsletter, and most recently via the World Economic Forum's blog "agenda" through a co-authored [article](#) with Janine Felson, Ambassador and Deputy Permanent Representative for the Permanent Mission of Belize to the United Nations.

Ending Harmful Subsidies

Ending Harmful Subsidies is a goal of the GTA (and is captured in our 5-Year Strategy). In June, members of the World Trade Organization (WTO) met to discuss a treaty to curb harmful fisheries subsidies. Our advocacy included an [op-ed](#) which was covered in [SeafoodSource](#), as well as a social media campaign.

Following negotiations into the very early hours, WTO members concluded a [multilateral agreement on fisheries subsidies!](#) While the agreement does not go as far as many members wanted it does go some way to delivering what our ocean needs and all those that are dependent on it.

There are now rules prohibiting all subsidies (including capacity enhancing) to vessels committing IUU, fishing on overfished stocks, and fishing on the unregulated high seas. It also includes important measures to enhance transparency that will make governments more accountable for their financial support for the fishing industry. For the first time, governments are accountable for the subsidies they provide to their fishing fleets at a global level.

While negotiations on subsidies that contribute to building and operating fleets with capacity to fish unsustainably came up short, members said they would continue talks on this issue and will recommend limits on such government support to the [WTO's Thirteenth Ministerial Conference](#) expected to meet in 2023 or 2024, particularly by including additional prohibitions to subsidies that contribute to overcapacity, overfishing, and distant-water fishing.

Japanese IUU Joint Statement

GTA joined 16 other organisations in a [joint statement](#) to welcome a new Act issued in April by Japan's Minister of Agriculture, Forestry and Fisheries, under the Improvement of Domestic Trade of Specific Marine Animals and Plants Act.

Led by the [Anti IUU Forum Japan](#), the statement was delivered in person at a meeting with the Director General of the Japanese Fisheries Agency and the Senior Vice Minister of Agriculture, Forestry and Fisheries.

This policy means that Japan is taking a decisive step to prevent seafood sourced by IUU fishing from entering its domestic market, further contributing to the sustainability of marine ecosystems and fisheries industries globally.

Noting the forward-looking steps already taken by Japan in the fight against IUU, the statement also called for implementation of electronic catch documentation, full participation in the FAO Global Record of Fishing Vessels, implementation of a national seafood traceability system based on the GDST seafood traceability standards, and expansion of current Japanese anti-IUU import controls to cover major commercial species such as tuna and eel.

These actions align with the goals of the GTA's 5-year strategy.

IUU Fishing Action Alliance

The UK, Canada and the USA have developed a new [IUU Fishing Action Alliance](#) (IUU-AA). The premise of the IUU-AA is broadly situated around three areas:

- Implementing and building support for key international agreements, arrangements, and frameworks for combating IUU fishing, including the 2009 FAO Agreement on Port State Measures.
- Encouraging support for technology and capacity building that strengthens fisheries Marine Stewardship Council (MCS), particularly in developing countries.
- Promoting transparency.

The IUU-AA will be underpinned by a pledge that is signed by States who are committed to tackling IUU fishing and States affected by IUU fishing activity. In addition, third-sector organisations are invited to support the pledge.

The IUU-AA was launched at the UN Ocean Conference in Lisbon in June with Iceland signing up. In addition, 9 third sector organisations, including the [GTA](#), have offered their support. We have done this as the pledge aligns with our 5-Year Strategy. Going forward, we will incorporate the pledge in our advocacy on Port State Measures, Cape Town Agreement and ILO188.

Meta-Coalition statement on Fisher Safety

The GTA, alongside Seafood Business for Ocean Stewardship (SeaBOS), the Global Dialogue on Seafood Traceability (GDST), Sea Pact, and the Global Sustainable Seafood Initiative (GSSI) came together as a meta-coalition to support efforts to improve fisher safety.

To coincide with new research from Pew and the Fish Safety Foundation, which estimated that global fisher mortality rates are actually three to four times higher than previous assessments, we made an [intervention](#) at the recent FAO Committee on Fisheries (COFI) meeting supporting calls for a global mechanism for reporting fatalities alongside targeted and effective safety initiatives based on the data generated, to make the work of fishing safer.

SeafoodSource RFMO Series

Throughout June and July, SeafoodSource published a four-part series covering the role RFMOs play in the global seafood trade. The series is intended to help seafood companies better understand the role and impact of RFMOs and the opportunities to engage with those bodies.

[RFMOs – What are they and are they enough to protect high-seas fish stocks?](#)

- [Lack of effective RFMO management of tuna fisheries threatening US commercial entities](#)

- [RFMOs’ consensus-based decision-making system failing to provide sustainable fisheries management](#)

- [Seafood industry forming methods to influence RFMO decisions](#)

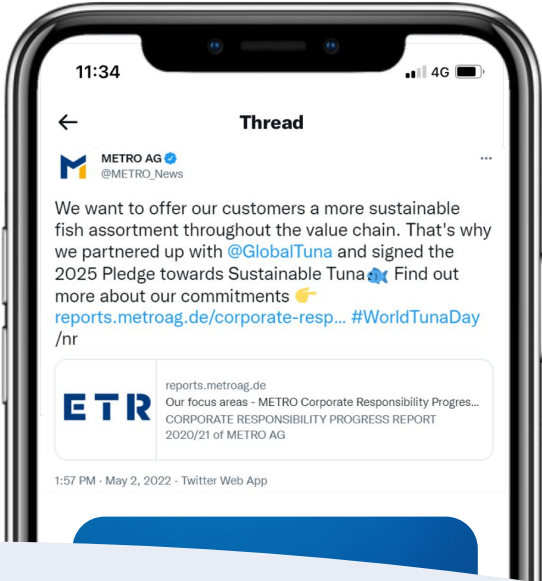
Tom was heavily quoted in each of the articles, providing great coverage of the GTA to a wide audience. We amplified this by promoting the series on social media.

World Tuna Day 2022

World Tuna Day took place on May 2nd, and we were active on social media and launched our #RebuildTheYellowfinRoad [campaign](#) (more in the IOTC section on page 23).



We also had Partners give a shout out to the GTA on World Tuna Day:





Forward look

We will continue our RFMO engagement in 2023, building upon our successes, and exploit the return to in-person meetings.

We will look to greatly expand the GTA with new Partners from Japan through our new Japan Outreach Officer, and from the retail sector in the Americas through Albert.

In 2023 we will carry out the first of two third-party audits of GTA Partners against the 5-Year Strategy (the second audit will be in year 5). We have been working on a joint audit with ISSF to ensure that we minimise duplication – and ‘reporting overload’.

Administratively, we will be reviewing our governance processes and structures to ensure that they remain fit-for-purpose following our remarkable growth in 2022.

Finally, we will be looking to expand the GTA team through a supportive funding grant to ensure that we can continue to deliver.

2022 Financial summary

The following financial summary highlights the expenditure against budget for the period January 2022-December 2022. Travel and meeting costs were over-budget due to increased costs (fuel price rises and new venues respectively).

All costs in GBP:

Cost Category	Budget (£)	Actual (£)	Variance
Personnel Costs Total	130,500	134,438	3%
Travel & Expenses Total	20,000	25,836	29%
GTA Meeting Costs	2,000	2,947	47%
Communications	46,000	44,914	-2%
Office, Administrative & IT Costs	13,500	7,678	-43%
Sundry/Contingency	5,000	0	-100%
TOTAL:	217,000	215,812	-1%



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