



POSITION

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Smart Fishing Initiative

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TUNA PROCUREMENT GUIDELINES

Tuna is a critical component of the marine ecosystem as well as an important seafood commodity. As with many popular fish species, tuna are under significant anthropogenic stress, and almost all of the 23 commercially harvested tuna stocks face heavy fishing pressure, with some stocks overexploited, some overfished, and most others fully exploited; few (mostly skipjack) remain underexploited. Traded globally, these fish significantly support national economies, sustain millions of livelihoods and provide essential animal proteins to millions more.

WWF believes we must move the tuna fisheries into a sustainable state for benefit of the planet and the people that depend on this fish. These Procurement Guidelines are intended to provide a stepwise process to support tuna purchasers move toward sustainably sourced tuna product which are ultimately awarded the Marine Stewardship Council certification.

Guideline Recommendations	Product Categories		
	Canned Mainly skipjack & yellowfin tuna, some albacore & bigeye tuna	Fresh and Frozen Mainly yellowfin & bigeye tuna	Frozen Bluefin tuna ⁱ
1. Promote the Marine Stewardship Council (MSC)-certified tuna products that have Chain of Custody and the MSC logo to the extent that it exists in the market, if unavailable	✓	✓	Not Applicable
<div> <div></div> <div>2. Move all wild-caught tuna products towards improved sustainability with MSC by encouraging WWF company partners to preferentially source from:</div> </div> <div> <div></div> <div>i) Fisheries that are implementing a WWF approved Fishery Improvement Project (FIP),ⁱⁱ the vessels fulfil all International Seafood Sustainability Foundation's (ISSF) ProActive Vessel Register criteria and have a method of ensuring the traceability of promoted products from fishing vessel to plateⁱⁱⁱ or if unavailable</div> </div>	✓	✓	Not Applicable
<div> <div></div> <div>ii) An ISSF participating company that implements all ISSF Conservation and Management Measures and is solely sourcing from vessels on the ProActive Vessel Register (PVR), and those vessels on the PVR fulfill all PVR criteria;^{iv} or if unavailable</div> </div>	✓	Not Applicable	Not Applicable
<div> <div></div> <div>iii) Vessels that are on the PVR, which meet all PVR criteria/check list</div> </div>	✓	Not Applicable	Not Applicable
<ul style="list-style-type: none"> <i>Purchasers are encouraged to promote products from sources engaged in significantly improving sustainability such as ISSF or WWF approved Fishery Improvement Project.</i> <i>All new procurement should come from sustainable sources by selecting fish from well-managed fisheries and the most resilient stocks.</i> 	✓	✓	Not Applicable

Notes and clarifications

ⁱ We recommend companies refrain from purchasing Atlantic, Pacific and southern species of bluefin tuna (*Thunnus thynnus*, *T. orientalis* and *T. maccoyii*) in the near term until science-based reference points and harvest control measures have been adopted by the relevant Regional Fisheries Management Organizations and the stocks are on a recovery program, above a limit reference points and with a 'high probability of reaching sustainable levels' within at least two generation times. Additionally, full traceability should be ensured along the entire supply chain from boat to shelves.

For the East Atlantic and Mediterranean stock of Atlantic bluefin tuna, if MSC certification is achieved, prior to Chain of Custody and the MSC logo as a minimum, WWF recommends only sourcing fully traceable and legally harvested tuna compliant with the ICCAT's electronic bluefin tuna catch document (e-BCD) made available **to the final consumer** in order to trace the fish fully from boat to shelves.

ⁱⁱ WWF-approved Fishery Improvement Project (FIP) as defined by the [WWF Guidelines on Fisheries in Transition](#) defines Fishery Improvement Projects as focused initiatives with the goal of enabling a fishery or aquaculture farm to reach the necessary sustainability standards to enter full assessment by a credible third party assessment scheme, in this case the MSC.

ⁱⁱⁱ Consistent with MSC Traceability Principles (<http://bit.ly/1KkuW4Y>)

ⁱⁱⁱ Demonstration of whether or not ISSF participating companies, and Vessels on the PVR, fulfil the relevant measures/criteria will be possible following the commencement of structured independent (third party audits), and the public availability of the results of those audits.