



Marine Stewardship Council

MSC-certified tuna fisheries – Increased volumes and products and how to be involved as a stakeholder

Americas Tuna Conference, February 2020

- **What is MSC certified tuna?
What does it mean?**
- **Global picture of tuna fisheries
engaged in the MSC program**
- **Resources for identifying,
tracking tuna fisheries
engaged in the MSC**
- **Opportunities to engage**





- Voluntary, 3rd party process
- Standard meets international best practice guidelines
 - ISEAL
 - UN FAO
- Evidence-based
 - Grounded in fisheries science and fisheries management best practice
 - Regularly reviewed by conservation groups, fisheries and scientists
- Three core principles
 - P1: Sustainable fish stocks
 - P2: Minimising environmental impact
 - P3: Effective management

THE MSC FISHERIES STANDARD

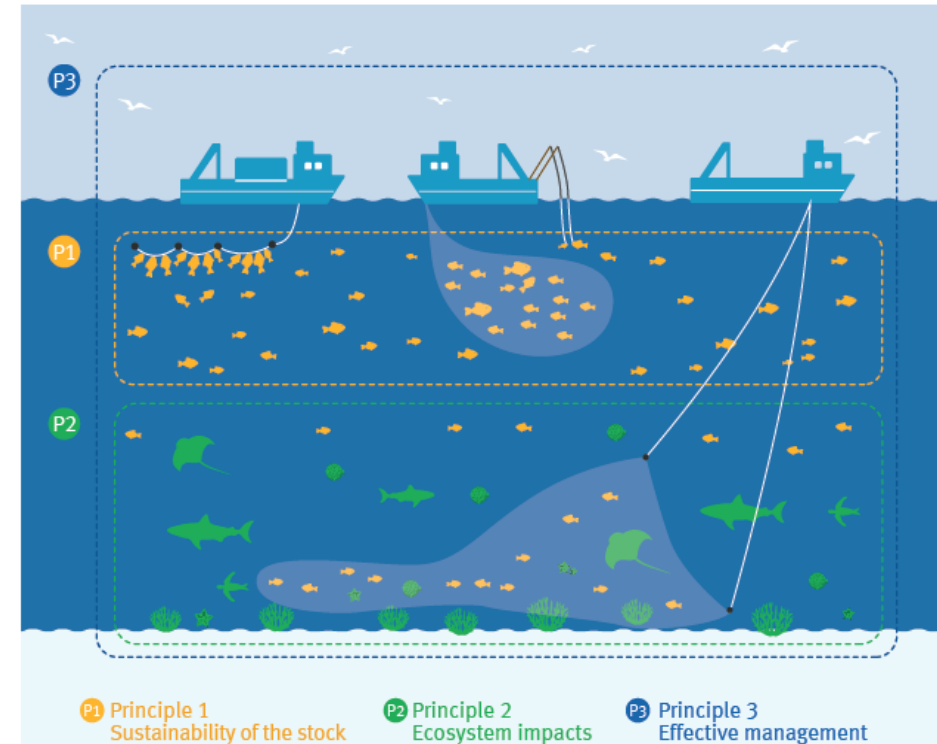
The MSC Fisheries Standard brings together over 20 years of collaboration with scientists, the fishing industry and conservation groups. It reflects internationally accepted fisheries science and best practice management.

The three principles of the MSC Fisheries Standard

Principle 1: Sustainability of the stock: Fisheries must operate in a way that allows fishing to continue indefinitely, without over exploiting the resource.

Principle 2: Ecosystem impacts: Fishing operations need to be managed to maintain the structure, productivity, function and diversity of the ecosystem upon which the fishery depends, including other species and habitats.

Principle 3: Effective management: All fisheries need to meet all local, national and international laws and have an effective management system in place.



MSC Chain of Custody Standard



THE CHAIN OF CUSTODY STANDARD: DEFAULT VERSION HAS FIVE PRINCIPLES



Principle 1:
Companies must purchase
certified product from a
certified supplier



Principle 2:
Certified products are
clearly identifiable



Principle 3:
Certified products are
separated from non-certified



Principle 4:
Certified products are
traceable and volumes
are recorded

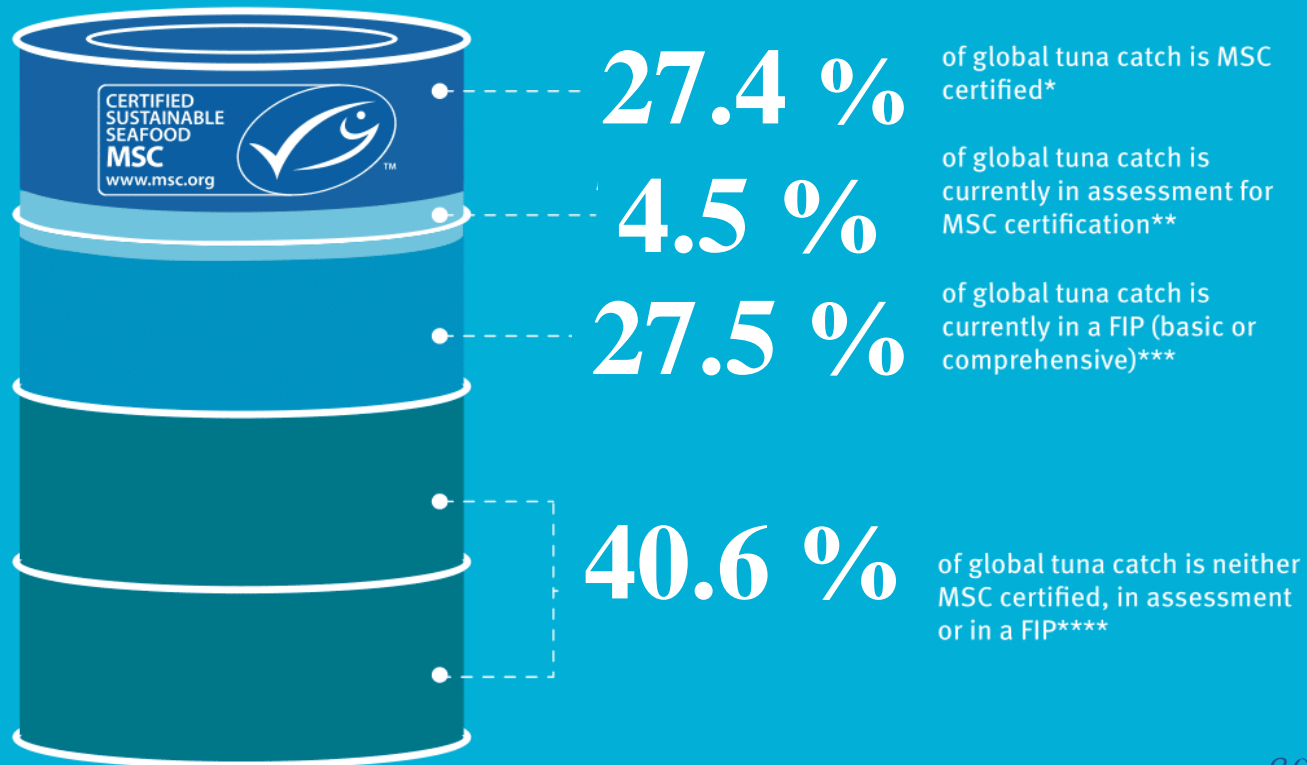


Principle 5:
Your management system
addresses the requirements of
the Chain of Custody Standard

Tuna Sustainability



GLOBAL TUNA CATCH



* 26 certified tuna fisheries

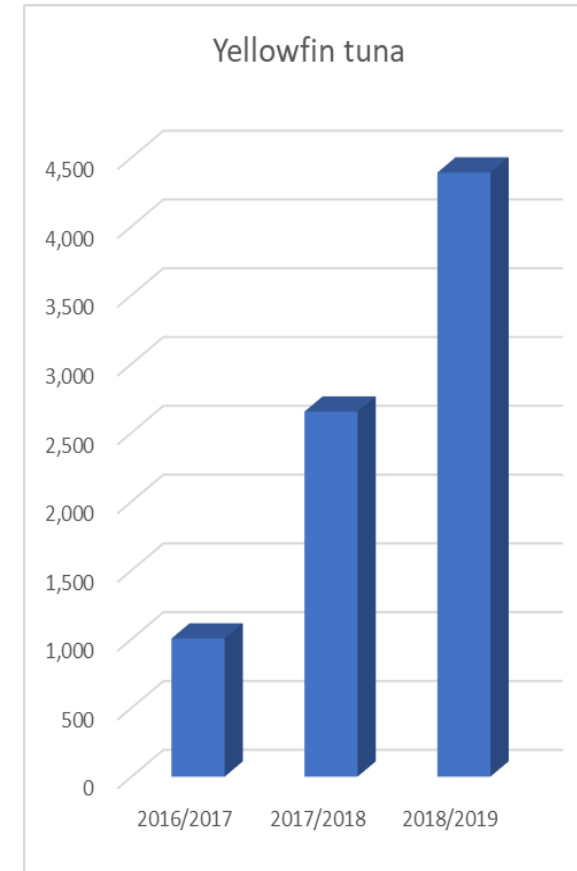
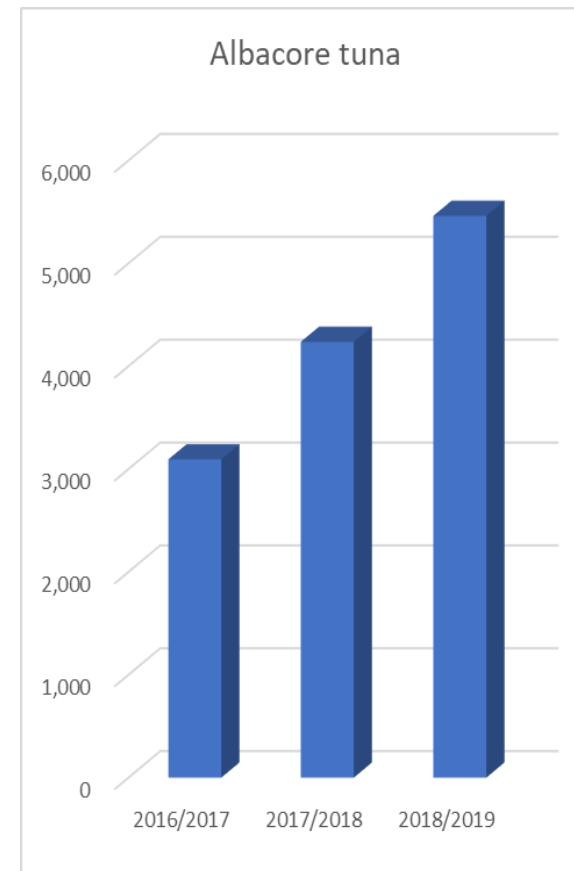
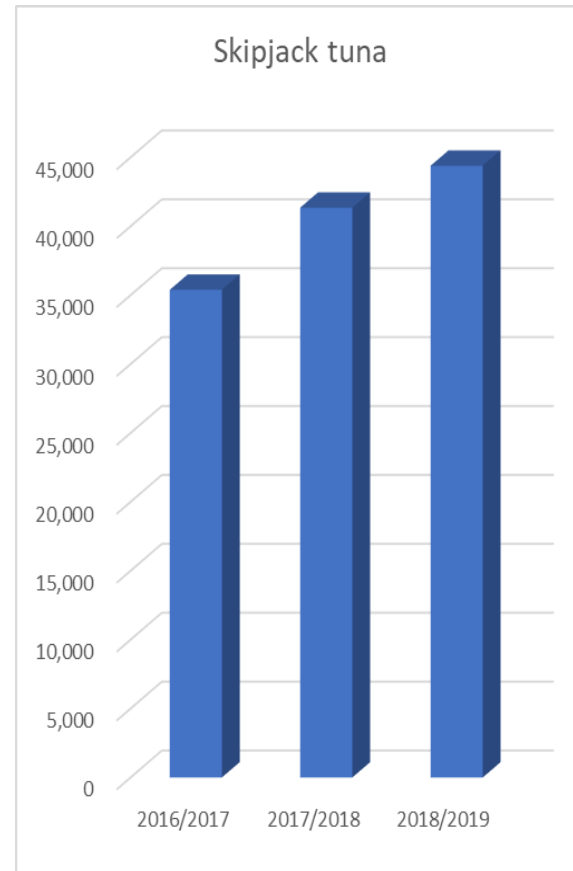
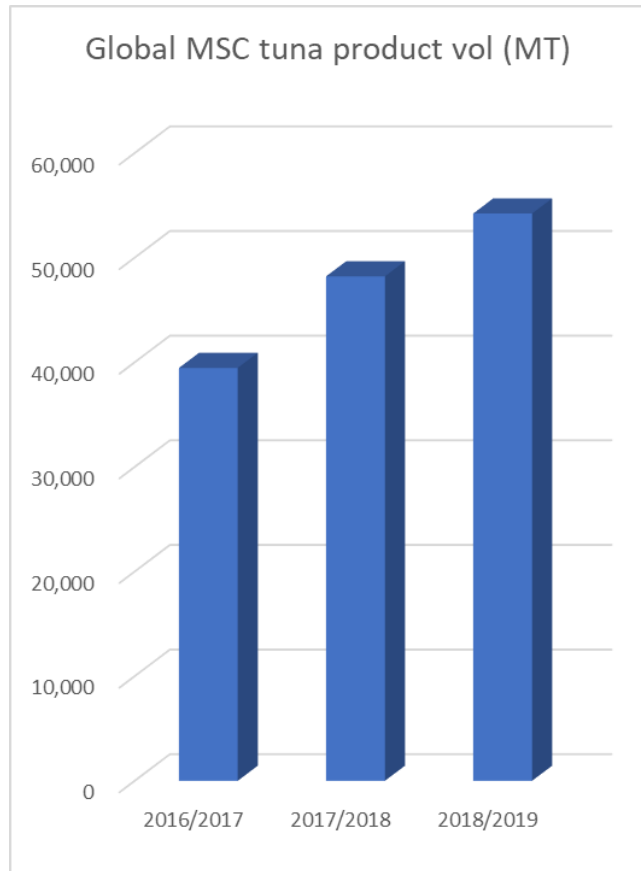
** 8 tuna fisheries in assessment

*** Based on the 33 Fishery Improvement Projects (FIPs) listed on Fishery Progress (0.3% in basic FIP)

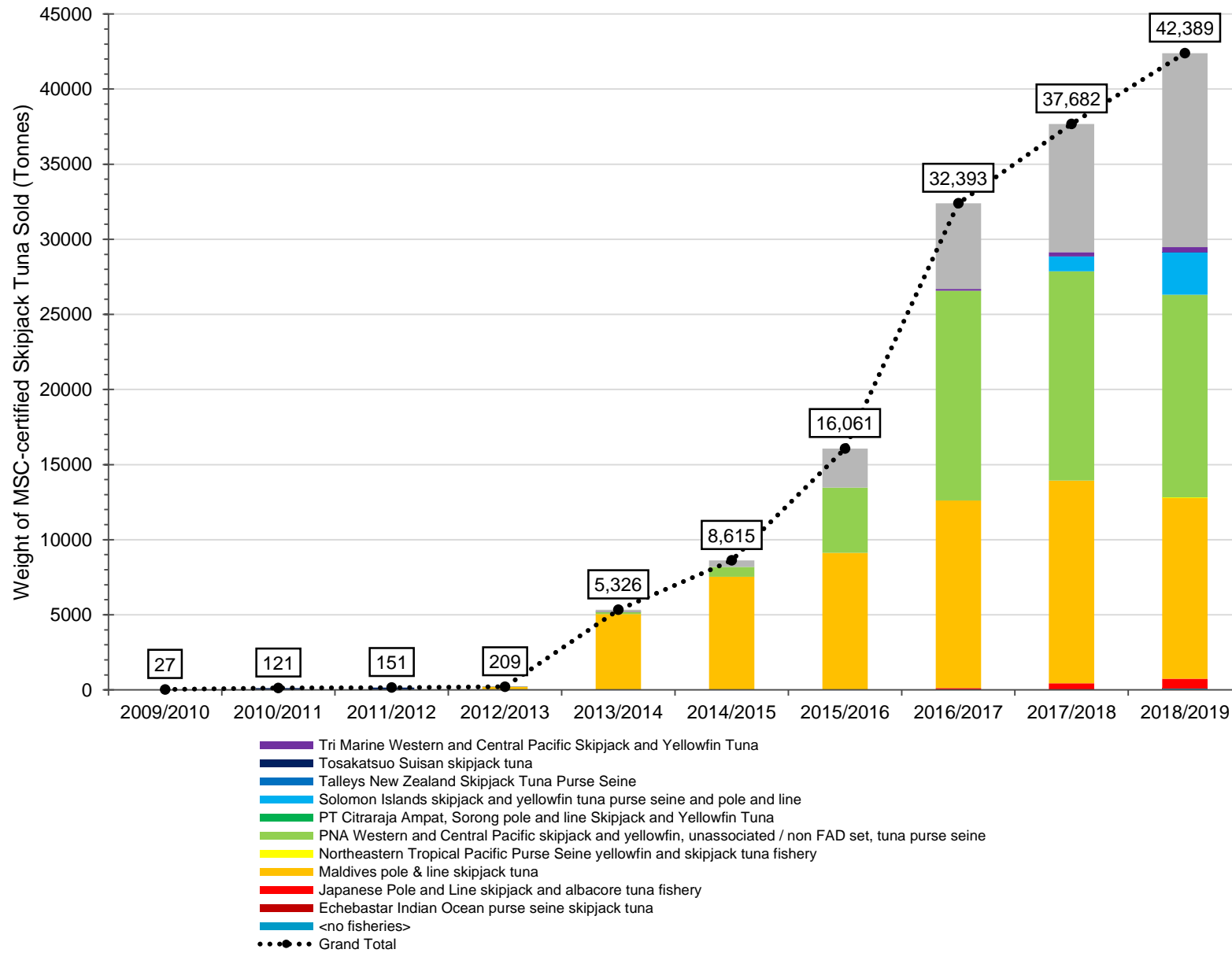
**** Data as of November 11, 2019

MSC labelled tuna is sold in over 30 countries

Recent growth in MSC tuna products by species



Annual Volume of Products from MSC-Certified Fisheries

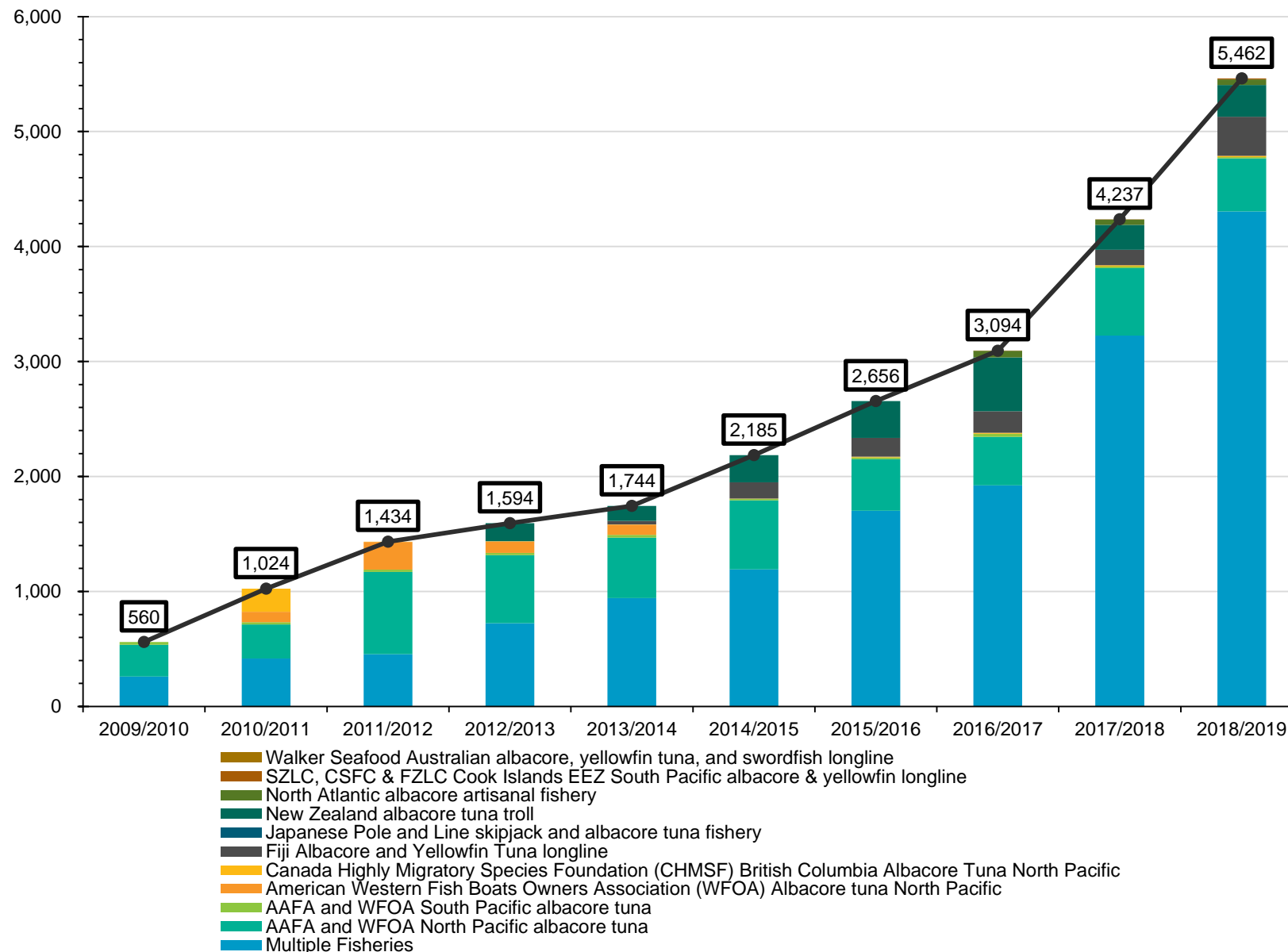


There are currently 13 MSC certified Skipjack fisheries globally:

- Weight of product sold from these fisheries has increased more than 1000-fold since 2009/10
- Increased relatively slowly between 2009/10 – 2012/13, before increasing more significantly year on year from then on.
- Largest increase was between 2015/16 and 2016/17 where tonnage doubled
- 42,389 of MSC-certified skipjack tuna was sold last financial year

N.B. nearly a third of reported sales last year were recorded as coming from 'multiple fisheries' making this data less representative that it could otherwise be

Annual Volume of Products from MSC-Certified Fisheries

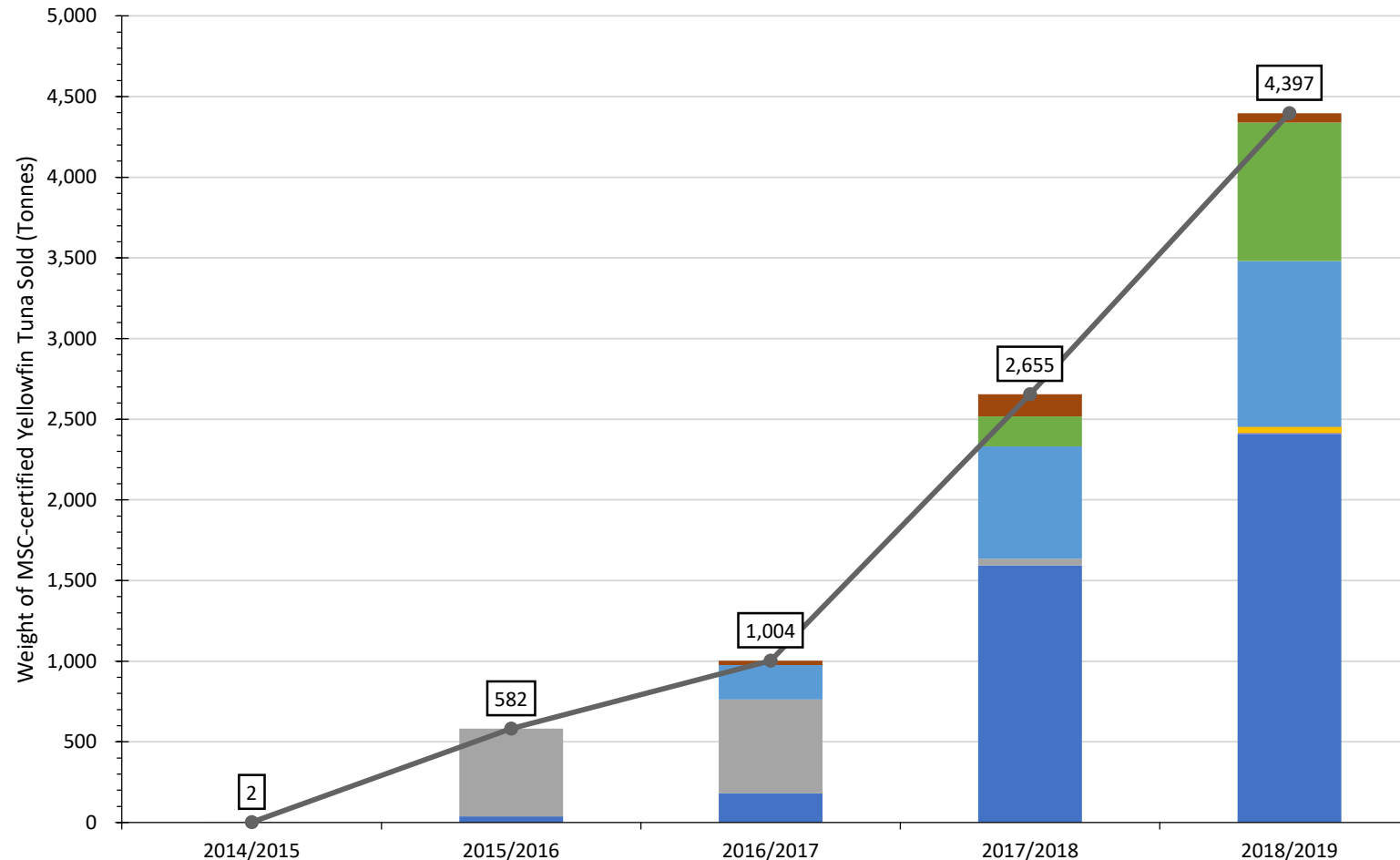


There are currently 14 MSC certified Albacore fisheries globally:

- Weight of product sold from these fisheries has increased steadily over the past decade
- 5,462 of MSC-certified albacore tuna was sold last financial year

N.B. nearly a 80% of reported sales last year were recorded as coming from 'multiple fisheries' making this data less representative that it could otherwise be

Annual Volume of Products from MSC-Certified Fisheries



- Tri Marine Western and Central Pacific Skipjack and Yellowfin Tuna
- SZLC, CSFC & FZLC Cook Islands EEZ South Pacific albacore & yellowfin longline
- Solomon Islands skipjack and yellowfin tuna purse seine and pole and line
- PNA Western and Central Pacific skipjack and yellowfin, unassociated / non FAD set, tuna purse seine
- Northeastern Tropical Pacific Purse Seine yellowfin and skipjack tuna fishery
- Maldives pole & line skipjack tuna
- Fiji Albacore and Yellowfin Tuna longline
- Multiple Fisheries

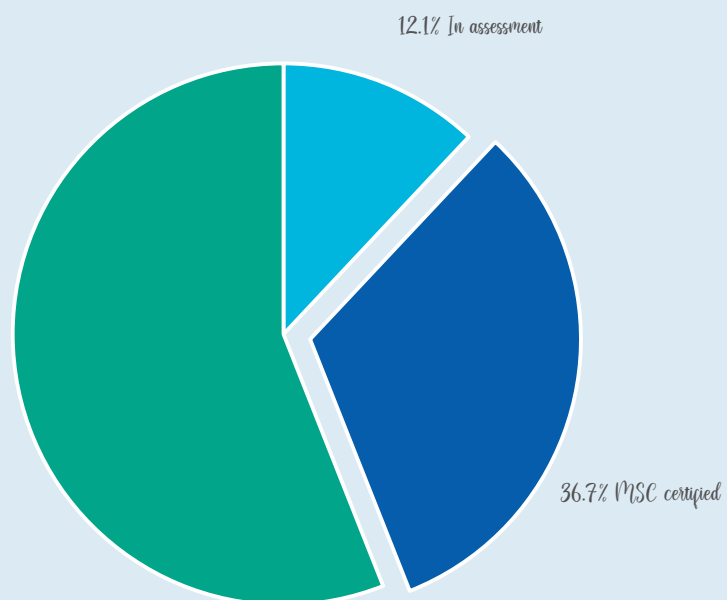
There are currently 18 MSC certified Yellowfin fisheries globally:

- Weight of product sold from these fisheries has increased by nearly 4,500t since 2014/15
- Steady increase between 2014 - 2017, before doubling year on year from then on
- Largest increase was between 2017/18 and 2018/19
- 4,397t of MSC-certified yellowfin tuna was sold last financial year

N.B. half of reported sales last year were recorded as coming from 'multiple fisheries' making this data less representative that it could otherwise be

MSC certified tuna by ocean

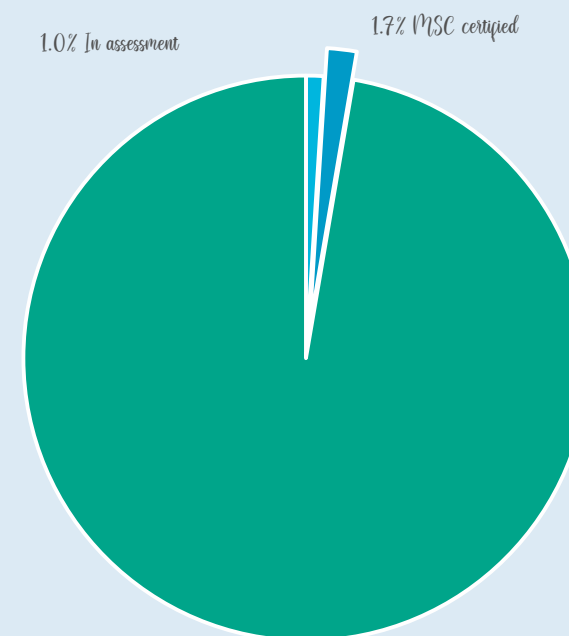
Pacific ocean



Indian ocean



Atlantic ocean



*As of May 2019

Ocean Area	MSC certified	In full assessment	Total volume of wild tuna caught FAO 2017	Volume of MSC certified wild tuna caught	% of wild capture capture MSC certified	Volume of MSC "in assessment" wild tuna caught	% of wild capture landings MSC in assessment	
ALBACORE								
Atlantic Ocean	2		45,361	14,125	31.14%		0.00%	
Indian Ocean			38,841		0.00%		0.00%	
North Pacific (Northeast, Northwest)	4		49,096	11,558	23.54%		0.00%	
South Pacific (Southeast, Southwest, Eastern Central & Western Central)	8	3	99,092	15,745	15.89%	1,356	1.37%	
ALBACORE Global Total	14	3	232,390	41,428	17.83%	1,356	0.58%	
BIGEYE								
Atlantic Ocean			70,501				0.00%	
Indian Ocean			91,078				0.00%	
Eastern Pacific			137,712		0.00%		0.00%	
Western Central Pacific	2	4	173,643	2,523	1.45%	3,011	1.73%	
BIGEYE Global Total	2	4	472,934	2,523	0.53%	3,011	0.64%	
SKIPJACK								
Atlantic Ocean			266,216		0.00%	0	0.00%	
Indian Ocean	2	1	496,600	119,687	24.10%	3,142	0.63%	
Eastern Pacific	1		410,638	14,496	3.53%		0.00%	
Western Central Pacific	10	1	1,654,308	812,448	49.11%	134,200	8.11%	
SKIPJACK Global Total	13	2	2,827,762	946,631	33.48%	137,342	4.86%	
YELLOWFIN								
Atlantic Ocean	2		129,967	2,420	1.86%		0.00%	
Indian Ocean		0	416,974		0.00%	-	0.00%	
Eastern Pacific	1		297,317	78,158	26.29%	0	0.00%	
Western Central Pacific	15	5	635,483	328,908	51.76%	80,558	12.68%	
YELLOWFIN Global Total	18	5	1,479,741	409,486	27.67%	80,558	5.44%	
BLUE FIN								
Atlantic Bluefin		2	27,475			295	1.07%	
Pacific Bluefin			17,732					
Southern Bluefin			13,226					
Western Central Pacific								
BLUE FIN Global Total	-	2	58,433	-	0.00%	295	0.50%	
Grand Total	47	16	5,071,260	1,400,068	27.61%	222,562	4.39%	
			Percentage of global tuna in MSC program					32%

Updated assessment process





FRONTLOADING

- Client Preparation
- Team Preparation
- Stakeholder Input

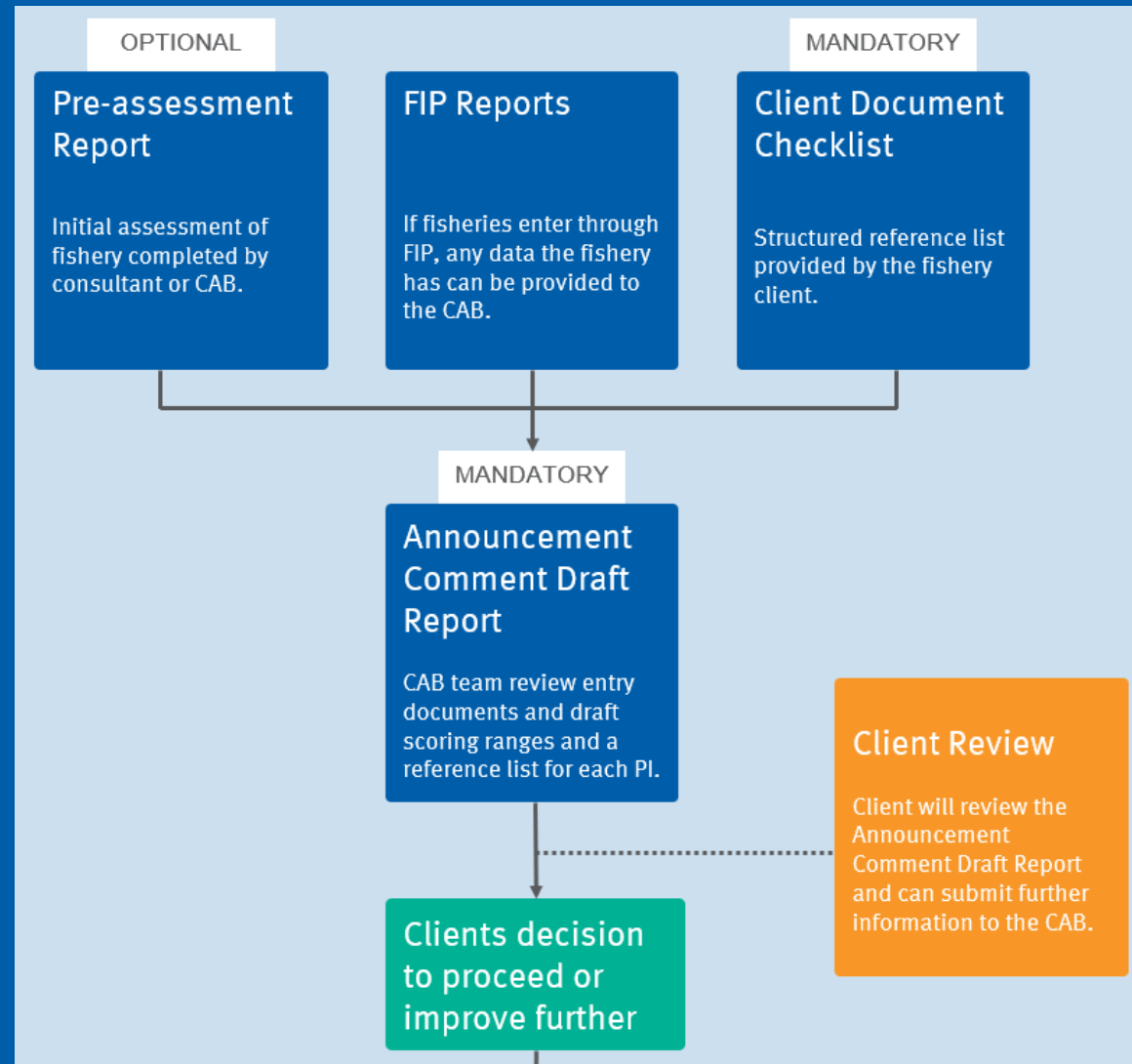
1 Better preparation



Previous

- Client Document Checklist doesn't require information to actually be provided to the CAB.
- Site Visit treated as preparation.
- Some fisheries entering before they're ready.

Update



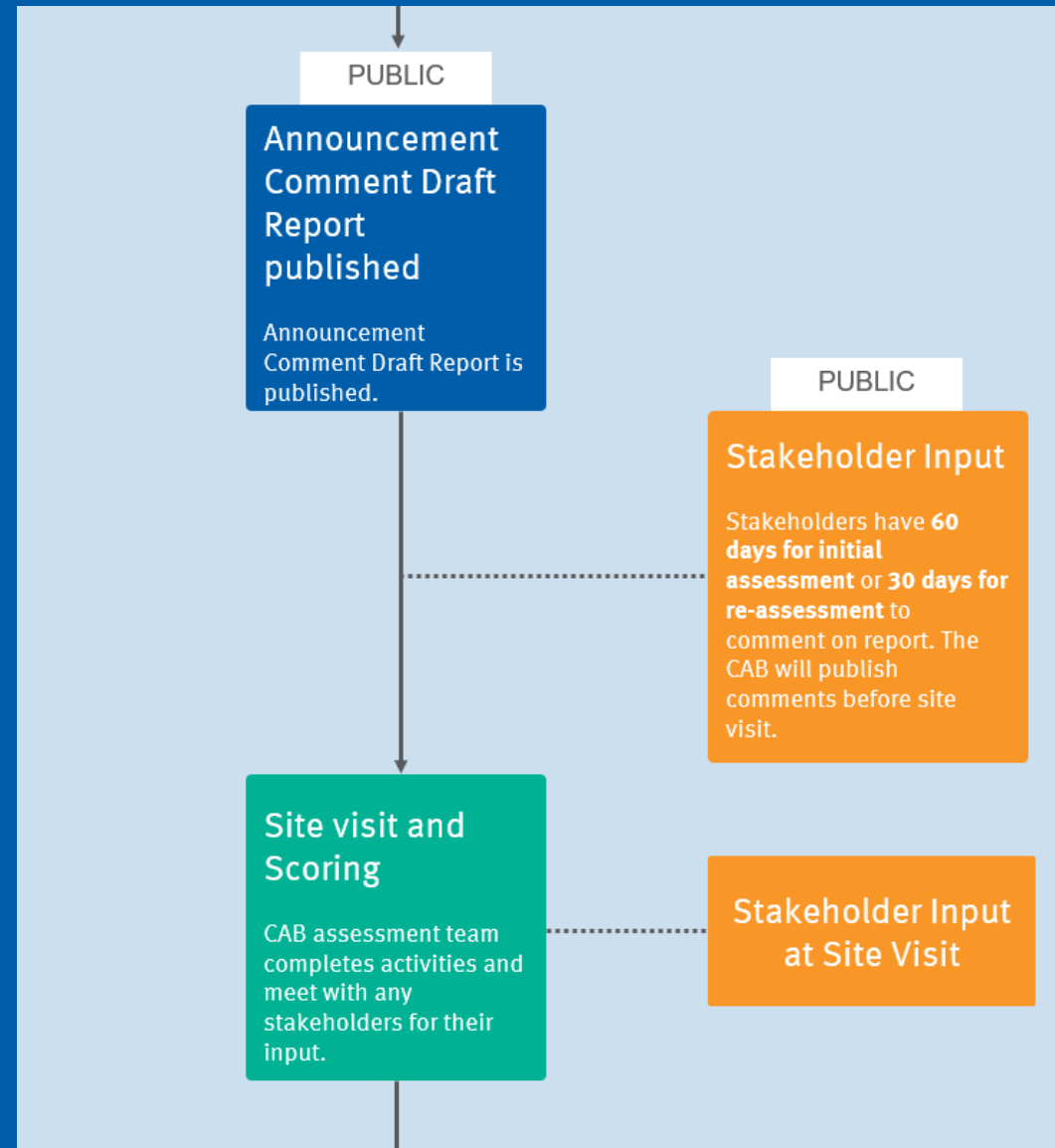
2 Earlier stakeholder input



Previous

- Stakeholders attend site visit.
- Stakeholders provide written comments on Public Comment Draft Report at late stage in process.

Update





Previous

- No scoring before site visit.
- Team have minimal time to prepare.
- Stakeholders attend site visit.
- General discussion on potential issues.

Update

- After Announcement Draft Report stages.
- Team focused on important questions and information-gathering.
- Preparation inbuilt.
- Remote attendance at site visit explicitly permitted.

“[We] got great stakeholder feedback to help focus the questions [at Site Visit]. Frontloading made [the site visit] more meaningful, helped us ask the right questions. Incredibly useful and beneficial for certification process for this fishery.”

Pilot Assessment Team

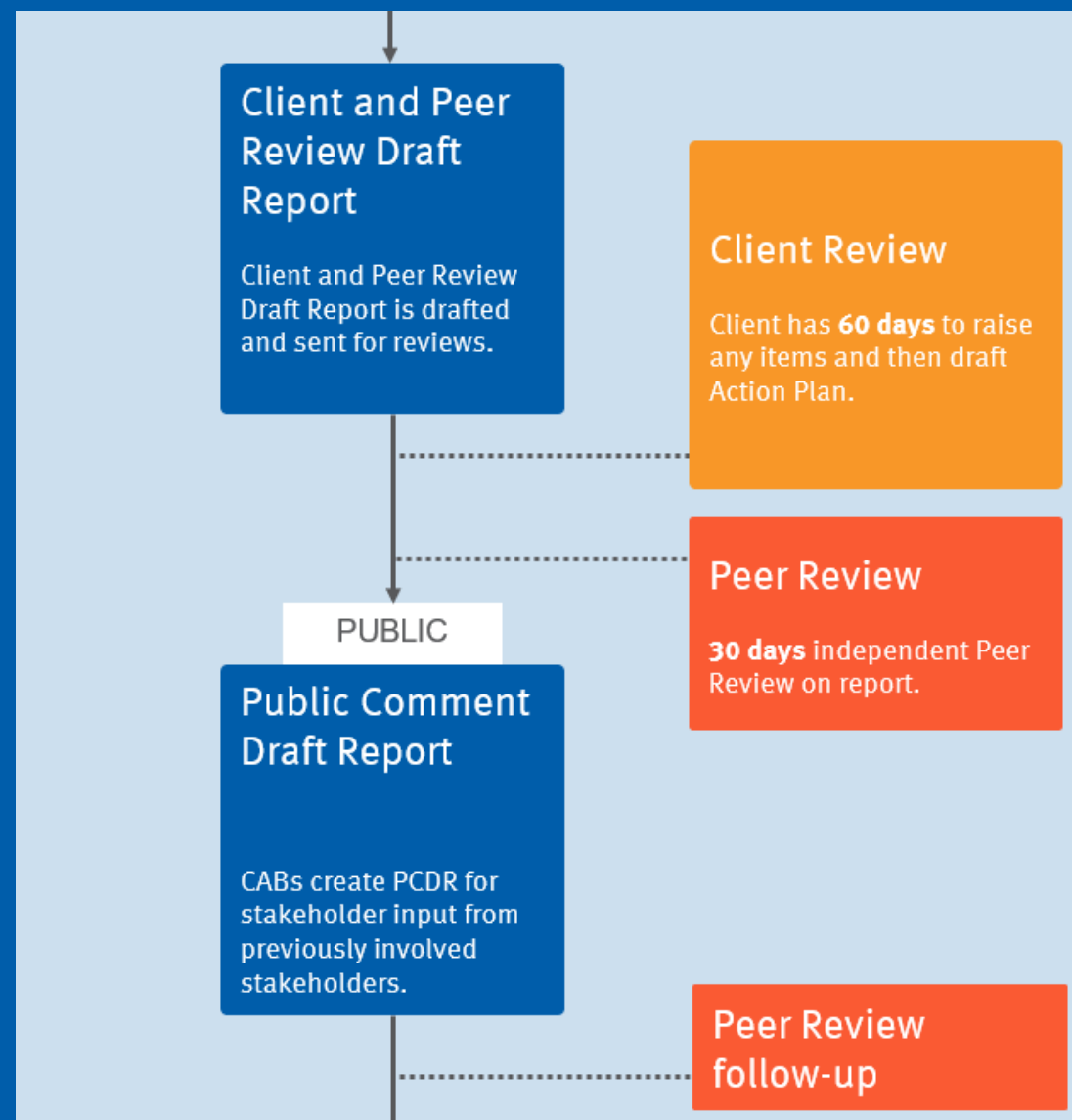
4 Focused review stages



Previous

- Stage for each review.
- Ambiguous on status of Client Action Plan actions.

Update



5 Earlier consultation in objections



Previous

- Consultation after lengthy written representations are drafted.
- 40% of objections resolved before hearing / adjudication.

Update

- Mediation and Facilitation tested in the Streamlining Pilot Process
 - mediation deemed non-compatible, and facilitation requires further testing as part of the objections review.
- 40% objections resolved before hearing.
- MSC has added a consultation, before lengthy written representations (and associated cost/time) are started.

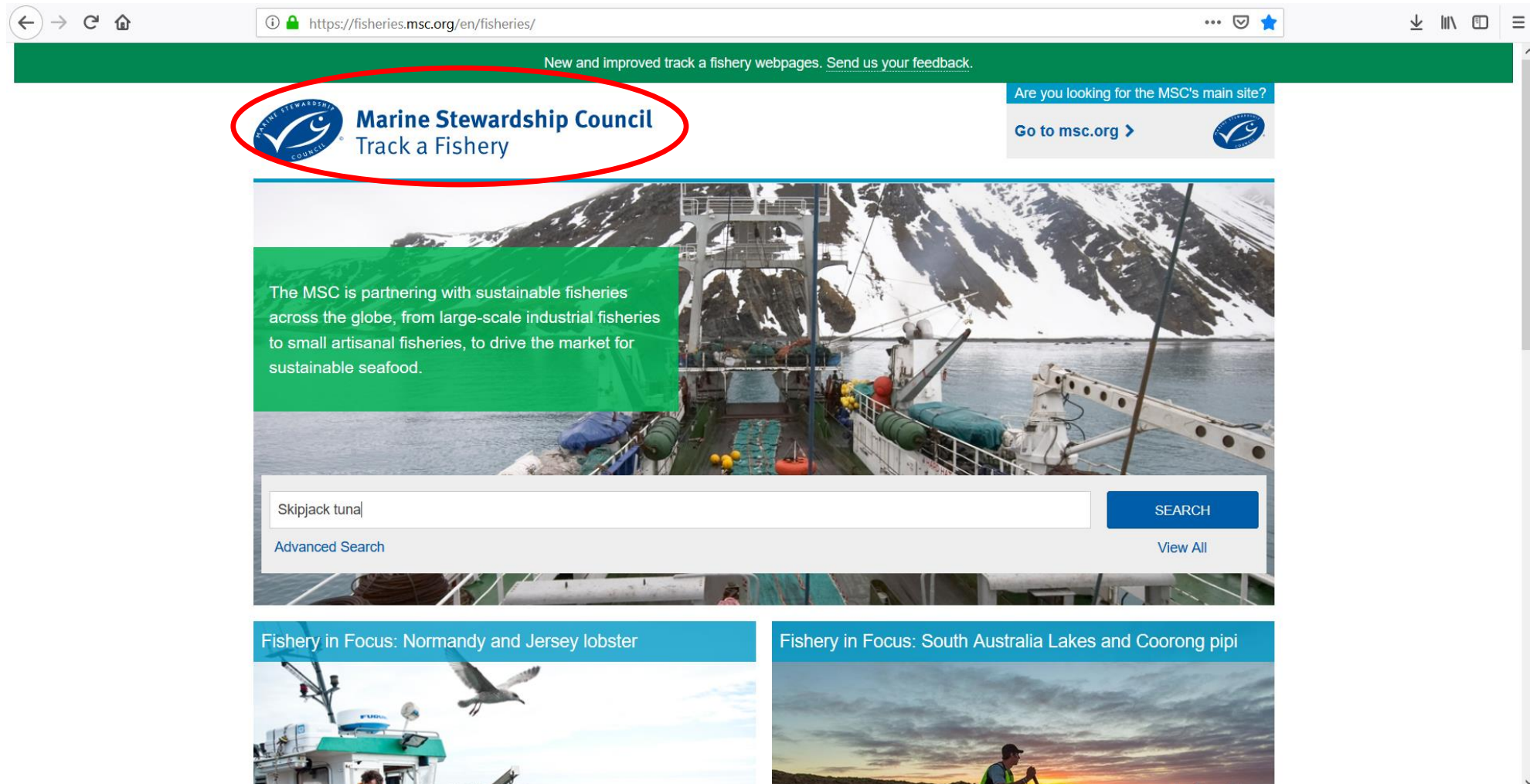
Navigating the MSC website



Locating information on MSC engaged tuna fisheries



First stop: MSC Track a Fishery page – <https://fisheries.msc.org/en/fisheries/>

A screenshot of the MSC Track a Fishery website. The browser address bar shows the URL https://fisheries.msc.org/en/fisheries/. A green banner at the top of the page reads "New and improved track a fishery webpages. Send us your feedback." Below this, the MSC logo and the text "Marine Stewardship Council Track a Fishery" are displayed. To the right, a blue button asks "Are you looking for the MSC's main site?" with a link "Go to msc.org >". The main content area features a large image of a fishing boat deck with a green text box stating: "The MSC is partnering with sustainable fisheries across the globe, from large-scale industrial fisheries to small artisanal fisheries, to drive the market for sustainable seafood." Below this is a search bar containing the text "Skipjack tuna", a "SEARCH" button, and a "View All" link. At the bottom, there are two featured fishery sections: "Fishery in Focus: Normandy and Jersey lobster" with an image of a lobster boat, and "Fishery in Focus: South Australia Lakes and Coorong pipi" with an image of a person fishing at sunset.

Locating information on MSC engaged tuna fisheries



Bottom of main track a fishery page: info snapshot; how to engage

[Read more >](#)

[Read more >](#)

[GET INVOLVED IN THE PROCESS >](#)

[SIGN UP FOR FISHERIES UPDATES >](#)

Current consultations

- CFTO Indian Ocean Purse Seine Skipjack fishery**
Announcement Comment Draft Report
closes 09 Feb 2020
- Faroe Islands saithe**
Surveillance audit announcement
closes 30 Jan 2020
- Faroe Islands tusk & ling**
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- Lake Erie Multi-species Commercial**
Announcement Comment Draft Report
closes 27 Jan 2020
- Suriname Atlantic seabob shrimp**
Surveillance audit announcement
closes 22 Jan 2020

[VIEW ALL >](#)

Recently certified

- Prestige Oysters Texas and Louisiana private oyster fishery**
19 Dec 2019
- Maruto Suisan rope grown Pacific oyster, Okayama fishery**
13 Dec 2019
- Western Australian Sea Cucumber Fishery**
09 Dec 2019
- Canada 0AB 2+3KLMNO Greenland Halibut Bottom Trawl and Gillnet**
05 Dec 2019
- Thames cockle dredge**
03 Dec 2019

[VIEW ALL >](#)

Recently entered assessment

- Mexican Pacific Shrimp Fishery**
19 Dec 2019
- CFTO Indian Ocean Purse Seine Skipjack fishery**
10 Dec 2019
- Mussel raft culture in Galicia (Mejillón de Galicia PDO)**
19 Nov 2019
- Australia orange roughy - eastern zone trawl**
03 Oct 2019
- U.S. Northeastern Coast Longfin Inshore Squid and Northern Shortfin Squid Bottom Trawl Fishery**
17 Sep 2019

[VIEW ALL >](#)


Locating information on MSC engaged tuna fisheries




Enter fishery in search bar

Browser address bar: <https://fisheries.msc.org/en/fisheries/>


New and improved track a fishery webpages. Send us your feedback.


 **Marine Stewardship Council**
Track a Fishery

Are you looking for the MSC's main site?
[Go to msc.org >](https://www.msc.org) 

The MSC is partnering with sustainable fisheries across the globe, from large-scale industrial fisheries to small artisanal fisheries, to drive the market for sustainable seafood.

[Advanced Search](#) [SEARCH](#) [View All](#)

Fishery in Focus: Normandy and Jersey lobster


Fishery in Focus: South Australia Lakes and Coorong pipi


Locating information on MSC engaged tuna fisheries



Locate fishery of interest

Skipjack tuna		SEARCH	REFINE RESULTS		
Talleys New Zealand Skipjack Tuna Purse Seine	Skipjack tuna (<i>Katsuwonus pelamis</i>)	Surrounding Nets - With purse lines (purse seines)	81 (Pacific, Southwest)	Certified	2652
Solomon Islands skipjack and yellowfin tuna purse seine and pole and line	Skipjack tuna (<i>Katsuwonus pelamis</i>), Yellowfin tuna (<i>Thunnus albacares</i>)	Hooks And Lines - Handlines and pole-lines (hand-o...	71 (Pacific, Western Central)	Certified	38069
Tri Marine Western and Central Pacific Skipjack and Yellowfin Tuna	Skipjack tuna (<i>Katsuwonus pelamis</i>), Yellowfin tuna (<i>Thunnus albacares</i>)	Surrounding Nets - With purse lines (purse seines)	71 (Pacific, Western Central) 77 (Pacific, Eastern...	Certified	9939
PNA Western and Central Pacific skipjack and yellowfin, unassociated / non FAD set, tuna purse seine	Skipjack tuna (<i>Katsuwonus pelamis</i>), Yellowfin tuna (<i>Thunnus albacares</i>)	Surrounding Nets - With purse lines (purse seines)	71 (Pacific, Western Central) 77 (Pacific, Eastern...	Certified	735523
ACTEMSA-LEAL SANTOS pole and line West Atlantic skipjack fishery	Skipjack tuna (<i>Katsuwonus pelamis</i>)	Hooks And Lines - Handlines and pole-lines (hand-o...	41 (Atlantic, Southwest)	In Assessment	5352
CFTO Indian Ocean Purse Seine Skipjack fishery	Skipjack tuna (<i>Katsuwonus pelamis</i>)	Surrounding Nets - With purse lines (purse seines)	51 (Indian Ocean, Western) 57 (Indian Ocean,	In Assessment	

Locating information on MSC engaged tuna fisheries



Access points for detailed fishery information

PNA Western and Central Pacific skipjack and yellowfin, unassociated / non FAD set, tuna purse seine

Certifier : Lloyds Register (Acoura)
Certified status : Certified
Certified since : 21 Dec 2011
Certificate expires : 21 Mar 2023

Overview

- About this fishery
- Certificates and Traceability**
- Market Information
- Assessments
- Contacts

At a glance

- Species**
Skipjack tuna (*Katsuwonus pelamis*), Yellowfin tuna (*Thunnus albacares*)
- Gear type**
Surrounding Nets - With purse lines (purse seines)
- Location**
71 (Pacific, Western Central), 77 (Pacific, Eastern Central)
- Tonnage**
735523 (2018)

Market information

Are you a supplier? For more information on key markets and commercial opportunities for this fishery's produce go to the [Market Information](#) section


Fishery latest

To see where this fishery is at and how you can have your say in the audit process go to the [Assessment](#) section. [Get updates about this fishery »](#)

Locating information on MSC engaged tuna fisheries



Assessment tab: all public assessment documents

 Track a Fishery

SEARCH

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Overview

About this fishery

Certificates and Traceability

Market Information

Assessments

Contacts

Assessments

▼	Recently uploaded documents
▼	General Fishery Documents
▼	Surveillance Audit (started 2019)
▼	Re-Assessment (started 2016)
▼	Surveillance Audit (started 2016)
▼	Expedited P1 Audit (started 2014)
▼	Surveillance Audit (started 2014)
▼	Surveillance Audit (started 2013)
▼	Surveillance Audit (started 2012)
▼	Initial Assessment (started 2010)

Locating information on MSC engaged tuna fisheries



Sign up for fisheries updates: you choose


[Read more >](#)

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Locating information on MSC engaged tuna fisheries



Sign up for regular fisheries updates and newsletters

Email updates from the MSC

If you love seafood and are interested in helping to keep our oceans wild then sign-up for regular updates, recipes and stories.

If you agree to being contacted by us in this way please enter your email address and select which newsletter/s you wish to receive.

Please fill in as much information as you can so we can tailor emails to your needs.

We hope you enjoy receiving information and inspiration from us.

[View the full MSC privacy policy>](#)

Email *

First Name

Where are you based? (recommended)

GDPR consent *

☐ I consent to providing my email address to receive news and updates from the MSC

Tailor your subscription* (please complete)

☐ Recipes and inspiration (monthly)

☒ Fisheries Update newsletter (Twice weekly)

☐ International news (3 issues per year)

☐ Global Accessibility Program updates (3 issues per year)

☐ Oceania Fresh Catch newsletter (bimonthly) and announcements'

☐ MSC UK and Ireland Ocean News

Subscribe



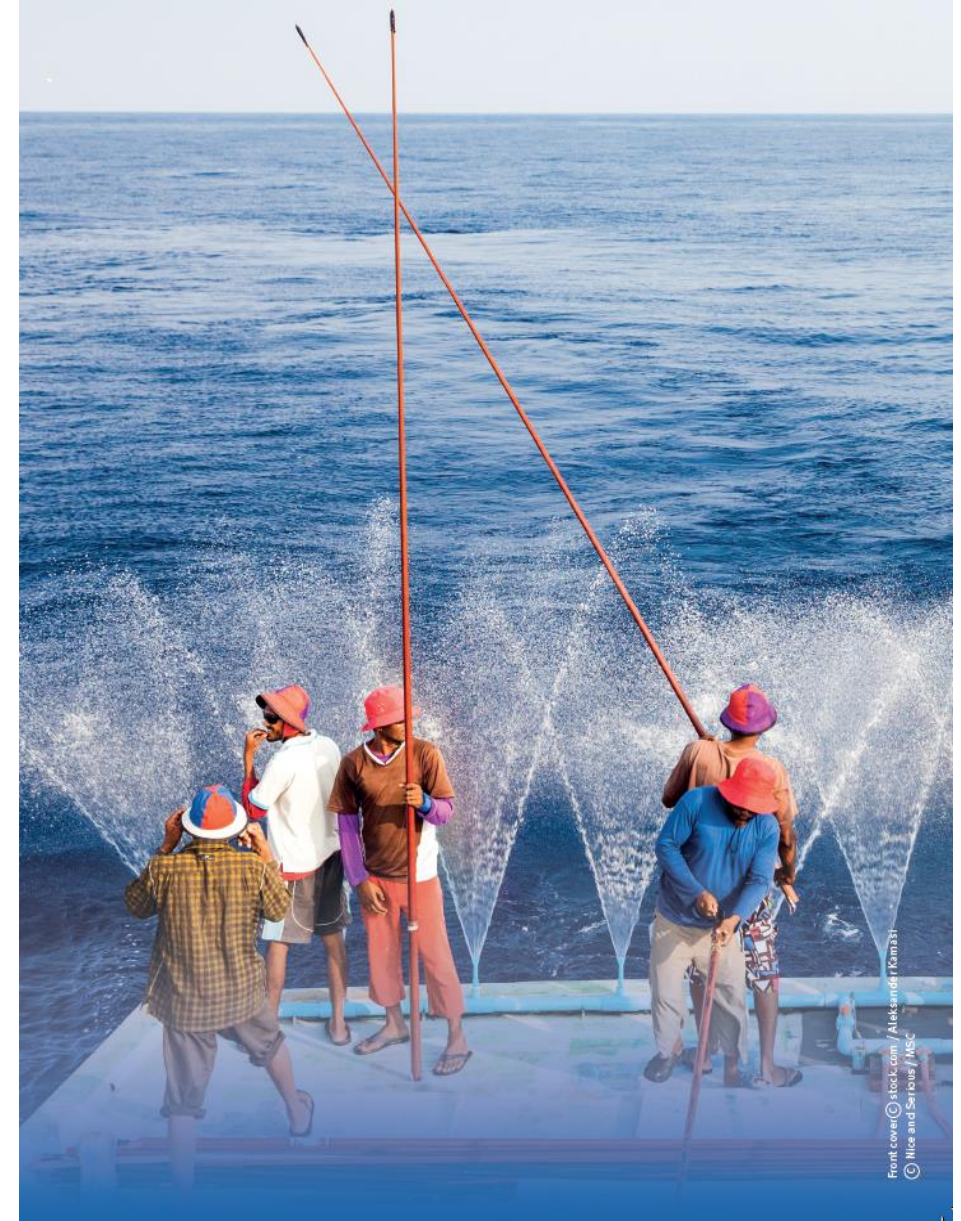
Twenty-seven percent of the world's tuna catch is now MSC certified, but we still receive many questions about sustainable tuna. MSC created the Sustainable Tuna Handbook as a reference guide for partners to understand the complexity in tuna supply chains and to help buyers make sustainable choices. The Handbook explores fishing gears, techniques and management issues in tuna sourcing, and profiles MSC certified fisheries.

Available on MSC website
<https://www.msc.org/species/tuna>



CONTENTS

Executive summary	4	Responsible and sustainable sourcing claims	40
Introductory message	6	Fishery Improvement Projects (FIPs)	42
The MSC Fisheries Standard	8	Tuna market data global	44
How does the scoring process work?	9	Tuna market data North America	45
The Chain of Custody Standard	10	MSC certified tuna fisheries – case studies	46
Do I need certification?	11	AAFA & WFOA North & South Pacific albacore	48
Tuna species	12	Cook Islands albacore & yellowfin longline	50
The tuna challenge: international tuna governance and management	14	Echebastar Indian Ocean skipjack	52
Tuna fishing gears	16	Maldivian skipjack	54
Fishing methods: Fish Aggregating Devices and free-school fishing	20	PNA skipjack and yellowfin	56
Fish Aggregating Devices (FADs)	22	PT Citraraja Ampat, Sorong, skipjack and yellowfin	58
FADs explained	24	Solomon Islands skipjack and yellowfin	60
Considerations in sourcing tuna	26	Tri Marine Western & Central Pacific skipjack and yellowfin	62
Harvest Control Rules	28	Summary of conditions	64
Bycatch, non-target species and ETP species	30	Why should I choose MSC certified tuna?	65
Shark finning	32	North American consumer insights	66
Illegal fishing	34	PNA & Genova Marketing Campaign	68
Transshipment	35	Conclusion	70
Forced labor	36	References	72
Traceability	38		
Mislabelling	38		
Compartmentalization and Unit of Assessment	39		





WHY SHOULD I CHOOSE MSC CERTIFIED TUNA?

- ✓ **Buy with confidence:**
Traceability from ocean to plate, preventing illegal fishing and mislabeling.
- ✓ **Assurance:**
Independent certification bodies regularly check the fishery against the MSC Standard, which is developed by experts and with international consultation.
- ✓ **Safeguarding livelihoods:**
Tell the stories of people involved in fisheries; certified tuna supports livelihoods for the future.
- ✓ **Protecting our Blue Planet:**
Certified fisheries support healthy ecosystems, with low levels of non-target catch.
- ✓ **Recognising the importance of transparent, comprehensive FIPs:**
A global network of NGOs and tuna supply chain representatives driving tuna fisheries towards sustainability by taking a collaborative partnership approach helping lay the foundation for future MSC certified fisheries.
- ✓ **Meeting global commitments:**
Certified fisheries support global food security, contributing to the UN Sustainable Development Goals.
- ✓ **Fish for the future:**
Sustainability based on science; strong management and good governance helps to ensure supplies of tuna for the future.
- ✓ **Being innovative:**
Research and innovation in sustainable fishing, driving improvements in global fishing.
- ✓ **Availability:**
22% of the global tuna catch is MSC certified¹³⁵.
- ✓ **Drive change:**
More fisheries want to become sustainable. Support them in their journey.



Thank you

For more information, please contact:

Bill.Holden@msc.org

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www.msc.org