



# WWF & THAI UNION EUROPE

PARTNERSHIP  
PROGRESS REPORT  
2017



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# FOREWORD



Elisabeth Fleuriot,  
CEO, Thai Union Europe

**This has been an important year for tuna sustainability. In 2016, in a landmark move, the Indian Ocean Tuna Commission stated that yellowfin tuna were overfished, and announced a series of measures to strengthen fishery management and rebuild commercial stocks.**

While the need for urgent action reflects the scale of overfishing in recent years, at Thai Union we also believe this is a unique opportunity for the industry to come together and take meaningful steps towards creating sustainable fisheries for the future.

Our response has been targeted and practical. In October we signed a Memorandum of Understanding with WWF to implement a major Fishery Improvement Project (FIP) for Indian Ocean tuna purse seine fleets. Led by the Seychelles fishing authorities and supported by 20 partners (producers, fleet owners, local authorities, NGOs and others), the FIP will play a major part in getting tuna stocks in the region back to sustainable levels, and keeping them there.

2016 has also been an important year for Thai Union globally, as we have continued to embed sustainability in our operations. Our work in this area is embodied in our new SeaChange® programme, which provides a roadmap for our journey through to 2020.



Thai Union has committed to sourcing all our branded tuna from fisheries that are either Marine Stewardship Council (MSC) certified or engaged in FIPs to move them towards MSC certification. By the end of 2020 we aim to achieve a minimum of 75% of this goal.

SeaChange builds on commitments made by Thai Union Europe in signing the Seafood Charter with WWF in 2015. We are supporting the new programme with a US\$90 million investment. Among other things, this will help fund the establishment of 11 new FIPs to increase the supply of sustainable tuna.

We have also continued to strengthen our links with WWF. In 2016 some of our European brands signed additional partnerships with WWF national offices, including Petit Navire with WWF-France, and John West with WWF-Denmark and WWF-Finland. These partnerships will help us leverage the launch of dozens of new MSC-certified products in Europe during 2017.

Our partnership with WWF is critically important for fish sustainability, enabling Thai Union to spread best practice and lead by example. This report will tell you more about what we have achieved in 2016 – and about the challenges we are taking on for the future.



Glyn Davies,  
Executive  
Director of Global  
Programmes,  
WWF-UK

**This report summarises the progress made during the second year of the partnership between WWF and Thai Union Europe (TUE) and outlines the steps taken to develop the environmental sustainability of their supply chains.**

TUE has made some important progress over the last year, working to establish the Indian Ocean tuna Fishery Improvement Project; advocating for better management of fisheries; and engaging in the global dialogue for improved traceability. The company has also engaged with other seafood companies and governments to advocate for change.

WWF will continue to support TUE to maintain the momentum built over the last two years, and we look forward to TUE taking further positive action to improve their supply chains and launching MSC-certified products. By working together to engage stakeholders, drive change within the wider sector and educate consumers, we hope to ensure sustainable seafood – and especially tuna – for the future.

In addition to this supply chain progress, TUE continues to provide valuable support to WWF's East Africa sustainable fisheries programme, aiming to improve the management of coastal fisheries to secure livelihoods for coastal fishing communities through improved data collection and reporting.

Working with business is one way in which WWF is helping to build a future where people and planet can thrive. The global fishing industry supports millions of livelihoods, as well being the main source of protein for over one billion people. Ensuring the sustainability of fisheries is therefore critical for the future, and the partnership between WWF and TUE plays an important role in this.





# THE WWF - TUE PARTNERSHIP

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WWF and Thai Union Europe (TUE) began working together in 2014, marking the start of an ambitious programme of work through which the company has committed to ensuring that all the seafood it sells in Europe comes from sustainable sources.

This annual report marks the end of the second year of the partnership. It outlines the significant steps forward TUE and WWF have taken over the last two years to improve sustainability within TUE's supply chains.

Our objective is to ensure that 100% of TUE products are either Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certified, or are on the way to certification through credible Fishery and Aquaculture Improvement Projects (FIPs or AIPs) by the end of the partnership. This complex and ambitious goal will take time to achieve, so while the first phase of the partnership will run from 2014 to 2018, we anticipate that the partnership will extend for a further four years until 2022.

## WWF'S SEAFOOD CHARTER

Seafood is big business. But for the seafood industry and the hundreds of millions of people around the world whose lives and livelihoods depend on fisheries, declining marine life is a very real threat. Approximately 60 per cent of wild capture fisheries are already being fished to their sustainable limits while a further 30 per cent are overexploited<sup>1</sup>. Poor management, destructive practices, illegal activity and climate change are taking a heavy toll.

Responsible fishing and aquaculture are not just better for our oceans, they're better for the seafood industry too. WWF works across seafood supply chains, from fishers and farmers to supermarkets and restaurants, helping companies increase transparency and source sustainably by supporting fisheries and farms that are committed to achieving MSC and ASC standards<sup>2</sup>.

To find out more about how WWF is turning the tide for seafood, watch our video [on youtube](#).





## MSC CERTIFICATION

The Marine Stewardship Council (MSC) is an international non-profit organisation established to tackle the problem of unsustainable fishing and safeguard seafood supplies for the future. The MSC works to transform the seafood market by recognising and rewarding sustainable fishing practices and influencing the choices people make when buying seafood.

The MSC sets credible standards for sustainable fishing and supply chain traceability. These standards reflect widely accepted international best practice and provide a benchmark that drives global seafood markets to become more sustainable.

The MSC Fisheries Standard<sup>3</sup> is designed to assess whether a fishery is well managed and sustainable. It includes three core principles that every fishery must meet:

1. Sustainable fish stocks
2. Minimising environmental impact
3. Effective management.

To become MSC certified, fisheries must demonstrate compliance with the standard through a rigorous third-party assessment process. Annual audits ensure fisheries continue to operate sustainably and deliver improvements where needed.

Products from certified fisheries are eligible to carry the blue MSC label, which gives consumers confidence that the product can be traced to a sustainable fishery.



## ASC CERTIFICATION

The Aquaculture Stewardship Council (ASC) is an independent not for profit organisation with global influence that strives to transform aquaculture towards environmental sustainability and social responsibility using efficient market mechanisms that create value across the chain.

The ASC programme<sup>4</sup> promotes industry best practice to minimise the environmental and social footprint of commercial aquaculture. Through its consumer label the ASC promotes certified responsibly farmed products in the marketplace.

To become ASC certified the farms must comply with third party audits that assess technical and social aspects, farm administration and operations.

ASC works with aquaculture producers, seafood processors, retail and foodservice companies, scientists, conservation groups and consumers to:

1. Recognise and reward responsible aquaculture through the ASC aquaculture certification programme and seafood label.
2. Promote best environmental and social choice when buying seafood.
3. Contribute to transforming seafood markets towards sustainability.

The ASC label is carried by the certified products showing that the items have been sourced from a certified responsible farm that minimises its environmental and social impacts, and can be traced along the supply chain from farm to the final sale.

## WHY WWF WORKS WITH BUSINESS

Corporate partnerships are a fundamental part of WWF's strategy to help create a future where people and nature thrive. We work with companies to develop better ways of doing business that help protect the natural habitats and landscapes they source from.

We focus our efforts on the commodities and sectors that will have the biggest impact on the planet, and we encourage companies to take a risk-based approach to managing, protecting and restoring natural assets. We also help companies engage their staff, customers and other stakeholders in global conservation issues.

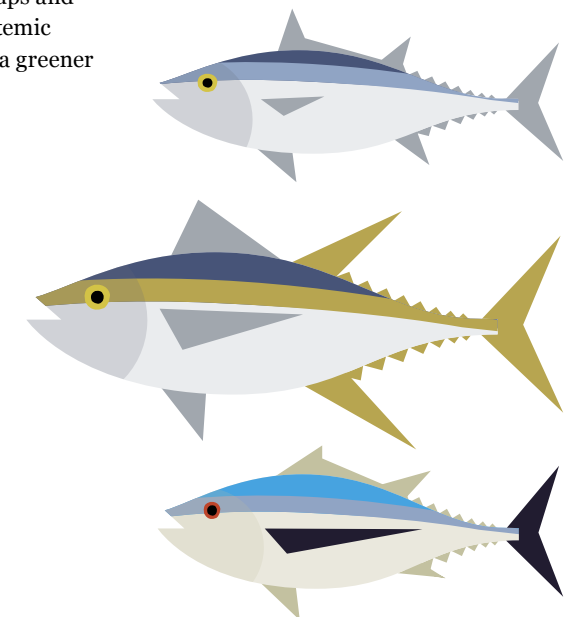
Our approach is collaborative and constructive but also challenging, and we maintain a tight focus on the conservation benefits our partnerships are designed to deliver. We bring people together, working across sectors with investors, consumer groups and policymakers to drive the systemic changes necessary to achieve a greener economy.

## ABOUT THAI UNION EUROPE

Thai Union Europe (TUE), is the parent company of several prominent European seafood brands including John West, Petit Navire, Parmentier, Mareblu, King Oscar and Rügen Fisch. It is a subsidiary of Thai Union Group, the world's largest processor of canned tuna products and a leading global seafood processor.

TUE employs some 7,900 people across production sites in France, Germany, Ghana, Lithuania, Norway, Poland, Portugal, the Seychelles and the UK, as well as sales offices in Belgium, France, Germany, Ireland, Italy, the Netherlands, Norway, the UK and the US.

As a leading seafood brand, TUE has publicly stated its commitment to sustainable fishing – both directly to preserve stocks, and further to act as an agent for change in the sector.



## WHY WWF IS WORKING WITH TUE

WWF's partnership with TUE focuses on reducing the environmental impacts of fishing and securing the future of seafood supplies. Improving the sustainability of TUE's supply chains will mean better managed fisheries, more transparency and a reduction in impacts on the wider ecosystem. By working together to advocate for better management and against illegal fishing, our partnership is also influencing and driving positive change in the wider seafood sector.

In addition to the supply chain work, TUE helps to finance WWF's sustainable fisheries programme in East Africa, supporting the livelihoods of coastal communities through improved regional fisheries governance and better management of artisanal fisheries.

## TUE'S SEAFOOD CHARTER COMMITMENTS

The commitments made by TUE in signing the Seafood Charter are outlined opposite, followed by a summary of the key actions have been taken during the second year of the partnership year to meet them<sup>5,6</sup>. All of the work has been independently verified by a third-party assessor (see page 36).



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## THIS CHARTER JOINTLY COMMITS TUE AND WWF TO:

- Apply best practice and scientific knowledge to improve the sustainability of TUE's seafood supply chain and create demonstrable improvements through the delivery of projects
- Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them
- Help safeguard valuable marine and aquatic ecosystems, contributing to the long-term viability of seafood supply that global food security depends on

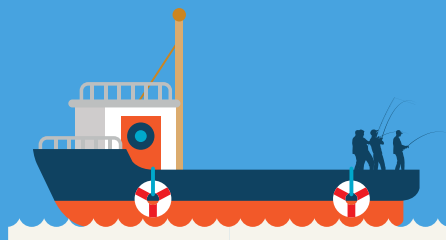
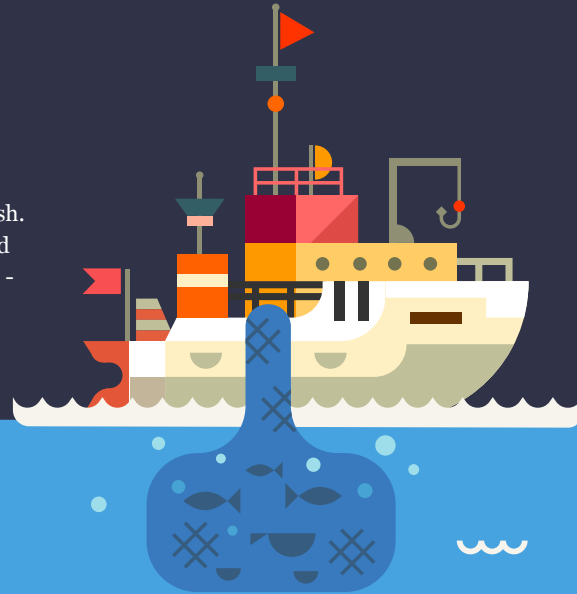
## THIS CHARTER COMMITS TUE TO:

- Ensure full traceability of all its seafood products
- Be actively involved in the global fight against illegal, unreported and unregulated (IUU) fishing and able to demonstrate best practice is put in place that ensures no IUU products enter its supply chain
- Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for TUE seafood to meet MSC and ASC standards for potential certification<sup>7</sup>
- Create and participate in projects that will improve fisheries so they can demonstrate that they have reduced their impact on the environment
- Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders
- Engage with authorities and promote advocacy initiatives aimed at improving international or regional fisheries management and regulations that will secure healthy marine ecosystems through responsible fishing and aquaculture practices
- Ensure all new seafood product ranges come from sustainable sources or sources that are in a credible step-wise improvement process

# DIFFERENT WAYS OF CATCHING TUNA

## PURSE SEINE

Nets are used to encircle a school of fish. The nets can be set on FADs\* or placed around free-swimming schools of fish - known as FAD-free.

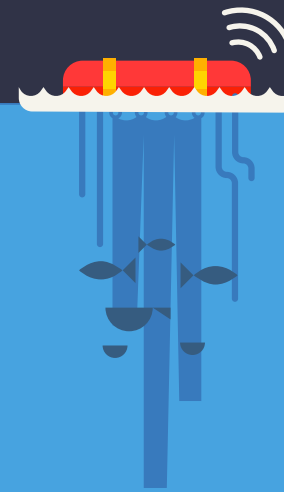


## POLE AND LINE

Fish are caught individually using a pole, line and bait. Boats usually have several fishers fishing at once. Pole and line fishing can also involve FADs or be FAD-free.

## HAND LINE

A single fishing line is held by hand and one or more lures or baited hooks are attached to the line.



## \*WHAT IS A FAD?

A fish aggregating device (FAD) is a floating object that attracts fish. Fishing beside or under FADs takes advantage of the fact that tuna and other fish naturally congregate around floating objects in the open ocean. FADs can be natural, such as logs or large marine creatures like whales or sharks, or manmade. Manmade FADs can be found either drifting in the ocean or anchored. Many man-made FADs use old netting in their construction, which can result in the unwanted bycatch of sharks, turtles and marine mammals. Non-entangling FADs do not use netting and can therefore help to minimise the risk of this bycatch. This method of aggregating fish has been promoted by sustainable fishing bodies and has been experimented with and adopted by several tuna fishing fleets.

The use of FADs has become widespread in the tuna industry because they are regarded as a highly effective way to improve catch rates and reduce operating costs, but their use has also been associated with a number of negative impacts. The FIP action plans we are developing as part of the WWF-TUE partnership will explore these impacts and how to limit them.



# SUMMARY

## OF PROGRESS TOWARDS SEAFOOD CHARTER COMMITMENTS

— YEAR 2 —



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### A. SUPPLY CHAIN

#### SEAFOOD CHARTER COMMITMENT

- Apply best practice and scientific knowledge to improve the sustainability of TUE supply chains and create demonstrable improvements through the delivery of projects.
- Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for TUE seafood to meet MSC and ASC standards for potential certification.
- Create and participate in projects that will improve fisheries so they can demonstrate that they have reduced their impact on the environment.
- Ensure all new seafood product ranges come from sustainable sources or sources that are in a credible step-wise improvement process.

#### SUMMARY OF ACTIVITIES

Analysis of TUE 2015 data on all supply chains led to the completion of action plans for the supply chains. The assessment includes verification of flag states and that purse seine vessels are listed on the International Seafood Sustainability Foundation (ISSF) ProActive Vessel Register (PVR).

Based on the 2015 ISSF Audit, 100% of purse seine vessels in TUE's supply chain are on the PVR. TUE engaged with suppliers to test the ISSF PVR for pole and line vessels.

TUE passed the annual audit of the ISSF with 100% compliance results. Results are [published online](#).

An MOU was signed to establish a tuna FIP in the Indian Ocean, a priority supply area.

TUE received a letter of intent from the Ghanaian government to work on establishing a FIP in another priority TUE supply chain.

Prioritisation of improvement work: a further two fisheries will enter into a FIP process in the next year.

WWF visited the Seychelles factory site in October 2016 as part of TUE's commitment to transparency.

TUE has begun promoting the use of non-entangling fish aggregation devices (FADs) in discussions with the fleets. Since 2015, TUE has begun to deploy non-entangling FADs.



## B. TRACEABILITY AND LEGALITY

### SEAFOOD CHARTER COMMITMENT

- Ensure full traceability of all TUE seafood products.
- TUE to be involved in the global fight against IUU fishing and be able to demonstrate that best practice is put in place that ensures no IUU products enter its supply chain.

## C. ADVOCATING FOR IMPROVEMENT

### SEAFOOD CHARTER COMMITMENT

- Engage with authorities and advocate to ensure improvements in international or regional fisheries management and regulations that will secure healthy marine ecosystems through responsible fishing and aquaculture practices.

### SUMMARY OF ACTIVITIES

In 2015, three TUE factories were MSC Chain of Custody (CoC) certified: Ghana, Portugal and Seychelles.

The TUE fleet in Ghana has used advanced technology to allow real-time traceability of the catch/vessel. The system was demonstrated to WWF.

TUE has actively participated in multi-stakeholder meetings convened by WWF on the 'Global Dialogue for Seafood Traceability'.

### SUMMARY OF ACTIVITIES

TUE was among the 30+ seafood industry signatories of a letter to the Indian Ocean Tuna Commission (IOTC) convened by WWF calling for harvest control rules on skipjack tuna and a 20% cut to yellowfin tuna catches.

The suggested harvest control rules for skipjack tuna were accepted and a cut of 15% has since been accepted by the IOTC for yellowfin tuna caught by purse seine vessels.

TUE signed the WWF-convened letter to the Principal Secretary, Fisheries & Ports, Kerala to support the Indian oil sardine FIP.

TUE has participated in UK industry meetings regarding coordination of advocacy on tuna management.

## D. TRANSPARENCY AND ENGAGEMENT

### SEAFOOD CHARTER COMMITMENT

- Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders.

## E. CONTRIBUTING TO WIDER CONSERVATION

### SEAFOOD CHARTER COMMITMENT

- Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Help safeguard valuable marine and aquatic ecosystems, contributing to the long-term viability of seafood supply that global food security depends on.

### SUMMARY OF ACTIVITIES

TUE's 'can tracker' has been tested by a third party during the MSC CoC audits for its factories.

John West launched the 'John West Academy' to provide training on seafood sustainability to employees.

WWF and TUE engaged with key stakeholders (including five major UK retailers) throughout the year to update them on the aims and progress of the partnership.

Thai Union Group's sourcing policy is publicly available on the company website <http://seachangesustainability.org>

### SUMMARY OF ACTIVITIES

TUE provided direct funding to WWF's East Africa Regional Sustainable Fisheries programme. This works to ensure that seafood – including Indian Ocean tuna – is a sustainable food source for both the coastal population of Africa and international trade markets, thereby helping to ensure food security and more sustainable livelihoods for millions of people.

# ~ IN DEPTH ~ SUPPLY CHAIN

## ACTIONS

### 1. SUPPLY CHAIN ASSESSMENT

- WWF completed an annual species assessment in the first half of 2016, which involved TUE sharing all its supply chain data from 2015. The data included vessels, species, catch methods, Food and Agricultural Organization (FAO) areas and other key elements. WWF used its Common Assessment Methodology (CAM) and central database to complete the assessment.
- During the species assessment process WWF analysed the vessel flag states and status of vessels and found that:
  - a. International Maritime Organization (IMO) numbers are present on required vessels.
  - b. Based on the 2015 ISSF audit, 100 per cent of purse seine vessels were on the ISSF PVR in 2015.
  - c. Flag states are those considered to be 'of integrity'.
- TUE has engaged suppliers to test the PVR for pole and line vessels. The ISSF PVR aims to increase transparency of suppliers activity and allows tuna vessels to identify themselves as participants in meaningful sustainability efforts.
- Using the results of the supply chain assessment, WWF and TUE completed a prioritisation exercise to rank each individual supply chain and provide a rationale for the establishment and implementation of projects and activities, identifying the most important areas for improvement.
- WWF visited the TUE factory in the Seychelles in October 2016 to see the tuna processing operation first hand.
- As required by its participation with the ISSF, TUE takes part in an annual independent audit of ISSF conservation measures. The audit assesses the compliance of a company with more than 20 conservation measures, e.g. no shark-finning in the supply chain and skipper training. The audit reports of all participating ISSF companies are published online [on the ISSF website](#).

#### WWF supply chain analysis

A detailed analysis of TUE's seafood supply chains is the backbone of our partnership. WWF conducts an assessment annually to identify improvement actions and ensure resources are focused on priority supply chains. The process works as follows:

- i) Supply chain data is submitted by TUE.
- ii) WWF assesses the level of sustainability of every supply chain, using the CAM.\*
- iii) Results are discussed with TUE.
- iv) Supply chains are prioritised to inform improvement work.
- v) An action plan is developed for each supply chain, based on the results of the analysis.
- vi) An internal report is produced to summarise the results of the analysis for partnership use.
- vii) The process is repeated annually to rationalise the plans for the coming year.

\* The CAM is a centralised system and database of assessments that is used in many of WWF's seafood partnerships globally. It is run by independent consultants based in Germany.



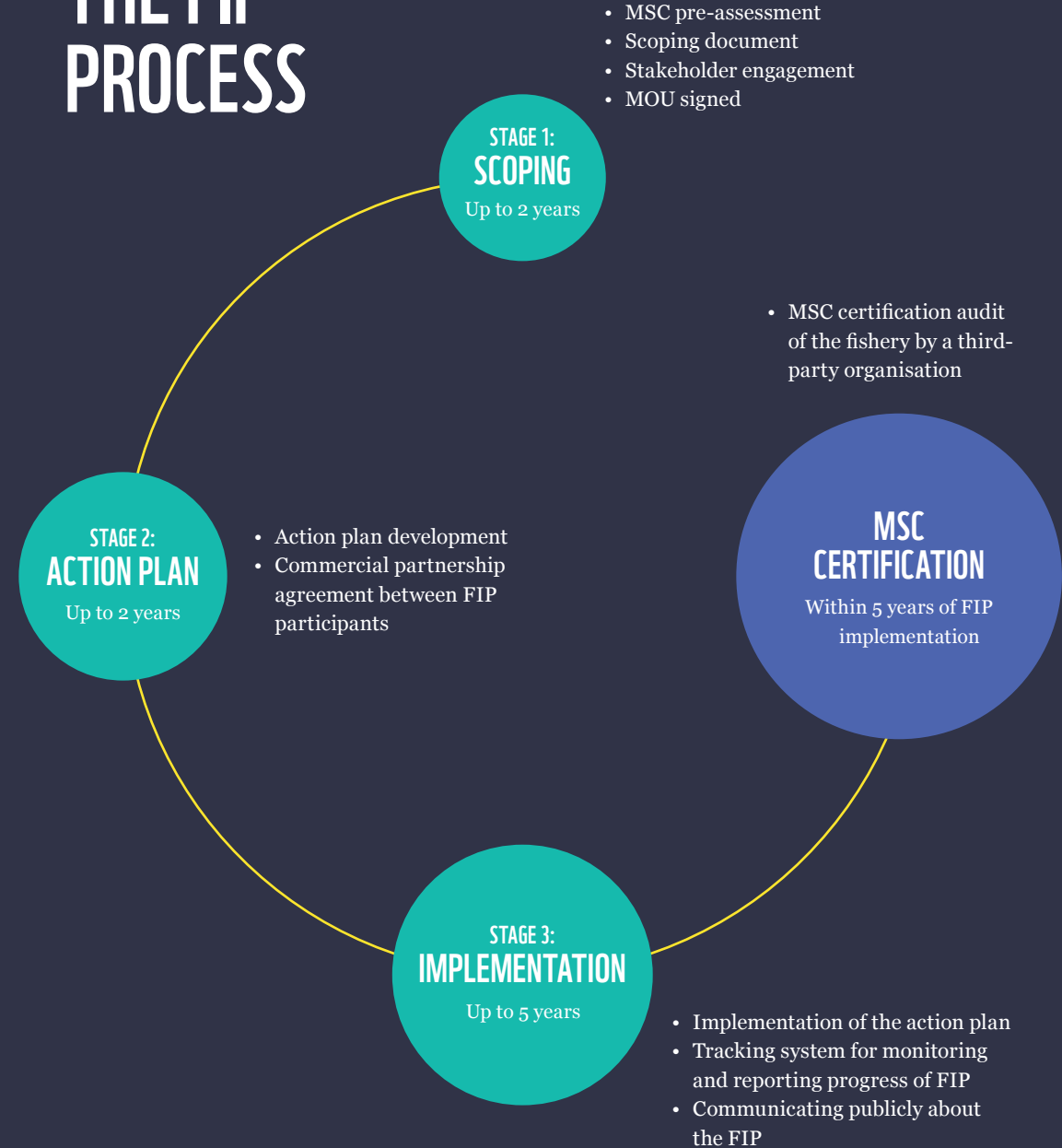
## 2. UPDATE

- Tuna is a high priority for the partnership due to the high volume within TUE’s supply chain and the current poor management of tuna fisheries across the world. In 2015, TUE sourced tuna from several different countries and used a variety of catch methods: pole and line, purse seine and hand line.
- The number of MSC certified products has decreased from the 2014 baseline of 48 individual product lines to 25 individual product lines in 2015 and 35 product lines in 2016. This decrease was due to the sardine fishery in Portugal losing its MSC certification. TUE is engaging with the fishery to explore recertification.
- The volume of seafood sourced from certified fisheries increased from 2.5% in 2014 to 5% in 2015.

## 3. PROJECTS

- TUE is working to develop three FIPs, although some are not yet in the public domain. The process for establishing a multi-stakeholder, inclusive FIP takes many months if completed in accordance with the WWF FIP guidelines; TUE is committed to working in line with these guidelines <sup>8,9,10</sup>.
- TUE has reinforced standard operation procedures on board tuna vessels and implemented additional measures that have been shown to help reduce the number of endangered, threatened or protected (ETP) species caught. It is promoting these to the wider seafood industry.
- WWF commissioned independent consultants to analyse the use of FADs in the global tuna industry. WWF published the results in 2017 and the report is being used to inform the future work of the partnership on this topic <sup>11</sup>.
- The partnership is working to implement and promote measures to reduce the impacts of seafood supply chains on the environment. Since 2015, TUE has begun to deploy non-entangling FADs, and has begun promoting their use to suppliers.
- Thai Union Group has been exploring the alternative uses for by-products from the supply chain to reduce waste and maximise value at a global level.

# THE FIP PROCESS



# FIP PROGRESS IN 2016

## ATLANTIC OCEAN TUNA FIP: WEST AFRICA (GHANA)

TUE and WWF have reached out to key stakeholders who are potential participants in this FIP. In March 2016, TUE received a 'letter of intent' from the Ministry of Food and Agriculture of the Republic of Ghana to work together to develop a FIP in the region.

Due to the recent change in the government following the presidential elections, full implementation of the FIP is not expected to occur until the end of 2017.

To accelerate the implementation of the FIP while increasing the overall level of compliance of tuna suppliers, TUE is using the results of its Supplier Auditing Programme (led by an independent auditor) to anticipate some of the changes vessels will have to make to meet the MSC standard.

## ATLANTIC OCEAN TUNA FIP: BRAZIL

TUE and WWF are working to establish a FIP in the Atlantic Ocean, based on the Brazilian pole and line tuna fishery (the unit of certification is yet to be defined). We are hoping the FIP will be formally announced during 2017.

## GLOBAL TUNA FIP: OPAGAC

Some of TUE's tuna supplies originate from the global FIP led by Organización de Productores Asociados de Grandes Atuneros Congeladores (Producers Association of Large Tuna Freezers, 'OPAGAC') and WWF. This FIP was publicly announced on 10 October 2016, following the development of the action plan and commencement of the implementation stage. OPAGAC is also a participant in the Indian Ocean tuna FIP.

## INDIAN OCEAN TUNA FIP: SEYCHELLES

On 11 October 2016 an MOU was signed, confirming the intention of key stakeholders to work together to implement this FIP. Signatories included TUE, WWF, the Seychelles Fishing Authority and Princes. A further 17 fishing companies (including the four producer organisations) signed an addendum as an expression of interest to join the FIP, for a full list of stakeholders please refer to [the WWF FIP page](#). This was a pivotal moment in the development of the FIP in the Indian Ocean for purse seine tuna, demonstrating the willingness of companies and governments to work together to ensure the sustainability of tuna stocks. It was the culmination of 18 months of work by the partnership and other stakeholders.

The next stage will be the development of a detailed action plan to make improvements towards meeting the MSC standard. This work is expected to be completed and published in spring 2017.

ATLANTIC OCEAN

INDIAN OCEAN



Illegal, unreported and unregulated (IUU) fishing has a significant negative impact on ecosystems and livelihoods. An estimated 20 per cent of the global catch comes from IUU fishing activity, with a global value of US\$10-23 billion a year <sup>12</sup>. While imports to the EU are controlled and regulated, there has been recent speculation that IUU seafood has nevertheless entered the EU market. Traceability is therefore critical in ensuring the responsible sourcing and legality of seafood. However, implementation of full traceability remains a challenge in many fisheries and supply chains all over the world <sup>13</sup>.

## ACTIONS

- In 2016, TUE commissioned a third-party audit of its tuna suppliers. All the fleets supplying TUE went through a desk audit, and 12 vessels (five in the Seychelles, four in Ghana and three in Senegal) were physically checked by the auditors. The auditors monitored compliance with the laws on IUU, the requirements of the ISSF, TUE's fish sustainability policy, Thai Union's [Business Ethics and Labour Code of Conduct](#), and various other quality and food safety standards.
- The TUE fleet in Ghana has used advanced technology to allow real-time traceability of the catch and vessel. This supports the implementation of the EU IUU regulation.
- In 2015, three TUE factories, in Ghana, Portugal and the Seychelles, were certified to the MSC Chain of Custody (CoC) standard. These factories provide seafood processing for TUE's John West, Parmentier, Mareblu, and Petit Navire brands. During 2016 TUE expanded its presence in Europe, acquiring additional brands and processing facilities. Its factory in France achieved MSC CoC certification in November 2016.
- Following the results of the IUU risk assessments and traceability benchmarking, WWF is developing a way to promote this work and engage with the wider sector to improve traceability and reduce the risk of IUU fish entering UK supply chains. These risk assessments are in line with the British Retail Consortium advisory note on IUU <sup>14</sup>.
- TUE participated in two of the WWF Global Dialogue on Seafood Traceability sessions during 2016: at the International Seaweb Summit in Malta in January 2016, then at the Global Seafood Expo in Brussels in April 2016.

# IN DEPTH TRACEABILITY AND LEGALITY





~ IN DEPTH ~


# ADVOCATING FOR IMPROVEMENT

TUE is committed to working with WWF and other stakeholders to tackle the governance and political issues raised by the management of migratory tuna stocks. By working together to advocate for higher standards, businesses and NGOs can be a catalyst for change. WWF works globally on fisheries governance and an important component of the Seafood Charter is to ensure that change impacts more than just one company's supply chain. Advocacy is a critical component of the WWF-TUE partnership and achieving MSC certification of fisheries will not be possible without it.

## ACTIONS

- TUE was a signatory to a joint letter to Indian Ocean Tuna Commission (IOTC) delegates calling for harvest control rules for skipjack tuna and a 20% reduction in the catch of yellowfin tuna in the region. This action had some success: harvest control rules were adopted for skipjack tuna and a 15% reduction in yellowfin tuna catch by purse seine vessels was agreed, although the reduction was not as much as WWF recommended based on scientific advice. The new harvest control rules for skipjack tuna will help to improve the management of tuna stocks and will support the long term sustainability of the Indian Ocean skipjack fishery. The partnership will build on this in its ongoing dialogue with IOTC.
- As part of the advocacy campaign calling for a reduction in the catch of yellowfin tuna in the Indian Ocean, TUE made a public commitment to reduce the amount of yellowfin coming from the Indian Ocean in its supply chain by 20%.
- TUE and WWF have been active participants in a series of meetings held in the UK from early 2016 between retailers and processors who share a joint interest in ensuring that tuna fisheries are managed sustainably.
- TUE alongside other retailers, importers and processors, signed a letter convened by WWF to the Principal Secretary of Fisheries and Ports in Kerala to support the Indian oil sardine FIP as it works towards MSC certification.





~ IN DEPTH ~

# TRANSPARENCY AND ENGAGEMENT

The partnership includes objectives for communicating to retailers, consumers and TUE employees. If the seafood market is to be fully transformed, retailers and their customers must understand sustainability and demand it from brands and suppliers. The enthusiasm and support of TUE employees are also crucial to our success.

## ACTIONS

- With support from WWF, TUE met with key retailers and stakeholders, including other NGOs, in the UK and Europe to raise awareness of the partnership and the progress that has been made towards its objectives.
- WWF and TUE have produced interim update reports and presentations about the progress made under the partnership for key stakeholders in the seafood and retail sectors.
- John West launched the 'John West Academy' for its UK employees, which includes training on seafood sustainability. Employees have now attended the "basics of seafood sustainability" course (Level One). Level Two will be delivered in early 2017.
- Thai Union published its new global sustainability strategy – SeaChange <sup>17</sup> – in December 2016, following public consultation between April and June. The strategy applies to all Thai Union subsidiaries, including TUE. The objectives of the WWF-TUE partnership align with this global strategy and will support Thai Union in achieving its global objectives. The websites of John West UK, John West Netherlands and Petit Navire were updated during the year to include information for consumers about the partnership and the journey towards sustainability.
- TUE has ensured its 'can tracker' enables consumers to track their John West and Petit Navire branded tuna (and in some countries additional seafood products) back to the vessel from which it was sourced.



# ~ IN DEPTH ~ CONTRIBUTING TO CONSERVATION

As part of our partnership, TUE provides direct funding to WWF's East Africa Regional Sustainable Fisheries programme. This aims to improve the management of seafood in the South West Indian Ocean (SWIO), including artisanal tuna fisheries, contributing to sustainable fish stocks and securing livelihoods for coastal fishing communities.

The work is critical in supporting greater food security and sustainable resources for millions of people. It will also contribute to the management of migratory tuna in the Indian Ocean, with the provision of reliable data on artisanal tuna fisheries to the IOTC. Through the last year, we have made progress towards the goals of both the overarching programme and the artisanal tuna project.

## ACTIONS

- SWIO countries are now deriving more net economic returns from their Exclusive Economic Zone resources against 2011 baselines – Kenya: US\$2 million, Tanzania: US\$1.2 million. And the contribution of artisanal tuna fisheries to national economies has now been acknowledged by the government and other stakeholders, including the local fishing communities (e.g. Zanzibar: 34,104 tonnes valued at US\$64.7 million in 2016, Lamu: 152 tonnes valued at US\$200,000).
- WWF engagement has helped strengthen the voice of SWIO range states in influencing key decisions and resolutions on tuna sustainability under the SWIO Fisheries Commission (SWIOFC) framework. For example, Kenya and the Maldives respectively sponsored proposals on reducing effort on yellowfin tuna and harvest control rules for skipjack tuna. The two proposals were adopted by the 20th session of the IOTC meeting held in Réunion in May 2016.
- We have been working with other key parties on sustainable tuna fisheries management and development in the SWIO region. For example, the SWIOFish project on fisheries governance and shared growth, included a project on integrating agreed minimum terms and conditions (MTC) for fisheries access within the SWIO 'Fisheries Framework Agreement'; and we have supported the African Union – Inter-Africa Bureau for Animal Resources on small-scale fisheries and Civil Society Organisations (CSO) engagement.
- Lobbying and support by WWF helped secure formal endorsement by the 7th session of the SWIOFC (held in Maputo, Mozambique, in October 2015) of the process for adoption of the regional MTC for fisheries access. It was also a factor in the formal induction of the SWIOFC working party for coordination and cooperation in tuna fisheries, created to coordinate the technical discussions and agreement on the regional MTC draft protocol produced by WWF.
- WWF has supported the legal establishment and the work of Tuna Fisheries Alliance of Kenya and Tanzania Tuna National Alliance, two CSO/private sector tuna forums that include artisanal fisheries. In addition, we have helped to progress the legal establishment of the Forum of CSOs for coastal and marine areas in Mozambique.
- We have identified gaps in the artisanal tuna fisheries' data collection regionally and have developed strategies to address them, which are being put in place by various partners. New reporting methods have been implemented to record species-level data (rather than family-level), this will help provide the necessary data on tuna at a national and IOTC level. Additionally we are piloting the use of a smartphone app to collect artisanal fish catch data in southern Tanzania.
- We have helped to enhance capacity for artisanal tuna fisheries data collection in the project pilot sites.
- Kenya, Tanzania and Mozambique are now compliant with FAO/IOTC artisanal fisheries data requirements.
- WWF has continued to lobby the Kenyan and Tanzanian governments to ratify the FAO Port State Measures Agreement to help fight IUU fishing<sup>15</sup>. Kenya agreed to ratify the agreement in July 2016 and has set out a process to do so. Discussions continue in Tanzania. Mozambique is already a signatory.



# SEACHANGE

In 2016, Thai Union launched its new global sustainability strategy – SeaChange<sup>17</sup>. SeaChange is designed to deliver real and lasting changes in the way the company operates and seeks to address seafood sustainability and IUU fishing, as well as ensuring safe and legal labour for its workforce. The process of developing the strategy included a public consultation period and discussion sessions with stakeholders during the first half of 2016.

The objective of the WWF-TUE partnership is to ensure that all seafood sold by TUE in Europe is either MSC certified or sourced from a FIP. By working together to achieve this goal in Europe, the partnership will support the delivery of the global SeaChange strategy and drive improvements through TUE supply chains.

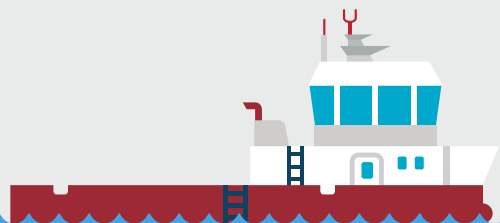
To find out more about SeaChange, please refer the [Thai Union website](#).

**SEACHANGE IS DESIGNED TO DELIVER REAL AND LASTING CHANGES IN THE WAY THE COMPANY OPERATES AND SEEKS TO ADDRESS SEAFOOD SUSTAINABILITY AND IUU FISHING**

SeaChange covers all areas of Thai Union's business, including TUE. It includes specific goals for improving the sustainability of supply chains. Thai Union's global goal for its branded tuna is for a minimum of 75% to be either MSC certified or sourced from a FIP aimed at achieving MSC certification by the end of 2020.



**75%**  
OF THAI UNION'S  
BRANDED TUNA TO  
BE MSC CERTIFIED OR  
IN A FIP BY THE END  
OF 2020.



# SHARING THE CODE

In 2015, Thai Union updated its Business Ethics and Labour Code of Conduct and began rolling it out to suppliers globally in 2016. The aim of the code is to promote higher levels of accountability and transparency throughout the supply chain. It is applied to all Thai Union companies and business partners.

The code clearly sets out Thai Union's principles, including requirements to ensure that:

- workers' rights are fully protected
- business is conducted with consideration to social and environmental impacts
- business is conducted with integrity and within the terms of the law.

Any companies or suppliers who want to work with Thai Union must sign an acknowledgement of the code, confirming they will strictly adhere to its mandatory 12 principles.

As of 22 December 2016, 91% of TUE's suppliers by value had signed the code.

Please refer to the reference list for the link to the code of conduct<sup>16</sup>.



# NEXT STEPS

## Continuing our progress

During the first two years of our partnership, TUE has made significant progress in creating the enabling conditions for a number of FIPs, and towards greater transparency. We will continue to track our progress against the principles of the Seafood Charter and publish another independently verified annual report like this one at the end of the third year of the partnership.

**The key activities and objectives for the next year of the partnership are listed in this section.**

### A. SUPPLY CHAIN

- We will complete an annual species assessment using TUE's 2016 data to continue monitoring TUE supply chains; and keep working on the action plans for improving sustainability ratings for relevant supply chains and species. This will include establishing more improvement projects to help fisheries and farms achieve MSC and ASC standards. The development and implementation of the following will be a priority in the third year of the partnership:
  - Implement the action plan for the Indian Ocean purse seine tuna FIP.
  - Establish a FIP in the west Africa region of the eastern Atlantic (relating to Ghana operations) through signing a MOU between FIP participants, commissioning a scoping document and development of the action plan.
  - Establish a FIP in the west Atlantic region (relating to Brazil operations) through the signing of a MOU of FIP participants and development of the action plan.
- WWF will review the vessel flag states and status of vessels on the ISSF PVR during the species assessment process, evaluating IMO numbers, PVR registration and flag states.
- WWF will visit TUE's operational sites in Ghana and Portugal to discuss improvement work with key stakeholders.
- WWF and TUE will work together to ensure a robust process is in place to guarantee that new products are sourced responsibly.
- TUE will continue to work to increase the number of products that are MSC and ASC certified.
- TUE will continue to explore opportunities for maximising utilisation of the total catch.
- TUE will work with FIP participants to improve the reporting of bycatch, and support sector-wide changes that improve bycatch reporting to regional fisheries management organisations.

### B. TRACEABILITY AND LEGALITY

- Using the results of the IUU fishing risk assessment and traceability benchmarking, we will take action against wider industry threats of IUU fish entering supply chains and improve traceability systems further.
- TUE and WWF will participate in conferences and dialogues to eliminate IUU fish and ensure full traceability in supply chains.
- TUE will engage with the WWF 'Global Dialogue on Seafood Traceability', including at the next session in April 2017.
- TUE will participate in an initiative to create a code of practice for processors and importers of seafood to ensure it is both legal (in terms of IUU fishing and human rights) and traceable.

### C. ADVOCATING FOR IMPROVEMENT

- WWF and TUE will actively engage with RFMOs to advocate improved management policies. Much of the advocacy work will be centred on the delivery of FIPs to meet the MSC standard.
- WWF and TUE will engage with the relevant government ministries in key source regions such as Ghana and the Seychelles to improve the management of tuna fisheries.
- TUE will actively engage with suppliers to promote a reduction in the number of FADs and the use of non-entangling FADs.
- TUE will participate in industry-wide advocacy initiatives.
- WWF and TUE will support the development of advocacy to improve the management of FADs, some of which will be delivered through the FIPs.
- WWF will work to develop the research further to contribute to the FIPs and wider discussions on the use of FADs.

### D. TRANSPARENCY AND ENGAGEMENT

- TUE will continue to increase the number of products that are MSC or ASC labelled or engaged in a FIP or conservation programme, which will also drive consumer awareness of sustainability. New MSC-certified salmon and mackerel products were launched in late 2016/early 2017.
- As FIPs enter the implementation phase, WWF will publish the action plans and the details of the projects online on both its website and the fisheryprogress.org website.
- WWF and TUE will engage employees across both organisations to show them the progress made by the partnership.
- WWF and TUE will continue engaging with key stakeholders including retailers and NGOs to raise awareness of the partnership and the actions it has undertaken to improve sustainability.
- The partnership will begin to engage consumers both in the UK and in other markets to raise awareness of MSC and ASC as the leading seafood certification programmes.

### E. CONTRIBUTING TO WIDER CONSERVATION

There will be further important steps on the artisanal component of the East Africa sustainable fisheries project:

- WWF will continue piloting a new data collection system in at least two SWIO states in close collaboration with fishing communities through village level groups such as Beach Management Units and relevant fisheries institutions. Initiatives under development include a smartphone data collection app, a database that integrates artisanal fisheries data, data collection templates, and protocols and manuals.



**...continued**

- We will build capacity in artisanal fisheries data collection, input and analysis among local fishing communities, WWF staff and relevant government institutions, and share our findings with inter-governmental organisations such as FAO, SWIOFC and the IOTC.
- We will encourage knowledge-sharing regarding artisanal fisheries management that adopts a collaborative, participatory and ultimately pro-poor approach, based on experiences both within and outside the SWIO region, including South-to-South mechanisms (e.g. exchange tours between coastal states, exchanges between pilot sites, and dialogue on the need for an integrated regional fisheries database).
- Supporting the government of Mozambique in piloting a simplified form of automatic identification system (AIS) within its national fleet.
- Ensuring at least four SWIO countries are implementing national tuna management plans.
- Increasing support for sustainable SWIO fisheries management from key industry operators and financiers.
- Engaging key market actors and supply chains on implementing seafood traceability systems. of the Tanzanian artisanal tuna fishery in the national economies as well as livelihoods of the local fishing communities.

In terms of the wider East Africa sustainable fisheries programme, next steps include:

- Establishing a regional coastal fisheries platform for CSOs which demonstrably influences at least one regional fisheries policy or practice.
- Making progress towards agreeing a SWIO Regional Fisheries Accord.
- Supporting SWIO states to lobby the IOTC to adopt appropriate harvest control rules for selected tuna species.
- Lobbying for coastal states to comply with IOTC conservation and management measures, and supporting national tuna fora to do likewise.
- Continuing to engage the Tanzanian government over adopting the Port State Measures Agreement and ensuring that the Kenyan government delivers on its recent commitment for ratification.
- Making good progress on establishing a regional monitoring, compliance and surveillance centre.

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# BUREAU VERITAS' INDEPENDENT EVALUATION STATEMENT

## To the stakeholders of Thai Union Europe

### INTRODUCTION AND OBJECTIVES

Bureau Veritas UK Ltd has been engaged by Thai Union Europe (TUE) to provide independent assessment of the status of the WWF-UK (WWF) and TUE partnership's progress towards their commitments during the second year of the partnership (10 October 2015 – 9 October 2016). These commitments have been developed under the Seafood Charter signed by both parties in February 2015.

The objective of our work is to provide an evaluation of the reliability and accuracy of the reported progress and the supporting performance data.

### SCOPE OF WORK

The scope of our work was limited to an evaluation of progress against the commitments for the period 10 October 2015 – 9 October 2016, reported in the WWF-Thai Union Europe Partnership Progress Report 2017 (the Report) on pages 13-15 in the table under the section entitled 'Summary of progress towards Seafood Charter Commitments – year 2' ("Selected Information").

Reported performance against commitments covers TUE's operations in the UK and EU for the brands John West, Petit Navirre, and Mareblu.

Our evaluation does not extend to any other information included in the Report and applies to the Selected Information included within the scope of work described above.

### ASSESSMENT STANDARD

We performed our evaluation work in accordance with the Bureau Veritas Assurance Protocol,

which is based on best practice assurance standards including AA1000AS, ISAE3000, and ISO14064-3.

The evaluation was conducted to a limited level of assurance.

### LIMITATIONS AND EXCLUSIONS

Excluded from the scope of our work is:

- Any activities outside the defined reporting period;
- Partnership strategy and position statements (including any expression of opinion, belief, aspiration, expectation or aim);

This evaluation engagement relies on a risk based selected sample of the Selected Information and the associated limitations that this entails. The reliability of the reported data is dependent on the accuracy and completeness of information, particularly supply chain data, provided by TUE to WWF and the accurate collation of this information by WWF. This independent statement should not be relied upon to detect all errors, omissions or misstatements that may exist.

### OUR RESPONSIBILITIES

The preparation and presentation of the Selected Information in the Report are joint responsibility of the management of the TUE and WWF partnership.

Bureau Veritas was not involved in the drafting of the Report and is exclusively responsible for the content of this evaluation statement.

### SUMMARY OF WORK PERFORMED

As part of our independent evaluation, our work included:

- Conducting interviews with key TUE and WWF personnel responsible for the management of the partnership and for monitoring progress against the commitments set out under the partnership;
- Reviewing documentary evidence provided by TUE and WWF including but not limited to action and monitoring plans, assessments and data analysis, presentations, survey results, internal and external communications, and independent reports and certificates;
- Reviewing the data collection and consolidation processes used to compile Selected Information, including assumptions made, and the data scope and reporting boundaries; and
- Assessing the disclosure and presentation of the Selected Information to ensure consistency with the reviewed supporting documentation.

### BUREAU VERITAS OPINION

Based on our verification activities, no evidence has come to our attention to suggest that:

- the reported progress against the partnership's commitments during second year do not provide a fair representation of the progress under the Seafood Charter partnership for the defined period; and
- there are significant omissions which could affect stakeholders' ability to make informed judgements on the partnership's reported performance against commitments.

Such opinion is based on work undertaken and the limitations & exclusions defined in this statement.

### STATEMENT OF INDEPENDENCE, IMPARTIALITY AND COMPETENCE

Bureau Veritas is an independent professional services company that specialises in quality, environmental, health, safety and social accountability with over 185 years history. Its assurance team has extensive experience in conducting verification over environmental, social, ethical and health and safety information, systems and processes.

Bureau Veritas operates a certified<sup>1</sup> Quality Management System which complies with the requirements of ISO 9001:2008, and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Bureau Veritas has implemented a code of ethics across its business which ensures that all our staff members maintain high standards of integrity and independence. Bureau Veritas believes this assignment did not raise any conflicts of interest.



**BUREAU  
VERITAS**

**Bureau Veritas UK Ltd**  
**London, April 2017**

<sup>1</sup> Certificate of Registration FS 34143 issued by BSI Assurance UK Limited





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