



WWF & THAI UNION EUROPE

PARTNERSHIP PROGRESS REPORT
2019

The foundation has been laid and now's the time to build on the work we've done to improve the health of our oceans.

Paul Reenan
Regional President,
Thai Union Europe

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FOREWORD



Mike Barrett,
Executive Director
of Science and
Conservation,
WWF-UK

This fourth edition of our annual progress report is particularly special. In these pages we not only look back on the last 12 months of progress towards sustainable fishing in Thai Union's European supply chain, we also proudly reflect on the completion of the first four-year phase of our partnership, which commenced in late 2014. Furthermore, we look forward to the exciting work still ahead of us.

The latest edition of [WWF's Living Planet Report](#) reveals that populations of wildlife on our planet have plummeted by 60% since 1970. Humanity is responsible for these shocking rates of decline, and we know that the single biggest cause of the destruction is the way we feed our planet's growing population. We depend entirely on nature for food, yet the global food system drives widespread deforestation, overfishing, carbon emissions and the pollution of rivers and lakes. Clearly, something has to change.

WWF's partnership with Thai Union is a crucial part of our mission to transform the way we produce and consume food globally. Thanks to our partnership, nearly all of the fisheries from which Thai Union sources its tuna for its European markets are now implementing fishery improvement projects to put in place tangible measures towards achieving the Marine Stewardship Council (MSC) fisheries standard. We're committed to supporting this process in the coming years, and we look forward to a time when certified tuna will be widely available in the countries which Thai Union supplies.

Driving forward such transformational change in complex international seafood supply chains takes patience, collaboration and determination, so I would like to thank our friends at Thai Union for their dedication to achieving our shared vision. Over the last four years we've learned a great amount about engaging with the many stakeholders involved in any given fishery, and how to unite them behind a common vision. Together, we're grateful to these stakeholders for joining us on this vital journey and helping us build what is fast becoming a mainstream movement for change within the seafood industry.

The future of business on our planet must be one that works in harmony with nature, protecting and restoring the natural systems that underpin prosperous societies. Our partnership is an example of how an NGO and a business can strive to achieve this.



Paul Reenan,
Regional President,
Thai Union Europe

There is no doubt that, in the 21st century, sustainability is more important and widely understood than ever before. Globally, consumers and companies are more aware of ethical business challenges and are coming together to find solutions to ensure that we protect our planet and the resources it provides us.

I'm proud that Thai Union Europe (TUE) and our parent company Thai Union Group PCL can say that we are leaders in creating positive change in the global seafood industry. Our [SeaChange® sustainability strategy](#) demonstrates not only our commitments, but our results as we continue our journey to provide sustainable and ethical seafood to the world. This has been noted by organisations and indices – including the remarkable achievement of being named the number one company in the world in the food products industry in the 2018 Dow Jones Sustainability Index.

However, none of this would be possible without the support and collaboration of our partners around the world. We've been working with WWF since 2014. This progress report is our fourth since beginning this partnership and it truly shows the great work that can be accomplished by combining the efforts of our two organisations. Reading through this report, I am once again reminded just how much we've achieved – not just in this last year, but over the last four.

Our work has been far-ranging and global in scope. Whether it be driving fishery improvement projects (FIPs), or assessing our supply chains, or even directly supporting marine conservation programmes in East African countries, we're confident that, together, we're making a real and significant impact. WWF has also been instrumental in helping us deliver our commitment that all Thai Union products sold in Europe are sourced from fisheries that are either Marine Stewardship Council (MSC) certified or engaged in FIPs to move them towards MSC certification – a commitment that we continue to work towards and update on our progress.

We look forward to the exciting work still ahead of us as we continue to progress the sustainability of seafood supply chains. This is work that not only concerns Thai Union and our global brands, but also the seafood industry as a whole. We're committed to ensuring that the oceans are sustainable now and for future generations. They must be protected, as well as the communities that rely on them across the world. [Our sustainability objectives](#) are far-reaching but, at the same time, with key partners such as WWF, we know they can be achieved. The foundation has been laid and now's the time to build on the work we've done to improve the health of our oceans.

A large school of yellowfin tuna swimming in clear blue water. The fish are silvery with a yellow stripe along their sides and yellow-tipped dorsal fins. They are swimming in various directions, creating a sense of movement and depth.

ABOUT WWF & THAI UNION

ABOUT WWF

WWF is one of the world's largest and most respected independent conservation organisations. We're active in nearly 100 countries, where we're working to protect wildlife and habitats, and to tackle the biggest drivers of biodiversity loss such as climate change and our food system. We influence governments as they make the most important environmental decisions and work with businesses to improve the way they use natural resources.

WHY WWF WORKS WITH BUSINESS

Our world is under threat like never before. Globally, the planet's resources are being used up faster than nature can restore itself: forests are being destroyed, the oceans are choking on plastic, wildlife numbers are being decimated and our climate is changing with devastating consequences.

Yet nature provides our life support system. We cannot survive without it. We need to reverse the damage we have done to our planet and restore the natural systems we all depend on.

At WWF we know we cannot achieve this level of change alone. We need to mobilise our supporters and the general public, and persuade governments to act. We also need to work with businesses. They may be one of the main drivers of environmental damage, but they offer enormous potential to change things for the better. After all, their future success depends on a healthy planet.

We work with businesses in a number of ways, whether it's persuading them to innovate and develop products that don't cost us our future, or adding their voices to ours in the call for positive changes at a national or international level.

In our strategic partnerships, we engage deeply with companies – with staff, customers and other stakeholders. We provide them with expert guidance, support and inspiration in the fight for our world.

2015

THAI UNION INTRODUCED
ITS SUSTAINABILITY
STRATEGY, SEACHANGE®

WHY WWF IS WORKING WITH THAI UNION

WWF's partnership with TUE focuses on reducing the environmental impacts of fishing and securing the future of seafood supplies. Improving the sustainability of 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 have helped to fund WWF's sustainable fisheries programme in East Africa, which supports the livelihoods of coastal communities through improved regional fisheries governance and better management of artisanal fisheries.

ABOUT THAI UNION IN EUROPE

Thai Union Group PCL (Thai Union) is the parent company of TUE, owner of several prominent European seafood brands. These brands include John West, Petit Navire, Parmentier, Hawesta, Lysell and Mareblu. Thai Union also owns King Oscar in Norway and holds a majority share of Rügen Fisch AG in Germany.

Thai Union's operations include commercial entities and production sites in several countries including France, Portugal, Ireland, the Netherlands, Italy and the UK.

Thai Union is committed to innovation and globally responsible behaviour, and in 2015 the company introduced its sustainability strategy, [SeaChange®](#).

Thai Union is proud to be a member of the United Nations Global Compact and a founding member of the International Seafood Sustainability Foundation (ISSF). The company's ongoing work on sustainability issues was recognised by its inclusion in the Dow Jones Sustainability Index (DJSI) in 2018 as the number one rated company in the world in the food products industry. Thai Union has been named to the DJSI for the last five years. Thai Union has also been included in the FTSE4Good Emerging Index for the previous two years.

ABOUT SEACHANGE®

Sustainable development is essential to the future of Thai Union's business and the company's growth, it is fundamental to being a responsible corporate citizen, and it is the route through which Thai Union will achieve its vision of being the world's most trusted seafood leader.

As a global seafood leader, Thai Union believes it has a responsibility to set the standard for social, environmental and economic performance across its operations and supply chains. Thai Union answered the calls of its stakeholders with SeaChange®, the company's sustainability strategy based on measurable commitments to delivering real, lasting changes in the way it operates. SeaChange® aims to drive a positive transformation throughout the global seafood industry.

Thai Union thinks of SeaChange® as a journey that covers every aspect of the seafood business: from how it looks after the oceans to how it manages its waste; from the responsibility it takes for its workers to its efforts to build brighter futures for the communities around its key sites.

The backbone of Thai Union's sustainability strategy is the ability to fully trace its seafood – from catch to consumption. With full traceability in place, Thai Union will be able to identify, investigate and improve performance on key issues such as labour and responsible sourcing.

While this work is designed to have a positive impact on the seafood industry, the milestones achieved under the programmes will also support the UN Sustainable Development Goals and will embody Thai Union's commitment to the UN Global Compact.



<https://seachangesustainability.org/>

THE PARTNERSHIP

Our partnership is working to drive change in fisheries and the seafood sector to improve the sustainability of the products that Thai Union sells in Europe. Together we're transforming supply chains so that people can continue to enjoy seafood for generations to come, without compromising the health of our oceans.

We joined forces in 2014 in the face of the growing crisis in our oceans. Alongside threats such as climate change and plastic pollution, nearly a third of global fish stocks are categorised as being overfished, and more than 60% are assessed as being fished at the maximum sustainable level.

Ensuring the sustainability of commercial fisheries is crucial to enable future generations to continue utilising this valuable resource while maintaining a healthy marine ecosystem. Our partnership objective is to ensure that all Thai Union products sold in Europe are sourced from fisheries that meet the Marine Stewardship Council (MSC) fisheries standard or the standards of the Aquaculture Stewardship Council (ASC), or are on the way to doing so through credible fishery or aquaculture improvement projects (FIPs or AIPs). Work to deliver this objective affects the supply chains of Thai Union across 10 European countries and includes well-known brands such as John West, King Oscar, MerAlliance, Petit Navire, Mareblu, Rügen Fisch and Parmentier.

Our work focuses on reducing the environmental impacts of fishing and securing the future of seafood supplies by improving the management of fisheries and increasing transparency. Over the last four years it has been pleasing to see our work in this area driving change not only in the fisheries we're directly working on, but across the wider seafood industry.

OCEAN CONSERVATION

Alongside the core supply chain work, our partnership supports WWF's marine conservation programme in coastal East Africa across Mozambique, Tanzania and Kenya. Thanks to funding from TUE, WWF is working in this region to support the livelihoods of coastal communities through improved regional fisheries governance and better management of artisanal fisheries.

INDEPENDENT SEAFOOD CERTIFICATION



MARINE STEWARDSHIP COUNCIL (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](#) 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.

Further information from MSC:

- What does the MSC label mean? 1. Sustainable fish stocks.
- What does the MSC label mean? 2. Marine habitats and species protected.
- What does the MSC label mean? 3. The fishery is well managed.



AQUACULTURE STEWARDSHIP COUNCIL (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 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.

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

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

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

THE WWF SEAFOOD CHARTER

TUE'S SEAFOOD CHARTER COMMITMENTS

The commitments made by TUE in signing the WWF Seafood Charter are outlined below, followed by a summary of the key actions that the company has taken during the partnership's fourth year to meet them. A third-party assessor has independently verified the work and progress of the partnership.

The WWF Global **Seafood Charter** is integral to WWF's marine and seafood work, which, through better production, equitable resource governance and ecosystem integrity, aims to help deliver our vision for healthy and thriving oceans. Specifically, the Charter supports these objectives by:

- Supporting companies to develop responsible seafood policies and sourcing strategies
- Encouraging companies to invest in 'on the water' or 'on the ground' fishery and aquaculture improvement and conservation projects
- Informing consumers and encouraging them to buy sustainable seafood.

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WWF SEAFOOD CHARTER

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.
- 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, stepwise improvement process.

YEAR 4 SUMMARY OF PROGRESS TOWARDS WWF SEAFOOD CHARTER COMMITMENTS

Thai Union made the progressive commitment to sign the WWF Seafood Charter in 2014, and to embark on a journey to improve the sourcing and sustainability of its seafood portfolio, and to communicate this across Europe. The long-term goal of this commitment is to ensure a shift towards sustainable production and consumption across the seafood sector, while raising awareness of seafood sustainability among consumers.

The aim of the partnership is to combine the company’s business knowledge with WWF’s environmental expertise to help improve the sustainability of seafood by working in various supply chains. During the four years of the partnership, Thai Union and WWF have created projects, engaged with stakeholders, pushed for improved best practice, and led in many areas of seafood sustainability. Thai Union is now recognised as a global leader in the push towards the highest levels of sustainability, and was rated number one in the food industry globally for sustainability by the DJSI.

A summary of the latest activities and work completed in year four of the partnership is presented in detail and summarised in the following pages.



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A. SUPPLY CHAIN

✓ Completed ↻ Ongoing

SEAFOOD CHARTER COMMITMENT	SUMMARY OF ACTIVITIES	
<ul style="list-style-type: none">• Apply best practice and scientific knowledge to improve the sustainability of Thai Union’s European supply chains and create demonstrable improvements through the delivery of projects.	WWF completed an analysis of the 2017 direct raw material purchases, and a species assessment and action plan report. The assessment included verification of the supply vessels’ flag states and confirmed that 100% of the purse seine vessels are listed on the ISSF Pro Active Vessel Register (PVR). 26 pole and line supply vessels were registered on the ISSF PVR system.	✓ ANNUALLY
<ul style="list-style-type: none">• Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for Thai Union’s European seafood to meet MSC and ASC standards for potential certification.	Thai Union passed the annual audit of the ISSF with 100% compliance. Results are published online.	✓ ANNUALLY
<ul style="list-style-type: none">• Create and participate in projects that will improve fisheries so they can demonstrate that they have reduced their impact on the environment.	The Sustainable Indian Ocean Tuna Initiative (SIOTI) is led by Thai Union and Princes Ltd. This is focussed on purse seine fishing activity in the Western Indian Ocean. Launched in April 2017, it has undertaken tasks including Regional Fishery Management Organisation (RFMO) compliance, development of yellowfin rebuilding strategies, shark bycatch and observer co-ordination programmes.	↻
<ul style="list-style-type: none">• Ensure all new seafood product ranges come from sustainable sources or sources that are engaged in a credible step-wise improvement process.	The Eastern Atlantic Sustainable Tuna Initiative (EASTI) is led by Thai Union. This year all participants (industry and vessel operators) joined the association and agreed to terms establishing activities and actions needed to improve the fishery. This FIP was added to Fisheryprogress.org in June 2018.	↻
	The Eastern Atlantic (Ghana) pole and line FIP saw initial discussions to develop the project in March 2018; and by mid-year the pre-assessment, scoping document and action plan were completed. The partnership agreement was signed in November 2018.	↻
	The Senegal pole and line FIP is a collaboration between Thai Union and Princes Ltd and is in the final stages of set-up. The FIP participants have been engaged in the development of the action plan and areas of focus.	↻
	The Brazil pole and line skipjack tuna FIP has been postponed as there has been a ban on seafood export out of Brazil into the EU since January 2018. For this reason, Thai Union has not sourced from this fishery since January 2018.	POSTPONED
	The OPAGAC Global Tuna FIP is in its third year of implementation. Vessels involved in this FIP supply Thai Union with tuna from the Atlantic, Indian and Pacific Oceans.	↻
	Prioritisation of improvement work: during the fourth year of the partnership there have been concerted efforts made to successfully implement SIOTI and EASTI, while still progressing with establishing the pole and line FIPs.	✓ ANNUALLY

SUMMARY OF ACTIVITIES (CONT)		
	Thai Union continues to conduct transactions solely with those purse seine vessels that are on the PVR and comply with the ISSF Conservation Measures including a policy of using only non-entangling Fish Aggregating Devices (FADs). The policy should refer to the ISSF Guide for Non-Entangling FADs and apply to all new FAD deployments, regardless of the type of vessel that deploys the FADs.	✓
	Improvements in the way that FADs are designed and managed are within the scope of the purse seine FIPs and have specific actions assigned against them.	↻

B. TRACEABILITY AND LEGALITY

SEAFOOD CHARTER COMMITMENT	SUMMARY OF ACTIVITIES	
<ul style="list-style-type: none">• Ensure full traceability of all Thai Union’s European seafood products.• Thai Union 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.	All of the factories have MSC Chain of Custody (CoC) certification for the supply chains in the WWF assessment.	✓
	The Thai Union Vessel Improvement Programme and Code of Conduct was published In December 2017. This code assesses working conditions of fishers and includes aspects of traceability and legality.	✓
	WWF commissioned MRAG Ltd. to compile a risk assessment to evaluate the risks of Illegal, Unreported and Unregulated (IUU) fish entering the supply chains and the risk of social injustices.	✓
	Thai Union actively participated in multi-stakeholder meetings convened by WWF on the ‘Global Dialogue for Seafood Traceability’.	✓

C. ADVOCATING FOR IMPROVEMENT

SEAFOOD CHARTER COMMITMENT	SUMMARY OF ACTIVITIES	
<ul style="list-style-type: none">• 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.	The partnership used the SIOTI and EASTI FIPs to advocate for improvements at the Indian Ocean Tuna Commission (IOTC) and International Convention for the Conservation of Atlantic Tuna (ICCAT) RFMO commission meetings.	
	SIOTI submitted papers to delegates at the 22nd Session of the IOTC (21 May 2018), the 14th Working Party on Ecosystems and Bycatch (WPEB 14 – 10 September 2018) and the IOTC Working Party on Tropical Tuna.	✓
	EASTI collaborated with OPAGAC and WWF to provide a letter of priority actions to the ICCAT delegates of the 21st Meeting of the Commission in November 2018.	
	During industry meetings, Thai Union advocated for sustainable management of tuna.	✓

D. TRANSPARENCY AND ENGAGEMENT

SEAFOOD CHARTER COMMITMENT	SUMMARY OF ACTIVITIES	
<ul style="list-style-type: none">• Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders.	The traceability of Thai Union products was tested by a third party during the MSC CoC audits. This system allows for the catch to be traced to its source.	✓
	The European brands of Thai Union operate what is known as the ‘can tracker’. This demonstrates to consumers that the catch information is available for each can.	
	Thai Union produced its first sourcing transparency document, which details the catch method, location and priority of the wild caught marine species used in the products created by its four main European brands: John West, Petit Navire, Parmentier and Mareblu.	✓
	An information leaflet about the partnership and Indian Ocean FIP has been included on packs of John West tuna and outlines the work to improve fisheries.	✓
	WWF produced a short film to communicate the ongoing work in the coastal East Africa project funded by Thai Union.	✓
	WWF and Thai Union engaged with key stakeholders throughout the year to provide updates on the aims and progress of the partnership through activity such as retailer updates.	✓

E. CONTRIBUTING TO WIDER CONSERVATION

SEAFOOD CHARTER COMMITMENT	SUMMARY OF ACTIVITIES	
<ul style="list-style-type: none">• Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.	Thai Union provided funding to WWF’s Coastal 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.	✓

YEAR 4 PROGRESS UNDER THE SEAFOOD CHARTER

As the summary above shows, there has been progress across all areas of the partnership. The following pages detail the actions that have been taken specifically towards achieving the Seafood Charter commitments.

SUPPLY CHAIN

1. SUPPLY CHAIN ASSESSMENT

100%
SUPPLIERS' PURSE
SEINE VESSELS ON
ISSF PVR

- In 2018, WWF completed the annual species assessment, which involved Thai Union sharing all of its European direct raw material purchases data from 2017. The data included information on the vessels, species, catch methods, Food and Agricultural Organisation (FAO) and ICES areas and other elements. WWF used its Common Assessment Methodology (CAM) and central database to complete the supply chain assessment. The CAM is a centralised system and database of assessments that's used in many of WWF's seafood partnerships globally and run by independent consultants.
- During the species assessment process, WWF analysed the vessel flag states and status of vessels and found that:
 - International Maritime Organisation, or 'IMO', numbers are present on required vessels.
 - 100% of purse seine vessels that supplied Thai Union's European seafood were on the [ISSF Pro Active Vessel Register \(PVR\)](#).
 - The flag states are considered to be 'of integrity'.
 - The landing and processing sites for the majority of tuna entering Europe are Tema, Ghana and Victoria, Seychelles.
- Using the results of the supply chain assessment, a prioritisation exercise was completed that ranked each supply chain and provided a rationale for the establishment and implementation of projects and activities, identifying the most important areas for improvement.

2. UPDATE

5% → 26%
INCREASE IN THE
VOLUME OF SEAFOOD
SOURCED FROM MSC
CERTIFIED FISHERIES
FROM 2015 TO 2017

- The analysis shows that yellowfin, bigeye and skipjack tuna caught by purse seine and pole and line from the Atlantic and Indian Oceans remain the highest priority species within the Thai Union Europe supply chain. This is the same result as for 2016 and 2017. However, the tuna sourced from these purse seine fisheries are now covered by comprehensive FIPs, as per the partnership objectives set out in 2014.
- The volume of seafood sourced from MSC certified fisheries in 2017 increased to 26%. Thai Union has increased this sourcing year on year from 2015, when it was only 5%, and 2016, when it was 21%. This improvement meets the initial objective of the partnership to increase sourcing from sustainable fish stocks.

- The number of MSC certified products available across the TUE brand portfolio has increased in 2018. In 2017, the portfolio included 912 MSC certified products, now there are 939 available for sale from the Thai Union owned brands from Thai Union's John West, Petit Navire, Mareblu, MerAlliance, King Oscar and Rugen Fisch brands.
- The additional volume of tuna sourced from FIPs in 2017 illustrates the efforts that Thai Union has made to establish and source from FIPs in the Indian and Atlantic Oceans. Of the total volume of tuna sourced by Thai Union in 2017, 31% was sourced from FIPs. The results include the volumes of tuna sourced from the OPAGAC FIPs, the TUNACONS FIP, and the SIOTI FIP, which was sourced from in the second half of 2017. From 2018 onwards this volume will also include fish coming from the EASTI FIP. These FIPs aim to bring about improvements in stock health, ecosystem impacts and fishery management.
- With the establishment of the Eastern Atlantic (Ghana) pole and line FIP in November 2018, approximately 90% of Thai Union tuna sourced for the European market now comes from areas covered by FIPs.
- The partnership ambition of increasing Thai Union's sourcing from FIPs and MSC certified fisheries has been met. The collaborative assessment process and the identification of priority species have improved the sustainability rating of the fisheries that TUE sources from. The overall seafood portfolio follows both the WWF model of change and the Seafood Charter partnership: see below.

Figure 1. WWF model of change for a seafood company during its journey to sustainability

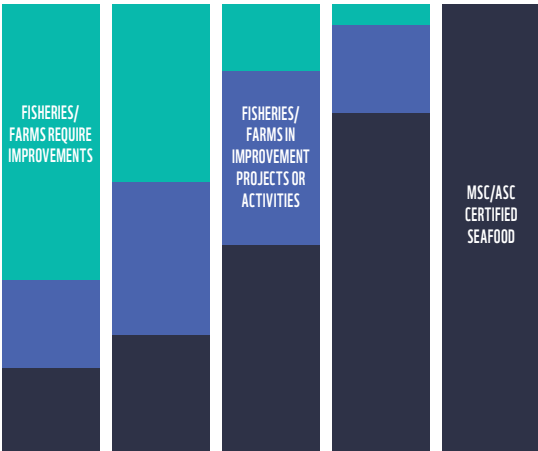
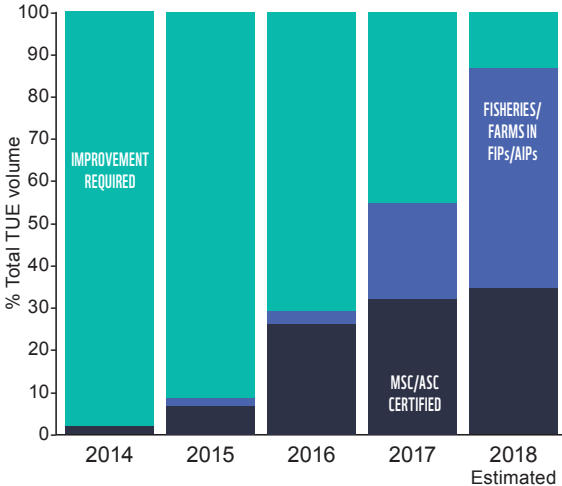


Figure 2. Results of the WWF assessments of TUE



3. PROJECTS

>90%
OF THE TUNA THAT
THAI UNION SOURCES
FOR THE EUROPEAN
MARKET IS NOW
ENGAGED IN A FIP OR
MSC CERTIFIED

- In 2018 the Eastern Atlantic (Ghana) pole and line FIP was established.
- Pole and line FIPs are still planned to be developed and established in Brazil and Senegal.
- The process for establishing and launching an inclusive, multi-stakeholder FIP in accordance with [WWF and other best practice](#) guidelines takes many months of research, meetings, coordination and collaboration. Thai Union works in line with the best practice guidelines on setting up FIPs.
- Thai Union and WWF used the supply chain assessment to produce, for the first time, a [sourcing transparency report](#) for wild caught fish and shellfish. This document outlines information about the species used by four of Thai Union's European brands: John West, Petit Navire, Parmentier and Mareblu. It describes 45 supply chains and species, which are presented with the details of their assessment priority level, fishery location, capture method and further information about the environmental sustainability assessment and any work that is related to the supply chain. Of the 21 tuna supply chains from which Thai Union sources for the European market (which are all recognised as high priority) ten are now covered by a FIP.
- Thai Union is an active member of ISSF and fully endorses and continues to source from ISSF PVR registered vessels. All the purse seine vessels supplying Thai Union's European brands are registered on the ISSF PVR.
- Through the SIOTI FIP there have been discussions to expand the number of vessels involved in the Seychelles 'FAD Watch' project. This is a FAD monitoring programme that initiates collection of drifting FADs, which are likely to damage coral reefs in the region.

THE FIP PROCESS

Fishery Improvement Projects (FIPs) use private sector power and market forces to give fisheries incentives to shift to sustainable practices. The projects involve fishers/ producers, non-governmental organisations, fishery managers, governments and members of the whole seafood supply chain. The aim in each case is to enable a fishery to meet the sustainability requirements of the MSC standard.

STAGE 1 STEPS

- MSC PRE-ASSESSMENT
- SCOPING DOCUMENT
- STAKEHOLDER ENGAGEMENT
- SIGN AN MOU

STAGE 1 SCOPING

Up to 2 years

STAGE 2 STEPS

- ACTION PLAN DEVELOPMENT
- COMMERCIAL PARTNERSHIP AGREEMENT BETWEEN FIP PARTICIPANTS
- ACTION PLAN APPROVAL

STAGE 2 ACTION PLAN

Up to 2 years

STAGE 3 STEPS

- IMPLEMENTATION OF THE ACTION PLAN
- TRACKING SYSTEM FOR MONITORING AND REPORTING PROGRESS OF FIP
- COMMUNICATING PUBLICLY ABOUT THE FIP

STAGE 3 IMPLEMENTATION



MSC CERTIFICATION

Within 5 years of FIP implementation


MSC CERTIFICATION
ASSESSMENT OF THE
FISHERY BY A THIRD-
PARTY ORGANISATION

WWF supply chain analysis

A detailed analysis of Thai Union's European supply chain 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) European supply chain data is submitted by Thai Union.
- ii) WWF assesses the level of sustainability of each supply chain, using the CAM.*
- iii) Results are discussed with Thai Union.
- 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.



The aim is to improve aspects of sustainability to benefit all tuna fisheries in each region, regardless of their catching method, to deliver lasting change.

PROGRESSING FIPS IN 2018

The partnership has supported the establishment of FIPs with the aim of catalysing improvements to tuna fisheries operating in the Atlantic and Indian Oceans. The initial focus was to establish FIPs in purse seine tuna fisheries due to the high priority rating they scored in the WWF assessment process. Other projects have now also been developed that will improve pole and line fisheries – these are located in Senegal, Brazil and Ghana.

The pole and line tuna FIPs are yet to launch publicly on the Fishery Progress website, but the Ghana pole and line FIP was approved by Thai Union, FIP participants and WWF in November 2018.

Activities in 2017 and 2018 have resulted in over 90% of the tuna sold by Thai Union in Europe being covered by FIPs. This represents significant progress, given that at the beginning of the partnership in 2014 the figure was 0%. Once the other two pole and line FIPs are launched, they will cover approximately another 8% of the tuna volume, meaning about 98% of the Thai Union supplied tuna to European markets will be covered by recognised, comprehensive FIPs.

THE AIM OF FIPS

The aim is to improve aspects of sustainability to benefit all tuna fisheries in each region, regardless of their catching method, to deliver lasting change. These are progressive steps being made by Thai Union and partners, which are raising awareness of best practice within fisheries, highlighting the steps required to create sustainable regional tuna fisheries and to satisfy the demand for sustainable tuna in European markets.

CHALLENGES

Progressing the FIPs that Thai Union and the partnership are involved with has required participation and collaboration from members of government, industry and NGOs, as well as their understanding of the importance of the projects and what they aim to achieve. Working across these sectors has presented challenges, yet the inclusion of all stakeholders who are influenced by the FIP has helped to create a solid foundation for implementation.

FIP stakeholders who have been involved since the initial phase of planning and discussions are on the Memorandum of Understanding (MoU). All parties have also been included in the review process of the pre-assessments and action plans, which describe in detail the challenges the fishery is facing and how the FIP plans to address them over the five-year timeframe. This process can be time-intensive, yet the WWF guidelines on FIP implementation have been followed closely to develop these projects successfully.

WWF and the other FIP participants has been working closely with Thai Union and the FIP participants on technical and advocacy aspects of each FIP which aim to address the shortcomings of the fisheries. Each fishery has specific issues to address, yet common areas have been identified for improvement, such as the harvest strategies for yellowfin, bigeye and skipjack tuna, FAD management, bycatch management and endangered, threatened and protected (ETP) species management. Successful implementation of the actions should ensure that there are significant improvements to RFMO policies and resolutions, as well as improvements made by vessels.

To realise long-term success and to drive meaningful change throughout tuna fisheries, engagement and collaboration with all areas of governance and within the industry is crucial. SIOTI and EASTI are examples of projects where competitors are working together for the betterment of the entire industry. This approach has created new ways of collaboration and led to joint efforts to improve the fishery's sustainability.

FIPS LINKED TO THAI UNION’S EUROPEAN SUPPLY CHAIN



SUSTAINABLE INDIAN OCEAN TUNA INITIATIVE (SIOTI): WESTERN INDIAN OCEAN

The Indian Ocean tuna purse seine industry provides Thai Union’s European brands with the majority of the tuna used in its products: approximately 60%. This is currently the largest project of its type under Thai Union’s leadership. Since the launch of the Indian Ocean purse seine tuna FIP in June 2017, which later became known as SIOTI, the implementation of actions with the aim of improving the fishery has increased.

As the FIP is made up of 17 companies covering 42 purse seine vessels, the initial start and momentum to complete tasks needed collaboration and an approach that incorporated input from all participants. With the mechanisms to drive activity now established, the FIP is progressing. Now entering its second year of implementation, the focus is on promoting the case for rebuilding yellowfin tuna stocks, improved management of FADs, observer safety and the management of ETP species and bycatch.

Over the first year of implementation the FIP focused on specific actions:

- Evaluating the current stock status of yellowfin tuna in the Indian Ocean
- Reviewing progress in the development of harvest strategies and control rules for all tuna species by the IOTC
- Silky shark management plan
- Shark finning risk assessment for the vessels associated with SIOTI
- Improving primary and secondary species information through the incorporation of historical observer data in the regional observer scheme database
- Developing approaches for increasing compliance with conservation and management measures of the IOTC.

SIOTI passed its first annual benchmarking review carried out by [Fishery Progress](#) in June 2018. The [fisheryprogress.org](#) website reviews the achievements of the FIP over the year and compares progress to the original action plan. Although slightly behind on some aspects of improvement, the project management team (PMT) has put forward a substantial amount of projects and budget to progress the FIP even further in its second year of implementation.

SIOTI FIP SUMMARY INFORMATION

Scope	Catch method: Purse seine practices including free school,man-made and natural fish aggregating devices (FADs), natural FADs and others Target species: Bigeye, skipjack, yellowfin
Proposed timeframe	Second year of implementation
Critical improved performance goals (IPGs)	<ul style="list-style-type: none">• Stock rebuilding• Harvest strategy and harvest control rules (HCRs)• Secondary species outcome and management• Ecosystem management
Key achievements to date	<ul style="list-style-type: none">• Creation of association and financial system to fund projects• Creation of PMT and appointment of FIP coordinator• Completion of an independent MSC benchmarking and tracking review• Passed the Fishery Progress annual benchmarking review• Information paper on compliance and penalties submitted to IOTC meeting May 2018; coastal states to take forward recommendations. FIP co-ordinator had initial discussions with Seychelles Fishing Authority• Improved bycatch data presented to IOTC Working Party on Ecosystems and Bycatch, 10 September 2018• Harvest Control Rules paper submitted to IOTC Working Party on Tropical Tunas, 29 October 2018• Entry of historical observer data into IOTC’s Regional Observer Scheme database undertaken from July to September 2018. Data for a total of 84 fishing trips entered into database from existing Word format
Priority actions for Year 2	<ul style="list-style-type: none">• Engagement with IOTC and coastal states to ensure direct advocacy for fishery improvements• Yellowfin rebuilding, target species harvest strategies and control rules are key priorities for the FIP. Agree a common position on yellowfin harvest strategy and control rules with a view to a supportive resolution being tabled at the IOTC’s full session in June 2019• Improve information on secondary species and ETP species. Through continued support on aspects such as IOTC eReporting and Regional Observer Scheme Database, and updating Codes of Practice for the above species, the FIP can achieve its MSC Performance Indicator scores for ‘Secondary Species Information’ and ‘ETP Species Information’• FAD management work will be around design, deployment, tracking and registration. It is also hoped that FIP members will work together to build upon the FAD Watch project



EASTERN ATLANTIC SUSTAINABLE TUNA INITIATIVE (EASTI): EASTERN ATLANTIC OCEAN

The Eastern Atlantic Ocean purse seine tuna FIP, now known as EASTI, is focused on improving the sustainability of the skipjack, bigeye and yellowfin tuna catches by purse seines in the Eastern Atlantic Ocean. The project is a collaboration between 17 companies from Spain, France, Ghana, Ivory Coast and Belize. This project covers approximately 25% of the tuna sourced for Thai Union’s European brands.

This FIP was successfully submitted to fisheryprogress.org in May 2018 and has subsequently been accepted. Confirmation of the PMT for this FIP is still pending; however, a FIP coordinator has been identified and has taken the role that will also include coordinating aligned tasks in the Ghana pole and line FIP. This FIP will be coordinated from Ivory Coast with close links to the Ghana Tuna Association and participating vessel owners. The FIP’s Articles of Association are currently being agreed by all FIP participants and will be confirmed early in 2019. These provide a framework for the formation of the executive board and the financial aspects of the project. The funds provided by members of the association will be used to carry out the actions described in the action plan.

The recent delay in implementation of the actions is due to the changing political situation in Ghana. Thai Union has had to be sensitive to these changes, working alongside the Ghanaian Ministry of Fisheries.



EASTERN ATLANTIC (GHANA) POLE AND LINE FIP: EASTERN ATLANTIC OCEAN

The Ghana pole and line fishery is active in Ghanaian waters and waters under the jurisdiction of Côte d’Ivoire, Benin and Togo. This fishery is less active in the high seas. The project will work directly with the Ghana Tuna Association, which represents the Ghanaian pole and line companies and vessels.

Discussions between Thai Union, pole and line vessel owners and producer organisations operating out of Ghana led to the signing of an MoU in July 2018. The meeting was convened by Thai Union and attended by interested parties such as the Ghana Tuna Association. At the same meeting the scoping document (which outlines the challenges and necessary actions) was presented and discussed. There was significant support for the project – the vessel owners understand the challenges involved in improving this fishery, as there are many areas of work covering secondary species, ecosystem impact, monitoring and governance, and ETP species management.

One of the main challenges relates to the use of wild-caught baitfish, for which there is very little information. This has been recognised as a critical area of focus which will require concerted efforts to improve.

In November 2018 the action plan was reviewed and approved by FIP participants and WWF, and the FIP was accepted.

EASTERN ATLANTIC SUSTAINABLE TUNA INITIATIVE (EASTI) SUMMARY INFORMATION

Scope	Catch method: Purse seine practices including free school, man-made and natural fish aggregating devices (FADs), natural FADs and others Target species: Skipjack, yellowfin, bigeye
Proposed timeframe	Launched in December 2017 First year annual review due in June 2019
Critical improved performance goals (IPGs)	<ul style="list-style-type: none">• Stock rebuilding (specifically bigeye tuna)• Harvest strategy and HCRs
Key achievements to date	<ul style="list-style-type: none">• Creation of association and financial system to fund projects• Creation of PMT and appointment of FIP coordinator• Thai Union has met with government representatives from Ghana and Ivory Coast to promote joint engagement and support for the FIP• Joint advocacy position paper to ICCAT pushing for improved resolution on precautionary harvest strategies, reducing environmental impact, effective and fair enforcement of catch measures, and observer safety and security
Priority actions	<ul style="list-style-type: none">• Engagement with ICCAT and coastal states to ensure direct advocacy for fishery improvements• Conduct stock rebuilding scenarios• Promote best practice for harvest strategy and stock rebuilding• Build regional consensus on the need for robust HCRs

Links [WWF-UK website](#)
[Fishery Progress website](#)

EASTERN ATLANTIC (GHANA) POLE AND LINE FIP SUMMARY INFORMATION

Scope	Catch method: Pole and line Target species: Skipjack, yellowfin, bigeye
Proposed timeframe	MoU signed in July 2018 Action plan reviewed and approved in November 2018
Critical improved performance goals (IPGs)	<ul style="list-style-type: none">• Secondary species outcome, management strategy and information• ETP species outcome, management strategy and information• Ecosystem outcome, management strategy and information• Legal and customary framework• Consultation, roles and responsibilities• Long-term objectives• Fishery-specific objectives• Decision-making process• Compliance and enforcement• Management performance
Key achievements to date	<ul style="list-style-type: none">• MoU signed by all FIP participants• Partnership agreement approved by all FIP participants• Action plan reviewed and approved
Priority actions for Year 1	<ul style="list-style-type: none">• Creation of association and financial system to fund projects• Creation of PMT and appointment of FIP coordinator• Engagement with ICCAT and coastal states to ensure direct advocacy for fishery improvements• HCRs for all tuna species• Review management plans for FADs, secondary species and ETP species• Conduct stock assessment for baitfish species



SENEGAL POLE AND LINE TUNA FIP:
EASTERN ATLANTIC OCEAN

Based in Dakar, the pole and line fleet consists of seven Spanish vessels, a French vessel and a Senegalese vessel. The fleet is operating in Senegalese waters and the waters under jurisdiction of the neighbouring coastal states. The pole and line vessels use live bait caught in the Bay of Hann to attract tuna. The improved information and management of the baitfish population will be an area of focus for the project.

After the MoU was signed in November 2017, the focus of this project over the year has been to produce the action plan and develop the FIP participant agreement and articles of association. All documents have been produced and sent to all FIP participants for review and approval. A meeting is set to be scheduled for the formal discussion and approval of the action plan, FIP participant agreement and articles of association; it will be held in Spain, as this is where the majority of the vessel owners involved in the FIP are based.

Thai Union and Princes Ltd held a meeting with the vessel owners in Bilbao, Spain, in May 2018 to detail the rationale for the implementation of the FIP and the importance of their involvement in the project. This provided an opportunity for engagement with FIP participants and allowed credible inputs from the FIP leads, Thai Union and Princes Ltd. As there was good support for this project it was hoped that the partnership and action plan documents would have been approved in the meeting. However, there has been a delay owing to logistical challenges with the FIP participants.



BRAZIL POLE AND LINE FIP:
SOUTH WESTERN ATLANTIC OCEAN

This FIP will focus on pole and line catches of skipjack from within Brazil’s EEZ. Development of the FIP started in 2017; however, since January 2018 there has been a temporary ban on seafood export from Brazil, which is still in place. As such, Thai Union is not able to source from the Brazil skipjack fishery, and will explore further opportunities to establish the FIP when the ban is lifted.

WWF and Thai Union have developed an action plan to improve the fishery, although this project still has some stages to go through before a formal FIP is established, these include the signing of the FIP participant agreement and the approval of the action plan by all FIP partners.

Despite the planned launch of the FIP, local producers are currently engaging in a full MSC assessment to attempt to certify their catch of skipjack tuna. Next steps on this project will need to be reassessed after the MSC assessment process and after the ban on seafood export has been lifted.

SENEGAL POLE AND LINE FIP SUMMARY INFORMATION	
Scope	Catch method: Pole and line Target species: Skipjack, yellowfin, bigeye
Proposed timeframe	Planned to be approved in early 2019
Critical improved performance goals (IPGs)	<ul style="list-style-type: none">• Management strategy for secondary species• Management and information for ETP species• Outcome, management strategy and information for the ecosystem• Legal and customary framework• Consultation, roles and responsibilities• Compliance and enforcement
Key achievements to date	<ul style="list-style-type: none">• MoU signed 30 November 2017• Action plan available and reviewed by FIP participants• FIP coordinator appointed
Priority actions	<ul style="list-style-type: none">• Set up association and PMT• Engagement with ICCAT and coastal states to ensure direct advocacy for fishery improvements• HCRs for all tuna species• Review management plans for FADs, secondary species and ETP species• Conduct stock assessment for baitfish species

BRAZIL POLE AND LINE FIP SUMMARY INFORMATION	
Scope	Catch method: Pole and line Target species: Skipjack
Proposed timeframe	Pending for 2019
Critical improved performance goals (IPGs)	<ul style="list-style-type: none">• Harvest strategy and HCRs specific to skipjack tuna• Secondary species – management strategy for baitfish



OPAGAC FIP: GLOBAL

This FIP encompasses all global tropical tuna stocks of three species – bigeye, skipjack and yellowfin – for a total of 13 Units of Certification. The project began in 2016 and is being implemented by OPAGAC’s industrial purse seine fleet, which continues to supply Thai Union’s European brands. This year’s supply chain assessment has provided more information about the volumes of tuna sourced directly from vessels that are active FIP participants.

OPAGAC’s global purse seine tuna FIP is currently in its second year and is reported in four separate FIPs on the Fishery Progress website. During this second year, 56 new tasks have been approved in the action plan. It’s noteworthy that within Principle 2: Environmental Impact alone there are five actions that comprise a total of 41 tasks, including the renewal and update of the Code of Good Practices for the period 2018-2019; participation/ collaboration on biodegradable FAD projects; data analyses of the pilot project ‘FAD-Watch’; and work on bycatch estimations to present at the next IOTC Working Party on Ecosystems and Bycatch.

This year, the FIP started two research projects which aim to help stock assessments for both the Atlantic and Indian Oceans. OPAGAC is providing data to support and improve the sustainable management of tropical tuna: for fishery-dependent indices catch and effort, sizes and FAD density figures are provided; while for fishery-independent indices, the acoustic records of beacons’ echo-sounders are provided.

One of the core actions of this FIP is to pursue and implement robust harvest strategies for the four tuna RFMOs: ICCAT, IOTC, IATTC and WCPFC. OPAGAC has attended several meetings throughout this year. Achieving tuna stocks’ sustainability is central to the FIP and in particular the improvement of rebuilding plans for bigeye in the Atlantic and yellowfin in the Indian Ocean.

Last but not least, during this year the FIP has been making remarkable efforts to try to align its actions with other comprehensive FIPs, such as TUNAcons and SIOTI, since collaborative actions boost our success significantly.

OPAGAC FIP SUMMARY INFORMATION	
Scope	Atlantic Ocean tropical tuna – purse seine Indian Ocean tropical tuna – purse seine Western Central Pacific Ocean tropical tuna – purse seine Eastern Pacific tropical tuna – purse seine
Proposed timeframe	Second year of implementation
Links	Atlantic Ocean – Fisheryprogress webpage Indian Ocean – Fisheryprogress webpage Western Central Pacific Ocean – Fisheryprogress webpage Eastern Pacific Ocean – Fisheryprogress webpage

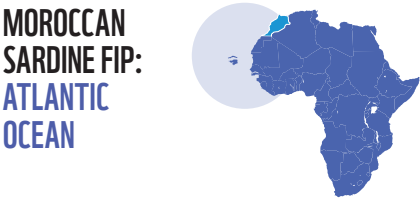


TUNAcons FIP: EASTERN PACIFIC OCEAN

TUNAcons (the Tuna Conservation Group) involves 45 Ecuadorian and foreign purse seine vessels, which represent 17% of the fleet operating in the Eastern Pacific Ocean. The FIP is managed by TUNAcons together with WWF (based in Ecuador) and with the support of the Ecuadorian Ministry of Aquaculture and Fishing, INP National Fishery Institute and EPESPO.

The process began in March 2016 with a comprehensive pre-assessment of all the areas involved including ecosystem, industry and sustainable regulations. It’s estimated that the process will be completed by 2020. During this time, the companies of the group must implement the action plan to ensure sustainable practices are put in place.

While Thai Union is not an active member of the FIP, it sources a small volume of its European tuna (<1% of tuna volume) from this FIP.



MOROCCAN SARDINE FIP: ATLANTIC OCEAN

The fishery is a mixed fishery for six small pelagic species (sardine, mackerel, anchovy, sardinella and two species of horse mackerel). It was decided, however, to focus initially on sardine, because this is the most important target species and in order not to make the project too complicated. The other target species are considered as ‘bycatch’ under MSC Principle 2 and are still the target of FIP activities on that basis.

This FIP is in its fifth year of implementation and has since been validated under the MSC Benchmarking Tool (BMT) and the WWF FIP guidelines. The FIP’s progress, management improvements and next steps have been discussed at regular stakeholder meetings. Thai Union has been funding some of the FIP activities, which have improved such aspects of the fishery as observer data collection, ETP management and information, and harvest strategies for both sardine stocks off the coast of Morocco.

TUNAcons FIP SUMMARY INFORMATION	
Scope	Eastern Pacific tropical tuna – purse seine
Proposed timeframe	Estimated completion by 2020
Key achievements to date	Completed actions: <ul style="list-style-type: none">• Annual stock assessments for bigeye, skipjack and yellowfin• Enforcement of fishing area closure• Analysis and adoption of harvest strategy resolutions that seek to meet conservation objectives
Links	TUNAcons website TUNAcons FIP – Fisheryprogress.org

MOROCCAN SARDINE FIP SUMMARY INFORMATION	
Scope	Gear: Midwater trawls and purse-seine Target species: sardine
Proposed timeframe	Year 3 of FIP, 2017-2018. Project to continue to late 2019.
Key achievements to date	Completed actions – <ul style="list-style-type: none">• Data has been collected from Moroccan vessels on discards and ETP interactions through a scientific observer programme• Existing observer data has been analysed for information about discards and ETP species interactions• Harvest strategy and management for stocks A+B has been accepted
Links	Morocco Sardine FIP – Fisheryprogress.org

TYPES OF TUNA IN THAI UNION'S EUROPEAN SUPPLY CHAIN

YELLOWFIN TUNA

NT STATUS
Near Threatened

Aa SCIENTIFIC NAME
Thunnus albacares

Kg WEIGHT
up to 200 kg

Fish icon LENGTH
up to 2.5 m

SKIPJACK TUNA

Lc STATUS
Least concern

Aa SCIENTIFIC NAME
Katsuwonus pelamis

Kg WEIGHT
up to 30 kg

Fish icon LENGTH
up to 1 m

BIGEYE TUNA

V STATUS
Vulnerable

Aa SCIENTIFIC NAME
Thunnus obesus

Kg WEIGHT
up to 220 kg

Fish icon LENGTH
up to 2.5 m

ALBACORE TUNA

NT STATUS
Near threatened

Aa SCIENTIFIC NAME
Thunnus alalunga

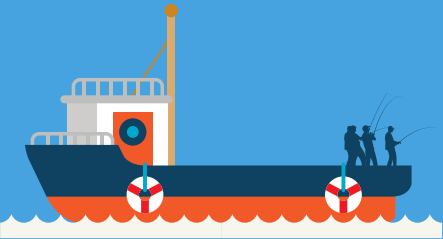
Kg WEIGHT
up to 36 kg

Fish icon LENGTH
up to 1.5 m

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 FISH AGGREGATING DEVICE, OR 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 manufactured. Manufactured FADs can be found either drifting in the ocean or anchored. Unlike manufactured FADs, non-entangling FADs do not use netting and can therefore help to minimise the risk of unwanted bycatch of sharks, turtles and marine mammals. This method does 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 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.

TRACEABILITY AND LEGALITY

Traceability is critical for assuring responsible sourcing and legality of seafood. But implementation of full traceability remains a challenge in many fisheries and supply chains all over the world. WWF published its [Traceability Principles](#) in 2015 to engage businesses in this work.

Thai Union has extended its work on the traceability and legality of the activities within its supply chain. Traceability is an important aspect to manage within a seafood supply chain, and while new projects are being implemented there are still challenges to implement improvements on every fishing vessel in the world. New technology and innovation in this area has the potential to greatly benefit business, the marine environment and the people who work throughout the supply chain.

In year one of the partnership, independent traceability and IUU risk assessments were completed on priority supply chains. To follow on from this, in 2018 WWF (with Thai Union) commissioned MRAG Ltd to redo the IUU risk assessment and additionally include a social and human rights element.

Thai Union is addressing the issues of IUU and traceability through its SeaChange® initiative and responsible sourcing policies. For example, Thai Union published its global Vessel Improvement Programme and [Code of Conduct \(VCoC\)](#) in December 2017, which is an extension of its [Business Ethics and Labour Code of Conduct](#) (2015). This reflects the fact that there are a unique set of working conditions on board fishing vessels; however, the same 12 'Fundamental Principles' apply to every part of the business and frame both codes of conduct. The intention is that the implementation of this programme will provide guidance to the fishing vessels and improve labour and working conditions in the fishing sector. The VCoC includes clauses which relate to IUU and traceability and support this work in the partnership.

ACTIONS

1. Thai Union is a leading member of the [Global Dialogue on Seafood Traceability](#) (GDST) and has continued its engagement with this group. The GDST has run a series of meetings and webinars with the various working groups of which Thai Union is a member, and Thai Union representatives have actively participated and provided input to the initiative. Thai Union has also promoted the initiative during presentations to wider sector actors.
2. An IUU and social risk assessment project was completed by consultants MRAG Ltd. The project builds upon the IUU risk assessments completed in 2014. Since this time, Thai Union has implemented a number of initiatives and strategies to reduce the risks of IUU fish entering its supply chains, and has addressed concerns over supply chain labour issues.
3. Thai Union held an EU parliamentary event in Brussels in January 2018, at which WWF presented.
4. SeaChange® has been widely presented by Thai Union representatives during the past year at events including the UK Seafish Authority Common Language Group meeting, the Infofish tuna summit in Bangkok, and stakeholder and customer meetings.
5. Since its publication in December 2017, Thai Union has presented the VCoC multiple times to different customers and stakeholders all over the world ([see press release](#)).
6. In addition to the above, Thai Union is also signatory to the [World Economic Forum 'Tuna 2020 Traceability Declaration'](#) and a member of the [Seafood Business for Stewardship \(SeaBOS\)](#) initiative, both of which include commitments relating to traceability and IUU fishing.

ADVOCATING FOR IMPROVEMENT

Advocating for compliance, improved fisheries regulations and better management of fisheries is critical to the success of the partnership. Without effective management strategies in place, fisheries are unable to achieve MSC certification.

Thai Union is committed to working with WWF and other stakeholders to address the inadequacies of regional tuna management and conservation. These actions aim to push managers and regulatory bodies to assess the current management strategies and promote the adoption of resolutions that will deliver sustainable management.

The advocacy work completed through the partnership has always had the goal of influencing the decisions of the RFMO meetings and the resolutions that are passed each year to create better management protocols and thereby improve the health of the fisheries.

Over the past year both the SIOTI and EASTI FIPs have been used to drive advocacy actions at RFMO meetings, with all producer organisations and vessel owners agreeing to strict implementation of specific resolutions. Thai Union and all FIP participants have been active in advocating to the IOTC through the SIOTI FIP, while the FIP participants of EASTI have advocated for new resolutions to be adopted by ICCAT.

ACTIONS

1. Thai Union representatives have attended RFMO annual general meetings (IOTC and ICCAT) as part of the delegations from Ghana and the Seychelles. Thai Union would like states to vote in favour of specific resolutions that are in line with the FIP action plans and will support achievement of the FIP action plans.

EASTERN ATLANTIC OCEAN PURSE SEINE TUNA FIP

2. EASTI joined OPAGAC and WWF to submit a letter of priority actions to ICCAT delegates in November 2018. The letter acknowledged the progress to date in ICCAT and encouraged additional support for measures that will further tuna conservation at the Commission meeting in November 2018. The letter called for the Commission to adopt precautionary harvest strategies to reduce environmental impact, implement effective and fair enforcement, and increase observer coverage while improving their safety and security.

INDIAN OCEAN PURSE SEINE TUNA FIP

3. SIOTI [submitted a paper](#) to delegates at the 22nd Session of the IOTC (21 May 2018) on 'Approaches for increasing compliance with conservation and management measures of the Indian Ocean Tuna Commission'.
4. SIOTI [submitted a paper](#) to delegates at the 14th Working Party on Ecosystems and Bycatch (WPEB14 – 10 September 2018) on 'SIOTI support for improving information on bycatch for management of the Indian Ocean purse seine tuna fishery'.
5. AZTI, on behalf of SIOTI, [presented a paper](#) to the IOTC Working Party on Tropical Tuna: 'Consultation with the purse seine industry regarding the process of adoption of Harvest Strategies and Harvest Control Rules for IOTC's tropical tunas'.

TRANSPARENCY AND ENGAGEMENT

The partnership includes objectives for communicating to retailers, consumers and employees. If the seafood market is to be fully transformed, retailers and their customers must understand aspects relating to tuna sustainability and demand that suppliers take action to create change by working with their supply chains. The enthusiasm and support of Thai Union's and WWF's employees is also crucial to our success.

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In year four the partnership entered stage three of its communications strategy, with more proactive engagement of consumer audiences in addition to ongoing communication with retailers, NGOs and other stakeholders. The partnership developed a leaflet that was inserted into 3 million multi-packs of John West branded tuna for the UK market which was sourced from the Indian Ocean FIP. These packs were available across UK retailers. The leaflet used concise, accessible messaging to explain why John West and WWF are working together and the ambitions of the partnership.

John West and WWF released a [short film](#) telling the human and environmental story of the artisanal fisheries conservation project in East Africa that is funded through the partnership. The film was released on both organisations' websites and social media and was accompanied by an explanatory blog. After initial release in the UK to coincide with World Tuna Day on 2 May 2018, the film was also promoted online in Denmark, Finland and the Netherlands.

Stakeholder communications have continued throughout this period, primarily through a regular update to UK retailers. In May 2018, John West and WWF gave a joint presentation on the partnership to corporate responsibility and sustainability professionals and NGOs at the Edie Live conference in Birmingham. In addition, WWF and TUE have won or been shortlisted for several industry awards for responsible business practices.

ACTIONS

1. Quarterly updates on technical projects and partnerships news shared with customers and stakeholders. The last update was in January 2019, and featured in Thai Union's sustainability newsletter for Europe.
2. Information about the Indian Ocean FIP has been included on packs of John West tuna that are sourced from the improvement project. This leaflet provides consumers with information about the work to improve the sustainability of the fishery.
3. WWF produced a short film to communicate the ongoing work in the East Africa fisheries conservation project, which was promoted with a [blog](#).
4. Edie.net [published an interview](#) with Thai Union's Global Director of Sustainable Development, 'How collaborating with WWF helped Thai Union drive sustainability sector-wide'.

CONTRIBUTING TO CONSERVATION

WWF is working with partners at local, national and regional levels to secure a healthy marine environment along the coast of East Africa as part of the SWIO Regional Sustainable Fisheries programme.

Thai Union is contributing to an element of this programme focusing on artisanal fisheries, ensuring that SWIO tuna is a sustainable food source for both the coastal population of Africa and international trade markets, thereby supporting food security and more sustainable livelihoods for millions of people.

Gaps in artisanal tuna fisheries data collection processes and capacity have been identified and strategies to address these developed and put in place. The missing data on catch composition from the artisanal fisheries does not allow for effective management plans to be implemented.

Capacity and improvements for data collection, analysis and reporting have been enhanced through activities including training of data collectors, fisheries department staff and national tuna fora; production of guides in local languages; use of bespoke apps on smartphones for recording fisheries data; improvements to national fisheries databases including their alignment to enable better reporting to the IOTC and receive collected data; analysis and reporting of a backlog of old fisheries data; and supporting representatives from the coastal states to attend IOTC and SWIO Fisheries Commission meetings. Countries are now complying with FAO/IOTC artisanal fisheries data requirements and the information gathered is being used by governments to inform policy and decision-making around tuna fisheries management.

ACTIONS

1. Across Tanzania, Kenya, Mozambique and Madagascar ~ approximately 350 fisheries department staff, LNGOs staff and community members have been trained in improved artisanal data collection and/or analysis.
 - Smartphones with bespoke fisheries data collection apps have been distributed in all four countries.
 - Training manuals in local languages have been produced in Tanzania and Mozambique.
2. Improved data is being regularly collected at 111 fish catch landing sites across four countries then uploaded to national databases and analysed, with relevant results shared in a more timely fashion with the IOTC.
 - The IOTC has specifically acknowledged and thanked WWF during official meetings for its efforts in improving data collection of tuna and tuna-like species.
 - The IOTC specifically acknowledged that improved data on artisanal fisheries will inform appropriate conservation measures for yellowfin tuna.
 - [Our work](#) on strengthening artisanal tuna fisheries work in Kenya was formally recognised at the 14th Session of the IOTC

Working Party on Data Collection and Statistics held on 29 November 2018, with the secretariat encouraging further development of the electronic data collection system. In addition, we understand that the Kenya Fisheries Service is developing a new fisheries project with World Bank funding which will expand on this work.

3. Improved artisanal fisheries data collection now better integrates with improved national databases where the data is analysed and used to inform management decisions related to the implementation of national tuna management plans.
 - Implementation has resulted in increased initiatives aimed at more sustainable management of artisanal fisheries across all four countries.
 - In Kenya specifically the project helped clear a backlog of several years of old unprocessed fisheries data.
 - National tuna fora in Kenya and Tanzania and a CSO forum in Mozambique have increased capacity with regard to artisanal tuna.
4. Case studies about the project will be published – one each for Kenya, Tanzania and Mozambique and an overall summary of the project work. These will be promoted and disseminated widely.

PARTNERSHIP ROUND-UP

During the four years of our partnership, Thai Union has made significant improvements to the sustainability of its European seafood supply chains and also worked to drive change in the wider seafood sector.

The establishment of the large tuna FIPs, SIOTI and EASTI, will drive its business towards greater sustainability and transparency. Future projects will enable more of its supply chain to work towards the MSC standard. WWF and Thai Union will continue to work together on our joint ventures including the FIPs, advocating for improved management of fisheries and supporting wider industry initiatives such as the GDST, all of which will continue in line with the principles of the WWF Seafood Charter.

This section provides a summary of how our partnership has delivered against the WWF Seafood Charter. It also highlights how there have been mutual benefits in knowledge and understanding gained in the key areas of concern for seafood sustainability.

SUPPLY CHAIN

Increasing transparency and understanding of seafood supply chains has been an important part of the sector improvement dialogue for several years now.

- Thai Union demonstrated full transparency to WWF by supplying data for the completion of annual supply chain mapping and assessment of the sustainability level in the source fisheries.
- The change in the sustainability rating of Thai Union's seafood portfolio in Europe followed the WWF model concept for implementing a Seafood Charter, whereby large increases were seen in both the volume of certified products and fisheries engaged in FIPs.
- Volume of tuna covered by FIPs increased from 0% to over 90%.
- Volume of seafood sourced from MSC certified fisheries increased from <5%-26%.
- The additional step of completing a prioritisation exercise was beneficial to assert the order for projects and for managing resources.
- Working with a business' existing supply chains rather than shifting sources is critical for sustainable oceans and creates more positive changes in the water over the long term.
- The partnership contributed to increased understanding of establishing large scale, multiple stakeholder FIPs through the purse seine FIPs for yellowfin, skipjack and bigeye tunas in the Atlantic and Indian Oceans.
- SeaChange® objectives were established and supported the partnership aims, committing Thai Union globally to 75% of its branded tuna being sourced from

fisheries certified by the MSC or in a FIP towards MSC certification by 2020.

TRACEABILITY AND LEGALITY

Since the partnership started in 2014, the issues of legality and ensuring full chain traceability have progressed from being more isolated conversations about in-house systems to multi-stakeholder, sector-wide discussion platforms.

- Thai Union and WWF have sought to engage with the wider seafood industry because individual actors in supply chains are unable to create meaningful change in isolation.
- After a company has worked to tackle the issues in its supply chains, it is more able to support wider initiatives to create change across the seafood sector.
- Thai Union recognises traceability as the backbone of its sustainability strategy.
- Two independent IUU/traceability/social risk assessments were completed. This approach allows a business to identify areas of higher risk, and through the implementation of actions it's possible to reduce risk.
- Thai Union has worked to implement and be part of industry best practice to address potential issues concerning IUU and working conditions.
- Best practice in this area is changing rapidly at the moment with many different initiatives and solutions to participate in. Ensuring cohesion and consistency between them is important.

ADVOCATING FOR IMPROVEMENT

During the work undertaken to deliver the FIP action plans, the understanding of what it will take to deliver an effective management approach to tuna in the RFMOs has matured. This is a complex situation and there remain challenges, but Thai Union and WWF will keep working towards this aim through the delivery of the FIPs.

- Partners like WWF are important to businesses in arenas where regulatory or governance changes are required, because they're able to convene actors in a pre-competitive forum.
- Many different organisations are now part of the conversation about how to ensure sustainability of tuna at an ocean level. By engaging with these organisations and speaking with the same voice on sustainability issues, we can hope to continue to encourage management that will secure tuna stocks for future generations.
- Thai Union supported WWF's advocacy asks in the Indian Ocean tuna fishery, the Atlantic tuna fishery and the Indian oil sardine fishery.
- Progress on regulatory changes across all oceans has been slow and complex issues persist, but there have been some positive changes at RFMO level.

TRANSPARENCY AND ENGAGEMENT

Over the last four years, WWF has played an important role providing verification that Thai Union's approach to increasing the sustainability of its supply chains is the right one for the marine environment. It has also provided independent assessment and verification to Thai Union's stakeholders and partners about the work the company has been undertaking. There have been opportunities to engage and educate together and separately, as there is a shared agenda for fisheries improvement between the organisations.

- The partnership progress has been published in annual reports, quarterly updates have been provided to retailers and other stakeholders, and joint meetings have been completed.
- The supply chain work enabled the development of the sourcing transparency document.
- Thai Union provided fishing vessel data for WWF's Transparent Seas programme.
- The policies of Thai Union and the partnership work are publicly available through the company and WWF websites.
- The partnership commissioned a report on the uses, impacts and benefits of FADs in tuna fisheries.
- To engage with consumers on the aims of our partnership and the importance of a sustainable approach to seafood, the partnership published information on 5 million cans of John West tuna in the UK in 2018.
- We have engaged John West employees in the partnership by giving presentations and training.

CONTRIBUTING TO WIDER MARINE CONSERVATION

John West's support for WWF's conservation project in East Africa is just one part of our partnership together. There is an intimate link between industrial fishing fleets supplying companies like Thai Union and small-scale fishers providing for their families, in that they share the same stocks of tuna during certain times of the year. A healthy ocean and the sustainable management of those tuna stocks are therefore vital to both.

- Many thousands of artisanal fishers on the coasts of Tanzania, Kenya and Mozambique are working towards better, more secure livelihoods thanks to the WWF conservation programme, which has been supported with funding from Thai Union for the last four years.
- With the help of a bespoke smartphone app, specially trained data collectors from local fisher cooperatives record catch data at landing sites up and down the coast, which is then sent in real time to a central government hub.
- From a fish catch data collection standpoint, the organised sales also create a central place to count the fish and interact with the fishers who have just returned from the sea.
- This programme promotes sustainable long-term national and international management plans that focus on the management of economically vital tuna stocks.
- The direct involvement of the community has empowered people by giving them more knowledge of the fish coming to market and what can be sold.
- The efforts made by the government, public, John West and WWF have been praised by the Indian Ocean Tuna Commission (IOTC).

KEY REFERENCES & ADDITIONAL INFORMATION

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3. Thai Union Sea Change® Initiative. Online: <https://seachangesustainability.org/>
4. Thai Union Sustainability Reports and Policies. Online: <http://www.thaiunion.com/en/sustainability/report>
5. WWF (2014), WWF-John West Seafood Charter. Online: assets.wwf.org.uk/downloads/john_west_seafood_charter_greyfish.pdf?_ga=1.205349392.1228946672.1443802689
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WWF & THAI UNION PARTNERSHIP SUMMARY

Between 2014-2018, WWF and Thai Union have been working to improve the health of our ocean.

Sustainability is at the core of our partnership and we've made huge progress since we began on our highly ambitious goals

EACH YEAR

- Thai Union supply chains assessed
- Supply chain improvement action plan
- Purse seine supply vessels confirmed registered on ISSF PVR
- Partnership audit to verify progress
- Engagement with retailers, suppliers, stakeholders
- Advocacy for sustainable tuna fishing management



IMPROVED ARTISANAL FISHERIES MANAGEMENT IN COASTAL EAST AFRICA

Thai Union has provided crucial funding for work to improve the management and use of data on artisanal fish catches – including tuna – in Kenya, Tanzania and Mozambique. This is vital to enable the sustainable management of fish stocks locally and South West Indian Ocean tuna.

"In our area this project with WWF has really raised the capacity for local communities to take better care of the resources they depend upon."

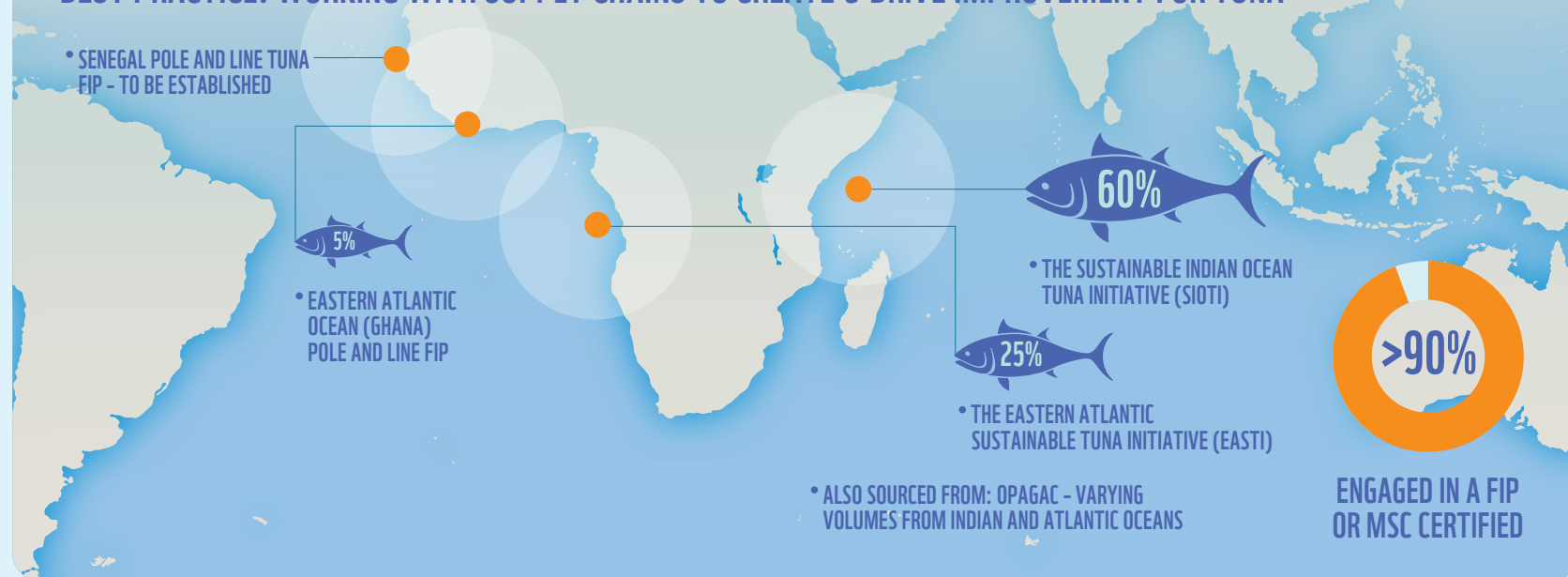
Ahmad Mkali, District Fisheries Officer, Tanzania

"We have to look after [the ocean] so future generations can live from it as we have. My son is a fisherman and I want my grandsons to be fishermen too."

Salim Ali, fisher, Malindi, Kenya

In Kenya, Tanzania and Mozambique we have trained **350** people at **100** landing sites to use bespoke smart phone apps for improved fisheries data collection, harmonised national databases and increased the data provided to the IOTC.

BEST PRACTICE: WORKING WITH SUPPLY CHAINS TO CREATE & DRIVE IMPROVEMENT FOR TUNA



SETTING THE STANDARD

THE WWF & THAI UNION PARTNERSHIP HAS PICKED UP SEVERAL NOMINATIONS AND AWARDS



- **Global Good Awards 2018 – Gold:** Sustainable Supply Chain
- **Corporate Engagement Awards 2018 – Silver:** Best Environmental or Sustainable Programme
- **Green Apple Awards 2018 – Gold:** Environmental Best Practice
- **Charity Times Awards 2018 – Finalist:** Corporate Partnership Champion
- **Ethical Corporation Responsible Business Awards 2018 – Finalist:** Supply Chain Management
- **edie Sustainability Leaders Awards 2019 – Winner:** Sustainable Supply Chains



BUREAU VERITAS' INDEPENDENT EVALUATION STATEMENT

To the stakeholders of Thai Union Europe

INTRODUCTION AND OBJECTIVES OF THE WORK

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 third year of the partnership (10 October 2017 – 9 October 2018). 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 2017 – 9 October 2018, reported in the WWF-Thai Union Europe Partnership Progress Report 2019 (the Report) on pages 15-17 in the table under the section entitled 'Year 4: Summary of progress towards Seafood Charter Commitments ("Selected Information")'.

Reported performance against commitments covers TUE's operations in the UK and EU for the brands John West, Petit Navire, and Mareblu, King Oscar and Rügen Fisch.

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, 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 third 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 certified¹ 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, February 2019

¹ Certificate of Registration FS 34143 issued by BSI Assurance UK Limited



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