



Wild Planet Tuna Procurement Policy:
Effective August 1, 2008. Updated 2/2011, 11/2011, 2/2015, and 2/2017.

Wild Planet was conceived in 2001 and took form in 2004. Its purpose is to promote environmental change from within the seafood industry leveraging its influence on market forces, as well as by providing more ecologically sound and socially just seafood products.

The stances taken by Wild Planet in support of fundamental principles of sustainable seafood sourcing are:

- 1) Wild Planet selects fish only from stocks that are not overfished. This means the fishing effort cannot take fish in excess of maximum sustained yield (taking more fish than can be replenished).
- 2) Wild Planet does not source fish from fisheries that use gear damaging to the marine habitat.
- 3) Wild Planet does not source fish from fisheries that have concerning by-catch of non-target species or of small juveniles of the target species; especially so, if some of the by-catch species are considered endangered, threatened or vulnerable.

These three principles govern the selection process at Wild Planet and are reviewed in the light of research conducted and recommendations made by Monterey Bay Aquarium Seafood Watch (MBASW), with whom Wild Planet has enjoyed a business partnership since 2008. Under no circumstance will Wild Planet source fish red-listed by Seafood Watch.

Wild Planet sees the world not only as it should be, but also, as we believe the world can be.

Vision #1 – Wild Planet envisions a world where all respect marine ecosystems and support use of SELECTIVE catch methods.

- Wild Planet sources 100% of its tuna from pole and line or troll fisheries. Wild Planet does not buy any long-line or purse seine caught tuna.
- Wild Planet approves of purse seine vessels that fish 100% FAD-FREE.
- Since much fish designated as FAD-FREE is caught aboard vessels, which continue to primarily use FADs, Wild Planet refuses to buy any fish from any vessel participating in the use of FADs.
- Wild Planet supports a global ban of purse seine FAD fishing.
- Wild Planet supports preferential access to the allowable catch by pole and line, hand line, and troll catch method (and other “clean” artisanal efforts) practiced by local fleets fishing within their own exclusive economic zones (EEZs).
- Wild Planet supports a shift in access from vessels practicing FAD and long-line fishing, to pole and line, hand-line, and troll fleets in order to promote more environmentally sound fishing methods.
- Wild Planet supports the selective reduction of effort on all tuna stocks by reducing capacity of long-line and FAD purse seine vessels.

Vision #2 – Wild Planet envisions a world that respects local communities’ rights of fishing access.

- Wild Planet sources 100% of its tuna from fishery participants within the EEZ of state-owned fisheries. No tuna is purchased from foreign flagged vessels fishing in another country’s EEZ.
- Wild Planet does not buy fish from state subsidized vessels fishing outside their own EEZ (e.g. Chinese government subsidized long-line vessels, with MSC certification, fishing in international waters and in other states’ EEZs).
- Wild Planet prohibits the buying of fish that has been transshipped at sea, vessel to vessel.

Vision #3 – Wild Planet envisions a world where no sea creature is wasted, but instead, is wisely and gratefully used for food.

- Wild Planet supports and advocates for full-retention-fishing (keeping and selling everything caught, instead of discarding less desirable species overboard as by-catch mortality). One hundred percent of Wild Planet’s tuna sourcing is from vessels retaining all by-catch mortality for utilization. (Pole and line, and troll fishing has a by-catch rate of only <0.5% - this compares to other methods with 10-25% by-catch mortality discard.)
- Wild Planet’s advocacy for the utilization of all fish captured, promotes the conversion of current wanton resource waste, to the creation of billions of incremental meals for enhanced global food security.

Vision #4 – Wild Planet envisions a world with ocean biodiversity in balance.

- Wild Planet sources only from tuna stocks that are healthy and well managed.
- Wild Planet supports the recommended establishment of Marine Protected Areas in the four proposed Pacific States Non-EEZ Enclaves, and in other regions yet to be identified.
- Wild Planet does not source from Marine Protected Areas nor from areas currently being proposed as such.
- Wild Planet refuses to source tuna from the Mediterranean until after it ceases to be considered overexploited through managed reductions of catch.

Vision #5 – Wild Planet envisions an honest world.

- Wild Planet uses the true name of each tuna including genus and species on its packaging. No fictitious names are used, such as “Elite,” which could mislead consumers into thinking the tuna is unique or better in some way.
- Wild Planet discloses on its packaging both the ocean area of catch and the location of processing.
- Wild Planet supports 100% observer programs, human and electronic, on all long-line and purse seine vessels of industrial scale.
- Wild Planet does not support the activities of the International Sustainable Seafood Foundation (ISSF). The organization was founded by the world’s largest commercial tuna interests, including the big US national brands. This organization sponsors these founding trade members’ agenda to justify continuing the use of FAD purse seine fishing.
- Wild Planet does not buy fish from fisheries engaged in a Fishery Improvement Project (FIP). Wild Planet supports the improvement of fisheries toward more sustainable methods, but Wild Planet withholds its support until after the fishery meets fully the criteria of what is considered best practice.
- Wild Planet Foods takes even allegations of human rights abuses seriously and engages with vessels, canneries and contract facilities to ensure remediation and respect for social welfare and labor justice. It is required that our cannery partners pass annual third-party social audits.

The following Greenpeace positions are also adopted as part of Wild Planet Foods’ sourcing policy:

- Not to source any tuna that is found on Greenpeace’s red list, is overfished, is experiencing overfishing, is listed as Vulnerable, Threatened or Endangered on the IUCN red list.
- Not to source any tuna from vessels where at sea transshipments have taken place and only source tuna that has been transshipped in designated ports by the relevant RFMO.
- Promote the reduction of overcapacity by not trading with companies that are actively adding new vessels to the global registry.
- Source only from vessels and processing facilities by companies that are operating under International Labor Organization core conventions.
- Ensure all tuna comes from companies that support fair wages, safe working conditions and have not been found in violation of any human rights abuses.
- Ensure all tuna can be tracked from ship to can to shelf. (Currently all Wild Planet Foods lot codes are traceable to individual pole and line or troll fishing vessels comprising each lot code. This information is available for ENGO or Retailer auditing on TraceRegister.com.)
- Do not source tuna originating from vessels and/or operators blacklisted on <http://blacklist.greenpeace.org>

Sustainability Discussion

Wild Planet Foods and its founder have led the sustainable tuna category since 2001. At that time, retail and industry participants were paying very little attention to the sustainable seafood movement. Wild Planet based its sourcing policies upon the Monterey Bay Aquarium Seafood Watch scientific studies and recommendations. These have consistently pointed to pole and line, hand-line and troll fishing as the only GREEN rated BEST CHOICE fisheries for tuna. Long-line and purse seine catch methods have always been rated either yellow or red by MBASW. Wild Planet has always sourced 100% of its albacore, yellowfin and skipjack tuna from pole and line, and troll fisheries. These have substantially lower by-catch mortality than long-line or purse seine fisheries. All Wild Planet lot codes are 100% traceable to pole and line, and troll tuna fisheries. Detailed catch data for every delivery of tuna is documented on the NOAA Form 370 Certificate of Origin.

Each Wild Planet lot code entering the market is tracked on the seafood data platform *Trace Register*. Within Wild Planet’s Trace Register account can be found every canned tuna lot code produced by Wild Planet and all the NOAA 370 forms tied to

those lot codes. These forms document all the tuna purchases comprising the individual lots of canned tuna. The forms contain the following data points:

1. Vessel name and country flag
2. Trip dates, area of catch and port of landing
3. Catch method (pole and line, or troll)
4. Total weight of landing
5. Dolphin safe statement

Retailers and ENGOs are welcome to review any Wild Planet lot code back-up documents to verify that the claim of 100% pole and line, and troll sourcing is absolutely correct and verifiable. An extensive random audit can be done in a couple of hours. The audit process is simple and straightforward, as there is no issue of segregation of pole and line, and troll fish from long-line or purse seine fish. Such mingling cannot occur as we have NEVER purchased those other products.

Comparison of Sustainability Claims

Some brands are claiming that the presence of an eco-logo like Marine Stewardship Council (MSC) is evidence of greater sustainability and traceability. Wild Planet would like to make the following argument. There is no stronger tuna sustainability claim than 100% pole and line, and troll caught. This is evidenced by the third party recommendations of MBASW. Their recommendations for albacore tuna are detailed on their albacore summary page:

<http://www.seafoodwatch.org/seafood-recommendations/groups/tuna?type=albacore>

Note that only pole and line and troll caught albacore achieve the GREEN recommendation, whereas all other albacore from long-line fisheries, except US fisheries (YELLOW), are rated RED. MSC has certified certain long-line fisheries within these RED categories, even though these are plagued with a much higher by-catch mortality than pole and line or troll fisheries. A similar situation exists with MSC certification of purse seine fisheries.

The MSC certification of long-line albacore fisheries and purse seine skipjack fisheries has weakened the previous longstanding definition of sustainable tuna fishing, which was previously only pole and line and troll fishing. Wild Planet takes special exception to the MSC purse seine skipjack certification. That certification is given to vessels still fishing with the use of FADs (Fish Aggregating Devices). In the course of FAD fishing, if a purse seine vessel locates a free-swimming school of skipjack unassociated with a FAD, then that fish if segregated in the vessel, can be sold as MSC certified skipjack. It is the opinion of Wild Planet that this gives an illegitimate market premium to the very vessels still practicing the most destructive and egregious tuna fishing method of all - FAD. These vessels producing MSC certified skipjack have not abandoned "dirty" harvest practices. Thus, Wild Planet does not support the designation of this fish as sustainable and does not buy that fish.

Wild Planet's standard of sourcing only pole and line, and troll caught tuna, which it has followed for many years prior to any certification of tuna fisheries by MSC, is **the highest possible sustainable standard of tuna sourcing**. This accords with the scoring/ranking data of the non-profit environmental organization MBASW. Wild Planet has been recognized by other environmental organizations like Greenpeace as achieving the highest ranking for its sustainable tuna sourcing policy.

If Wild Planet were to adopt the MSC standards for certification accreditation, there would be no improvement in sustainable sourcing regarding catch method or stock sourcing for Wild Planet. To the contrary, there would be a relaxing of sourcing standards and the inclusion of long-line and purse seine tuna into Wild Planet's supply. It would also result in significant eco-logo certification and logo-use costs that would need to be passed on to retailers and subsequently to consumers. It would be a difficult proposition to justify this additional expense to consumers since we view the effect of MSC as potentially eroding Wild Planet Foods' sustainable sourcing standards, not strengthening them.

Wrap up

Wild Planet has been sourcing sustainable tuna products longer than just about any other company in the tuna industry. We have chosen to file all of our buying documents at TraceRegister.com. These files are open for review by customers and ENGOs. Pole and line, and troll caught tuna are the absolute best choices for sustainability; there is no higher standard nor is there a more rigorous documentation of traceable assurance than that which Wild Planet is producing.