



Tuna Fishing Sustainability

As a leading American tuna brand, Chicken of the Sea is working to ensure that there is plenty of tuna today and for generations to come. The long-term sustainability of the world's fisheries is clearly in everyone's best interest, especially our own, and we share your commitment to sustainability.

Long before the Greenpeace and other activist groups' campaigns, in March 2009, three of America's most popular tuna companies founded the International Seafood Sustainability Foundation (ISSF). The ISSF is the first organization of its kind – a partnership between the tuna processing industry, the world's leading fishery scientists and the World Wildlife Fund (WWF), the world's leading conservation organization. ISSF now represents nearly 75 percent of the world's shelf-stable tuna production. Its mission is to undertake science-based initiatives to support the long-term sustainability of tuna stocks, reduction of bycatch and promotion of ecosystem health. ISSF does this by requiring its members to follow the conservation recommendations of tuna Regional Fisheries Management Organizations (RFMO) scientific committees. Since its inception, ISSF and its members have led global tuna sustainability initiatives with meaningful resolutions and actions supporting this mission.

Please review the FAQs below. If you have additional questions, we encourage you to visit ISS-Foundation.org for a thorough, fact-based look at tuna sustainability.

What is Greenpeace's campaign?

For the past few years, Greenpeace has targeted us, along with others in the tuna industry, in an activist campaign related to tuna fishing practices. We've invited the organization's representatives to engage with us by joining the ISSF Stakeholder Committee, but they have repeatedly declined.

What is Chicken of the Sea doing to ensure its tuna is sustainably sourced?

We responsibly source all of our seafood, including tuna, in accordance with U.S. and international regulations, in addition to the best practices set out by the ISSF and RFMOs. We only source from fisheries that have passed third-party audits, as well as our own internal audits, and we are able to trace all of our tuna products completely from catch to can.

Additionally, through [ISSF's Make the Commitment plan](#), we have committed to or implemented a number of resolutions, including:

- Full retention of bycatch, and vessels will report all tuna and bycatch to RFMOs scientific bodies
- 100 percent observer coverage, either human or electronic, onboard purse seine vessels

- Vessels must maintain FAD logbook
- No transshipments or offloading tuna to another vessel while at sea
- Purse seine vessels must be flagged to a relevant RFMO member (or cooperating non-member, if membership is not available) and must maintain substantial compliance with RFMO obligations
- Skippers must be trained in bycatch reduction, monitoring, control and surveillance, as well as data reporting practices
- All vessels must have a unique vessel identifier in place to allow for easy tracking
- National management plans for the population of baitfish used in pole-and-line fisheries will be established by January 2015

Are tuna stocks at risk?

Globally, 52 percent of the stocks are at a healthy level of abundance, 39 percent overfished, nine percent are at an intermediate level and 86 percent of the global total catch of tuna comes from healthy stocks. Learn more about the status of the stocks from [ISSF's website](#). Chicken of the Sea does not source from fisheries with stocks rated red, which means the stock is overfished and that overfishing is still occurring.

How does Chicken of the Sea procure its tuna?

We use a variety of fishing methods, including pole-and-line, purse seine using Fish Aggregating Devices (FADs), FAD-free purse seine and long line. Since no single method is capable of meeting the world's demand for tuna, we use multiple methods rather than relying on just one. You can learn more about our methods on our [website](#).

Greenpeace in particular has called for the tuna industry to only source light tuna via pole-and-line and FAD-free vessels. These methods are already part of our overall efforts, but neither is a completely sustainability solution. Relying solely on these less efficient fishing methods to supply the global market would increase fuel usage, limit supply and ultimately price out the most economically sensitive consumers who rely on these products.

What is bycatch and what is being done to reduce it?

Bycatch is the catch of something that is not the main objective of a fishing fleet. Vessels that go fishing for certain tuna of certain size end up catching other fish and marine life. This happens in almost all fisheries to some extent.

We are working toward reducing and better managing bycatch through the ISSF. We participate in the [ISSF Bycatch Project](#). Now in its sixth iteration, a veteran group of scientists and fishers travel the Pacific Ocean in search of better fishing practices, new techniques and enhanced technologies that will allow fisheries to minimize the amount of non-targeted fish and other marine life captured as a result of fishing for tuna. Skippers on vessels are trained in bycatch reduction, monitoring, control and surveillance, as well as data reporting practices.