



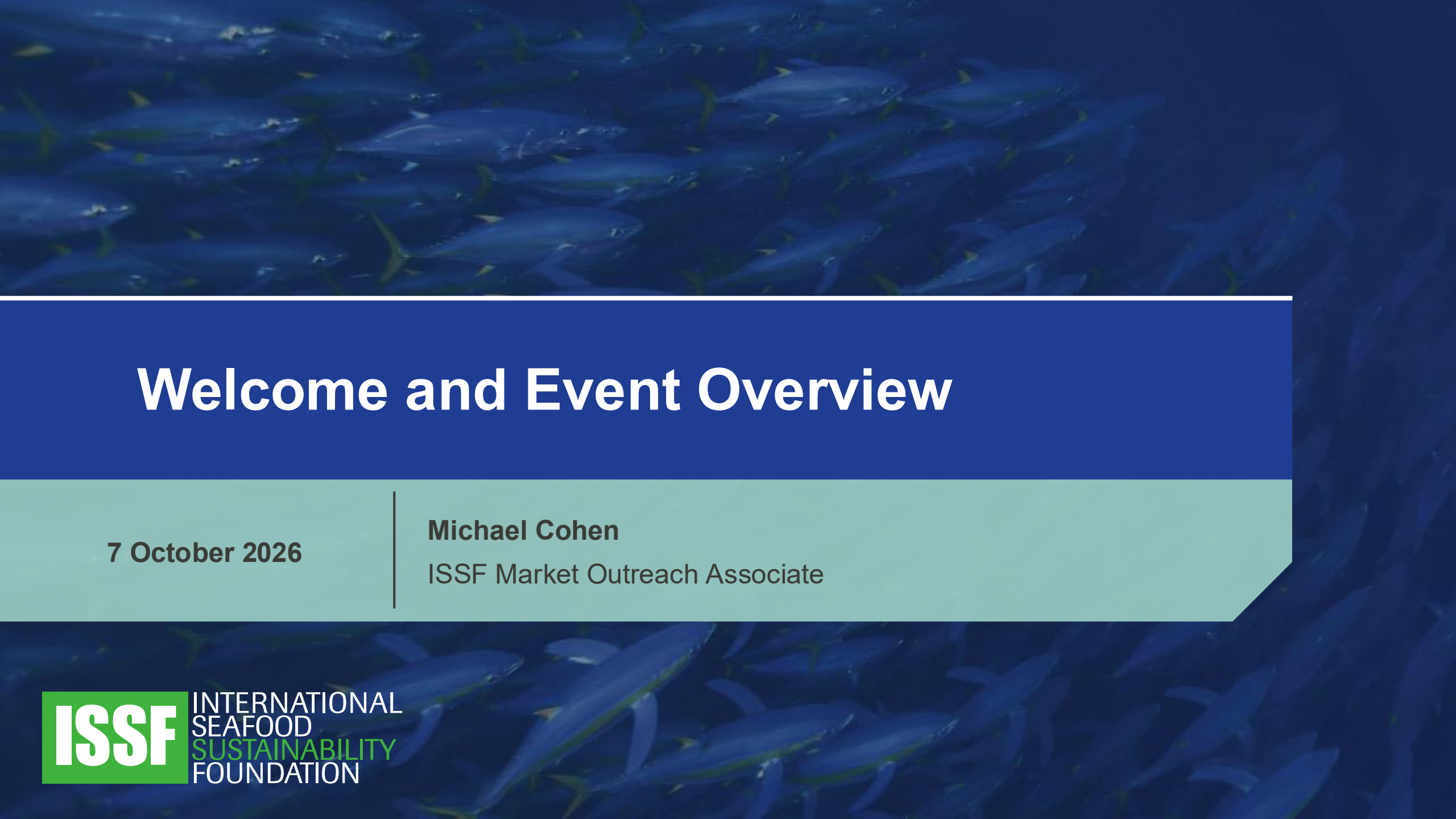
Realizing Value: Tuna Sustainability Progress & Market Priorities

ISSF 2026 Tuna Sustainability Market Forum | 7 October 2026

Agenda



TIME	SPEAKER	TOPIC
9:30–9:45am	Michael Cohen (ISSF)	Welcome and Event Overview
9:45–11:15am	<u>Session 1</u> Susan Jackson (ISSF) Dr. Victor Restrepo (ISSF) Discussion/Q&A	Driving Sustainability Progress & Supporting Market Strategic Priorities Turning Science into Action: Global Tuna Progress Through ISSF Collaboration
11:15-11:45am	Coffee Break	
12:00–1:30pm	<u>Session 2</u> Paola Guglielmo & Matilde Vallerani (MSC Italy) David Parreno Duque & Cody Pajunen (SFP) Michael Cohen (ISSF)	The Role of MSC in Advancing Tuna Sustainability Leveraging Vessel-Level Data to Advance Sustainability and the Value of ISSF Tools Activating Market Influence & Creating Strategic Value
	Susan Jackson (ISSF) Discussion/Q&A	Closing Comments
1:30–2:30pm	Light Lunch	



Welcome and Event Overview

7 October 2026

Michael Cohen

ISSF Market Outreach Associate



INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

Today's Presenters



Susan Jackson
ISSF
President, ISSF



Dr. Victor Restrepo
ISSF
Vice President, Science



Michael Cohen
ISSF
Market Outreach Associate

Today's Presenters



Matilde Vallerani
Marine Stewardship
Council Italy
Fishery Manager



Paola Guglielmo
Marine Stewardship
Council Italy
Commercial Manager



David Parreno Duque
Sustainable Fisheries
Partnership
Partnerships & Markets
Engagement Specialist



Cody Pajunen
Sustainable Fisheries
Partnership
Fisheries Policy and
Information Analyst



Driving Sustainability Progress & Supporting Market Strategic Priorities

7 October 2026

Susan Jackson
President



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SEAFOOD
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Driving More than a Decade of Measurable Change

For 15+ years, ISSF partners — scientists, seafood companies, environmental NGOs — have worked side-by-side to transform global tuna fisheries

- **Science-Led Action:** Advancing cutting-edge research, practical tools to guide management
- **Global Collaboration:** Uniting industry, governments, & NGOs across every tuna-fishing region
- **Verified Impact:** Independent audits, transparent reporting that prove measurable progress

Sustained commitment has turned early challenges — data gaps, weak management, and limited accountability — into tangible wins:

- Healthier tuna stocks
- Stronger RFMO policies
- Market-recognized best practices
- More than half of global tuna catch from MSC-certified fisheries



Our journey shows that long-term collaboration can deliver improved sustainability

From Challenge to Change

More than a Decade of Sustainable Tuna Progress

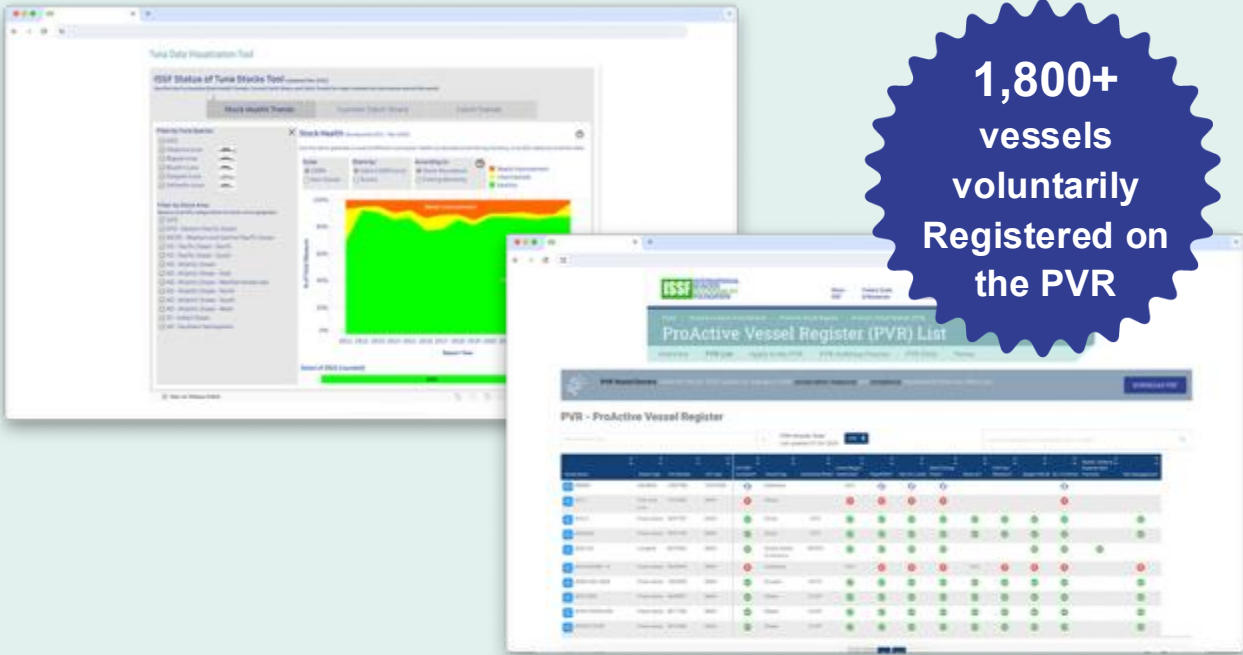


DATA & TRANSPARENCY

THEN: Global tuna stock information fragmented, with no single harmonized source—minimal verifiable vessel reporting



NOW: Publicly available ISSF Status of the Stocks reports, vessel-level transparency through ProActive Vessel Register (PVR) and Vessels in Other Sustainability Initiatives (VOSI) platform



1,800+ vessels voluntarily Registered on the PVR

From Challenge to Change

More than a Decade of Sustainable Tuna Progress



BYCATCH & ECOSYSTEM IMPACTS

THEN: Sparse data on non-target species in tuna fisheries and few safeguards for sharks, sea turtles, and seabirds



NOW: Widespread adoption of ISSF bycatch mitigation best practices and fishing gear designs that reduce animal entanglement; RFMO-adopted shark-finning bans and seabird mitigation measures



From Challenge to Change

More than a Decade of Sustainable Tuna Progress

HARVEST STRATEGIES

THEN: Only a handful of tuna stocks had harvest control rules

NOW: All 4 tropical tuna management organizations have adopted harvest strategies or interim harvest control rules for key species like skipjack and yellowfin, with implementation timelines for others



From Challenge to Change

More than a Decade of Sustainable Tuna Progress

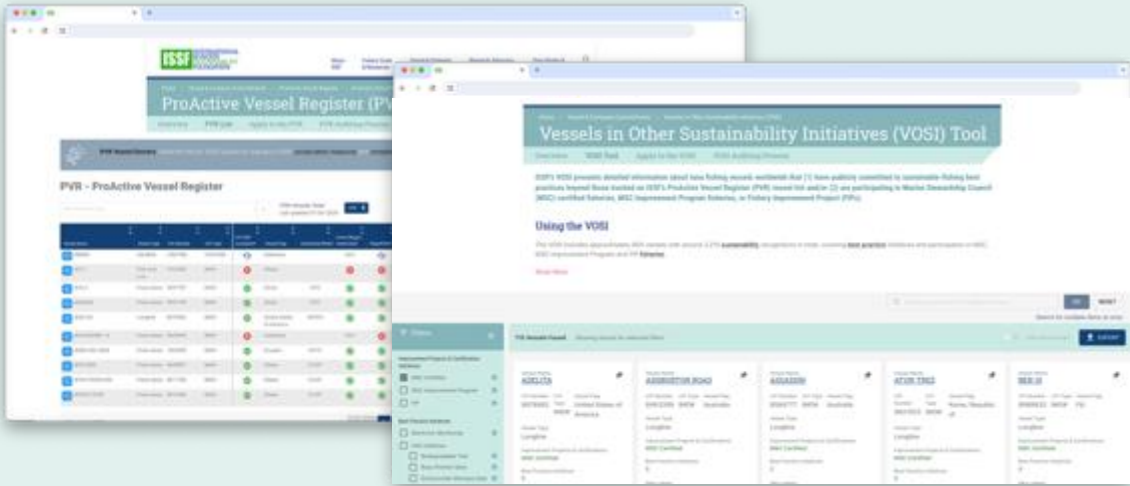


INDUSTRY & MARKET ENGAGEMENT

- THEN:** Inconsistent industry engagement and transparency
- THEN:** Retail expectations for demonstrable sustainability just beginning to take shape



- NOW:** ISSF participating companies undergo independent, publicly reported audits and use PVR and VOSI to demonstrate best practice commitments
- NOW:** Globally, 73 major retailers reference ISSF participation and PVR/VOSI listings in sourcing policies, helping companies de-risk investments



From Challenge to Change

More than a Decade of Sustainable Tuna Progress



MARINE STEWARDSHIP COUNCIL-CERTIFIED TUNA CATCH

THEN: 14% of the world’s annual tuna catch came from Marine Stewardship Council (MSC)-certified catch

NOW: 58% of the world’s annual tuna catch comes from MSC-certified fisheries

MSC fisheries tuna figures as of June 2026

3,6 million
tonnes of MSC engaged catch*

63%
of global wild tuna catch from MSC engaged fisheries**

3,43 million
tonnes of MSC certified catch

58%
of global wild tuna catch from MSC certified tuna fisheries**

*Engaged means certified, in assessment, under MSC Improvement Program, or suspended.
**As per UN FAO data, 2024.
Tuna volumes in the Western Central Pacific have been adjusted in overlapping fisheries.

Source: Marine Stewardship Council, June 2026

A large school of blue fish, likely blue tunas, swimming in the ocean. The fish are densely packed and moving in a coordinated manner, creating a sense of motion and depth. The water is a deep blue, and the fish have a silvery-blue sheen with yellowish fins.

How Did We Get Here?

The ISSF Approach

The ISSF Approach

Science-Led Innovation • Global Influence • Implementation Integrity



ABOUT ISSF

In 2009, acclaimed scientists, leaders in industry, and environmental champions launched the International Seafood Sustainability Foundation (ISSF) based on shared concerns about the future of tuna fisheries and a desire to do something about it — together.

ISSF MISSION

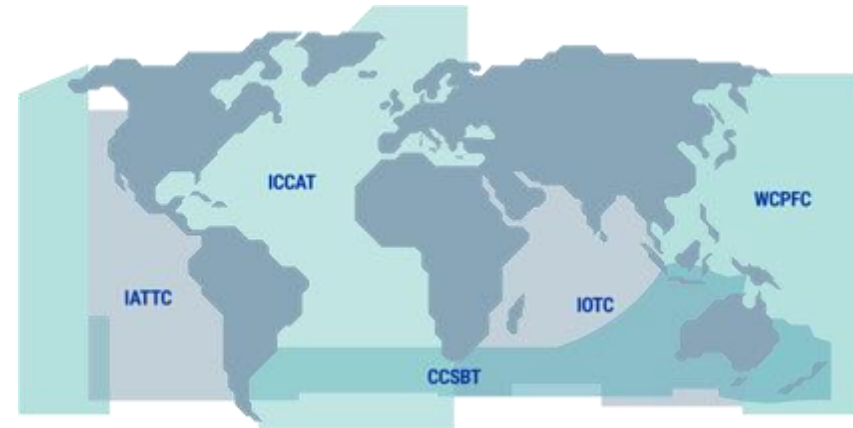
To undertake and facilitate science-based initiatives to continuously improve the sustainability of global tuna fisheries and the health of the ecosystems that support them.

ISSF OBJECTIVE

To continuously improve the sustainability of global tuna fisheries and the ecosystems that support them to result in those fisheries meeting and maintaining the MSC certification standard.

We achieve this through:

- ✓ **The development and implementation of verifiable, science-based practices, measurable commitments, and conservation management measures by participating companies**
- ✓ **Advocacy to tuna RFMOs**



RFMOs: Regional Fisheries Management Organizations

IATTC: Inter-American Tropical Tuna Commission

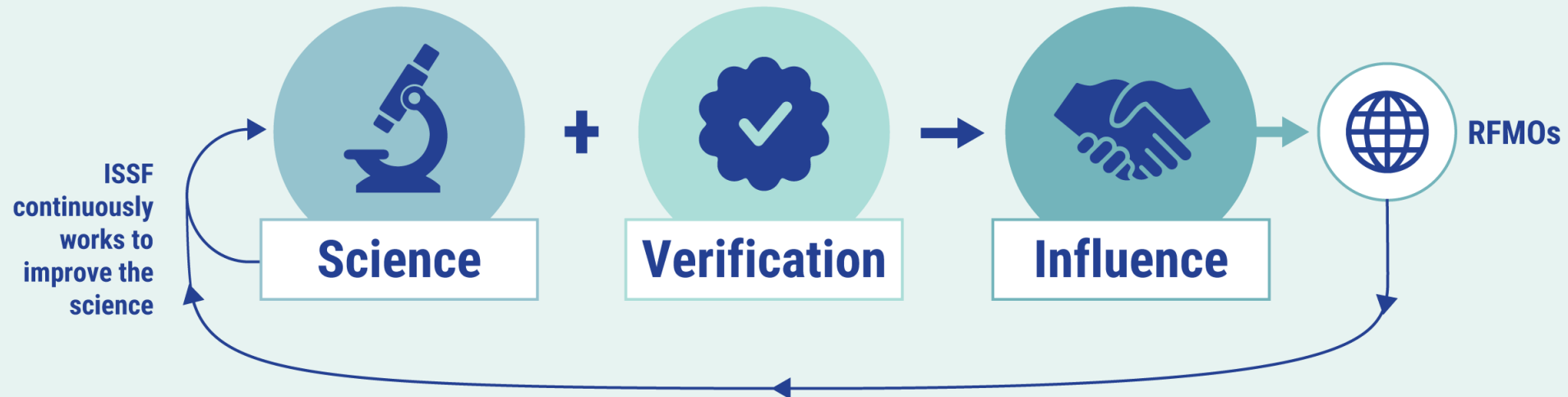
ICCAT: International Commission for the Conservation of Atlantic Tunas

IOTC: Indian Ocean Tuna Commission

WCPFC: Western and Central Pacific Fisheries Commission

CCSBT: Commission for the Conservation of Southern Bluefin Tuna

Sustainable Management Requires Continuous Improvement



- ISSF advocacy to RFMOs is grounded in what the best current science requires.
- Simultaneously, ISSF continuously works to improve the science.
- **The intended result of our efforts is the adoption & implementation of science-based management measures by industry and RFMOs.**
- We recognize that comprehensive and sustainable management requires continuous improvement.

ISSF Theory of Change

ISSF BOARD OF DIRECTORS

[Click here for full bios](#)



Tony Lazazzara
ISSF Board Chair

Group Director of Global Fish
Procurement, Thai Union
Group



**Dr. Andrew
Rosenberg**

ISSF Board Vice Chair

Marine Scientist &
Environmental and Science
Policy Expert



Susan Jackson
President, ISSF



Javier Garat

Secretary General, Spanish
Fishing Confederation,
Cepesca / President,
Association of National
Organizations of Fishery
Enterprises in the European
Union (Europêche)



**William
Gibbons-Fly**

Executive Director, American
Tunaboat Association (ATA)



Ben Gilmer

Chair, ISSF Environmental
Stakeholder Committee /
Director, Large-Scale
Fisheries, The
Nature Conservancy (TNC)



Melissa Murphy

Distinguished Service
Professor of Marketing and
Corporate Entrepreneurship,
Tepper School of Business,
Carnegie Mellon University /
President, Melissa Murphy
Marketing



Ichiro Nomura

Fisheries Policy Advisor,
Ministry of Marine Affairs
and Fisheries,
Republic of Indonesia



Dr. Victor Restrepo

Vice President – Science,
ISSF / Chair, Scientific
Advisory Committee



Dr. Josu Santiago

Head of the Tuna Research
Area, AZTI



**Amanda
Stern-Pirlot**

Chief Standards Officer,
Marine Stewardship Council

ISSF's governance intentionally brings together leaders from science, the seafood industry, environmental NGOs, and independent experts to help ensure solutions are scientifically credible, practical, and broadly supported.

Mobilizing FUNDS Toward Sustainable Fisheries

OUR IMPACT IN NUMBERS

Over our history, ISSF

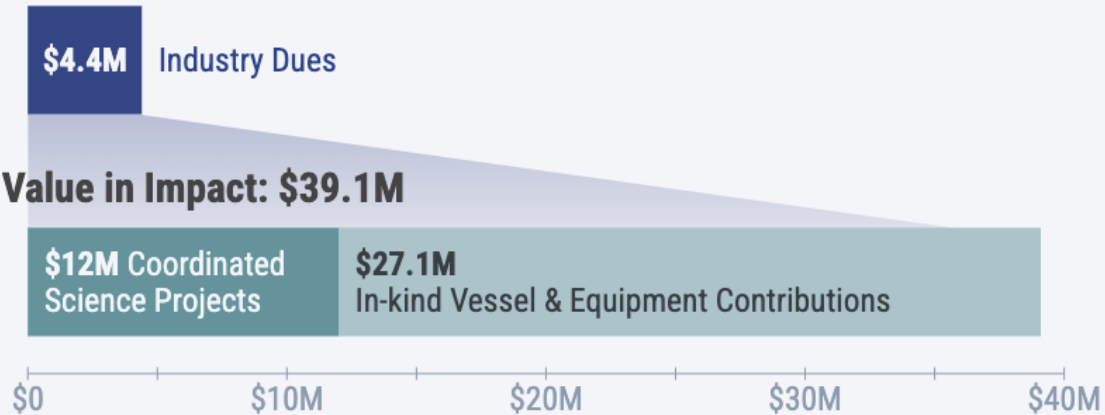


PARTICIPATING COMPANIES
have invested more than
\$62 MILLION in ISSF's work

IMPACT OF INDUSTRY DOLLARS INVESTED IN ISSF SCIENCE

Each seafood-industry dollar invested in our organization **generates over eight times its value** in impact through our programs.

Dollars Invested: \$4.4M



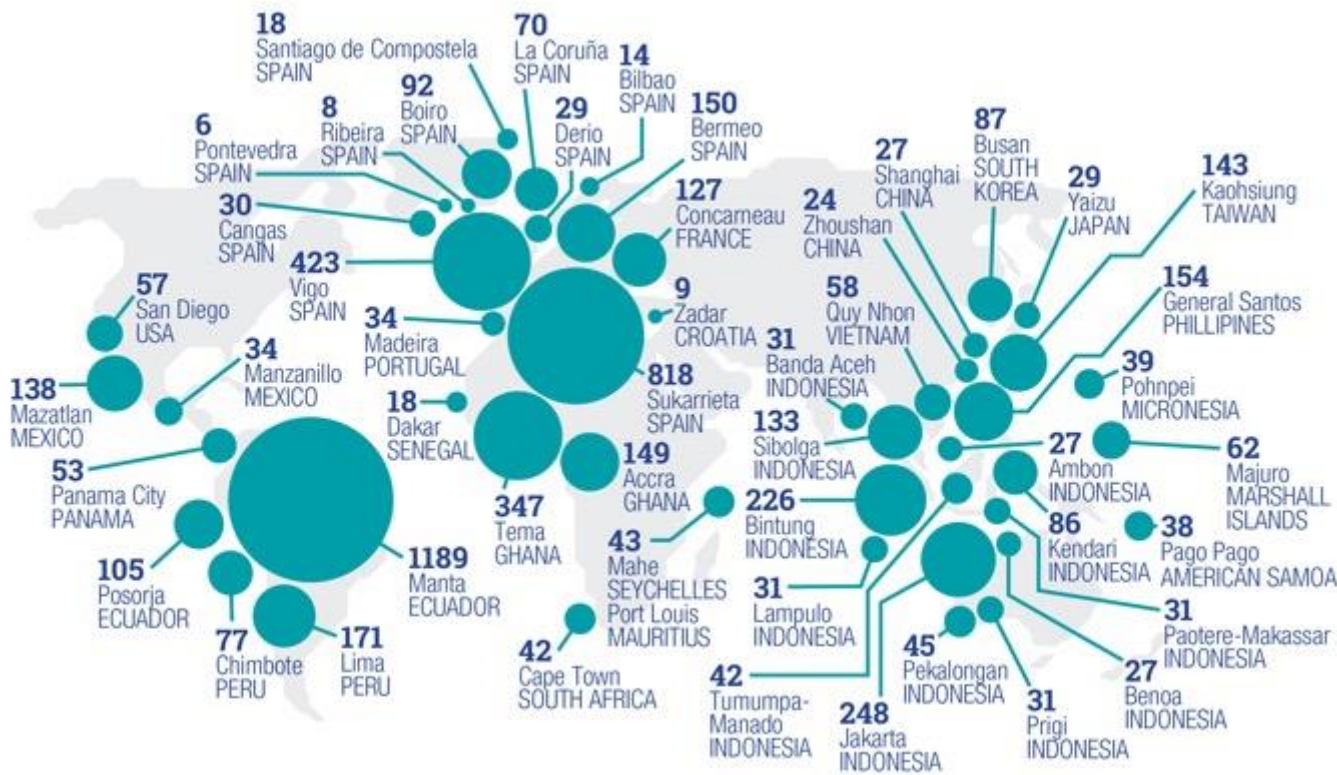
Mobilizing FISHERS Toward Sustainable Fisheries

OUR IMPACT IN NUMBERS

ISSF SKIPPERS WORKSHOP PARTICIPANTS By Profession (2010–June 2025)



ISSF SKIPPERS WORKSHOP ATTENDANCE 2009–June 2025

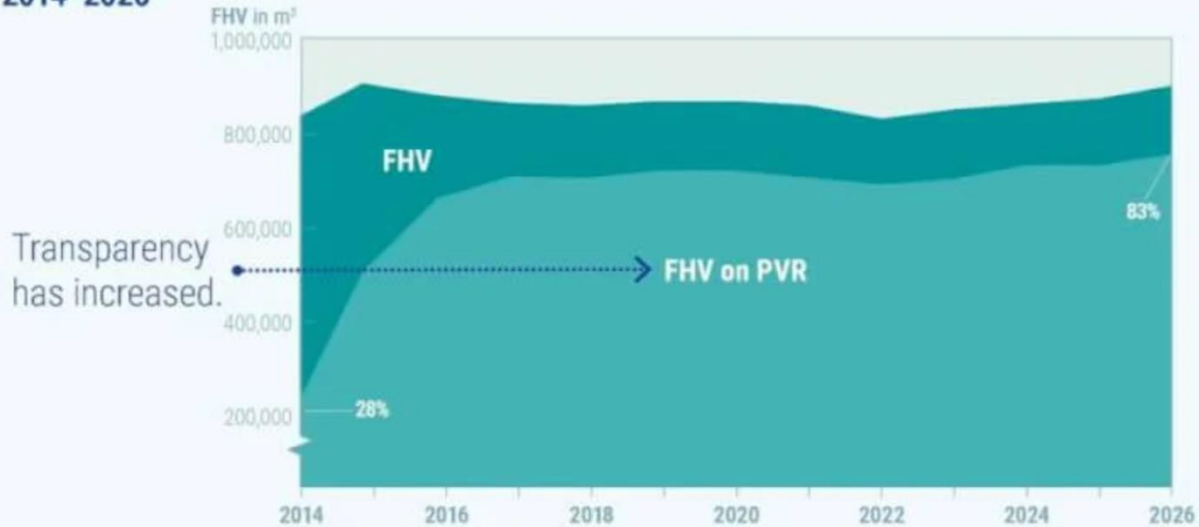


Verified Transparency in Vessel Practices

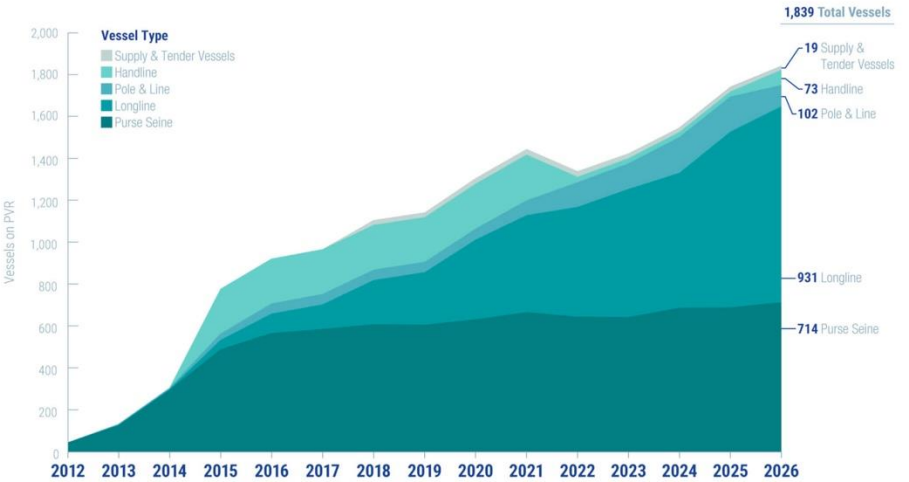
OUR IMPACT IN NUMBERS

LARGE-SCALE PURSE-SEINE VESSELS FISHING FOR TROPICAL TUNAS

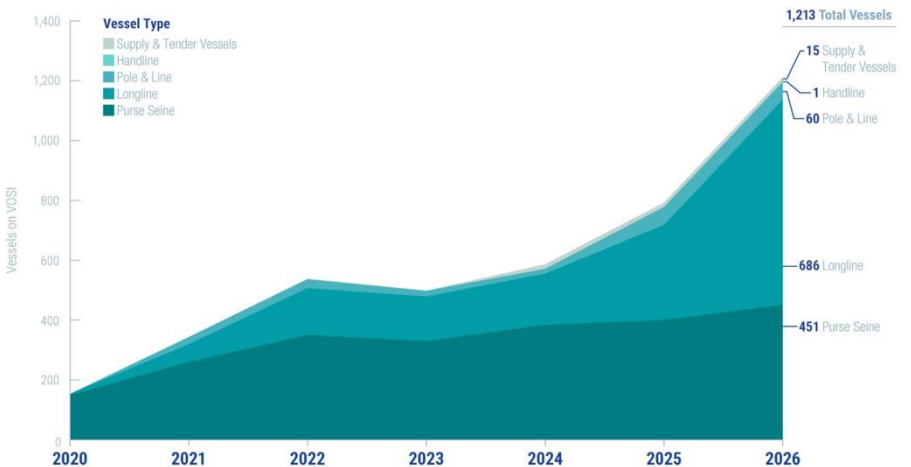
Change in total Fish Hold Volume (FHV)
2014-2026



PVR GROWTH – BY VESSEL TYPE 2012 through December 2025



VOSI GROWTH – BY VESSEL TYPE 2020 through December 2025



ISSF Participating Companies

OUR PARTNERS — INDUSTRY

Founding Companies



Full Companies



Global
Engagement by
23
Participating
Companies

Charitable Foundations & Other Partners Supporting ISSF



OUR PARTNERS — FUNDING



Food and Agriculture
Organization of the
United Nations

Fisheries
Improvement Fund



Charitable Foundations & Other Partners Supporting ISSF



OUR PARTNERS — RESEARCH



Pacific
Community
Communauté
du Pacifique



NOAA
FISHERIES



PLUS Fishing Vessel Owners & Crew

NGO Tuna Forum Participation

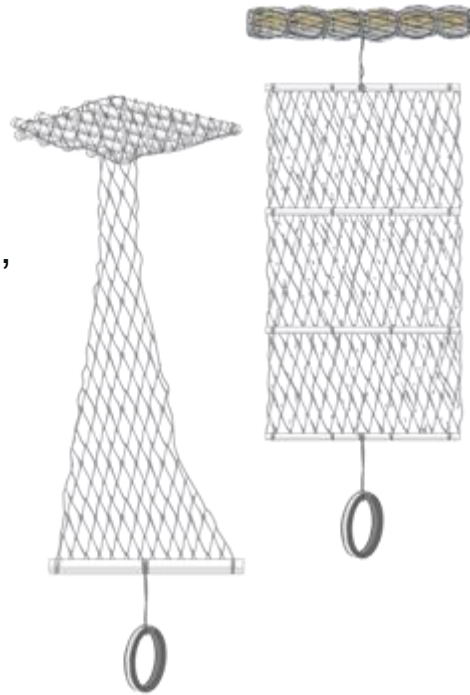


Improved Fishing Gear Design to Minimize Ecosystem Impacts

SCIENCE-LED INNOVATION

Conventional FAD

- ❗ Bulky and heavy
- ❗ Hard to build
- ❗ Results in ghost fishing, marine pollution, and damage to habitats



Jelly-FAD

- ✅ Light and easy to handle
- ✅ Materials available worldwide
- ✅ Easy to build and low cost



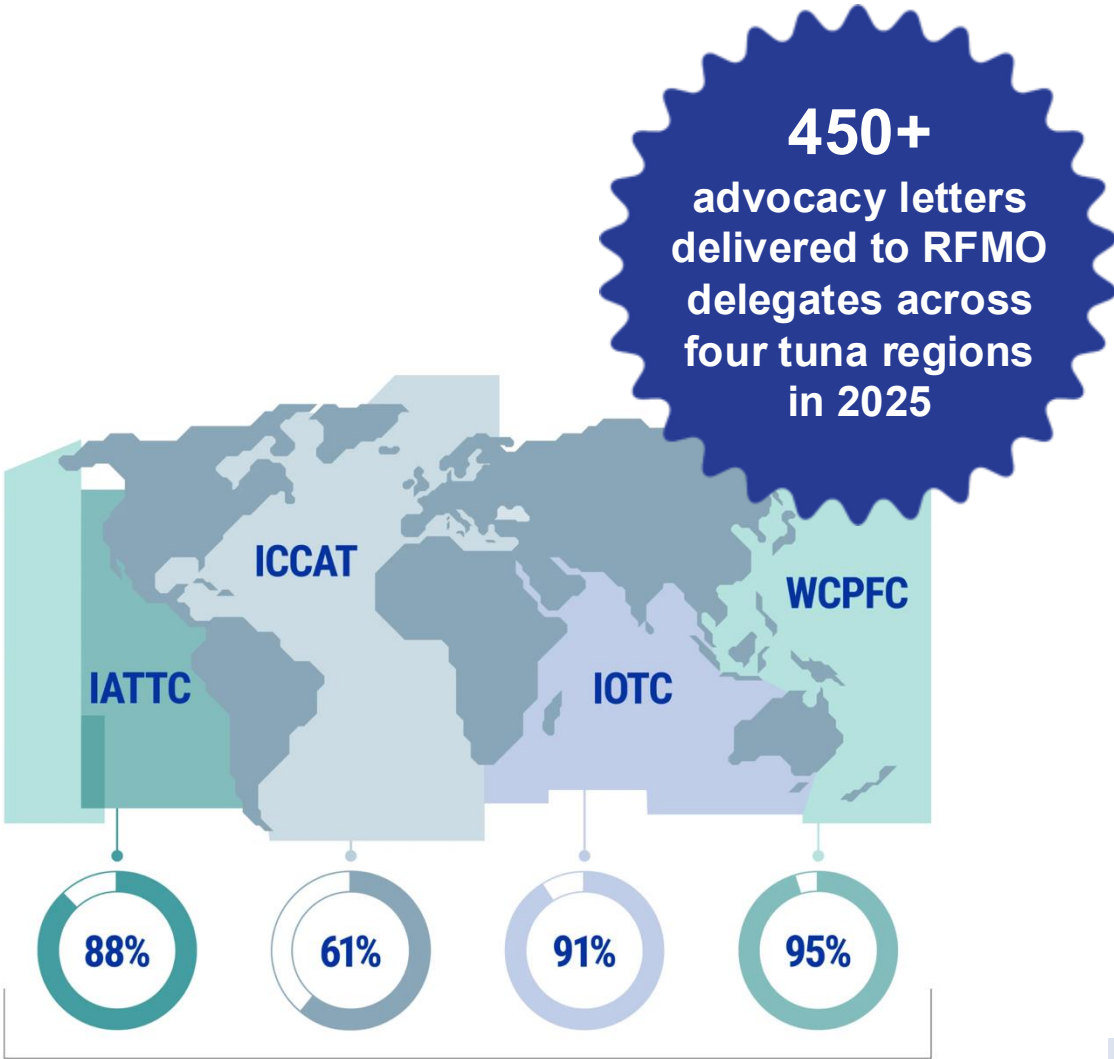
Consistent, Coordinated Advocacy to RFMOs

GLOBAL INFLUENCE

ISSF and its participating companies have driven policy change through sustained advocacy.

- ✓ Direct meetings
- ✓ Input via national advisory committees
- ✓ Engagement with vessels, MSC clients, FIPs

~50 NGOS were **ALIGNED**
on about **90%** of the
ADVOCACY ISSUES
ISSF supported in 2025



Influence saturation by RFMO

IMPLEMENTATION INTEGRITY

Our approach for tuna fisheries & stakeholders promotes the verifiable implementation of best practices in tuna supply chains

✓ **Independent auditing**
of tuna company
compliance with ISSF
conservation measures

✓ **Independent auditing**
of vessel compliance
with best practices

ISSF works with
tuna vessels &
processors **globally**



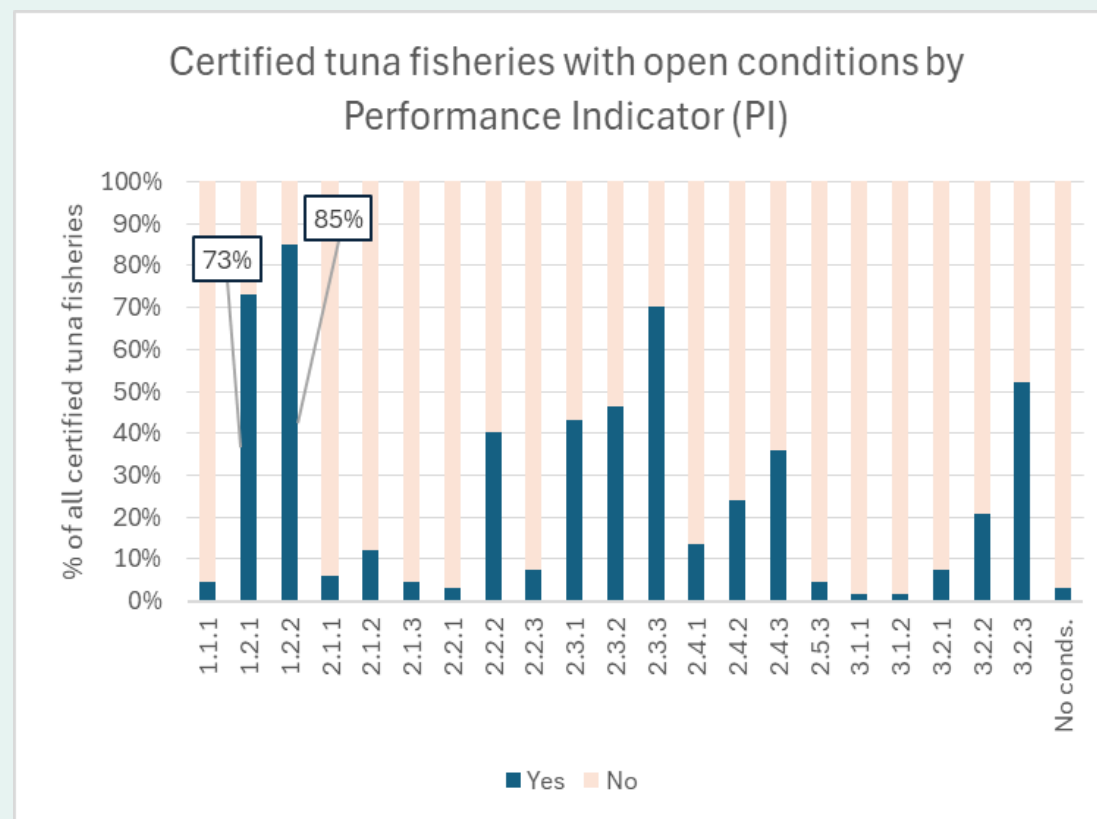
The Path Ahead

CLOSING OPEN CONDITIONS FOR MSC-CERTIFIED TUNA FISHERIES

Of all open conditions for tuna fisheries certified against the MSC Fisheries Standard, the two PIs with the highest number of conditions are 1.2.1 and 1.2.2.

Over half of these conditions correspond to harmonized conditions opened during application of Section SE to Western Pacific stocks

The rest correspond to other stocks in the Pacific, Atlantic and Indian oceans



PI 1.2.1 – Harvest Strategy

PI 1.2.2 – Harvest Control Rules & Tools

The Path Ahead

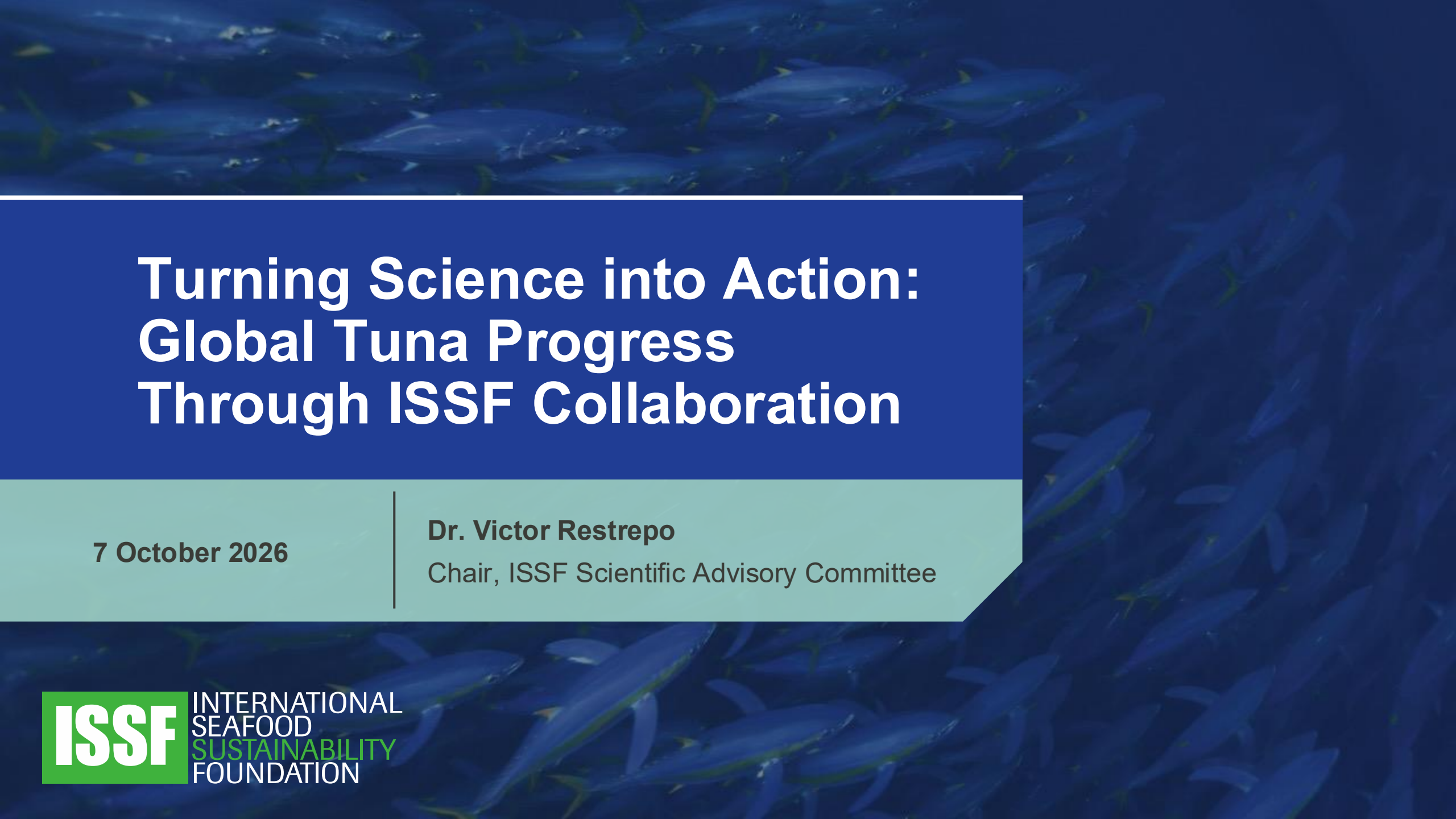
ISSF is the only NGO exclusively dedicated to achieving sustainable tuna fisheries

- Stands apart for its **expertise across tuna science, fishery management, and industry operations**
- **Diverse governance structure includes scientists, environmental NGOs, and seafood companies** — bringing all stakeholders to the table in an aligned, science-forward approach
- Leads collaborative efforts to improve tuna fishery sustainability through **innovation, implementation integrity** — a powerful force for change



A large school of blue fish, possibly sardines or anchovies, swimming in the ocean. The fish are densely packed and moving in a coordinated manner, creating a sense of motion and depth. The water is a deep blue, and the fish have a silvery-blue sheen.

Q&A



Turning Science into Action: Global Tuna Progress Through ISSF Collaboration

7 October 2026

Dr. Victor Restrepo

Chair, ISSF Scientific Advisory Committee

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Turning Science into Action:

Global Tuna Progress Through ISSF Collaboration

TODAY'S TOPICS



Tuna Stock Health



Harvest Strategies



**Bycatch Mitigation &
FAD Management**



**Traceability &
Mitigating IUU**



**Observer Coverage &
Electronic Monitoring**



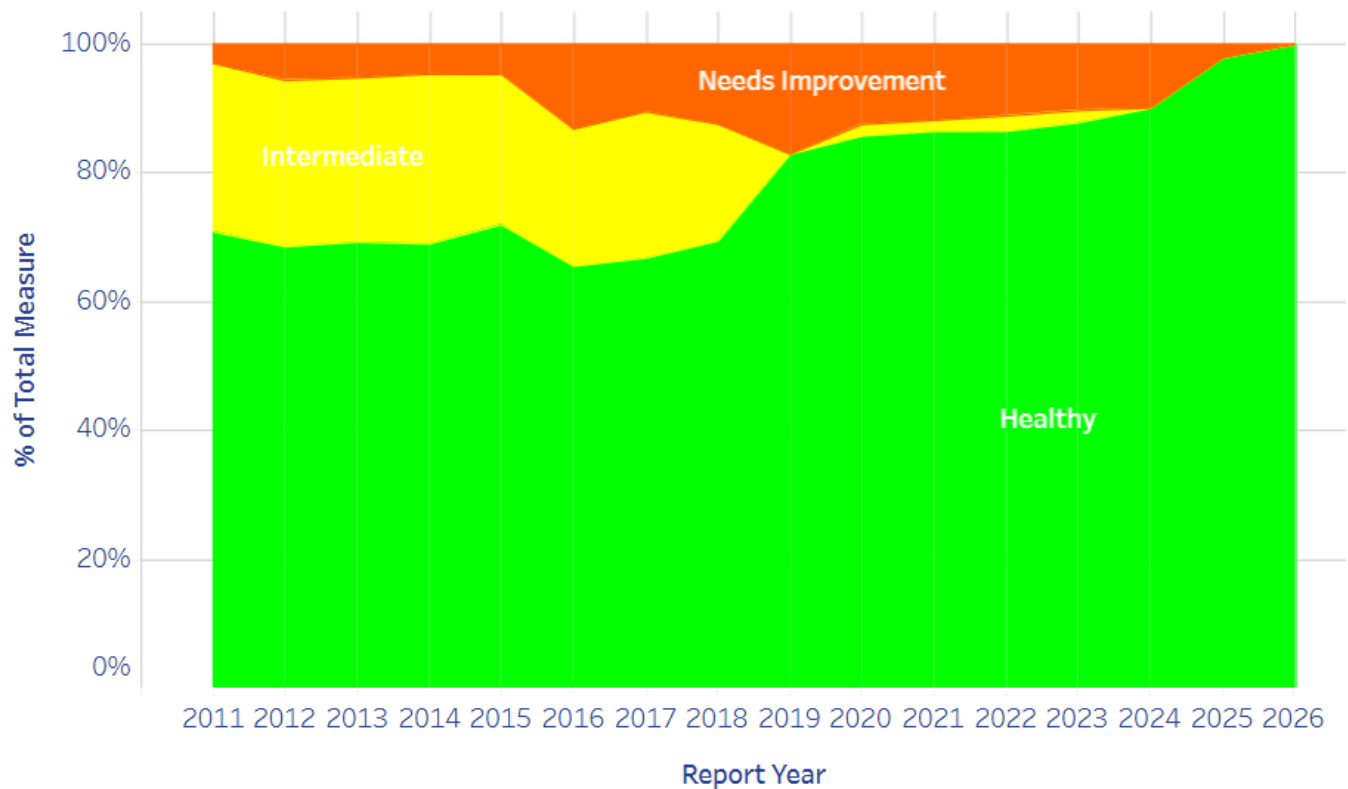
Tuna Stock Health

ISSF

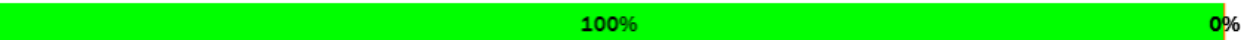
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Status of the 23 Major Tuna Stocks

AS OF JANUARY 2026



Detail of 2026 (rounded)



A growing share of the global tuna catch comes from stocks that are not subject to overfishing, thanks largely to improved management by RFMOs.

Status of the Major Commercial Tuna Stocks

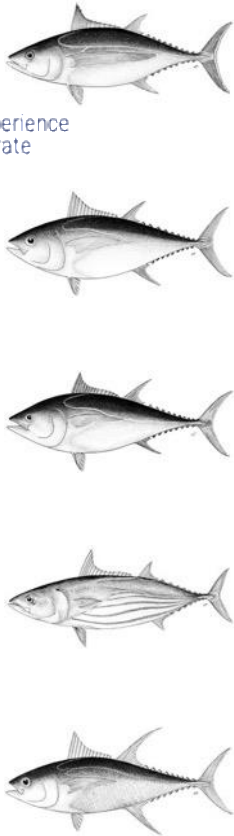
AS OF JANUARY 2026



Compiled from RFMO reports.

7 Species,
23 stocks

In 2024,
global catch
was
5.8 million
tonnes



STOCK	CATCH	SSB	F
Albacore tuna			
PO-ALB-N	42		
PO-ALB-S	74		
AO-ALB-N	24		
AO-ALB-S	21		
AO-ALB-M	2		
IO-ALB	36		
Bigeye tuna			
EPO-BET	55		
WPO-BET	141		
AO-BET	55		
IO-BET	87		
Bluefin tuna			
PO-PBF	18		
AO-BFT-E	39		
AO-BFT-W	3		
SH-SBT	18		
Skipjack tuna			
EPO-SKJ	642		
WPO-SKJ	2052		
AO-SKJ-E	182		
AO-SKJ-W	23		
IO-SKJ	625		
Yellowfin tuna			
EPO-YFT	307		
WPO-YFT	716		
AO-YFT	140		
IO-YFT	490		

IO YFT	
STOCK ABUNDANCE	FISHING MORTALITY
According to the latest assessment, SSB_{2023} is likely above SSB_{MSY} .	Catches have generally decreased since 2018, when the rebuilding plan began, until 2023. F_{2023} is likely below F_{MSY} indicating that the stock is not being overfished.

Last date of a change in Color Ratings: January, 2026.

Changes from the previous (March, 2025) Color Ratings: The Abundance rating changed from Yellow to Green.

The ISSF SAC acted conservatively and waited a year for the assessment inputs to be reviewed.

IO YFT accounts for more than 8% of the global tuna catch, so this change is influential in the statistics cited earlier



Harvest Strategies

ISSF

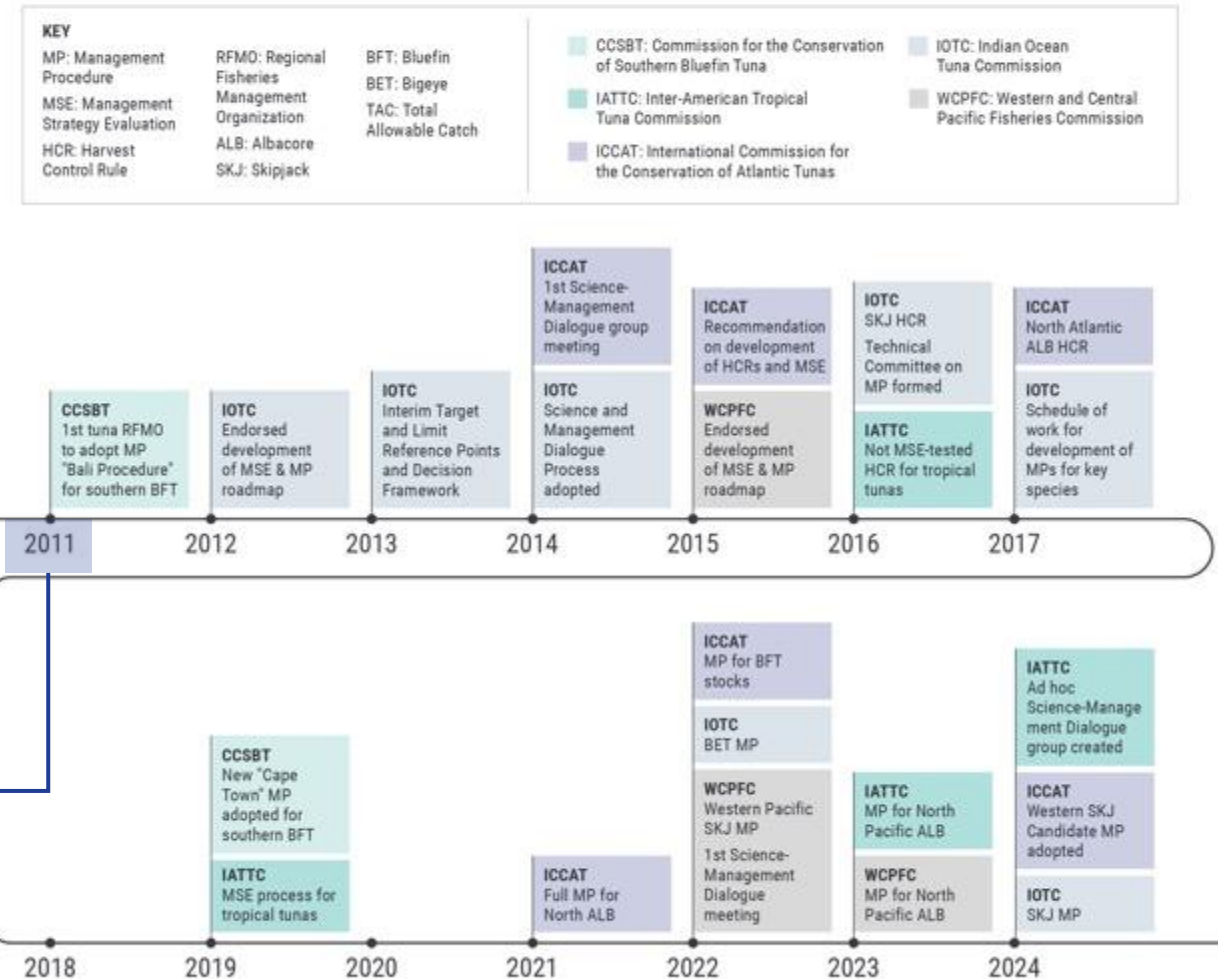
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Why Harvest Strategies Matter

Harvest strategies (aka management procedures or MPs) are essential tools for sustainable, science-driven fisheries management

- Include monitoring programs, stock assessments, harvest control rules (HCRs), & reference points to guide management
- Define management responses in advance to help reduce political pressure and promote transparency, consistency, and long-term stock health

Tuna RFMOs and the Development of MSE and Precautionary Management Procedures for Tunas | A Timeline of Key Milestones



15 Years Ago

RFMOs just beginning to consider the adoption of harvest strategies

HS/MP progress in tuna RFMOs

52% of global tuna catch has MPs

0.7% * NP ALB

IATTC

0%*

ICCAT

1.6%
(18%)

CCSBT

0.3%
(100%)

IOTC

12.3%
(51%)

WCPFC

36.7% *
(71%)

All RFMOs are in the process of developing and adopting HS/MP for their tuna stocks

Bold % = Share of global tuna catch
(%) = Share within RFMO



Bycatch Mitigation & FAD Management

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All Fisheries Have Impacts

Non-Target Species Caught in Tuna Fisheries

Order of mortality - from highest to lowest
(gears with minimal impact are not listed)

! All fishing gears have environmental impacts. Depending on the species, some gears have more impact than others.



**MANTA
RAYS**

Purse Seine free school set > **Purse Seine** floating object set > **Longline**
more than



**WHALE
SHARKS**

Purse Seine whale shark set ≈ **Gillnet**
about the same as



**SEA
TURTLES**

Gillnet >> **Longline** >> **Purse Seine**
much more than



CETACEANS

Gillnet > **Trawl** ≈ **Longline** ≈ **Purse Seine** dolphin set >> **Purse Seine** other



SEABIRDS

Longline >> **Trawl** ≈ **Gillnet**



SHARKS

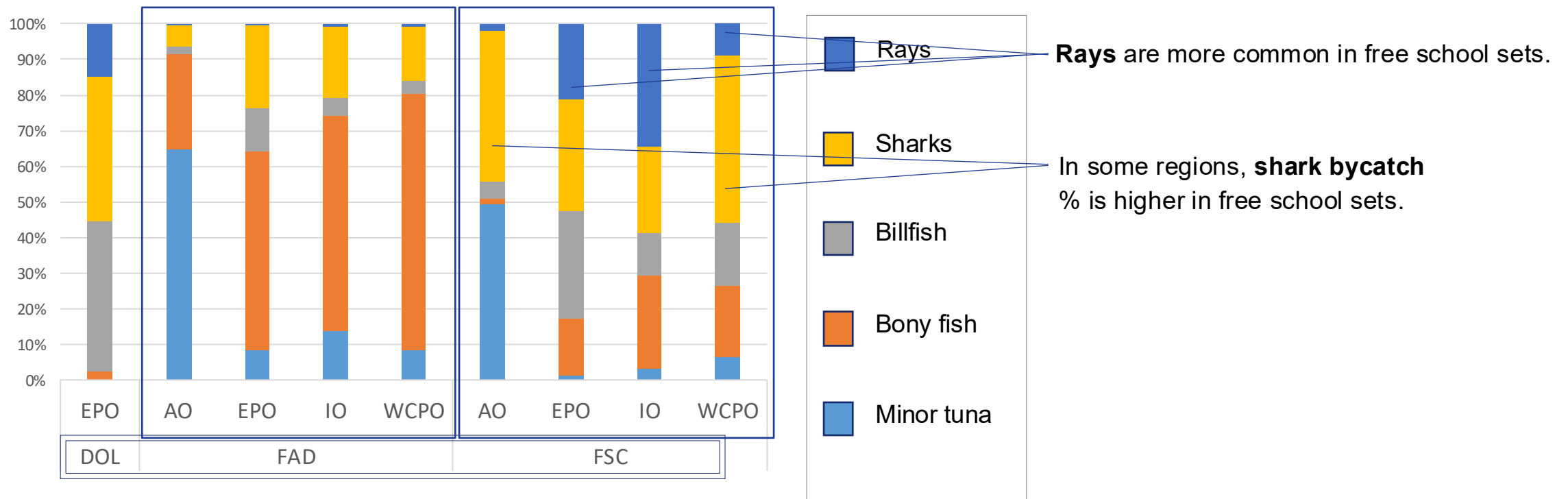
Gillnet ≈ **Longline** >> **Purse Seine** floating object set > **Purse Seine** free school set

Source: ISSF Technical Report 2015-02 – Preliminary study of the relative fishery impacts on non-tuna species caught in various tuna fisheries

Purse Seine Bycatch

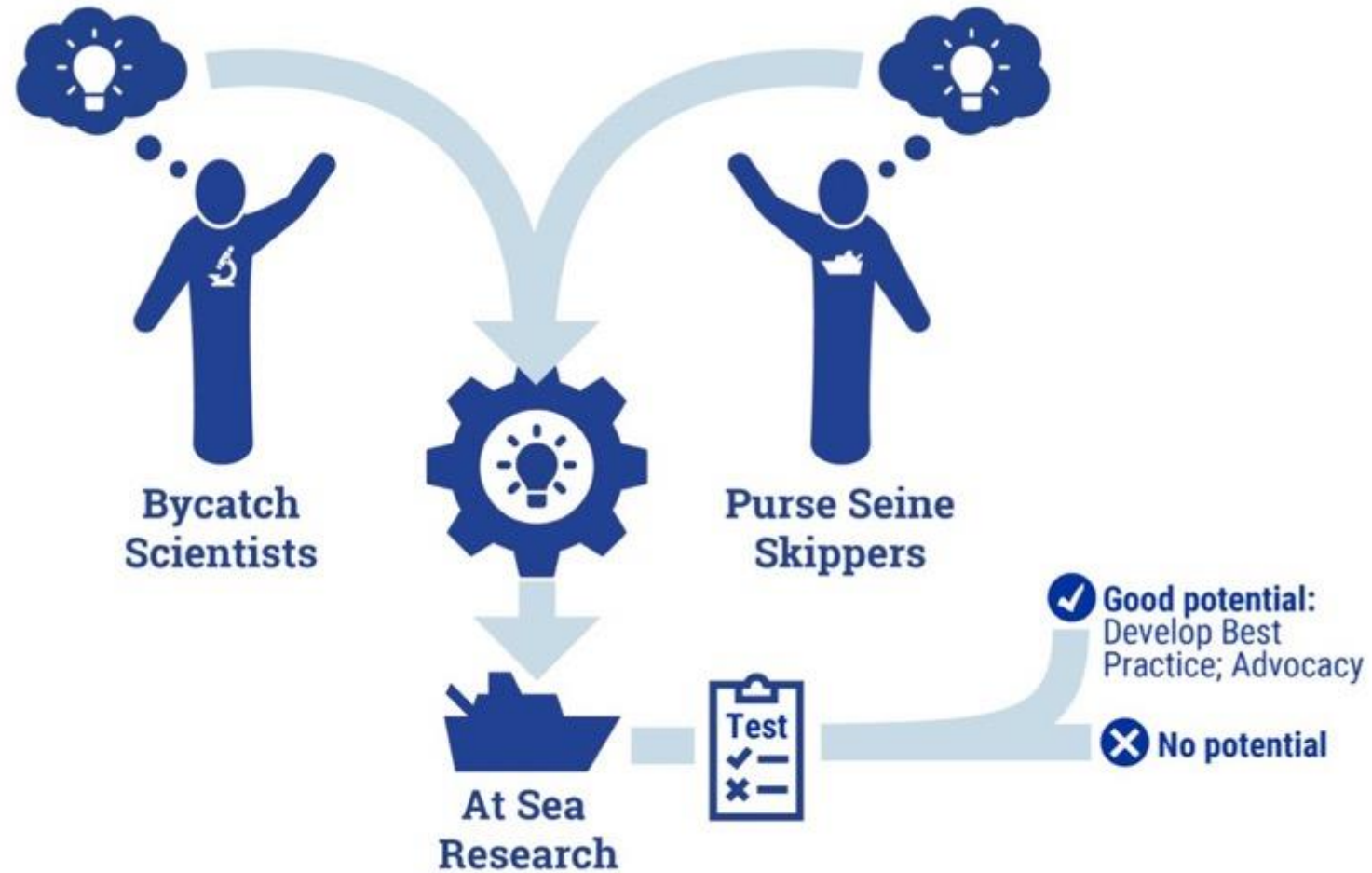
BY SPECIES GROUP

ALL OCEANS — Current % Bycatch by Species Group & Set Type



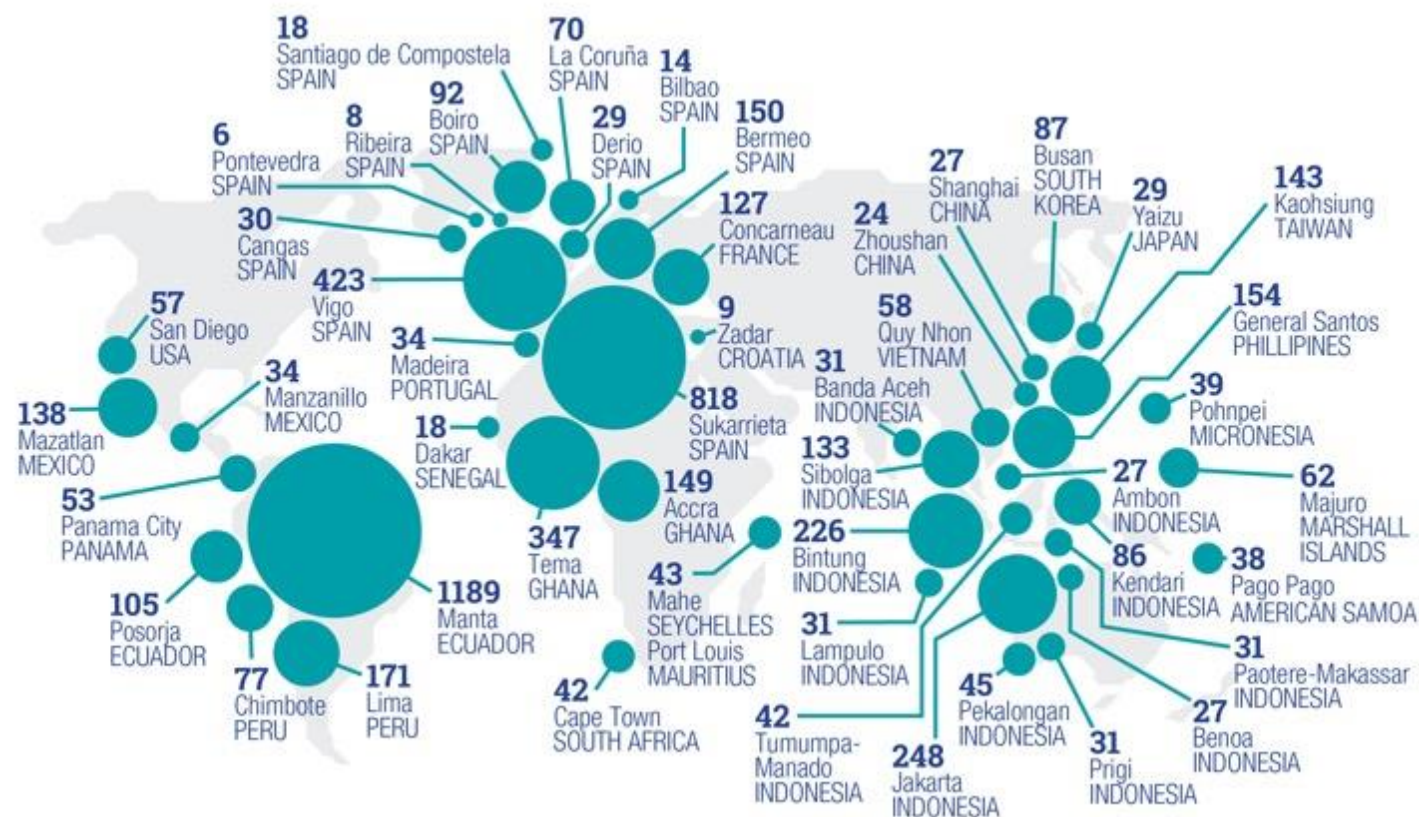
Source: Observer data provided from SPC (WCPO), IATTC (EPO) and by the research institutes in charge of EU-PS observer programs in the Atlantic and Indian oceans. Data is 2013-2017 for all oceans, except Atlantic Ocean, which is 2012-2016. Note: "FAD" to include all associated sets, e.g. sets on natural logs would be included there too.

Our Approach to (Bycatch) SCIENCE



Our Approach to (Bycatch) SCIENCE

ISSF SKIPPERS WORKSHOP ATTENDANCE | 2009–June 2025

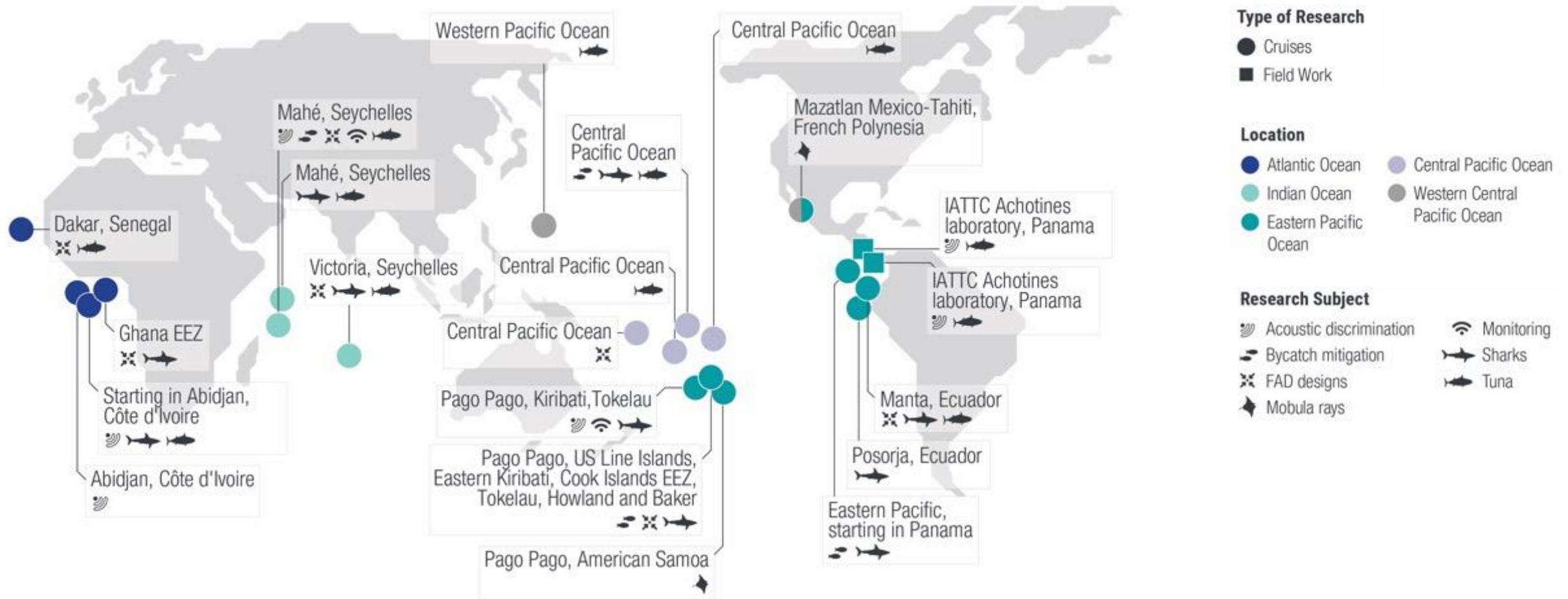


ISSF has conducted **135 Workshops**, in **44 Locations** / **23 Countries**, with **4,900 Skippers and Crew**

At-Sea Research & Experiments

2011-2024

Excludes biodegradable FAD tests



Chronological Hierarchy of Bycatch Mitigation



Understanding Entanglement at FADs

Scientists, Managers, Fishers:

Problem of entanglement of sharks in nets of FADs was considered negligible compared to fishery mortality.

Filmatier, J.D., Capello, M., Deneubourg, J., Cowley, P.D. and Dagorn, L. (2013), Looking behind the curtain: quantifying massive shark mortality in fish aggregating devices. Frontiers in Ecology and the Environment, 11: 291-296. <https://doi.org/10.1890/130045>

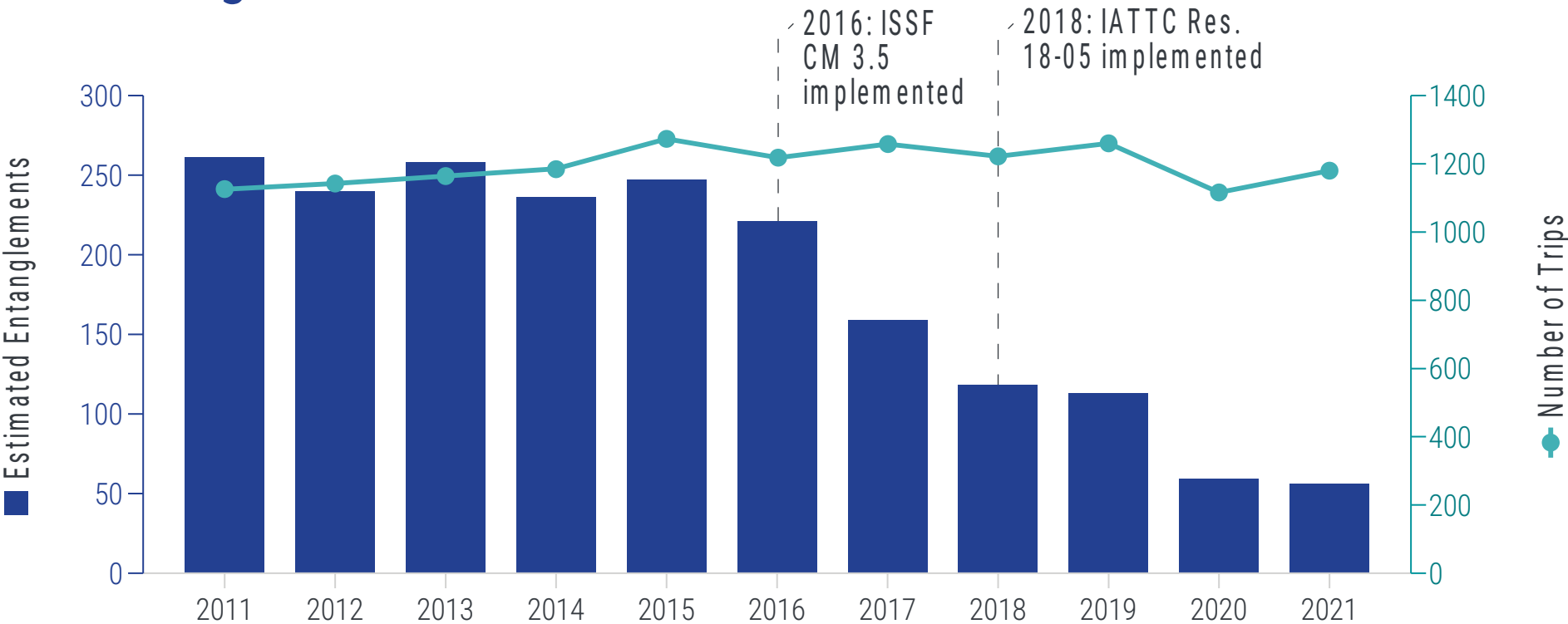


Entanglements at FADs in the Eastern Pacific

OBSERVER DATA REVIEW



Sea Turtle Rate of Entanglement in Tuna Fisheries



Fully NEFADs Without Netting



NON-Entangling FADs

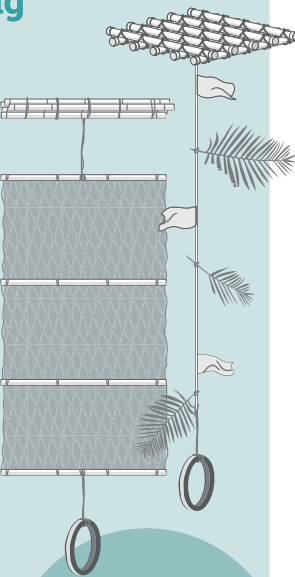
RAFT

Not constructed or covered with canvas, tarpaulin or shade clothes.

TAIL

Subsurface structure is made with ropes, canvas or nylon sheets, or other non-entangling materials.

More detail on the previous page.



These FADs are expected to have no risk of causing entanglement.

No netting is used in any components (raft and tail)



LOWER Entanglement Risk FADs

RAFT

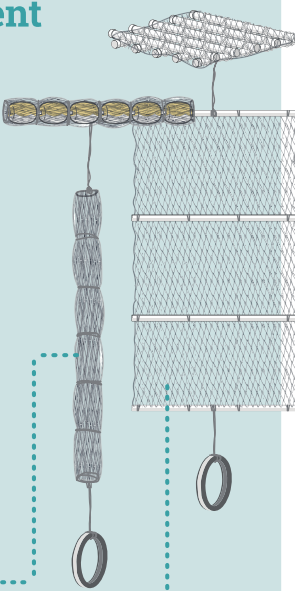
Use only small mesh netting (< 2.5 inch / 7 cm stretched mesh) if covering with net (both upper and submerged parts).

If small mesh netting is used as cover, it is tightly wrapped, with no loose netting hanging from the raft.

TAIL

If net is used as submerged tail, could be of any mesh size if tightly tied into sausage-like bundles.

If open panel netting is used, only small mesh size (< 2.5 inch [7 cm] stretched mesh) can be used, but weight the panel to keep it taut.



Despite using netting, these design elements reduce the risk of entanglement events.



HIGH Entanglement Risk FADs

RAFT

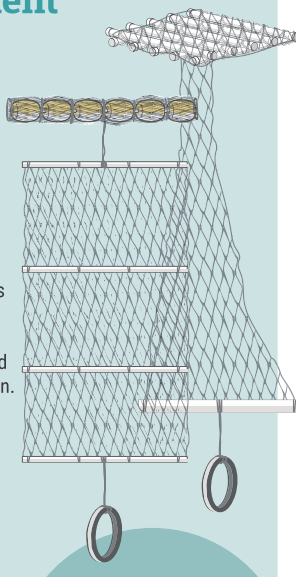
Covered with large mesh netting (e.g. > 2.5-inch mesh).*

If mesh size is larger than 2.5 inches (both in the upper or submerged part), it is high entanglement, whether the net is tightly tied or covered by canvas or tarpaulin.

TAIL

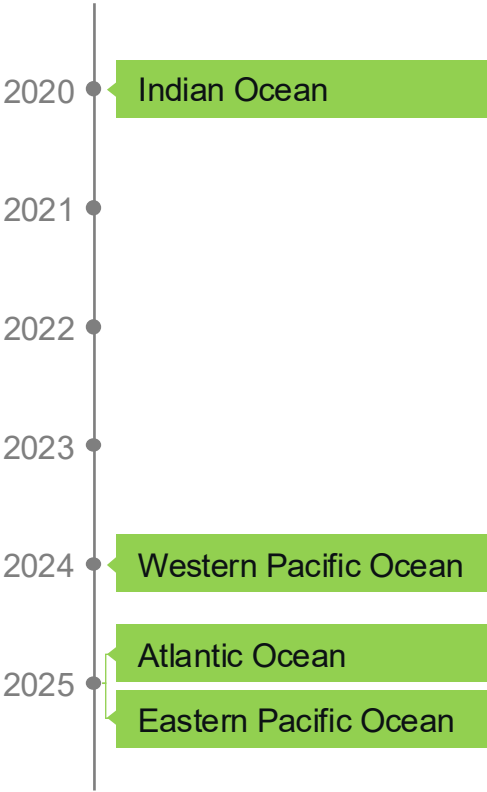
Submerged part of the FAD constructed with open panels of large mesh netting (> 2.5-inch mesh).

*Accounting for mesh sizes available in the market, 2.5 inch (7 cm) mesh size offers the lowest likelihood of entanglements across species and body parts.



These FADs are known to cause entanglements with turtles and sharks.

Non-Entangling Timeline

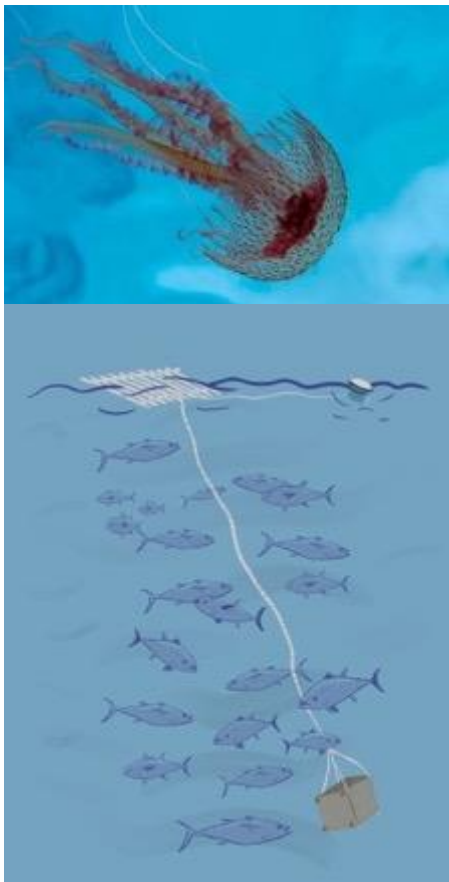


Non-Entangling AND Biodegradable: Jelly-FAD Design

Conventional FAD



Jelly-FAD



Marine Policy 147 (2023) 105352

Contents lists available at ScienceDirect

Marine Policy

journal homepage: www.elsevier.com/locate/marpol

The Jelly-FAD: A paradigm shift in the design of biodegradable Fish Aggregating Devices

Gala Moreno^{a,*}, Joaquín Salvador^b, Iker Zudaire^c, Jefferson Murua^c, Josep Lluís Pelegri^b, Jon Uranga^c, Hilario Murua^b, Maitane Grande^c, Josu Santiago^c, Víctor Restrepo^a

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^b Institut de Ciències del Mar (ICM), Pasadís Marítim de la Barceloneta, 37-49, 08003 Barcelona, Spain
^c AZTI, Marine Research, Basque Research and Technology Alliance (BRTA), Pasaia, Gipuzkoa, Spain

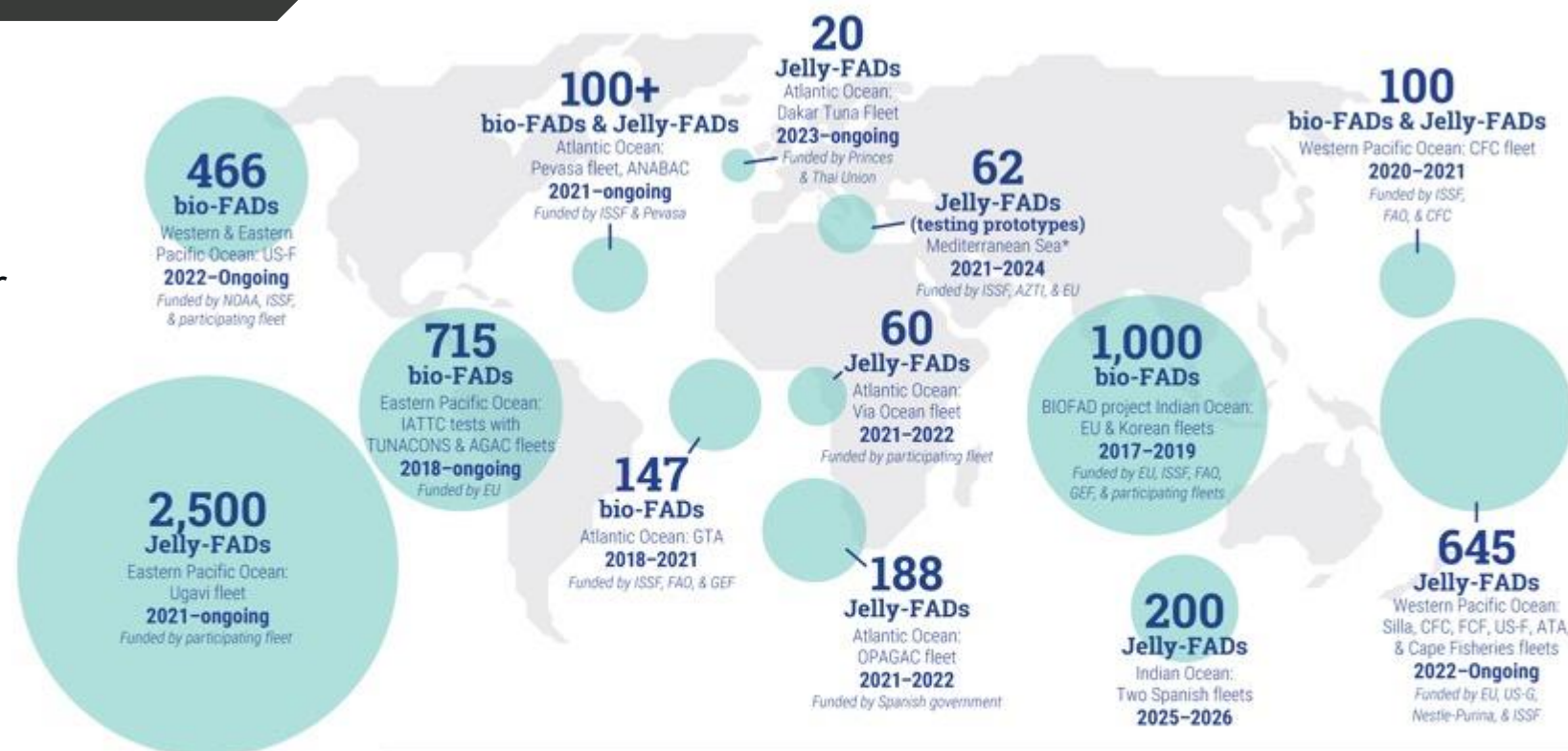


Conclusion from bioFAD Trials

NEW ISSF TRIALS & LARGE-SCALE DEPLOYMENT

- **Achieve similar catches and performance** as conventional FADs
- **Lifespan:** sets were made after **11 months at sea, meeting fishers' needs for lifespan**
- Success relies on **number of Jelly-FADs deployed**
- **Ongoing tests** w/ fleets from Korea, Taiwan, China, Spain, FSM, USA and Ecuador
- **Next Steps:** Test a new generation of Jelly-FADs in controlled conditions

2018–PRESENT



AGAC = Association of Large Tuna Freezers
ANABAC = La Asociación Nacional de Armadores de Buques Atuneros Congeladores

ATA = American Tunaboat Association
AZTI = AZTI Tecnalia
CFC = Caroline Fisheries Corporation
EU = European Union
FAO = Food and Agriculture Organization of the United Nations

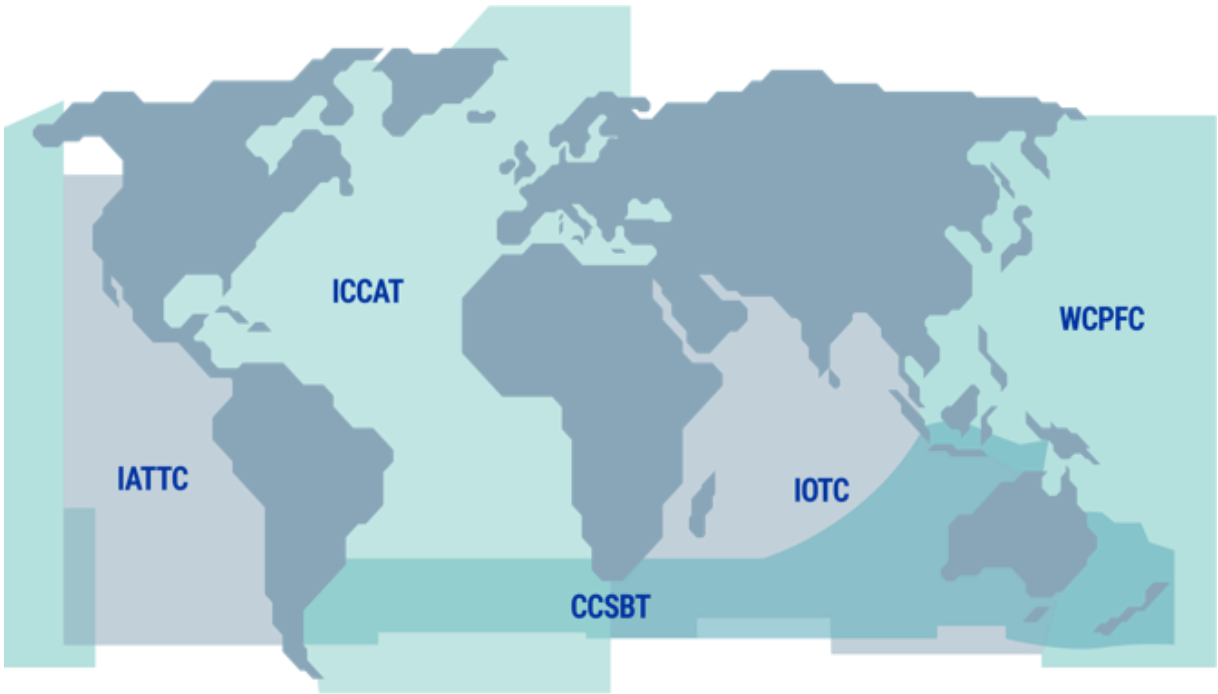
FCF = Fong Chun Formosa
GEF = Global Environment Facility
GTA = Ghanaian Tuna Association
NOAA = National Oceanic and Atmospheric Administration

SPC = The Pacific Community
US-F = United States Fleets
US-G = United States Government

*With ICM-CSIC and FAO-GEF Common Oceans Project

Management Measures on Biodegradable FADs

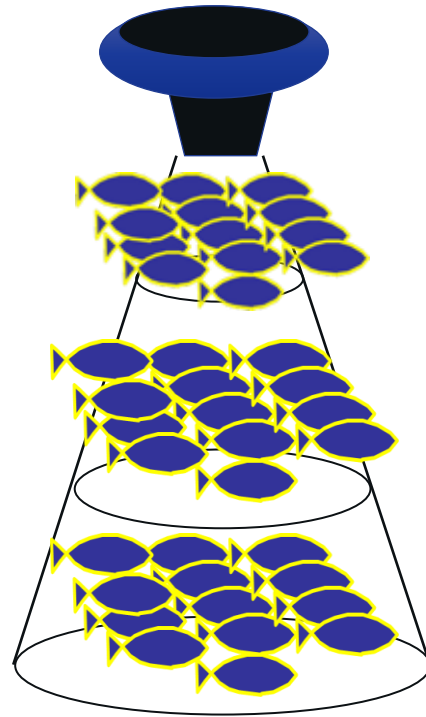
RFMO	Management Measures
IATTC 2023	✔ Stepwise implementation from 2026 to 2029 (Except plastic flotation). In 2030, decide about plastic flotation.
WCPFC	⋯ Not required but encouraged
IOTC	✔ Stepwise implementation from 2026 to 2030. Including flotation.
ICCAT	✔ Stepwise implementation from 2025 to 2028. Including flotation.



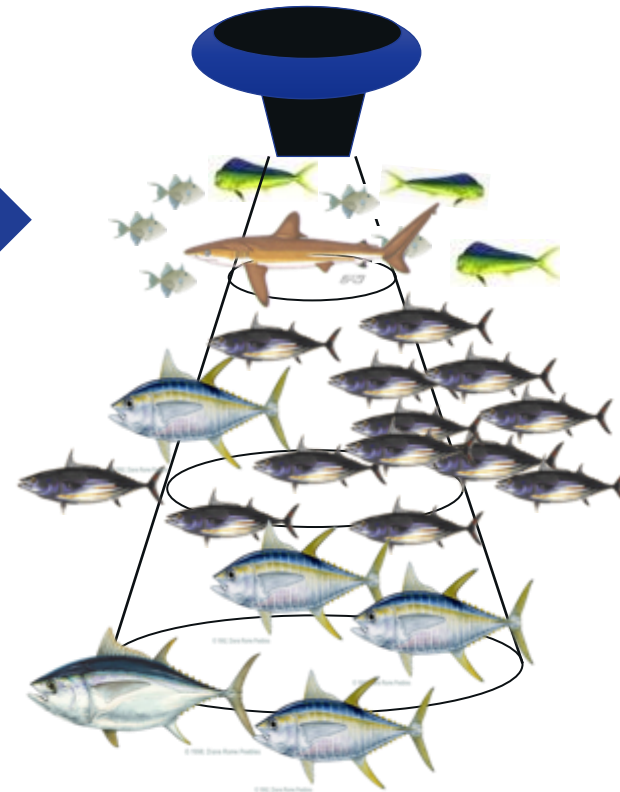
Chronological Hierarchy of Bycatch Mitigation



ROUGH BIOMASS ESTIMATES

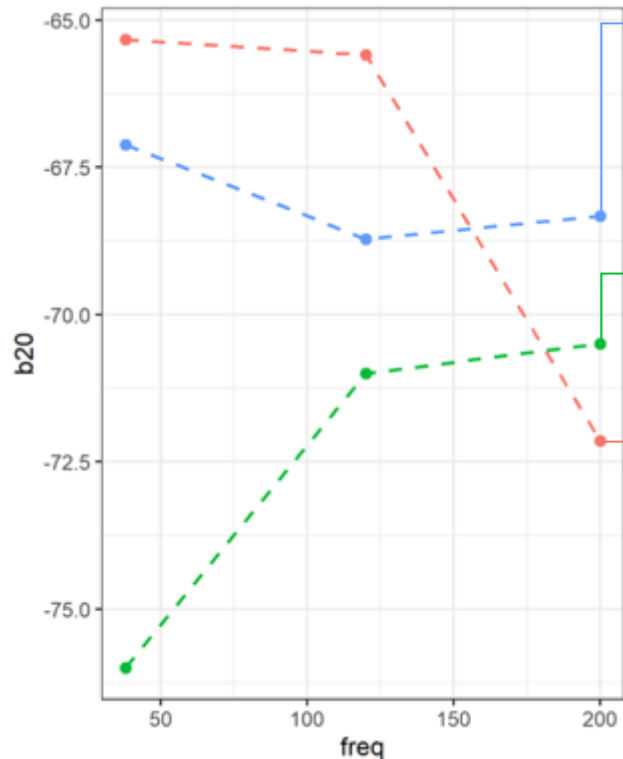


BIOLOGICALLY RELEVANT MEASURES



Acoustic Discrimination

Three tropical tunas Target Strength (TS) published:



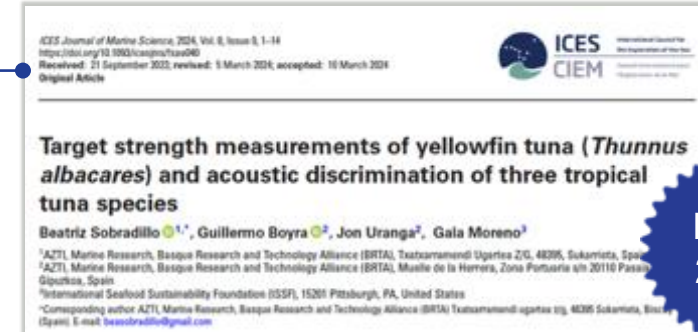
YFT TS obtained in Panama has an intermediate value between BET and SKJ and a fairly flat frequency response.

SKJ TS grows with frequency, as expected, due to its lack of swimbladder.

BET TS is much higher, staying at 38 and 120, dropping drastically at 200 kHz.



Yellowfin
Thunnus albacares



**NEW
2024**



Skipjack
Katsuwonus pelamis



Bigeye
Thunnus obesus



Acoustic Discrimination



- Support buoy manufacturers in enhancing their hardware to **differentiate tuna species**.
- Provide support to **refine algorithms** for tuna species discrimination.
- Develop a **training curriculum**.

RESEARCH ARTICLE

Towards acoustic discrimination of tropical tuna associated with Fish Aggregating Devices

Gala Moreno^{1*}, Guillermo Boyra², Igor Sancristobal³, David Itano⁴, Victor Restrepo¹

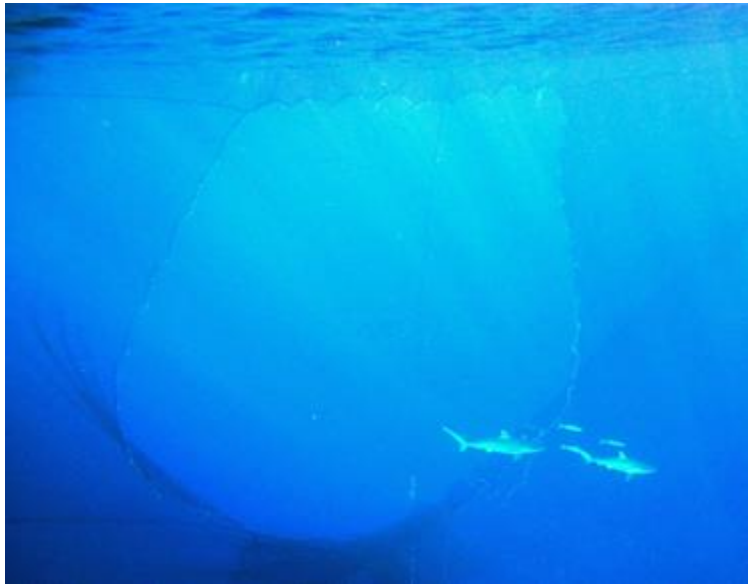
¹ International Seafood Sustainability Foundation (ISSF), Washington DC, United States of America,
² Sustainable fisheries management, Marine Research, Azti-Tecnalia, Pasaia, Gipuzkoa, Spain,
³ Sustainable Management of Fisheries, Collecte Localisation Satellites (CLS), Ramonville-Saint-Agne, France, ⁴ Fisheries consultant, Honolulu, Hawaii, United States of America

Chronological Hierarchy of Bycatch Mitigation



Shark Releases from the Net

TESTING VARIOUS METHODS



Sharks aggregate in a particular area of the net → **Create a window** in the net to let the sharks swim out.



Fish and Release → **Fishing for shark in the net**



Attracting shark on the net → Can we **attract sharks away from FADs** (e.g. using bait), then set on tunas?

... 50% success

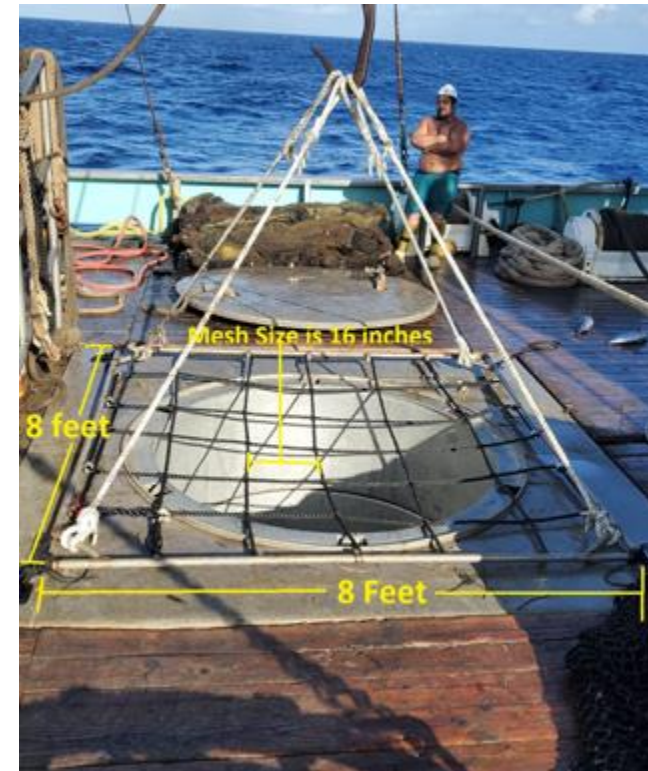
Chronological Hierarchy of Bycatch Mitigation



Design & Testing of Sorting Grids

Sorting grids constructed for each of the 12 U.S. tropical tuna purse seine vessels

Design varied based on vessel specifications.



Design & Testing of Sorting Grids



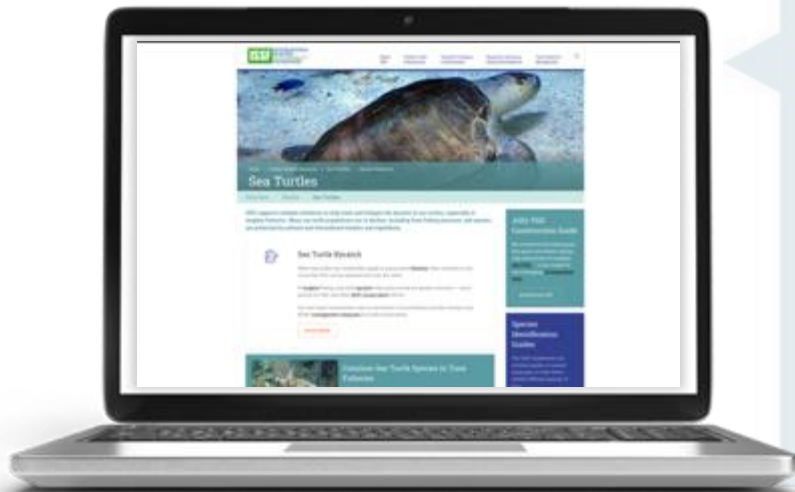
Chronological Hierarchy of Bycatch Mitigation



ISSF Sea Turtle Conservation

PROJECTS TO DATE

ISSF supports sea turtle **research, conservation, and educational projects** worldwide — including in Brazil, Tanzania, Peru, and Oman — through a more than \$100,000 annual fund created by several ISSF Participating Companies.



[iss-
foundation.org/fisher
y-goals-and-
resources/our-
priorities/bycatch-
reduction/sea-turtles](https://issf-foundation.org/fishery-goals-and-resources/our-priorities/bycatch-reduction/sea-turtles)



WESTERN PACIFIC OCEAN

- **Leatherback Conservation in Bird's Head Region, Papua Barat, Indonesia*** — Turtle monitoring and nest protection year-round at two index beaches; team in 2022 protected 1,443 leatherback nests, which produced an estimated 110,090 hatchlings, and 213 hard-shelled **species**
- **Community-Based Leatherback Conservation in Solomon Islands**

EASTERN PACIFIC OCEAN

- Prevention and Reduction of Marine Turtle Fishery Bycatch in Peru, Ecuador, and Chile* — In 2023, project supports rapid bycatch assessments and **bycatch mitigation**, including fisher and **observer** training in safe handling and release techniques, as well as use of LEDs to reduce turtle bycatch
- **Hawksbill Conservation in Nicaragua and El Salvador*** — Project spans two nesting beaches and two bycatch reduction sites; in 2022, 98% of nests laid were protected, and more than 35,000 hawksbill hatchlings were released

INDIAN OCEAN

- Monitoring and conservation of sea turtles in the Andaman and Nicobar Islands, India* — Underway since 2011, this project has enabled local community and government programs to carry out sea turtle conservation; program is well established on Little Andaman Island and is expanding to remote Nicobar Islands
- **Community based sea turtle conservation in Tanzania*** — Project has included advocacy meetings with municipal representatives, education sessions at secondary **schools**, and awareness activities for 10 villages; in 2023, a Conservation Officer network will lead conservation efforts on 19 nesting beaches in Kigamboni Municipality
- Seychelles Islands Sea Turtle Conservation
- Working with Local **Fishermen** to Mitigate Loggerhead Bycatch on Masirah Island, Oman

ATLANTIC OCEAN

- **Sea Turtle Conservation in Brazil*** — Local team has protected 1,334 sea turtle nests, including 341 loggerhead nests that produced 18,820 hatchlings, as well as 30km of beaches on the coast of Bahia, the most important loggerhead nesting area in the South Atlantic
- Mitigation of Turtle Meat Consumption on Santiago Island, Cape Verde* — Project funds have supported a radio program with fishers and fishwives, developing an educational video, and outreach awareness materials; the Cape Verde Islands have one of the world's largest loggerhead nesting populations

*Current project

Source: © ISSF website

Conclusions

PROJECTS TO DATE

- **To improve fundamental knowledge** of tunas, sharks and other vulnerable species (sensory cues, habitat and distribution)
- **To develop new techniques**, devices and fishing strategy/methods (innovative technology, improved deck configuration to handle bycatch)
- **To assist fleets in transitioning** to fully NEFAD and biodegradable FADs (evaluate whether current bioFAD designs are sufficient)
- **To develop potential management measures** to further mitigate bycatch impacts
- **To promote** fewer FADs, but “better” FADs (continue trials of innovative FADs)

HOW?

- **Interdisciplinary approach** involving oceanographers, shipyard engineers, NGOs, RFMOs
- **Collaborate closely with fishers** selecting proactive and influential participants
- **Value and Respect** fishers’ input: engage knowledgeable scientists with fishers
- **Incentives:** Support Implementation of voluntary measures
- **Monitor and Verify** the best practices and measures implemented.



Traceability & Mitigating IUU

ISSF

INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

Monitoring Transshipment — At Sea vs. In Port

AT SEA

Primarily large-scale longline



- Catch is transferred to carrier vessels at sea, including on the high seas or within EEZs
- Remote locations create greater monitoring and oversight challenges

MORE CHALLENGING TO MONITOR

IN PORT

Standard practice for purse seine



- Catch transfer occurs in port, where monitoring and verification are more readily available
- Port-based controls provide greater opportunities for direct oversight and catch verification

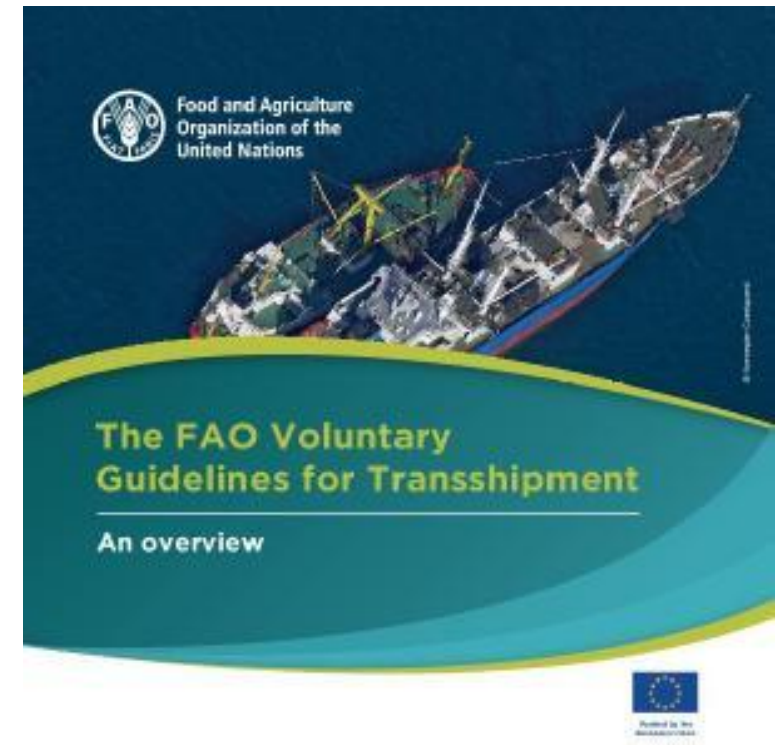
GREATER OPPORTUNITY FOR DIRECT OVERSIGHT

Strengthening Transshipment Regulations

TRANSSHIPMENT AT SEA (mostly longline, mostly high-seas)

ISSF's at-sea transshipment requirements primarily address large-scale longline vessels

ISSF advocates for RFMOs to align their transshipment regulations with FAO's 2023 Voluntary Guidelines Transshipment. Not all RFMOs have the same requirements, so our asks differ, depending on the RFMO.



Tackling IUU From Multiple Angles

Tuna processors globally commit to ISSF Conservation Measures: traceability, data collection and transshipment, among many others that deter IUU activities



Tackling IUU From Multiple Angles

Tuna fishing vessels worldwide signaling their commitment to fishing best practices that combat IUU:



ProActive Vessel Register (PVR): 3rd-party auditing validates vessels following science-based, sustainable tuna fishing practices

Vessels in Other Sustainability Initiatives (VOSI): Verified resource shows which vessels have made public sustainability commitments beyond PVR

UVI and IMO Databases: Track permanent, unique vessel identifiers

- ✓ UVI
- ✓ Not IUU Listed
- ✓ Observer Coverage
- ✓ Use of EM
- ✓ & MORE

ISSF scientific research and advocacy guides outreach to RFMOs and governments:



- **Technical advice**
- **Recommendations on effective RFMO governance**
- **Scientific research reports**

Today

All 4 tropical tuna RFMOs have adopted EM minimum standards



Observer Coverage & Electronic Monitoring

ISSF

INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

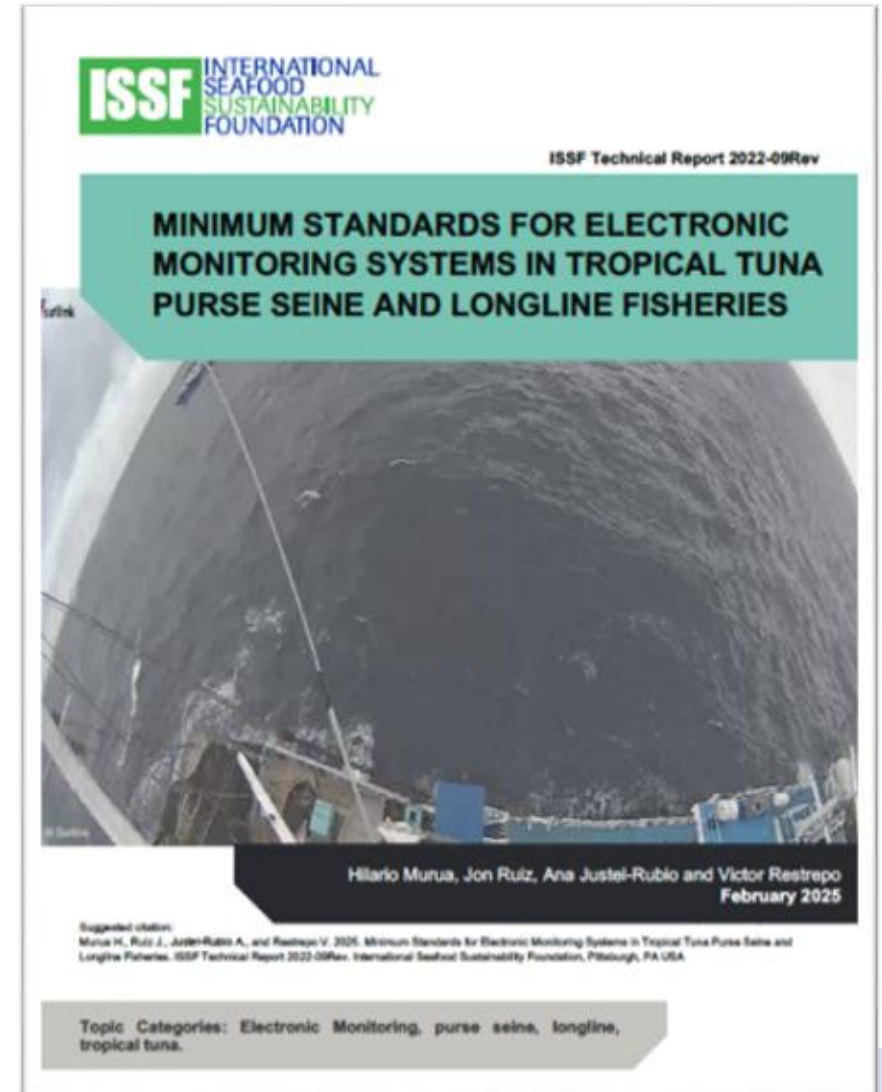
A Collaborative Push to Embrace and Standardize EM

ISSF and other partner NGOs have created EMS resources for fishers, policymakers and authorities

- Best-practices reports
- Minimum standards recommendations
- Data submission guides
- Snapshot assessments of RFMO performance toward EM requirements

EMS continuously watch, record, transmit data about activities to governments, RFMOs, other oversight organizations

- **Substitute for or supplement onboard human observer coverage**, for example, documenting catch, bycatch, transshipment and landing activities
- **Detects overfishing, safety violations and other forms of noncompliance**, including IUU fishing



Vessels in Other Sustainability Initiatives (VOSI)

A RECENTLY UPDATED & EXPANDED TOOL

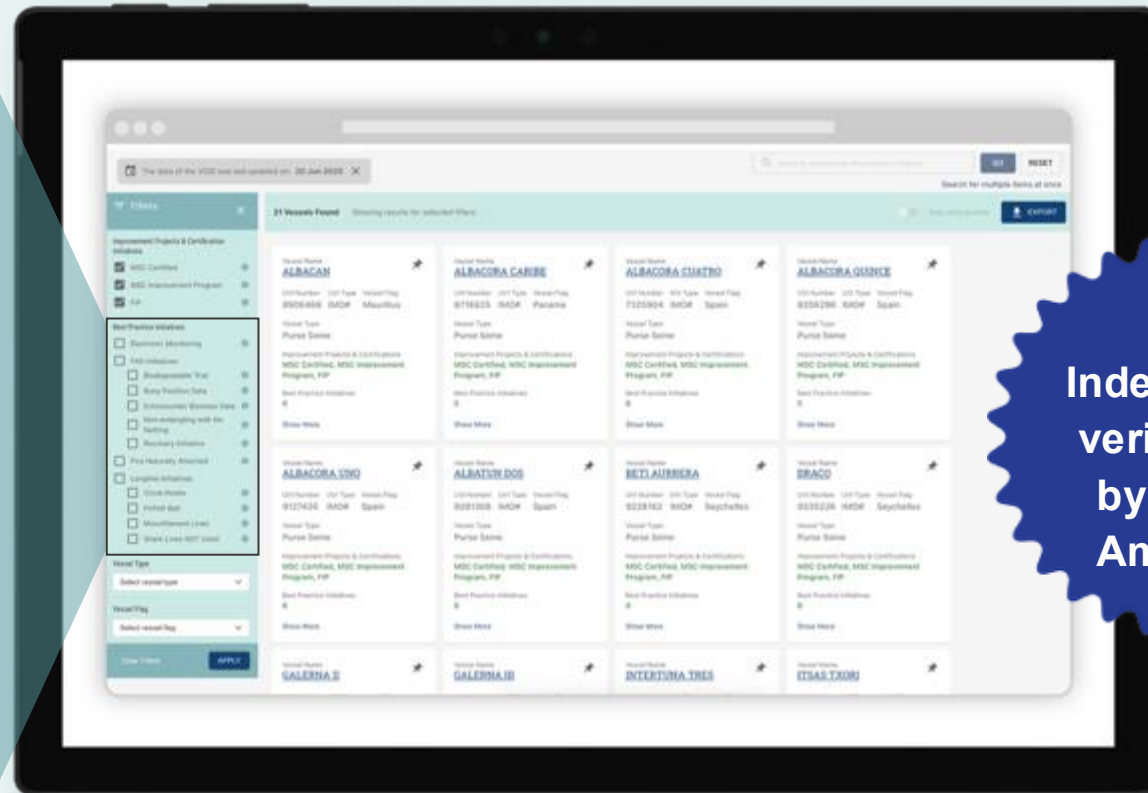
A transparency tool for the public that want to understand which tuna vessels have made public commitments to more sustainable fishing beyond the commitments reflected on the PVR

EM field in the VOSI tool is mechanism for verifying vessel participation in **The Nature Conservancy's Tuna Transparency Pledge**

VOSI tracks:

- Improvement Projects & Certification Initiatives
 - ☐ MSC Certified
 - ☐ MSC Improvement Program
 - ☐ FIP
- Best Practice Initiatives
 - ☐ Electronic Monitoring
 - FAD Initiatives
 - ☐ Biodegradable Trial
 - ☐ Buoy Position Data
 - ☐ Echosounder Biomass Data
 - ☐ Non-entangling with No Netting
 - ☐ Recovery Initiative
 - ☐ Fins Naturally Attached
 - Longline Initiatives
 - ☐ Circle Hooks
 - ☐ Finfish Bait
 - ☐ Monofilament Lines
 - ☐ Shark Lines NOT Used

~110
Vessels with
EM on VOSI



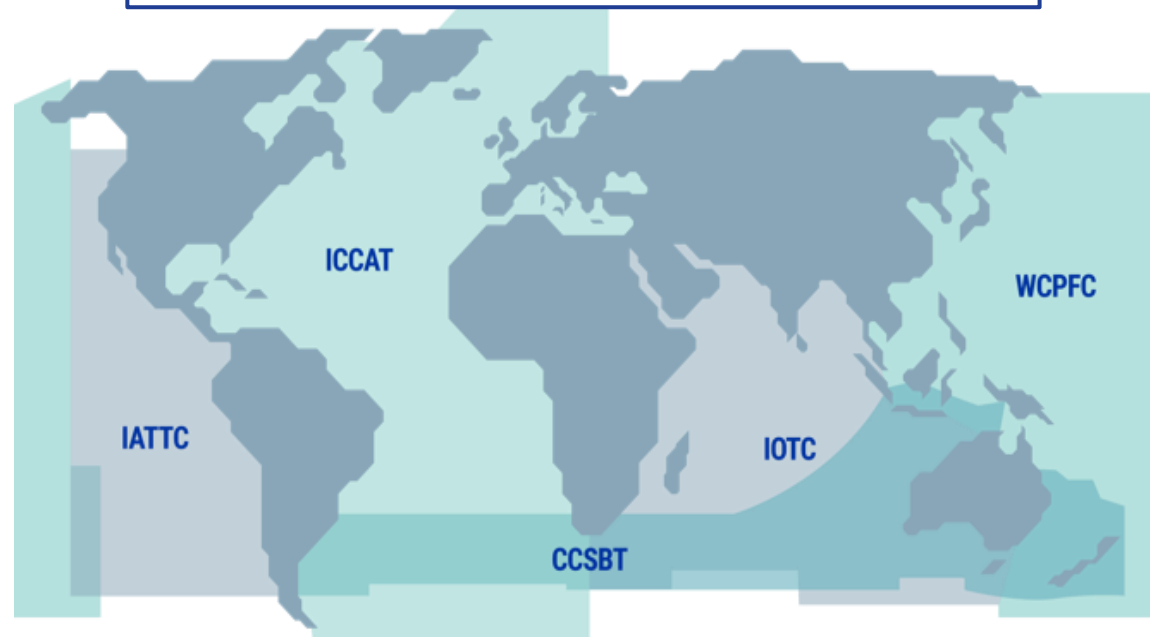
Independent
verification
by MRAG
Americas

Dramatic Strides toward Worldwide EMS Use in Recent Years

- **IATTC** - LL and PS Interim EM Minimum Standards
ADOPTED September 2024
- **ICCAT** - LL and PS EM Minimum Standards
ADOPTED November 2023
- **IOTC** - ADOPTED LL, PS, P&L EM definitions, EM
program and data minimum standards May 2023 (1st
RFMO to do so)
- **WCPFC** - LL and PS Interim EM Minimum Standards
ADOPTED September 2024

Today

All RFMOS poised to remedy
longstanding problem of subpar
observer coverage on longline vessels





Q&A

ISSF

INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

IL RUOLO DI MSC NEL PROGRESSO DELLA SOSTENIBILITÀ DEL TONNO

7 ottobre 2025





MSC- MARINE STEWARDSHIP COUNCIL



MSC: ORGANIZZAZIONE NON PROFIT INDIPENDENTE

VISION

Oceani pieni di vita e risorse ittiche preservate per le future generazioni

MISSION

utilizzare il marchio MSC e il programma di certificazione della pesca per contribuire alla salute degli oceani, influenzando le scelte delle persone durante l'acquisto di prodotti ittici e lavorando con i nostri partner per trasformare il mercato su base sostenibile.

I NOSTRI RISULTATI A OGGI

19,5%

**DEL PESCATO GLOBALE PROVIENE DA ATTIVITA' DI
PESCA COINVOLTE NEL NOSTRO PROGRAMMA**

789

ATTIVITÀ DI PESCA

63

PAESI IN TUTTO IL MONDO

22K

**PRODOTTI CON IL MARCHIO BLU MSC
NEL MONDO**



Fonte: MSC Annual Report 2026



IL MARCHIO MSC IN ITALIA



AWARENESS

53%

UNDERSTANDING

47%

TRUST

86%

**IMPATTO DEL MARCHIO MSC SULLA
PROPENSIONE ALL'ACQUISTO**

62%



VERSO UNA PESCA DEL TONNO PIÙ SOSTENIBILE

Matilde Vallerani - Responsabile delle relazioni con le attività
di pesca MSC Italia



ATTIVITÀ DI PESCA DEL TONNO COINVOLTE NEL PROGRAMMA MSC

MSC fisheries tuna figures as of June 2026

3,6 million

tonnes of MSC engaged catch*

63%

of global wild tuna catch from
MSC engaged fisheries**

3,43 million

tonnes of MSC certified catch

58%

of global wild tuna catch from
MSC certified tuna fisheries**

*Engaged means certified, in assessment, under MSC Improvement Program, or suspended.

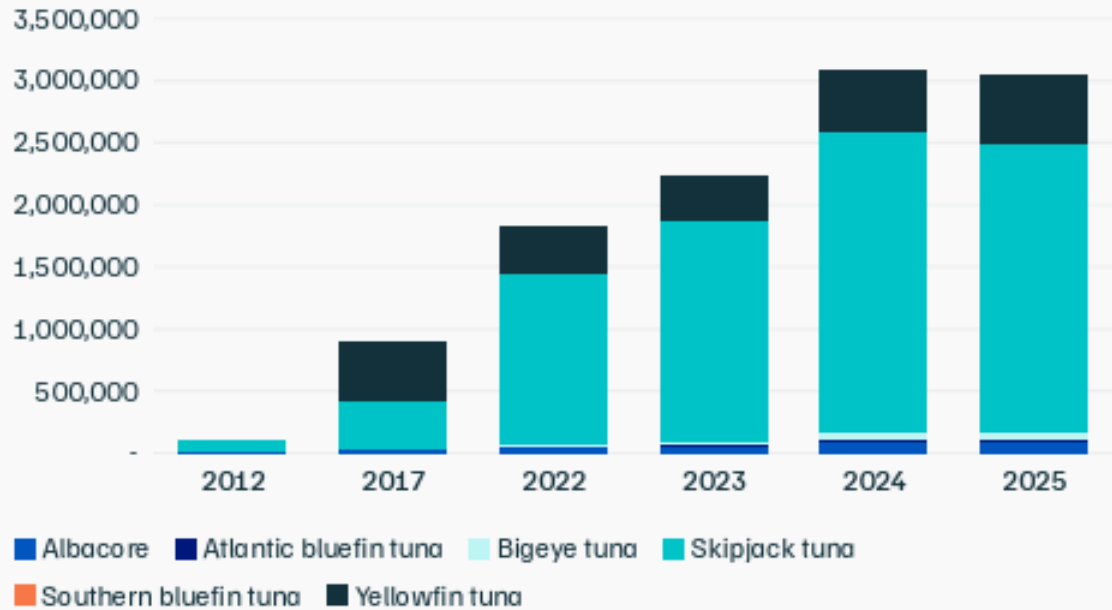
**As per UN FAO data, 2024.

Tuna volumes in the Western Central Pacific have been adjusted in overlapping fisheries.

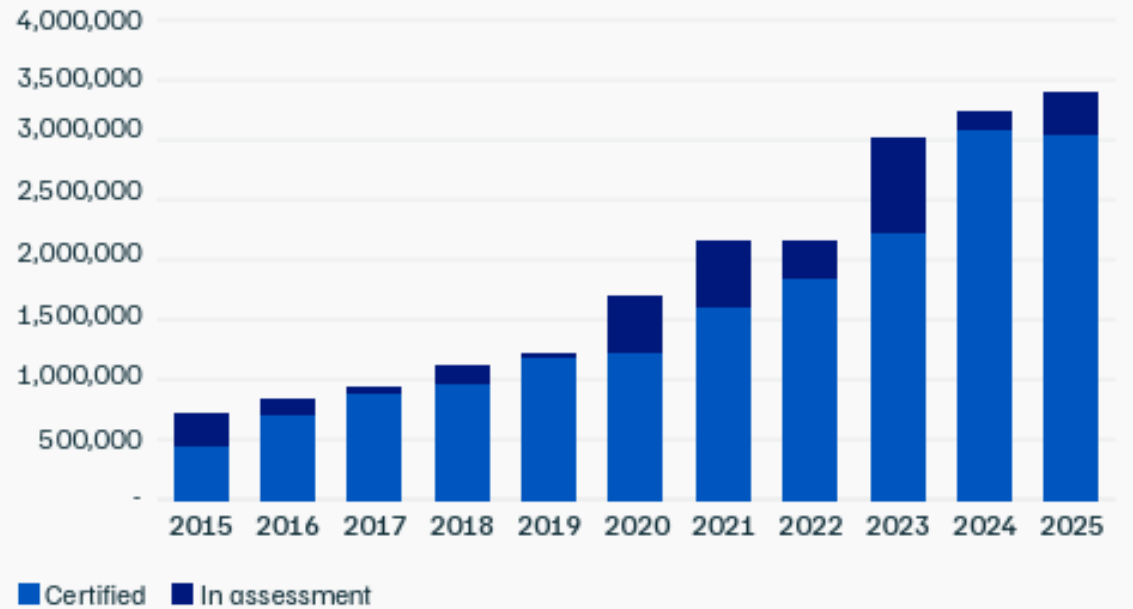
IL TONNO CERTIFICATO IN FORTE CRESCITA

Fonte: MSC Sustainable Tuna Yearbook 2026

Certified tuna volumes by year, metric tons



Growth of tuna in the MSC program, metric tons



CHE COSA SIGNIFICA SOSTENIBILE?

Principio 1: POPOLAZIONI ITTICHE IN SALUTE



1.1 Stato dello stock

- 1.1.1 Stock in buona salute
- 1.1.2 Stock in ricostruzione



1.2 Gestione dello stock

- 1.2.1 Strategie di gestione
- 1.2.2 Controllo delle catture
- 1.2.3 Informazioni e monitoraggio
- 1.2.4 Valutazione dello stock

Principio 2: IMPATTI MINIMIZZATI



2.1 Specie in-scope

- 2.1.1 Stock in buona salute
- 2.1.2 Strategie di gestione
- 2.1.3 Informazioni



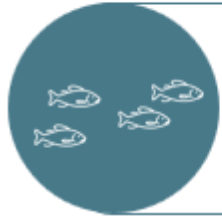
2.2 Specie ETP / out of scope

- 2.2.1 Rischi legati all'attività di pesca
- 2.2.2 Strategie di gestione
- 2.2.3 Informazioni



2.3 Habitat

- 2.3.1 Rischi legati all'attività di pesca
- 2.3.2 Strategie di gestione
- 2.3.3 Informazioni



2.4 Ecosistemi

- 2.4.1 Rischi legati all'attività di pesca
- 2.4.2 Strategia di gestione
- 2.4.3 Informazioni

Principio 3: GESTIONE EFFICACE



3.1 Governance e politiche

- 3.1.1 Quadro giuridico
- 3.1.2 Consultazione, ruoli e responsabilità
- 3.1.3 Obiettivi a lungo termine



3.2 Gestione dell'attività di pesca

- 3.2.1 Obiettivi specifici
- 3.2.2 Processi decisionali
- 3.2.3 Conformità e controllo
- 3.2.4 Prestazioni gestionali

LO STANDARD MSC E LA PESCA DEL TONNO

- Shark finning – politica **Fins Naturally Attached** per tutte le fisheries certificate
- **FADs (Dispositivi di aggregazione di pesci)** - requisiti per la gestione della prevenzione e della riduzione dell'impatto
- Protezione di **specie ETP**
- Aumento dei livelli di **monitoraggio e sorveglianza**
- Requisiti per le attività di pesca gestite dalle RFMOs (organizzazioni regionali di gestione della pesca) per incentivare l'adozione di **strategie cattura**



SOSTENIBILITÀ COME PROCESSO CONTINUO

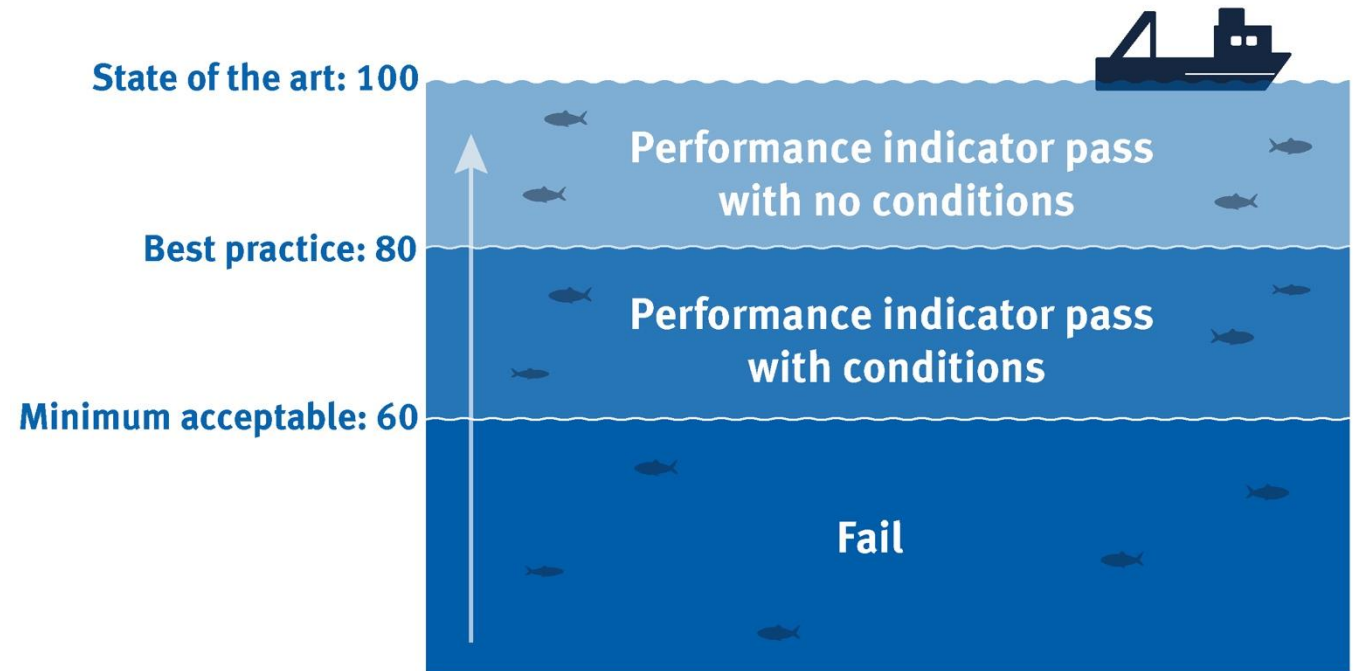
La certificazione MSC premia la **sostenibilità dinamica**, e richiede **progressi continui**.



LA CERTIFICAZIONE NON È UN TRAGUARDO STATICO

COSA SONO LE CONDIZIONI?

- Requisiti di miglioramento fissati dal CAB quando un indicatore ottiene un **punteggio 60–79**.
- La fishery resta certificata, ma deve attuare un **piano d'azione** per raggiungere **almeno 80**.
- Il CAB **verifica** ogni anno i **progressi** e il rispetto delle **scadenze**.
- Se la condizione **non viene chiusa** entro i tempi previsti, il certificato viene **sospeso**.



MIGLIORAMENTI CONCRETI

229

attività di pesca
coinvolte
nel programma MSC

248

miglioramenti negli ultimi 3 anni



39

habitat ed ecosistemi



93

specie ETP e bycatch



72

stato dello stock e
strategie di cattura



44

gestione della pesca,
governance e politiche

MIGLIORAMENTI CONCRETI

- FAD biodegradabili che non causano impigliamenti
- Riduzione delle catture accessorie
- Miglioramento della raccolta dei dati
- Sviluppo di meccanismi per la gestione e il rilascio delle catture accessorie
- Studi sulla sopravvivenza tramite marcatura satellitare
- Migliore gestione, compresi progressi verso strategie di pesca all'avanguardia



DA CONDIZIONE MSC A STRATEGIA IOTC

Il caso dell'attività di pesca *AGAC Four Oceans*

2022

PI 1.2.1 Strategia di
cattura robusta e
precauzionale
Punteggio 75
Condizione entro Y4

2022-2024

Promozione di
misure efficaci per
garantire che non
vengano superati i
limiti di cattura per il
tonno striato presso
l'IOTC

2024

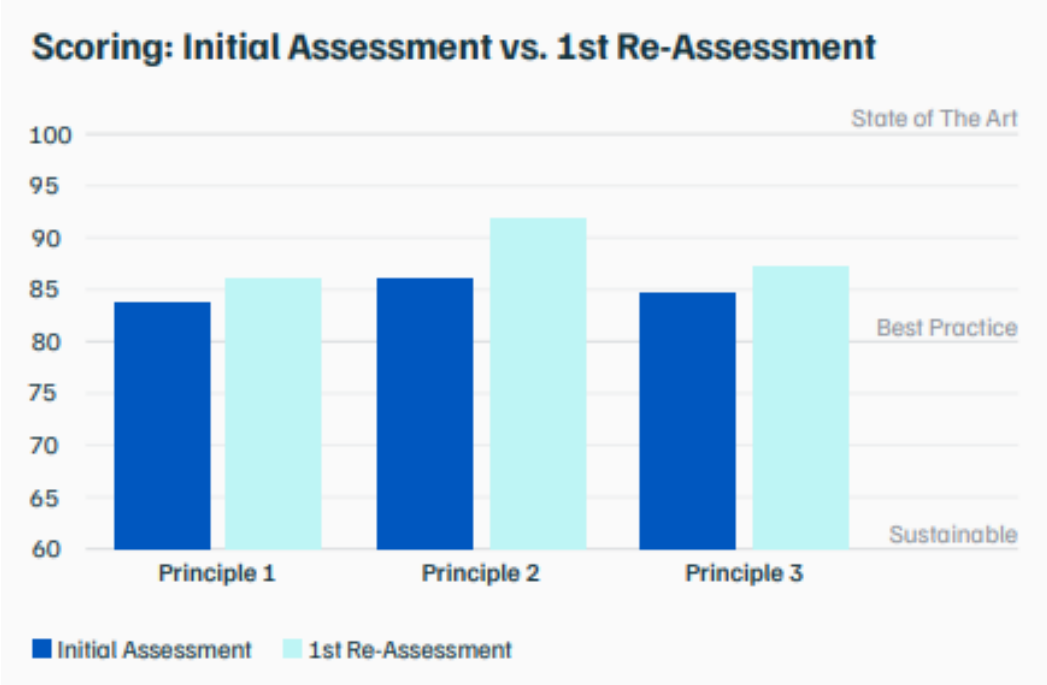
Nuova procedura di
gestione per il
tonno striato
nell'area di
competenza
dell'IOTC.

2025

Stabiliti i limiti di
cattura annuali per
flotta sulla base del
TAC complessivo
determinato dalla
nuova procedura di
gestione.

LE FISHERIES MSC MIGLIORANO CONTINUAMENTE

Fonte: MSC Sustainable Tuna Yearbook 2026



	Initial Assessment	1st Re-Assessment	% Change
Principle 1	82.63	84.17	+1.9%
Principle 2	88.38	90.63	+2.5%
Principle 3	86.71	88.54	+2.1%

Media ponderata volume catture:

	Initial Assessment	1st Re-Assessment	% Change
Principle 1	83.73	86.01	+2.7%
Principle 2	86.04	91.82	+6.7%
Principle 3	84.78	87.21	+2.9%

FISHERIES PROGRAM REVISIONS

- Evidence Requirements Framework e requisiti di monitoraggio
- Processo di certificazione
- Requisiti relativi alle specie ETP e out-of-scope
- Risk-Based Framework
- Utilizzo della Sezione SE

Consultazione pubblica sulle revisioni proposte dall'8 ottobre all'8 dicembre 2026

Webinar dedicati tra il 2 e il 6 novembre 2026

www.msc.org/fisheries-program-revisions

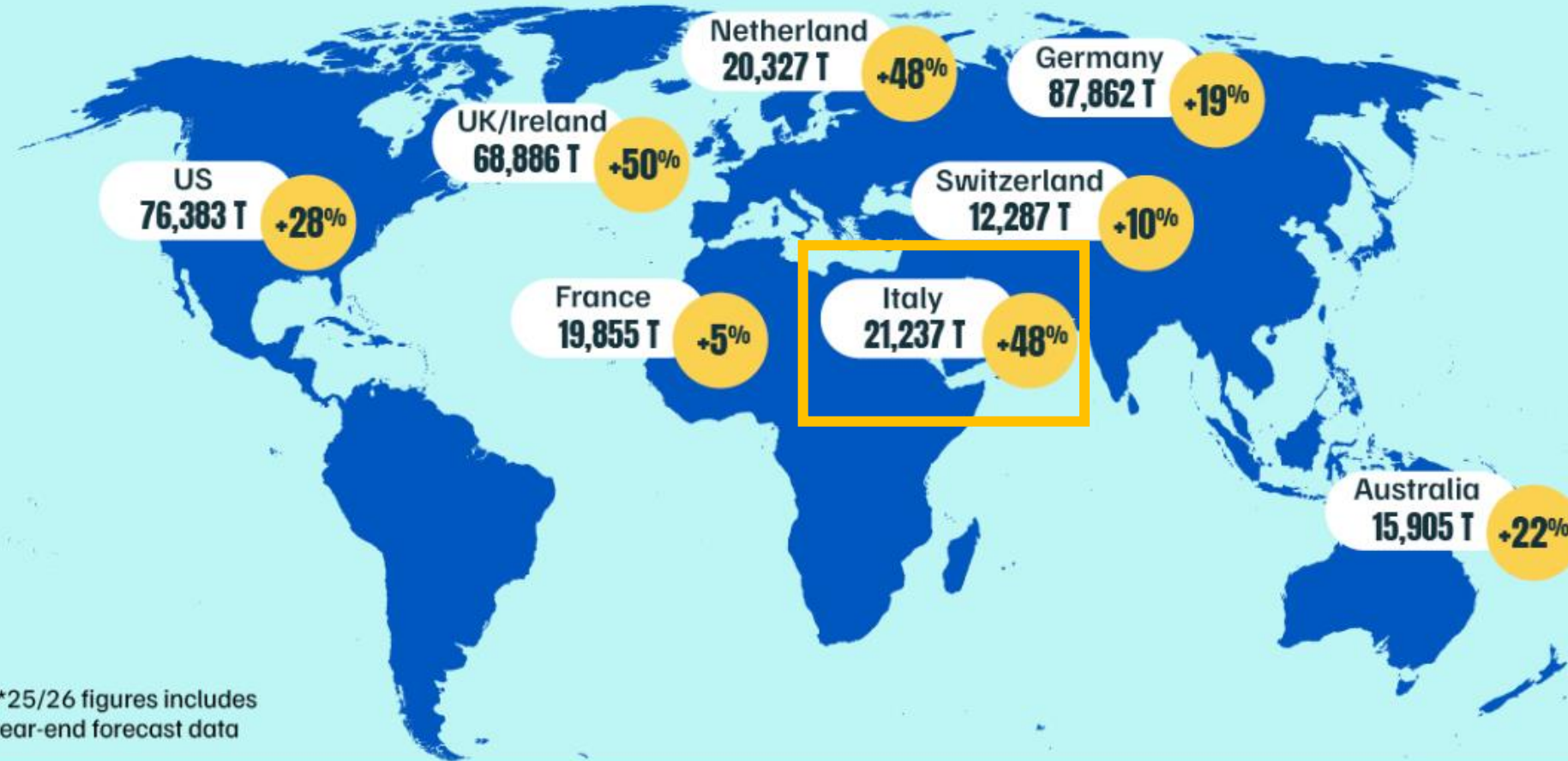
I PROGRESSI NEL MERCATO ITALIANO PER IL TONNO MSC

Paola Guglielmo - Responsabile relazioni con le aziende MSC
Italia



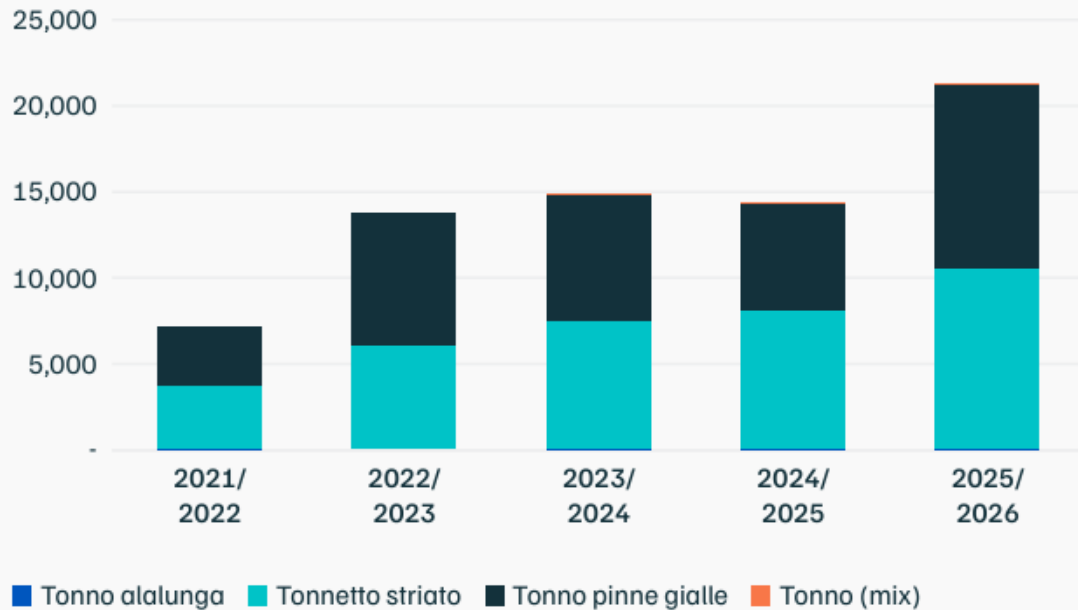
I PRINCIPALI MERCATI PER IL TONNO MSC

Top markets for MSC labelled products 25/26 (tonnes) and yearly percentage growth

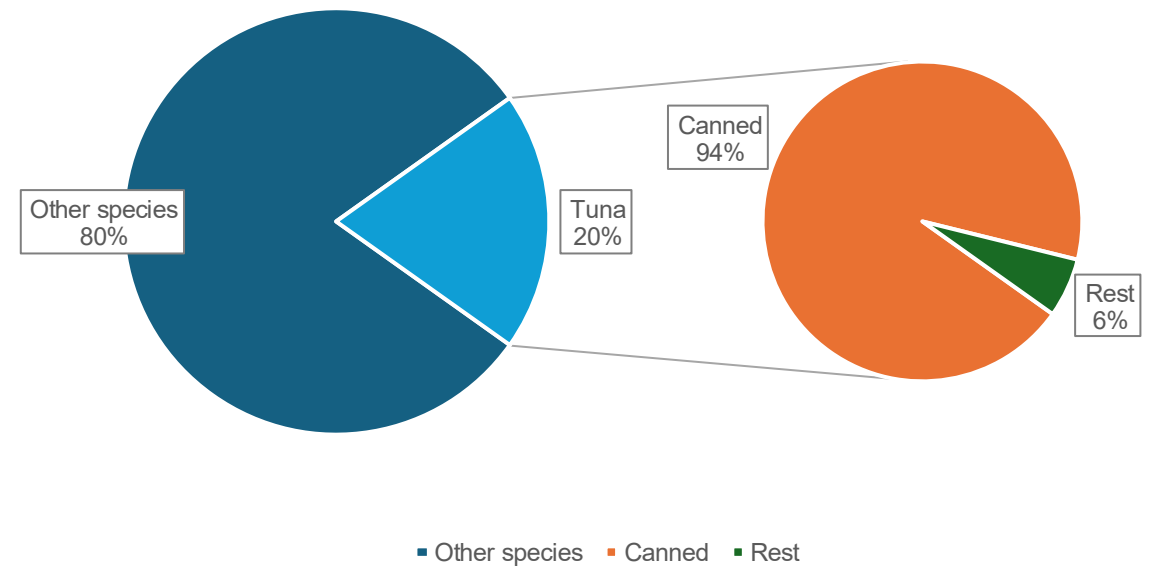


TONNO MSC IN ITALIA: VOLUMI, SPECIE E CATEGORIE

Tonno con marchio blu MSC per specie - Italia



MSC labelled seafood - Italy



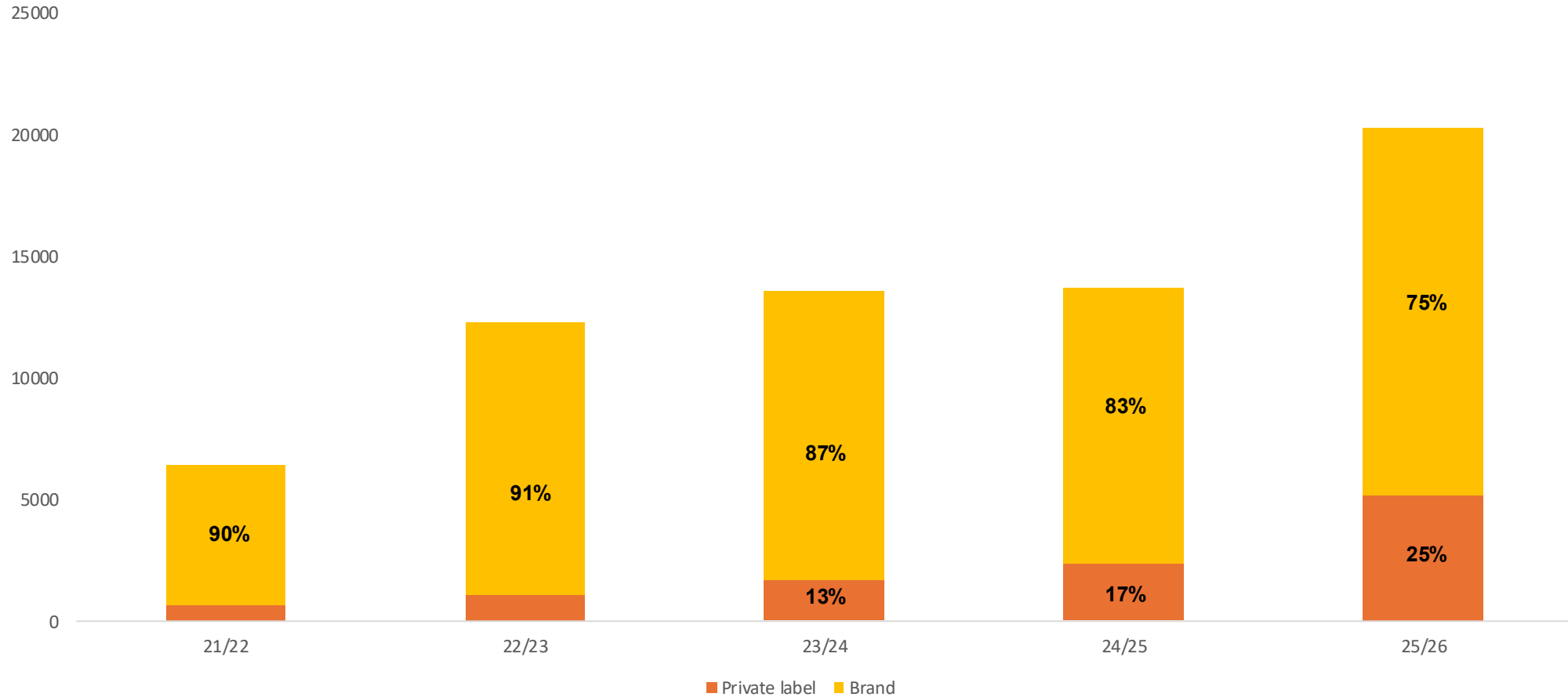
IL TONNO IN CONSERVA IN ITALIA

Penetrazione del tonno MSC nel mercato italiano del tonno in conserva



TONNO IN CONSERVA CON IL MARCHIO BLU

Brand e Private label con il marchio MSC



PRODOTTI DI TONNO MSC IN ITALIA





Il Programma MSC **soddisfa i requisiti** della direttiva « Empowering Consumers »:

- **È aperto a tutti**
- È sviluppato attraverso un **processo multistakeholder**, in consultazione con gli esperti del settore
- Ha **procedure** stabilite per affrontare o casi di non conformità
- È indipendente e **di terza parte**.



Risorse a disposizione: LINEE GUIDA COMUNICAZIONE



The MSC Blue Label: Making Claims with Confidence

Guidance for brand and retail partners on communicating credibly about MSC certified sustainable seafood, including recent developments in green claims legislation.

Introduction

The MSC blue label is one of the most trusted sustainability certifications in the world. When your product carries it, you have a powerful, credible story to tell — and this guide is here to help you tell it with confidence.

Across the globe, rules about how companies communicate on sustainability are evolving rapidly. New legislation in the EU, Australia, Canada, and elsewhere is designed to crack down on greenwashing and give consumers the reliable information they deserve. This may sound daunting, but the good news is straightforward: if your seafood product carries the MSC blue label, the hard work of substantiation has already been done.

MSC certification is grounded in science, independently audited, and publicly transparent. It was built precisely to withstand the scrutiny that new regulations demand. Communicating around it — on pack, off pack, in-store, and online — is something your brand and category teams can approach with clarity and confidence.

How to use this guide

Designed for brand managers, product category managers, and marketing teams at retailers and seafood brands, this guide covers:

1. Developments in Green Claims Legislation
2. How MSC Certification Addresses Legislation
3. How to draft good claims
4. Guidance for Using the MSC Label and Claims
5. Example Messaging
6. Do's and don'ts at a glance
7. A word on speaking up
8. Further references and contacts

⚠ Legal Responsibility

While MSC provides this guidance to support you, the legal responsibility for ensuring the accuracy and compliance of all claims rests with your organisation. This guide does not constitute legal advice. MSC strongly recommends seeking independent legal or regulatory advice where you are uncertain about specific claims or markets.



EU Empowering Consumers Directive

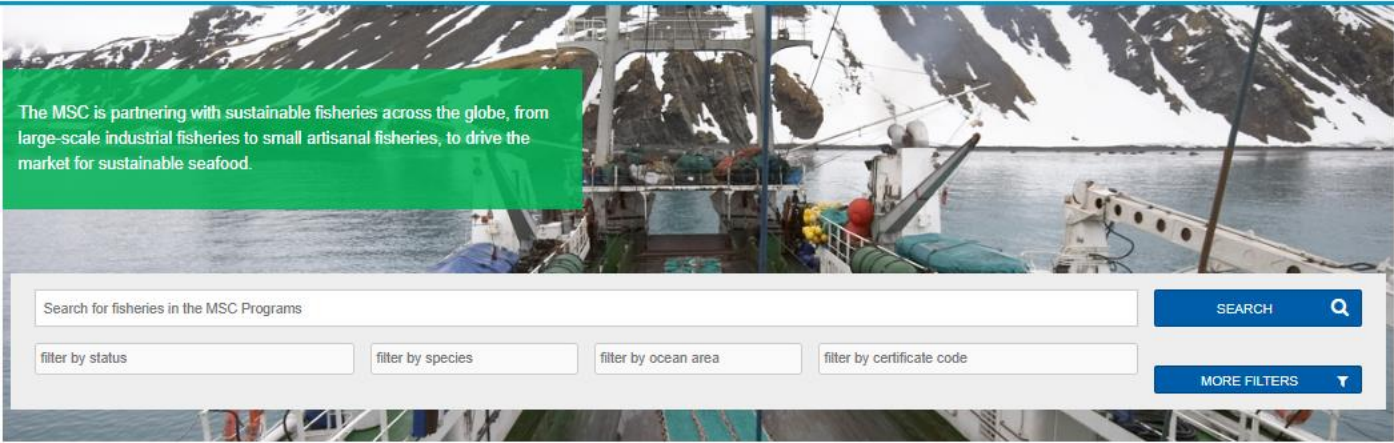
6. Do's and don'ts at a glance

✓ Do	✗ Don't
Use the current MSC-approved ecolabel on certified products	Use outdated versions of the MSC label or claims text
Use the latest MSC back-of-pack claim text for your market	Use the term 'sustainable' outside of the ecolabel without the highest level of qualification
Describe MSC certification as part of your sustainability program	Imply that MSC certification covers all aspects of a product's sustainability
Be specific: "environmentally certified fishing practices"	Use the word 'guarantee' in relation to certification
Reference msc.org so consumers can verify the claim	Apply the MSC label or claims to products not covered by your licence
Use the ecolabel for products that are certified	Imply your whole range is certified if only some products are

Risorse a disposizione: ATTIVITÀ DI PESCA

**Marine Stewardship Council**
Track a Fishery

Are you looking for the MSC's main site?
[Go to msc.org](#)



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

GET INVOLVED IN THE PROCESS

DOWNLOAD DATA ON FISHERY CONDITIONS

SIGN UP FOR FISHERIES UPDATES

Current consultations

- Tuna Conservancy purse seine fishery in the Eastern Pacific Ocean**
Announcement Comment Draft Report
closes 10 Nov 2026
- Muslingeriet Rope Grown Mussel Fishery**
Announcement Comment Draft Report
closes 01 Nov 2026
- Catalonian handline wild bluefin tuna**
Public Comment Draft Report announcement
closes 21 Oct 2026
- Thames cockle dredge**
Surveillance audit announcement
closes 21 Oct 2026
- Greenland cod, haddock and saithe trawl fishery**
Surveillance audit announcement
closes 18 Oct 2026

VIEW ALL

Recently certified

- Scottish Fisheries Sustainable Accreditation Group (SF SAG) Rockall haddock**
11 Sep 2026
- FISF Faroe Islands demersal**
10 Sep 2026
- Netherlands blue shell mussel (translocation, bottom & cultured) fishery**
04 Sep 2026
- South Africa hake trawl**
01 Sep 2026
- Spencer Gulf king prawn**
01 Sep 2026

VIEW ALL

Recently entered assessment

- Tuna Conservancy purse seine fishery in the Eastern Pacific Ocean**
10 Sep 2026
- General Tuna Western and Central Pacific High Seas Pocket-1 skipjack, yellowfin, and bigeye tuna purse seine fishery**
08 Aug 2026
- Northern Shellfish Limfjord blue mussel**
28 Jul 2026
- Canada 2J3KL northern cod gillnet, longline, handline, and otter trawl**
28 Jul 2026
- Kyung Yang and Namgung Korean longline albacore, yellowfin and bigeye tuna fishery**
15 Jul 2026

VIEW ALL

Recently entered Improvement Program

- Tawi-Tawi free dive donkey's ear abalone**
08 Jul 2026
- Ecuador South Eastern Pacific swordfish – longline fishery**
07 Jul 2026
- Lake Winnipeg North Basin Walleye & Lake Whitefish Fisheries**
22 Dec 2025
- Peru Jumbo flying squid**
18 Nov 2025
- Vietnam skipjack tuna purse seine**
01 Oct 2025

VIEW ALL

**Marine Stewardship Council**

Risorse a disposizione: FORNITORI



[Home](#) [About us](#) [Healthy oceans](#) [Track a fishery](#) [Get certified!](#) [MSC's Impact](#) [Where to buy](#) [Cook, eat, enjoy](#) [Newsroom](#) [Documents](#)

You are here: [Home](#) > [Where to buy](#) > Find a supplier

Businesses: [Find a supplier](#)

Shopping: [Sustainable seafood product finder](#)

Dining out: [Find a place to eat](#)

[News](#)

Find a supplier

Find businesses around the world with MSC chain of custody certificates that can supply you with the certified sustainable seafood that you need.

Species name differences

Please note, species may be identified with different names to the ones used by the MSC and found on Find a Supplier.

The MSC endeavours to align the names used to identify species with the [FAO ASFIS list](#) where possible. The MSC acknowledges that there are many other species names used globally, including species names defined within national legislation. Common names are most likely to differ by region – it's recommended to use the scientific name or contact the certificate holder directly if required.

Any questions?

For further information about the MSC and certified sustainable seafood please contact your nearest MSC Commercial Team.

SIMPLE SEARCH

Country

State

Species (common name)

Activity

Under assessment fishery

Hide 'not valid' ☐

[RESET FILTER](#)

ADVANCED SEARCH

Species (scientific name)

Supplier name

Certificate code

[RESET FILTER](#)

[SUBMIT SEARCH](#)

[Print Page](#)
[Print Search Results](#)
[Save Results as xls](#)

[SEARCH HELP](#)

Supplier Directory powered by **ECERT**

[↑ TOP](#)

[site map](#) [accessibility](#) [contact](#)

Risorse a disposizione: SUSTAINABLE TUNA UPDATES



DOWNLOAD TUNA FISHERIES DATA

MSC Tuna Fisheries Master Table - July 2026

Date of issue: 08 July 2026

DOWNLOAD 

XLSX - 1 MB

Sustainable tuna updates

Key tuna news, market trends and the latest data, updated quarterly.

WATCH OUR TALKING TUNA WEBINAR



MSC Talking Tuna Webinar: Navigating a Course to 2030

Talking Tuna interview series



Chris Shearlock, Princes UK

The Senior Sustainable Sourcing Manager at Princes UK, reflects on credible labels, industry challenges and what gives him a buzz at work.



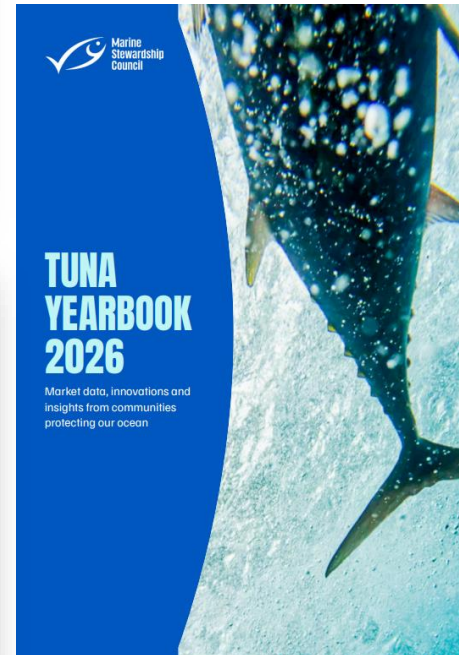
Ilham Alhaq, Indonesian Pole & Line and Handline Fisheries Association

Sustainable Project Manager reflects on the importance of small-scale fisheries, the challenges of geography and the main concerns of sustainable sourcing managers.



Luciano Pirovano, Bolton Food

The Sustainable Development Director talks about the central role sustainability plays for this global company and explains why consumers are buying into it.



TUNA YEARBOOK 2026

Market data, innovations and insights from communities protecting our ocean



IL MERCATO DEL TONNO SOSTENIBILE IN ITALIA 2026

Subscribe to our quarterly tuna newsletter and stay up to date with tuna news, market trends and data.



<https://www.msc.org/species/tuna>



GRAZIE

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Leveraging vessel-level data to advance sustainability: The value of ISSF tools.



Sustainable Fisheries
P A R T N E R S H I P

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David Parreño

Partnerships & Markets Engagement
(Europe, Middle East & Latin America)
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Who Are SFP?

NGO, Founded in 2006, exclusively remote organization with more than 60 expert and specialist staff based all around the world.



Scientists, marine biologists, policy and markets experts, analysts and data specialists, and professionals in communications, fundraising, systems, and operations



Our strategy for change

Instead of abandoning problem fisheries, we should **support them to improve** their practices.

We engage stakeholders throughout the supply chain, from artisanal fishers to large-scale retailers, to foster the sustainability and resilience of the entire global seafood system, through **continuous, dynamic change**.



SFP Advisory Services

SFP tools are available to **EVERYONE** as a **trusted source** for companies looking to support sustainable fisheries.

We can help you:

- Understand the sustainability of your sources
- Identify needed improvements
- Monitor and report progress
- Engage stakeholders
- Showcase impact





Sustainable Fisheries™
PARTNERSHIP

SFP Partners

30+ corporate partners in 15+ countries.





Tools & Services (available to everyone)





A data-driven tool that helps you fully understand the level of sustainability risk in your source fisheries.

Wild Farming

Search For Wild Fishery

Species Common Name: Select Species Common Name

Species Latin Name:

Gear: Select Gear

Country: Select Country

Fishery Improvement Project (FIP):

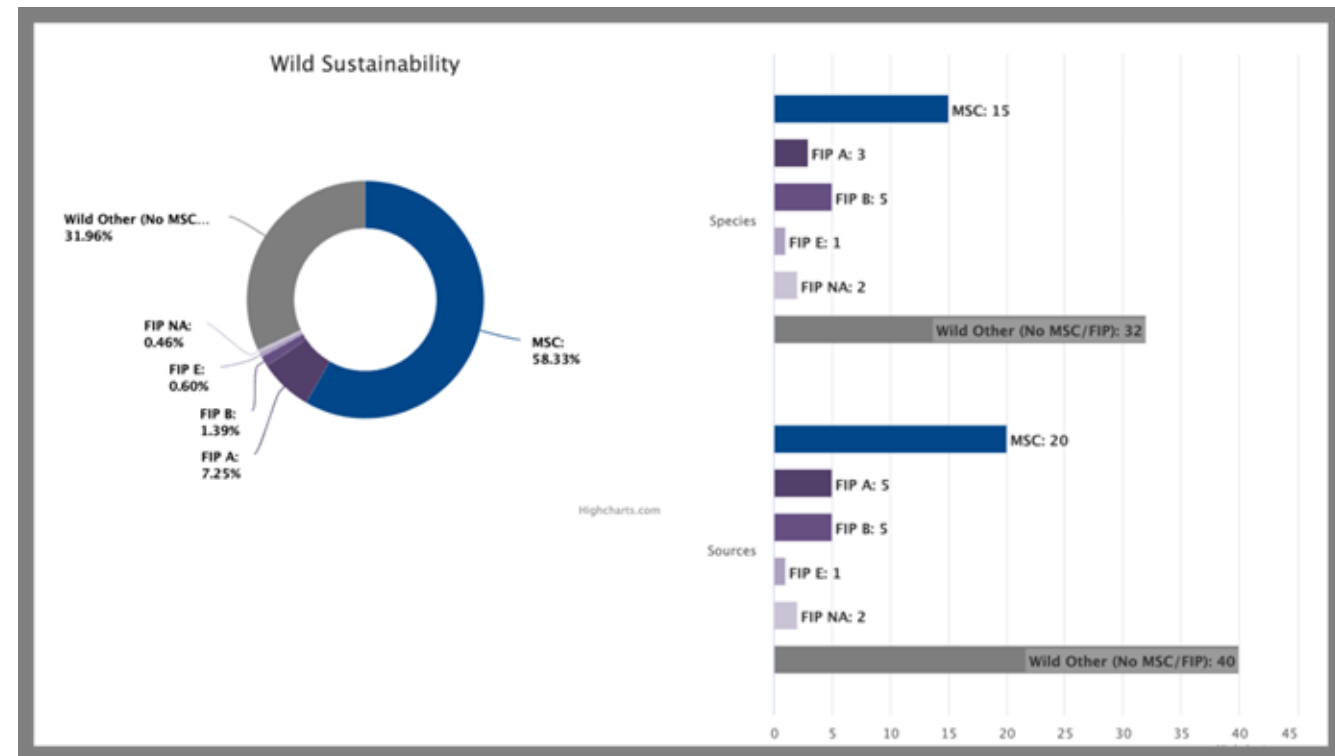
MSC Certified Fishery:

Fishing Areas:

If you can't find the desired fishery, [Click for help](#)

Search Result

SPECIES COMMON NAMES	SPECIES SCIENTIFIC NAME	FISHSOURCE FISHERY ID	FAO / OTHER FISHERY MANAGEMENT AREA(S)	COUNTRY	GEAR TYPE	MGMT. STRATEGY	MGMT. COMPLIANCE	FISHERY COMPLIANCE	CURRENT STOCK HEALTH	FUTURE STOCK HEALTH	MSC/FIP (RATING-STAGE)	WRI SCORE	SEAFOOD METRICS RISK RATING
Atlantic cod	Gadus morhua	Atlantic cod - N Gulf of St. Lawrence (H) Canada 3PvtISR 4- Canada 2/ Gillnets and entangling nets	FAO 21	Canada	Gillnets and entangling nets (not specified)	< 6	< 6	10	0.84	< 6		75	High
Atlantic cod	Gadus morhua	Atlantic cod - Newfoundland (H) Canada/NAFO 2/3K1 4- Canada 2/ Gillnets and entangling nets	FAO 21	Canada	Gillnets and entangling nets (not specified)	< 6	< 6	< 6	< 6	< 6		75	High
Atlantic cod	Gadus morhua	Atlantic cod - Newfoundland (H) Canada/NAFO 2/3K1 4- Canada 2/ Gillnets and entangling nets (FIP: Canada Atlantic cod (2/3K1) - longline/trawl/gillnets/hoop & line)	FAO 21	Canada	Gillnets and entangling nets (not specified)	< 6	< 6	< 6	< 6	< 6	1	75	High





Ocean Disclosure Project

Want to show your commitment to sustainable seafood?

Public - The ODP allows your business to disclose key information about your seafood sourcing practices.

<https://oceandisclosureproject.org/>

Utilizing ISSF Data

No need to recreate the wheel!

SFP is incorporating ISSF data into our platforms:

ISSF already provides valuable transparency & accountability tools at the supplier and vessel-level through the ISSF VOSI, a public, audited platform.

- Advances SFP's focus on:
 - Increasing transparency
 - *****Down to the vessel level*****
 - Reducing bycatch
- Aligns perfectly with market needs for
 - Setting **strategic tuna sourcing objectives**
 - Credibly verifying implementation at the **vessel-level**
 - Pursuing and **measuring continuous improvement** within fisheries and fleets
 - Support fisheries to meet and maintain MSC certification criteria



SFP Tuna Dashboard:

The Value of Vessel-Level Insights

- **Centralized insights** for simplified monitoring
- **Increased risk management** across regions, fisheries, and individual vessels
- **Enhanced due diligence** capacity
- **Commitment** monitoring + progress
- **Concrete improvement** opportunities to help drive unique business objectives



ISSF PVR & VOSI Data in Action:

SFP Tuna Dashboard

SFP Tuna Sustainability Dashboard

Fisheries Level

Vessel Level (ISSF)

Supplier Vessel

Supplier Vessel tab · supplier vessel lists benchmarked against ISSF indicators · purse seine & longline only · Jun 2025 – Sep 2026

Supplier Unique Vessels (VOSI & PVR)
Last updated September 2026



- On VOSI & PVR**
206 vessels · 72.5%
- On VOSI, not on PVR**
27 vessels · 9.5%
- Not on VOSI**
51 vessels · 18.0%

Supplier Uploaded Unique Vessels

Supplier	Total uploaded	On VOSI & PVR	On VOSI, not PVR	Not on VOSI	% tuna sourcing
Supplier Demo 1	233	206	27	0	13.0%

Bycatch Mitigation (ISSF)

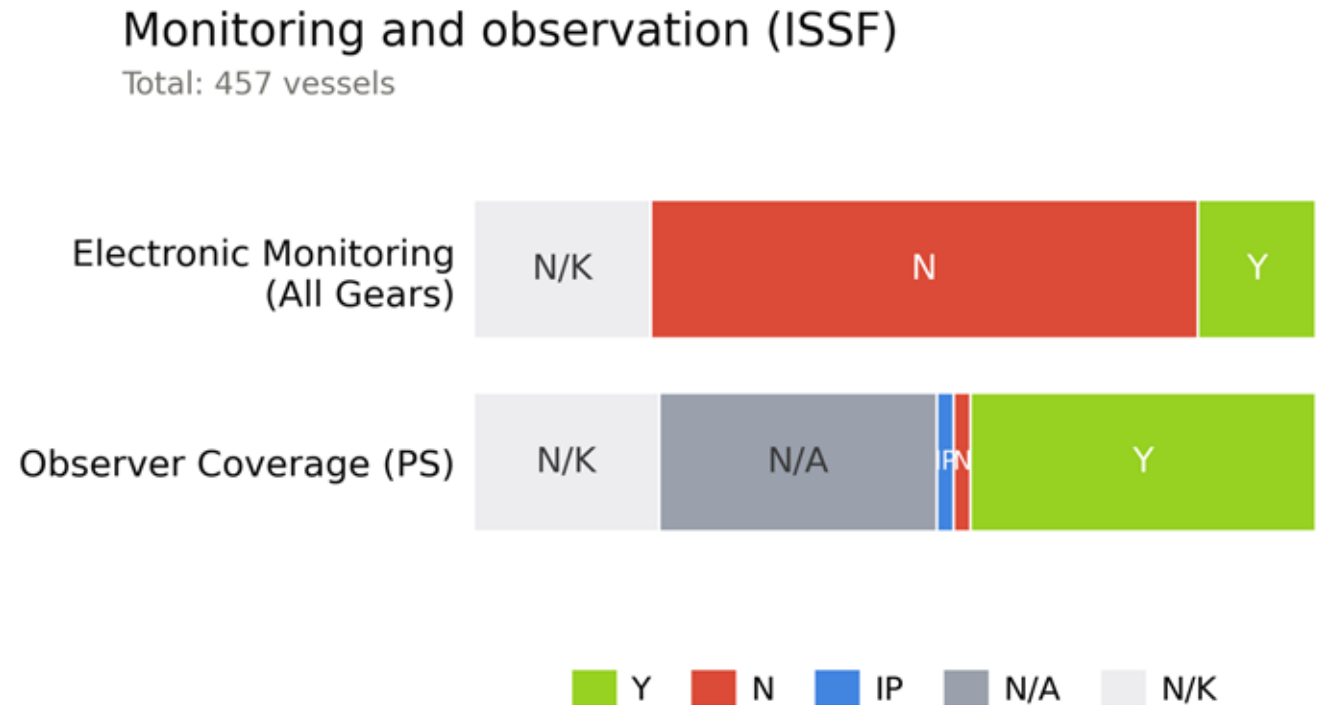
Circle hooks only (LL)	N/K	N/A	N	
FAD recovery initiative (PS)	N/K	N/A	N	Y
Biodegradable FAD trial (PS)	N/K	N/A	N	
Finfish bait only (LL)	N/K	N/A	N	
Monofilament lines only (LL)	N/K	N/A	N	
Non-entangling, no-netting FADs (PS)	N/K	N/A	N	Y
No shark lines (LL)	N/K	N/A	N	

Monitoring & Observation (ISSF)

Electronic monitoring (all gears)	N/K	N	Y
Observer coverage (PS)	N/K	N/A	Y

Example 1: Monitoring Commitments

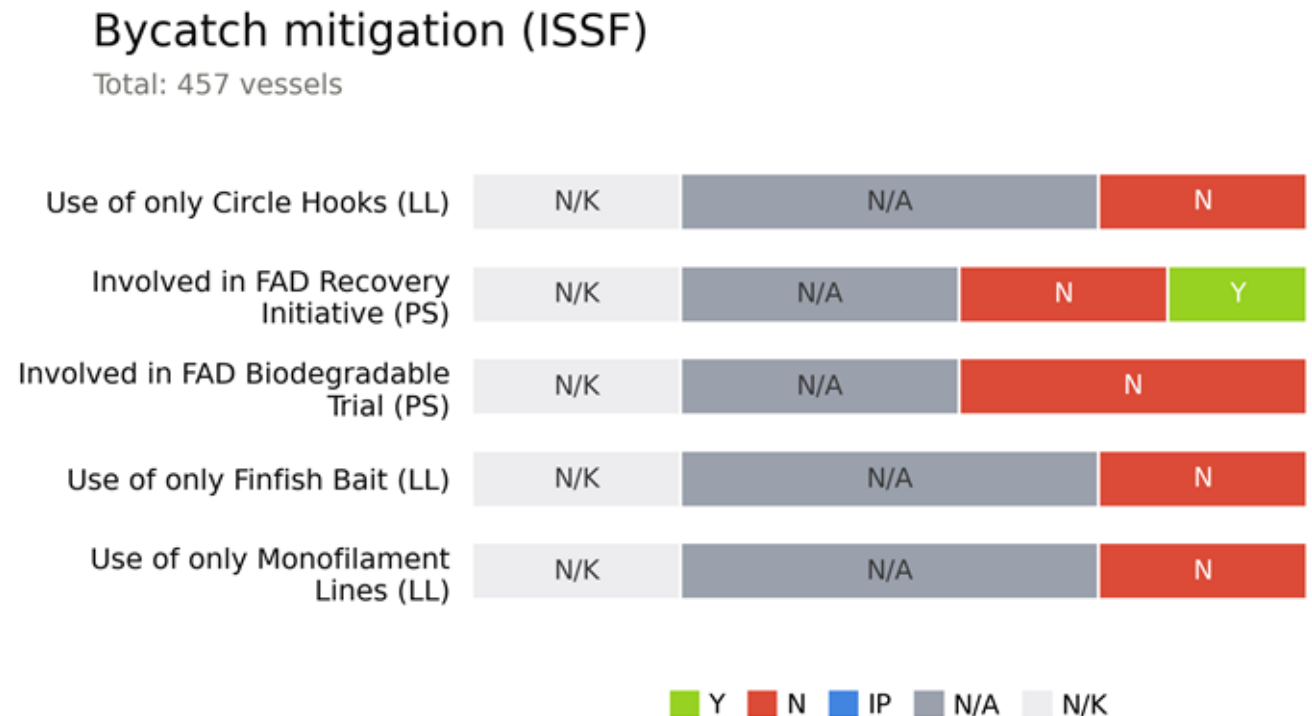
- TNC's Tuna Transparency Pledge
- ISSF VOSI + PVR
- Major retailers + suppliers
- Phase 1: vessel transparency
 - 1500+ vessels submitted
- Phase 2: verifying observer coverage



All data shown is from an SFP Seafood Metrics demo account, no proprietary data is reflected

Example 2: Pursuing Continuous Improvement

- Bycatch mitigation within source fleets
- ISSF data helps visualize transparency and bycatch reduction by vessel
- Linked to concrete improvement opportunities in SFP's Bycatch Solutions Hub



All data shown is from an SFP Seafood Metrics demo account, no proprietary data is reflected



BYCATCH SOLUTIONS HUB™

FOUNDING SPONSOR



Launched in 2023, the Hub is curated for the **seafood industry**, and meant to bridge the gap between the industry and efforts to reduce bycatch by gear manufacturers, NGOs, etc., while also providing a **tangible means** to support for projects working to implement bycatch solutions.

28

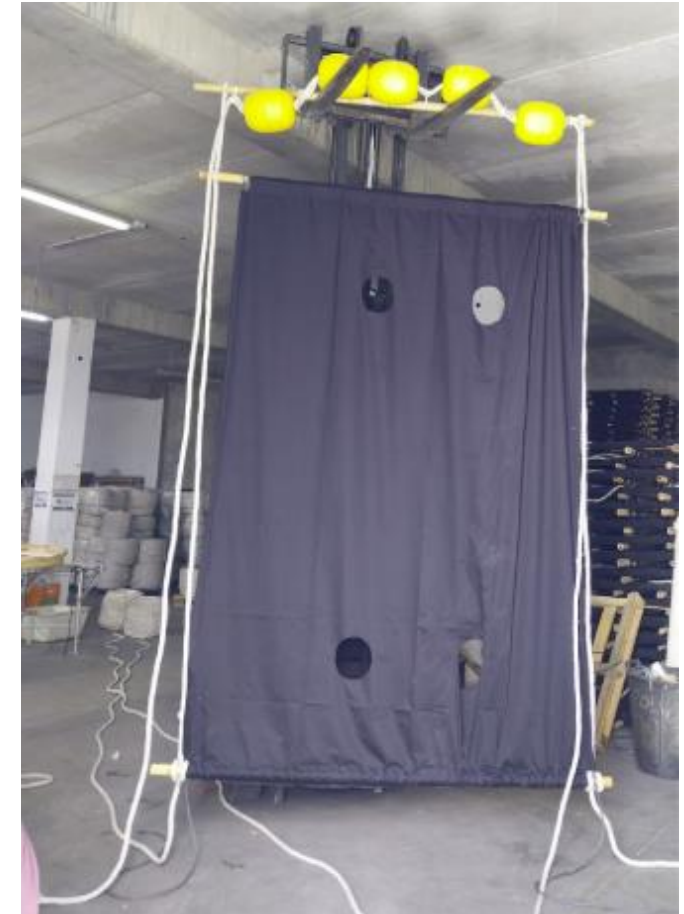
projects

27

partners

**1.2+ million
USD**

in funding generated



BioFAD model under construction at a workshop in Spain to improve FADs to reduce bycatch, hosted by ISSF and partially funded through the Hub.

Questions or want to request a demo?

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Protecting Ocean Wildlife
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David Parreño

Partnerships & Markets Engagement
(Europe, Middle East & Latin America)
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Activating Market Influence & Creating Strategic Value: ISSF Initiatives & Tools

7 October 2026

Michael Cohen
ISSF Market Outreach Associate

AN OVERVIEW



- Status of the Stocks
- ISSF RFMO Advocacy Program
- ISSF Transparency & Accountability Tools
 - ISSF Conservation Measures
 - ISSF PVR (ProActive Vessel Register)
 - ISSF VOSI (Vessels in Other Sustainability Initiatives)
- ISSF MSC & FIP Advisory Engagement

ISSF Portfolio of Initiatives & Tools

DRIVING TUNA SUSTAINABILITY PROGRESS & CREATING STRATEGIC VALUE

DRIVE SUSTAINABILITY PROGRESS

- Strengthen science-based tuna fisheries management
- Advance solutions for stock health, bycatch, FADs, IUU fishing and monitoring through innovation and collaboration
- Foster supply-chain transparency and accountability
- Support tuna fisheries pursuing and maintaining MSC certification



CREATE STRATEGIC VALUE

- Foster improved stock health and growing availability of MSC-certified tuna fisheries.
- Strengthen supply-chain transparency and accountability, mitigating risk.
- Provide harmonized, verified data to monitor progress against policy commitments and supply chain requirements.
- Support due diligence reporting objectives. Build trust
- Help streamline sustainability programs and operating complexity



ISSF Portfolio of Initiatives & Tools

Highlights

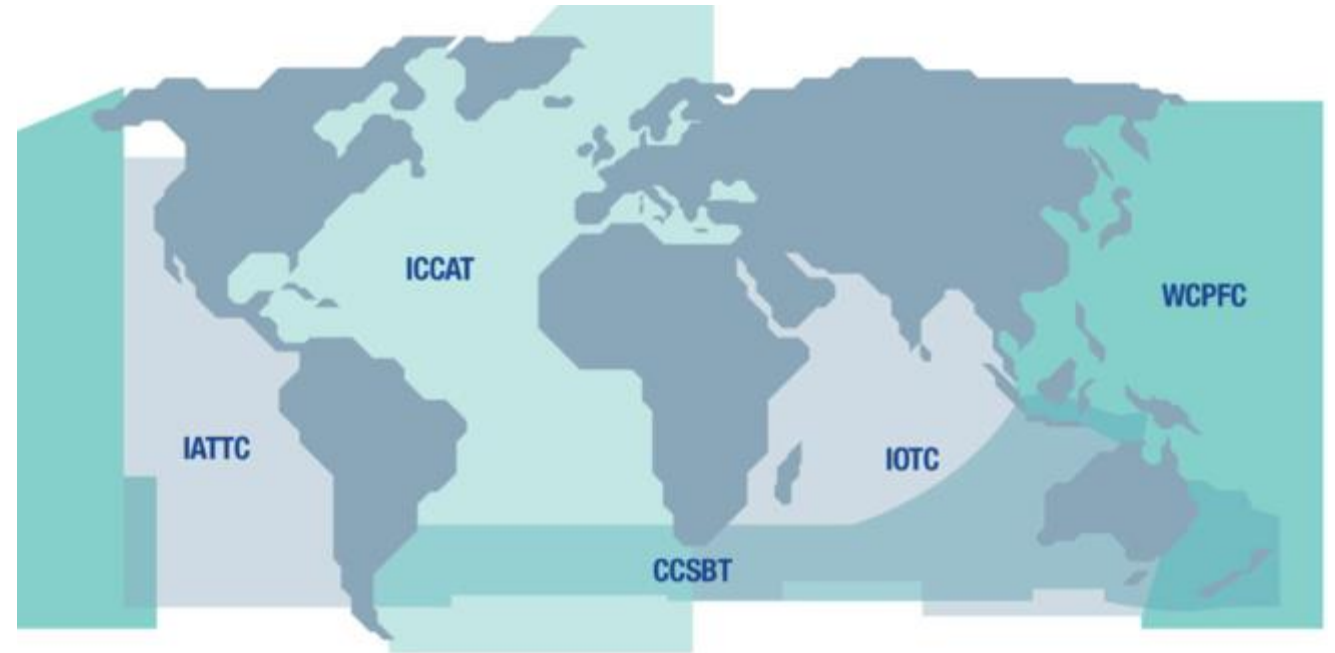
ISSF

INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

STRENGTHENING RFMO MANAGEMENT

ISSF RFMO Advocacy Priorities

- Robust RFMO member **compliance processes**
- Implementation of rigorous **harvest strategies**
- Science-based **FAD management**
- Adoption of best practice **bycatch mitigation** for sea turtles, seabirds, sharks and rays
- Enhanced **Monitoring, Control and Surveillance (MCS)** measures
- Effective **management of fleet capacity**



ISSF RFMO Advocacy Program

A multi-dimensional approach to strengthening
RFMO management

1

Set priorities & shape positions

- RFMO priorities & position statements
- Pre- and post-meeting analysis
- Publish RFMO Best Practices Reports

2

Engage decision-makers & partners

- Direct strategic outreach to RFMO member nations
- Participate in annual Commission science and compliance meetings
- Serve as experts on working groups and panels
- Conduct RFMO side events
- Coordinate advocacy efforts with NGOs

3

Equip market & vessel partners

- Support ISSF Participating Companies' advocacy with model letters and talking points
- Provide tools for the vessel community, MSC fisheries and FIPs

Transparency & Accountability is a fundamental element of any credible, transformative sustainability policy and responsible supply chain.

ISSF Transparency & Accountability tools support the Market and its supply chain to advance tuna sustainability and strategic operating priorities.

The system features:

- Clear, public commitments & measures
- Transparent assessment protocols
- Independent verification of best practice implementation
- Regular public reporting of results
- A mechanism to address incomplete conformance

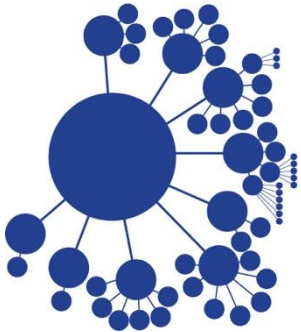
“The call for transparency and accountability applies to every tuna fishery stakeholder, from vessel owners and fisheries managers to processors and retailers”

- Susan Jackson
President, ISSF

ISSF Transparency & Accountability Tools

Processors

- ✓ **Independent auditing** of tuna company compliance with ISSF conservation measures



30+ conservation measures across 9 categories



Individual & public company compliance reports

Tuna Vessels

- ✓ **Independent auditing** of vessel compliance with best practices on the



ProActive Vessel Register (PVR)



Vessels in Other Sustainability Initiatives (VOSI)



ISSF works with tuna vessels & processors **globally**



1,800+

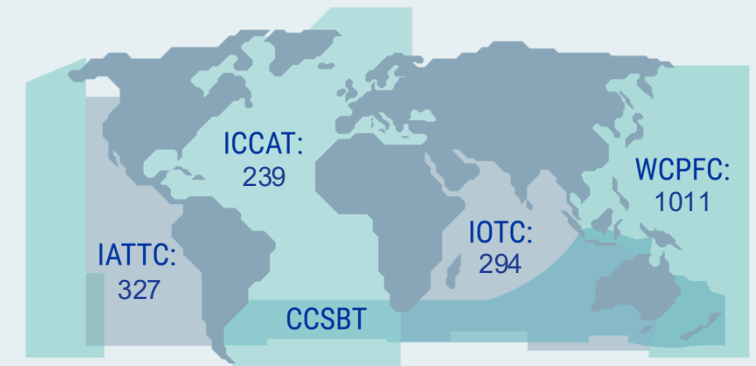
vessels worldwide



23 participating

companies with operations in ~80 countries

Vessels by RFMO Region



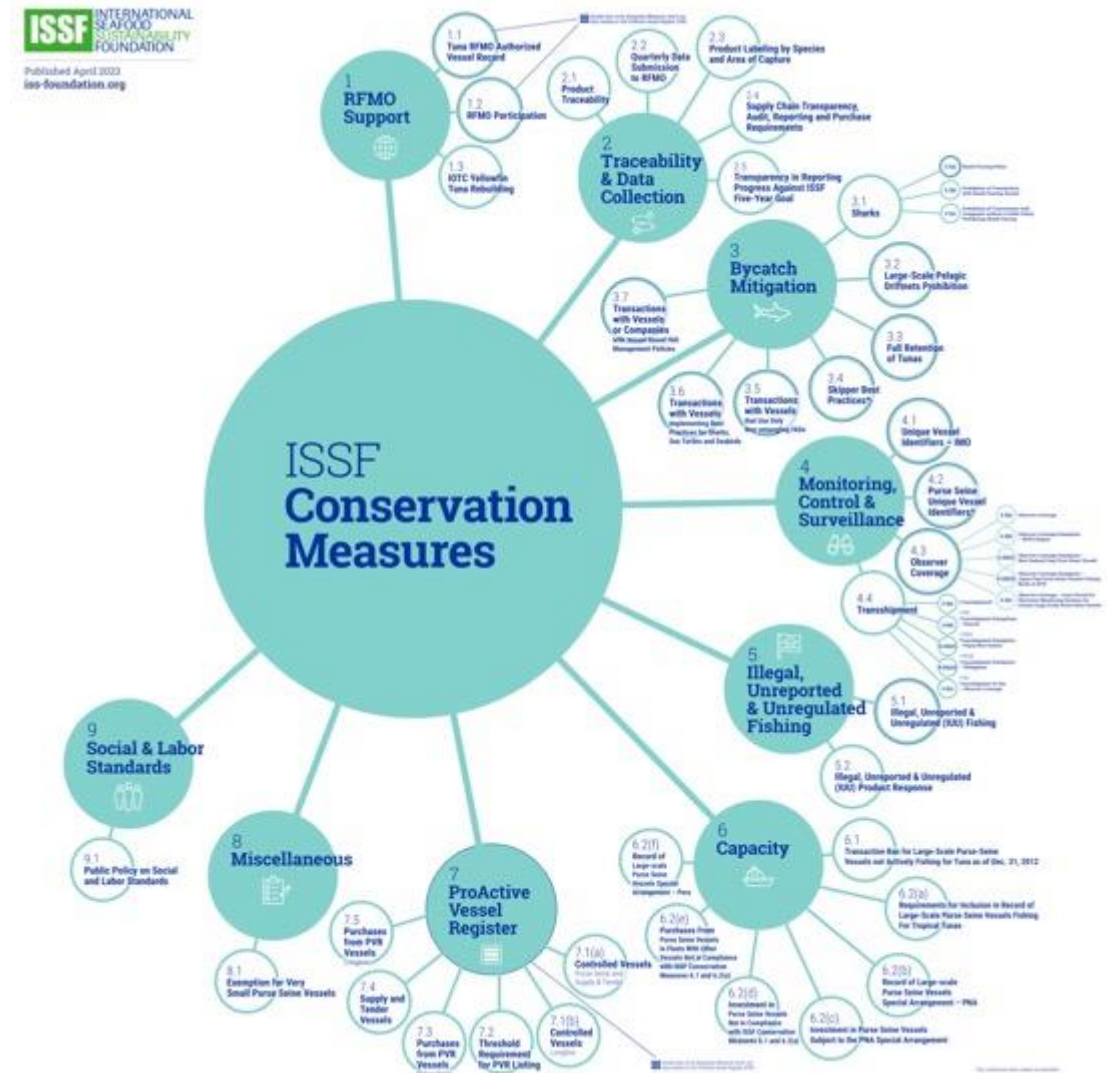
ISSF Conservation Measures

30+ conservation measures across 9 categories

- RFMO Support
- Traceability & Data Collection
- Bycatch Mitigation
- Monitoring, Control & Surveillance
- Fighting IUU
- Capacity Management
- PVR/Vessel Transparency
- Social & Labor Standards
- Misc

ISSF Conservation Measures

issf-foundation.org/vessel-and-company-commitments/conservation-measures-and-auditing/our-conservation-measures/



ISSF's ProActive Vessel Register (PVR)

Vessel-Level Transparency

- Publicly accessible. Free to use.
- Any tuna fishing vessel may register. Free.
- Provides tuna purchasers with transparent, independently-audited information about vessel implementation of science-based best practices.

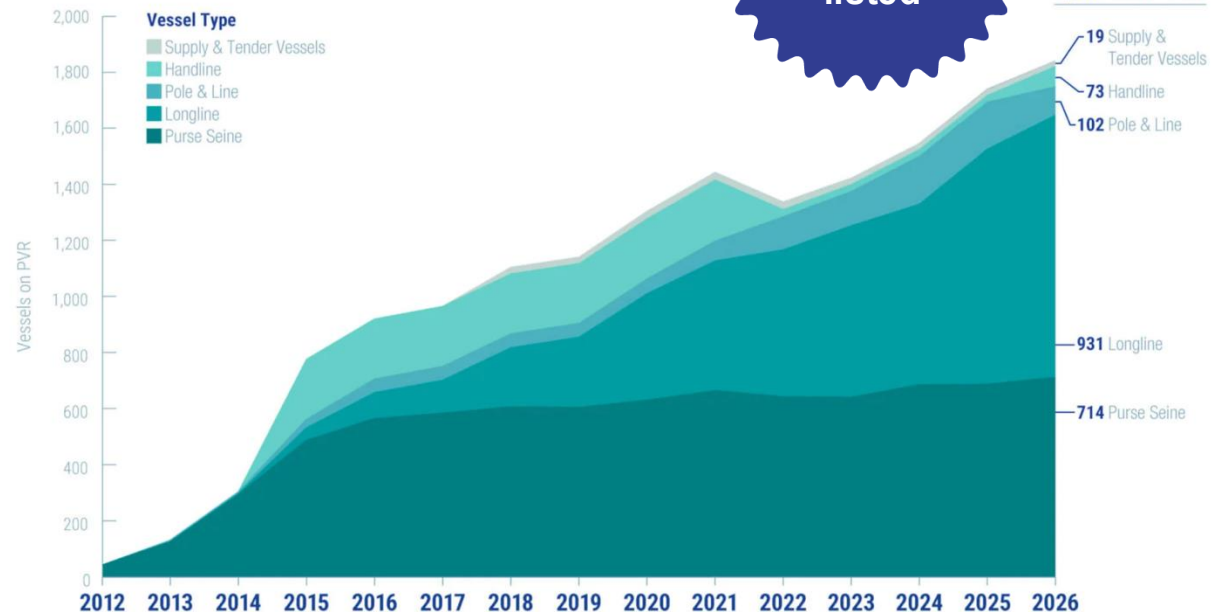
Vessels on the PVR commit to:

- Provide detailed vessel information about progress to implement best practices
- Independent audits by MRAG-Americas; transparently report compliance

ISSF participating companies have listed all controlled vessels and committed to source 100% of their large-scale purse seine purchases from PVR vessels.



PVR GROWTH – BY VESSEL TYPE
2012 through December 2025



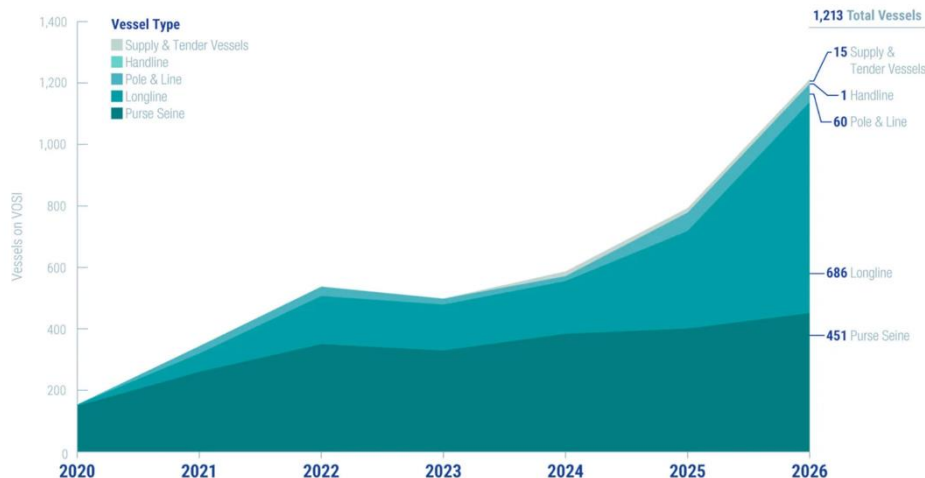
- **More than 70%** of the world's large tuna purse seine vessels
- **Longline +100%** vs 2020. Now 900+

Vessels in Other Sustainability Initiatives (VOSI)

VOSI is a transparency tool for the public that want to understand which tuna vessels have made public commitments to more sustainable fishing beyond the commitments reflected on the PVR.

Learn more: www.issf-foundation.org/vessel-and-company-commitments/other-vessel-lists/vessels-in-other-sustainability-initiatives-vosi/

 **VOSI GROWTH – BY VESSEL TYPE**
2020 through December 2025



3,000+ sustainability recognitions in total, covering best practice initiatives

Number of vessels on VOSI by key initiatives, for example:

- MSC-Certified - 889
- FIP - 907
- EM – 110
- Biodegradable FAD Trial - 187
- FAD Recovery Initiative - 140
- Fins Naturally Attached - 12
- Longline Circle Hooks - 8
- Longline Shark Lines Not Used - 13



Why Your Vessels Should Be on PVR & VOSI

Know your vessels

- PVR and VOSI empower vessel-level transparency, partnership and management

Track vessel-level compliance with your policy and supply chain requirements

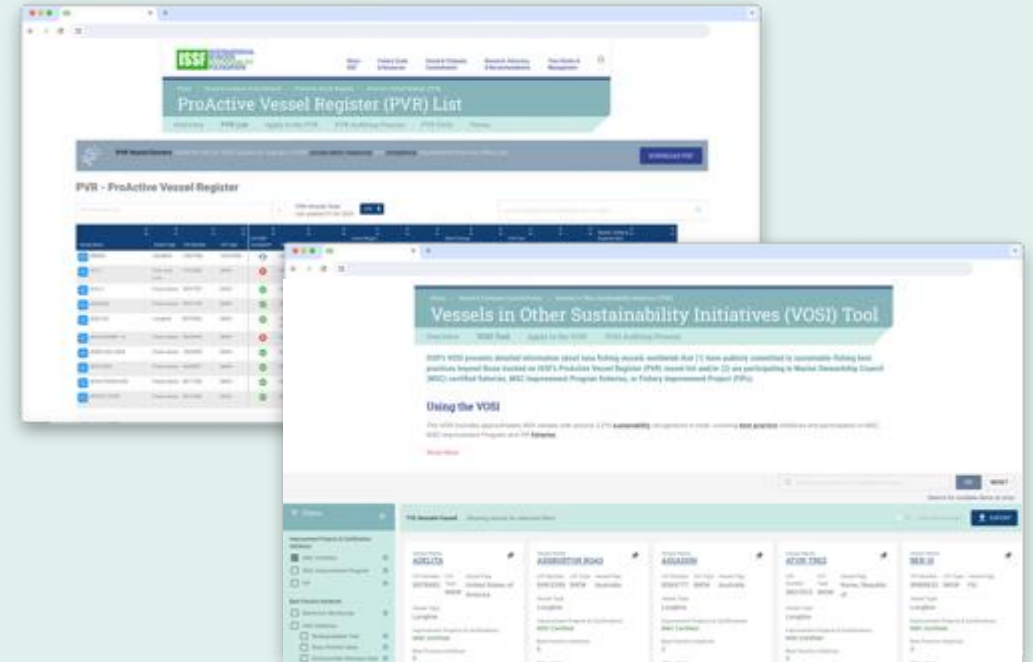
- PVR and VOSI vessels are audited for commitments re: IUU prevention, Bycatch mitigation, observer coverage, FAD Management, FNA

Lead Progress

- These tools address growing demand for vessel-level transparency about operating practices.
- VOSI helps fulfill global pledges like 100% on-the-water monitoring and other progressive practices like:
 - Biodegradable FADs
 - FAD retrieval
 - Longline ETP Bycatch Mitigation

Get Started Today:

- [Apply to the PVR](#)
- [Apply to the VOSI](#)



ISSF Participating Company & PVR Vessel Compliance

AT-A-GLANCE

ISSF annual compliance
report documents
performance of:

- **Participating seafood companies**, each independently audited by MRAG Americas against **32 ISSF conservation measures**
- **1800+ Vessels** listed on PVR against relevant ISSF conservation measures



1.04% ■ Minor Non-Conformance
0.13% ■ Major Non-Conformance

98.83% overall company conformance rate across all 24 audited companies



17 of 24 companies fully compliant on all ISSF conservation measures



9.03% ■ In-Process
15.39% ■ Fail

75.58% overall vessel pass rate across all audited vessels on ISSF's ProActive Vessel Register



100% public disclosure of third-party audit findings

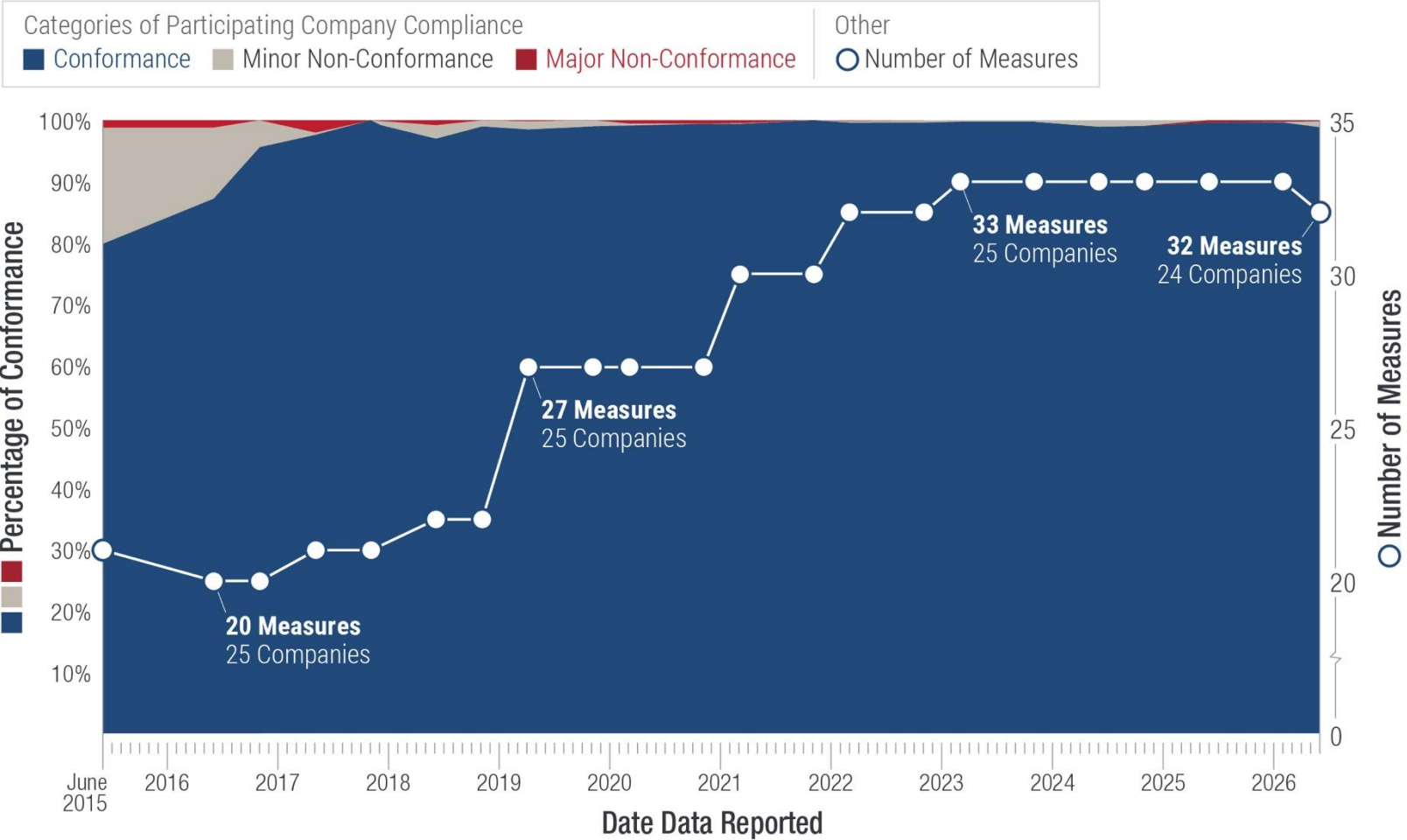
ISSF 2026 Annual Compliance Report

CHANGE OVER TIME — JUNE 2026

**Ambitious
Commitment
+
Implementation
Integrity
=
Sustainability
Impact**

**98.83%
Compliance**

All Companies



VALUABLE SUPPLY CHAIN PARTNERS

ISSF Participating Companies make an essential contribution to Progress

- **Fund solutions-focused science**
Supporting research, on-the-water trials and innovations such as electronic monitoring, biodegradable FADs and best-practice training for skippers
- **Ensure independent verification**
Undergo third-party audits with results published transparently to provide stakeholders with credible data on company performance
- **Advocate for stronger global tuna fisheries management by RFMOs**
- **Implement science-based, best practices**
Traceability, Bycatch reduction, Vessel tracking, IUU fishing prevention, Observer coverage and more
- **Foster vessel-level transparency and continual improvement**
Supporting platforms like the ProActive Vessel Register (PVR) and Vessels in Other Sustainability Initiatives (VOSI) which track vessel-level progress to implement best practices.

The ISSF Approach



Closing Comments

October 2026

Susan Jackson

President



INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION



Thank You!

iss-foundation.org

Email: info@iss-foundation.org