



ISSF 2015

GLOBAL REACH Global Impact

ANNUAL REPORT

photo: David Itano, © ISSF

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photo: Fabien Forget, © ISSF

BOARD & GOVERNANCE

GLOBAL REACH
Global Impact

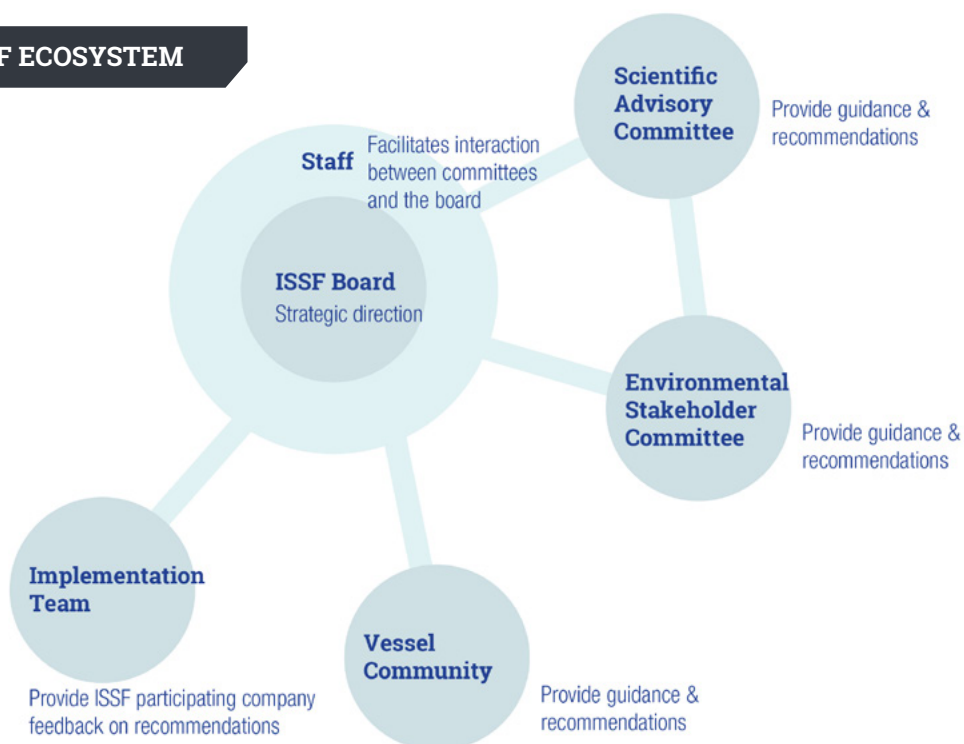
COLLABORATION INTO ACTION

Our Mission

The International Seafood Sustainability Foundation (ISSF) is committed to improving the sustainability of global tuna stocks by developing and implementing verifiable, science-based practices, commitments and international management measures that result in tuna fisheries meeting the Marine Stewardship Council (MSC) standard without conditions, and becoming the industry standard for vessel owners, traders, processors and marketers.

To achieve our mission, ISSF works collaboratively with engaged stakeholders with whom we share common goals and interests to promote continuous improvement of tuna stocks and their ecosystem. Our role is one of a convener of diverse stakeholders, a facilitator of dialogue and a promoter of science-based approaches that can be practically applied across tuna fisheries.

THE ISSF ECOSYSTEM



The ISSF Mission & Model

[Click here to view the video online](#)

photo: David Itano, © ISSF

BOARD & GOVERNANCE

GLOBAL REACH
Global Impact

Board of Directors

The ISSF Board of Directors reflects our collaborative approach by bringing together stakeholders with differing perspectives and approaches who are committed to a shared goal: the long-term sustainability of global tuna stocks.



Susan Jackson
PRESIDENT, ISSF



Juan Corrales
CHAIRMAN, ISSF
CEO, Grupo Conservas Garavilla



Dr. William Fox
VICE CHAIRMAN, ISSF
Vice President,
Fisheries, WWF-U.S.



Dr. David James Agnew
Standards Director, Marine
Stewardship Council



John Connolly
President, National
Fisheries Institute



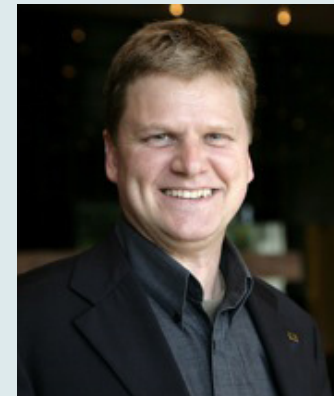
Javier Garat
Secretary General, Cepesca



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



Dr. Victor Restrepo
Chair, ISSF Scientific Advisory
Committee



Alfred Schumm
Director, WWF Global Fisheries
Program (Smart Fishing
Initiative), WWF International

CHAIRMAN'S LETTER

GLOBAL REACH
Global Impact

A World of Difference

Our Global Approach to Tuna Stock Sustainability

Some believe that business success and environmental sustainability are not compatible, that business is part of the problem, not the solution.

Yet when it comes to global tuna fishing, the industry can, does and must play a constructive role in ensuring the long-term sustainability of global tuna fisheries. It's not just the right thing to do. It's a business and social imperative.

Tuna – on which hundreds of millions of people around the globe rely as both a primary food source and an occupation – is a renewable resource, but only if it is properly managed and protected. It is in the best interest of all of us across the tuna industry to ensure healthy tuna stocks – now and into the future.

That requires the concerted efforts of all constructive stakeholders working collaboratively through a multifaceted, global approach. At ISSF, that is our focus.

Working with our partners in the environmental, scientific and vessel communities and the tuna processors, traders, and marketers that participate in ISSF, we are committed to addressing tuna stock sustainability through science-based, market-driven initiatives on a global scale – and to doing so in a transparent and collaborative manner.

In 2015, we continued to make progress on many fronts.

Transparency

The commitment to transparency among participating companies is reflected through company compliance with [ISSF conservation measures](#), audited by an independent third-party and reported annually in the [ISSF Compliance Report](#). This year, the commitment to transparency has been stepped up again, with [each company's full compliance report](#) being shared on the ISSF website, in addition to the consolidated information reported previously.



Juan Corrales
CHAIRMAN, ISSF

“It is in the best interest of all of us across the tuna industry to ensure healthy tuna stocks – now and into the future.”

ISSF COMPANIES



NEW PARTICIPATING COMPANIES IN 2015



CELEBES CANNING CORPORATION

photo: David Itano, © ISSF

CHAIRMAN'S LETTER

GLOBAL REACH Global Impact

Company Engagement

ISSF continues to grow, with several new participating companies that further expand our global conservation reach. Atunlo of Spain joined as a Full Member, while Foodtech (Vietnam), Everwin (Vietnam), Celebes (Philippines) and PT Avila Prima (Indonesia) joined as Associate Members. In all, 28 of the world's leading tuna industry companies are actively engaged in ISSF's broad-based efforts to improve global tuna fisheries.

Addressing Fishing Capacity Management

Fishing vessel capacity causes great concern both within our organization and among our many partners and stakeholders. Governments, environmental groups, fisheries managers and marine scientists all agree that fishing capacity must be limited and effectively managed in order to maintain healthy tuna stocks. But despite this broad agreement, fishing capacity continues to expand, as does catch efficiency.

Simply put, global fishing capacity must be reduced and effectively managed. As with other issues, we believe there is a role for us to play – and that we must play it.

In October 2015, the ISSF Board of Directors refreshed the ISSF conservation measures on capacity to simplify and strengthen our commitment to capacity management. (See [ISSF Conservation Measures](#)) In addition, ISSF continues to sponsor regional and global workshops on capacity management, including mechanisms for capacity transfers – one of the tools critical for managing fishing capacity. And we continue to engage with the world's leading scientists, environmental organizations, vessel companies, governments and RFMOs to find ways to better manage the number of tuna fishing vessels on the water.


Getting into Gear

More than 60 percent of all processed tuna globally is caught by large-scale purse seine vessels. That explains why most of our efforts to date have been focused on this gear type. While we continue to make progress regarding purse seine fishing, we also recognize the importance of expanding our focus to longline and pole/line fishing, and also to smaller-scale fishing vessels.

Working collaboratively with NGOs, scientists and others, we are engaging fleets as never before to promote best practices across all gear types. This increased focus – while in the early stages – has already begun to bear fruit; through coordinated efforts and pilot programs, more than 70 longline and pole/line vessels were added to the ProActive Vessel Register in 2015. We hope and expect that number to continue to grow, as we expand our programs to include handline fisheries in 2016 and beyond.

The issues impacting global tuna stocks are complex. They can't be solved by one organization or through one approach. There are no simple solutions. That said, we know sustainability is achievable. It requires collaboration, science-driven approaches, continuous improvement and a long-term commitment. And yes, it takes a strong industry commitment to participate.

Through ISSF, participating companies aren't just signaling their support for change, they are actively working to make it a reality. We must, and will, continue to honor that commitment.



Juan Corrales | Chairman, ISSF

Making Progress Toward More Sustainable Tuna



[Click here to view the video online](#)

photo: David Itano, © ISSF

PRESIDENT'S LETTER

GLOBAL REACH
Global Impact

Lasting Impact

Driving Real-World Change Around the Globe

Since 2009, ISSF has worked hard to advance science-driven approaches to tuna stock sustainability, and to serve as a convener and facilitator for collaboration among a diverse group of stakeholders who share common goals. At the same time, we both support and vigorously advocate to RFMOs to adopt and implement science-based measures to sustainably manage tuna stocks. It's a reputation of which we are proud, and it's a role we remain committed to fulfilling.

Yet it doesn't convey the full picture of ISSF and the impact we are collectively making in advancing the long-term sustainability of global tuna stocks. To tell the full story of ISSF, we must convey the direct efforts we make to drive real change from the water to the shelf. This important aspect of our story is best told through example, two of which are presented here.

Fostering Market-Driven Change

ISSF focuses energy and resources on projects, initiatives and collaborations designed to effect real, positive change across the global tuna market.

Participating Companies

It begins with the participating companies of ISSF, which have committed to complying with a set of [conservation measures](#) and other commitments designed to drive positive change – and to do so transparently through third-party audits.

Market Collaboration

Our market outreach initiatives continue to generate solid progress in promoting fishing best practices by elevating the voice of the market through procurement programs. One example: nearly 30 retailers – including leading companies such as Auchan Retail, Casino group*, Eroski, Kroger, Lidl (UK & Germany) Mercadona, Morrisons, and Walmart – have now incorporated ISSF conservation measures and/or the ProActive Vessel Register (PVR) in their sourcing considerations.



Susan Jackson
PRESIDENT, ISSF

Making Electronic Monitoring a Reality

Electronic monitoring and reporting from tuna fishing vessels has long held tremendous potential for improving practices on the water. Beginning in 2011, ISSF began research into electronic monitoring in collaboration with scientists, vessel owners and an electronic monitoring provider to determine how best technology could be applied in real-world purse seine fishing situations. From this research has grown a host of collaborative electronic monitoring projects.

*applies to Casino and Tous les jours brands



“Collaboration.
Facilitation
Real-world impact.
That's the ISSF Story.”

photo: David Itano, © ISSF

>> See the 2015 Compliance Report for details

PRESIDENT'S LETTER

GLOBAL REACH Global Impact



Ghana

ISSF, FAO, WWF, GEF and the government of Ghana are working together to field test electronic monitoring on five of the nation's 17 large-scale purse seine vessels. The 5-year project is capturing data on when and where each boat is fishing, catch composition, and the type of activity in which the boat is engaged, to ensure harvest limits are not exceeded. The goal by the end of the pilot is to have a functioning EMS system on board Ghana's entire purse seine fleet, administrated and maintained by the Government of Ghana, and have a legal framework in place to continue using the systems for monitoring and compliance.

Pacific Islands

ISSF, with partial support from the Gordon and Betty Moore Foundation, funds e-coordinator positions at The Secretariat of the Pacific Community (SPC) and in national governments that oversee and implement the many electronic monitoring projects in the region, work with the fleets participating in the project, ensure the systems are comparable in standards and outputs across national jurisdictions and analyze the data received. This work

over time will better facilitate timely data reporting to RFMOs, significantly enhance compliance monitoring, complement human observer programs, and help to standardize best-practice implementation.

Taiwan

ISSF co-hosted with the Fisheries Agency of Taiwan a workshop on the potential use of electronic monitoring on Taiwanese-flagged longline vessels as a means of meeting and expanding observer coverage requirements, particularly on smaller vessels that cannot accommodate human observers. Organizers agreed the workshop report should be shared with RFMOs in order to advance their regional implementation of electronic monitoring systems.

These examples bring to life just a few of the initiatives ISSF undertakes to advance long-term tuna stock sustainability. Of course, we don't do it alone; in fact, no organization can. We all need to work together to improve fisheries management and compliance.

Our history shows that we'll work with any stakeholder with whom we can find common ground on our shared goals. This commitment, coupled by our reliance on and support of science-driven approaches – as well as our direct and active role in developing and implementing practical solutions – completes the ISSF model.

Collaboration. Facilitation. Real-world impact.
That's the ISSF Story.

Susan Jackson | President, ISSF

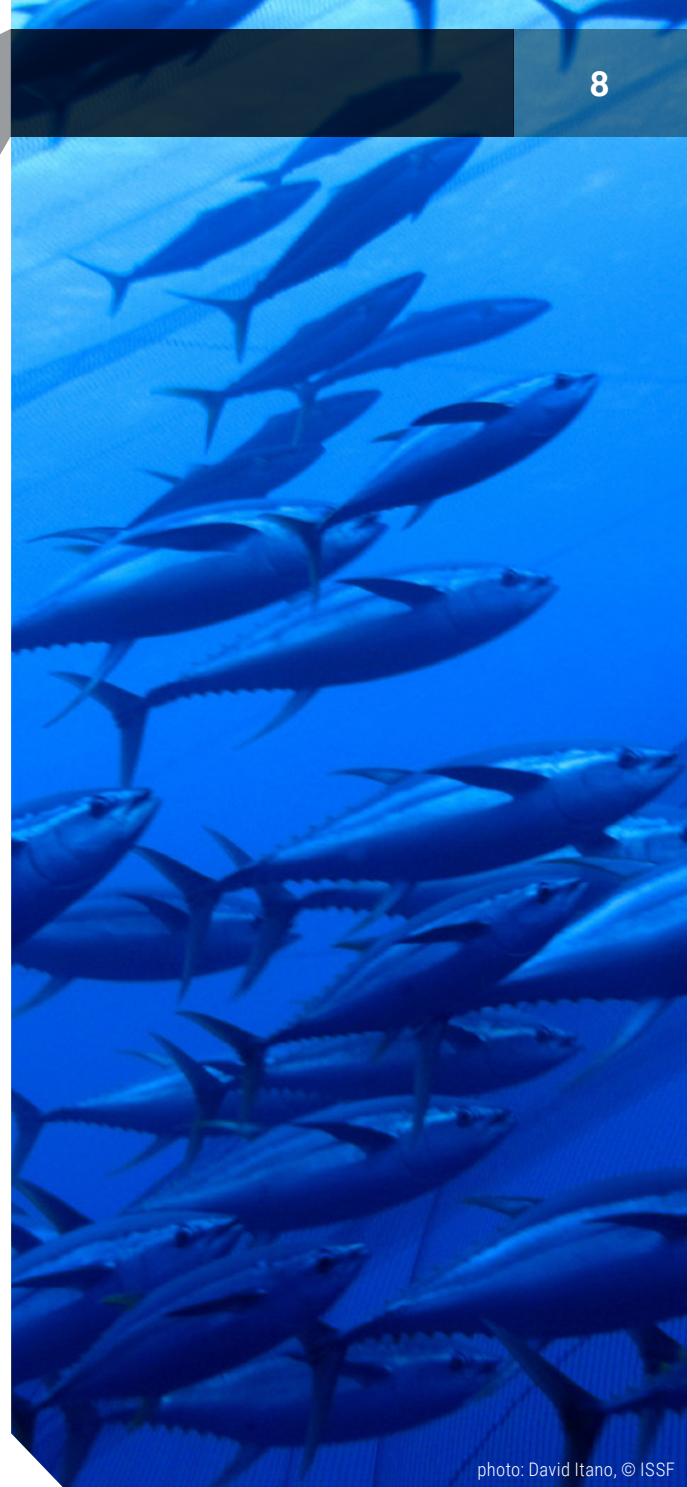


photo: David Itano, © ISSF

Tackling IUU Fishing

As tempting as it is to oversimplify the issues – and solutions – involved in achieving global tuna stock sustainability, the reality is much more complicated. To achieve real progress, we must recognize that our challenges are multifaceted and interconnected, and therefore we must drive progress collaboratively, from multiple angles.

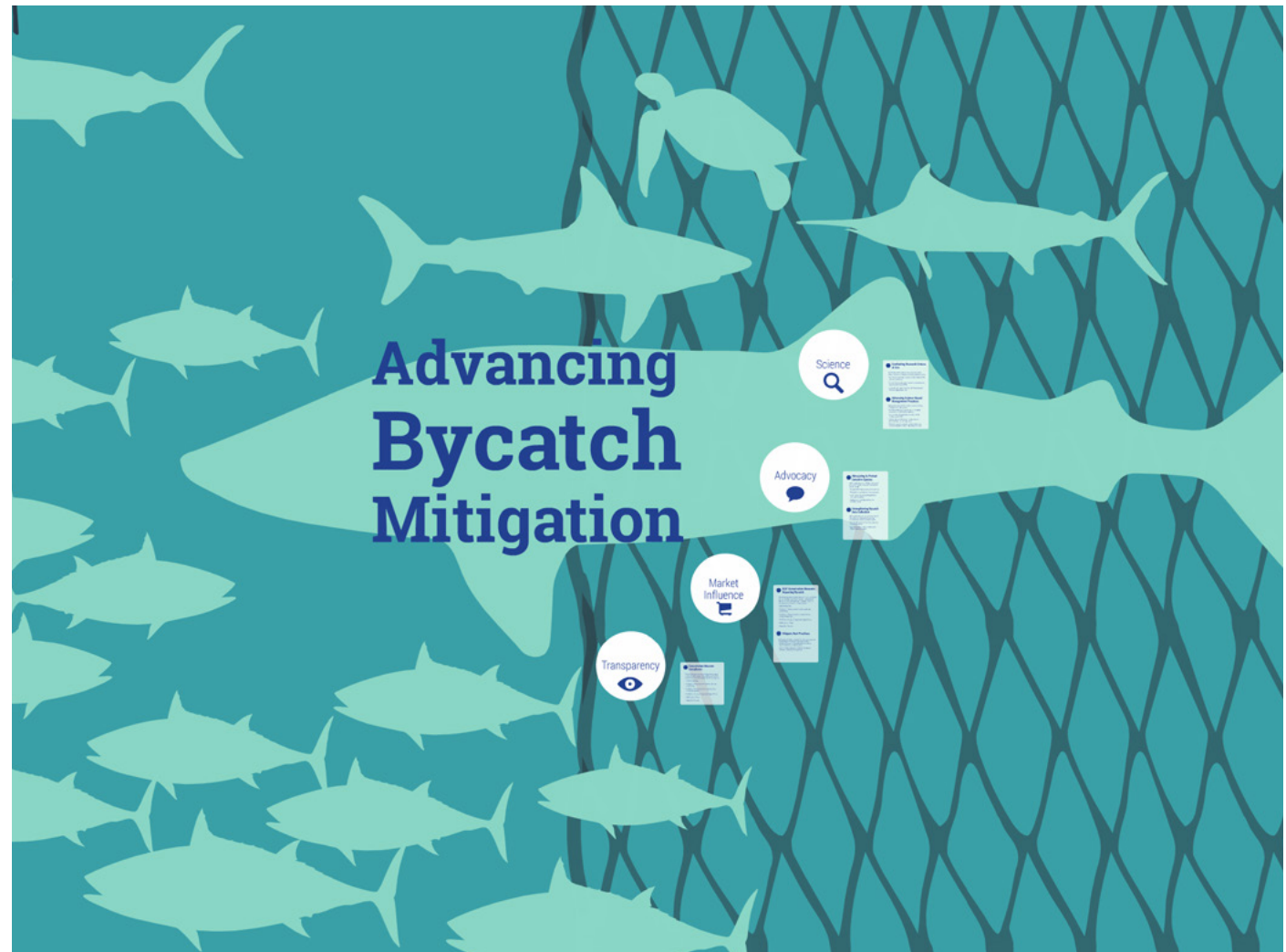
Combatting Illegal, Unreported and Unregulated – or IUU – fishing activities is perhaps the perfect example of an issue that demands integrated approaches like those promoted and executed by ISSF.



Advancing Bycatch Mitigation

ISSF supports a range of policies, best practices and measures to mitigate the impact of all tuna fishing methods on non-target species. We recognize that all fishing methods have environmental impacts and all must be effectively managed to limit bycatch.

*>> See **Non-Target Species Caught in Tuna Fisheries***



Understanding & Managing FADs

Fish Aggregating Devices (FADs) – man-made floating objects deployed to attract tunas – are utilized in thousands of sets by purse seine vessels each year. Approximately 40% of tropical tuna catch from purse seine vessels is caught using FADs; approximately 50% of global skipjack catch is caught using FADs.

While FADs have their benefits for purse seine tuna fishing, their impact on tuna stock health and the broader marine ecosystem has come into question due to bycatch of non-target species.

ISSF strongly believes that all fishing methods – including FADs – must be actively managed to mitigate issues of bycatch and to avoid overfishing of target tunas. We strongly support a number of initiatives designed to improve both our knowledge and management of FADs.

Understanding & Managing FADs



Tuna Conservation

ISSF's research and advocacy work is aimed squarely at ensuring effective conservation and management of tuna resources globally. ISSF endorses the application of the precautionary approach, using harvest strategies with science-based target and limit reference points and harvest control rules (HCRs).

Most tuna RFMOs have adopted at least interim target and limit reference points, while ICCAT and the IOTC have adopted HCRs for some stocks. However, there is much more work to be done to fully implement these critical tools for sustainable tuna management.

The precautionary approach is one of the most important internationally recognized standards that RFMO members can implement to ensure the long-term sustainability of tuna stocks.



PROACTIVE VESSEL REGISTER

GLOBAL REACH
Global Impact

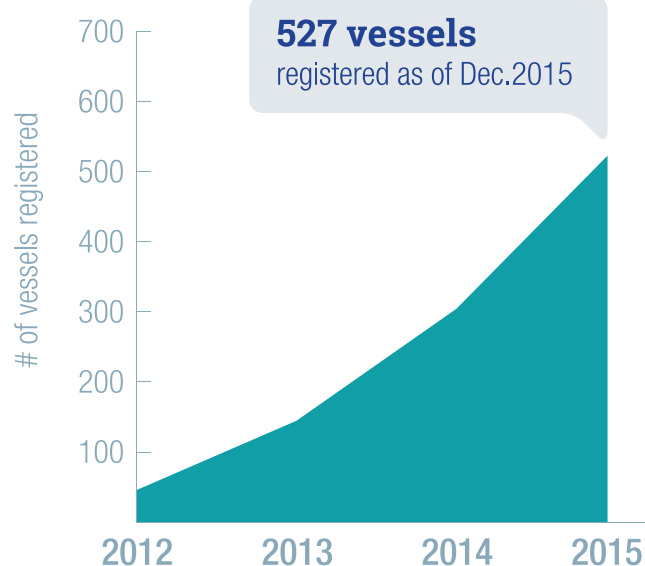
Bringing Transparency to Global Tuna Fleets

The ProActive Vessel Register (PVR) is the most effective mechanism currently available to transparently identify – among the vast and disparate global tuna fishing fleet – individual vessels that are implementing science-based, sustainable tuna fishing practices.

By tracking compliance by individual vessel – validated through third-party auditing – the PVR provides the credible information stakeholders seek to inform their programs and procurement decisions.

[>> View the ProActive Vessel Register](#)

PVR GROWTH 2012-MAY 2016



Growing Momentum

The number of vessels listed on the PVR has grown exponentially. As of December 2015, more than 500 vessels were listed – a ten-fold increase since 2012. The more than 450 purse seine vessels listed by the end of 2015 represent approximately 70 percent of all known purse seine vessels on the water.



Expanding Reach

Initially focused on purse seine vessels, the PVR made substantial progress in 2015 with other fishing gear types:

- Market and policy outreach in Sri Lanka led to the addition of more than 50 longline vessels to the PVR
- Through a pilot project in collaboration with the International Pole & Line Foundation, approximately 20 pole and line vessels were listed on the PVR

Auditing Compliance

Third-party auditor MRAG Americas implements PVR auditing to ensure accuracy. Using the PVR Audit Protocol, MRAG conducted 28 Level-2 audits in 2015, as well as six Level-3 audits. Level-1 audits are also conducted annually on **all listed vessels**.



Six North American Retailers, including Kroger and Walmart Canada, have incorporated a PVR requirement in their sourcing policies.

photo: © ISSF

PROACTIVE VESSEL REGISTER

GLOBAL REACH
Global Impact

Participating Company Commitment

All ISSF participating companies commit to register all purse seine tuna fishing vessels they control on the PVR.

Future Progress

ISSF will continue its outreach to fishing fleets, with an increased emphasis on longline and pole and line vessels. To support these efforts, the [PVR tool](#) has been redesigned to show vessels by gear type, along with the PVR measures specific to each gear type.



photos: Claire van der Geest

Importantly,

participating companies that purchase skipjack, yellowfin and bigeye from large-scale purse seine vessels have committed to source 100% of that tuna from PVR-listed vessels.

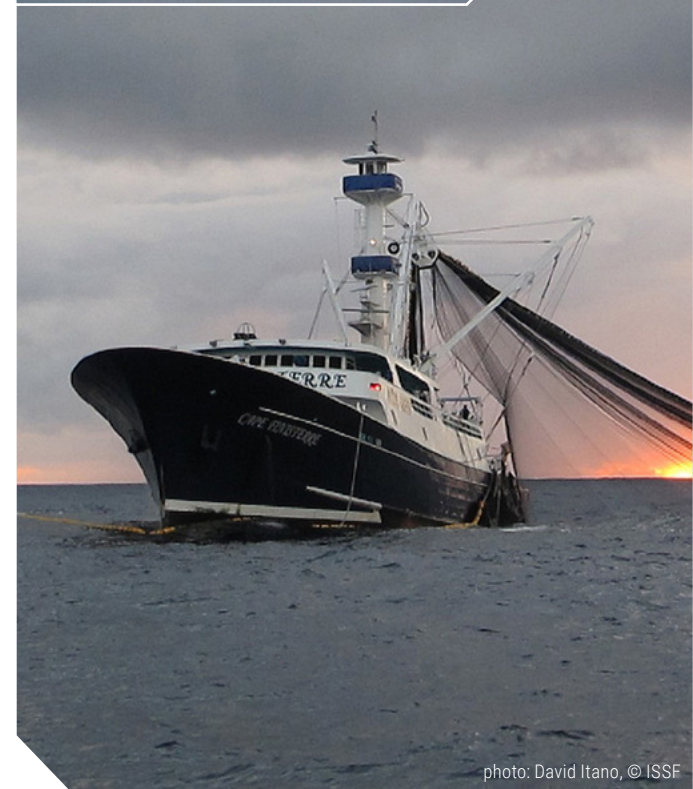


photo: David Itano, © ISSF

STOCK STATUS

GLOBAL REACH
Global Impact

Assessing the Health of Global Tuna Stocks

Effective tracking and measurement underpins all efforts to improve global tuna stocks. ISSF produces two reports on an annual basis to highlight the current health of commercial tuna stocks around the world – and serve as a measuring stick for progress made and the work still ahead.

ISSF Status of the Stocks Report

This report measures the status of all major commercial tuna stocks against three key factors:

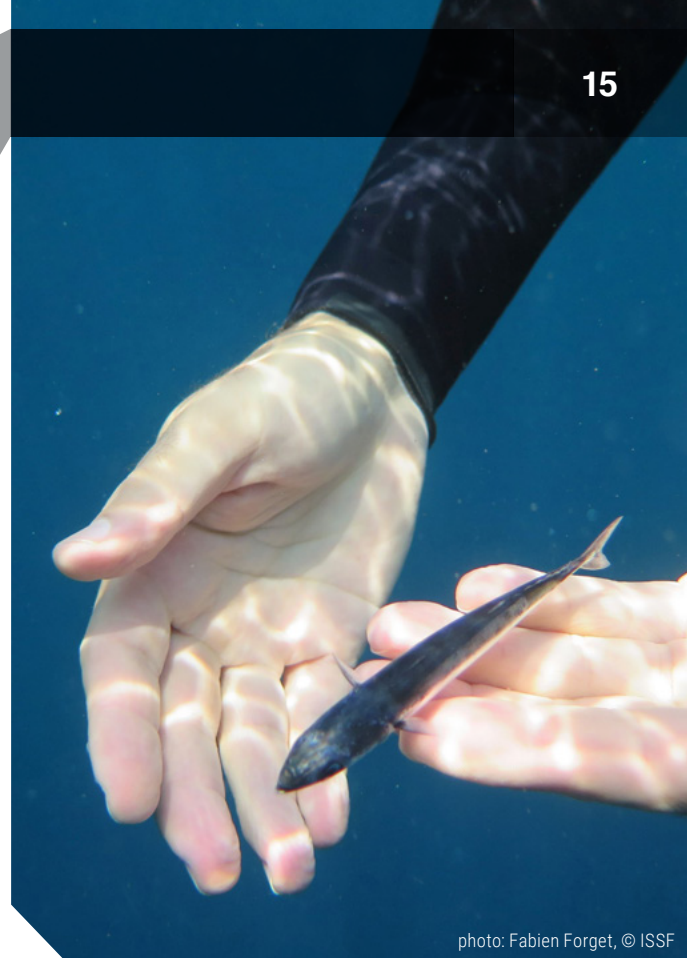
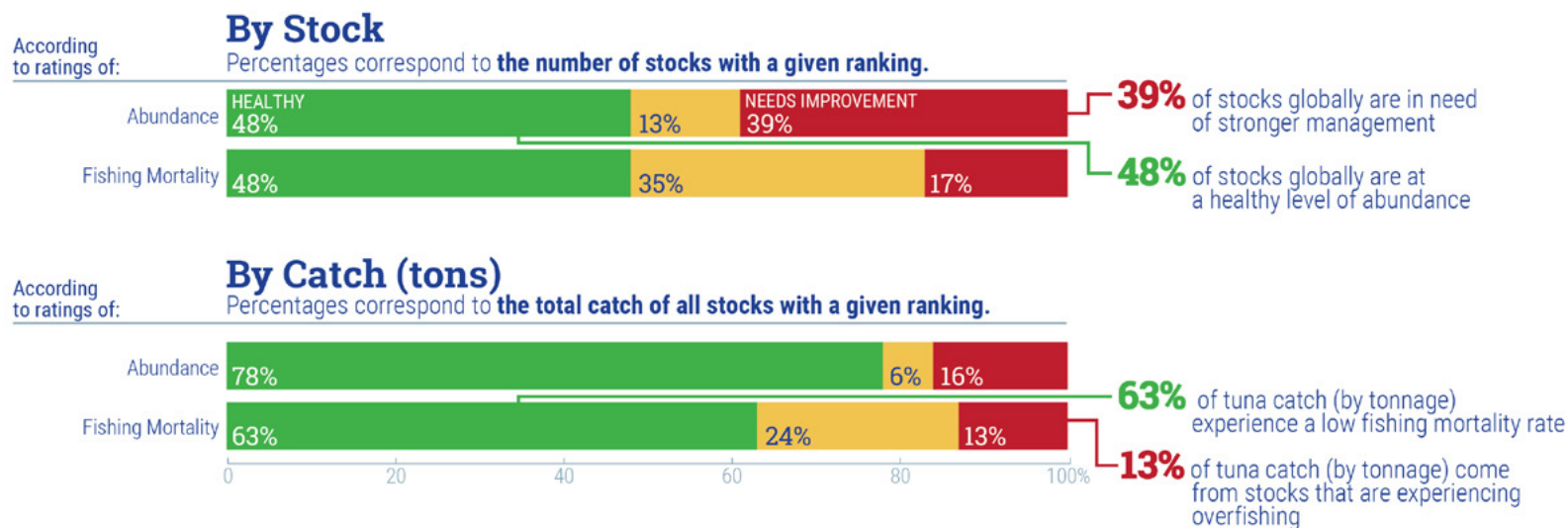
- Stock Abundance
- Exploitation/Management
- Environmental Impact (Bycatch)

[>> Download the ISSF Status of the Stocks Report](#)

BASED ON OUR LATEST ASSESSMENT

Distribution of stocks of major commercial tunas (Feb. 2016)

According to abundance ratings and fishing mortality ratings

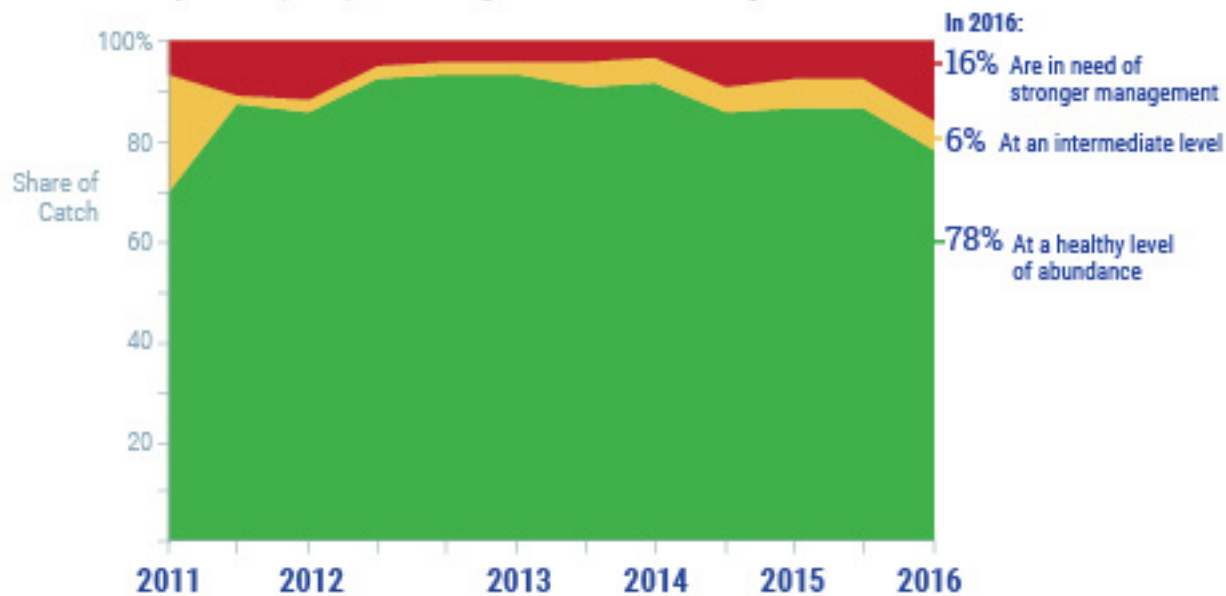


STOCK STATUS

GLOBAL REACH
Global Impact

STATUS OF THE STOCKS OVER TIME

Distribution of stocks of major commercial tunas (2011-2016) By Catch (Tons), According to Abundance Ratings



ISSF Analysis of Tuna Fisheries Against MSC Performance Indicators (PIs)

This analysis provides a snapshot of tuna fishery health by region, as defined by Marine Stewardship Council (MSC) Performance Indicators (PI).

>> [Download the full analysis](#)



photo: David Itano, © ISSF







ADVOCACY

GLOBAL REACH
Global Impact

Priorities & Outcomes

ISSF's advocacy reach spans four tuna RFMOs, three oceans, many of the world's major food retailers and foodservice groups, MSC client fisheries, global tuna fishing fleets, regional organizations, national governments, and the world's leading tuna non-governmental organizations (NGOs). And the impacts of our collaborative work are equally as broad. We recognize that issues of tuna stock sustainability are complex and multifaceted, and so too must be our approach.

2015 ADVOCACY BY THE NUMBERS

- 195**  **Letters** from ISSF participating companies advocating for specific priorities
- 7**  **Blogs written** written in advance of and/or after each tuna RFMO meeting to further advocate for ISSF-supported positions
- 9**  **5 Retail and 4 foodservice** companies, working with ISSF & Environmental Stakeholder Committee members, sent more than 60 letters advocating for progress on harvest strategies and other priority issues
- 5**  **Side events** in which ISSF participated in conjunction with RFMO meetings to address specific tuna issues
- 5**  **Joint RFMO advocacy letters** and statements in which ISSF participated along with many supportive NGOs & stakeholders, as well as **7 joint statements** made during RFMO meetings
- 4**  **Formal position statements** – one for each RFMO meeting – developed by ISSF

ISSF
Priorities
Reflected in

= **23** / **33**
RFMO
Policies*

*2015 resolutions, recommendations or reports, excluding administrative and bluefin measures

ADVOCACY

GLOBAL REACH
Global Impact

Facilitating Market Influence

ISSF recognizes the vital role the market plays in our efforts toward sustainable tuna fisheries. ISSF enhanced its outreach among retailers in Europe in North America in 2015, including more than 60 direct meetings, with encouraging results – leading companies are engaging with their supply chains to encourage implementation of best practices to advance tuna sustainability.

In Europe ...

- Seven new buyers incorporated ISSF conservation measures and/or the PVR in their tuna sustainability and sourcing considerations, bringing the total number of retailers doing so to 13
- Successfully expanded outreach into the foodservice channel
- Continued to meet with most major retail and foodservice operators through direct meetings, including jointly with major NGOs
- Conducted two Sustainability Forums with retailers in the United Kingdom and Italy, as well as four sustainability workshops with three European retailers

In North America ...

- Two new buyers incorporated ISSF conservation measures and/or the PVR in their tuna sustainability and sourcing considerations, bringing the total number of retailers doing so to 16 – representing more than 75% of the U.S. private label business
- Six buyers have now incorporated a requirement for the PVR in their policies
- Continued to meet with most major retail and foodservice operators through direct meetings, forums and workshops

INCREASING REACH

An increase
of **31%** of Buyers



have incorporated
ISSF Conservation Measures
and/or the
ProActive Vessel Register
in their sourcing considerations

for a total of:

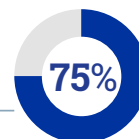


16 in North America



13 in Europe

which represent
an estimated



75% of the U.S. Retail
Private Label
business

Nearly 30 retailers

Auchan | RETAIL

GRUPE
Casino *
NOURISHING A WORLD
OF DIVERSITY

EROSKI



MERCADONA
SUPERMERCADOS DE COMPAÑIA

Morrisons
Since 1899

Walmart

*Casino and Tous les jours

**Lidl UK and Germany

*have now incorporated ISSF conservation
measures and/or the PVR in their public
or internal sourcing considerations.*

photo: David Itano, © ISSF

ISSF INTERNATIONAL
SEAFOOD
SUSTAINABILITY
FOUNDATION

ADVOCACY

GLOBAL REACH Global Impact

Collaborating with NGOs

ISSF continues to strengthen engagement with environmental NGOs focused on tuna. We worked collaboratively to promote awareness of science-based approaches to tuna stock sustainability; on monitoring, control, surveillance and traceability tools; as well as to advance coordinated market outreach efforts and harmonized advice on tuna. Among initiatives in 2015, ISSF:

- Participated in the United Kingdom Tuna Working Group with the World Wildlife Fund (WWF), Sustainable Fisheries Partnership (SFP) Client Earth, Marine Conservation Society, Sustain, and the International Pole & Line Foundation (IPNLF)
- Continued our connectivity to the WWF Smart Fishing Initiative

- Participated in two meetings of environmental NGOs focused on tuna sponsored by Monterey Bay Aquarium to develop harmonized tuna asks of the foodservice sector
- Hosted two in-person meetings of the ISSF Environmental Stakeholder Committee (ESC)
- Hosted coordination calls with members of the ESC and other eNGOS in advance of each of the four tuna RFMO meetings
- Met with major retail operators jointly

Engaging the Vessel Community

Outreach to tuna fishing fleets and the associations that represent them marked continued progress toward our goal of building greater commitment among fleet owners to science-based sustainability practices. To this end, ISSF met more than two dozen times in 2015 with members of the vessel community. Additionally, vessel community representatives were presenters at ISSF-hosted/supported side events at RFMOs, while two major purse seine fleet associations signed onto one or more of the joint advocacy letters sent to RFMOs.

In 2015, ISSF continued to strengthen its engagement with tuna fleets by developing a comprehensive strategy to engage longline fishing vessels and increase awareness of our tools and initiatives and to encourage best practices on the water by this important gear type. To support and inform this effort, ISSF conducted 3 site visits per year for the last two years to key longline nations, including China, Taiwan, Japan, Korea, Sri Lanka, Indonesia and the Cook Islands to raise awareness of ISSF, our tools and initiatives. We also encouraged implementation of best practices and explored opportunities for collaboration.

ADVOCACY AROUND THE WORLD

**IN 2015, ISSF's advocacy work
spanned 31 countries and 13 states**



ISSF collaborated

*with NGOs to execute 14 joint or
coordinated meetings with retail
buyers in 2015.*



photo: David Itano, © ISSF

TRANSPARENCY & COMPLIANCE

GLOBAL REACH
Global Impact

Raising the Bar

"Actions speak louder than words," as the saying goes.

We recognize that transparency underpins all of the initiatives we tackle, and all of the collaborative efforts we undertake. Transparency reinforces the understanding that we are not only committed to making a difference, but also to clearly demonstrating ongoing improvement in meeting that commitment.

Conservation Measures & Compliance

Participating companies have committed to conforming to a series of conservation measures designed to facilitate continuous improvement across global tuna stocks, and to reflect each company's commitment to driving positive change.

>> [View ISSF Conservation Measures](#)

In 2015, companies made continued progress in conformance with ISSF Conservation Measures.

■ Conformance

Company can provide evidence of full compliance

■ Minor Non-Conformance

Company does not fully comply with a particular conservation measure or commitment, but this does not compromise the integrity of ISSF initiatives

Example: Participating Company submitted RFMO data beyond the stated deadline

■ Major Non-Conformance

Company does not comply with a particular conservation measure or commitment and this compromises the integrity of ISSF initiatives

Example: Participating Company did not submit RFMO data

>> MRAG Americas conducts independent third-party auditing to assess and report compliance based on a rigorous compliance audit protocol

2015 COMPLIANCE RESULTS (25 COMPANIES AUDITED)

All companies; across all measures



photo: David Hano, © ISSF

TRANSPARENCY & COMPLIANCE

GLOBAL REACH
Global Impact

Compliance by Company

In response to requests for deeper information, ISSF is publishing individual compliance reports for each participating company:

[>> Download Full Individual Company Compliance Audit Reports](#)

Compliance by Conservation Measure

The following chart shows aggregate company compliance by individual conservation measure:

[>> Download the Full 2015 Audit Results](#)

[>> ISSA Compliance Policy](#)

CHANGE OVER TIME: AGGREGATE COMPLIANCE ALL COMPANIES

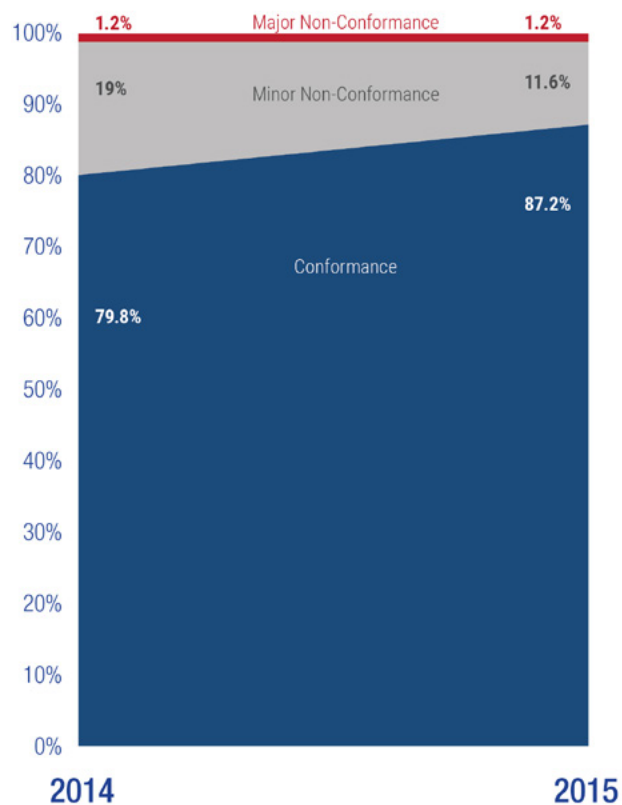


photo: David Itano, © ISSF

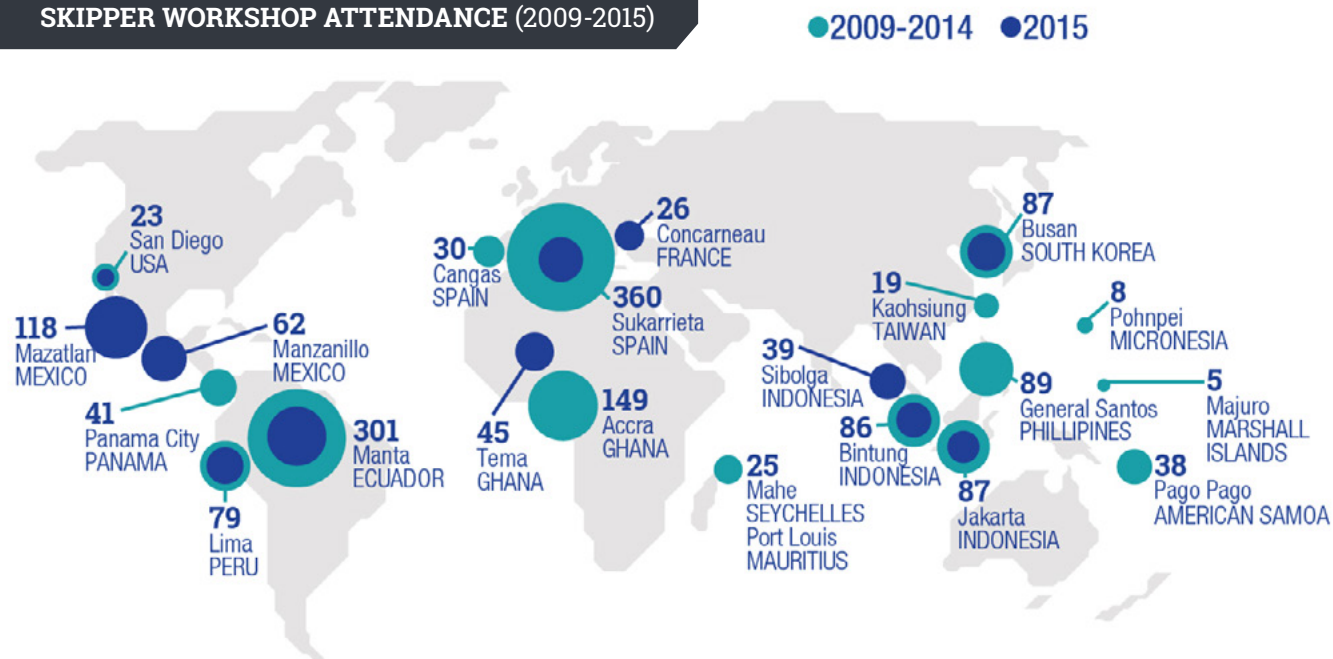
SKIPPERS WORKSHOPS

GLOBAL REACH
Global Impact

Facilitating Best Practices

ISSF Skippers Workshops continue to promote fishing best practices around the globe. In 2015, the program reached more than 320 skippers and 139 deck crew in Mexico, Ghana, France, Ecuador, Peru, USA, Korea, Spain and Indonesia.

SKIPPER WORKSHOP ATTENDANCE (2009-2015)



Since 2009,

ISSF has reached more than 1,100
skippers and crew through these
best-practice workshops.

photo: © ISSF

ISSF 2015



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