



ISSF 2014

DRIVING CHANGE through Collaboration

ANNUAL REPORT

photo: Fabien Forget, © ISSF

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BOARD & GOVERNANCE

DRIVING CHANGE
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ISSF – A MULTI-STAKEHOLDER PARTNERSHIP

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.

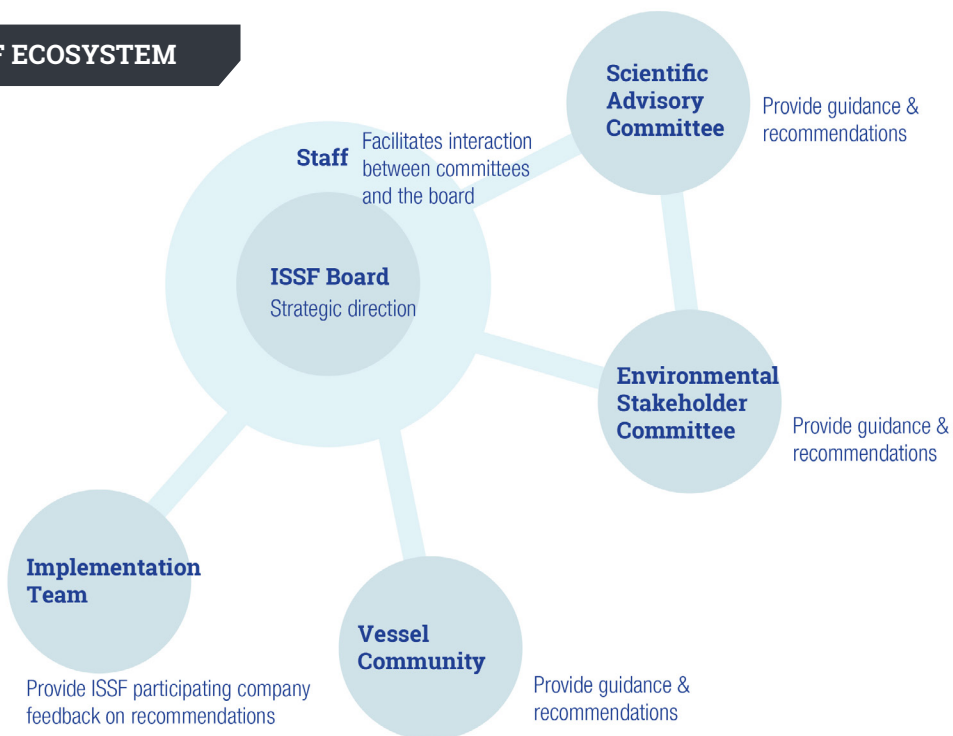
To achieve our mission, ISSF works collaboratively with engaged stakeholders with whom we share common

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.

Supporting Partners & Committees

The Board is supported by a group of formal and informal partners – marine scientists, environmental stakeholders, fleet owners, ISSF participating company representatives and others – that provide both their time and insights on a voluntary basis to inform the Board, as well as the organization's efforts.

THE ISSF ECOSYSTEM



The ISSF Mission & Model

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

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BOARD & GOVERNANCE

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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 Connelly
President, National
Fisheries Institute



Javier Garat
Secretary General, Cepesca



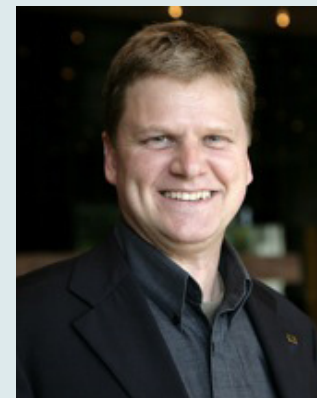
Miguel Angel Jorge
Managing Director, 50in10



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



Dr. Victor Restrepo
Chair of the ISSF Scientific
Advisory Committee



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

*Appointed April 2015

CHAIRMAN'S LETTER

DRIVING CHANGE
through Collaboration

WHETHER IN PRIVATE INDUSTRY OR PUBLIC SERVICE,
we all want to achieve large and important goals.

ISSF is no different in that regard: we seek nothing less than the long-term health and sustainability of global tuna stocks that in turn:

- a) reinforces healthy ocean ecosystems,
- b) provides an ample, protein-rich food source for billions of people and
- c) supports a strong fishing industry that provides economic opportunity to many.

It's a big goal, and one that is very difficult to achieve. One could look at this challenge and conclude it is just too big; that it is too much work, that the odds are long. But look beyond the obvious hurdles and one sees a diverse set of motivated stakeholders collaborating on common goals and coordinating efforts to improve tuna fisheries by addressing head-on the primary issues that impact tuna fisheries.

And most importantly, one would see clear progress being made.

The story of tuna sustainability is one of continuous improvement through the concerted efforts of many, underpinned by marine science, and activated through the efforts of stakeholders from across the spectrum doing their part to advance common goals. This is also the story of ISSF.

As much as we've seen progress in our collective cause in the past year, we've also seen continued progress within ISSF itself.

The companies participating in ISSF continue to reinforce their commitment to a healthy tuna ecosystem. In 2014, the Board passed resolutions to:

- Expand the scope of its conservation measure relating to IUU fishing by calling on traders, importers, transporters and others involved in the seafood industry to refrain – as ISSF participating companies already do – from transactions in tuna transported by transshipment vessels on the IUU vessel list of any tuna RFMO;
- Include new, stronger provisions for controlling the additions of large-scale purse seine vessels to the ISSF Record;
- And commit to only sourcing skipjack, yellowfin and bigeye tuna from large-scale purse seine vessels that are registered on the ISSF ProActive Vessel Register (PVR).

In addition to these important conservation measures, ISSF also made a great deal of progress in working more actively with an ever-broadening range of stakeholders.



Juan Corrales
CHAIRMAN, ISSF

“...beyond the obvious hurdles...one sees a diverse set of motivated stakeholders collaborating on common goals...”

photo: Fabien Forget, © ISSF

CHAIRMAN'S LETTER

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photo: David Itano, © ISSF

As directed by our five-year strategic plan, we expanded outreach efforts to engage retailers and the vessel community, resulting in new and growing relationships with two groups that have important roles to play in advancing tuna stock sustainability. And we continued to strengthen our collaboration with leading NGOs on issues where we can align our efforts to generate greater positive impact.



And our group of participating companies continued to expand. In 2014 we welcomed General Tuna Corporation and Tropical Consolidated as full participants and JFE Shoji as an associate participant – a new category of participation designed to further expand and strengthen company engagement in ISSF.

These collaborative efforts are particularly important at a time when partial measures are sometimes offered as solutions to all of our issues. We must reinforce our joint efforts to achieve a transparent, traceable and fully

compliant tuna industry that, in turn, leads to effective and measurable conservation policies.

ISSF is an organization of diverse opinions and perspectives. But in our role as convener, facilitator and enabler, we have harnessed this diversity to work toward the goal of global tuna stock sustainability, because we know that while we may not always agree, we achieve so much more together than we could individually.

This, our second annual report, will highlight more of the progress made in the past year toward our collective goals, even as we continue to focus on the improvements still to be achieved.

2014 was a fruitful and rewarding year. We thank all of you who made it possible and look forward to continued progress moving forward together.

Juan Corrales | Chairman, ISSF

Making Progress Toward More Sustainable Tuna



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

photo: David Itano, © ISSF

PRESIDENT'S LETTER

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The Challenges – And Rewards – of Collaboration

COLLABORATION IS ONE OF THOSE BUZZ WORDS that organizations – whether they are public or private, for profit or not-for-profit – often cite as a desired goal, objective or outcome. And understandably so; it's a powerful concept around which to focus an organization's efforts, and can generate great benefits for all involved.

So then why doesn't it actually happen more often?

While the answer to that question varies by organization and circumstance, there is usually one common barrier: collaboration – the kind that goes beyond words and delivers true impact – is really hard to achieve.

We should know. ISSF has constructed its efforts to promote continuous improvement in global tuna stocks around fostering collaboration among the broad group of stakeholders that share common goals, if not always a common approach to achieving them. Our overall approach is one where:

- Science informs policy;
- Stakeholders reach out to policy makers; and
- The private sector uses market influence to incentivize good behavior.

Diversity of opinion among collaborators creates challenges. But it is also the true strength behind our collective efforts, as it ensures all voices and perspectives are heard, and this diversity ultimately strengthens the work we collectively pursue.

Beyond the Buzz Words – IUU

The stakeholders engaged in tuna fishery sustainability have moved beyond the buzz words – and our differences of opinion – to come together to achieve real progress. While there are several examples I could share, one that clearly stands out is the ongoing effort to mitigate and eliminate IUU – illegal, unreported and unregulated fishing activity.

IUU is not just a conservation issue; it's an economic and food security concern as well. Eliminating IUU is one of the most important steps toward sustainable management of tuna fisheries. And with a billion or so people that rely on the oceans as their primary protein source, IUU must be a top priority.

The challenge with IUU is that on a planet that is approximately 70 percent ocean, tracking individual boats that are constantly on the move following a highly



Susan Jackson
PRESIDENT, ISSF

“IUU is not just a conservation issue; it's an economic and food security concern as well.”

photo: Fabien Forget, © ISSF

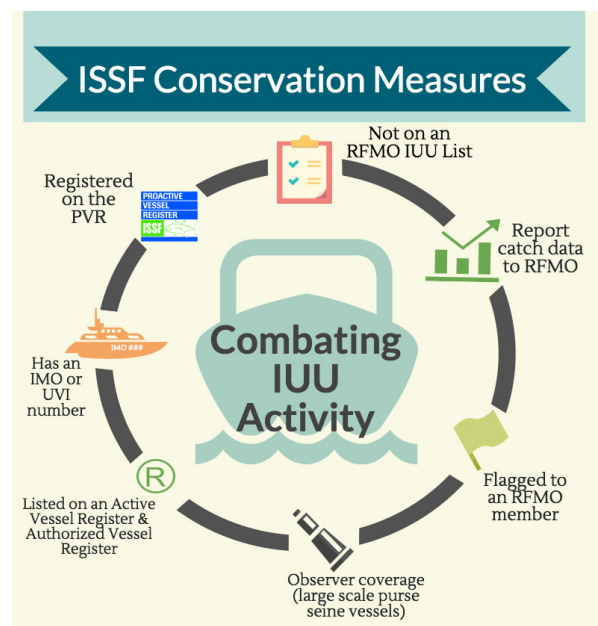
PRESIDENT'S LETTER

DRIVING CHANGE through Collaboration

migratory species like tuna and products through a supply chain that is global and multi-faceted, is an incredibly challenging task.

Closing the Net on IUU

Meeting this challenge requires a broad and comprehensive approach. Through conservation measures adopted by the Board and adhered to by participating companies, ISSF focuses its efforts on a collection of initiatives that work in unison to help close the net on IUU fishing:



But to truly eliminate IUU fishing, we understand it takes the concerted efforts of a broad group of stakeholders working together to squeeze the net ever tighter. Fortunately, such collaboration is happening, and it is making an impact.

For example, through the collaborative work of public-private partnerships with broad global reach, the world has gotten significantly better at identifying at-sea fishing vessels primarily through the increased use of unique vessel identifying numbers (UVI), such as those provided by the International Maritime Organization (IMO). And progress has been swift. At the end of 2011, only 12 percent of large-scale purse seine vessels targeting tropical tuna had publicly available IMO numbers. Today, nearly 90 percent have registered IMO numbers and management bodies now mandate these numbers. The result: it's getting harder for vessels engaged in IUU fishing to hide their identities and work in the shadows.

There is no one solution to combating IUU fishing activities and we still have much to do to achieve our collective goal of eliminating it. But as the example above proves, collaboration around common objectives is a powerful approach that can generate greater impact than the concerted efforts of any one stakeholder.

ISSF sees its role as a convener of common interests and a partner advocating for continuous improvement. That's because we believe the long-term sustainability of global tuna fisheries can only be realized through coordination with a broad collection of stakeholders that constructively engage on common goals. It's challenging, and occasionally frustrating, work. But it's critical to all of us that seek to continuously improve tuna fisheries. Most encouragingly, it is working. And that makes it tremendously rewarding.

Susan Jackson | President, ISSF

COLLABORATION IN ACTION

ILLEGAL, UNREPORTED AND UNREGULATED FISHING (IUU)

Science-based



DATA & SCIENCE

While data is limited, science tells us the impact of these untracked activities has substantial negative impact on tuna stocks



POSITION

Stopping IUU is perhaps the most important challenge to healthy tuna stocks and coordinated global action is required to eliminate it



ACTIONS & ADVOCACY

- Stakeholders reach out to policy-makers & enforcement bodies to educate about the issue
- Private sector uses market influence to incentivize good behavior
- NGOs, including ISSF, advocate for RFMOs to mandate UVIs and improve monitoring, control and surveillance systems, as well as data collection systems

Advocacy-based



OUTCOMES

- Tuna companies participating in ISSF commit to refraining from transactions with vessels that do not have UVIs (2010)
- 4 of 4 RFMOs adopt measures to require UVIs

photo: David Itano, © ISSF

Assessing Tuna Stock Health

Tracking and measurement is critical to the effective management of global tuna stocks. So ISSF produces two reports on an annual basis that highlight how far we've come in our efforts to promote the long-term sustainability of tuna stocks – and how far we all still need to go.

ISSF's Status of the Stocks Report

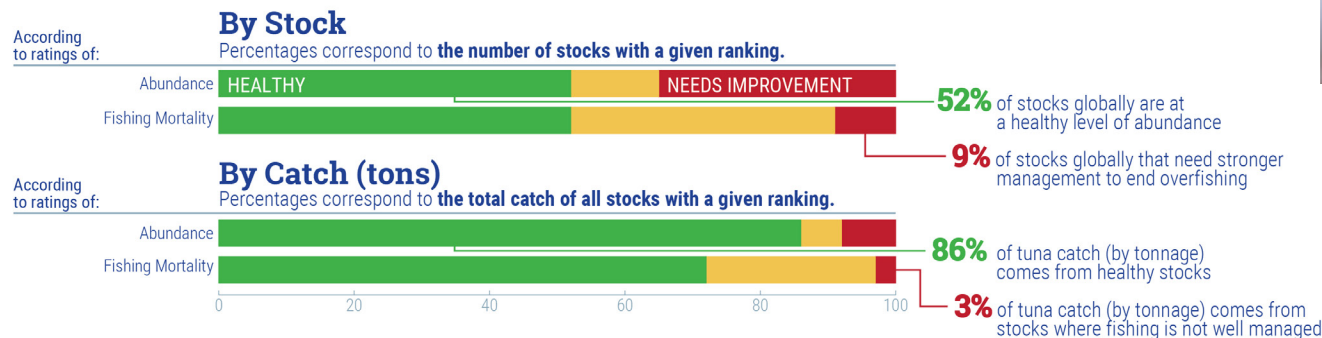
Each year, ISSF measures the status of all major commercial tuna stocks against three key factors:

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

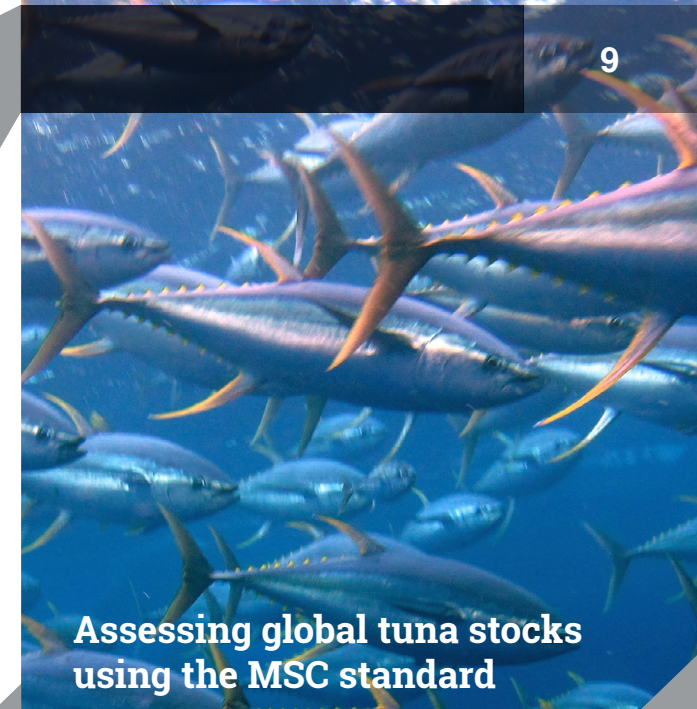
BASED ON OUR LATEST ASSESSMENT

Distribution of stocks of major commercial tunas

According to abundance ratings (top) and fishing mortality ratings (bottom).



[Download full Status of the Stocks report](#)



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



photo: David Itano, © ISSF

IN FOCUS: STATUS OF THE STOCKS

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

Produced annually, this analysis provides a snapshot of the health of tuna fisheries by region, as defined by Marine Stewardship Council (MSC) PIs.

>> [Download the full analysis](#)

Summary of P1 Averages*

PI	PI#(2013)	PI#(2015)	Feb(2013)	Dec(2013)	Mar(2015)
Stock Status	1.1.1	1.1.1.	83	82.6	80
Reference Points	1.1.2	NA*	74	74.5	NA*
Stock Rebuilding	1.1.3	1.1.2	77	73.3	64
Harvest Strategy	1.2.1	1.2.1	75	74.7	73.7
Harvest Control Rules/Tools	1.2.2	1.2.2	59	59.5	59.5
Information and Monitoring	1.2.3	1.2.3	77	76.3	77.1
Assessment of Stock Status	1.2.4	1.2.4	84	84	85.3

*Some changes are due to consolidation and adjustments to the MSC Standards

Summary of P3 Averages

RFMOs	Dec(2013)	Mar(2015)
ICCAT	77.3	73.8
WCPFC	85	84.6
IATTC	83.6	83.5
IOTC	76.4	78.5



photo: David Itano, © ISSF

IN FOCUS: STATUS OF THE STOCKS

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COLLABORATION IN ACTION

Data Collection



DATA & SCIENCE:

- As the saying goes, 'you can't fix what you can't track.' Improved data collection is critical to the development of science-based approaches to tuna stock sustainability
- Data currently collected is often incomplete and access to it is delayed by 6-18 months

Science-based



POSITION:

- RFMOs, fisheries and fishing vessels must take concrete steps to improve the timely and more complete collection of, and access to, fishing data



ACTIONS & ADVOCACY:

- ISSF and other stakeholders advocate for RFMOs to improve data collection through on-board observers, stepped up compliance with data submission requirements and technology improvements
- NGOs, including ISSF, advocate to RFMOs for 100% observer coverage on all large-scale purse seine vessels year-round
- ISSF and others work with scientists, fishery managers and vessel owners to determine the most efficient ways to transmit data to RFMOs faster and more completely

Advocacy-based



OUTCOMES:

- ISSF participates in a public-private partnership to conduct multiple trials of electronic logbooks for purse seine and longline vessel skippers that can transmit data to RFMOs in near-real time
- This same public-private partnership began work on a similar electronic systems for submitting observer reports
- Two RFMOs – IATTC and ICCAT – adopt reforms to improve their Vessel Monitoring Systems (VMS) measures, an important step in ensuring compliance

photo: David Itano, © ISSF

IN FOCUS: CAPACITY MANAGEMENT

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Capacity Management

The long-term sustainability of tuna stocks must balance the need to reduce fishing capacity with avenues for the legitimate development aspirations of developing coastal States through such mechanisms as capacity transfers.

A key part of the international dialogue on this issue has been how to provide legitimate development avenues for these coastal States through such mechanisms as the transfer of fishing capacity from developed States.

There are diverse perspectives on how to operationalize such “capacity transfers.” Therefore, many see the need for a dialogue that reflects more than just a transfer of fishing vessels, but also a diverse toolbox of options to facilitate real economic development in developing coastal States.

Significant progress was made in 2014 on several fronts.

Capacity Transfer Workshop

Building on the work of previous meetings and workshops, ISSF convened a workshop on the topic of purse seine capacity transfers in March 2014 to initiate a dialogue on how transfers of capacity could work in practice. The workshop brought together experts and stakeholders that represent the broadest possible perspectives, including:

- Industry experts
- Coastal State and flag State fishery managers
- RFMO Secretariat representatives
- Policymakers
- Academics

Outcomes from the three days of working sessions included alignment around the core theme that developing States had a diverse set of choices regarding how to develop economically from tuna fisheries, and that capacity transfer should not be viewed narrowly around physical assets. The Workshop Report outlines a practical set of options for capacity transfer for purse seine vessels that adhere to the dual goals of effective management and economic development, including:

- Reflagging or importing vessels
- Access fees
- Joint ventures
- Transshipment-related activities
- New processing plants & cold-storage facilities
- Education, training & skills transfer
- Market access
- Transfer of technology
- Home-porting & local-basing of vessels and/or companies
- Financing & investment options, such as buy-backs, public-private partnerships and equity sharing, among others



photo: Jeff Muir, © ISSF

IN FOCUS: CAPACITY MANAGEMENT

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These and the other workshop outcomes can be leveraged in all dialogues as specific transfer initiatives are designed and implemented. The workshop outcomes can also form the basis for continued discussions relating to capacity transfer among all gear types.

ISSF was pleased to initiate the first multi-stakeholder dialogue on the issue of capacity transfers and how these transfers can occur in practice, and we are committed to supporting the continuation of the conversations begun at this Workshop on a regional or sub-regional level.

ISSF Resolution on Capacity Management

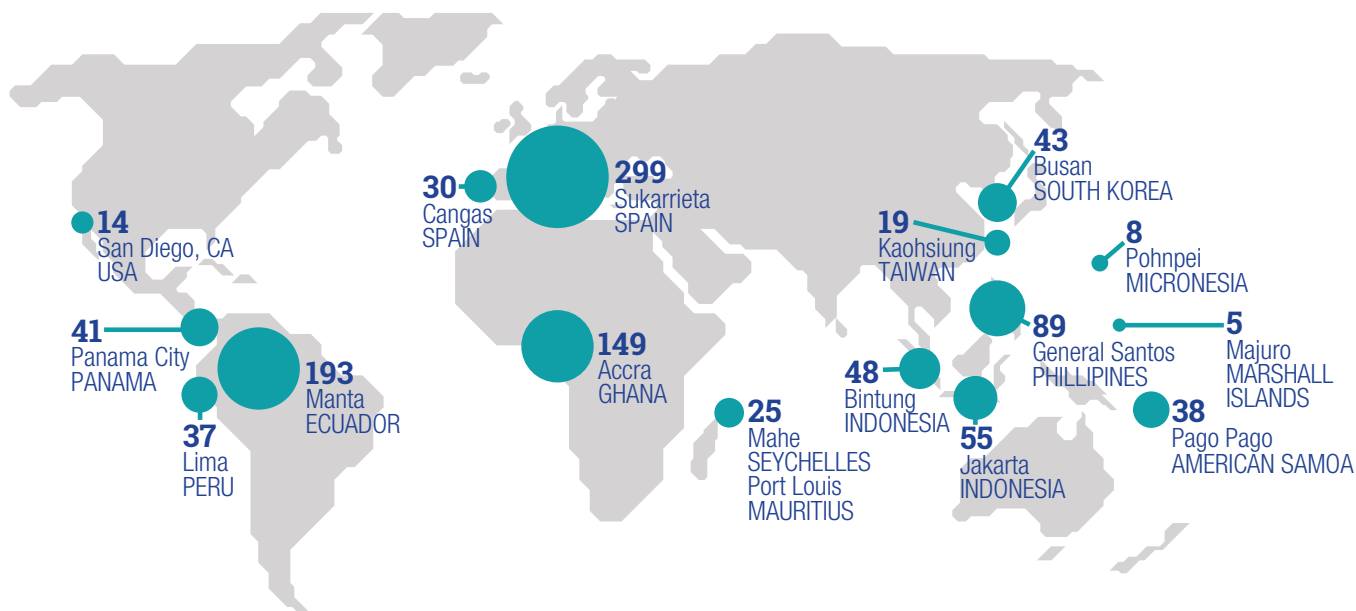
We continue to be concerned that there are too many boats on the water while at the same time, incentives

remain for the construction of even more fishing vessels. To help address this issue, the ISSF Board of Directors passed an amendment to its previous capacity resolution that includes new, stronger provisions for controlling the addition of large-scale purse seine vessels to the ISSF Record. Additionally, the new resolution explicitly states that any purse seine vessel not already on the ISSF Record is not eligible for listing on the ISSF Proactive Vessel Register (PVR).

Taken together, these changes will create greater controls on the development of new and/or additional large scale purse seine fishing capacity.



SKIPPER WORKSHOP ATTENDANCE (2009-2014)



Did you know?

There are the roughly
759 large scale purse seine
vessels operating globally

700 skippers have
attended one of our workshops

photo: Fabien Forget, © ISSF

IN FOCUS: FAD MANAGEMENT

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FAD Management

ISSF believes that all fishing methods pose advantages and challenges and that singling out specific methods may not be the most effective approach.

Rather, ISSF believes that comprehensive management and science-based improvements across all gear types must be implemented to improve the sustainability of tuna

fisheries over the long term. In 2014, ISSF continued its research activities on FADs as part of its ongoing Bycatch projects.

Ongoing FAD Research

Technical methods to reduce catch of small bigeye tuna and impacts to sharks and other fish by purse seine vessels, include:

Echo-sounder buoys to remotely assess the amount of small bigeye tuna around FADs

Acoustic & visual means to assess the species composition and behavior of fish aggregations around FADs and in the net

Acoustic tagging and tracking of bigeye and non-target species around FADs

Comparison of shallow vs deep hanging components on bigeye catch

Double FAD experiments to examine potential to separate bycatch from tuna on adjacent FADs



potential reduction of under-sized tuna caught



potential reduction of bycatch through avoidance or selective release; i.e. escape panels, backdown procedure



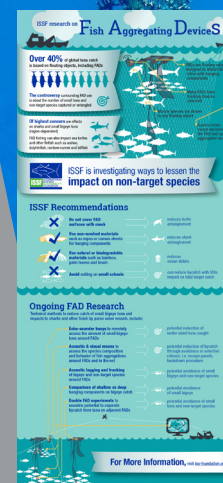
potential avoidance of small bigeye and non-target species



potential avoidance of small bigeye



potential avoidance of small tuna and non-target species



**Download
the full FADs
infographic**

photo: David Itano, © ISSF

IN FOCUS: FAD MANAGEMENT

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COLLABORATION IN ACTION

FAD Management

In 2014, ISSF sponsored two research cruises that brought together scientists and fishers to work on a number of important issues and potential improvements:

DATA & SCIENCE:



- Fishing on FADs accounts for nearly 40 percent of global tuna catch
- Using both data and on-water research, scientists have worked with fishers to develop FAD designs that minimize or avoid unwanted bycatch, sharks in particular
- RFMOs now require submission of FAD data; as data reporting improves, better science-based management decisions can be made

Science-based

POSITION:



- FAD use is, and will remain, a common and efficient method for purse seine fishing and therefore must be effectively managed
- Non-entangling FAD design should be adopted on-water to reduce bycatch
- RFMOs should adopt science-based measures to manage FAD use

ACTIONS & ADVOCACY:



- ISSF and other stakeholders advocate to RFMOs to mandate the use of non-entangling FADs
- Further, ISSF and stakeholders advocate for improved data collection on FAD use, to be used by RFMO scientific bodies to make appropriate FAD management recommendations

Advocacy-based

OUTCOMES:

- ICCAT joined IOTC in adopting a mandate to use non-entangling FADs
- IOTC, ICCAT and WCPFC created FAD working groups to explore opportunities for improved data collection and new technology development, as well as to consider options for better monitoring, tracking and management

photo: David Itano, © ISSF

ADVOCACY

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Priorities & Outcomes

Central to ISSF's approach to facilitating the continuous improvement of global tuna stocks is advocacy to RFMOs – the only bodies with both the geographic scope and the legal frameworks required to mandate change on the water. Our efforts to support, coordinate with and advocate to RFMO member countries are both broad and deep.


ADVOCACY BY THE NUMBERS

178   **Outreach letters sent** from ISSF-participating companies advocating for specific priorities

7  **Blogs written** in advance of and/or after each meeting to further advocate for ISSF-supported positions

6  **Joint RFMO advocacy letters and statements** in which ISSF participated along with many supportive NGOs and stakeholders

4  **Formal position statements** – one for each RFMO annual meeting – ISSF developed and submitted in 2014

4  **Conference calls organized** by ISSF with members of its Environmental Stakeholder Committee and other NGO partners in advance of each RFMO meeting in order to coordinate advocacy

ISSF
Priorities
Reflected in

= 20 / 32 RFMO Policies*

*2014 resolutions, recommendations or reports, excluding administrative and bluefin measures



photo: David Itano, © ISSF

EXTENDING COLLABORATION

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Improving the long-term health of global tuna stocks requires the efforts of all engaged stakeholders. That's why ISSF works with all like-minded parties that wish to leverage their influence to foster continuous improvement.

Markets Outreach

- ISSF conducted outreach to more than 40 major retailers in North America and Europe in 2014 to promote the ProActive Vessel Register (PVR) as well as specific ISSF recommendations and conservation measures
- Three retailers committed to encouraging their suppliers to ensure all vessels from which they source tuna are listed on the PVR
- Sixteen leading retail companies have incorporated elements of ISSF's science based approach into their public facing or internal sourcing policies
- ISSF hosted or participated in three retail forums in the U.S. and U.K. in 2014 to share the latest science, ISSF positions and opportunities to engage in tuna sustainability
- ISSF participated in five major buyer international sustainability events

Non-Governmental Organization (NGO) Collaboration

- ISSF conducted 30 joint retailer meetings with the World Wildlife Fund (WWF) and Sustainable Fisheries Partnership (SFP), and enhanced its dialogue with other leading NGOs that are active in tuna sustainability and in providing retail advice on tuna

- ISSF joined FishWise, Monterey Bay Aquarium, New England Aquarium, WWF and SFP to begin an effort to develop a "common ground" document to outline where there is consensus for engaging buyers to support tuna sustainability
- ISSF's Environmental Stakeholder Committee (ESC) met twice in 2014, providing important insight and guidance that directly impacted ISSF initiatives and board-approved conservation measures

Vessel Community Outreach

- ISSF enhanced its outreach to the vessel community in 2014, meeting with, individually or collectively, more than 10 vessel companies and associations
- Vessel community representatives were invited to participate in a number of ISSF-supported meetings and events in 2014, including participation in the ISSF Workshop on Capacity Transfer and side events on FAD research and MCS to combat IUU held during the WCPFC and ICCAT annual meetings

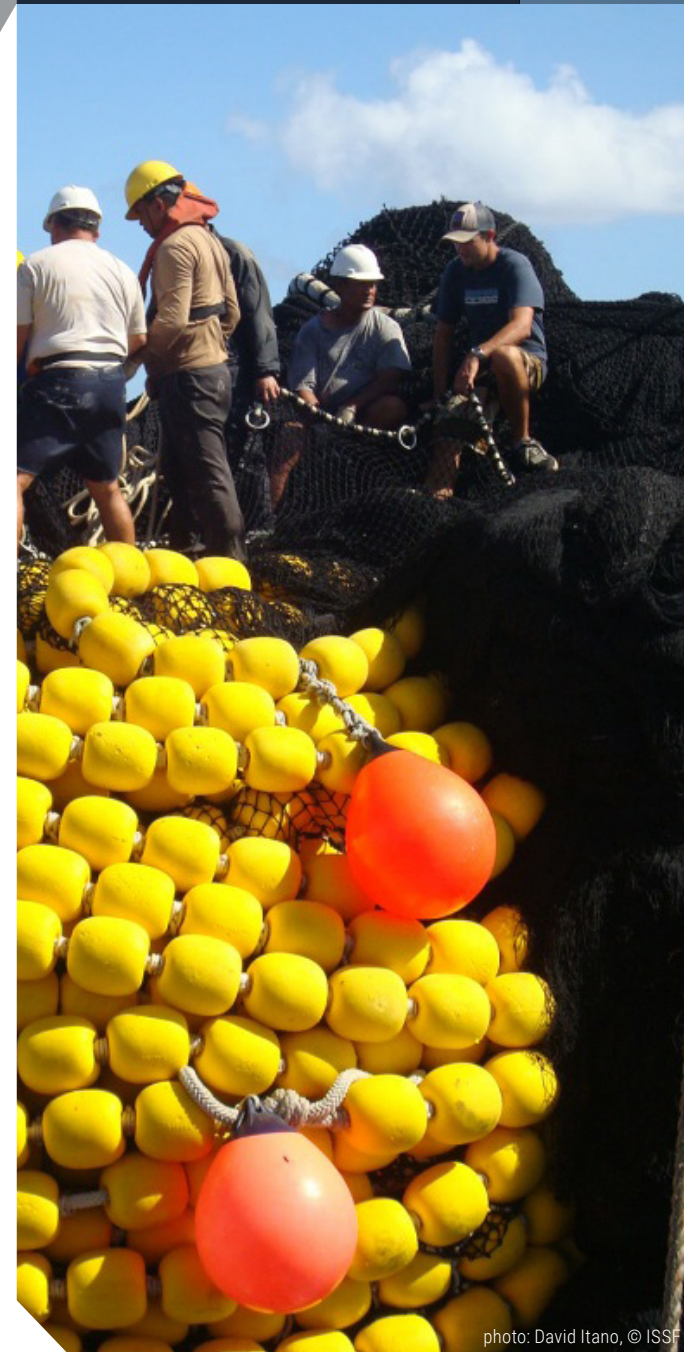


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COMPLIANCE

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Keeping Commitments

ISSF: Committed to Transparency

Collaboration is the heart of the ISSF approach because we believe it is the most effective path to lasting improvements in tuna stock sustainability. We also recognize that achieving true collaboration takes not only a shared commitment, but also a level of trust underpinned by transparency.

ISSF and its participating companies are committed to transparency across all of our efforts and initiatives to ensure we remain a trusted partner in global tuna sustainability.

ISSF Conservation Measures and Commitments

ISSF participating companies have agreed to conform to a set of conservation measures and commitments designed to facilitate real and continuous improvement across global tuna stocks. The 21 measures and commitments in force as of 31 December 2014 represent science-driven best practices, approved by the ISSF Board, that have measurable positive impacts on tuna stocks:

DEC. 2014 COMPLIANCE RESULTS (24 COMPANIES AUDITED)

All Companies; Across All Measures

79.8%

Conformance

19%

Minor Non-
Conformance

1.2%

Major Non-
Conformance



photo: Jeff Muir, © ISSF

COMPLIANCE

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CATEGORY	COMMITMENT
	RFMO Data Support Provide data to RFMO scientific bodies
	Withdrawal if IUU Found Warrant that tuna products comply with ISSF resolution 09-01 – IUU Fishing – & upon discovery of a violation, will withdraw product from the marketplace
	Traceability Trace tuna products from capture to plate
	Authorized RFMO List No transactions in tuna caught by vessels not on the authorized vessel record of the RFMO
	IMO UVI No transactions in tuna caught by vessels subject to RFMO listing & capable of being registered by IMO that have not registered with IMO and received an IMO UVI
	Large-Scale Pelagic Driftnets No transactions in tuna caught by large-scale pelagic driftnets
	Policy for Prohibition of Shark Finning Establish & publish company policy prohibiting shark finning
	No Transactions with Vessels that Carry Out Shark Finning No transactions with vessels that carry out shark finning or have been determined to have been conducting shark finning for a period of 2 years after the conclusion of the investigation making such determination, provided there are no further incidents
	No Transactions with Companies that Do Not Have a Public Policy Against Shark Finning No transactions with companies that do not have a policy prohibiting shark finning
	No IUU Listing No transactions with vessels on an RFMO IUU list, no matter where fishing.



photo: David Itano, © ISSF

COMPLIANCE

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	Reporting % of PVR Purchases	Company provides URL for statement regarding % of purchases from PVR vessels.
	No Transshipment	No transactions in purse seine caught tuna where transportation included transshipment at sea, except when exempt per Resolution 12-03
	RFMO Participation	Must be flagged to a member or cooperating non-member of the relevant RFMO or have applied for such status
	Unique Vessel Identifier (UVI)	Purse seine vessels must have a UVI regardless of RFMO vessel registry listing requirements such as size and fishing area
	Skippers Training	Skippers are ISSF trained: participate in training on best practice
	Observers	Evidence of 100% observer coverage (human or electronic per ISSF guidance) through trip reports, RFMO data, agreement or contract with observer provider, etc.
	Full Retention	Purse seine vessels must retain all skipjack, yellowfin and bigeye tuna. Full retention will pertain to every fishing trip, in the presence of an observer.
	Certificate of Compliance	Submit CEO Certificate of Compliance
	Register All Controlled Purse Seine Vessels on PVR	Register all controlled purse seine vessels on the PVR.
	PVR Statement of Support	Company provides URL for PVR statement of support.
	Capacity	Demonstrate that all purchases from large-scale purse seine vessels are from vessels on the ISSF Record of Large-Scale Purse Seine Vessels. If a vessel is not present on the Record, the company shall provide evidence that the vessel meets the provisions of 14-06.4 so that it may be added.



photo: David Itano, © ISSF

COMPLIANCE

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2014 ISSF Report of Conservation Measure and Commitment Compliance




ISSF annually audits its participating companies' compliance with ISSF conservation measures and commitments and publishes the results.

[>> Download the Full 2014 Audit Results](#)

Strengthening the Audit Process

In 2014, ISSF further strengthened its independent auditing and compliance reporting process. ISSF engaged MRAG Americas to review and improve ISSF's audit process, as well as to conduct an audit of the performance of the participating companies against the in-force conservation measures and commitments in 2014. MRAG provides audit results individually to each company and to ISSF.

As a result, ISSF has provided an additional level of clarity for interested stakeholders with greater definition and explanation of conformance by individual measure. Categories of conformance now include:

	Conformance	Company can provide evidence of full compliance
	Minor Non-Conformance	<p>Company does not fully comply with a particular conservation measure or commitment, but this does not compromise the integrity of ISSF initiatives</p> <p><i>Example: Participating Company CEO Certificate of Compliance includes some, but not all, required elements</i></p>
	Major Non-Conformance	<p>Company does not comply with a particular conservation measure or commitment and this compromises the integrity of ISSF initiatives</p> <p><i>Example: Participating Company does not submit CEO Certificate of Compliance.</i></p>

[>> View the MRAG Audit Protocol for Participating Companies](#)



photo: David Itano, © ISSF

COMPLIANCE

DRIVING CHANGE
through Collaboration

PVR Progress

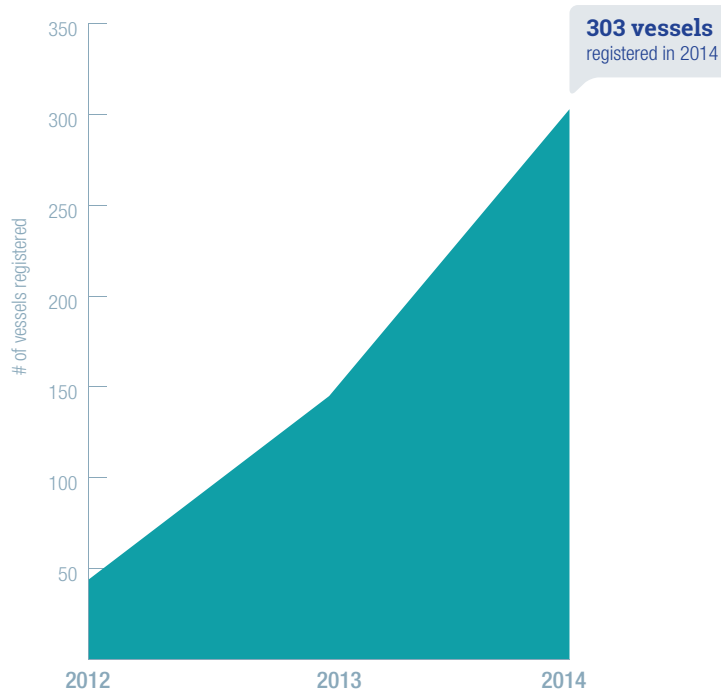
The ISSF ProActive Vessel Register (PVR) continues to expand, fostering greater clarity and accountability among vessels that fish for tuna around the globe. As the nearby graphic shows, the number of purse seine vessels listed on the PVR doubled in 2014 and now represents approximately half of all large-scale purse seine vessels fishing for tuna.

That is tremendous progress, and ISSF remains committed to the goal of full PVR participation among purse seine fishing vessels. MRAG Americas also conducts independent auditing of the conservation measures contained on the PVR.

>> [View the MRAG Audit Protocol for the PVR](#)

PVR GROWTH

Between 2013 and 2014, the Proactive Vessel Register (PVR) has more than doubled.



Did you know?

ISSF participating companies now report the percentage of their tuna purchases that comes from boats on the PVR. Visit individual company websites to learn more.

photo: Fabien Forget, © ISSF

ISSF 2014



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