

2013-2017

Strategic Plan Highlights



These three core pillars will guide all ISSF and participating company efforts to continuously improve tuna stocks and their ecosystems as defined in ISSF's objectives:



ISSF Objectives

Improve 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 MSC certification standard**¹ without conditions, and becoming the industry standard for vessel owners, traders, processors and marketers.

ISSF will cooperate with and support Regional Fisheries Management Organizations (RFMOs), and **vigorously advocate to RFMO members** for the adoption and implementation of science-based management measures so that tuna stocks and their ecosystem are managed comprehensively and sustainably.

1 ISSF will seek to achieve conformance with the Marine Stewardship Council's Performance Indicators (MSC PIs) at an 80 score level, which is sufficient for certification of a fishery without conditions. These Performance Indicators will serve as the basis for ISSF's assessment of global tuna fisheries, as well as a guide for its areas of focus.

Strategic Pillars

1 Achieve Sustainability of Tuna Stocks and Their Ecosystem through continuous improvement – measurably demonstrated – across global tuna fisheries.

2 Maintain and enhance credibility through improved **Transparency and Compliance** related to all ISSF and participating-company commitments – as well as all initiatives directly supported by ISSF.

3 Exercise Market and Policy Influence in regions and fisheries where participating companies operate and harvest tuna to directly and positively impact the goal of tuna stock and ecosystem sustainability, both through market influence and RFMO institutional and member advocacy.

Core Focus Areas

Sustainability of Tuna Stocks and Their Ecosystems

- Fishery Performance Improvement
- Bycatch, FADs, Capacity, Enforcement/Compliance, Long-Line Engagement
- Progress Measurement and Communication
- MSC Performance Indicators

Transparency and Compliance

- Participating Company Compliance
- Conservation Measures and Commitments
- Communication of Participating Company Compliance
- ProActive Vessel Register (PVR) Compliance and Reporting

Exercise Market and Policy Influence

- RFMO Engagement and Advocacy
- National Government Engagement and Advocacy
- Retail Outreach
- Vessel Owner Engagement
- Trader Engagement
- Non-Participating Company Engagement