



Sustainable Tuna (SFI)

Pole & Line, Non-FAD and Purse Seine Fishing and Sustainability of the Tuna Industry

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WWF Sustainability Criteria for Wild-Capture Fisheries

Fishery meets or exceeds
the standards of the
Marine Stewardship Council (MSC)



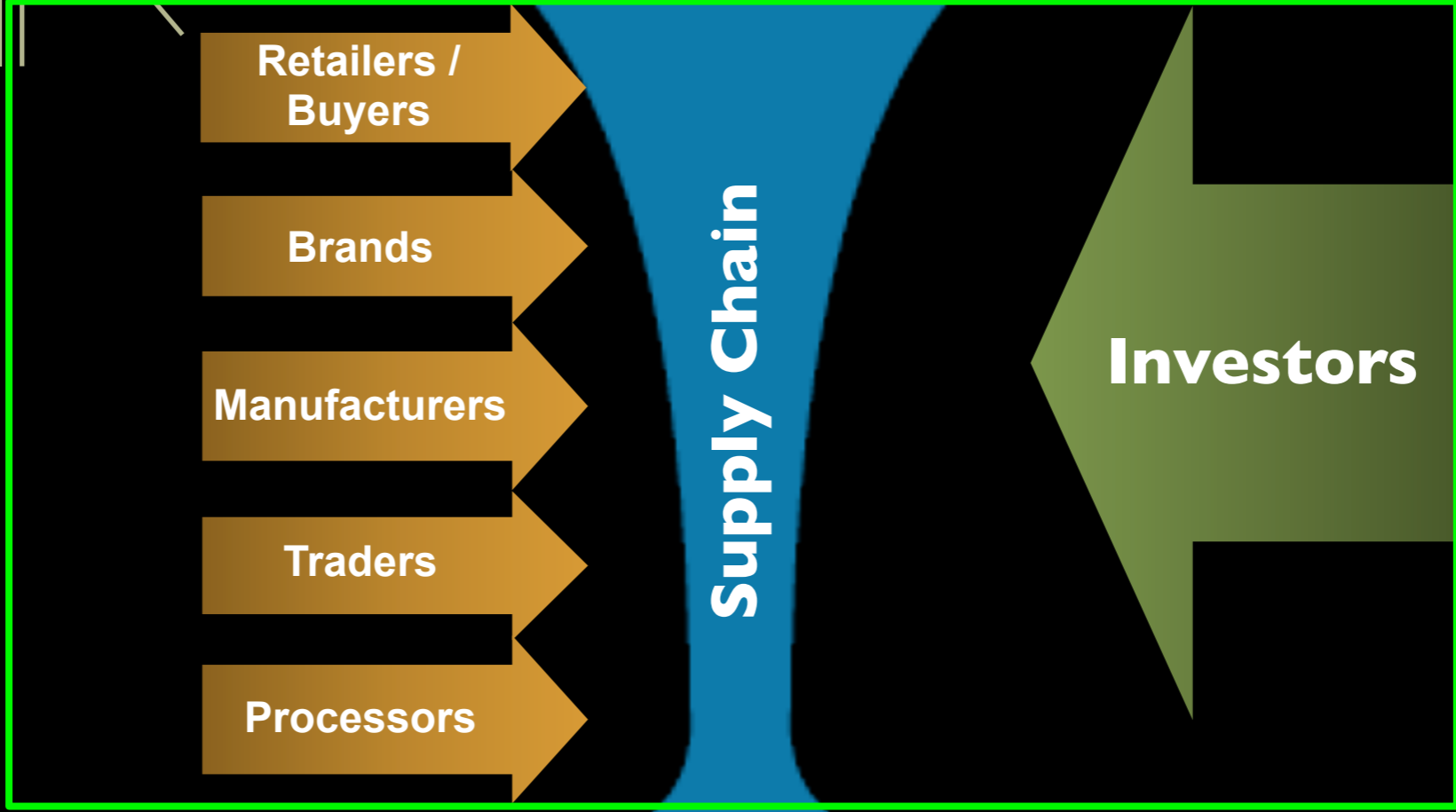


WWF Market Transformation Strategy

About 300-500 companies control ~70% of choice

Persuade >6B shoppers?

Greatest Point of Leverage



Need to reduce the threat!

Engage with >1B producers



WWF Global Sustainability Priorities

Source: Andy Murphy ©WWF



WWF Tuna Goals

- Most stocks (19) qualify for MSC by 2020
- Bluefin stocks (4) qualify by 2025





MSC Standards

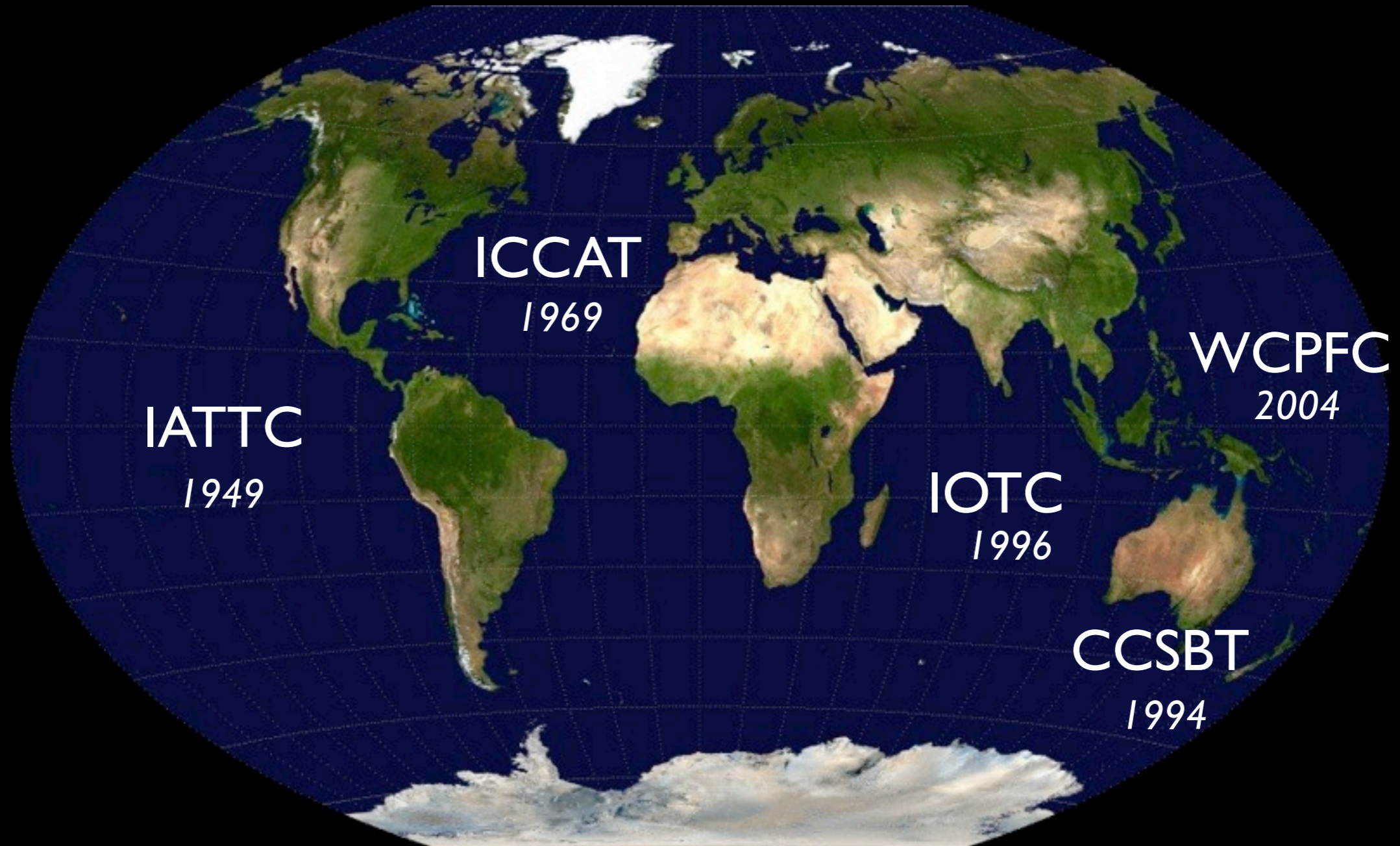
Three Principles with 31 supporting criteria:

1. Fish stocks sustainable
2. Environmental impact not harmful
3. Management system(s) effective





Tuna managed by 5 RFMOs





RFMO Sustainability Improvements

I. Sustainable fish stocks

Stock-wide:

- Limit & target reference points
- Harvest control rules
- Harvest management plans





RFMO Sustainability (con't.)

2. Environmental impact reduction

All gears & methods:

- Gill net
- Longline
- Pole and line
- Purse seine





RFMO Sustainability (con't.)

3. Effective management

Fishing countries

- Full membership/cooperation
- Member state conservation performance
- Compliance with reporting req's.
- Adequate monitoring and control





Environmental Impact Reduction

Examples:

- Pole & Line -- 3.1% bycatch LTL species¹
- Purse seine (drifting FADs) -- 2.7% bycatch²
- Purse seine (free school) -- Rare whale sharks³
- Gill net & longline -- Very large bycatches
- Etc.

¹Gillet (2010)
²Dagorn & Restrepo (2011)
³Hampton, (p.c. 2012)





Hypotheses on Ecosystem Effects of Drifting FADs



“Conveyor belt of doom”



Critical habitat increase

Which is right? Neither?





Summary

There is no “silver bullet”,
just difficult and
complex work ahead!





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Thank You!



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