

Make the Commitment: Improved Practices in Global Tuna Fisheries Through Industry Action

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INTERNATIONAL SEAFOOD
SUSTAINABILITY FOUNDATION

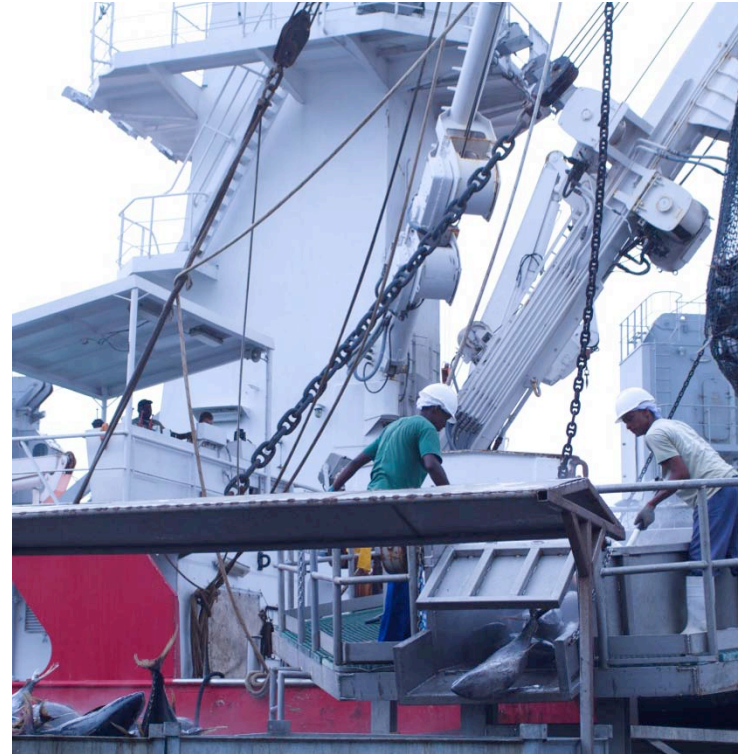
When Industries Adapt



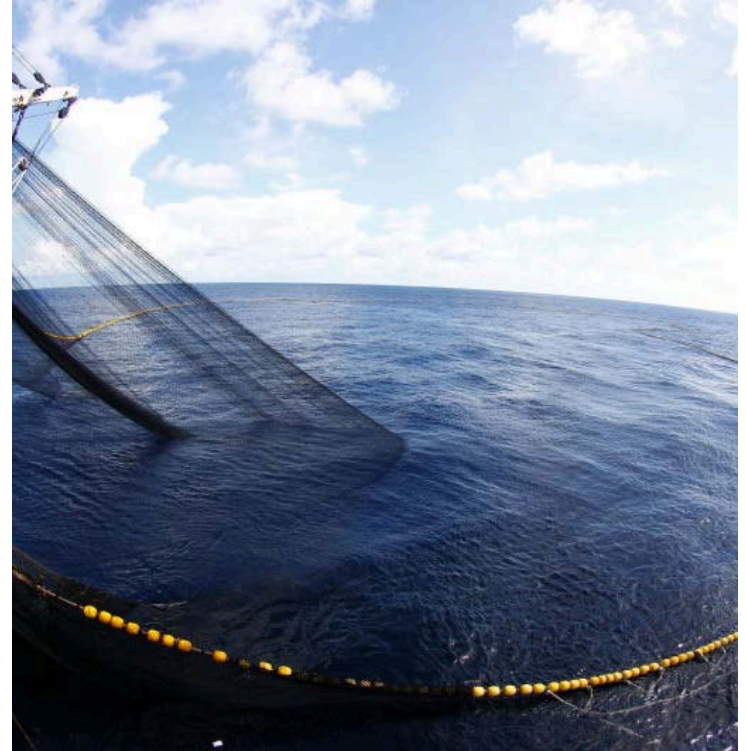
About ISSF

- * We develop and implement medium to long-term strategies to address the mounting concern that tuna stocks and their ecosystem need better management.
- * Each stakeholder group is represented: industry, environmental NGOs and scientists.
- * The participation of tuna processors is key, giving ISSF the power to change things faster.
- * We support RFMOs and their fishing and coastal member nations in their efforts to implement necessary management measures and controls.

**There is a lack
of reliable data**



**Better monitoring
will eliminate
illegal, unreported
and unregulated
fishing**



**Excess fishing
capacity can
impact the
productivity
of each tuna
stock**



**There is little
tolerance for
wasteful discards**





Make The Commitment

- * Make the Commitment can supply RFMOs with better data, reduce bycatch and guarantee observer coverage.
- * ISSF has identified over twenty-five commitments to be met over the next three years.

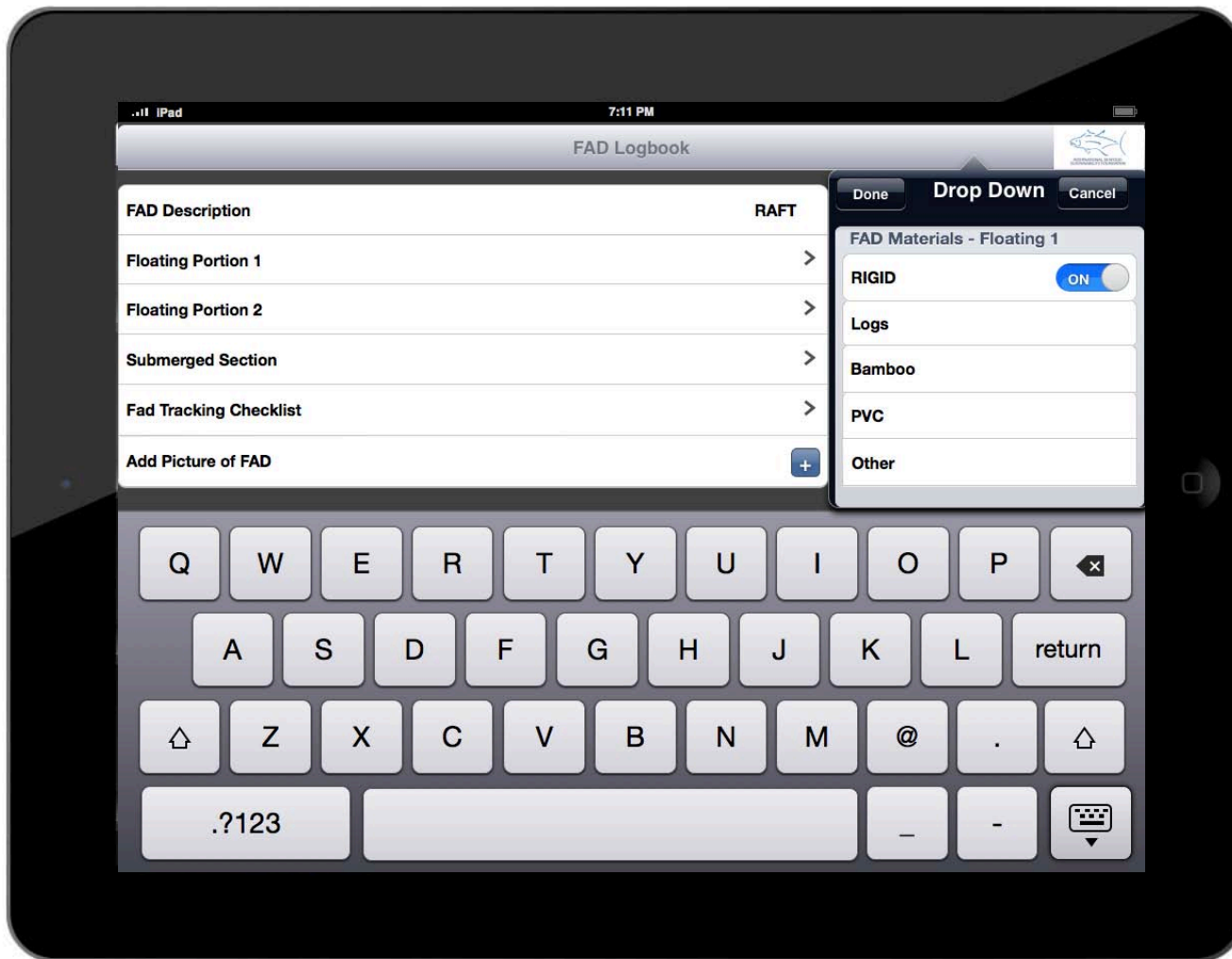
The First Commitment

- * The first ISSF commitment called on industry to end the practice of at-sea transshipments for purse seine vessels.
- * We've urged tuna regional fisheries management organizations to close loopholes.

Upcoming Commitment

Beginning next year, we're asking vessels to make the commitment to report all tuna and bycatch to RFMO scientific bodies, as well as indicate whether the bycatch was retained or discarded, dead or alive.

FAD Management




Continuing Education

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CHAPTER 5

Reporting & MCS Obligations



Objectives:

- 1) Educate re: RFMO data reporting requirements by skippers/vessels (customize to RFMO)
- 2) Summarize primary MCS measures (by RFMO)
- 3) Also note national-level requirements and what ISSF expects via its Commitments

5

Progress

World's Tuna RFMOs

Improving their consolidated list of active vessels

Beginning to use unique vessel identifiers

IMO Numbers

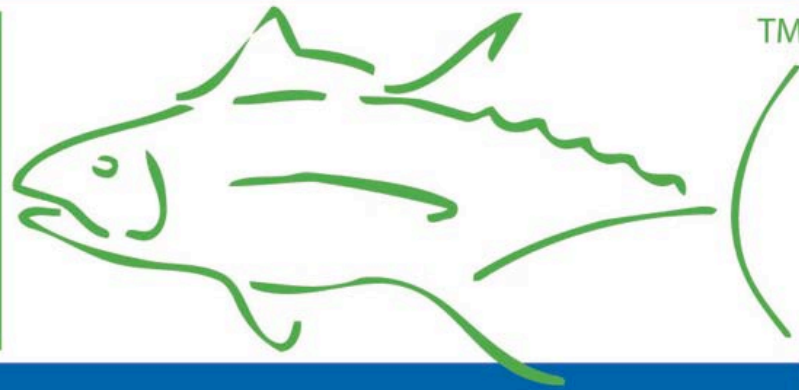
TUVI

PROACTIVE

VESSEL

REGISTER

ISSF



http://iss-foundation.org/pvr

[Click Here for an Application](#)

PROACTIVE VESSEL REGISTER



The International Seafood Sustainability Foundation (ISSF) has launched the ProActive Vessel Register, an innovative and effective way for vessel owners to identify themselves as active participants in meaningful sustainability efforts.

The ProActive Vessel Register (PVR) will provide validated information to tuna purchasers of the positive steps each vessel is taking in implementing a series of commitments designed to improve responsible practices in tuna fishing.

2012	2013	2014
<ul style="list-style-type: none">• Registered to RFMO Member or Cooperating Nonmember• IMO Number	<ul style="list-style-type: none">• UVI Number (if no IMO Number)• Observer Coverage• FAD Logbook• Skipper Training• All Tuna Retained	<ul style="list-style-type: none">• Observer Program• Full Bycatch Retained• Flagged to State in "Substantial Compliance"

Participation provides each vessel owner, skipper and crew with access to continuing education in best practices in bycatch mitigation and handling, data submission, and species identification.

Signing Up

Retailer and consumer demand for sustainably fished tuna is growing, and listing on the PVR provides public validation that tuna is being caught with the latest best-in-class practices onboard your vessel. Vessel owners can apply online by filling out a short application with basic information, including vessel name, ownership, and IMO number at www.iss-foundation.org/PVR.

Purse Seine	Annual PVR Fee (USD)
>2000 mt	\$5,000
1200 mt - 2000 mt	\$4,000
800 mt - 1199 mt	\$3,000
350 mt - 799 mt	\$2,000
<350 mt	\$1,000
Longline	
>22 m	\$2,000
<22 m	\$1,000
Pole & Line, Troll	
	\$1,000

PVR Monitoring

The cost to each vessel covers an important part of the ProActive Vessel Register - monitoring for compliance. ISSF has contracted with an independent third party to audit the information submitted by vessels, with additional field audits beginning in 2013.

PVR Promotion

The ProActive Vessel Register will be promoted worldwide, specifically targeted to processors, traders, importers, retailers and eNGOs. ISSF will use online, social media and email marketing, along with press outreach, to promote the PVR and provide free access to its searchable database.

Behavior

Hard-working people

Bad Actors

Our Commitment To You

ISSF and its participating companies seek to improve and to become stronger, resilient and adaptable to new demands, scientific discoveries and technologies.

Follow Our Progress @

Web Site: www.iss-foundation.org

Facebook: <http://www.facebook.com/TunaSustainability>

Twitter: @issf