Building a Transparent Supply Chain: Traceability Solutions for Fisheries Large and Small

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Seafood Expo North America
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Illegal, unreported, unregulated fishing harms fish stocks and undermines management efforts and the efforts of responsible fishers.

Global economic losses of USD $10-23B annually.
ISSF’s Mission

Improve the Sustainability of Global Tuna Stocks

Meet MSC Certification Criteria

Three Strategic Pillars

#1 Sustainability of Tuna Stocks & Their Ecosystems

#2 Transparency & Compliance

#3 Exercise Market & Policy Influence
ISSF Participating Companies
Committed to transparency & compliance

~75% OF THE WORLD’S CANNED TUNA PROCESSING CAPACITY
Eliminating IUU fishing is a fundamental element of an effective strategy to improve the sustainability of global tuna stocks.
ISSF Activities

- Transparent and verifiable implementation of best practices
- Strengthening RFMO governance and science based decision making
- Strengthening MCS and data collection
The ProActive Vessel Register (PVR) provides validated information to tuna purchasers and interested stakeholders regarding a vessel's implementation of specific best practices and commitments designed to improve tuna fishing practices. The PVR is searchable by name, vessel number and best practices. Roll over the top row categories titles for a brief description of each sustainable practice.

- ✓ means the vessel implements the best practice
- ✗ means the vessel does not implement the best practice
- 🔄 means the vessel’s implementation of a best practice is currently pending verification or further action. Purchases from a vessel “in process” may result in a non-conformance finding for an ISSF Participating Company during a subsequent MRAG audit unless the purchaser obtains proof of implementation directly from the vessel.

<table>
<thead>
<tr>
<th>Vessel Name</th>
<th>Year</th>
<th>Gear</th>
<th>Flag</th>
<th>IMO</th>
<th>RFMO</th>
<th>UVI</th>
<th>Active RFMO</th>
<th>Auth RFMO</th>
<th>Flag/RFMO</th>
<th>Shark Fin</th>
<th>Skipper</th>
<th>Educator</th>
</tr>
</thead>
<tbody>
<tr>
<td>001/PL/ASTB/AP2HITRAJA MAS</td>
<td>2011</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000176</td>
<td>WCPFC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>002/PL/ASTB/AP2HILAUT MAS</td>
<td>2006</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000169</td>
<td>WCPFC</td>
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<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
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<td>2008</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000188</td>
<td>WCPFC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>004/PL/ASTB/AP2HISURYA MAS</td>
<td>2005</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000365</td>
<td>WCPFC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>005/PL/ASTB/AP2HISUMBER BAHARI</td>
<td>2007</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000186</td>
<td>WCPFC</td>
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<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>006/PL/ASTB/AP2HICIRIKA SAYANG</td>
<td>1997</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000153</td>
<td>WCPFC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>007/PL/ASTB/AP2HIANEKA BAHARI</td>
<td>1999</td>
<td>Pole-Line</td>
<td>Indonesia</td>
<td>i7000366</td>
<td>WCPFC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ADRIA</td>
<td>1992</td>
<td>Purse-Seine</td>
<td>KOREA, REP.</td>
<td>8919489</td>
<td>IOTC</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
RFMO Advocacy

Advocating for better compliance processes and the development of harvest strategies

- Markets outreach
- Vessel outreach
- NGO collaboration
MCS & Data Collection

• Observer programs, VMS reforms within the RFMOs
• Use of electronic monitoring/e-reporting technology
ISSF Conservation Measures

All ISSF participating companies commit to a suite of measures that together work toward eliminating IUU.
# Company Compliance

## ISSF Annual Conservation Measures & Commitments Compliance Report

### June 2015

**Overview**
The following report details the progress being made by ISSF participating companies in achieving full compliance with all ISSF Conservation Measures and Commitments in force as of 31 December 2014.

*Per the ISSF Strategic Plan:*
- ISSF tracks adherence by ISSF participating companies with all in-force ISSF conservation measures and commitments.
- ISSF will publicly report on ISSF participating company compliance on at least an annual basis.
- Verification of ISSF participating company compliance will be conducted by external, non-ISSF, resources.
- Where less than full compliance is achieved, mitigation measures will be required within a specific timeframe, after which those demonstrating major non-conformance will be referred to an ISSF compliance committee.

**Audit Process**
In 2014, ISSF further strengthened its independent auditing and 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 conservation measures and commitments in-force in 2014.

As a result, for 2014 ISSF is delivering an additional level of clarity to provide interested stakeholders with greater definition and explanation of conformance by individual measure. Categories of conformance now include:

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

<table>
<thead>
<tr>
<th>COMPANY COMPLIANCE BY MEASURE (all 24 companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFMO Data Support</td>
</tr>
<tr>
<td>Withdrawal if IUU Found</td>
</tr>
<tr>
<td>Traceability</td>
</tr>
<tr>
<td>Authorized RFMO List</td>
</tr>
<tr>
<td>IUU VOA</td>
</tr>
<tr>
<td>Large-Scale Pelagic Drift nets</td>
</tr>
<tr>
<td>Policy for Prohibition of Shark Finning</td>
</tr>
<tr>
<td>No Transactions with Vessels that Carry Shark Finning</td>
</tr>
<tr>
<td>No Transactions with Companies that Do Not Have a Public Policy Against Shark Finning</td>
</tr>
<tr>
<td>No IUU Listing</td>
</tr>
<tr>
<td>Reporting % of PVR Purchases</td>
</tr>
<tr>
<td>No Transshipment</td>
</tr>
<tr>
<td>RFMO Participation</td>
</tr>
<tr>
<td>Unique Vessel Identifier (UWI)</td>
</tr>
<tr>
<td>Skippers Training</td>
</tr>
<tr>
<td>Observers</td>
</tr>
<tr>
<td>Fish Retention</td>
</tr>
<tr>
<td>Certificate of Compliance</td>
</tr>
<tr>
<td>Register All Committed Purse seine Vessels on PVR</td>
</tr>
<tr>
<td>PVR Statement of Support</td>
</tr>
<tr>
<td>Capacity</td>
</tr>
</tbody>
</table>
ILLEGAL, UNREPORTED AND UNREGULATED FISHING (IUU)

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.

ACCTIONS & ADVOCACY
- Stakeholders reach out to policy-makers and 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.

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
Thank you
jmarsh@iss-foundation.org
Global Tuna Sourcing Strategy
Transparency and Traceability for Tuna

Bill Fox
VP, Fisheries, WWF-US
Co-Lead, WWF Global Tuna Markets
Vice Chair, ISSF Board

ISSF Tuna Panel
Boston Seafood Expo
7 March 2016
Global Tuna Sourcing Strategy

1. MSC certified fishery
   A. shelf stable with MSC logo
   B. fresh & frozen with MSC Chain of Custody

2. FIP or ISSF participating company
   A. with traceability
   B. fishing vessels on the ISSF PVR

Simple and supports transparency & traceability!
Why MSC?

1. Sustainability
   - Highest bar available

2. Performance
   - 3-5 times less likely harmful
Scheme Credibility

Sources:
- JS Consulting (2012)
- Nikoloyuk & Fuller (2012)
MSC/Non-MSC Comparison

MSC

Non-MSC

Source: Gutierrez et al. (2012)
Why MSC?

3. Transparency
   - Public-facing mark of assurance

4. Traceability
   - Chain of custody for fighting IUU & fraud
Principal Objective:

“Improve the sustainability of global tuna stocks....”

Measured by:

“...tuna fisheries meeting the MSC certification standard without conditions....”

Leveraged by:

26 tuna companies with ~75% of the global market

Source: ISSF Strategic Plan 2013-2017
Companies purchase only from PS vessels with:

- a unique vessel identifier (IMO number)
- an independent observer
- on the audited ISSF Proactive Vessel Register (PVR)

Companies must have:

- Validated traceability system from product to vessel

Source: ISSF web site
Why WWF-approved FIPs?

1. Objective is MSC certification
2. Benchmarked against MSC standard
3. Time bound, MSC in < 5 years
4. Independent progress validation
5. Stakeholders ID’d for traceability
Good system for canned & pouched tuna products

Fresh & frozen tuna products like other seafood
- Good systems for a fraction of the catch
SUMMARY OF RECOMMENDATIONS

1. Minimum information standards for wild-caught fish products should be adopted.

2. Authoritative data sources, including a global record of fishing vessels, should be established or identified as soon as possible.

3. A harmonized system of “landing authorizations” should be established to provide primary assurances of the legal origin of fish products.

4. Multiple points of verification should be added throughout seafood supply chains.

5. A transition to fully electronic traceability systems should be accomplished for all commercial wild fish products within the next five years.

6. Support and capacity building must be provided to those producers who will need help with the transition to electronic traceability systems, particularly SMEs and commercial fishers in developing countries.

7. A global architecture for interoperability systems should be developed.

8. Where applicable, non-discriminatory border measures setting minimum standards for seafood traceability and proof of legal origin should combat trade in IUU products while facilitating legitimate commerce through a “risk-based, tiered, and targeted” approach.
Thank You!
Our Vision

To see coastal tuna fisheries, and the communities and seas that they are part of, thrive.
IPNLF Members
IPNLF – What we do

• **Develop Supply** support & improve 1x1 tuna fisheries to enhance sustainable supply.

• **Drive Demand** demonstrate & promote more widely the benefits of these fisheries.
IPNLF Traceability: PVR Trial Indonesia
IPNLF Traceability: PVR Trial Indonesia

• Data collection at field sites

• Vessels registered in AP2HI and MDPI registers

• Vessels registered on ISSF PVR
Successes

- Barcode scanning using smartphone and AP2HI’s FishPanel system
- Barcoded system enables enumerators to scan and audit vessel data
- 111 P&L and 693 handline vessels registered in AP2HI and MDPI databases
- 12 P&L vessels on ISSF PVR
- Participating fishermen are motivated and excited
Challenges

- Logistical challenges due to the large numbers of vessels and remote areas.
- Connectivity issues in remote areas
- Challenge to determine operational, non-operational, decommissioned status for some vessels
- Also has implications when assisting government to improve national vessel census and registry
Who Benefits & How?

**Fisheries**
Additional data can be used to better manage the fishery

**Vessels**
Transparently demonstrate how they meet the best practices identified in the PVR

**Tuna purchasers**
Provides them with transparent, credible information to support their responsible sourcing decisions
Traceability in SSF: Handline Tuna in Mulukku
Your Yellowfin Tuna was harvested by Fair Trade Buru Fleet in the Seram Sea, Indonesia and landed fresh in Northern Buru Island, Indonesia.

WHAT IS THIS FISH?  
Yellowfin Tuna

WHO HARVESTED IT?  
Fair Trade Buru Fleet

HOW WAS IT HARVESTED?  
Artisanal Handline

WHO PROCESSED IT?  
Natural Blue

WHO PROCESSED IT?  
PT. Harta Samudra
Traceability facilitated by strong policy.
All catch in EEZ by licensed vessels.
• P&L: MSC CoC
• Handline: each fish landed has a tag which indicates name of vessels, date landed, grade of fish etc.
Traceability: North American P. Albacore

Example Code:
93ANT47
1503061

Breakdown Top Portion of Code:
93 – Canner Code
ANT – American Tuna No-Salt
47 – Catcher Vessel Code

Breakdown Bottom Portion of Code:
15 – 2015
03 – March
06- 6th
1 – 1st Cook of the Day
Traceability in SSF: The Future...
THANK YOU
Tuna Product Traceability Process and Consumer Facing Website

Boston, MA
March, 2016
Trace My Catch | Bumble Bee launched in July 2015 and was the result of significant back-end process and system development, a system that has provided benefits beyond transparency of consumer-facing website.

Bumble Bee Traceability Journey

- Drivers of development of enhanced trace capability
  - ISSF traceability commitment and ISSF sourcing requirements
  - Improve visibility into our supply chain, link existing information previously held in different systems/places
  - NGO and government focus on traceability
  - Increasing retail customer demand for sourcing information

- System and process development
  - Detailed mapping of supply chain operations/processes/documentation/systems
  - Internally developed a database and process with flexibility to handle complex supply chain
  - Drove requirement for additional documentation/information from some suppliers
  - Cross functional effort involving IT, procurement and sustainability – incremental resources

- Consumer facing website
  - Recognition of increasing consumer demand for transparency and product info
  - Utilize back-end system to share product information, educate consumers and give confidence
  - Site and capability has been received well by retailers
  - Not significant consumer usage to date, should increase with some increased promotion in 2016
The landing page provides instructions on where to find the can code, allows consumers to enter the information, and also provides sample codes for those consumers without product to explore the site.
The first output displays information on the species in the product with additional buttons to access additional detail such as typical size of the species and oceans in which they swim.

**SPECIES**

**ALBACORE**

The fish in your product is 100% Albacore Tuna (Thunnus alalunga).
Results then shift to location of source fishery. Options include how to learn more about stock status through ISSF, and also provides a link to the detailed reports from the governing fisheries management organization.
Consumers can then scroll to the fishing method page that includes a description and details on the gear type used to fish the species in the product being traced.

**FISHING METHOD**

**LONGLINE**

The albacore in your product was caught using longline fishing gear. Longline fishing is the best method for catching large, adult tuna that swim deeper in the water column, and is used to catch mature albacore, yellowfin and bigeye tuna. About 13% of the world’s tuna are caught using this method.
The vessel page displays name(s), flag(s) and trip date information from trips that provided fish for that code. A “why multiple vessels” explanation button appears for multiple vessel results.
The initial processing page includes information about tuna loining efforts and provides a link to video content demonstrating the process.

**LOCAL PROCESSING**

**LEVUKA, OVALAU, FIJI.**

The albacore in your product landed at the local processing plant in the town of Levuka, on the small island of Ovalau, Fiji.

Ovalau is a small island of less than 10,000 people located in Fiji, in the heart of the South Pacific albacore fishing grounds. Landing our albacore in Fiji gives a boost to the local economy by providing jobs, and to the community by engaging the islanders with the global tuna industry.

Here in Levuka, the whole albacore fish, called rounds, are processed and finished into frozen loins, which are shipped to our cannery in the United States.
Finally, details are displayed on where the product is canned and labeled, featuring a video describing the process.
Discussion and Questions