

SUSTAINABLE SEAFOOD SOURCING POLICY



The World Wise Foods Group supplies our customers with 100% responsibly sourced seafood.

1. INTRODUCING THE WORLD WISE FOODS GROUP

The World Wise Foods Group¹ supplies our customers with 100% responsibly sourced seafood.

We are passionate about fishing methods that preserve ocean biodiversity for future generations, and provide secure livelihoods for fishing communities. We are a leading global supplier of one-by-one caught tuna that is certified as sustainably sourced.

We work closely with our customers to ensure we meet their requirements for price and quality and enable them to achieve their own commitments to source sustainable seafood for their consumers.

The World Wise Foods Group engages directly with our supplier partners to ensure that all seafood in our supply chain is caught responsibly.

We recognise the importance of independent third-party standards for wild caught seafood and support supplier

partners to achieve these – our role in the “first to market” Indonesian pole and line Marine Stewardship Council (MSC) certified tuna to be sold in Europe is one example of this.

Our commitment to source tuna responsibly from one-by-one fisheries contributes to United Nations Sustainable Development Goal 14² (SDG14) “Life below water”; this goal calls for sustainably managed small-scale fisheries to access the marine resources and profitable markets that are essential to their economic development.

We also contribute to SDG14 by engaging with industry wide initiatives, and NGOs, such as the International Pole and Line Foundation, with a focus on ensuring the long term sustainability of the oceans.

2. POLICY SCOPE AND OWNERSHIP

This policy covers all seafood products³ sourced by World Wise Foods and American Tuna, Inc. At the time of writing, tuna is our highest selling seafood by volume, followed by salmon and sardines.

This policy has been approved by the Board of Directors of World Wise Foods and American Tuna, Inc. and has the full support of senior management. Implementation is the responsibility of every member of staff and is led by our Chief Executive who oversees policy decisions.



3. THE CONTEXT: OCEAN ECOSYSTEMS

Oceans contain key natural resources that are integral to the future sustainability of the planet. Over three billion people depend on marine and coastal biodiversity for their livelihoods⁴. However, the

deterioration of coastal waters through pollution and acidification continues to negatively affect small scale fisheries⁵ and the livelihoods of the communities that depend upon them.

The World Wise Foods Group is committed to playing our part in ensuring

marine ecosystems are protected for future generations by only sourcing seafood from fisheries that are well managed, have healthy stocks and through using fishing methods that minimise negative environmental impacts.

4. OUR COMMITMENTS TO SUSTAINABLE SOURCING

World Wise Foods and American Tuna, Inc. will:

- Source 100% of our seafood responsibly⁶ from fisheries that are certified to a Global Sustainable Seafood Initiative (GSSI) recognised standard, or that are actively working to meet the expectations of these standards.
- Procure 100% of our tuna from one-by-one fisheries
- Not purchase any seafood caught by Illegal, Unreported or Unregulated (IUU) fishing methods
- Not purchase any seafood caught within the boundaries of a marine protected area⁷
- Not trade in endangered or critically endangered species
- Ensure 100% of our seafood is traceable from catch to customer
- Continuously assess human rights risks in our supply chains, taking action to ensure human rights risks are managed effectively throughout our supply chains
- Guarantee that all claims of responsibly and sustainably sourced seafood on our product packaging complies with the Sustainable Seafood Coalition (SSC) Codes of Conduct
- Support the long-term sustainability of ocean ecosystems by actively engaging in strategic partnerships and industry wide initiatives

All fisheries we source from must be able to evidence their sustainability status, and any improvement actions; this could be through independent assessment, a credible Fishery Improvement Project (FIP) or a certification process.

5. HOW WE DELIVER ON THESE COMMITMENTS

5.1 Catch Methods that Safeguard Sustainable Ocean Ecosystems

The World Wise Foods Group is committed to sourcing 100% of our seafood responsibly. All our catch methods are highly selective and are chosen for their minimal environmental impact.

For our non-tuna species, such as salmon and sardines, we only source from fisheries that use appropriate fishing gear and methods that are as selective as possible and minimise damage to the seabed, and marine ecosystems.

All of our tuna is caught using one-by-one methods⁸ with single hooks and lines catching tuna one at a time. We are passionate about these catch methods because of their environmental and social sustainability credentials;

- The low impact fishing gear used for one-by-one methods does not interact with marine habitats

- One-by-one fishing gear is not typically abandoned, lost or discarded, thereby minimally contributing to marine pollution
- One-by-one methods are highly selective – the bycatch of non-target species is minimal. Research has shown that pole and line tuna fisheries have bycatch rates of under 0.4%. Rates as low as 0.02%¹⁰ have been observed in the Maldives, and in the American Albacore Fishery Association (AAFA) north Pacific fishery bycatch rates are recorded as less than 0.01%¹¹.

The one-by-one methods used by fishers make an essential contribution to the low bycatch levels that are required to ensure the long-term sustainability of a fishery.

In comparison, purse seine methods can have bycatch rates of up to 10% for discards alone¹². Longline fishing methods have even higher recorded discard rates of up to 28%¹³ including vulnerable species such as dolphins, sharks, sea turtles, juvenile target and non-target species.

The negative impacts of the purse seine fishing method on the sustainability of tuna stocks, and ocean bio-diversity, are intensified by the scale of its use – in 2018 over 530,000 tonnes of tuna were caught this way in the Indian Ocean, over four times the amount caught using pole and line methods¹⁴.

The presence of Fish Aggregating Devices¹⁵ (FADs) in our supply chains are specific to individual fisheries. For example, in the American Albacore Fishing Association north Pacific one-by-one fishery FADs are not utilised.

In other fisheries, such as the Maldives, where anchored Fish Aggregating Devices (aFADs) are present, by-catch is still minimal. aFADs continue to play a vital role in ensuring food security in developing countries.¹⁶

Where aFADs are present in our supply chain they are aligning to the Global Tuna Alliance (GTA) management best practices guidelines.

5.2 Ensuring Responsible Fishery Management

At time of writing over 91% of our seafood (by volume) is certified as sustainably sourced. We source our seafood from fisheries that are certified to a GSSI recognised standard, or that are actively working to meet the expectations of these standards as verified by independent assessment, a credible FIP or certification process.

We conduct a bi-annual risk assessment¹⁷ of the species and fisheries we source from, and new fisheries before supply commences, in line with the SSC guidelines. This review includes data from reputable external sources¹⁸. Where it is used, the sustainability status of bait is also included in these assessments, or is verified by certifications.

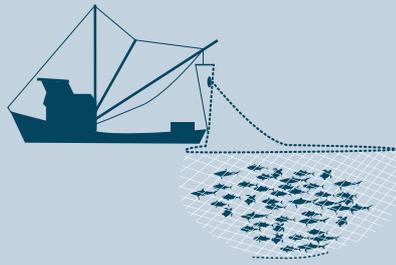


FISHING METHODS

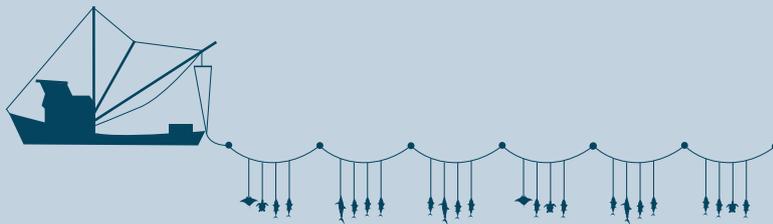
Catch method: Pole & line



Catch method: Purse seine



Catch method: Longline



average US longline set length = 28miles²⁴

“THE ONE-BY-ONE METHODS USED BY FISHERS CATCHING OUR TUNA MAKE AN ESSENTIAL CONTRIBUTION TO THE LOW BYCATCH LEVELS THAT ARE REQUIRED TO ENSURE THE LONG-TERM SUSTAINABILITY OF A FISHERY”

We will only source from fisheries that can demonstrate they are sustainably managing stock levels and are taking proactive steps towards improvement. In the case of tuna, we encourage Regional Fishery Management Organisations (RFMOs) to accelerate action on harvest strategy development and implementation.

The World Wide Foods Group will not purchase any seafood caught using IUU fishing methods. We only purchase seafood from registered vessels, we check IUU vessel lists provided by governing bodies, including RFMOs, and encourage states we source from to sign the Port State Measures Agreement. These actions help to ensure that illegally caught seafood does not enter our supply chain.

We will not trade in endangered species and we regard shark finning as an unacceptable practice. We proactively advocate for all fisheries to adopt a Fins Naturally Attached policy. Our certifications verify the low impact fishing methods we use result in minimal bycatch of Endangered, Threatened or Protected species (ETPs) such as dolphins or turtles.

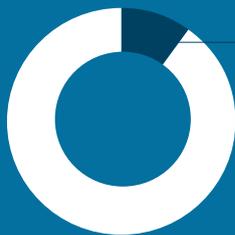
We will also not source seafood from marine protected areas¹⁹ – we support the principle of creating these reserves and recognise the contribution they make to restoring the health of marine ecosystems.

We believe it is essential we protect ocean ecosystems for future generations. Ghost fishing gear is a major contributor to marine pollution, microplastic contamination and physical damage to delicate reef and coastal environments as well as ghost fishing. The catch methods we use, by their very nature, minimise the risk of lost fishing gear.

INDIAN OCEAN BYCATCH (2018)

Purse seine

total catch: 530,000 tonnes



Bycatch up to 10%

Pole & line

total catch: 132,333 tonnes



Bycatch 0.4%

Bycatch volume



Pole & line
529 tonnes

Purse seine
53,000 tonnes

“TOTAL PURSE SEINE BYCATCH VOLUME = 40% OF TOTAL POLE & LINE CATCH VOLUMES” (2018)

5.3 Investing in Traditional Fisheries

The World Wide Foods Group believes that traditional one-by-one fisheries offer the most environmentally sustainable and socially responsible way to catch tuna.

One-by-one fisheries are very people-centric and are often intrinsically linked to the culture and traditions of the communities they are connected to, contributing to cultural identity. For example, the north Pacific fishery continues to support coastal communities who have fished albacore tuna for generations.

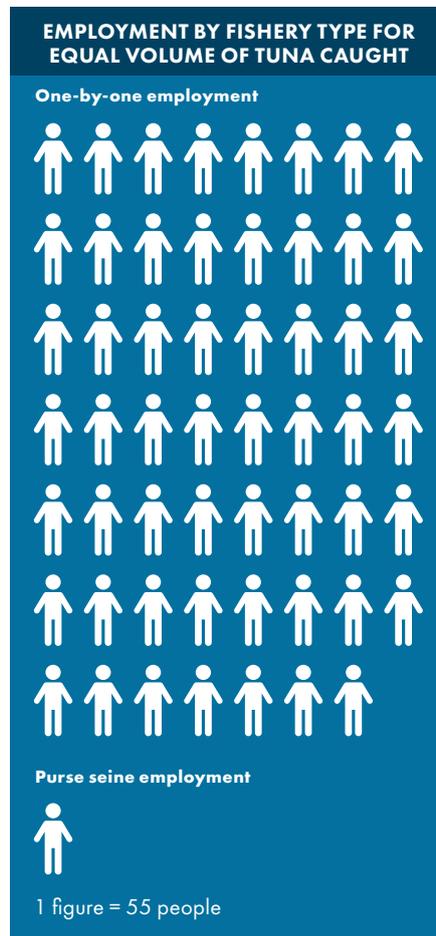
In many developing economies one-by-one fisheries make a significant contribution through the generation of foreign exchange from international trade.

These fisheries are key to local food security, and the creation of employment. For example, the Maldivian one-by-one tuna fishery employs 55 times more crew per tonne of harvest than an industrial purse seine fishery²⁰. Using a fishing method that contributes to the sustainability of fish stocks helps to ensure fishing community's livelihoods are sustainable for the long term.

We seek to enable developing nation fishing communities to access profitable markets. We recognise the value of third-party certifications, and reflect this in our purchasing practices, however formally attaining sustainability certifications can create a barrier to market entry for small scale developing nation fisheries.

In this context, we are committed to sourcing from one-by-one fisheries that can evidence they are sustainable and commit to any required improvement actions. This could be achieved through an independent assessment²¹, credible FIP, or a certification process.

We will continue to invest in projects that improve one-by-one fisheries long term sustainability, and we support the GTA's call for Governments and the World Trade Organisation to urgently implement SDG14 Target 6 which prohibits the fishing subsidies that are negatively impacting small scale developing nation fisheries.



5.4 Upholding Human Rights in our Supply Chains

The World Wise Foods Group recognises the human rights risks identified in seafood supply chains, in particular those relating to modern slavery.

We encourage all countries we source from to ratify [ILO C188](#) and to put in place systems that evidence compliance that is appropriate to vessel size and gear type.

Observer safety is a key issue for us and we advocate for 100% observer coverage²² and enhanced observer safety in the tuna fisheries we source from. We advocate directly, and through industry groups for all regulatory authorities and their respective observer programs to work together to implement the [Western and Central Pacific Fisheries Commission \(WCPFC\)](#) mandatory observer safety reforms.

We work with our supplier partners to identify and mitigate human rights risks in our supply chains – our policy positions and approach to working on human rights issues are outlined in our [Responsible Sourcing Code of Practice for Supplier Partners and our Human Rights Policy](#). Our statements²³ on our websites capture progress against our targets. We are committed to proactively engaging with industry wide dialogue to improve on-board transparency in our supply chains, including through working with our NGO partners the IPNLF and Human Rights at Sea (HRAS).

5.5 Minimising Food Waste

The processing of ambient seafood generates minimal food waste.

100% of our tuna, salmon and sardines are utilised primarily for human consumption, with all by-products further processed into pet food, fish oil, fish meal or animal feed.

5.6 Ensuring Traceability

The World Wise Foods Group ensures traceability of our products from catch to consumer.

All our products can be sourced back to country of origin, the vessel or group of vessels which caught the seafood, FAO region, landing location and fishing method used. We endorse the [Global Dialogue on Seafood Traceability \(GDST\)](#) standards and are working towards compliance to these.

Where supplier partners process one-by-one caught tuna alongside other catch methods or species for other customers, traceability is ensured through chain of custody documentation, independent audits and our own regular on-site and remote assessments of traceability systems.



While we do not use high-seas transshipment in our supply chains, we recognise the associated traceability, product integrity and human rights risks and support the GTA's call for tuna RFMOs to adopt amendments to existing transshipment regulations to bring them in line with best practice.

5.7 Ensuring Transparency

We recognise the growing importance of transparency to consumers. We publish full details on where we source our seafood annually.

In addition, as members of the SSC we guarantee that the use of the terms "responsibly sourced" and "sustainably sourced" on our product packaging are governed by the SSC Codes of Conduct.

5.8 Collaborating for Continuous Improvement

World Wide Foods recognises that there are systemic, industry wide issues in the seafood sector that cannot be addressed by individual companies alone.

We actively collaborate with customers, competitors, NGOs and industry groups

to identify and address issues. We are also committed to advocating for the promotion of one-by-one tuna fishing methods and small-scale fisheries both directly, and through our partnership with IPNLF.

We sit on the Steering Groups of the SSC, Seafood Ethics Action Alliance, GTA and actively participate in the Seafood Ethics Common Language Group (SECLG), Global Ghost Gear Initiative (GGGI) and Food Network for Ethical Trade (FNET).

ENDNOTES

- 1 American Tuna, Inc., Nature's Finest Food Products and World Wise Foods
- 2 <https://sustainabledevelopment.un.org/sdg14>
- 3 Some of our products include small percentages of seafood derivatives (e.g. shrimp paste). The volumes of these raw materials in each product is small, and the way they are sourced by our supplier partners are different to the seafood products included in this policy. Seafood derivatives are therefore included within our work on the responsible and sustainable sourcing of priority raw materials and fall outside the scope of this policy.
- 4 https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/07/14_Why-It-Matters-2020.pdf
- 5 <https://www.un.org/sustainabledevelopment/oceans/>
- 6 Our definition of responsible sourcing is in line with the Sustainable Seafood Coalition (SSC) codes of conduct: <http://documents.clientearth.org/wp-content/uploads/library/2015-09-16-sustainable-seafood-coalition-codes-of-conduct-ssc-en.pdf>
- 7 The only exception to this is if low impact one-by-one fishing methods are permitted as part of the MPA's management objective
- 8 One-by-one methods include pole and line, handline and troll – <https://ipnlf.org/what-we-do/resources/what-is-one-by-one-fishing/>
- 9 Handline and pole and line have the lowest levels of bycatch for tuna fisheries. Bellido, J.M., Santos, M.B., Pennino, M.G. et al. *Hydrobiologia* (2011) 670: 317. <https://doi.org/10.1007/s10750-011-0721-5>
- 10 Results from observer study in the Maldives of pole and line free school fishing, Miller (2017)
- 11 Based on data from 2001-2016 within the MSC Assessments available here: <https://fisheries.msc.org/en/fisheries/aafa-and-wfoa-north-pacific-albacore-tuna/@assessments>
- 12 (Ariz et al. 1999, Hallier et al. 1999, Fonteneau et al. 2000, Anon. 2006). N, https://www.bmis-bycatch.org/index.php/system/files/zotero_attachments/library_1/DBJ87ZDR%20-%20WCPFC-SC6-2010-FT-IP-03_PS_bycatch_mitigation.pdf
- 13 <http://www.fao.org/responsible-fishing/resources/detail/en/c/1315947/>
- 14 IOTC 2018 Data, pole and line tuna catch (132,333 tonnes), purse seine catch (534,081 tonnes)
- 15 A FAD is a floating device in the water that marine wildlife are naturally attracted to. Anchored FADs are man-made and aim to attract fish to one set location. Drifting FADs float freely and may be manmade, or natural (made from objects drifting at sea)
- 16 Detecting aFADs and estimating use patterns from vessel tracking data in small-scale fisheries. Widyatmoko, A.C, Hardesty, B.D, Wilcox, C (2021)
- 17 These risks assessments include the legality of fishing operations, biological status of specific seafood stocks, fishery management practices and the wider environmental impacts of the fishing activity. All fisheries are assigned a low, medium or high risk score as per the definitions in the SSC Code of Conduct.
- 18 As part of our risk assessment we review external guidance such as the Marine Conservation Society's Good Fish Guide and the Monterey Bay Seafood guides
- 19 The only exception to this is if low impact one-by-one fishing methods are permitted as part of the MPA's management objective
- 20 https://www.bmis-bycatch.org/index.php/system/files/zotero_attachments/library_1/DBJ87ZDR%20-%20WCPFC-SC6-2010-FT-IP-03_PS_bycatch_mitigation.pdf
- 21 Any independent assessment of sustainability status will benchmark a fishery against the requirements of credible GSSI recognised standards. The assessment will determine if the fishery is certifiable, or actions that are required for them to qualify as certifiable. Any required actions must be agreed with the fishery before supply can commence. Any independent assessment will also include an assessment of human rights risks on vessels and meet the requirements of the SSC risk assessment process which requires all agreed actions to be actively monitored.
- 22 100% human or electronic observer coverage
- 23 Foods Group publishes an annual Modern Slavery Statement for World Wise Foods and Nature's Finest Foods. American Tuna Inc. voluntarily publishes a report in line with the California Transparency Act.
- 24 <https://www.fisheries.noaa.gov/national/bycatch/fishing-gear-pelagic-longlines#:~:text=The%20average%20U.S.%20longline%20set,large%2Dscale%20mechanized%20fishing%20fleets>



5 Queens Square, Ascot Business Park,
Lyndhurst Road, Ascot, SL5 9FE,
United Kingdom

Tel: +44(0) 1344 356969

Email: Enquiries@worldwisefoods.co.uk