



**Wild Planet Procurement Policy – effective August 1, 2008.
Updated 2/14/11, 11/1/11, and 2/1/15**

Wild Planet will purchase seafood only when the species and catch method is consistent with Monterey Bay Aquarium's Seafood Watch Program's Best Choice (green) designation.

The Best Choices listed by MBASFW requires that the wild population is abundant relative to natural conditions; there are low levels of bycatch and the fish are caught in ways that minimize environmental impacts.

- Wild Planet Foods sources 100% of its tuna from fisheries identified as Green by Monterey Bay Aquarium Seafood Watch.
- Wild Planet Foods sources only from tuna stocks that are healthy and well managed. Currently, this means only North and South Pacific stocks.
- Wild Planet Foods sources 100% of its tuna from pole and line or troll fisheries. Wild Planet Foods does not buy long-line or purse seine tuna.
- Since much fish designated as FAD-FREE is caught aboard vessels, which continue to primarily use FADs, Wild Planet refused to buy any fish from any vessel participating in the use of FADs.
- Wild Planet Foods supports the recommended establishment of Marine Protected Areas in the four proposed Pacific States Non-EEZ Enclaves, and in other regions yet to be identified.
- Wild Planet Foods supports reductions of long-line effort on North Pacific and South Pacific Albacore brood stocks.
- Wild Planet Foods supports a global ban of purse seine FAD fishing.
- Wild Planet Foods supports 100% observer programs on all long-line and purse seine vessels of industrial scale.
- Wild Planet Foods refuses to source from Mediterranean, Indian Ocean and North and South Atlantic albacore stocks until after these cease to be considered overexploited stocks through managed reductions of catch.
- Wild Planet Foods sources 100% of its tuna from fishery participants within state-owned fisheries. No tuna is purchased from foreign flagged vessels fishing in another country's EEZ.
- Wild Planet Foods supports the SELECTIVE reduction of effort on all tuna stocks by reducing capacity of long-line and FAD purse seine vessels.
- Wild Planet Foods supports the expansion of pole and line, and troll catch method effort by local fleets fishing within their EEZs.

- The following Greenpeace recommendations are now adopted as part of Wild Planet Foods' sourcing policy:
 - Not to source any tuna that is found on Greenpeace's Redlist, is overfished, is experiencing overfishing, is listed as Vulnerable, Threatened or Endangered on the IUCN red list.

 - Not to source or trade with vessels or companies on Greenpeace blacklist.

 - Not to source any tuna from vessels where at sea transshipments have taken place and only source tuna that has been transshipped in designated ports by the relevant RFMO.

- Promote the reduction of overcapacity by not trading with companies that are actively adding new vessels to the global registry.
- Source only from vessels and processing facilities by companies that are operating under International Labour Organization core conventions.
- Ensure all tuna comes from companies that support fair wages, safe working conditions and have not been found in violation of any human rights abuses.
- Ensure all tuna can be tracked from ship to can to shelf; (currently all Wild Planet lot codes are traceable to individual pole and line or troll fishing vessels comprising each lot code. This information is available for ENGO or Retailer auditing on TraceRegister.com.)
- Do not source tuna originating from vessels and/or operators blacklisted on <http://blacklist.greenpeace.org>

Sustainability Discussion

Wild Planet Foods and its founders have led the sustainable tuna category since 2001. At that time, retail and industry participants were paying very little attention to the sustainable seafood movement. Wild Planet based its sourcing policies upon the Monterey Bay Aquarium Seafood Watch (MBASW) scientific studies and recommendations. These have consistently pointed to pole and line, and troll fishing as the only GREEN rated BEST CHOICE fisheries for tuna, both albacore and skipjack. Long-line and purse seine catch methods have always been rated either yellow or red by MBASW. Wild Planet has always sourced 100% of its albacore and skipjack tuna from pole and line, and troll fisheries. These have substantially lower by-catch mortality than long-line or purse seine fisheries.

All Wild Planet lot codes are 100% traceable to pole and line, and troll tuna fisheries. Traceability is a legal requirement for all tuna sold in the United States. Detailed catch data for every delivery of tuna is documented on the NOAA Form 370 Certificate of Origin. Without this document, tuna cannot be imported into the US. Therefore, traceability is a function of U.S. Federal law enforced by U.S. Customs and The Department of Commerce.

Each Wild Planet lot code entering the market is tracked on the seafood data platform - Trace Register. Within the Wild Planet Trace Register account can be found every canned tuna lot code produced by Wild Planet and all the NOAA 370 forms tied to those lot codes. These forms document all the tuna purchases comprising the individual lots of canned tuna. The forms contain the following data points:

1. Vessel name and country flag
2. Trip dates and area of catch
3. Catch method (pole and line or troll)
4. Total weight of landing
5. Dolphin safe statement

Retailers and ENGOs are welcome to review any or all the Wild Planet lot code back-up documents to verify that the claim of 100% pole and line, and troll sourcing is absolutely correct and traceable. An extensive random audit can be done in a couple of hours. The audit process is simple and straightforward, as there is no issue of segregation of pole and line, and troll fish from long-line or purse seine fish. We have NEVER purchased even a single pound of those other products.

COMPARISON OF SUSTAINABILITY CLAIMS

Some brands are claiming that the presence of an eco-logo like Marine Stewardship Council (MSC) is evidence of greater sustainability and traceability. Wild Planet would like to make the following sound argument.

There is no stronger tuna sustainability claim than 100% pole and line, and troll caught. This is evidenced by the third party recommendations of MBASW. Their recommendations for albacore tuna are summarized on their albacore summary page:

http://www.seafoodwatch.org/cr/SeafoodWatch/web/sfw_factsheet.aspx?gid=74

Note the GREEN recommendation for pole and line, and troll caught albacore, but the YELLOW rating for MSC certified albacore. The reason for the inferior MSC rating is due to the MSC's certification of certain long-line albacore with its higher by-catch mortality.

The MBASW skipjack summary page likewise rates pole and line, and troll caught skipjack as GREEN, but MSC certified skipjack (which includes purse seine caught skipjack) as YELLOW:

http://www.seafoodwatch.org/cr/seafoodwatch/web/sfw_factsheet.aspx?gid=78

Specifically, in addition to pole and line, and troll tuna fisheries, MSC has certified a long-line albacore fishery and a purse seine skipjack fishery. This has weakened the previous long-standing definition of sustainable tuna fishing, which was previously only pole and troll fishing. Wild Planet takes special exception to the MSC purse seine skipjack certification. That certification was given to vessels fishing with the use of FADs (Fish Aggregating Devices). In the course of FAD fishing, if the vessel locates a free-swimming school of skipjack unassociated with a FAD, then that fish if segregated in the vessel can be sold as MSC certified skipjack. It is the opinion of Wild Planet that this gives an illegitimate market premium to the very vessels still practicing the most destructive and egregious tuna fishing method of all - FAD. These vessels producing MSC certified skipjack have not abandoned dirty harvest practices. Thus, Wild Planet does not support the designation of this fish as sustainable and does not buy that fish.

Wild Planet's standard of sourcing only pole and line, and troll caught tuna, which it has followed for many years prior to any certification of tuna fishery by MSC, is **the highest possible sustainable standard of tuna sourcing**. This accords with the scoring/ranking data of the non-profit environmental organization MBASW.

If Wild Planet were to engage with MSC for certification accreditation, there would be no improvement in sustainable sourcing regarding catch method or stock sourcing. Rather, there would be a loosening of sourcing standards and inclusion of long-line and purse seine tuna into Wild Planet's supply. It would also result in significant eco-logo certification and logo-use costs that would need to be passed on to retailers and subsequently to consumers. Wild Planet estimates the final cost to consumers would be about \$.30 to .45/can. It would be a difficult proposition to justify this expense to consumers, even if MSC were deemed to add value; it certainly is imprudent since we view the effect of MSC as potentially eroding Wild Planet Foods' sustainable sourcing standards.

WRAP UP

Wild Planet has been sourcing sustainable tuna products longer than just about any other company in the tuna industry. We have chosen to file all of our buying documents in both paper folder archives at our headquarters, as well as in electronic folder files at TraceRegister.com. These files are open for review by customers and ENGOs. The Monterey Bay Aquarium Seafood Watch rates the fisheries from which we source 100% of our tuna as GREEN - meaning BEST CHOICES for sustainability. Pole and troll caught tuna are the absolute best choice for sustainability, there is no higher standard nor is there a more rigorous documentation of traceable assurance than what Wild Planet is producing.