



A Few Words About Mercury from Wild Planet Foods

Wild Planet recognizes that dietary choices affect the health and well-being of ourselves and our families. It is vital that these decisions be guided by accurate, credible information.

It is a weighty responsibility to advise and influence the consumption choices of others, as this is best left to governmental authorities and health professionals. For this reason, Wild Planet has shared information cautiously on the issue of methylmercury (MeHg) content in its tuna. We have stated since 2001 that the younger, migratory pole and line caught albacore tuna canned by Wild Planet are lower in mercury than older, long-line caught albacore. Wild Planet has tested extensively its albacore tuna over the last 16 years and has found that more than 99% of test results fall below 0.3 parts per million (ppm) total mercury, and no test result exceeded 0.4ppm. By comparison, the FDA has mandated a cautionary level of 1.0ppm. There are no “dangerous” spikes of methylmercury content in pole and line caught albacore tuna, and any portrayal of wide variances is simply not accurate. This is corroborated by a definitive, independent study of West Coast albacore tuna by Oregon State University.

Wild Planet has also stated that all skipjack light tuna is lower yet in methylmercury compared to albacore. This is true of all brands of skipjack light tuna available in the marketplace.

Since 2015, there have been claims by other brands that some tuna sold in the market is individually tested for mercury with a proprietary, nearly-instant-read testing technology. There are claims being made of this tuna being the lowest in mercury.

Wild Planet has used a third-party, accredited testing facility to test the tuna of brands claiming to be lowest in mercury. We found that their albacore was no different from Wild Planet albacore, and indeed found some samples of other brands’ albacore to exceed their self-established 0.3ppm threshold in 2 of 12 samples. The fact is that all pole and line albacore tuna are purchased from the exact same albacore fisheries, regardless of brand, and are entirely similar in low mercury content.

We respectfully call attention to an important point: **any brand making a claim of “safer” seafood rightfully bears the burden of proof** – but what would constitute proof? We suggest three points:

- Provide third-party verification as to the efficacy of their testing equipment and methodology;
- Deliver third-party accreditation that every fish is being tested;
- Produce third-party corroboration that no product available in the marketplace exceeds self-proclaimed “strict mercury limits”.

None of this information is supplied by any company making these mercury claims. There is no third-party evidence on any tuna company’s website verifying ANY of the extravagant claims made. This raises questions which rightly deserve answers.



Wild Planet has asked its accredited laboratory scientists about the existence of a technology that can test for methylmercury in about a minute or two. These scientists state that the “gold standard” of methylmercury testing is “Cold Vapor” process. This involves heating the material to 600 degrees Fahrenheit to create a vapor that is later tested. The laboratory used by Wild Planet takes two days to complete this process. They are unaware of any process which can test methylmercury in a short time. They note that elemental mercury (Hg) can be quickly tested; yet it is specifically methylmercury (MeHg) that is of concern in ocean fish. Does the “proprietary technology” of self-proclaimed safer brands accurately test for methylmercury? The burden is on these other brands to provide the answer.

In summary, Wild Planet Foods has been supplying low mercury tuna since 2001 and its claims are conservative and honest. We know of no brand of tuna that has third-party accredited proof of lower levels of methylmercury. In our view, any brand making sweeping safety claims regarding mercury, without third-party evidence thereof, should be viewed with great caution.



For further information, please visit wildplanetfoods.com/faqs