



The Wild Planet Perspective: WILD PLANET PROCESSING FACILITY IN VIETNAM

Wild Planet tuna and sardines are canned in a partner facility located in Vietnam

Unfortunately, there is no U.S.-based cannery capable of processing the volume of sardines and tuna that we can on an annual basis. We have elected to process our 5oz cans of tuna and our sardines in a highly respected U.S. owned partner facility in Vietnam, which we visit several times a year. This facility offers state-of-the-art canning expertise in an immaculately clean, accredited environment that produces higher quality finished products than any cannery we have seen in the U.S. In addition, the facility has passed social and production audits by independent auditors sent in by Costco and Whole Foods, retailers currently carrying our product line. It is of interest that our partner cannery in Vietnam qualifies to ship to the EU, whose sanitation standards are higher than US standards. This plant has reached a higher standard of sanitation than most US canneries that do not qualify for EU export.

Maintaining reasonable prices for our retailers and consumers

If we were to find a facility in the U.S. capable of handling our sardine and tuna volume, the cost would greatly increase the retail price beyond the reach of most families. Our goal is to make sustainable seafood mainstream and thus have a greater impact on fishery harvest practices for the long-term good of ocean conservation. Higher retail prices would not allow our products to find their way into many families' homes and therefore reduce the reach of our overall environmental mission as well.

Processing in Vietnam does not create a big carbon footprint

One of the lowest carbon-load forms of transportation on the planet is ocean freight. The carbon load of 26 tons of frozen tuna (one shipping container) being shipped from Seattle to Vietnam is miniscule compared to domestic truck freight, and the finished cans returning are even less.

In Summary...

The health of the oceans is a paramount issue for the future of the earth and of great concern to Wild Planet. We put our energies into promoting that objective while being wise and sensible in other issues like carbon-load. The decision to utilize facilities with specialized expertise in other countries is the best decision at this time when considering all the facts.

