



Great Market Interest For Certified PNA Free school Skipjack Tuna

The demand for FAD free caught skipjack and yellowfin tuna is growing every day. Through daily email requests from tuna brands, and retailers from many of the major canned tuna markets around the world we see that people are becoming aware of the advantages of buying sustainable caught and certified Free School Skipjack tuna. Most of them want to have it rather today than tomorrow.

Pacifical has already been meeting with many major tuna buyers in about 15 countries spread over 3 different market segments : retail, food service and food processing to explain our policy and to build close partnerships.

The reaction from the market has been incredibly positive and it is clear that many companies are ready to build close partnerships, and to start buying only skipjack tuna that is caught in a social responsible and environmentally sustainable way, and most importantly has full traceability from boat to throat , and carries the MSC logo of certification to prove that.

One of the conditions of Pacifical for engaging in a partnership to market our canned tuna is that we want each can to carry the Pacifical logo, this to clearly to promote the pristine area this tuna comes from, and to create a bond between the consumer and the people of the Pacific.

As it looks now the demand for MSC certified canned tuna far outstrips initial projected supply. So once we have the MSC logo, Pacifical will only start market introduction with an exclusive dedicated partner in each segment in each country.

MSC certified PNA Free School Skipjack : When Can We Finally Buy It ?

Many of you have been approaching us with the question when you can finally buy MSC certified skipjack tuna? Unfortunately we do not have a precise final date for you yet! But we are confident it will definitely be within this year 2011!

Why is it taking so long?

Well first of all we had the assesment process for MSC, during which our skipjack fisheries and its management have gone through almost 18 months of intense scrutiny by the assessing team led by intertek Moody Marine.

This is possibly the biggest and most comprehensive assessment ever under MSC. July 12th the draft final assessment report was delivered by Moody to the MSC. On that day the MSC also invited all

stakeholders to give their comments on that report, which is the normal MSC procedure. They gave them 15 working days to react.

As expected and announced in advance the Spanish (OPAGAG) and European Tuna industry (Eurothon) along with the ISSF(a coalition of major global tuna brands and traders with a group of scientists and WWF) each launched their objection notice, all at the same date : August 3rd.

When we read these objections on the MSC website we found that the comments by the European and Spanish industries were both 100% identical and the ISSF report mirrored all of their comments and added a few more.

Well, we at pacifical and the PNA were not really surprised, because ISSF had already boldly publicly said on April 27th: "The world will have to wait" for MSC approved free school caught skipjack from the PNA.

So they now are doing their utmost to ensure it is not going to happen anytime soon, by raising a heap of objections. ISSF submitted 27 pages of arguments ! Kind of weird coming from a sustainable seafood alliance, backed commercially by the large global brands, and associated global fleets, especially when you consider that Greenpeace, WWF and other NGO's did not submit any major comments, and these organizations fully support the PNA in its efforts.

MSC has given the PNA, Moody and other interested parties 20 working days to react to this pile of objections, so by September 6th they will need to have their answer ready. An independent adjudicator, has been appointed and after reading the submissions, will determine if indeed mistakes, procedural errors or irregularities in the assessment have taken place, and if they are serious enough to deny the certification or if additional research is needed.

We at Pacifical feel confident that the assessment is extremely solid, and that you will be able to buy MSC certified free school skipjack tuna within this year !

May 2 - WORLD TUNA DAY

Next year may 2nd will be the first time that we can celebrate together World Tuna Day. **So please get your agenda now and mark it !**

A great opportunity to attract extra attention from your customers, members, colleagues and family members to this great fish which provides such delicious, healthy and nutritious food to so many people around the world. A fantastic fish that needs us to urgently start fishing and buying tuna in a sustainable way – so our kids and future generations can continue to enjoy it !

Last month the initiative for declaring World Tuna Day was taken by the ministers of the 8 Pacific PNA island nations. They jointly committed to start celebrating each year on May 2nd in their countries and invite the world to join in bringing to the world's attention this species which plays such a crucial role in our islands economies and our future. Tuna is for most PNA nations not only one of their most important sources of national income, employment and food security but it also plays a delicate role in the balance of the pristine and vulnerable ocean eco-system that surrounds our Pacific islands.

So let's all of us who benefit from the magnificent wild tuna: tuna fishermen, processors, traders, retailers, tuna brands, distributors, NGO's, governments, and consumers celebrate its existence on May 2nd. Pacifical will send you a reminder around that time !

A Minimum Price for a PNA Tuna Fishing Day

For too long the waters of the PNA have been fished for tuna by large fishing nations such as Japan, Taiwan, USA, Korea and more recently by Spain without our countries receiving proper financial compensation or participation.

If you consider that an average tuna purse seiner catches about 30,000 kg of tuna a day , worth maybe Usd 55,000, to the boat and more than double when processed, it only seems fair that they pay the people who own these resources a decent compensation or involve them in the industry.

Until recently fishing companies were only willing to pay Usd 1 - 2000 for one day of tuna fishing and PNA saw nothing else, with limiting the days fished to conserve all stocks for the future, the true value of tuna is being revealed and the PNA ministers thought it was time to raise the minimum price to Usd 5000 per fishing day from January 1st 2012. Of course PNA member countries are free to charge more, a few regionally based fleets even offer more currently, but not yet the bigger global players. Pacificall will continue the fight to sustain our fisheries, participate in it and bring you certified sustainable tuna.

Did you know that...???

- **The second highest source of foreign revenue of Salomon Islands is generated by** the domestic tuna industry , enriching the country from the export of frozen and other processed tuna products to overseas markets.
- **Around 2,131,000 km²** is the EEZ of Marshall Islands, while only having a land area of around 181 km². A tuna loining plant employing 600 workers reopened in early 2008 and the majority of the plant workers are women.
- **The wealthiest Pacific Island state is** Palau; Fishing is a potential source of revenue. Fishing industry revenues are mostly from license fees from fishing
- **The largest tuna exporter in the Western and Central Pacific region** is Papua New Guinea. PNG is allowed to export its tuna products duty-free into Europe, regardless the origin of the fish