



PACIFICAL

GEO-INDICATION GUIDELINES

VERSION 2.0

Updated on 29/05/2020

THE PACIFICAL GEO-INDICATION

Thank you for choosing MSC-Certified Tuna from the Parties to the Nauru Agreement (PNA).

Our PNA Pacific island nations highly depend on tuna fisheries as a source of revenue. Therefore our nations Pacifical Geo-Indication (GI) is displayed in all MSC PNA tuna products as our symbol of pride.

The GI works as a traceability identifier and seeks to build a stronger connection as resource owners with the final market. It represents your support and commitment to our nations and people along this fully traceable and sustainable tuna supply chain.





SECTION A.

OVERALL ARTWORK GUIDE

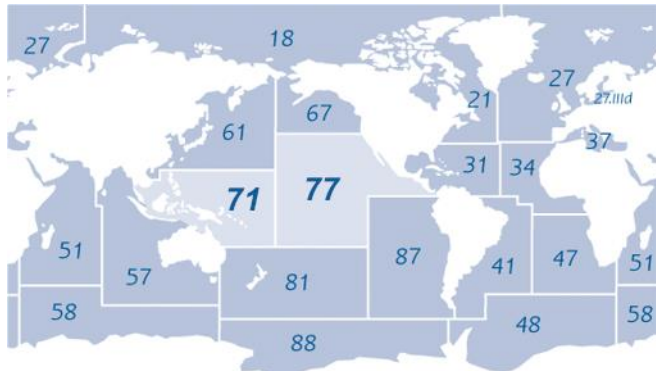
1. THE MSC ECOLABEL

- All Pacifical products carrying the MSC ecolabel, should follow the MSC ecolabel rules. This includes:
 - MSC ecolabel in country of destination's language
 - MSC number included within packaging
 - MSC claim included within packaging
 - MSC ecolabel should be reviewed by the MSC ecolabel team prior to mass printing
- Please review the MSC ecolabel rules in the following link:
 - <https://www.msc.org/for-business/use-the-blue-msc-label/guidelines>



2. LABEL INFORMATION

- **Tuna Species** should be mentioned in the packaging:
 - Skipjack Tuna (*Katsuwonus Pelamis*)
 - Yellowfin Tuna (*Thunnus Albacares*)
- **Ingredients and additives** should be mentioned in the packaging.
- **Method:** (**If applicable or required) Catching method used is called 'Purse seine setting on free schools'. (FAD FREE)
- **FAO Region:** Only FAO 71 and/ or FAO 77 can be mentioned on the label or printed on the packaging. Another option is to mention Western Central Pacific Ocean.



Ingredients: Yellowfin Tuna (*Thunnus Albacares*), Water, Salt
Catching Area: FAO 71/77 (Western Central Pacific Ocean)
**** Catching Method:** FAD-Free Purse Seine

3. TRACEABILITY CLAIM

- **A traceability claim can be included within the label via link or QR Code:**
- We provide our partners the option of having a fully customized API, to feed into your online consumer portal that enables consumers to track and trace each tuna product back to the boat, captain, observer, catching area, as well as additional product and catch information.
- This traceability feature is available to all our partners by default/free of charge upon request.
- **A link or QR Code to the Blockchain lookup could be included ([pacifical.com/blockchain](https://www.pacifical.com/blockchain)):** We also provide comprehensive Blockchain Ethereum services covering all the MSC certified sustainably caught tuna within our waters. (Customized sites are an option).
- Charges will apply if this option is to be taken. Please contact Pacifical for more information about the possibilities with Blockchain (productintegrity@pacifical.com).



INKJET PRINTING

- Pacifical uses the production / lot code printed on the products as “tracking code”. In order to give proper instruction on how to trace the Pacifical product, we suggest to request from your tuna processor to print the word “Track:” before the ink-jet location of the production code. (Exact wording is optional)
- When the inkjet with BBE and production code information is printed on the opening end next to the Pacifical GI, we suggest to instruct the producer to inkjet closer to the edge of the lid to prevent overlapping with the GI. This is to ensure that there is good readability of the inkjet info.



* Displayed inkjet location is used as an example. Included just for illustration purposes.



SECTION B.

GEO-INDICATION FORMATS

A. OPTION 1 – GEO-INDICATION

- All Pacifical MSC products should carry the Pacifical Geo-Indication and mockup of the overall product design should be sent for approval prior to production
- Dimensions can be found on [Section C](#).
- Different HD formats could be requested from the Pacifical commercial team (commercial@pacifical.com)



B. OPTION 2

GEO-INDICATION + TEXT



- The Pacific Geo-Indication may also be accompanied by text explaining the nature of the cooperation.
- Diameter of the actual Geo-Indication has been reduced by maximum 12% in diameter in proportion to the regular diameter guideline specified on [section C](#).
- Text can be adjusted in mutual consultation with the client and Pacifical.
- Text can also be displayed in local languages. Dual language is also a possibility (e.g. French and Dutch text for Belgium market)
- Company name can be integrated within the text > e.g:
“Company 'X' cooperates with Pacifical and MSC to supply...”



SECTION C.

GEO-INDICATION DIMENSIONS AND POSITIONING

1. CANNED TUNA

- **603 - Catering Pack - 900g - 1.880g nw:** 50 mm diameter Pacifical GI on opening-end (lid)
- **307 - Retail Can - 140 - 200g nw:** 30 mm diameter Pacifical GI on opening-end (lid)
- **211 - Retail Can - 65g - 100g nw:** 25 mm diameter Pacifical GI on opening-end (lid)
- **Retail Can - ¼ Oval shape:** 26,4 mm diameter Pacifical GI on opening-end (lid)
- **401 - Retail Can - 400g - 800g:** 40 mm diameter on opening-end (lid)
- **Retail Can - Easy peel lid:** aluminum lid can be printed with Pacifical Geographic indication or alternatively a sticker is also acceptable. Located in the opening-end. Diameter according to above measurements.
- **Club Can - 125g - 115g:** 12 mm diameter Pacifical GI on the opening end (lid) located in the 'eye' of the ring pull.



****All artwork should be submitted to Pacifical prior to mass printing for approval.**

2. POUCHED TUNA AND GLASS JARS

- **Non-Consumer Pouch:** Minimum 2.5% of the whole area of the Label (sticker). To be included in the front side of the label design. (pacifical.com/calculator)
- **Consumer Pouch:** Minimum 2.5% of the whole area of the pouch. To be included in the front or back of the pouch design. Location subject to agreement.
- **Pouched Tuna for Industrialized Process with No Paper Label:** The words “Pacifical Wild Tuna” to be included under or on top of the production code inkprint.
- **Glass Jars:** Geo-Indication to be located on cap label and should have a diameter as big as 22% calculated from the actual diameter of the label on the cap lid.



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3. TUNA IQF STEAKS

- **Tuna steaks 250g or less (bag or box):** 20 mm diameter on agreed location in the front of the display package. [Pacifical Geographical Indication: white background version – Kindly request “white version” from the Pacifical commercial team(commercial@pacifical.com)]
- **Tuna steaks larger than 250g (bag or box):** Minimum of 1% of the whole area of the label (pacifical.com/calculator) – on agreed location in the front of the display package. [Pacifical Geographic Indicator : White Background Version – Kindly request “white version”] **



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4. FROZEN AND PRECOOKED TUNA LOINS

- **Tuna Loins with no label:** The words “Pacifical Wild Tuna” should be written in bag.
- **Loins with label:** Min 2.5% of the whole area of the Label – Geographic Indicator to be included in the label design. ([pacifical.com/calculator](https://www.pacifical.com/calculator))



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5. CARTON AND TRAY DESIGN – APPLIES TO ALL CARTONS

- **Outer Carton:** The Pacifical Geo-Indication must be included in the outer carton for traceability purposes and to keep the PNA- MSC certified products separated and identified in warehouse or distribution center. Diameter to be the equivalent of 25% of the height of the box in mm to be located on the long sides of the box.



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