



WWF

PLEDGE

DECEMBER

2013



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Smart Fishing Initiative

WESTERN CENTRAL PACIFIC TUNA CONSERVATION PLEDGE

We the undersigned, pledge to support the conservation and sustainable management of tuna in South East Asia and the Western and Central Pacific. We recognise that this principally includes yellowfin, bigeye, skipjack, and albacore tunas and acknowledge that this entails reducing impacts on tuna and tuna-like species, as well as on associated species such as marine turtles and sharks.

As responsible buyers, harvesters, processors, and/or traders, we agree to support and invest in well-planned and designed tuna fishery improvement and conservation initiatives to sustain livelihoods, minimise environmental impact, and supply the world with responsibly-managed, high quality tuna and to move forward fisheries to seek Marine Stewardship Council (MSC) certification. We recognise that such initiatives can usefully complement government management action.

Towards this end, we are committed to implementing and supporting through relevant country level influence:

- the improved conservation and management of all tuna species, especially proper management measures to ensure continuous recruitment for very small bigeye and yellowfin tunas,
- the adoption of bycatch avoidance and mitigation measures that conform to international best practices, including circle hooks in the longline fisheries to reduce turtle bycatch,
- actions that ensure a transparent and traceable supply chain for tuna products into local and international markets, including a robust Catch Documentation System, and;
- continuous investment in fisheries improvement to implement ecosystem-based management in tuna fisheries, and, where possible, move towards MSC certification.



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We call on the Western and Central Pacific Fisheries Commission to further support the implementation of a fisheries management framework that improves fisheries sustainability and meets the demands of increasingly discerning markets, specifically by:

- adopting strong, science-based Harvest Strategies, Harvest Control Rules, and Reference Points to ensure the integrity, reliability, and consistency of the global tuna supply;
- adopting and verifiably implementing conservation and management measures that enable a transparent and traceable supply chain for tuna products to markets, minimise the bycatch and ensure continuous recruitment of very small bigeye and yellowfin tunas, reduce the mortality of key threatened bycatch species, including marine turtles, sharks, and seabirds to as close to zero as possible; and
- supporting WWF's fisheries improvement and conservation projects to advance responsible and sustainable Western and Central Pacific tuna fisheries.

Companies that support the pledge







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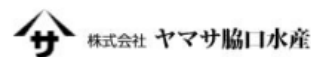
sustainable the right tuna



Waitrose



YOUR M&S



Our Smart Fishing Vision and Goals:

Vision: The world's oceans are healthy, well-managed and full of life, providing valuable resources for the welfare of humanity.

2020 Goals: The responsible management and trade of four key fishery populations results in recovering and resilient marine eco-systems, improved livelihoods for coastal communities and strengthened food security for the Planet.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org

For more information

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