Wild caught sustainable seafood
Founded in 1880, initially trading solely in canned fish, few businesses have a heritage as rich as Princes in the procurement of sustainable seafood.

Our corporate responsibility work is based around three key pillars – climate change and the environment, fair partner and good employer, and health and wellbeing. Our commitment to sourcing seafood sustainably is a key part of our corporate responsibility.

Even though we don’t own or operate any fishing boats, we still expect that our high standards are reflected in the actions of our suppliers. We also proactively engage with a range of organisations and others in the global seafood industry, to improve sustainability and to help protect ocean ecosystems.

Our standards are consistent throughout Princes global business – from our tuna processing site in Mauritius to our food manufacturing sites in the UK and the products we import from our suppliers around the world.

We are committed to the quality, integrity and long-term sustainability of the seafood we sell.
Our commitments

Princes is trusted to provide high quality canned and ambient seafood. We are passionate about the integrity and sustainability of the products we supply. We focus our commitments around the quality and integrity of our products, responsible marketing and developing fair partnerships.

Quality and integrity

We offer great quality products that meet our high standards. Working with our supply partners, the integrity of our supply chain is of paramount importance. All of the wild caught fish we sell is sustainably sourced and traceable back to the boats on which it was caught.

We recognise the issues associated with illegal, unregulated and unreported (IUU) catches of fish and fully support EU regulations introduced in 2010, which require that all fishery products entering Europe are certified by the flag state as having been caught legally.

Responsible marketing

We sell a broad range of seafood products from canned tuna and anchovies to salmon, sandwich pastes and spreads. We recognise the importance of seafood in our consumers’ diets and all of our seafood is carefully chosen for taste and quality.

We promote the health benefits of our products and actively encourage consumption of a variety of different seafood.

Fair partnerships

We recognise the importance of partnerships to achieve our sustainability goals. We work closely with the fishermen and processors that supply us, as well as non-government organisations. Princes is one of the founders of the International Seafood Sustainability Foundation (ISSF), an organisation which undertakes science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reducing bycatch and promoting ecosystem health.
Quality and integrity are central to our wild caught sustainability and procurement commitments. All of our seafood is fully traceable back to the catching vessel and is handled carefully from catch to can to maintain optimum quality and flavour.

We partner with a range of organisations and share a common goal of protecting the sustainability of the world’s oceans.

(See page 8 for more information)

To ensure the quality and integrity of our seafood we:

- Supply quality and nutritious products.
- Work only with approved supply partners who ensure Princes high standards of quality and sourcing are adhered to.
- Ensure full chain traceability.
- Support the principle of Marine Protection Areas and Marine Reserves. This includes support for the Pacific Commons Marine Reserves.
- Fully support and comply with ISSF’s efforts and measures to reduce bycatch and control fishing capacity.
- Play an active role in the debate over catch methods, bycatch and sustainability and shape our approach based on the latest scientific information.
- Audit our suppliers against our standards.
- Comply with all relevant regional, national and EU legislation.

We do not:

- Source any IUU seafood.
- Permit long-line or drift net caught fish in our branded products.
- Trade with companies or vessels that have not banned the practice known as shark finning.
Responsible marketing

Responsible marketing is a cornerstone of our business. From nutrition labelling to sustainability information, we aim to offer the best and most relevant information to our consumers.

Our responsible marketing commitments include:

- Dolphin friendly labelling, where appropriate (tuna).
- Use of MSC eco label where available.
- Providing publicly available seafood sustainability information.
- Encouraging the use of different types of seafood.
- Promoting consumption of seafood as part of a balanced diet.
- Highlighting products high in Omega 3.
- Marketing the pole and line catch method for tuna, offering consumers choice.

We do not:

- Trade in any species listed as endangered or critically endangered on the International Union for Conservation of Nature (IUCN) Red List of threatened species.
- Over-package our products and we aim to use recyclable packaging materials wherever possible.

The Alaska Seafood Marketing Institute (ASMI) is a public-private partnership between the State of Alaska and the Alaska seafood industry. Princes works in partnership with ASMI to promote the sustainability benefits of Alaskan-sourced canned salmon, which is high in Omega 3.
Fair partnerships

We have established many strong partnerships – from the fishermen who catch for us to the suppliers who process to our required standards. By working with our peers and non-government organisations, we are able to play an active role in the industry.

Supporting international science based initiatives and commitments.

As one of the founding partners of the International Seafood Sustainability Foundation (ISSF), Princes continues to actively support the organisation’s important work and projects. WWF, one of the world’s largest and most respected independent conservation organisations, is also a founder partner of the ISSF. ISSF’s current (2013-17) strategic plan has three core areas of strategic focus:

1. Achieve Sustainability of Tuna Stocks and Their Ecosystems through continuous improvement – measurably demonstrated – across global tuna fisheries;
2. Maintain and enhance credibility through improved Transparency and Compliance related to all ISSF and participating company commitments, as well as all initiatives directly supported by ISSF;
3. Exercise Market and Policy Influence in regions and fisheries where participating companies operate and harvest tuna to directly and positively impact the goal of tuna stock and ecosystem sustainability through market influence and RFMO institutional and member advocacy.

We will:

• Work with suppliers and fisheries to improve the long-term status of stocks.
• Fully support bycatch reduction efforts.
• Pay a fair price.
• Engage with the wider industry.
• Continue to encourage and support the development of best practice and scientific research to improve tuna sustainability and reduce bycatch. We therefore favour fisheries that are MSC certified or willing to work towards MSC certification.

We will not:

• Take action without considering the full implications throughout our supply chain.
• Work with suppliers who fail to meet local laws to protect the rights of employees.

For more information about our support for tuna fishery initiatives read our Tuna Sourcing and Sustainability Guide.
Proactive Vessel Register

The ISSF created a Proactive Vessel Register (PVR) to provide vessel owners with an opportunity to identify themselves as active participants in meaningful tuna sustainability efforts. The PVR is the most effective mechanism currently available that transparently identifies those individual vessels that are implementing science-based, sustainable tuna fishing practices. Through the PVR we are able to track compliance of individual vessels, validated through third-party auditing, specific best-practice measures.

In order to encourage our partners to engage with the PVR we have contacted all of our tuna suppliers requesting that they too support the PVR by registering their own vessels, or encouraging the vessels that supply tuna to them on our behalf, to do so as soon as is possible.

We have had a great response from our valued supply partners and many of them have already registered on the PVR. In the 2014 calendar year 73% of our tuna volume was contracted from vessels registered on the PVR. We will continue to report this volume percentage figure annually, with the next update to be provided after the 2015 calendar year end.

We will:

- Ensure that by the end of 2015, when we purchase tuna from large-scale purse seine vessels they must be registered on the Proactive Vessel Register (PVR).
- Continue to encourage all vessels that supply tuna to us to register on the PVR and we have already worked with one of our suppliers to register six pole and line vessels on the PVR list.
Partnerships

Our commitments extend to working with other organisations to champion change and improve sustainability throughout the supply chain.

ISSF

Working with the world’s leading scientists and Regional Fisheries Management Organisations (RFMOs) the ISSF is committed to helping improve global tuna fishing practices.

Since being formed in 2009, ISSF has grown and developed into the globally focused, science-driven sustainability organisation it is today. The ISSF five-year strategic plan will guide the organisation’s efforts moving forward.

Details about the steps taken to date by the ISSF and the five year strategic plan are available on www.iss-foundation.org

MSC

The Marine Stewardship Council (MSC) runs a globally recognised certification programme for sustainable seafood. Some of our fish products are sourced from fisheries that are certified to the MSC standard – a partnership we hope will help raise awareness of the need for sustainable sourcing.

For more information on the MSC visit www.msc.org

EII

The Earth Island Institute (EII) was founded in 1982 to support people who are creating solutions to protect our shared planet.

The EII runs a specific international monitoring programme aimed at eliminating any impact on dolphins, turtles, sharks and other sea life as a result of tuna fishing. Its monitoring helps ensure that the catch methods used by tuna suppliers are legitimate, sustainable and dolphin friendly.

More information on the EII can be found at www.earthisland.org/immp
We offer a broad variety of fish types, prepared, packed and ready for you to enjoy. Here's some more information about some of the fish types we supply, including how and where they are caught.

**Mackerel**

**Catch Methods:** Purse Seine and Pelagic (mid-water) trawl  
**Where caught:** North East Atlantic  

Mackerel is a firm fleshed fish that is especially healthy due to the naturally high levels of Omega 3 fatty acids.

**Sardines**

**Catch Methods:** Purse Seine and Pelagic (mid-water) trawl  
**Where caught:** Coastal Portugal and Morocco  

Sardines are long, thin, Omega 3-rich fish with a robust flavour. Canned in oil, salted water or with sauces, they offer a quick, convenient and nutritious snack or accompaniment to a main meal.

**Kippers and Herring**

**Catch Methods:** Purse Seine and Pelagic (mid-water) trawl  
**Where caught:** North East Atlantic  

Kippers are Smoked Herring. Herring are nutritious fish, high in Omega 3 fatty acids. Our range is available in oil, salted water or tomato sauce.

**Tuna**

**Catch Methods:** Purse Seine and Pole and Line  
**Where caught:** Indian, Atlantic and Pacific Oceans  

Tuna are naturally high in protein. With a mellow flavour and meaty texture, they are a popular choice for European consumers.

**Salmon**

**Catch Methods:** Purse Seine and Gillnet  
**Where Caught:** Pacific Ocean  

Salmon are succulent fish, rich in Omega 3 fatty acids, and with large flaky flesh that makes it a versatile fish.