

Wild Caught Sustainable Seafood Statement

1. Introduction

As a leading food and drink group that operates a number of trusted brands throughout the UK and mainland Europe, Princes is committed to high standards of corporate responsibility (CR).

Our CR strategy is built around three key areas which reflect the most important issues faced by Princes and our customers – climate change and the environment; being a fair partner and good employer; health and wellbeing. Our latest CR report can be viewed and downloaded at www.princes.co.uk/downloads/Princes_CR_Report.pdf.

We manage this strategy through a CR committee with specialist sub-groups responsible for specific elements of our business, such as seafood sustainability.

This document details our approach to the important issue of seafood sustainability. It sets out our commitments and principles in relation to the seafood we buy and sell, how it is caught and where it is sourced from.

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

These standards are consistent throughout Princes' global business – our tuna processing plant in Mauritius, our food manufacturing site in Chichester and our imported products sold throughout Continental Europe and the UK.

Our support for environmental management and research initiatives, such as those undertaken by the International Seafood Sustainability Foundation (ISSF), is part of our long-term commitment to improving industry best practice.

Princes is one of the founders of the ISSF, an organisation which undertakes science-based initiatives for the long-term conservation and sustainable use of fish stocks (initially tuna), reducing by-catch and promoting ecosystem health. Visit www.iss-foundation.org for more information.

Princes supports the Earth Island Institute (EII) monitoring programme, ensuring that all of our canned tuna products can confidently carry the 'Dolphin Friendly' logo. Additionally, Princes has recently undertaken an initiative with the Marine Stewardship Council (MSC), the globally recognised sustainability certification body. This initiative will see an increasing number of Princes products being sourced from MSC certified fisheries.

We will continue to play an active role in the debate over catch methods, by-catch and sustainability of stocks – listening and shaping our approach to sustainability based on the latest scientific and regulatory information.

Please use the contact information at the end of this document if you have any specific queries relating to our approach to seafood sustainability. We will be happy to help.

2. Our commitments and principles

Princes is committed to a series of principles and standards relating to seafood sustainability. Our procurement process considers whether the fish stocks we source are certified, endangered, managed and clearly traceable. Only when we are satisfied that a fishery meets our procurement criteria will we assign it supplier status.

The following principles summarise our approach to seafood sustainability.

2.1 Stock status

Effective management frameworks are required to ensure that the long-term health of fisheries and their wider ecosystems are not damaged by excessive fishing. We therefore support all efforts to strengthen regional fishery management.

Through our support for the ISSF, we will encourage Regional Fisheries Management Organisations (RFMOs) to implement management measures that are consistent with the recommendations of their scientific bodies. In the event that an RFMO does not adopt sufficient management measures for the protection of an over-exploited stock, Princes will fully comply with any subsequent ISSF resolutions aimed at reducing fishing pressure on the stock, such as not sourcing from the fisheries concerned.

We will also only source fish from vessels licensed by countries that adhere to a fishery management framework that is consistent with the United Nations Food and Agriculture Organisation's Code of Conduct for Responsible Fisheries and the United Nations Convention on the Law of the Sea. Information about the Code of Conduct is at www.fao.org/fishery/ccrf/en. For trans-boundary stocks such as tuna, that means participating in the relevant RFMO.

In addition, we specify that all Princes suppliers, at minimum, are compliant with relevant national or regional management framework regulations and restrictions designed to protect the future of the seafood we source.

2.2 Support for Marine Protection Areas and Marine Reserves

We support the principle of using scientifically-based protective closed ocean areas, including no-take marine reserves, to accomplish clear conservation objectives for fish populations and the ecosystems upon which they depend. We will not source fish from ocean areas that are designated as Marine Protection Areas (MPAs) by RFMOs and we support efforts to conduct further scientific research into the impact that closed areas and marine reserves may have on fish stock and ecosystem status.

2.3 No IUU fish

Our specifications stipulate no illegal, unregulated and unreported (IUU) catch of fish and we therefore do not trade with any companies or vessels on RFMO IUU lists, consistent with ISSF resolution 09-01: IUU Fishing. Details about this resolution and other ISSF conservation measures can be found at www.iss-foundation.org/conservationmeasures.

Princes supports EU regulations introduced in 2010, which require that all fishery products (including processed products) entering the European Union are certified by the flag state as having been caught legally.

2.4 Red-list species

Princes does not, and will not, trade in any species assessed as endangered or critically endangered on the International Union for Conservation of Nature (IUCN) Red List of Threatened Species.

2.5 Certification

Princes recognises the contribution that certification programmes can make towards improving the sustainability standards of fisheries around the world but accept that their scope and influence needs to be improved through stronger support across the supply chain.

Princes' experience in this area goes back around twenty years when we first committed to supporting the Earth Island Institute monitoring programme. This ongoing participation in a scheme aimed at eliminating any impact on dolphins as a result of tuna fishing means that our products continue to carry the 'Dolphin Friendly' logo.

Where applicable, we actively encourage the fisheries that supply Princes to undergo sustainability certification.

Princes is the first major UK canned fish brand to engage with the MSC and a growing number of our products are from MSC-certified fisheries.

2.6 By-catch mitigation

Princes acknowledges that all fishing methods result in some level of by-catch and we therefore support the need to develop and implement ways of mitigating the impact of commercial fishing on non-target species.

Long-line, and drift net fishing methods are not permitted in our specifications and we will not trade with companies or vessels that have not banned the practise known as shark finning.

Princes recognises concerns over fish aggregation devices (FADs) and supports the need to minimise the by-catch associated with their use. We also support measures which seek to reduce operational waste, discards, and abandoned or lost fishing gear. We strongly support the ISSF which is currently conducting important by-catch reduction research involving testing new technologies and techniques onboard a working tuna vessel. See www.iss-foundation.org/bycatch for more information.

2.7 Full-chain traceability

We ensure that the seafood we buy has not been caught in contravention of any of these principles by requiring suppliers to have full records of origin and species information, and processes for traceability purposes.

3. Species

As a leading supplier of branded and customer own brand canned fish and other seafood products throughout the UK and Europe, Princes sources and supplies a number of different seafood species from around the world.

The largest of these by volume is tuna, but we also source salmon, mackerel, pilchards and smaller volumes of other species such as prawns, crab and anchovies.

3.1 Tuna

Fish stock / fishery

Princes primarily sources tuna from the Indian Ocean, with the remainder from the Pacific and Atlantic. All of the tuna we supply is purchased in accordance with our strict procurement specifications and sustainability principles.

The majority of the tuna that we buy is skipjack which, due to it being fast growing and highly fertile, is widely considered to be abundant and to have sustainable stock levels.

Smaller quantities of yellowfin are purchased from the Indian, Pacific and Atlantic Oceans. Princes supports the Indian Ocean Tuna Commission's (IOTC) scientific committee recommendation that catches of yellowfin tuna should not exceed the estimated annual maximum sustainable yield of 300,000t.

A small quantity of bigeye tuna is also purchased from the Indian Ocean and we also support the IOTC's enforcement of an annual total catch limit for this species of 110,000t.

Princes will continue to support the IOTC and the ISSF to encourage measures that protect the future sustainability of tuna stocks in the Indian Ocean.

Catch methods and capacity

All of the tuna that Princes purchases is caught using either purse seine or pole and line fishing methods. Princes does not purchase tuna caught using long-line, gill net or drift net fishing methods.

Purse seine is the primary fishing method used to catch tuna globally. It is a modern and efficient method that catches tuna by deploying a net around individual shoals.

We acknowledge the need for the global fishing industry, at all levels of the supply chain, to bring about changes and improvements to purse seine fishing and the utilisation of FADs in order to reduce by-catch. We will play a part in this through our involvement with the ISSF, which has tasked its scientific committee to conduct research into this area. This research work will then form the sound and solid basis on which to generate a clear action plan.

We believe that the management of fishing capacity can be one of the most effective sustainability tools. Through the increased influence of the ISSF and the growing recognition of sustainability issues throughout the global fishing industry, scientific evidence illustrating the need to limit catch volumes will play a vital role in assisting the RFMOs to make effective decisions supported by comprehensive actions.

Certification status

a) Sustainability certification

Tuna is a highly migratory fish and remains one of the most difficult species for any organisation to certify. To date, only a few regional tuna fisheries have achieved any certification and Princes is playing an active role in working with its suppliers to obtain certification standards.

b) Additional certifications

Our operation in the Indian Ocean, Princes Tuna (Mauritius) (PTM), is the only global supplier of canned tuna to hold the SA8000 certification for social accountability.

The certification, first awarded to Princes in 2003, provides a measurable, international standard in working conditions and practices. It forms part of our ongoing commitment to developing our workforce and ensuring the highest standards of workplace conditions are met, as well as providing customers with clear, credible assurance for ethical purchasing decisions.

Management framework

Our tuna suppliers are monitored through the Earth Island Institute (EII) international monitoring programme which ensures we can carry the 'Dolphin Friendly' logo on cans of tuna because no dolphins are intentionally chased or encircled with nets, killed or seriously injured during the catch.

With tuna sustainability vital to the future of our business and the regional economy of Mauritius, we have supported initiatives such as the Indian Ocean Tuna Commission (IOTC) Tuna Tagging Project – an EU-funded programme which monitors tuna stocks in the Indian Ocean.

The Regional Monitoring, Control and Surveillance (MCS) Pilot Project and the Regional Tuna Tagging Project–Indian Ocean (RTTP-IO) are aimed at reinforcing monitoring and enforcement of management measures, as well as supporting the fight against illegal fishing. Tagging tuna is expected to significantly enhance both scientific knowledge and assessment of fish stocks.

3.2 Salmon

Fish stock / fishery

Princes sources salmon from the Pacific Ocean. The primary species we buy is red salmon. Smaller quantities of pink and medium red salmon are also purchased.

All of our salmon is sourced from the USA and Canada. Stocks are managed by the federal governments in both countries to strict spawning / escapement criteria and all of the salmon that Princes purchases is caught in compliance with state and federal regulations and in accordance to our strict procurement specifications and sustainability principles.

Catch methods and capacity

All of the salmon that Princes purchases is caught using purse seine, gill net or trolling methods. There is minimal by-catch associated with salmon fishing. Other non-target salmon species are the main by-catch that results from fishing effort.

Certification status

All of the US and Canadian salmon that Princes purchases is from MSC certified fisheries.

Management framework

The Alaskan Department of Fish and Game and the Canadian Department of Fisheries and Oceans have a closely controlled stock and harvest assessment programme. This includes an annual pre-season forecast for total fish returns, escapement and harvests based on statistical data. The programme is monitored and enforced locally for each river system to ensure all harvests remain sustainable on an annual and long-term basis.

3.3 Mackerel

Fish stock / fishery

Princes mackerel is sourced from the North Atlantic.

Catch methods and capacity

Our mackerel is caught by both trawlers and purse seine vessels. All of the mackerel purchased by Princes is caught within the annual quota system regulated by the EU.

Certification status

All of the mackerel that Princes purchases is from MSC certified fisheries.

Management framework

All of the mackerel we purchase is caught according to an EU quota which is based on a total allowable annual catch limit agreed by the EU.

3.4 Sardines and pilchards

Fish stock / fishery

Princes sources sardines and pilchards from the Atlantic and Pacific Oceans.

Catch methods and capacity

Sardines and pilchards are caught using the purse seine catch method. Stocks are managed according to individual national controls and restrictions and are subject to monitoring by the appropriate authority from the country of origin.

Certification status

Princes is playing an active role in working with its suppliers to obtain certification standards.

Management framework

All of the sardines and pilchards that we purchase are caught in accordance with governmental and federal guidelines.

3.5 Other wild caught species

Princes purchases and supplies a number of other seafood species in smaller quantities. These species include crab, herring, kipper, sild, anchovies, shrimps and prawns and collectively total approximately 3% of our annual volume sales.

Princes is working with suppliers to obtain certification standards and Princes kippers and herring are already sourced from MSC certified fisheries.

Princes sild, herrings and kippers are sourced from the North Atlantic and caught by trawler and purse seine methods.

Our principal supplier catches anchovies using the circle method employed by artisanal fishing vessels that land their catches at local ports.

Further information

For further information on our approach to seafood sustainability please contact Princes' customer care – enquiries@princes.co.uk