



# *Wild caught* responsibly sourced seafood



Our progress towards responsible sourcing  
January 2021



# Responsible sourcing

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

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 sites in Mauritius to our food manufacturing sites in Europe and the products we import from suppliers around the world.



# Marine Stewardship Council (MSC) sources and Fishery Improvement Projects (FIP)

Princes aims to source MSC certified fish and is actively involved in FIPs around the world with the aim of improving fisheries management and sourcing new MSC products.

## OPAGAC multi-ocean FIP and MSC assessment

Launched July 2016, this FIP encompasses all purse seine vessels that are members of OPAGAC fishing the three main tuna species across the Atlantic, Indian and Pacific oceans. The FIP formally concluded in 2020, with the fisheries entering into MSC assessment.

## Moroccan sardine FIP

Our key sardine supplier is a member of the Moroccan sardine FIP. The FIP aims to improve the management of the sardine fishery and is expected to enter MSC assessment in 2021.

## Indian Ocean MSC certified skipjack

We source skipjack tuna from the MSC certified Echebastar Purse Seine Fishery and the Maldives MSC Certified Pole & Line Fishery.

## AP2HI FIP – Indonesia

We source pole and line tuna from Indonesia's AP2HI FIP. The FIP involves a number of vessel owners, processors and non-governmental bodies from across the region. The Western Pacific element of the FIP was certified to the MSC standard in January 2021.

## North East Pacific

Princes sources MSC certified pink and red salmon from the Alaskan fishery.

## North East Atlantic

Princes sources mackerel from the North East Atlantic fishery. This fishery was MSC certified until early 2019 and Princes, through its membership in the North Atlantic Pelagic Advocacy (NAPA) Group is calling on fishery managers to set catches in line with scientific advice and regain MSC certification.

## Pacific Ocean

Princes sources MSC tuna from the PNA fishery, the Solomon Islands and Papua New Guinea certified fisheries.

## TUNACONS FIP and MSC assessment

Our key suppliers in the Eastern Tropical Pacific source from the TUNACONS FIP, which entered into MSC assessment in 2020.

## Senegal Pole and Line Tuna FIP

Princes is a founding member of the Senegal Pole and Line Tuna FIP, which aims to improve the management of the fishery and support the achievement of MSC certification.

## Sustainable Indian Ocean Tuna Initiative (SIOTI)

Princes is a founding member of SIOTI, a partnership of tuna processors, vessel owners and WWF. The FIP represents a significant investment by Princes and aims to secure the sustainable management of Skipjack, Yellowfin and Bigeye tuna in the Indian Ocean, with the ultimate goal of achieving MSC certification. Further detail on the SIOTI FIP is provided below.

## New Zealand Skipjack Purse Seine FAD Free Fishery

We source skipjack tuna from the purse seine Fish Aggregating Device (FAD)-free fishery in New Zealand. Part of this fishery is certified to the MSC standard.



# Quality and integrity

Quality and integrity are central to our seafood 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.



**It is therefore absolutely vital that all of our seafood meets strict traceability standards. 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.
- Fully support and comply with the International Seafood Sustainability Foundation's (ISSF) efforts and measures to reduce bycatch and control fishing capacity. Princes also applies ISSF's definition of 'FAD free' when sourcing tuna.
- 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 international legislation.
- Ensure large-scale purse seine vessels used to source tuna are registered on the ProActive Vessel Register (PVR).
- Adhere to the internationally-recognised strict standards of the Earth Island Institute (EII).

**We do not source any IUU seafood and take a firm stance on compliance with regard to the required documentation to all seafood we purchase. In addition, we do not:**



- Permit long-line caught fish in our branded products.
- Trade with companies or vessels that have not banned the practice known as shark finning.
- Permit transshipment at sea, due to the inherent environmental and human rights risk it represents.
- 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. We also aim to use recyclable packaging materials wherever possible.

# Ocean plastics

Princes is committed to playing its part in reducing plastics and litter and encouraging responsible and effective recycling as part of a circular economy.

While we are a business with a strong interest in seafood our Group is diverse and manufactures a wide range of other foods, edible oils and soft drinks – many of which use plastic packaging. Our packaging policy requires that all of our packaging should be widely recyclable by 2025, maximise recycled content, use the minimum materials necessary, be durable for supply chain movements and help families reduce food waste in the home.

## TODAY:

- We are replacing plastic multipack wrap with card on our Princes canned tuna range
- 99% of the plastics we use in our UK manufacturing are widely recyclable
- The average recycled content of our UK manufactured products is 46%
- We use 51% recycled content in our PET soft drinks and oils bottles
- Non-recyclable PVC and EPS have been removed from our business
- Our seafood steel or aluminium cans are infinitely recyclable

We have also ensured that since 2018 our Packaging Waste Obligations have been paid to UK recyclers in order to reduce the chances of our packaging being exported and due to a lack of traceability, ending up in illegal waste dumps. This is not a legislative requirement, however we believe it is the right thing to do as a responsible business.

The sourcing of wild caught fish has an impact in terms of lost or discarded at sea fishing gear. Within our tuna sourcing we require the use of non-entangling Fish Aggregating Devices (FADs), as well as improvements to FAD management, including reducing FADs and minimising losses. Many of our suppliers are also actively involved in developing and trialling biodegradable FADs. Princes also supports the aims of the Global Ghost Gear Initiative (GGGI) which seeks to minimise the impact of lost or abandoned fishing gear. While we do not own or operate any fishing boats, we will continue to use our influence with supply chains to take further steps to minimise ocean plastic litter from fishing gear.



# Responsible Marketing

Responsible marketing is a cornerstone of our business. We aim to offer the best and most relevant information to our consumers.

## Our responsible marketing commitments include:



- Abiding by the terms of the Sustainable Seafood Coalition's voluntary code for responsible sourcing claims.
- 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.



## Increasing Transparency

All Princes wild caught seafood is traceable back to the vessel that caught it.

In 2020, we launched our on-pack QR codes on Princes MSC Tuna Chunks in the Netherlands for the first time. By scanning the QR codes, consumers can discover the story of the quality and sustainability of their tuna, from catch to can at Princes Tuna Mauritius. While this is our first use of blockchain technology in tuna, we are implementing it in other areas of the business as part of a broader transparency journey for the Group.

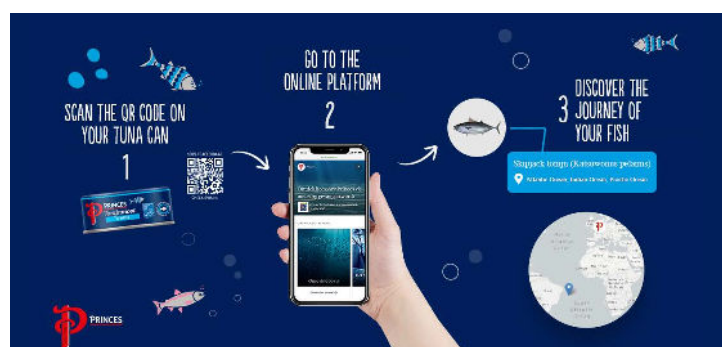
## We promote the healthy credentials of a diet rich in fish across our Princes brand marketing activity, including:

- Oily fish such as Princes Salmon or Mackerel is high in omega 3 fatty acids
- Princes Tuna, Salmon and Mackerel is high in protein
- Princes Tuna in brine or spring water is low in saturated fat
- Princes Fillers, available in tuna and salmon variants, are a great source of protein, low in saturated fat and all under 180kcal per serving

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Mean consumption of oily fish was well below the recommended one portion (140g) per week in all UK age groups.\*

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# 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 and support international science based initiatives and commitments.

Princes recognises that improvements are needed in the management of global tuna stocks and that Regional Fisheries Management Organisations (RFMO's) need to be able to set and enforce the rules required to improve tuna sustainability. In the last five years,

Princes has supported the work of bodies including ISSF, WWF and the Global Tuna Alliance (GTA) to call on RFMOs to improve the management of tuna fisheries. These calls represent a consensus between industry and NGOs in the need for a science based approach to improving tuna harvest strategies, FAD management, observer coverage and by catch reduction.

## International Seafood Sustainability Foundation (ISSF)

As one of the founding partners of the International Seafood Sustainability Foundation (ISSF), Princes plays an active leadership role in 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.

Princes is independently audited each year against the requirements of ISSF's conservation measures. Princes was found to be in full compliance for the fourth consecutive year, in the latest report which reviewed 2019 performance. This includes the prohibition of shark finning and the delivery of best practice training for vessel skippers to reduce bycatch within our supply chain.

## Fish Aggregating Devices (FAD)

Through its involvement with ISSF, Fishery Improvement Projects (FIPs) and advocacy work with tuna Regional Fishery Management Organisations (RFMOs), Princes supports improved FAD management. This includes reducing FAD numbers, the deployment of non-entangling FADs – that are now required throughout our supply chain – and ongoing research into biodegradable FADs.

## 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.
- Through the PVR we are able to track compliance of individual vessels' best-practice measures including bycatch reduction and observer coverage.
- In 2020, 100% of the large purse seine vessels Princes purchased tuna from were registered on the PVR.





## Global Tuna Alliance (GTA)



Princes is a founding member of the Global Tuna Alliance (GTA), an independent group of retailers and supply chain members who are committed to realising harvest strategies for tuna fisheries, the avoidance of IUU products, improved traceability, environmental sustainability and progressing work on human rights. In 2020, the GTA has delivered an extensive programme to engage with various tuna Regional Fisheries Management Organisations on issues including effective harvest strategies and, improved FAD management.

For more information on the GTA, visit:  
[www.globaltunaalliance.com](http://www.globaltunaalliance.com)

## Tuna Protection Alliance (TUPA)



Princes is a member of the Tuna Protection Alliance (TUPA), an initiative of Earthworm France, that has three main objectives: firstly to preserve tuna stocks, secondly to fight illegal fishing and thirdly to respect workers' rights.

For more information on TUPA, visit:  
[www.earthworm.org/fr/our-work/projects/tuna-protection-alliance](http://www.earthworm.org/fr/our-work/projects/tuna-protection-alliance)

## Sustainable Indian Ocean Tuna Initiative (SIOTI)



The Indian Ocean Fishery Improvement Project is an alliance-driven initiative to help the purse seine fishery in the region meet Marine Stewardship Council (MSC) sustainability standard.

The FIP focuses on the key areas of sustainable sourcing – healthy fish stocks, minimal and reversible impact on ecosystems, and effective fisheries management – to ensure that best practices are adhered to. The FIP covers the catches of skipjack, yellowfin and bigeye tuna species from 28 French, Italian, Spanish, Mauritius and Seychelles-flagged purse seine vessels. In 2020, the SIOTI FIP retained its 'A' rating on the fisheryprogress website.

For more information on the SIOTI FIP, please visit:  
[www.fisheryprogress.org/fip-profile/indian-ocean-tuna-purse-seine-sioti](http://www.fisheryprogress.org/fip-profile/indian-ocean-tuna-purse-seine-sioti)

## Indian Ocean yellowfin tuna

Princes recognises the need for an effective rebuilding plan for the yellowfin stock in the region. In 2020, Princes supported the call from the Global Tuna Alliance for a 25% reduction in yellowfin catch relative to 2017/18 levels. This call was taken to Indian Ocean Tuna Commission (IOTC) meetings in the Autumn of 2020. In October 2020, Princes announced that it would reduce the volume of Indian Ocean yellowfin processed at Princes Tuna Mauritius by 50% between 2017 and 2022, highlighting the urgent need for the IOTC to take action to rebuild the stock and in so doing, safeguard the jobs and economic benefits that healthy tuna stocks bring to Mauritius and other Indian Ocean coastal states.

## The Marine Stewardship Council (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 – our ultimate goal is that all of our fisheries achieve this.

The MSC has three principles required by a fishery in order to meet its standard:

- The fishing activity must be at a level which ensures it can continue indefinitely
- Fishing operations must be managed to maintain the structure, productivity, function and diversity of the ecosystem
- The fishery must comply with relevant laws and have a management system that is responsive to changing circumstances

For more information on the MSC visit [www.msc.org](http://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, responsible and dolphin friendly.

For more information on the EII, visit:  
[www.earthisland.org/imp](http://www.earthisland.org/imp)



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# Fish guide

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



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