



# **Global Tuna Alliance**

A market led initiative



Critical agenda for  
all of our  
businesses

Critical for many  
employee  
livelihoods

**"All stocks need harvest control rules and good management. Even apparently productive stocks like skipjack are vulnerable to overfishing and collapses without harvest control rules."**

Dr David Agnew, Science & Standards Director - MSC

Critical for the credibility  
of the global seafood  
industry

Critical for the  
environment and  
our human legacy



# What is the Global Tuna Alliance?

- A market led movement
- Aims to complement and enhance existing initiatives (NGOs and industry led – ISSF, WWF, IPNLF, TNC etc.)
- Unified market voice to drive change in tuna
- Pooling resources & collective energy

**FOR: SUSTAINABLY MANAGED TUNA FISHERIES**



# Mission

Most stakeholders in the tuna industry want the same outcome: **sustainable tuna fisheries**

*Our Mission is to influence the creation and implementation of effective Harvest Strategies across all tuna fisheries.*



# Objectives of the GTA

- A process of uniting like-minded tuna industry players
- Louder voice by joining together
- Clarity from single joint message
- Objectives/workstreams will be decided by the GTA members
- Building economic and scientific capacity in decision-making process



# What it is and what it is not

## It is...

1. A market led initiative that is inclusive of other stakeholder groups
2. Well planned, structured, engaging and inclusive
3. Well facilitated to deliver clear outputs
4. Ambitious in its vision and purposeful in tone
5. Collaborative
6. Cost-effective
7. Fleet of foot

## It is not...

1. Trying replace existing initiatives
2. A sector/geography specific crusade
3. An attempt to replace work of RFMOs
4. An attempt to replace work of NGOs
5. An exclusive club
6. A dismissal of all the good work and efforts that are being made globally towards sustainable tuna management



# What's Happened So far?



Phase 1  
Concept

Phase 2  
Scoping &  
Preparation

Phase 3  
Vision and  
Strategies

Phase 4  
Implementation

**We are here**

**Alliance Summit**



# Interested parties, to date:

**TESCO**

YOUR **M&S**

**Waitrose**



**CO  
OP**

**Sainsbury's**



**ASDA**

 world wise foods





# Expert facilitation

## Vital component of the Tuna Alliance concept

- Impartial
- Have time
- Are experienced

## Choice of facilitator is key

- Need to bring together diverse experience, an array of tuna interests
- Consensus building/conflict management
- Recruitment underway



# FAQs

## Who can be involved?

- Anyone/everyone with a serious interest in improving the management of tuna
- We want membership to be fully representative of the tuna 'market' from catch to consumer

## Involvement of other stakeholder groups?

- The alliance will require collaboration with non-market stakeholder groups
- But will not be aligned with any single stakeholder group

## How can someone join?

- Structure and governance of the Alliance is yet to be finalised
- But to register interest e-mail [tunaalliance@neseafood.com](mailto:tunaalliance@neseafood.com)



People who are  
**crazy enough**  
to think they can  
change the world,  
are the ones who  
**DO.** - Steve Jobs

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