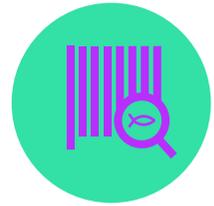


The 2015 Tuna League Table

How we judged the brands

For our most extensive and comprehensive tuna league table to date, we sent detailed surveys to each of the eleven major supermarkets and tuna brands in the UK. We're pleased to report that all of them responded.

Thanks to all major supermarkets now sourcing 100% sustainable tuna in their own-brand tins, the UK is one of the most sustainable tuna markets in the world. This time, however, we took a more holistic approach to the questionnaire, using seven criteria to judge their performance on a variety of issues, from equitability to driving change. Here's the kind of questions we asked:



01 Traceability

Is the tuna traceable from sea to shelf?

Are audits conducted to ensure the information is accurate?

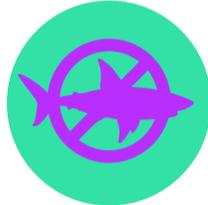


02 Sustainability

Does the tuna come from stocks that are healthy and not overfished or fished beyond their ability to rejuvenate?

Is the tuna caught using methods that minimise harm to other marine life like sharks and turtles e.g. pole-and-line or Fish Aggregating Device (FAD) free?

Is it caught using destructive fishing methods such as with FADs?



03 Legality

Can the company ensure that illegal, unreported and unregulated (IUU) fish does not enter its supply chain?

Does the company allow transshipment at sea or does it conduct business with companies that have a record of prior prosecutions related to the capture and trade of fish?



04 Equity

Can the company ensure the protection of local workers and communities while securing a fair return of profits to the local region?

Does the company know who is catching its tuna and how they are being treated?

Is it committed to protecting the well-being of workers and avoiding human rights abuses throughout its supply chain?



05 Sourcing Policy

Does the company have a written sustainability and equitability policy with clearly defined canned tuna sourcing requirements?

Does it source from suppliers that catch endangered or vulnerable species or from areas which are known to be overfished?

Is the company working towards a time bound goal of avoiding unselective or destructive fishing methods?



06 Transparency and Customer Info

Is the company increasing transparency and promoting informed customer choice?

How easy is it for customers to know what is in the can?

Can customer find additional product information easily?



07 Driving Change

Does the company support or invest in the development of more sustainable and equitable fishing?

Does the company avoid sourcing from proposed and existing marine reserves?

Is the company proactive in improving the industry, lessening its impact, and addressing the challenges our oceans face?