



The Wild Planet Perspective: MSC CERTIFICATION (MARINE STEWARDSHIP COUNCIL)

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Wild Planet tuna and the Monterey Bay Aquarium Seafood Watch® program

Since our company's inception in 2004, Wild Planet has only sourced tuna using pole and troll (also called pole and line) methods, following the guidance of the Monterey Bay Aquarium Seafood Watch® program. This fishery where our tuna is caught was also certified by MSC in 2007, years after we had been sourcing our products from the same.

Conflicting interests in fishing methods

MSC has recently embraced other fishing practices that include long-line and purse seine fisheries. These fisheries are rated lower in sustainable standard by the Monterey Bay Aquarium Seafood Watch® program; thus the MSC standard has fallen from Green (Best Choice) to Yellow (Good Alternative) in MBA's tuna rankings. Frankly, Wild Planet feels that MSC has lowered the criteria required for a fishery to qualify for the MSC logo use.

The MSC cost to consumers & retailers

There is a substantial cost for a brand to participate in the MSC program and add the MSC logo to packaging. Then there is the cost of retail facing logo-use royalty fees. Unfortunately, these costs must be passed on to retailers and consumers. Adding this MSC logo and these costs would not improve the sustainable sourcing program of Wild Planet. Rather than add MSC certification and use its logo, Wild Planet has decided to continue to use the guidance of the Monterey Bay Aquarium Seafood Watch® program and therefore will continue to source only pole and line caught tuna in accordance with their highest recommendation.

In Summary ...

We believe we can best support the cause of sustainability by adhering to the highest-rated catch method (pole and line) and in so doing, we continue to offer exemplary products at the best possible pricing, without an unnecessary additional layer of cost passed on to our customers.