



Thursday 13TH OCTOBER

GREENSEAS COMMITS TO FAD-FREE TUNA

AUSTRALIAN canned tuna brand Greenseas today announced further commitments to the long term sustainability of tuna fisheries and marine conservation.

By the end of 2015, Greenseas will source 100 per cent of its tuna from FAD-Free sources.

“Greenseas was the first canned tuna brand to switch to dolphin-friendly fishing methods two decades ago, so it is appropriate that Greenseas is once again taking the lead on environmental sustainability,” said Heinz Australia Corporate Affairs Manager Jessica Ramsden.

Greenseas also announced today it will continue to provide financial support for scientific research by the Oceanic Fisheries Programme (OFP) and supports the principle of marine reserves to help protect marine biodiversity in the Western Central Pacific Ocean (WCPO).

"Dropping FADs and supporting marine reserves in the Pacific high seas pockets are among the strongest conservation moves a company like Greenseas could make. That commitment, along with their ongoing support for OFP's research program, demonstrates genuine leadership", said Greenpeace oceans campaigner Nathaniel Pelle.

Further improvements will also be made to Greenseas labels by March 2012 to provide our consumers with more information about where Greenseas tuna comes from and how it is caught.

While Greenseas only uses Skipjack tuna, which is the most sustainable tuna species, fishing with FADs is responsible for increased levels of non-target bycatch – particularly affecting overfished populations of Yellowfin and Bigeye tuna, and some other marine species.

In making a commitment to 100 per cent FAD-Free, Greenseas will work closely with suppliers and other stakeholders to support the development of FAD-Free initiatives and capability in the WCPO.

The Oceanic Fisheries Programme (OFP) undertakes stock assessments, tuna tagging programs and other important work to ensure the WCPO fishery remains well managed. By providing financial support to the OFP, Greenseas supports the science that underpins everyone's efforts to ensure the long term sustainability of the WCPO tuna fishery.

Greenseas also supports the principle of marine reserves in the Pacific as an important contributor to maintaining the health of the WCPO fishery.

Greenseas – Friends of the Sea – www.greenseas.com.au

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