

Statement

GREENPEACE

Greenpeace applauds Ocean Brands' initiative to clean up its tuna supply

20 May 2016 (Vancouver, BC) – As members of the global tuna industry prepare to convene in Bangkok for the [InfoFish World Tuna Trade Conference](#), a major Canadian seafood company, Ocean Brands, has announced plans to reform its tuna sourcing policies and practices, starting end of 2016. Greenpeace Canada's Senior Oceans Strategist, Sarah King, responded to the announcement, saying:

"This move by Ocean Brands is a game-changer. This is the first major national brand in the Canadian market to work towards offering its customers only more responsibly-caught products. Greenpeace applauds this significant step and calls on major retailers to take note as they review their own sustainability commitments and divvy up shelf space, now largely occupied by destructively-caught tuna. Other major brands in Canada and beyond like Clover Leaf/Bumble Bee, Chicken of the Sea and Petit Navire should take note that working with supply chains for positive change is possible, and follow suit."

"By sourcing from tuna fishing methods that reduce negative impacts on our oceans, like pole and line and FAD-free purse seining, Ocean's is taking real steps to clean up its tuna supply. Greenpeace's ship Esperanza is currently in the Indian Ocean confronting [the destructive fishing practices of Thai Union](#), the world's largest tuna company. This move by Ocean Brands shows there is a growing wave of companies embracing a brighter future for our oceans, and shows leadership in an industry in desperate need of it."

Greenpeace is running a global campaign against the world's biggest canned tuna producer, Thai Union, for its failure to ensure its products come from sustainable and ethical fisheries and processing operations. Around 400,000 people around the world have signed a petition calling on Thai Union, its brands and buyers to source more responsibly. Ocean Brands' announcement follows UK retailers Tesco and Waitrose's vow to stop sourcing Thai Union owned national John West brand if the company refuses to stop using destructive methods like FAD fishing or to ensure socially responsible product.

Human rights and labour abuses in the seafood industry have been in the spotlight through [a series of investigations](#). A growing number of companies, such as Ocean Brands, through their Code of Conduct and auditing requirements, have been working to address these issues.

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For more information:

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