



greenpeace international

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Susan Jackson  
President  
International Seafood sustainability Foundation  
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21 March 2013

Dear Susan Jackson,

*Open letter Re: Alleged IUU activity by close affiliates of ISSF member companies*

Recent developments that appear to link the close affiliates of ISSF member companies to IUU activity are deeply concerning and warrant far-reaching, independent and transparent investigation. For this reason, Greenpeace welcomes the announcement that ISSF will start an internal review in order to address the accusations of IUU and fraud involving Dongwon industries and Dongwon Food & Beverage.

As you know, this case is not isolated and is symptomatic of a serious and widespread problem relating to IUU activity, highly questionable business ethics and poor transparency by a number of tuna companies affiliated with ISSF through their supply chains. As such, we also urge you to include in this inquiry previous similar cases in the region and particularly to assess the possibilities of IUU-caught fish having entered the ISSF member brand supply chains.

Other Korean companies operating in the region and also accused of IUU provide tuna to a wide number of processors worldwide; there is a very high likelihood that IUU-caught tuna has entered the ISSF supply chains through these incidents as well.

Furthermore, a number of the Spanish and French companies, as well as MW brands, which were involved in the September 2012 settlement with the Liberian government, supply ISSF member processors and brands; it is essential that these cases are also included in the review.

Operating in a legal manner with socially responsible business ethics and transparency are among the first steps in corporate social responsibility and sustainable fisheries. Given this, it is disappointing to see a number of the world's leading tuna companies involved in these cases. Greenpeace hopes the ISSF can investigate the possibilities of IUU caught tuna entering your members' tuna supplies independently and objectively and we hope you will share with us how you intend to proceed with these investigations. Transparency will be key to maintaining the trust of all stakeholders, not least consumers.

Furthermore, Greenpeace believes that where ISSF members have been found to be fishing / operating in contravention of ISSF principles, ISSF should immediately and publicly terminate the membership of these companies in order not to provide "greenwash" towards consumers and the markets.

Finally, we hope that ISSF will take further steps to proactively encourage best practice socially and environmentally responsible business ethics and transparency among its members. This is vital both for



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respecting conservation management measures such as those in place in the Western and Central Pacific Ocean by the PNA as well as the intentions of coastal states to derive fair incomes from their resources.

It is now incumbent on the ISSF to investigate these very serious issues, to make the results of these investigations public, and to take action to restore the confidence of stakeholders in the practices of companies affiliated to ISSF members. We look forward to reviewing the results of these investigations.

Yours sincerely,

A handwritten signature in cursive script that reads "Tamara Stark".

Tamara Stark  
Head of Oceans Campaign  
Greenpeace International