

Tuna Cannery Ranking Indonesia and Philippines

Executive Summary

Consumers in Southeast Asia typically choose their canned tuna based on the brand or label on the can, and tend to associate the product with the reputation of the company or brand that distributes the product. Unfortunately, most regional tuna brands provide a bare minimum of information to consumers on where the tuna comes from. The belief that a “trusted” tuna brand is a responsible steward of the ocean is reinforced by commercial advertisements and the supermarkets’ placement of the product on their shelves, but is this belief supported by facts? Some tuna populations are already at dangerously low levels, and those species whose stocks are not yet overfished are usually caught with damaging and wasteful methods that also inadvertently kill countless sea turtles, sharks, and other tuna -- including juveniles -- in the process.

In 2013, the total international production of tuna reached 7,318,381 tons. Of this, Asia produced more than half at 4,769,508 tons. Thirty-nine per cent of Asia’s production came from Indonesian and Philippine fleets at 1,298,091 tons and 556,843 tons respectively.¹ In 2013, world canned tuna exports reached a staggering value of over USD \$8.1 billion. Thailand is No. 1 with 32.63% share of the market, the Philippines is No. 4 with a 6.88% share, and No. 6 is Indonesia with a 4.62% market share.²

The sad truth is that many of these popular brands don’t have a handle on their own supply chains, and cannot accurately trace the source of their tuna from the fishing vessel to the cannery to the consumer. Without such information, how can consumers who want to make informed choices contribute to the sustainable sourcing of tuna products?

This critical link between the fishing vessels and the final canned product is the processing sector, or cannery. Traceability in the tuna chain of custody is often compromised at the cannery. Unless careful and transparent records are kept and rigorous protocols are followed, canneries can combine various loads and species of tuna, making it difficult for consumers to make sustainable choices.

¹FAO. Global Capture Production. 1950-2013. <http://www.fao.org/fishery/statistics/global-capture-production/query/en>

² Sutandinata, H. 2014. Challenges of Indonesian Canned Tuna Industry Toward Sustainable Fisheries. *In* Proceedings. Bali Tuna Conference 2014. "Mainstreaming Sustainable Tuna Management in the Asia-Pacific". 19-21 November 2014. Kuta-Bali Indonesia. Ministry of Marine Affairs and Fisheries.

Greenpeace believes that consumers have a right to know where and how their tuna was caught; modern consumers who are aware of their impact on the planet want to play a key role in preserving tuna resources for the enjoyment of future generations. The need for canneries to step up and play a positive role in the traceability, sustainability, and social responsibility of canned tuna supplies has driven Greenpeace to create a Cannery Ranking Report for Indonesia and the Philippines.

To gather this information, Greenpeace sent detailed surveys to each of the canneries profiled in this report. A total of nine (9) tuna canneries in the Philippines and fourteen (14) tuna canneries in Indonesia were identified as respondents. Greenpeace also conducted online research into these companies and determined their policies and practices. The survey responses were evaluated and scored against the criteria listed below:

Traceability: Is the tuna traceable from sea to can to store shelf? Are audits conducted to ensure the information is accurate?

Sustainability: Does the tuna come from stocks that are healthy and not overfished or being fished beyond their ability to rejuvenate? Is it caught using indiscriminate fishing methods such as conventional longlines and purse seines employing fish aggregating devices (FADs)?

Legality: It examines whether the company can 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?

Equity: Does the company know who is catching its tuna and how they are being treated? Is it committed to ensuring the well-being of workers throughout its supply chain? Is it actively working against slavery at sea?

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?

Transparency and Customer Information measures whether the company is increasing transparency and promoting informed customer choice. How easy is it for customers to know what is in the can? Can they find additional product information easily?

Driving Change shows if the company supports or invests 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?



Pams FAD-free (fish aggregating device) canned tuna. Pams is the home brand for Foodstuffs, one of New Zealand's two main supermarket companies. Foodstuffs announced in 2011 that it would move around 85 per cent of its Pams canned tuna to FAD-free and pole and line caught tuna by the end of the year. This announcement followed the launch of a Greenpeace campaign urging canned tuna brands and retailers in New Zealand to switch to sustainably caught tuna. 23 Mar, 2012

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Survey Results

Canneries were ranked according to the answers they provided on the survey, as well as according to any information that they provided to the general public. Canneries were ranked as Good, Fair, or Poor according to the list of criteria cited in the previous section of this report. None of the brands surveyed received a Good rating, indicating that a substantial amount of work on tuna industry practices and standards still needs to be done.

Rank	Cannery	Flag Icon	Responded / Did not Respond (DNR)	Overall Rating
1	CENTURY CANNING CORP.	PH	Responded	Fair
4	PHILBEST CANNING CORP.	PH	Responded	Poor
5	OCEAN CANNING CORP.	PH	Responded	Poor
7	CELEBES CANNING CORP.	PH	Responded	Poor
10	ALLIANCE SELECT FOODS INTERNATIONAL	PH	DNR	Poor
12	CDO FOODSPHERE	PH	DNR	Poor
12	PERMEX PRODUCERS AND EXPORTERS CORP.	PH	DNR	Poor
12	SEATRADE CANNING CORP	PH	DNR	Poor
14	BIGFISH FOODS CORPORATION	PH	DNR	Poor

Greenpeace Recommendations

It is important that tuna canneries strengthen their standards on traceability, sustainability, and equity in order to protect the health of our oceans and the safety of people who provide tuna to consumers. Canneries are a lynchpin in the tuna procurement chain of custody from the point of capture to the shelves of retailers. Good traceability from the point of capture to the cannery door can be lost if adequate processes are not in place to ensure that accountability continues as the tuna is processed and leaves the cannery.

*Canneries must help drive improvements to the **traceability** of canned tuna by ensuring the following:*

1. No tuna should enter the cannery unless it has strong traceability back to the vessel and point of capture.
2. Good processes should be in place to separate tuna by supplier, species, and fishing method, with a low risk of mixing.
3. All tuna that leaves the factory should be properly labelled with the full common and scientific species name, stock, catch method, date of catch, and cannery name. Other traceability information must be available to third party auditors.

*Canneries must help drive improvements to the **sustainability** and **equity** of canned tuna by ensuring the following:*

1. Developing clear, publicly available standards for all tuna entering and leaving the cannery. These should contain clear goals and timelines for implementation.
2. Working closely with suppliers and buyers to ensure these standards are met.
3. Measuring the success of implementation with regular internal audits, as well as independent third party audits.
4. Regularly reporting on their goals and implementation to their suppliers, customers, and the public.

*Canneries must provide **transparency** through labelling and public information so customers know:*

1. What species of tuna is in the can, including its common and scientific names, e.g. skipjack/*Katsuwonus pelamis*.
2. Where it came from, including stock and ocean area, e.g. Indian Ocean or Western Central Pacific Ocean.
3. How it was caught, e.g. purse seine caught in free schools or on FADs
4. When it was caught, or the date of the fishing trip.
5. The name of the fishing vessel that caught it.
6. Who owns the vessel, i.e., the name of the fishing company.
7. What was done to ensure the tuna was caught legally and did not involve human trafficking or slavery.³

³ Greenpeace International. 2014. Slavery and Labour Abuse in the Fishing Sector. Greenpeace guidance for the seafood industry and government
<http://www.greenpeace.org/international/en/publications/Campaign-reports/Oceans-Reports/Slavery-and-Labour-Abuse-in-the-Fishing-Sector/>

