

BENEFITS OF MEMBERSHIP

INTERNATIONAL POLE & LINE FOUNDATION (IPNLF)



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Pole-and-line fishing in the Maldives, 2017 © Woolworths South Africa



WHAT IPNLF DOES FOR YOU

IPNLF does what no company can do alone. Working throughout the supply chain, we strategically apply resources to science, policy, fishery improvement, and market outreach. We go beyond the capabilities of any one business or fishery to evidence, support, and advocate on behalf of the one-by-one fishing communities and the resources they depend upon.

ENHANCE YOUR SUPPLY

Strengthen the market demand for one-by-one caught tuna

- Grow Member and brand visibility via IPNLF [presentations](#), [PR](#), [social media](#) to share the story of one-by-one tuna fisheries to a wide audience of stakeholders including retailers, processors, scientists, NGOs and consumers
- Gain market pledges and procurement policies across [brands](#), [retail](#) and [food service](#)
- Work with partners to [grow IPNLF network](#) – amplify impact throughout supply chain
- Inform [seafood rankings](#) (Seafood Watch, Marine Conservation Society, etc) to ensure continued market demand
- Develop [compelling communications](#) to tell and sell to story of our fisheries

Enhance one-by-one tuna

- Strengthen [chains of custody](#) to ensure one-by-one caught-tuna distinction throughout
- Invest in [at-sea operational efficiency improvements](#) (i.e. fuel and bait use) and post-harvest improvements (i.e. quality and traceability) to get better returns to fishermen
- Help one-by-one fisheries proactively participate in [FIPs](#) and gain/maintain [certifications](#) (i.e. MSC and Fair Trade)

Engage your company in meaningful improvements across the one-by-one supply chain

- [Traceability projects](#) to ensure proper verification of one-by-one catch throughout supply chain
- [Baitfish monitoring and management](#)
- [Data collection](#) and [fishery monitoring](#)

AMPLIFY YOUR VOICE

Improve the policy landscape for the fisheries and communities dependent on them

- Representation at [RFMOs](#) relevant to our members to push for responsible, science-based, management of tuna fisheries
- Engage in advocacy activities in [relevant fisheries, communities](#), and [market states](#)
- Collaborate with relevant [NGOs](#), [businesses](#), and [governments](#) on shared objectives

STRENGTHEN SUSTAINABILITY

Participate in expanding the research base to further evidence benefits of one-by-one fishing

- Guided by global experts on our [Scientific and Technical Advisory Committee](#)
- Document benefits of one-by-one fisheries in [peer-reviewed literature](#) and [technical reports](#)
- Advance [best practice and innovation](#) on the water
- Develop social research programs to [document cultural, social, and economic benefits](#)



Pole-and-line tuna fishers from Sorong, Indonesia © IPNLF