



**IPNLF**  
INTERNATIONAL POLE  
& LINE FOUNDATION



Working with our members to develop and demonstrate the value of pole and line tuna for thriving coastal fisheries.

## POLE AND LINE TUNA & IPNLF MEMBERSHIP

FIND OUT MORE:



[www.ipnlf.org](http://www.ipnlf.org)

- Contact us at: [info@ipnlf.org](mailto:info@ipnlf.org)
- Share via twitter: [@IPNLF](https://twitter.com/IPNLF)
- Sign up to our newsletter (via the website)

Become an IPNLF member and together we can **develop** pole & line fisheries, **promote** responsibly sourced tuna and **collaborate** on projects with pole and line partners internationally.



**MIGROS**



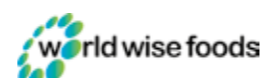
**Sainsbury's**

**Salica**

**SIRENA**



**Waitrose**



## WHAT WE DO

The charity's ambition is to improve the wellbeing of coastal fisheries and the people and seas they connect.

Working with our supply chain members, we aim to:

### DEVELOP SUPPLY

Improve existing and create new socially and environmentally responsible pole and line fisheries worldwide.

### DRIVE DEMAND

Demonstrate the benefits of pole and line fishing to coastal communities internationally, and help promote these throughout the supply chain.



**DEVELOPING ECONOMIC BENEFITS**  
Catching tuna by pole and line can add value to the product. We help bring financial benefits to coastal fisheries directly by creating market connections, supporting certification and improving supply chain traceability.

**DEVELOPING ENVIRONMENTAL BENEFITS**  
Extremely selective and with minimal discards, pole and line fishing is one of the most environmentally responsible ways to fish. We're improving this further, from developing bait fish management plans, to fuel efficiency research, to Fisheries Improvement Projects.

**DEVELOPING SOCIAL BENEFITS**  
Pole and line fishing provides more jobs per fish landed than other tuna-fishing methods. We're also helping coastal communities by providing access to training and education in subjects such as safety at sea.

**CHAMPIONING POLE & LINE CAUGHT TUNA**  
IPNLF works to define, advocate and communicate pole and line tuna's benefits to industry and consumers alike. Through industry events, social media, press outreach and promotions with our members, we help stimulate demand for responsibly caught pole and line tuna.

As a not-for-profit organisation, we work across science, policy and the seafood sector, using the influence of market to drive sustainable change. Our work is evidence-based, solutions-focused and guided by our Scientific & Technical Advisory Committee and Trustees.

Photos, from top: Maldivian fisherman holding tuna (© Monika Flueckiger, Migros); Skipjack tuna caught by pole and line off Flores, Indonesia (© Paul Hilton, Greenpeace); Maldivian fishermen at work (© IPNLF); Bait fish in Indonesia (© Paul Hilton, Greenpeace); Eric Hopper jack pole fishing off the coast of California, USA (© Greaves, AAFA); Maldivian fishermen on returning to harbour (© IPNLF).

# WHY CHOOSE POLE & LINE CAUGHT TUNA?



One man, one hook, one fish.  
Support communities, protect  
oceans, enjoy a healthy product.

“Pole and line is a low-impact fishing method. For example, the Maldivian skipjack fishery, now MSC certified, earned high scores for its low bycatch and minimal impacts in its MSC assessment. This is a highly sought after species in the market and I hope that MSC certification will add value for the fishermen of this iconic fishery.”  
– Rupert Howes  
CEO, Marine Stewardship Council



**MORE JOBS**  
Pole and line fishing requires more fishermen per tonne of catch than other tuna-fishing methods. Local jobs for local people generates a higher standard of living for coastal communities.

**HIGHER INCOMES**  
Pole and line fisheries can receive a higher price for their tuna because of the multiple benefits recognised by buyers. This is shared equitably amongst the fishermen involved, resulting in a fair share for fishermen and their families.

**LESS OVERFISHING**  
The labour-intensive nature of pole and line fishing makes it more difficult to over-exploit the fish stock. Inherently low fishing effort helps maintain resilient tuna populations and secure a future for fisheries.

**LESS BYCATCH**  
The pole and line method means minimal bycatch and discards. Endangered or protected species such as sharks, whales, dolphins, and turtles are left unharmed by this fishing technique.

“I come from a long line of pole and line fishermen; it is in my blood. For as long as I can remember I have never wanted to do anything else.”  
– Abdulla Shaan  
Maldivian fisherman

**TARGETING ADULTS**  
Catching fish once they've reproduced contributes to the stock's longevity. Pole and line fishers often use larger hooks to target more adult fish. IPNLF are working to share this practice more widely.

**HEALTHY FOOD FOR ALL**  
High quality protein at an affordable price, pole and line tuna brings a responsibly-sourced and healthy foodstuff into everyone's homes.

“Every single own brand tinned tuna product we sell in store - from steak to sandwiches - uses only pole and line caught fish. Not only is this ethical and more sustainable, it minimises the unintentional capture of and harm to other aquatic species, including turtles and dolphins.”  
– Justin King  
Chief Executive, Sainsbury's

**GOOD QUALITY FISH**  
Catching tuna by pole and line avoids the fish being crushed by the weight of other fish above it (as is the case for net-caught fish). The fish is handled with care, chilled and processed quickly, resulting in a good quality product.

**MEETING DEMAND**  
There is an increasing demand for sustainable and equitably caught tuna in Europe, the US, Australia, Japan and elsewhere. Developing new and existing fisheries meets growing demand, so that more people can enjoy pole and line tuna.