

IPNLF and Earthworm Foundation strengthen collaboration in French tuna markets

[14 October 2020]

A partnership agreement has been signed between Earthworm Foundation and the International Pole and Line Foundation (IPNLF) to further the cause of sustainable tuna fishing.

IPNLF and Earthworm Foundation have a shared vision: a sustainable seafood industry, from fishery through the supply chain. Together, they will work collaboratively to engage the French market in creating stronger and more responsible management of tuna stocks globally, promoting sustainable fishing practices as well as improving working conditions for employees, both at sea and on land.

The partnership will also see the strengthening of The Tuna Protection Alliance (TUPA), which is aimed at becoming a driving force in the canned tuna industry, binding producers, retailers, and fleets together, as well as working to adopt better fishing practices and management to restore, balance and safeguard resources for future generations.

IPNLF works to support sustainable fisheries, forging change through practical fishery projects and stakeholder corporation to highlight the social, economic, and environmental benefits of one-by-one fishing.

In 2018, Earthworm Foundation launched TUPA, which brings together a collection of organisations committed to the responsible management of tuna fisheries and the promotion of sustainable fishing practices that are linked to the French canned tuna market.



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"We recognise the great work of Earthworm Foundation, as well as the influence the French market has in terms of the future sustainability of tuna fisheries. This collaboration is an exciting opportunity for us to share our knowledge and experience of working with one-by-one tuna fisheries, and to consolidate the efforts of both organisations in working to create a more sustainable and responsible tuna market"

- Martin Purves, IPNLF Managing Director

This partnership will be an important step forward in helping to create a sustainable supply chain in the French tuna fishing sector. Through the Memorandum of Understanding, which is initially effective for a period of two years, the parties have agreed to the following commitments:

- Create a focused partnership to collaboratively engage in activities and share information that furthers the promotion of sustainable tuna fishing.
- Work collaboratively to improve the traceability and transparency of canned one-by-one tuna products.
- To exchange knowledge about each other's projects and activities, as well as exchange the contact information of pole-and-line fisheries that would be applicable for such projects.
- Work together to improve the knowledge of the sourcing credentials of pole-and-line caught tuna in the French marketplace.

"We've been in touch with IPNLF for a few years now, as it is an observer of the TUPA, and felt it would be great for both our organisations to further our collaboration. We share the same passion for tuna fisheries sustainability, which at its heart is to preserve this resource so that future generations can also benefit from it. We're delighted with this MoU and can't wait to start exploring the one-by-one tuna fisheries world in further detail"

- Florie Hovine, Earthworm Foundation Member Manager

ABOUT - Earthworm Foundation

Earthworm Foundation is a non-profit organisation driven by the desire to positively impact the relationship between people and nature. With most of our staff operating directly on the ground where the issues are, we work with our member companies and partners to make value chains an engine to drive positive economic, environmental and social impact.

EW has a history of working with organisations and governments around the globe to protect valuable and degraded habitats. In 2018, they solidified their mission to cultivate life in forests, oceans and communities around the world. This involves working with retailers such as E.Leclerc, Les Mousquetaires and Casino to ensure responsible fishing practices and supply chain management.