



# INTERNATIONAL POLE & LINE FOUNDATION

## Annual Report 2013



# FOREWORD

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Welcome to the International Pole & Line Foundation's 2013 Annual Report.

Supporting sustainable and responsible pole and line fisheries is our main aim at IPNLF. Pole and line and hand-line fishing are traditional, low impact methods that rely on **one man, one hook, one fish**. But these fisheries are, by their very nature, small scale and struggle to compete against industrial fleets.

Tuna not only represent a key part of our global marine ecosystem, but their fisheries can provide financial stability in developing nations, when well managed. When we talk about ensuring the survival of tuna for future generations, we are also talking about the survival of coastal communities.



Our purpose is not just environmental; it's also social. We want to improve the lives of the hard working pole and line fishers. Our role is two fold: we promote pole and line fisheries and their responsibly caught fish, and we help develop such fisheries. A large part of our work involves connecting people and organisations that want to support the sustainable development of this sector.

The last year has been one of growth for IPNLF; we reviewed our strategy, reinvigorated our membership and began developing our project work and communications worldwide. We invested in our own team, bringing on board bright minds to drive IPNLF forward, and are proud to have 19 members. Our members have been active collaborators and we had some wonderful successes in the last year. More are coming on-board every month, as we continue to rapidly gain support and prominence throughout the seafood sector.



All photos ©John Burton

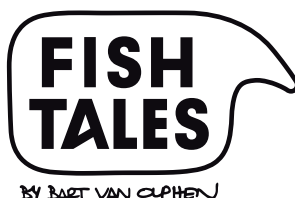
Looking forward, we aim to continue expanding our membership base and to expand our project work into other countries, to ensure that the true value of pole and line tuna is realised. With so much achieved in one year, I know that there is a bright future in front of us and I hope to have an Annual Report brimming with as much positivity and success next year.

Thank you.

**John Burton, Chairman of IPNLF**

# MEMBERS

IPNLF's successes in the last year would not have been possible without the support of our members. Member organisations are involved in the pole and line tuna supply chain, representing a wide range of stakeholders, from fishers associations to retailers. Working together with IPNLF, our members are helping develop responsible fisheries and promote the benefits of pole and line tuna.



\*Members List Correct as of April 2014



# WHAT WE DO

The International Pole & Line Foundation's ambition is to improve the well-being of coastal tuna 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 and hand-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.

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


## DEVELOPING ECONOMIC BENEFITS

Pole and line caught tuna can bring added value to communities. 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 virtually no bycatch, pole and line fishing is one of the most environmentally responsible ways to fish. We are improving this even further, from exploring fuel efficiency research to developing Fisheries Improvement Projects.





*“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.”*

*- Abdullah Shaan,  
a young Maldivian fisher*

## **DEVELOPING SOCIAL BENEFITS**

Pole and line fishing provides more jobs per fish landed than any other tuna-fishing method. Beyond direct employment, we’re helping coastal communities through providing access to training and education and improving their 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.

# DEVELOPING SUPPLY

“Developing supply” refers to our work improving existing, and creating new, socially and environmentally responsible pole and line and hand-line fisheries. A major focus for IPNLF, we’re helping create more responsible seafood markets by connecting ever-growing demand to sustainable supply.

From Indonesia to Ecuador to the Maldives, we’re forging real-world change by collaborating with our members to implement practical fishery projects and facilitating stakeholder cooperation. Below, we explain how we’ve worked with fishers, retailers and everyone in between to develop the supply of pole and line caught tuna worldwide.

## ECUADOR



©Cooperativa Cañeros de Manta



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Ecuador’s fishers catch more than 40% of the Eastern Pacific’s total tuna catch. Yet while the nation reportedly caught over 217,000 metric tons of tuna in 2012 alone, Ecuador’s pole and line industry has recently faced decline. Early 2014 witnessed IPNLF’s first foray into Manta, the self-declared world capital of Tuna.

Ecuador’s pole and line fishery is now a small remnant of a once larger fleet. At its peak, the fishery comprised near 100 vessels, landing approximately 10,000 tonnes. But today there are only 7 vessels landing less than 1,000 tonnes, with a 4:1 ratio of skipjack to yellowfin. Such decline, in part, is due to the higher prices previously received for purse seine caught tuna.

Ecuadorian pole and line fishers now recognise that there is potential for their industry to once again flourish. Having recently formed a cooperative, they are aware of international demand for responsibly sourced tuna and are keen to make the most of this growing market. To foster the fishery’s potential, IPNLF collaborated with Conservation International to co-fund a Marine Stewardship Council (MSC) pre-assessment. The pre-assessment highlighted two key issues: bait fish management of Chuhueco (*Cetengraulis mysticetus* - Pacific anchovy) and chumumo (*Anchoa argentivittata* - Regan’s anchovy) and the need for a fisheries management plan.

IPNLF are now supporting local stakeholders to advance this fishery in a Fisheries Improvement Project (FIP) with the explicit aim of MSC certification. By connecting Ecuador’s pole and line fishers to international demand for certified-sustainable tuna, IPNLF believe the pole and line fleet in Ecuador can and will be revitalised.



The Republic of Indonesia is one of the most important tuna and large pelagic fish producing countries, whose exclusive waters play home to a number of tuna species including yellowfin, bigeye and skipjack. IPNLF is working to realise the significant potential for positive responsible development of this nation's fisheries.

In 2012, IPNLF conducted an MSC pre-assessment for the Indonesian pole and line fishery, followed by a stakeholder consultation process as part of the development of the Fishery Improvement Project (FIP). Such work highlighted the need to address two challenges in particular: bait management and consistent stock monitoring.

Following an initial investigation in early 2014, IPNLF and local industry partners are now working to develop a comprehensive bait management plan for Indonesia. To contribute to this, WorldFish Centre, IPNLF and Indonesia's Ministry of Marine Affairs and Fisheries (MMAF) teamed up to develop a sustainable business model for milkfish aquaculture as an alternative bait source. Trials to date have been successful, though affordability remains an issue.

IPNLF are currently in discussion with other national stakeholders to expand "I-Fish", a monitoring program funded by USAID. The expansion will allow I-Fish to collect data, and trace fish to the processor, which will improve the market's ability to track fish from catch to plate. Illegal, Unregulated and Unreported (IUU) fishing is a large problem throughout Asia and Indonesia is no exception. We hope the proposed program will allow the pole and line supply chains to participate in supporting the government and region in managing the resource to the best of its ability.

IPNLF are working with industry partners throughout Indonesia, having helped establish the first pole and line and hand-line industry body – AP2HI – an achievement we're particularly proud of. The Indonesian government will now move the tuna fishery from open access to a regulated fishery within 2014 and final amendments to the Tuna Management Plan are currently underway. We will continue our work to ensure the fishery develops as responsibly as possible.

## INDONESIA



©WWF



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©Paul Hilton, Greenpeace

## MALDIVES



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©Monika Flueckiger, Migros

The Maldives remained an important focus for IPNLF in 2013, as we worked to support fishers, both directly through the Fishermen's Community Training Centre, and indirectly, through supporting the Maldives Skipjack MSC Client Action Plan (CAP).

The centre, opened in January 2014, works to educate local fishers on responsible fishing practices, covering themes including engine repair and maintenance, fisheries ecology, logbook management, navigation, safety at sea, and bait fish handling. With this knowledge, fishers will be able to improve their efficiency, and importantly, ensure they are more responsible fishermen. The centre hopes the curriculum being developed will become nationally accredited and recognised throughout the Maldives.

Attaining and maintaining certification for the Maldives pole and line fishery is crucial to ensuring the industry can continue to grow and prosper. A core part of this is meeting the CAP requirements for improved data capture - the recording, compiling and dissemination of fisheries catch and fishing effort data in a timely manner. Working with the Ministry of Fisheries and Agriculture (MoFA), IPNLF has provided an in-house data specialist who is developing The Fishery Information System (FIS) - an online database which will track fishing licenses, allow remote entry of logbook data, store fish purchase data and format the data as required by the IOTC and national fisheries statistics. The value of this to the Maldives' fishery is continued certification.

The MSC CAP also instigated requirements regarding Reference Point development and Harvest Control Rules within the Management Strategy Evaluation. IPNLF supported the hiring of a consultant to work with the Indian Ocean Tuna Commission's (IOTC) Working Party on Methods. This consultant, alongside national scientists, has attended and presented at IOTC workshops for integrated development. A supervisory committee, supported by the International Seafood Sustainability Foundation (ISSF), has been established to oversee technical aspects of the work.

The Maldives is considered a world-leader for pole and line fishing. Our work has helped build a solid social and scientific foundation to secure this reputation.



# PROMOTING POLE AND LINE TUNA

“Promoting” refers to our work driving demand for pole and line tuna around the world. We engage with the supply chain to explain pole and line fishing, demonstrate its positive features and encourage others to share the story and spread information.

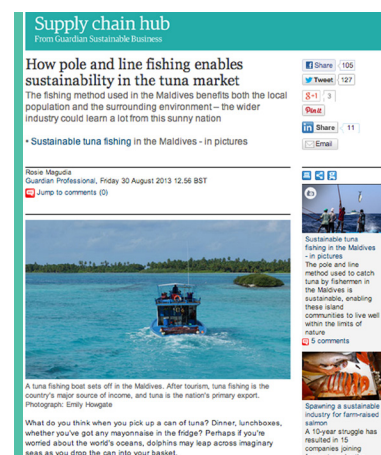
By demonstrating the benefits of pole and line fishing, we can help tell the story of the people and places behind the product to the global market. Pole and line fishing is both socially and environmentally responsible, and has the potential to improve livelihoods for coastal communities, whilst supplying high quality fish to the consumer.

Pole and line tuna’s primary markets are Europe, Asia, the USA and Canada, with emerging demand for pole and line tuna in Australasia and Central and South America. The potential scope for spreading our message truly is global.

IPNLF believes the key to successful promotion is connecting consumers with fishers. A responsible customer who knows their purchase is supporting an equally responsible fisher, their family and community feels greater connection to the food on their plate. We want the buyers to know the positive stories about the fishers their purchases benefit.

Over the last year, IPNLF began radically revamping our global communication strategies; updating our website, creating informative newsletters and engaging on social media. We have improved our media output, working towards consistent, reactive and proactive reporting.

Finally, we have been engaging with industry. From Brussels to Boston to Bangkok to Billingsgate, IPNLF have been attending events around the world, to ensure our collaborative approach to work continues and gathers momentum. Our efforts have been rewarded with pole and line tuna being voted Britain’s favourite sustainable seafood product at a Seafish UK event earlier this year.



©IPNLF

*“We believe that the key to successful promotion is connecting consumers with fishers”*



# GOVERNANCE

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## **Our trustees:**

- John Burton, Chairman
- Natalie Webster
- Duncan Leadbitter
- Adnan Ali
- Dr. Hussain R. Hassan
- Ali Wibisono

Our trustees, who combine their extensive knowledge from industry, academia and fisheries, lead IPNLF forward and guide the direction of our work globally.



*From L-R: Duncan Leadbitter, John Burton (Chairman), Adnan Ali, Natalie Webster, Ali Wibisono, Dr. Hussain R. Hassan*

## **Our Scientific and Technical Advisory Committee:**

- Dr. M. Shiham Adam
- Dr. Charles Anderson
- Dr. Haritz Arrizabalaga
- Dr. Kate Barclay
- Dr. Laurent Dagorn
- Robert Gillett
- Dr. Hussain R. Hassan
- Duncan Leadbitter
- Craig Proctor
- Dr. Antony Lewis
- Dr. Dale Squires

In February 2014, IPNLF's Scientific and Technical Advisory Committee -- or STAC -- was formed with a first meeting held in Kuala Lumpur, co-funded by IPNLF members Marks & Spencer, MMP, Ocean Brands and World Wise Foods.

The main function of the STAC is to advise IPNLF on how to work towards its primary aim of advancing the health of coastal fisheries by increasing the global supply of socially and environmentally responsible pole and line caught tuna. The Committee helps identify emerging issues in pole and line tuna fisheries where we can provide meaningful engagement and maximum impact.

The first meeting focused on eight key topics and the challenges therein. Those topics were: fisheries data capture, livebait management, fish aggregating devices (FADs), advocacy and governance, environmental issues, by-catch, post harvest and social equity. This meeting helped identify key action areas for each topic, and immediate priorities for our work in 2014.



# FUNDING

IPNLF's work is primarily funded by our member organisations, project sponsorship and charitable foundations. Since 2012, we've experienced a period of notable growth in both our membership base and project sponsorship and this is concomitant with an increase in our staff capacity and project work.

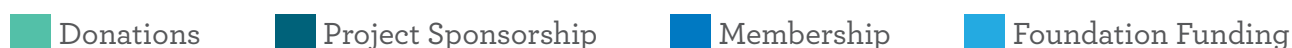
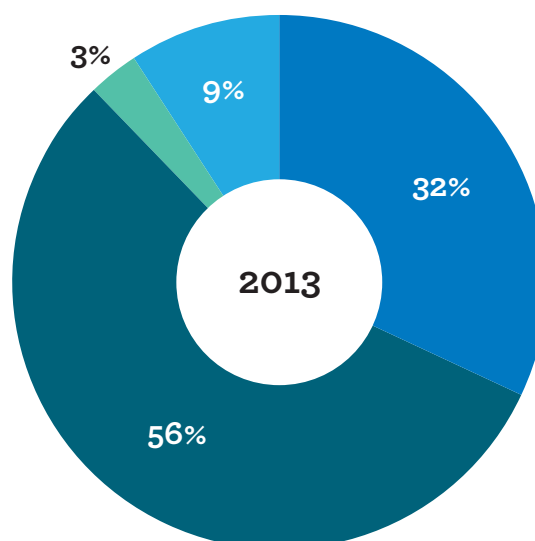
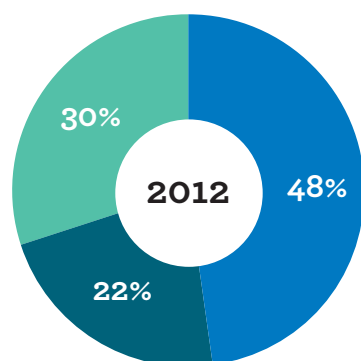
Development over the last year includes:

- A rise in membership from 8 to 19 organisations.
- Gaining over £200,000 in project support.
- More than doubling our year on year gross income.
- IPNLF's first grant from a philanthropic foundation; the David and Lucile Packard Foundation.

IPNLF would like to thank all those who have supported us through 2013, ensuring that our work improving the future pole and line fishers and fisheries may continue. We look forward to working together as we move forward in deepening existing collaborations and expanding new relationships.

Full accounts are available online via the UK Charity Commission: [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)

## IPNLF Total Income Distribution for 2012 (£158,889) and 2013 (£364,841)







**IPNLF**

INTERNATIONAL POLE  
& LINE FOUNDATION

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