



# INTERNATIONAL POLE & LINE FOUNDATION

Annual Report 2014

# FOREWORD



Welcome to the International Pole & Line Foundation's 2014 Annual Report. As a young charity, this is our second public document of this kind. I think you will agree that our exceptional growth detailed in these pages is a marker of not only the important work we do, but also the belief that others have in our aims and our people - those I am pleased to call my colleagues. Our team of staff and trustees has increased, all of whom joined our Scientific and Technical Advisory Committee (STAC) for their latest meeting in November 2014. In the opening of last year's Annual Report, I expressed my aims for the coming year - expanding our membership base and our project work. I'm pleased to say that both of these aims have been re-

alised. We now have 27 organisations as IPNLF members, ranging from fisheries associations to retailers to businesses from the hospitality sector. All of them recognise that a sustainable international tuna industry matters - not just for their own businesses, but also for the people and communities throughout the supply chain. Our members are active champions of IPNLF, and we look forward to other organisations taking up the mantle and joining our work.

Over the last year, I have repeatedly reflected on the importance of cooperation in sustainability initiatives. IPNLF itself is a collaboration of like-minded people, who use evidence-based solutions-focused approaches to make positive impacts. By working together, we can ensure the future of responsibly caught pole-and-line tuna for generations to come. This approach is evident in the projects we're involved in. As you will read in the coming pages, work has gone from strength to strength in the Maldives and Indonesia - none of this could have happened without the determination and energy of colleagues across fisheries, our members, other NGOs, scientists and governments. In addition to our extensive project work in Asia, our work reinvigorating remnant pole-and-line fleets in Central America is expanding. Perhaps the greatest demonstration of the importance of collaboration can be seen in the direct connections that are being made across fisheries, where good practice is being shared between fishers and scientists, spanning continents and generations.

Following direction from our Trustees and STAC, the coming year will see IPNLF begin to explore project work in new continents, such as the scoping of needs and possibilities in West African pole-and-line fleets, and - with the hiring of a new Policy & Advocacy role in our team - seeking to more deeply engage in influencing regional level management of tuna stocks. Tuna are wild and wonderful beasts, they don't obey national boundaries in the ocean so multi-national and multi-stakeholder engagement is paramount. We are delighted that fellow NGOs are aligned in this sentiment, and we encourage them to go further to recognise the value that driving regional change has, not only for the environmental benefits but also for the people whose livelihoods are entwined with these fisheries. National governments are increasingly acting to champion the needs of their coastal communities alongside their fisheries and the Maldivian and Indonesian fisheries ministers are notable advocates in this regard.

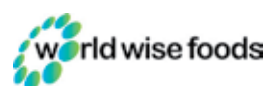
Through our project, promotional and policy work, IPNLF are part of this shared effort and responsibility. We have come a long way since we were established in 2012; this could not have happened without the support of our members and funders, and the hard work of the team - thank you for your support so far, and we look forward to working with many of you in the year ahead and beyond!

**John Burton**  
Chairman of International Pole & Line Foundation



# IPNLF MEMBERS

Our continued success is in large part thanks to the support and active engagement of our members. These organisations represent a range of stakeholders in the pole-and-line supply chain, from fisheries associations, to retailers, to resorts, who all share a desire for sustainable, responsible fisheries.

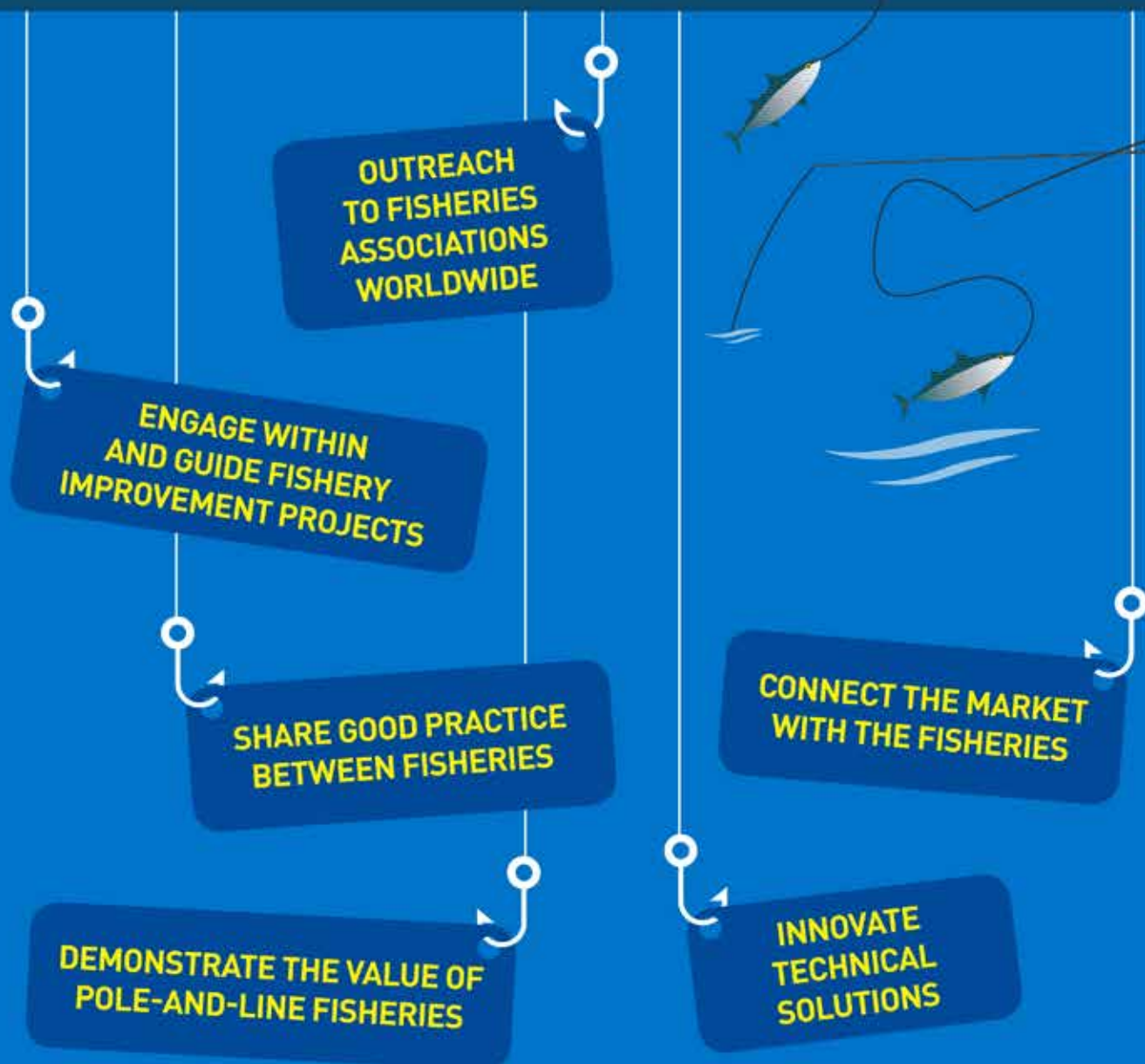


\*Members list correct as of April 2015

# WHAT WE DO

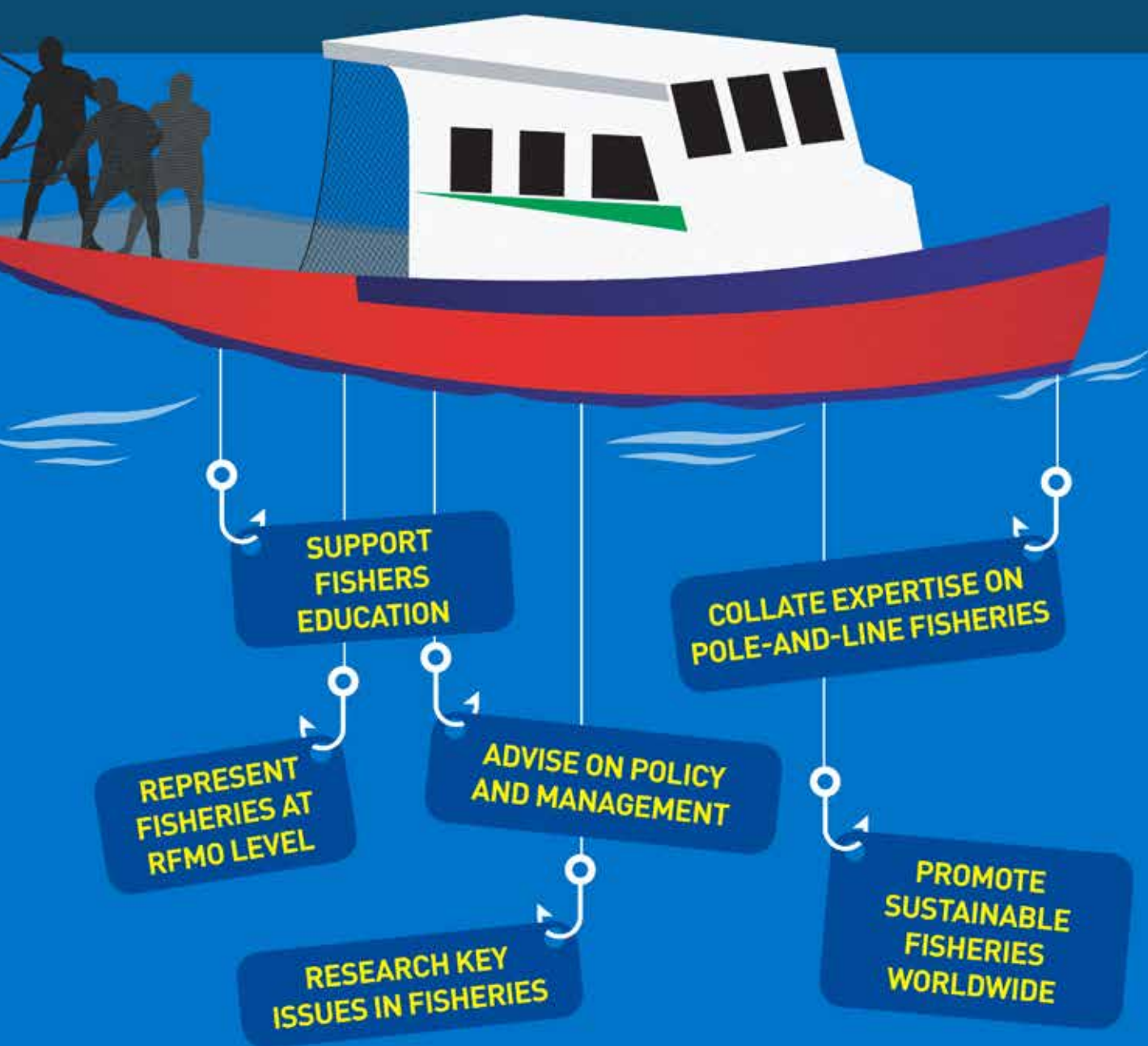
IPNLF works to **develop, support and promote** socially and environmentally responsible pole-and-line and handline tuna fisheries around the world. Our ambition is to contribute to thriving coastal fisheries, including the people, communities, businesses and seas connected with them.

As a hub for sustainably-minded organisations, we use the influence of the market to forge change through practical fishery projects and stakeholder cooperation. Allied with our members, we demonstrate



the value of pole-and-line tuna to consumers, policy-makers and throughout the supply chain.

We work across science, policy and the seafood sector, using an evidence-based, solutions-focused approach with guidance from our Scientific & Technical Advisory Committee and Board of Trustees.



# DEVELOPING AND SUPPORTING FISHERIES



Thanks to the  
following for their  
support:

David and Lucile  
Packard Foundation

Gordon and Betty  
Moore Foundation

Resources Legacy  
Fund

Engagement Migros

John West Australia

Marks & Spencer

Sainsbury's

Waitrose

World Wide Foods

## Indonesia

IPNLF's work in Indonesia has gone from strength to strength over the past 12 months.

Asosiasi Perikanan Pole & Line dan Handline Indonesia (AP2HI) were officially inaugurated as Indonesia's first association representing the interests of the one-by-one tuna industry at the 3rd International Coastal Tuna Business Forum in May, 2014. Since then, AP2HI have gained widespread recognition as one of the most active, leading fishery associations in Indonesia. With 7 staff and 14 member companies, AP2HI already represents over 70% of Indonesia's pole-and-line and handline sector. AP2HI held their first Annual General Meeting in February 2015, and recently launched their new brand identity. You can read more about them online – [www.ap2hi.org](http://www.ap2hi.org).

Supported by IPNLF, AP2HI has been appointed as the coordinating agency for the yellowfin and skipjack pole-and-line and handline Fishery Improvement Project (FIP). The FIP is progressing well and was awarded a score of 82 out of 100 against the Marine Stewardship Council's (MSC) benchmarking tool during an annual review in May 2014. IPNLF has enhanced the level of public reporting about FIP activities, which you can follow by subscribing to our e-newsletter.

IPNLF is implementing a broad portfolio of projects and activities to advance the FIP, spanning baitfish management, sustainable harvest strategies, and improved data collection.

IPNLF has pioneered research to improve the management of wild bait stocks throughout Indonesia. At the same time, IPNLF is investigating viable alter-





natives to wild-caught bait, including milkfish aquaculture. These projects are described in more detail within Technical Reports 3 and 4, available in the Resources section of [www.ipnlf.org](http://www.ipnlf.org).

IPNLF and AP2HI have hosted a number of high-level workshops and meetings, attended by experts and stakeholders, on issues that include baitfish management and harvest control rules. Outputs from these meetings have contributed to the National Plan of Action for Tuna, Skipjack and Neritic Tuna launched by Indonesia's Ministry of Marine Affairs and Fisheries in December 2014, and are supporting the development of a national management plan for bait fisheries. Through these workshops, IPNLF is establishing widespread adoption of sustainable management and harvest strategies that are based on sound science and evidence.

IPNLF, in collaboration with Masyarakat dan Perikanan Indonesia (MDPI) and International Seafood Sustainability Foundation (ISSF), has launched a pilot Proactive Vessel Register (PVR). This pilot will use Indonesian pole-and-line fisheries as a model for establishing a PVR in small-scale fisheries. The PVR allows vessels to demonstrate their commitment to sustainable fishing practices, and enables tuna buyers to be confident that they are buying products sourced from responsible fisheries.

With Susi Pudjiastuti, the new Fisheries Minister, leading the charge for sustainable fisheries, it is a very exciting time to be in Indonesia. We look forward to continuing and deepening our work in Indonesia over the coming year, as these fisheries progress towards attaining MSC certification of sustainability.



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# DEVELOPING AND SUPPORTING FISHERIES

Thanks to the following for their support:

Engagement Migros

Marks and Spencer

Sainsbury's

World Wide Foods

## Maldives

The Maldives is where IPNLF's work began in 2011, and our commitment to the country and its fishers remains strong.

In January 2013, Engagement Migros and IPNLF helped launch the Fishermen's Community and Training Centre (FCTC), an education centre that provides training to active and aspiring pole-and-line fishermen on good fishing practices. Throughout 2014, several short-courses were offered, covering a wide range of topics - including sea safety, coastal navigation, engine repair and maintenance and baitfish handling - which ultimately formed the building blocks of a national curriculum for pole-and-line skippers. One year on from the launch of the FCTC, this curriculum was officially recognised by the Ministry of Education, making it the first national Maldivian fishing curriculum. This represents a major milestone for the FCTC and the Maldives, ensuring that fishers will be able to train for a qualification that promotes safe and sustainable fishing. Two students were able to take their education out of the classroom and into the Pacific - find out more in the Sharing Good Practice section of this report.



© IPNLF





IPNLF's contribution to fishers' education can also be seen in the production of a documentary on good practice in bait fishing, which will be distributed in the Maldives over the coming year.

As part of our commitment to understanding and improving environmental and economic performance of pole-and-line fishing, our team in the Maldives hired Kelsey Miller as Fisheries Science Research Officer, to lead onboard research including bycatch sampling and gathering data on fuel use intensity. So far data has been collected on multiple fishing trips in the south of the Maldives - Thinadhoo and Kooddoo - with Kelsey working closely with fishers in the process. The results of this research will be published in IPNLF Technical Reports in late 2015.

Our relationship with the Ministry of Fisheries and Agriculture (MoFA) of the Government of the Maldives has continued to grow strong, cemented by the signing of a Memorandum of Understanding. Through this, both MoFA and IPNLF have committed to collaborating on further sustainability initiatives, demonstrating our collective efforts in building a stronger and more commercially competitive pole-and-line fishing industry for the Maldives. We extend our particular thanks to Minister of Fisheries Dr. Mohammed Shainee for his dedication and passion in contributing to this shared vision.



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## Costa Rica

IPNLF gained our first Costa Rican member in early 2015, with the addition of La Federación Costarricense de Pesca or FECOP, the Costa Rican fisheries association. In the wake of changing legislation regarding acceptable fishing methods within Costa Rica's Exclusive Economic Zone, FECOP and partners recognised the potential value of restoring their country's pole-and-line tuna fishery. Working closely with IPNLF member the American Albacore Fishing Association (AAFA) based out of San Diego, (clients of the first pole-and-line tuna fishery to gain MSC certification), FECOP and IPNLF are planning to pool resources to re-train existing and encourage new fishers to be experts in pole-and-line in 2015. This collaboration is just beginning and we look forward to seeing the fishery-to-fishery skills sharing progress through 2015.



© IPNLF

## Ecuador

Last year, IPNLF began working with stakeholders in Ecuador. A remnant of a once bustling pole-and-line fishery, the fishers here understand the potential value of a Marine Stewardship Council (MSC) certified fishery to their community. Having already completed a MSC pre-assessment, partners are now seeking to develop a robust Fisheries Improvement Project (FIP) for their pole-and-line caught tuna fishery and advance management for both bait-fish and tuna stocks.



© IPNLF

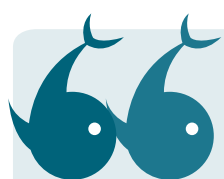
# SHARING GOOD PRACTICE

Yaman hauls an albacore tuna



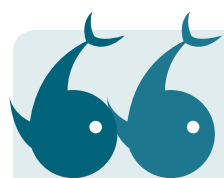
As an international organisation, our member network reaches fisheries associations in an array of countries. A key part of our work involves bringing pole-and-line fisheries from around the world together, allowing cross-geographical and often cross-generational learning experiences. Exchanging knowledge and good practice allows fishers to pool experiences of sustainable fishing and share innovations from their own fisheries. Recognising this, we began our new programme named the IPNLF Voyage of

Discovery, transporting people and their ideas to other fisheries in our network.



Sometimes the albacore wins, sometimes I win. It's a kind of pretty little game, I think.

**Yaman Abdullah**



We can take back everything we have learned about albacore fishing and we are capable to teach all we learned from here, as well as about the objects and tools. Though the tools are different here from what we use to catch skipjack, so it might work, it might not. Maybe we should try!

**Moosa Shadhudhan & Yaman Adbullah**

Our first IPNLF Voyage of Discovery happened in September 2014, in association with the Fishermen's Community and Training Centre (FCTC) in the Maldives. Two students, Moosa and Yaman, were given the opportunity to experience an education outside of the classroom, flying to the Pacific North West of the USA to fish with the American Albacore Fishing Association (AAFA). While onboard they learned the ins and outs



of fishing for Marine Stewardship Council (MSC) certified albacore, a fish often twice as big as their usual skipjack catch. Armed with a video camera, Moosa and Yaman's documented their first attempts at hooking albacore, which you can watch online at [www.ipnlf.org](http://www.ipnlf.org)

Following on from hosting Moosa and Yaman, in early 2015 Jack and Natalie Webster of AAFA flew to Indonesia and the Maldives to experience pole-and-line fishing in IPNLF's main project fisheries. Bringing with him a wealth of expertise on tuna quality, Jack's hope was to share his knowledge with the fishers and work together on improving tuna and bait storage conditions on board. As the communications and logistics guru of AAFA, Natalie worked with AP2HI to share her experience of running a fisheries association.

Further recognising the importance of sharing good practice between fisheries, new members of our team Andrew Harvey (Country Manager for Indonesia), David Itano (Fisheries Special Advisor) and Agus A. Budhiman (Indonesia Special Advisor) flew to the Maldives to meet with Dr. Shiham Adam (Director of Science and Maldives) to experience pole-and-line fishing Maldives style in Laamu Atoll, thanks to IPNLF member Horizon Fisheries. David's blog detailing the trip can be read on [www.ipnlf.org](http://www.ipnlf.org).

Not only was this trip important for sharing knowledge within our team, but also it represented a core component of David Itano's work developing a Skipper Guidebook for good practice in pole-and-line fisheries. The guidebooks, which are being developed collaboratively with International Sustainable Seafood Foundation (ISSF) and IPNLF, will inform pole-and-line fishers around the world on ways to conserve and efficiently use bait and tuna resources.



[L-R] Agus Budhiman, David Itano, Andrew Harvey and Dr. Shiham Adam



Whenever I go to sea with professional fishermen, I am always impressed with their innovation, hard work and cooperative nature. A good crew works together seamlessly to resemble a single organism rather than a group of individuals. I am also reminded that we have much to learn from each other: scientists learning from fishermen and hopefully we have something to offer the fishermen.”

**David Itano**



# OUTREACH AND PROMOTION



**450**

Facebook likes:  
x4 in one year!

**600**

Twitter followers:  
x3 in one year!

**33**

articles across  
15 media  
publications

**6**

documentaries  
on Youtube

## Seafood Trade Events Attended



Seafood Expo Global  
2014, Brussels



3<sup>rd</sup> International Coastal  
Tuna Business Forum,  
Jakarta



TUNA 2014, Bangkok



SeaWeb Seafood  
Summit, New Orleans



Seafood Expo North  
America 2015, Boston



SFP European Fisheries  
Forum, Madrid

To demonstrate the importance of pole-and-line tuna, IPNLF undertakes promotion and outreach across various forms of media, combined with presenting at a variety of events to ensure our messages about pole-and-line tuna spread far and wide. We engage with the supply chain to share the story of pole-and-line fishing and to ‘tell and sell’ its positive features, encouraging others to act as communicators and champions of responsible tuna. Increased awareness requires more rigorous corporate sourcing, helping ensure rising demand for responsible pole-and-line tuna.

Our social media presence has provided us a platform in which to raise awareness successfully, reflected by our ever-growing audience. In the last year our Twitter followers have tripled and Facebook audience has quadrupled, with people from all around the world tuning in regularly to connect with our work and the fishers in our network.

2014 also saw IPNLF attend, network and speak at international seafood events, engage in conservation marketing in Glasgow, and connect with like-minded communicators in London. Emily Howgate, IPNLF Programme Director, spoke at three conferences; her presentation at TUNA2014 on market and demand trends for pole-and-line was deemed “pragmatic and positive”, and at both the SeaWeb Seafood Summit and Sustainable Fisheries Partnership European Fisheries Forum, Emily highlighted the value of fisheries to the communities that develop around them.

At the 2014 Seafood Expo Global in Brussels, together with our member organisation Anova Seafood BV, we held an event celebrating Indonesian pole-and-line and handline fisheries. Pak Saut Hutagalung, Director General of Fisheries Product Processing and Marketing for Indonesia, spoke to attendees about improvements in the country’s tuna fleets and progress towards MSC certification, and guests enjoyed responsibly sourced tuna canapés. Such events are vital to create a space and opportunity that enhances shared understanding among stakeholders and acts as a kick-start to deeper conversations.

Through our multi-stakeholder collaboration, we’ve been lucky enough to work with many fantastic, dedicated people, who are being recognised internationally for their hard work promoting seafood sustainability. The Maldives and two Indonesian NGOs, Masyarakat dan Perikanan Indonesia and Fishing & Living, were all finalists for Seafood Champions Awards. IPNLF were delighted to support these nominations and celebrate in seeing Fishing & Living scoop the award for Innovation. May the coming year see more of our colleagues gain further recognition.

# FUNDING

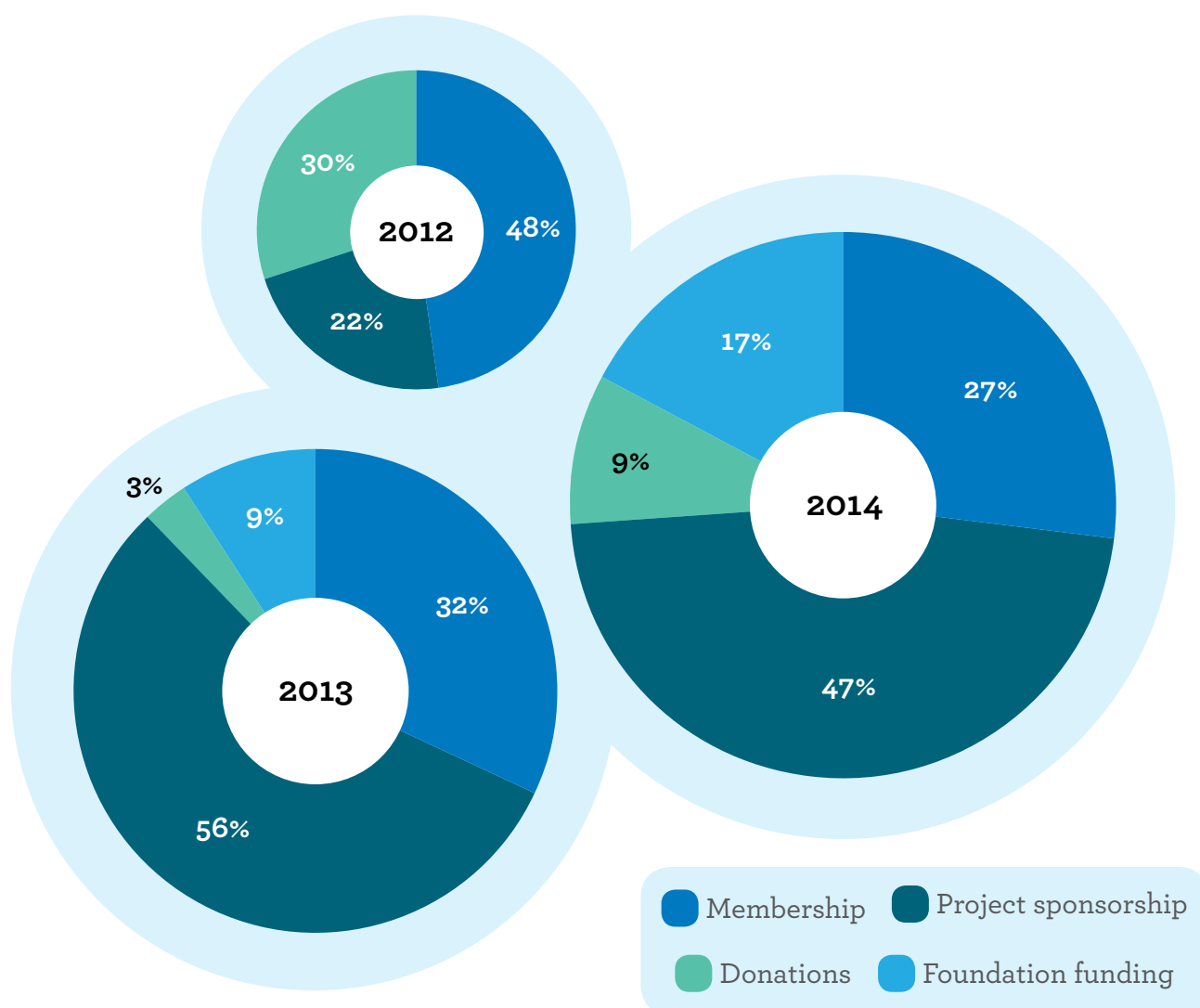
Our work is primarily funded through membership fees and project sponsorship from corporate, charitable and philanthropic organisations.

Development over the last year includes:

- A rise in membership from 19 to 27 organisations.
- Further support from philanthropic foundations, including the Gordon and Betty Moore Foundation, the David and Lucile Packard Foundation and the Resources Legacy Fund.
- Continued growth trends in year on year gross income.

IPNLF would like to thank all those who have supported our work throughout 2014, ensuring the future of pole-and-line fisheries and the people connected to them. 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), 2013 (£364,841) and 2014 (£544,086)



# IPNLF'S TEAM



It's that 'person to person' value that defines why we invest in these yearly STAC meetings – we come away knowing better our collective strengths, opportunities and challenges... and feeling supported by the expertise and energy of long-distance colleagues who, after a couple of days tuna-talk and shared meals, don't seem quite so far-away.

**Emily Howgate,**  
**IPNLF Programme**  
**Director**

Our Board of Trustees lead IPNLF forward, guiding the direction of our work globally by sharing their extensive knowledge from the industry, academia and fisheries. The Trustees play an active role in IPNLF, through monthly calls and annual face-to-face meetings, as well as acting as ambassadors, spreading the word of our work throughout their own networks.

Over the last year our team of staff has expanded, and we have gained a number of Special Advisors to add further technical expertise to our budding team. This increase in capacity has been crucial as our projects, membership and outreach all continue to grow.

In last year's Annual Report, we announced the formation of the Scientific and Technical Advisory Committee (STAC), a team of experts who share their research and answer new questions as part of their dedication to sustainable pole-and-line fisheries. In the last year, they helped produce four Technical Reports for IPNLF, all of which are available on [www.ipnlf.org](http://www.ipnlf.org).

In November 2014, the STAC, Trustees and staff all met in Kuala Lumpur to set future targets, pose new research ideas and plan for expanding our reach. At this meeting we were lucky to have all members of the STAC, staff and all-but-one of our trustees. While sitting together, we estimated that approximately 376 years of tuna expertise was in the room, taking part in discussions that will drive the future of pole-and-line.

As a small international organisation, much of our collaborative work is carried out with the help of technology – emails, skype and conference calls part of daily life. However, priceless communication value comes from being together in person. Thank you to everyone on the IPNLF team for their positivity and hard work in 2014.

## The following Technical Reports were produced with support from the STAC:

**Technical Report 2:** Cetaceans and Tuna Fisheries in the Western and Central Indian Ocean  
Charles Anderson

**Technical Report 3:** Improving the Management of Bait Fisheries Associated with Pole-and-Line Tuna Fishing in Indonesia  
Robert Gillet

**Technical Report 4:** Farmed Milkfish as Bait: A Feasibility Study  
Arun Padiyar P. and Agus A. Budhiman, WorldFish

**Technical Report 5:** A Socio-Economic Assessment of the Tuna Fisheries in the Maldives  
Thomas Hohne-Sparborth





IPNLF Staff, Trustees and STAC in Kuala Lumpur, November 2014

### **Trustees**

John Burton, Chairman  
Natalie Webster, Deputy Chair  
Adnan Ali  
Andrew Bassford  
Dr. Hussain R. Hassan  
Duncan Leadbitter  
Dr. Tony Lewis  
Ali Wibisono

### **Scientific and Technical Advisory Committee**

Dr. M. Shiham Adam  
Dr. Charles Anderson  
Dr. Harritz Arrizabalaga  
Dr. Kate Barclay  
Dr. Laurent Dagorn  
Robert Gillet  
Dr. Hussain R. Hassan  
Dr. Tony Lewis  
Duncan Leadbitter  
Craig Proctor  
Dr. Dale Squires

### **Staff:**

Emily Howgate  
Programme Director  
Dr. M. Shiham Adam  
Director for Science and Maldives  
Andrew Harvey  
Country Manager for Indonesia  
Elizabeth Huxley-Jones  
Communications Coordinator  
Kelsey Miller  
Fisheries Science Research Officer

### **Special Advisors**

David Itano  
Fisheries Special Advisor  
Agus A. Budhiman  
Indonesia Special Advisor  
Adam Baske  
Policy and Advocacy Special Advisor

as of February 2015



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INTERNATIONAL POLE  
& LINE FOUNDATION

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