



IPNLF

Member Handbook

International Pole & Line Foundation

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A world with thriving fisheries that work in balance with
nature by catching one fish at a time.

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WELCOME NOTE

FROM OUR MANAGING DIRECTOR

We highly appreciate you choosing to be part of our one-by-one member network.

Over the past couple of years I have visited some very special places to meet with some of the fishers and coastal communities that we work with. I've met some wonderful, hard-working fishers from far-flung fishing operations in, amongst others, the Azores, Kenya, Maldives, India and Indonesia, and closer to home in Cape Town, South Africa, where I was born. Reflecting on these visits will help me paint a better picture of what it is that we're trying to achieve at the Foundation.

Often the fisheries we work with are located in small island developing states (SIDs) or coastal states where the threat of climate change is real and where the livelihoods of coastal communities are often intrinsically linked to the ocean. What struck me through my conversations with these fishing communities – women traders, small processors, boat owners and the fishermen that earn their daily living out at sea – was the alignment of their message about the need to protect their livelihoods. They feel threatened by large industrial fisheries with which they compete for scarce resources, left behind by decision-makers and are not always provided with equal opportunities to compete fairly in the marketplace.

When we talk about sustainable fisheries it is this livelihood aspect that is often neglected and ignored. The 2030 Agenda and its Sustainable Development Goals (SDGs) are focused on poverty alleviation, sustainable resource use and improved livelihoods for all.



Martin Purves
IPNLF Managing Director

It provides a clear pathway and targets for governments and the business community on how we can ensure sustainable development that 'leaves no one behind'. **It is this aspect of our work that is most important – the main beneficiaries of our work are the small-scale tuna fishermen catching tuna one at a time.**

We need your help to tell the stories of these fishers and educate consumers about how their choices can make this world a better place for us all. A world where fisheries minimise their impacts on the ocean's biodiversity, where local communities derive the benefits from the resources on their doorstep, and a world where livelihoods are safeguarded.

We would like you to be part of this journey!

ABOUT IPNLF

AND OUR MEMBER COMMUNITY

Who Are We ?

The International Pole and Line Foundation (IPNLF) was officially registered as a charity in the United Kingdom in 2012 (Charity no. 1145586), with branch offices in the United Kingdom, The Netherlands, the Maldives, South Africa and Indonesia. IPNLF have since led global efforts to support, develop and promote the world's responsible pole-and-line, handline and troll (collectively known as 'one-by-one') tuna fisheries.

Mission

To empower responsible fisheries, which give back to the seas and the people that depend on them.

Vision

A world with thriving fisheries that work in balance with nature by catching one fish at a time.

We believe that environmental sustainability in tuna fisheries can only be fully achieved by putting an end to overfishing and the destructive fishing practices that are driving the degradation of already threatened marine species, habitats and ecosystems. In response, we work across science, policy and the seafood sector, to ensure that tuna fisheries operate in a manner that preserves ocean resources for future generations. We believe effective and equitable global governance is essential to protect and restore the ocean, and that this should be achieved by ensuring the participation of local and coastal communities in decision-making processes.

Our work to develop, support and promote one-by-one tuna fisheries is fully aligned with the UN 2030 Agenda for Sustainable Development. We actively support global initiatives such as the FAO Voluntary Guidelines for Small Scale Fisheries, the Global Dialogue on Seafood Traceability (GDST), and Break Free From Plastic (BFFP). Our observer status with the United Nations Conference on Trade and Development (UNCTAD) allows us to gain real insights and scope in taking a social sustainability approach to fisheries development, and through our engagements with Regional Fisheries Management Organisations (RFMOs), we help influence positive policy reform across the Atlantic, Indian, and Pacific Oceans.

Allied with our members, we empower responsible fisheries by providing on-the-ground support, advancing public policy advocacy initiatives, and educating consumers of the benefits of buying environmentally sustainable and socially responsible tuna products. Our members are based around the world, and include fisheries, processors, distributors, brands, food services and retailers. Through these partnerships, we drive fisheries improvements in line with the SDGs, enable and promote responsible tuna sourcing, and elevate the market recognition of one-by-one tuna fisheries. Our growing membership base is a testament to the increased demand by consumers for responsibly sourced seafood, as well as IPNLF's role in connecting responsible supply chain actors throughout the one-by-one tuna community.



ABOUT MEMBERSHIP

2.1 About Our Membership

Our members are based across the globe and collectively represent a wide range of stakeholders throughout the seafood industry.

However, their reasons for supporting one-by-one tuna are the same: to ensure a sustainable source of seafood while protecting coastal livelihoods.

2.2 Commercial Membership

Commercial membership is available to businesses procuring one-by-one tuna, but can otherwise be based throughout any stage of the supply chain. All memberships are renewable on an annual basis and members pay a tiered fee based on their annual turnover (Table 1). Our commercial members receive a wide range of direct benefits that can help create a competitive advantage (see Chapter 3).

2.3 Complimentary Membership

Complimentary membership is available to associations, as well as not-for-profit and civil society organisations, that promote industry best practices. Members commit to our shared vision of thriving fisheries that operate in balance with nature, and include one-by-one fishery associations (fishers and vessel owners), Industry Trade Associations, Universities and Academia, NGOs and civil rights organisations, and government bodies and affiliated organisations.

2.4 Member Sign-up

You can apply for IPNLF membership through this digital form and via the form attached to this Handbook. Our Managing Director Martin Purves will join you for a personal meeting.

2.5 Membership Requirements

Membership is open to all companies associated with the one-by-one tuna supply chain. We believe in working together with like minded companies and organisations who share a similar vision. Each commercial member is asked to sign up to our Code of Conduct and support our 2025 Commitment.

2.5.1 2025 Commitment

IPNLF's '2025 Commitment' asks our members to drive transparency, social responsibility, and environmental sustainability in their one-by-one tuna supply chains. To realise this goal, we ask members to actively implement improvements in at least 75% of their one-by-one tuna supply chains by 2025.

Membership Tier	Membership fee
Turnover (Revenue) up to \$1 million	\$1,000
Turnover (Revenue) \$1 million - \$2.5 million	\$2,000
Turnover (Revenue) \$2.5 million - \$5 million	\$5,000
Turnover (Revenue) \$5 million - \$15 million	\$10,000
Turnover (Revenue) above \$15 million	\$15,000

Table 1 - Membership fees (currency USD) based on latest Annual Turnover (Revenue)

2025

COMMITMENT

All IPNLF members commit to drive transparency, social responsibility, and environmental sustainability in their one-by-one tuna supply chains while actively implementing improvements in at least 75% of their one-by-one tuna supply chains by 2025.

1 Commitment

Improve transparency by displaying information of Member supply fisheries and connected value chains on IPNLF's Sourcing Transparency Platform (STP)

2 Commitment

Endorse IPNLF's Code of Conduct, thereby driving social responsibility and environmental sustainability in Member supply chains

Engage with IPNLF's Fisheries Improvement Toolbox (FIT), striving to:

3 Action

Apply Environmental Best Practice in supply fisheries by actively supporting precautionary management, based on robust science, protecting endangered, threatened, and protected species, and restoring habitats and ecological functions

4 Action

Safeguard the health, well-being, and fundamental human rights of all workers in Member supply chains in line with international standards and recommendations

5 Action

Ensure verifiable information to evidence the legal origin and responsible sourcing of seafood products, aligned with the GDST 1.0 standards

6 Action

Provide the safest and highest quality product possible by following best handling and processing practices

7 Action

Minimise the plastic footprint of one-by-one tuna fisheries, working towards the goal of 'plastic neutrality' by 2025



MEMBER BENEFITS

3.1 How membership benefits your organisation

IPNLF membership means becoming part of a community of like-minded industry leaders and gaining access to leading expertise relating to the seafood sector. Together with our members, IPNLF operates as a unified body to support, develop and promote one-by-one tuna fisheries, while at the same time increasing public awareness about the environmental, social, and economic benefits these fisheries bring.

3.2 Access to Experts

IPNLF is the only organisation in the world solely committed to supporting, developing and promoting one-by-one tuna fisheries. As a result, IPNLF staff are the leading experts when it comes to one-by-one tuna fisheries, whilst also possessing extensive cumulative experience working across various areas of the seafood sector in general. As an IPNLF member you will have direct access to our team and can leverage our expertise to inform your procurement decisions, assist improvement projects and help manage risks within your supply chains.

3.3 Business Networking

IPNLF are involved in every stage of one-by-one tuna supply chains. This enables us to help connect businesses all over the world, introducing companies to potential supply chain partners, and facilitating connections to new source fisheries. During international trade shows IPNLF frequently organise exclusive member events that help members create new connections with markets, seafood buyers, and value-aligned individuals and organisations. Since the launch of our 2020-2025 Strategic Plan, connecting your company online with other IPNLF members has never been more straightforward. Direct communication with other IPNLF members is facilitated through the member's login portal of the IPNLF website, and our Sourcing Transparency Platform (STP) acts as a public facing repository of all the businesses and fisheries IPNLF are connected to around the world (see 4.2).

3.4 Policy Insights

As tuna species are highly migratory, management of tuna populations span wide geographical areas that are organised into Regional Fisheries Management Organisations, or 'RFMOs'. IPNLF actively participates at three of the five tuna RFMOs - the International Commission for the Conservation of Atlantic Tunas (ICCAT), the Western & Central Pacific Fisheries Commission (WCPFC) and the Indian Ocean Tuna Commission' (IOTC) - while we also have observer status at the Inter-American Tropical Tuna Commission (IATTC) and participate there when relevant to our members and their supply chains.

Policy decisions taken at RFMOs have wide reaching impacts for all companies sourcing tuna. If tuna stocks are poorly managed and overfished, this can result in public pressure for companies to respond through advocacy efforts or through adjusting their procurement decisions to source tuna from elsewhere. As an active participant in RFMO discussions, IPNLF also acts as a key resource for many of our commercial members in terms of fully understanding the implications of policy outcomes, and subsequently offer a range of support in how best to respond through public communications or advocacy efforts.

3.5 Industry Insights

IPNLF staff are actively involved in a wide range of collaborative initiatives, alliances and campaigns across the seafood sector. As an IPNLF member you will benefit from these connections by gaining invites to industry events, conferences and webinars identified through these networks. IPNLF staff also frequently participate in social and environmental standard review processes and technical working groups tasked with defining industry best practices. This allows our team to communicate upcoming changes and industry trends in the seafood sector and advise our members on how best to respond.

3.6 Showcasing Member Initiatives

IPNLF promotes the work of its members through press engagement, speaking opportunities, and social media publications. We do this by sharing press announcements directly through IPNLF's press contacts, regular features on our social media platforms, by supporting our members in award nominations, speaking opportunities, and by making pitches to media outlets. When you join IPNLF as a member, we will compile and issue a press announcement about your membership to relevant trade press outlets.

3.7 Improvements on the Water

Through the provision of private investments, IPNLF is able to implement bespoke improvement projects on behalf of, or in collaboration with its commercial members. Improvement activities can range from introducing new technologies to fishing vessels that improve environmental performance, product quality or at-sea traceability; to projects centred around behavioural change such as improved onboard plastic waste management. In line with our new 2020-2025 Strategic Plan, all projects of this nature will be actuated by engaging with our new Fisheries Improvement Toolbox (FIT) (see 4.1).

INITIATIVES FOR MEMBERS

The health of our oceans is becoming an increasing concern for consumers, with the public more aware than ever of their own environmental impacts on the planet. IPNLF membership helps set your company apart and respond to this growing consumer awareness by providing access to IPNLF's innovative initiatives;

1. **Fisheries Improvement Toolbox (FIT)**
2. **Sourcing Transparency Platform (STP)**

These initiatives are offered exclusively for the use of IPNLF members, helping drive more sustainable and socially responsible practices throughout tuna supply chains, and showcasing the responsible business practices of companies through their support of one-by-one fisheries.



4.1 The Fishery Improvement Toolbox (FIT)

IPNLF's Fishery Improvement Toolbox (FIT) is designed to support improvements in one-by-one fisheries and their receiving supply chains. The FIT provides a framework offering tailor-made project support and consultancy services to our IPNLF members, enabling collaborative improvements they want to pursue with one-by-one fisheries and supply chain partners. The FIT takes a holistic approach to sustainability, by using a framework for social, economic, environmental, and operational improvements. It has five main components that facilitate targeted improvements in one-by-one supply operations:

1. Social Responsibility Tool: Empowers members to proactively improve, evidence and promote the social benefits of the fisheries they source from; whilst also helping identify and mitigate risks as appropriate within their supply chains.

2. Ecosystem and Management Tool: Enables members to pursue a variety of initiatives that minimise the environmental impacts of the fisheries from which they source tuna from.

3. Traceability Improvement Tool: Assistance implementing traceability solutions as a response to market demand and/or to address potential issues in member's supply chains.

4. Plastic Neutrality Tool: Pioneering an evidence-based model that both focusses on businesses reducing their plastic impact and to encourage one-by-one fishing vessels to achieve plastic neutrality by 2025.

5. Seafood Quality Assurance Tool: To improve the quality, value, shelf life, and brand reputation of tuna products through the implementation of tailored innovations and training programmes; e.g. improving cold chain management, handling, and storage of harvested tuna.



WORKING TOWARDS PLASTIC NEUTRALITY

Each of the “tools” listed to the left provides an opportunity for members to directly engage with IPNLF. By directly engaging with the FIT, our members can receive free consultation, access to projects, and leverage IPNLF's collective expertise, as well as those of our specialist networks, to help one-by-one fisheries and supply networks excel in global seafood markets.

4.2 The Sourcing Transparency Platform (STP)

The Sourcing Transparency Platform (STP) is a digital tool that: drives greater transparency in one-by-one tuna supply chains; publicly promotes the responsible business practices of companies; and educates consumers on what constitutes a responsible tuna product.

Using the STP, commercial companies publicly disclose their sourcing information, making the direct connection between the products they sell and the fisheries where the tuna was sourced from. As a result, the STP is a world-first that allows consumers to better understand which brands and companies are supplying responsible tuna products, where these tuna products are coming from, and how their support of one-by-one fisheries is vital for the marine environment and coastal communities across the globe.

The STP is a complimentary service for IPNLF commercial members that offers benefits such as;

Transparency: As an IPNLF member on the STP you will be at the forefront of the global movement to drive greater transparency in supply chains.

Marketing: The STP helps provide a competitive market advantage by increasing brand visibility, and enabling branding by association.

Connection to conscious consumers: Through the platform itself and associated campaigns, the STP provides consumers with the information and tools they need to make truly informed purchasing decisions.

Showcasing responsible business practices: The STP provides a means for companies to promote their responsible business practices and to showcase any improvement projects within their supply chains.

Alignment with global initiatives: The STP enables companies to demonstrate their alignment with global initiatives such as the UN SDGs, ensuring that the world's tuna fisheries are sustainably managed while safeguarding the livelihoods they support.

Onboarding procedures for the STP will begin at the start of your membership. You will receive a personal invitation to connect with IPNLF staff to guide you through the process.



A photograph of three people (two men and one woman) standing on a fishing boat, surrounded by large fish (tuna). The image is overlaid with a semi-transparent blue filter. The text is positioned in the lower right quadrant of the image.

“The STP will support conscientious seafood procurement by industry partners while educating consumers of the benefits of responsibly-sourced tuna products.”

**Martin Purves
IPNLF Managing Director**

MEMBER COMMUNICATION

5.1 Member News and IPNLF Website

Regular member updates provide you with information about the latest industry insights and IPNLF activities. These bulletins provide high-level detail and include website links for you to find out more information.

The IPNLF website is updated regularly with news, resources and reports, as well as content in the secure member login area. We will add you to our mailing list and inform you of the latest news, industry trends, and IPNLF projects.

5.3 Personal Contact and Events

Our staff will reach out to you on a regular basis. Feel free to contact us at any time. We are a small and nimble organisation, here to actively support and work with you. You can find all relevant IPNLF contact details on our website.

IPNLF hosts (online) events that are designed around specific themes relevant to current issues. They provide members with updates of recent industry activities and insights, learning opportunities with special guest speakers and, importantly, provide our member community with a chance to ask us questions and communicate directly.

5.2 Member Area Dashboard

The members' login area can be found at the top right corner of the IPNLF website. In this area, you will find exclusive content that is accessible to IPNLF members only. This includes our digital and print asset bank (photos and videos), industry insight documents and reports, and the Sourcing Transparency Platform manual. Here, you can also register to participate in projects linked to our Fishery Improvement Toolbox, request support through a consultancy, ask for an introduction to other IPNLF members, and have access to all marketing materials and campaigns.



MARKETING

6.1 IPNLF Marketing and Messaging

One-by-one fishing is seen as the most environmentally sustainable and socially responsible way of catching tuna and it is often based on generations of tradition. We work closely with our members to connect our charitable objectives with those of the industry, creating a movement for sustainability while at the same time building a one-by-one community. Through our communications we showcase the stories of our one-by-one fishers, their communities and how this connects to our market partners' initiatives and supply chains. We reach our target audience of ethical consumers, responsible businesses and decision makers via articles in the popular media, external blogs, podcasts, and our social media platforms. We also work with popular environmental and social influencers and renowned chefs to further our social media reach. Together, we can and need to create greater awareness about how sustainable seafood choices lead to more responsible tuna fisheries and offer crucial support to the livelihoods of responsible fishers across the globe.

We ask for your support to further expand the one-by-one movement by following our IPNLF social media accounts: Facebook, Instagram, LinkedIn, Twitter, and YouTube.



Join our marketing campaigns and use your voice to inform your customers, business partners and other stakeholders.

6.2 Annual Campaigns

- **2 May - World Tuna Day**
Choose Your Tuna awareness campaign to educate consumers in partnership with our IPNLF members.
- **8 June - World Oceans Day**
Just Ask / Taking Responsibility awareness campaign which is focused on the industry and consumers.
- **21 November - World Fisheries Day**
Ocean Heroes - in partnership with our IPNLF members we focus on local coastal communities, their livelihoods, transparency within supply chains, and our Fishery Showcases which educate consumers on the origin of their tuna ('catch to kitchen movement').

These annual campaigns offer our members an opportunity to reach sizable audiences to create awareness around one-by-one caught tuna and the good work they are doing within their own supply chains. IPNLF will provide you with all the visual content, timelines and materials for the campaigns to maximise your reach. We work globally and collaboratively with our members and IPNLF ambassadors, which include social media influencers, scientists, conservationists, foodies, and (celebrity) chefs.

Registration to join these marketing campaigns is via the member area of our website, which is also where you'll be able to download all the marketing materials. For more information and questions, please reach out to IPNLF's Communications & Marketing Director.





6.3 Resources

6.3.1 Use of IPNLF Logo

IPNLF members are allowed exclusive use of the IPNLF logo on the packaging of one-by-one tuna products, communications and marketing materials such as email signatures, their websites, social media platforms and printed documents. The IPNLF 'Supporting Member Logo' should be used to communicate the relationship between a member organisation and IPNLF.

Requirements to use the IPNLF logo:

- Valid IPNLF membership which includes signing up to the IPNLF's Code of Conduct (CoC) and endorsing IPNLF's 2025 Commitment.
- All products carrying the IPNLF logo need to be featured on the Sourcing Transparency Platform (STP).

IPNLF's supporting member logo can only be used by legitimate IPNLF members that fit the requirements to use the IPNLF logo above. The IPNLF 'supporting member logo' should typically be used when communicating about the relationship between a member organisation and IPNLF (e.g. member's publications, online materials, product packaging).

Logo Elements

There are a few elements that feature in the various formats of the IPNLF logo, some of which must be used on any materials and some which are optional.

- A** - The IPNLF fish and line **Compulsory**
- B** - The IPNLF acronym **Compulsory**
- C** - The Supporting Member text **Compulsory**
- D** - IPNLF's web address **Optional**

The IPNLF supporting member logo can only be used in two different colours: green (R:0, G: 99, B: 123) or white.

Artwork Sign Off

All use of IPNLF Supporting member logos requires permission from IPNLF. Once permission for use of an IPNLF logo has been granted, the member organisation must submit artwork proofs to IPNLF before printing, publishing or displaying the logo.

Limits of Use

Please note:

- Use of either Logo does not imply (and must not be used to imply) any approval, endorsement or certification of a company, organisation, operations, product or sourcing policy by IPNLF.
- Use of either Logo does not imply (and must not be used to imply) that all products or practices of an organisation are one-by-one if/when they are not.
- Further, if a member wishes to use the Supporting Member Logo on product packaging:
- The product must **ONLY** contain tuna caught by **one-by-one methods**, specifically pole-and-line, handline, or troll - i.e. it must not be used on a product which may contain fish of mixed capture origin, or product that is not consistently one-by-one caught.
- The product must be fully traceable to a one-by-one fishery and should therefore be added on the IPNLF Sourcing Transparency Platform (STP).



6.3.2 IPNLF Communications Team

Our marketing and communications team works every day to promote IPNLF's initiatives around the world, striving to continuously strengthen our relationships within our member network. Our expert team who would love to support your marketing and communications needs, working with you on the co-creation of projects and campaigns.

6.3.3 Photos, Videos, Artwork and Design

IPNLF offers an extensive media library with a variety of content. One-by-one tuna fisheries are ideally positioned to demonstrate both the environmental and social benefits that they bring. IPNLF harnesses the story-telling potential of fishery communities. We collect human interest stories from all over the world and these photos, videos, quotes, graphics, infographics, and all of our social media designs and artwork are available to download from our online asset bank. This content is provided for free to IPNLF members to download and use in their own marketing and communication campaigns.

6.3.4 Written Stories, Documents, Policy Briefs and Reports

Next to visuals, we have articles, human interest stories, documents, policy briefs and reports. You can access this asset bank and all content via the secure member's area on the IPNLF website to download for digital use or print.





CONTACT

To contact IPNLF, please email info@ipnlf.org for general inquiries. For IPNLF members and IPNLF Initiatives, please use the following contact details:

- IPNLF Membership, please contact members@ipnlf.org
- For fishery projects, on the ground partnerships and the Fishery Improvement Toolbox: fit@ipnlf.org
- For the IPNLF Sourcing Transparency Platform: stp@ipnlf.org

Thriving coastal areas, a resilient deep ocean, abundant nature and protected high seas will help sustain all humankind and support the culture and well-being of Indigenous peoples and coastal communities. A healthy ocean is fundamental to a healthy planet, and makes a hopeful future for current and future generations possible. Our team commits to our IPNLF mission everyday. Thank you for your support and the efforts of our members who have joined us on this journey!

Follow IPNLF for the latest updates:

