



Tuna unloading from Sengkanaung vessels



International Pole & Line Foundation Fishery Improvement Toolbox

**Industry Lead Social-Responsibility Through
Ecolabels: The Fair Trade USA Capture Fishery
Standard and IPNLF Indonesia**

IPNLF FIT CASE STUDY SERIES
FISHERY IMPROVEMENT TOOL: SOCIAL
RESPONSIBILITY AREA 1.5
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INTRODUCTION

The Fair Trade USA (FT USA) Capture Fishery Standard (CFS), offers businesses and communities an opportunity to assure consumers that every purchase of certified tuna directly contributes to fisher livelihoods and resource stewardship. This certification also ensures that people involved in harvesting and producing the seafood products are earning a fair wage under safe working conditions.

The Fair Trade CFS is unique in the sense that it was developed with small-scale and developing world stakeholders in mind. The entry level to participate in certification is set at a bare minimum by initially assessing the fishery against a core portion of the standards performance indicators, with every following year requiring progressive compliance until all performance indicators are addressed. This means clients are able to reap the market benefits of being certified, while at the same time improving the social and environmental performance of the fishery. Robust traceability systems ensure that a proportion of tuna sales profits go directly to the fisher association, whereupon these premium funds are spent on pre-agreed social and environmental initiatives. The process of certification and its continual maintenance require an accredited third-party audit, to ensure fisher groups and producers comply with the standard.

In May 2019, Fish Tales Holding engaged IPNLF to initiate a Fair Trade program for a pole-and-line fishery in Northeast Sulawesi, Indonesia. Through establishing the fisher's association and conducting supply-chain improvements with local suppliers, PT. Samudra Mandiri Sentosa and PT. Jaya Bitung Mandiri, the fishery was certified against the Fair Trade USA CFS by February 2020.

Activities

IPNLF supports Fish Tales in several ways:

1. Fisher Group Development:

Core to the CFS is establishment of Fisher Groups that represent the community, help manage premium funds, and ensure labor and welfare compliance. IPNLF and partner, Asosiasi Perikanan Pole-and-Line dan Handline Indonesia (AP2HI), worked with 3 pole-and-line vessels, altogether 51 crewmen, to establish the fisher group called Sengkanaung. This process included legally registering the group, developing its administration and articles of association, and opening its bank account. Numerous training and fishery improvements were then conducted with Sengkanaung. This included ensuring fishers understand their contracts, how to calculate pay, ensure safety at sea, access to healthcare, and



Sengkanaung group operates three pole and line vessels

ACTIVITIES

support school tuition fees for families of Sengkanaung through scholarship programs. Environmental improvements included awareness and catch mitigation for endangered, threatened and protected (ETP) species. The group also now regularly participates in scientific-fishery data collection.

2. Supply Chain Improvement:

FT USA also assesses companies involved in processing the tuna to ensure labour compliance and traceability. IPNLF and AP2HI work with canneries and processors to ensure the employment of all workers comply with national labor standards, that safety measures are in place for hazardous conditions, and that employees have access to healthcare. IPNLF also works with these companies to ensure tuna is properly labeled and can be traced back to Sengkanaung.

3. Fair Trade Certificate Maintenance

From the program's inception, IPNLF continues to work with Fish Tales, AP2HI, Sengkanaung, PT Samudra Mandiri Sentosa and PT. Jaya Bitung Mandiri, to help the fishery to maintain its Fair Trade status and continue to receive market benefits.

OUTCOMES

Through our fishery knowledge and supply chain network, IPNLF was able to achieve Fair Trade certification against their Capture Fishery Standard, for its member supply chains in Indonesia, within a short period of time. This is a significant achievement considering it's the first pole-and-line tuna fishery in Indonesia to be FT USA certified, second in the world, and that it is operating in the Global South where compliance to labour issues is reputedly a challenge. Fair Trade certification of the fishery demonstrates the value of responsible companies that at the heart of their operations seek to empower and protect fishers and employees, ensure safe working conditions, and protect the environment. Fair Trade products that are bought and sold can now quantifiably improve fisher livelihoods and uplift engaged Indonesian communities.



Fair Trade Fisher's General Assembly Meeting

OUTCOMES

From the program's inception in 2019, until today, IPNLF has worked closely with its partners to shepherd the process in establishing the Fisher Association, addressing compliance gaps to the standard, achieving the initial certification of the fishery, and achieving its year-1 surveillance audit. Through training and capacity building, IPNLF has had a positive impact to directly empower and safeguard over 650 fishers and factory workers in this particular tuna supply chain. Implementation of this type of platform is a replicable way for how IPNLF and its members can incentivize, evidence and promote labour and welfare compliance along the tuna supply chain. This process also provides a unique opportunity for meaningful story-telling of where your tuna comes from and how it gives back to communities, which can be further promoted on the IPNLF Sourcing Transparency Platform (STP).

It's worth noting that this same fishery was also recently certified against the Marine Stewardship Council (MSC) environmental standard thanks to key support being provided by IPNLF. Having both MSC and Fair Trade certificates helps our engaged members demonstrate their implementation of international best practices for both environmental sustainability and social responsibility. Few fisheries in the world have been able to achieve both certifications and we are proud of what has been achieved together through the process.



Fair Trade Fisher's General Assembly Meeting

ABOUT

About IPNLF

The International Pole and Line Foundation (IPNLF) promotes the sustainable management of the world's responsible pole-and-line, handline and troll (collectively known as 'one-by-one') tuna fisheries while also recognising the importance of safeguarding the livelihoods they support.

IPNLF's work to develop, support and promote one-by-one tuna fisheries is subsequently fully aligned with the 2030 Agenda for Sustainable Development. We believe effective and equitable global governance is essential to protect and restore the ocean, and this should be achieved by ensuring the participation of local and coastal communities in decision-making processes.

Environmental sustainability in tuna fisheries can only be fully achieved by also putting an end to the overfishing and destructive fishing practices that are driving the degradation of already threatened marine species, habitats and ecosystems. Allied with its members, IPNLF demonstrates the value of one-by-one caught tuna to consumers, policymakers and throughout the supply chain. IPNLF works across science, policy and the seafood sector, using an evidence-based, solutions-focused approach with strategic guidance from our Board of Trustees and advice from our Scientific and Technical Advisory Committee (STAC) and Market Advisory Group (MAG).

IPNLF was officially registered in the United Kingdom in 2012 (Charity 1145586), with branch offices in the UK, South Africa, Indonesia, The Netherlands, and the Maldives.

About FIT

IPNLF are the global one-by-one tuna fishery and supply chain specialists, and the Fishery Improvement Toolbox (FIT) provides a framework whereby we can offer tailor-made project support and consultancy services to our members. When IPNLF members seek to demonstrate their responsible seafood sourcing on IPNLF's Sourcing Transparency Platform (STP), they can also target strategic improvements to specific seafood supply chain issues by engaging IPNLF directly through its FIT. The FIT is designed to work collaboratively alongside IPNLF's STP and when combined, these tools offer members a way to transparently demonstrate their ongoing improvements and responsible performance to all stakeholders in seafood supply chains, including end-consumers.

The FIT also provides a clear pathway to our members so that they can actively engage in collaborative improvements made in the fisheries they source from, and in their associated supply chains. The FIT is underpinned by a holistic understanding of sustainability, offering a framework for social, economic, environmental and operational improvements. The FIT has five main components that will help facilitate targeted improvements in one-by-one supply chains:

- Social Responsibility
 - ToolEcosystem and Management Tool
 - Traceability Improvement Tool
 - Plastic Neutrality Tool
 - Seafood Quality Assurance Tool
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