



Media Advisory

For immediate release

Tune in to the tuna debate

WHAT'S HAPPENING: A Sustainable Tuna Roundtable to bring together the tuna fishing industry and the retail industry. The meeting, organized by IUCN and the Western Pacific Fishery Management Council, will be used to try to get both industries to agree on a single set of standards to assess the sustainability of tuna catches.

WHY IT'S HAPPENING: There are a growing number of organizations (NGOs, the fishing industry and retail industry) with different sustainability assessment methods, certification schemes, ranking guides and checklists. The most well-known and largest is currently the Marine Stewardship Council. The retail industry has expressed a strong demand for the development of a single set of global standards.

WHEN IT'S HAPPENING: Monday, April 21, 2008, at the Manos Conference Centre, Brussels, ahead of the European Seafood Exposition.

SPOKESPERSON:

- *"Tuna is running out – stocks of this valuable fish are fully exploited and some are over-fished or depleted,"* says **Carl Lundin, Head of IUCN's Global Marine Programme**. *"It is unlikely that major tuna species can sustain greater catches. Voluntary industry measures aren't working – we need to come up with something better."*
- *"We want to improve communication between the commercial tuna fishing industry and retailers and buyers who have sustainable seafood sourcing policies,"* says **Eric Gilman, IUCN's Marine Science Advisor**. *"They need to work out standards for sustainably-sourced tuna, how to assess them and how to certify fisheries and companies."*
- *"Retailers and buyers have the power to change things,"* says **Carl Lundin, Head of IUCN's Global Marine Programme**. *"By demanding better and more sustainable seafood, consumers can address the core conservation issues in tuna fisheries."*

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About IUCN

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges by supporting scientific research; managing field projects all over the world; and bringing governments, NGOs, the UN, international conventions and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental network. IUCN is a democratic union with more than 1,000 government and NGO member organizations, and some 10,000 volunteer scientists in more than 150 countries. IUCN's work is supported by 1,100 professional staff in 62 countries and hundreds of partners in public, NGO and private sectors around the world.

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