

A growing global appetite for tuna

Tuna is a favourite worldwide: a tasty bite of sushi, steak in a seafood restaurant, a topping on salad or even pizza. As a consequence, 60% of tuna stocks globally are overfished, with fishing pressure constantly increasing. Half of all tuna consumed worldwide comes from the Western and Central Pacific region, with the Philippines being one of the major suppliers of tuna products.

Industrialised tuna fishing comes at a high ecological price. Long-line vessels with millions of hooks and purse seiners with huge nets indiscriminately trap any and all marine life each day. As an effect of these destructive fishing methods, millions of non-target marine animals such as sharks, billfish and sea turtles die as by-catch.



Help make seafood sustainable.

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Sustainable tuna Proudly from the Philippines

The Project sites. The Program works in two key tuna fishing areas in the Philippines: the Gulf of Lagonoy and the Mindoro Strait. The Lagonoy Gulf covers an area of around 3,700 km² and is up to 1,200 meters deep. It is one of the most productive fishing areas on the east coast of the Philippines and is considered an important spawning ground for yellowfin tuna. Meanwhile, the Mindoro Strait is a key migratory path for tuna. WWF is working in 148 fishing villages across 21 municipalities in the Philippines for sustainable tuna.



Ensuring tuna for future generations.

How the Program works

The Program works with local and national fishing authorities and the entire tuna supply chain, from small-scale fishing communities up to chain retailers, for the adoption of responsible fisheries management practices and multi-stakeholder sustainability frameworks. It aims to limit pressure on yellowfin tuna stocks in the Philippines and to reduce the fishery's impacts to the environment, securing the livelihoods of thousands of tuna fishing families and the future of the fishery.

A selective and artisanal fishery

In many parts of the Philippines, tuna is traditionally caught through 'handline' fishing. A fisher works with a single hook deployed at depths of between 50-150 meters where interaction with endangered, threatened and

protected species is extremely rare. Fishers are also trained on proper fish handling and processing practices to meet international standards on product quality and food safety.

Successes at sea

WWF is working with almost 6,000 tuna fishers to ensure landed yellowfin tuna from the Lagonoy Gulf and Occidental Mindoro are fully traceable and responsibly caught. The two fishery sites are on-target for preparations to undergo the Marine Stewardship Council certification process, an independent certification program with stringent requirements that aim to ensure a fishery's long-term sustainability. The process will be the first to be undertaken by any fishery in the Philippines.