

October, 2012

Tuna Boat Owners fishing in the Waters of the PNA Countries

Western and Central Pacific Ocean
Parties of the Nauru Agreement

To whom it may concern,

Through this letter we as Dansk Supermarked would like to publicly express our strong interest in buying MSC certified skipjack tuna for our Danish customers.

We have been closely and enthusiastically following the development of the MSC certification for the skipjack free school fishery in the Western and Central Pacific in the waters of the 8 island nations that are united within the PNA. Thus we warmly welcomed the news in January 2012 that the MSC certification was granted and we were hopeful to be able to supply MSC skipjack tuna to our customers by the summer of 2012.

However to our great disappointment we have learned that since the beginning of 2012 tuna fishing companies in the PNA have not completed any successful trail trips for the MSC, and that generally motivation throughout the PNA tuna fishing industry to start fishing sustainable according to the principles of the MSC has been minimal. We also learned that unsustainable catches by the use of FADs still continue at the same rate.

Through this letter we wish to urgently call on PNA tuna fishing companies and also canneries in the PNA countries to show their responsibility towards the eco-system that they are fishing in, and start with the catch and production of tuna according to the MSC principles as soon as possible. This will not only contribute to the Pacific eco-system but also will provide more jobs for people within the PNA countries.

We have an urgent need for the supply of this sustainable tuna, and are most interested to buy this product as soon as the first catches will become available, so that in partnership with Pacifical cv we can supply this healthy wild seafood product to our customers as soon as possible. Retailers around the world have answered the call for seafood sustainability; Dansk Supermarked feels the right of demanding fishers to also meet these commitments.

We look forward to receive positive news from any PNA tuna fishing companies that wish to engage sustainable MSC tuna fishing!

Kindest Regards,



Soren Lund Thomsen
Category Purchasing Manager
Dansk Supermarked

About Dansk Supermarked A/S: With an annual turnover of more than USD 11 billion, Dansk supermarket is one of the leaders and fastest growing companies in the Danish retail trade.

About the PNA countries: The 8 PNA (Parties of the Nauru Agreement) countries are Federate States of Micronesia, Kiribati, Marshall Islands, Nauru, Palau, Papua New Guinea, Solomon Islands, and Tuvalu. The Nauru agreement concerning cooperation in the management of the fisheries between these countries was signed on 11 February 1982. These countries together supply 50% of the world skipjack tuna from their waters, tuna which is processed in a socially responsible way in the region. The PNA were certified by the Marine Stewardship Council in December 13th 2011 for its sustainably managed free school skipjack purse seine fishery.

About Pacifical C.V: Pacifical is the global marketing company jointly set up by the PNA countries in 2011 to actively trade their MSC certified skipjack. To provide the best possible communication with buyers, and to be geographically close to our target markets, the marketing office of Pacifical is based in the Netherlands. Pacifical MSC skipjack products include: frozen whole round, frozen precooked loins, canned tuna, pouched tuna, tuna meal and tuna oil.