

## John West to deliver more than 100m ecolabelled tuna cans

John West Australia has completely upgraded its supply chain to bring Australia the world's largest offering of Marine Stewardship Council (MSC) certified sustainable canned tuna.

More than 100 million John West cans of tuna will clearly display the MSC ecolabel signifying to consumers the seafood inside is sustainable and traceable from ocean to can.

The commitment means 43 per cent of Australia's canned tuna is now MSC certified sustainable.

MSC Asia Pacific Director, Patrick Caleo, says, "This is a monumental move forward in the Australian seafood market and a move that will help keep our oceans healthy.

"JohnWest Australia has shown tremendous leadership in sourcing certified sustainable tuna and backing this up with a firm plan to promote sustainable seafood options," he added.

In 2012, the company partnered with WWF Australia to source sustainable tuna and as a result is now sourcing skipjack tuna from the MSC certified sustainable Parties of the Nauru Agreement (PNA) tuna fishery - the largest tuna fishery in the world.

John West Executive Commercial Director Graham Dugdale, explained, "By sourcing tuna from MSC certified fisheries we are fulfilling our commitment to sustainable sourcing and helping to preserving the marine environment and the small island communities which depend on healthy fish stocks.

"Our commitment extends beyond sourcing policies and aims not only to educate, but also ingrain this perspective. We must position ocean sustainability as the 'norm' and only option moving forward," he stressed.

On his part, WWF Australia CEO, Dermot O'Gorman, highlighted, "Sustainability in Australia has just taken a mighty step forward thanks to the leadership of John West Australia. MSC is the world's most credible sustainability standard for wild caught fish, a process which requires independent third party auditors to evaluate a fishery's performance against the most robust sustainability standards available globally."

Source : <http://fis.com/fis/worldnews/worldnews.asp?l=e&ndb=1&id=82183>