



Strategy 2025 – 2030

Global Tuna Alliance

As an independent group of retailers and supply chain companies, we are on a mission to transform global tuna fisheries through the implementation of innovative and sustainable solutions that protect marine ecosystems and enhance the livelihoods of all stakeholders involved.

Preamble

Our strategy has been thoughtfully designed in collaboration with our Partners, setting our direction and priorities for the next five years through to 2030. It is more than a plan - it is a shared vision, a commitment to the future of our oceans, and a pathway to deliver transformative results for global tuna fisheries.

At the heart of our strategy lies our three Key Focus Areas, each anchored in the concept of 'Blue.' Blue symbolises that the world's oceans are home to a vast array of tuna fisheries. Each component of the strategy has been carefully crafted to address the unique needs of these fisheries, recognising that they vary widely in scale, intensity, and operational aspects.

From small-scale artisanal fleets to large industrial operations, we acknowledge and embrace this diversity, recognising that any type of fishery can be operated in a sustainable manner. However, we also acknowledge that not all components of the strategy are applicable or feasible for all types of fisheries.

This strategy provides a flexible framework for global tuna fisheries to pursue sustainability, while accounting for their unique characteristics and capabilities. For small-scale artisanal fleets, this means there is no expectation to deliver on areas that fall outside their feasibility or means. Instead, the strategy outlines best practices and pathways tailored to different scales of operation, ensuring that all fisheries, regardless of size or capacity, have the opportunity to contribute to a sustainable future in ways that are realistic and achievable for them.

By embracing this inclusive and adaptable approach, the strategy ensures that all fisheries, whether artisanal or industrial, can find their role in safeguarding global tuna resources while operating within their unique contexts. Collectively, we believe our strategy sets a clear pathway forward to deliver meaningful results for global tuna over the next five years. We believe in action. We believe in progress. We believe in the power of collaboration. Together, we can achieve meaningful results. Together, we can shape the future of global tuna. Together, we can make a difference.



Forward

The Global Tuna Alliance's Strategy 2025-2030 stands as a testament to the collective vision, ambition, and determination of our Partners. This strategy is unique in both its scope and ambition, representing an effort created by the industry for the industry.

What makes this evolution particularly exciting is the clear framework it provides—not just for setting ambitious goals, but also for measuring, reporting, and verifying our progress against them. This level of accountability and transparency is critical as we work together to drive meaningful change in global tuna fisheries.

As a founding member and Partner of the GTA, I've been privileged to witness firsthand the collaborative and Partner-led approach that shaped this strategy. Extensive consultation with stakeholders across the supply chain ensured that the diverse voices and priorities of our Partners were fully represented.

The board and I are proud to endorse this framework, confident in its ability to guide us toward a sustainable and socially responsible future. Together, as an alliance, we now have the tools to hold ourselves accountable and to push forward with bold, collective action. I encourage every GTA Partner to embrace this strategy and join us in building a legacy of resilience, integrity, and community for global tuna fisheries.

Cassie Liesk, GTA Board Chair

Introduction

I am thrilled to introduce the Global Tuna Alliance’s Strategy 2025-2030, marking a pivotal new phase in our progress—a true “phase two” for the GTA. This strategy builds on the achievements of our first phase, which saw significant milestones in advancing sustainable management, improving traceability, and growing our Partnership to over 40 committed organisations globally.

The evolution of our Partnerships has created a need for a renewed and focused strategy. With a bigger and more ambitious coalition, we must ensure our collective energy translates into even greater impact. This strategy provides that focus—offering clarity, purpose, and a unified path forward.

At its heart, this strategy unites stakeholders around a shared vision of sustainable and resilient tuna fisheries. It responds to the growing complexity of the tuna supply chain and the pressing need for coordinated, science-based solutions. Tuna fisheries are unique—crossing oceans, economies, and cultures—requiring tailored approaches to address their scale, scope, and importance as a global resource.

This framework equips our Partners to navigate these complexities and make informed, responsible decisions that benefit people, businesses, and ecosystems alike.

Daniel Suddaby, GTA Executive Director

Anchored by three core focus areas, this strategy provides a clear roadmap for driving meaningful improvements:

- **Blue Resilience:** Safeguarding tuna stocks and marine ecosystems through science-based management
- **Blue Community:** Promoting socially responsible practices that prioritise worker rights and community welfare
- **Blue Integrity:** Ensuring lawful, traceable, and transparent supply chains

These focus areas lay the foundation for accountability, innovation, and shared responsibility across the supply chain. They reflect our commitment to disrupting the status quo, addressing critical risks, and seizing opportunities for improvement. The GTA has been designed to support our Partners in achieving this ambition. Through tools like our monitoring and evaluation plan, we act as a vehicle for implementation—facilitating effective management, tracking progress, and enabling Partners to deliver on our collective goals. Together, we will transform tuna fisheries, ensuring they meet the highest standards of sustainability, social responsibility, and transparency.

This strategy is the product of a deeply collaborative process shaped by the expertise, insights, and ambitions of our Partners. I look forward to embarking on this ambitious journey together—working side-by-side to deliver tangible, lasting impact for global tuna fisheries and the communities they support.

About us

The Global Tuna Alliance (GTA) is a pre-competitive collaboration of international supply chain companies with a shared interest in strengthening the environmental and social performance of global tuna fisheries.

Our Focus

We are dedicated to ensuring sustainable and socially responsible global tuna fisheries of all species, sizes, and scales (both big and small operations) for current and future generations.

We transform global tuna fisheries management through our supply chain actions, and by engaging in (and keeping a close watch on) the following RFMOs:

- **IATTC** – Inter-American Tropical Tuna Commission
- **ICCAT** – International Commission for the Conservation of Atlantic Tuna
- **IOTC** – Indian Ocean Tuna Commission
- **WCPFC** – Western and Central Pacific Fisheries Commission

Our History

The GTA was established as a concept in 2017 following numerous unilateral efforts to improve the management of global tuna stocks. The founding members recognized that tuna was a recurring common factor preventing them from meeting their public commitments to sustainable seafood.

Exploration of the key drivers behind this revealed the primary cause was ineffective management, where a precautionary approach was not being consistently applied and where management measures did not reflect international best practice. As a result, the retailers and suppliers, supported by their NGO Partners, concluded that a collective, pre-competitive approach was needed to help address these issues.

The GTA was formally launched in September 2019 through a 100% grant from the World Economic Forum (WEF). The collaborative agreement between the WEF and GTA required the GTA to implement the delivery of the Tuna 2020 Traceability Declaration. This grant ended on December 31st, 2020.

The GTA now has a total of 44 Partners representing a range of global market retailers, processors, and suppliers. Collectively, Partners are located across five continents and represent a significant proportion of the total global tuna trade. This makes the GTA one of the largest networks of seafood businesses worldwide.

Our Vision

Global tuna fisheries and ecosystems are healthy and resilient as a result of responsible supply chains and best practice management.

Our Mission

To transform global tuna fisheries through the implementation of innovative and sustainable solutions that protect marine ecosystems and enhance the livelihoods of all stakeholders involved.

Our Value Proposition

Our pre-competitive platform provides industry the ability to collectively drive positive change to improve environmental and social performance of global tuna fisheries. Our unique industry-based make-up is our strength, providing those directly involved in tuna supply and who are responsible for meeting public consumer demand, the vehicle to influence tuna management by creating change through supply chain improvements and disruptive advocacy.

Collectively, our Partners are those directly affected by decisions of governments and organizations, so we ensure they have a voice in the decision-making process.

Our Values

Agility

In a rapidly changing world, we remain adaptable and agile, embracing creativity and innovative ideas to solve complex challenges.

Impact

We challenge the status quo and deliver tangible results to create positive transformational and long-lasting impact for global tuna fisheries.

Respect

We are courteous and ethical, embracing diversity and recognizing that different points of view add value to global tuna fisheries.

Integrity

We act honestly and openly, upholding the highest standards of trust by holding ourselves to account and delivering on our commitments.

Responsibility

We act in the interests of our Partners and recognize our responsibility in ensuring a sustainable marine environment.

Our Theory of Change

In line with our vision and mission, with global partners, relevant organizations, national governments, and regional fisheries management organizations, we...

Aim to achieve:

Blue Resilience

Goal 1: Sustainable and resilient tuna and marine ecosystems

Resilient tuna stocks and associated ecosystems are of primary importance to ensure sustainable tuna fisheries for future generations.

Blue Community

Goal 2: Tuna supply is socially responsible and free from labor rights issues

We recognize that people are at the heart of the global tuna industry and their rights must be ensured in all aspects of tuna supply.

Blue Integrity

Goal 3: Tuna supply is lawful and traceable from boat to plate

Ensuring transparent and traceable tuna supply is vital to ensuring responsible sourcing and compliance with the rules that secure sustainability and social rights.

Through:

Collaboration and Transparency

- Creating meaningful relationships with RFMO members and stakeholders
- Directly supporting our Partners
- Annual progress reporting
- Independent verification of progress and areas for improvement

Focused Supply Chain Improvements

- Providing GTA-backed best practice guidance, resources, and supply chain analysis
- Partner commitment and implementing verifiable industry-led improvements
- Striving for best practice responsible sourcing practices

Targeted Advocacy

- Championing science-based and best practice fisheries and management
- Attending and advocating at relevant RFMO and national meetings
- Creating and implementing bespoke partner advocacy plans

Ensuring our actions are:

Relevant and focused

Creating positive impact

Aligned with our strategy

Meeting public expectation

Our Activities

We deliver success through:

Collaboration and Transparency

Building strong relationships

We create and uphold meaningful relationships with RFMO members, organizations, and global tuna supply chain stakeholders to maximize understanding and to drive successful and coordinated results.

Supporting our Partners

We work directly with our Partners to understand their requirements, operational realities, and global tuna priorities, to ensure we represent and successfully deliver our work in a way that meets their needs.

Annual progress reporting & independent verification

We endeavor to be as transparent as possible with our work and results, sharing our successes and factoring in independent verification at key intervals to ground our annual progress reporting.

Supply Chain Improvements

Best practice guidance & resources

We support our Partners to successfully progress supply chain improvements by providing GTA-recognized best practice guidance, supply chain analysis, and information, to ensure we successfully drive towards our goals.

Partner commitment & industry-led improvements

Our Partners are committed to delivering meaningful change, and recognize the need to monitor, strengthen, and independently verify supply chain processes to ensure we maximize our impact.

Striving for best practice responsible sourcing practices

We continuously strive to strengthen sourcing requirements to align with GTA-recognized best practices relating to social standards, traceability/transparency, and sustainability.

Targeted Advocacy

Science-based best practice management

We are champions for GTA-recognized best practice management for global tuna fisheries that is anchored and aligned with scientific committee advice, to move management systems to where they need to be to ensure sustainability.

Attending meetings & building support

We attend RFMO meetings of significance to our Partners to ensure their voices are heard at the decision-making table. We also proactively engage RFMO member states on key issues of importance to build understanding and recognition of the need for improvement.

Creating & implementing annual advocacy plans

We carefully prepare annual activity plans that provide a blueprint for key actions needed from our Partners to happen both in advance of and during RFMO meetings to maximize our ability to influence and support successful delivery of required changes.

Our Key Focus Areas & Goals



Blue Resilience

Resilient tuna stocks and associated ecosystems are of primary importance to ensure sustainable tuna fisheries for future generations.

Goal 1: Sustainable and resilient tuna and marine ecosystems

Tuna is a fundamentally important global food and economic resource, serving as the backbone of many countries in terms of food supply and economic stability. Ensuring sustainable and resilient tuna fisheries and wider marine ecosystems is vital to ensuring a healthy global tuna supply for the future.



Blue Community

We recognize that people are at the heart and center of global tuna and their rights must be ensured in all aspects of tuna supply.

Goal 2: Tuna supply is socially responsible and free from labour rights issues

Ensuring the rights of workers and communities involved in tuna fishing and supply is paramount, recognizing that all people deserve decent labour conditions and fair pay when working in the tuna supply chain.



Blue Integrity

Ensuring transparent and traceable tuna is vital to ensuring responsible sourcing and compliance with the rules that secure sustainability and social rights.

Goal 3: Tuna supply is lawful and traceable from boat to plate

Ensuring a traceable tuna supply chain and combatting Illegal, Unreported and Unregulated (IUU) fishing are key to promoting sustainable global tuna fisheries and wider marine ecosystems. Traceability ensures responsible sourcing practices, while effectively combatting IUU fishing supports lawful operators and strengthens the delivery of sustainable fisheries management.

Blue Resilience

Ensuring sustainable and resilient global tuna fisheries and marine ecosystems

Goal 1: Sustainable and resilient tuna and marine ecosystems

Current state

The majority of tuna stocks are in good condition. However, some key stocks are not. Global tuna stocks require continued effort to ensure restoration and effective regeneration to maintain overall ecosystem health. With the knowledge that climate change is directly affecting global tuna fisheries, it is clear that adaptive management based on best available scientific information is needed to effectively respond, free from political interference. Additionally, although some progress has been made to minimize wider ecosystem impacts through actions like bycatch of endangered, threatened, and protected (ETP) species, this remains a serious issue, with gaps in monitoring information hindering decision makers from taking necessary action.

Objective 1: Global tuna stocks and ecosystems are well-managed and healthy

Working with our supply chain through targeted engagement and advocacy, we will continue to drive forward best practice management based on best available scientific information to ensure tuna stocks and wider marine ecosystems are healthy and resilient for the future.

Objective 2: Ecosystem impacts are minimized

Working with our supply chain through targeted engagement, advocacy, and supply chain commitments, we will push for best practice fishing gear requirements and fishing practices to minimize bycatch* and ecosystem impacts, and for management settings to reflect scientific advice.

Objective 3: Monitoring information is strengthened

Through targeted engagement, advocacy, and supply chain commitments, we will demand monitoring information gaps are addressed through improved data collection and monitoring and reporting requirements (including electronic monitoring), to ensure monitoring coverage aligns with scientific advice.

* Including endangered, threatened, and protected (ETP) species

Blue Community

Ensuring tuna supply is socially responsible and equitable

Goal 2: Tuna supply is socially responsible and free from labour rights issues

Current state

The tuna industry faces significant social challenges, particularly in relation to workers' rights. Some tuna supply chains are linked to poor labour conditions, including low wages, long working hours, and inadequate safety standards. In extreme cases, reports of forced labour, human trafficking, and exploitation of migrant workers have surfaced, especially aboard fishing vessels operating in distant waters. These issues are compounded by the often isolated nature of tuna fishing, making oversight and enforcement difficult. Addressing these challenges is crucial to ensuring a socially responsible supply chain that protects the rights and well-being of all workers and communities involved.

Objective 4: Labour standards and processes for workers and communities are strengthened throughout the supply chain

In accordance with GTA-recognized best practice guidance and responsible sourcing processes, we will work to ensure common labour and social standards are implemented throughout the supply chain, and that they are actively monitored and independently verified for effectiveness. We will also ensure fishers' rights by advocating for tuna nations to ratify the International Labour Organization Convention (ILO) 188.

Blue Integrity

Ensuring a transparent, traceable and trusted tuna supply chain

Goal 3: Tuna supply is lawful and traceable from boat to plate

Current state

Public trust and confidence in sustainably and socially responsible sourced tuna is vital to ensure a robust tuna supply chain. Illegal operators and the illegal trade of tuna continues to undermine both global tuna sustainability and the efforts of lawful supply chain parties. More is needed to ensure tuna supply is transparent and to ensure tuna is harvested in compliance with the rules, to both support lawful operators and ensure sustainability.

Objective 5: Implement and monitor best practice end-to-end supply chain traceability systems

We will strengthen supply chain traceability by updating and endorsing best practice traceability standards, and by identifying and establishing critical tracking event (CTE) points, key data elements (KDE), and digital interoperability requirements in our supply chains to effectively monitor tuna supply from boat to plate.

Objective 6: Tuna is responsibly harvested and sourced in compliance with the rules

Through targeted engagement, advocacy, and responsible sourcing, we will work to effectively combat IUU fishing through increased transparency of fishing operations, by demanding that all transshipments are monitored, pushing for increased public availability of vessel positional information, ensuring vessels are authorized, and pressing nations to adopt and ratify the Port States Measures Agreement (PSMA).

Our Strategic Framework - Blue Resilience

Goal 1: Sustainable and resilient tuna and marine ecosystems		
Objective	Outcome	Outputs
<p>Objective 1: Global tuna stocks and ecosystems are healthy</p>	<p>Harvest strategies and / or best practice adaptive management measures (e.g., harvest control rules / ecosystem-based management) are adopted and effectively implemented</p>	<ul style="list-style-type: none"> Advocate within tuna RFMO meetings for accelerated design, adoption and implementation of harvest strategies and/or best practice adaptive management measures Advocate within tuna RFMO meetings for objective allocation systems to be developed and implemented to support harvest strategy and / or adaptive management implementation Advocate and work with RFMO Members and organizations ahead of RFMO Commission meetings to unify efforts to progress best practice management that reflects scientific advice Partners are provided up-to-date information on which tuna stocks have best practice management implemented Partners verifiably take steps towards only sourcing tuna from stocks and fisheries that are considered sustainable in accordance with RFMO scientific committee advice
<p>Objective 2: Ecosystem impacts are minimized</p>	<p>Best practice gear design requirements to minimize ecosystem impacts including bycatch (incl. endangered, threatened and protected (ETP) species) are adopted and implemented</p>	<ul style="list-style-type: none"> Partners are provided with GTA recognized best-practice gear design guidance (including for Fish Aggregating Devices (FADs)), to reduce ecosystem impacts, bycatch and ETP bycatch Partners request suppliers to verifiably align with best-practice gear design requirements, providing progress reporting on steps taken to improve alignment
<p>Objective 3: Monitoring information is strengthened</p>	<p>Observer coverage (electronic or human) and information collection requirements reflect best practice and align with scientific advice</p> <hr/> <p>Electronic monitoring (EM) and electronic reporting (ER) are standard practice in global tuna fisheries</p>	<ul style="list-style-type: none"> Advocate within tuna RFMO meetings for observer coverage targets to align with best practice and scientific advice for all fishing fleets Partners are provided with annual information on the status of observer coverage against required targets for all main tuna stocks and fleets Partners adopt aspirational time-bound sourcing requirements to only source from fisheries in which observer coverage requirements meet RFMO scientific advice or from vessels that have 100% observer coverage <hr/> <ul style="list-style-type: none"> Advocate within tuna RFMO meetings and engage RFMO Members to accelerate the design, adoption and implementation of EM and ER standards for global tuna fisheries Partners create time-bound commitments to only source from RFMO managed tuna fisheries that have established and implemented EM and ER standards Partners are provided with GTA recognized best-practice EM program design and ER system design guidance Partners request suppliers to have (or demonstrate verifiable progress towards developing and implementing) EM and ER systems on applicable tuna fleets

Our Strategic Framework - Blue Community

Goal 2: Tuna supply is socially responsible and free from labour rights issues		
Objective	Outcome	Outputs
Objective 4: Labour standards and processes for workers and communities are strengthened throughout the supply chain	Tuna suppliers ensure fisher rights through sourcing from socially responsible States	Advocate within tuna RFMO meetings and engage RFMO Members to progress ratification and/or implementation of the International Labour Organization Convention (ILO) 188 Partners request their supply chains implement standards that align with ILO 188 Partners request suppliers and processors to verifiably demonstrate established 'workers voice' and grievance procedures for vessel crew and factory workers
	Best practice social standards are implemented and verified in the supply chain	Partners are provided with GTA-recognized best practice guidance on supply chain labour and social standards Partners develop and implement human rights policies complete with specific remedial and grievance requirements Partners assess labour standards and human rights risks within their supply chain, and report on actions (planned and taken) to address identified issues and to strengthen overall social performance

Our Strategic Framework - Blue Integrity

Goal 3: Tuna supply is lawful and traceable from boat to plate

Objective	Outcome	Outputs
<p>Objective 5: Implement and monitor best practice end-to-end supply chain traceability systems</p>	<p>Boat to plate traceability systems are endorsed, implemented, and able to be independently audited</p>	<ul style="list-style-type: none"> Partners are provided with GTA-recognized best practice technical guidance on seafood traceability requirements and standards within the supply chain, including Critical Tracking Events (CTEs) and Key Data Element (KDE) identification, and interoperable digital traceability requirements Partners assess and map their supply chains to identify CTEs and KDEs to aid traceability system implementation Partners proactively advance towards implementing best practice traceability practices within their supply chains in accordance with GTA-recognized best practice guidance Partners report on progress made to achieve full digital traceability within their supply chains Partners require suppliers to verifiably demonstrate their commitment to meeting their traceability requirements
<p>Objective 6: Tuna is responsibly harvested and sourced in compliance with the rules</p>	<p>100% of at-sea or in-port transshipments are monitored (electronic or human)</p> <p>Tuna vessel movements are tracked and are publicly available</p> <p>Tuna is sourced from states with Port State Measures (PSM)</p> <p>Authorized vessel lists are publicly available and/or vessels are registered on the Proactive Vessel Register (PVR) or the Vessels in Other Sustainability Initiatives (VOSI)</p>	<ul style="list-style-type: none"> Partners make time-bound commitments to only source from suppliers and fisheries that require 100% of at-sea or in-port transshipments to be monitored, and which verification systems are in place to confirm events Advocate with and engage tuna Coastal and Flag states to publicly release Vessel Monitoring System (VMS) data of their tuna fishing fleets from which tuna is sourced Partners request suppliers to provide VMS data access for vessels from which tuna is sourced Partners request tamper-proof AIS systems are mandated by Coastal and Flag states from which tuna is sourced Partners create time-bound commitments to only source from Coastal and Flag state fleets that can provide verifiable vessel positional information Advocate for and engage Coastal States from which tuna is sourced to ratify and implement the Port State Measures Agreement (PSMA) Partners proactively move towards sourcing only from States that are party to the PSMA or that have implemented effective measures aligned with PSMA requirements Partners work with suppliers to strengthen PSM Partners require all vessels from which tuna is sourced to have International Maritime Organization (IMO) Unique Vessel Identifiers (UVI) and be authorized by the respective RFMO or Coastal State where they operate Partners require Coastal or Flag States that they source from to make publicly available their authorized fishing vessel list

Our Timeline

To ensure we are transparent and actively tracking our progress against our strategic framework, we are committed to report on our progress annually and to have our progress independently verified at key intervals during the lifetime of our strategy.



Glossary

Item	Description
AIS	Automated Identification System
CTE	Critical Tracking Event
EM	Electronic Monitoring
ER	Electronic Reporting
ETP	Endangered, Threatened, and Protected
FAD	Fish Aggregating Device
GTA	Global Tuna Alliance
ILO188	International Labour Organization Convention 188
IMO	International Maritime Organization
IUU	Illegal, Unreported, and Unregulated
KDE	Key Data Element
NGO	Non-Governmental Organization
PSMA	Port State Measures Agreement
PVR	Proactive Vessel Register
RFMO	Regional Fisheries Management Organization
UVI	Unique Vessel Identifier
VOSI	Vessels in Other Sustainability Initiatives
VMS	Vessel Monitoring System
WEF	World Economic Forum

Strategy 2025 – 2030

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