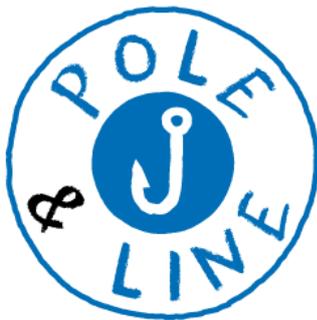




INFORMATION AND REQUIREMENTS

POLE & LINE LOGO - SEA TALES



EXCLUSIVELY POLE AND LINE CAUGHT TUNA

On every single Sea Tales tuna package you will find our Pole & Line logo (see above). Fishing tuna using pole and line methods is the most sustainable way of catching tuna. That is why we only work with tuna fisheries that use pole and line methods. You can recognize this easily by the logo that we specially developed in order for consumers to quickly know the catching method of the tuna.

In this document, we will explain what requirements we have set in order for our products to be able to carry the Pole & Line logo, what this means, why we find this important and how we are assured of the catching method being used in our fisheries.

WHY POLE & LINE TUNA?

Fish can be caught in many different ways, using many different catching methods. The catching method that is being used depends on the target species and the scale of the fishery. When it comes to sustainability of a fishery, the catching method is a very important factor. This is because the catching method is directly related to the bycatch and habitat impact a fishery might have.

Fishing tuna using pole and line methods has almost no bycatch. Bycatch are species that are being caught by a fishery which are not the main target species. These can be juvenile tunas, other fish species, sea mammals, turtles or sea birds. Especially tuna fisheries that use longlines or purse seiners using FADs have high bycatch rates.

Pole and line methods have almost no bycatch because this method is a very selective way of fishing. These fisheries haul in the tuna one by one using poles with one or multiple lines and hooks. The fishermen can directly identify the species on its hook. If this is not the target species or it is too

small, the individual can easily be returned to sea alive. Fishing with pole and line methods is recognized as the only sustainable way to catch tuna by Greenpeace¹.

REQUIREMENTS

Products that carry our Pole & Line logo on the package meet the following criteria:

- 1. Only fish that is caught with a pole and line method can carry the logo on the package. These include fishing using pole and line, trolling and handlines.**

Fishing methods are classified in different categories based on the main features of a method. One of these categories is 'Hooks and Lines'. This category is classified by the feature that all methods use individual lines with hooks. Within the category of hooks and lines, the following four methods are included:

- Pole and line
- Trolling
- Handlines (including jigs)
- Longlines

Of these specific methods, only pole and line, trolling and handlines are catching methods that meet the requirements of the Sea Tales Pole & Line logo. These methods have in common that the fish is hauled in one by one and their negligible impact on the ecosystem.

Longlines explicitly do not classify within the requirements of our Pole & Line logo. This is because of the high bycatch rate of tuna fisheries using longlines. We do not consider tuna longlining as a sustainable fishing method. Therefore, we do not sell tuna caught with longlines.

- 2. On board the fishing vessel, only pole and line methods are used while fishing. There is no mixing of fish caught with pole and line methods and fish caught using other methods.**

When fishing using pole and line methods, no other fishing methods that do not meet the requirements for the Pole & Line logo are used at the same time.

- 3. The fishing method used is clearly stated on the catching certificate. This information is passed through the supply chain of the product.**

Information about the catch, such as location, species, method, date of capture, vessel etc. is recorded on a catch certificate. This certificate is the start of the chain of information being passed on through the entire product supply chain.

The catch certificate must contain information about the catching methods and is passed through the supply chain unaltered. This system for traceability is also referred to as the Chain of Custody and is mandatory for every party in the supply chain in order to carry the MSC certificate.

¹ <https://www.greenpeace.org.au/blog/6-reasons-to-choose-pole-and-line-tuna/>

ASSURANCE

We are assured that the tuna we sell is caught with a pole and line method. Below, we explain how we know for sure that the tuna carrying our Pole & Line logo on the package meets our requirements.

1. Direct relationships with the fisheries

At Sea Tales, we know exactly from which fishery our tuna is sourced. We are in direct contact with the fishery we work with. This contact and their way of fishing lies at the base of our collaboration. The relationships are built by a visit by Sea Tales to the fishery where we meet the fishermen, see how they work and gather the information and photo and video content we need. With these visits, Sea Tales is able to document the fishing methods deployed in the fishery, the traceability system and the way the fishery is operating.

2. MSC-certificate

The catching method of a fishery is always verified by the MSC-certificate. Here, all catching methods that are used within the scope of certification are registered. Depending on the scale of the fishery and the certificate, MSC-certificates can include multiple fisheries with different gears or few fisheries using one single gear type.

By consulting the MSC-certificate of a fishery before we start a collaboration, we determine if the preferred catching method is indeed included. From here, we can also see which other methods are possibly deployed by the fisheries within the same certificate.

3. Supply chain traceability

There are 3 different ways in which Sea Tales is able to verify whether the product in a package is indeed sourced from the selected fishery.

At the start of a collaboration, an agreement between Sea Tales and the supplier is signed. The fishery from which the Sea Tales products will be sourced are specified in this agreement. This is a binding agreement and specifies the specific fishery to be sourced from.

Additionally, the MSC code of the supplier is embedded in every purchase and sales orders that are being placed. In this way, the supplier is always traceable.

At last, the MSC code of the supplier is mentioned underneath the MSC logo on the package. In this way, consumers can easily check information about the supplier and their certificate.

4. Internal reference tool on sustainability criteria Sea Tales

Every fishery we work with has been assessed in our internal reference tool. This reference tool contains criteria on 3 components: impact on the ocean, traceability and socioeconomic aspects of the fishery.

One of the criteria in the component of impact on the ocean is an assessment of the catching method and its impact on the ecosystem. To verify the catching method, the MSC-certificate of a fishery is consulted along with the information and materials gathered during the fishery visit as well as information in the supply chain. All information from these documents is gathered and processed in the internal sustainability assessment tool.

APPENDIX - INFORMATION ON FISHING METHODS WITHIN THE CATEGORY OF HOOKS AND LINES

The following catching methods are included in the category 'hooks and lines':

- Pole and line
- Trolling
- Handlines (including jigs)
- Longlines

Only pole and line, trolling and handlines classify for the Pole & Line logo for Sea Tales. Longlines are not included. Below, we briefly explain each of the catching methods in the category of 'hooks and lines'.

POLE AND LINE

In pole and line fisheries, the fishermen all gather on one side of the boat. Each fisher holds a rod with a line and one hook attached. When a school of tuna is found, live bait is used to lure the tuna close to the boat and trigger a feeding response.

The tuna bite the hooks and are hauled in one by one by the fishermen. The fishermen remove the tuna from the hooks. Other species can be easily removed and placed back into the ocean alive.

This methods classifies for the Sea Tales Pole & Line logo.



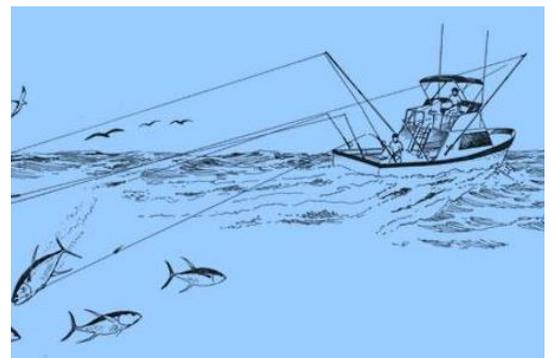
**Image by Les Hata from hawaii-seafood.org*

TROLLING

With trolling, two large rods are attached to the boat. Each rod has multiple lines with one or more hooks. These hooks often have artificial bait attached. While fishing, the hooks are placed in the water and the boat starts sailing. The tuna are attracted by the moving artificial bait through the water.

When the tuna bite the hooks and are hauled in one by one by the fishermen. The fishermen remove the tuna from the hooks. Other species can be easily removed and placed back into the ocean alive.

This methods classifies for the Sea Tales Pole & Line logo.



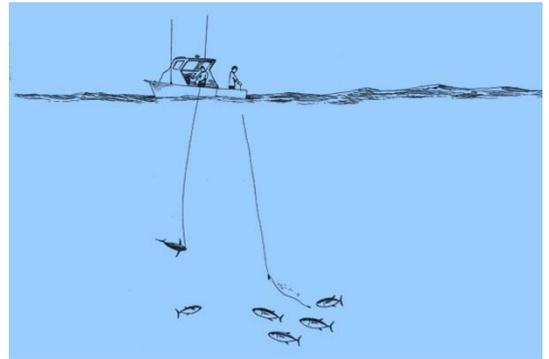
** Image by Les Hata from hawaii-seafood.org*

HANDLINES

With handlining, a line with a hook and bait is placed in the water. The boat is not sailing. When a tuna bites the hook, the line is hauled in manually by the fisherman. A fisherman can deploy multiple lines at one time.

The tuna bite the hooks and are hauled in one by one by the fishermen. The fishermen remove the tuna from the hooks. Other species can be easily removed and placed back into the ocean alive.

This method classifies for the Sea Tales Pole & Line logo.



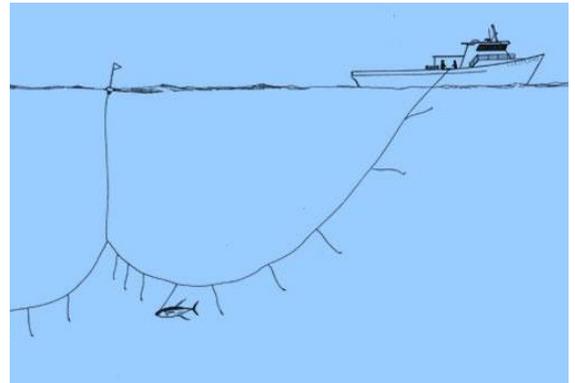
** Image by Les Hata from hawaii-seafood.org*

LOGLINES

Longline fishing uses a main fishing line with multiple lateral lines attached. These lines have one or multiple hooks, often with bait. The main line can be multiple kilometers in length. In total, a few hundred or even thousand hooks are used.

Fishermen haul in the lines multiple hours or even a day after setting the line. Because many other species that pass by are attracted by the bait, this fishing method has high bycatch rates. Also, marine mammals can get entangled in the longlines.

This fishing method is not included under the Pole & Line logo of Sea Tales. We do not sell tuna caught with longlines.



** Image by Les Hata from hawaii-seafood.org*