

# Earth Island Institute

## International Tuna Monitoring Program

### 2009 Annual Report





*Message from the Executive Director  
David C. Phillips  
Earth Island Institute*

Welcome to our 2009 Annual Report for Earth Island's International Monitoring Program for Dolphin Safe Tuna (IMP).

Thanks to your continued participation, Earth Island's monitoring program continues to be one of the largest and most successful environmental monitoring programs in the world, encompassing more than 450 tuna companies, brokers, fishermen, and retail outlets in more than 60 countries.

Our ISO 9001 credential has been upgraded to ISO 14001 environmental standards and renewed for another year by an independent outside accrediting agency, QMS, ensuring continued quality monitoring for tuna around the globe.

Verifying the dolphin-safe operations of tuna companies around the world has been instrumental in the protection of dolphins and other marine life and provides consumer confidence in tuna products. We are proud of the work of our monitors and heartened by the hundreds of tuna companies that have honestly and diligently complied with the Dolphin Safe standards. Under ISO 9001 and 14001 standards, we have independent recognition of the quality of our work.

**Visit Our Dolphin Safe Websites:**

As in past years, we continue to maintain our listings and press releases on our online websites, so that readers have an up-to-date resource for companies that maintain active Dolphin Safe policies with Earth Island.

For background information on the history of the dolphin-safe issue and our current list of verified dolphin-safe tuna companies contact: <http://www.DolphinSafeTuna.com>

For information on our registered trademark Dolphin Safe logo in Europe contact: <http://www.earthisland.org/imm/edsmo.htm>

We further invite you to visit our website for tuna consumers and the general public. Here you will find our outreach educational information as well as special alerts on dolphin-deadly (e.g. nonconformance) supplies and suppliers of tuna. Go to: <http://www.DolphinSafe.org>  
**Dolphin-Safe Logos:**

The vast majority of tuna companies around the world -- processors, importers, brokers, and retailers -- have repeatedly made it clear that they are committed to the use of a dolphin-safe label that prohibits all chase and capture of dolphins. There is widespread opposition to the use of any weakened unscientific labels. Such use would pose unacceptable risks to dolphins and also risks destroying consumer confidence in the dolphin safe label that has been built over the past eighteen years.

Earth Island Institute remains categorically opposed to any and all use of fraudulent labels, including those promoted by the Inter-American Tropical Tuna Commission (IATTC) or the use of any labels as substitutes for dolphin safe (e.g. labels referring to sustainability) unless these labels incorporate the non-encirclement standards for Dolphin Safe tuna. The position opposing weakening of the non-encirclement dolphin-safe label is supported by the vast majority of the US and international environmental community. Organizations including Greenpeace USA, The Humane Society of the US, Humane Society International, Defenders of Wildlife, the Animal Welfare Institute, Friends of the Earth, the Sierra Club, Marine Connection, the German Dolphin Conservation Society (Gesellschaft zur Rettung der Delphine e.v.), and OceanCare support the current no-encirclement definition.

#### **Mexico Continues WTO Challenge:**

On October 28, 2008, the government of Mexico, having exhausted all chances of changing the Dolphin Safe tuna label standards in the United States, filed a challenge with the World Trade Organization (WTO). Earth Island and our allies have looked at this challenge, and our lawyers believe it is frivolous and unlikely to be sustained by the WTO. The US Trade Representatives Office (USTR), with whom we are working, is vigorously opposing this challenge before the WTO. The US Dolphin Safe standards, they agree, are now set by Congress in statutes and reaffirmed by four court rulings supporting the strong no-encirclement definition. A dispute panel for the WTO was formed in December 2009. The USTR has also filed a request with the government of Mexico to move the dispute to the North American Free Trade Agreement dispute process, rather than the WTO.

#### **Earth Island Participation in Meetings and Conferences:**

In recent years, Earth Island has expanded its outreach and activities into many international conferences, meetings, and tuna management meetings. These include regular presentations on Dolphin Safe tuna and our monitoring program for INFOFISH and similar Conferences and fisheries expositions. We have also taken an active part in International tuna commission meetings around the world.

#### **Please Contact Us:**

We encourage you to contact us at any time with any questions or problems that you may have regarding the dolphin-safe issue and our monitoring program.

We greatly appreciate your continued support for a program that is helping dolphins and building consumer confidence in dolphin-safe tuna and the Dolphin Safe label.

David C. Phillips  
Director



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#### **GENERAL ACCOMPLISHMENTS:**

The Earth Island Institute International Monitoring Program (IMP) is the only independent marine conservation monitoring effort in the world to place on-site monitors at tuna landing sites, inside tuna storage and processing facilities, and when possible on-board fishing and carrier vessels. The program continues the active inspection of procurement and sales records of tuna canneries around the world. The program:

- maintains consumer confidence globally in the verifiability and credibility of Dolphin Safe tuna;
- ensures a level playing field for dolphin-safe companies and maximum protection for dolphins by publicizing and thereby discouraging the shipment of tuna caught by netting dolphins from entering world markets;
- ensures that tuna caught by the netting of dolphins is not illegally labeled or imported into the US. In seven successive US federal court rulings, Earth Island has prevented the deceptive labeling of canned tuna;
- continues to add new approved canneries, fishing companies, retailers, and countries supplying tuna caught without chasing and netting dolphins;
- secures and renews commitments from the world's largest tuna canneries, companies, brokers, and retailers to maintain the strict original labeling standards of no encirclement of dolphins during an entire fishing trip;
- closely monitors the status of dolphin populations to ensure continued reductions in dolphin mortality, and to promote fishing techniques that do not require the chase, netting, and mortality of dolphins and other marine mammals;
- works with fishing fleets, government agencies and scientists to reduce bycatch of non-target species and juvenile tuna;

- The IMP has been certified as being in compliance with ISO 9001 and 14001 international standards for management quality.

## **SPECIFIC ACCOMPLISHMENTS:**

For detailed information on IMP and a current listing of Earth Island-verified Dolphin Safe tuna companies, go to our website at:  
<http://www.DolphinSafeTuna.com>

<b>Tuna Companies verified Dolphin-safe by Earth Island Institute.....</b>	<b>467</b>
<b>Countries that have companies as part of Earth Island’s IMP .....</b>	<b>64</b>
<b>Inspections carried out by Earth Island monitors globally in 2009 .....</b>	<b>480</b>
<b>Tuna Shipments Targeted and other Incidents of Nonconformance with International Dolphin Safe Tuna Standards and Earth Island Procedures in 2009 .....</b>	<b>14</b>

## **INTERNATIONAL MONITORING PROGRAM STAFF:**

**Berkeley Headquarters:**  
 David Phillips, Executive Director  
 Mark Berman, Associate Director  
 Mark J. Palmer, Associate Director

**International Monitors:**  
 Dr. Paolo Bray  
 Angel Herrera  
 Trixie Concepcion  
 Dong Pading  
 Carlito Flores  
 Jacqueline Sauzier  
 Lawrence Kepangi Makili  
 Jose Carlos Castros Neila  
 Walter Anzer (European Advisor to EDSMO)

**Attorneys of Record**

Richard Mooney  
Ariela St. Pierre  
Joshua Floum

**Independent Standards Certifiers**

QMS International - ISO 9001 & 14001

## **CONTINUING SERVICES PROVIDED FOR DOLPHIN-SAFE TUNA COMPANIES:**

- Assessing new and potential suppliers and making timely determinations of their status as "Approved".
- Detecting canneries, companies and countries needing further investigation in order to maintain the credibility of the dolphin-safe policies and seeking their cooperation in the program.
- Alerting dolphin-safe companies and tuna consumers to canners, importers, fishing companies, etc. that fail to uphold the dolphin-safe policy criteria.
- Providing high-quality, professional, and rigorous monitoring of supply sources.
- Maintaining a worldwide list of Approved Canners, Importers, Brokers, Fishing Companies, and making such lists available to participants and the public at [www.DolphinSafeTuna.com](http://www.DolphinSafeTuna.com) and our site for tuna consumers [www.DolphinSafe.org](http://www.DolphinSafe.org).
- Providing a registered trademark label in Europe to help tuna companies avoid confusions with phony "dolphin safe" labels on nonconforming brands of tuna.
- Maintaining a website where company lists, EII policies, and other documents and information are available online for both consumers and the tuna industry.
- Conducting ongoing research and analysis of all aspects of the tuna-dolphin fishery in the Eastern Tropical Pacific (ETP) and all facets of the international dolphin-safe labeling program, making information available to dolphin-safe companies for the purpose of allowing signatories to be fully informed and able to respond to inquiries.
- Responding to misleading reports in the media.
- Educating the public about the importance of dolphin protection and the key steps taken by tuna companies to assist in such protection.



This is to certify that:

**Earth Island Institute**  
300 Broadway  
Suite 28  
San Francisco, CA 94133

Holds Certificate No: **50471526**, IAF Code: **36**  
and operates a Quality Management System that has been assessed and approved  
by QMS Global, Inc. against the provisions of the following international standard:

**ISO 14001:2004**

The Environmental Management System is applicable to

**Provider of International Verification of Sources of Dolphin  
Safe Tuna**

This approval and subsequent monitoring is carried out in accordance with QMS Global  
assessment and certification procedures which comply with ISO/IEC 17021:2006.

Originally Registered: **April 16, 2007**

Valid Until: **April 16, 2010**

For and on behalf of QMS:

President, QMS Global, Inc.



This certificate remains the property of QMS Global at all times. Certificates are invalid  
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Requirements or Conditions may render this certificate invalid. To check its validity call:  
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