



**KIBU SUSTAINABILITY POLICY**  
Version 2. June 2021

# **KIBU**

# **SUSTAINABILITY POLICY**

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### KIBU's decalogue of sustainability principles

Working in an ever more complex industry with a global reach, at **KIBU** we feel that a good way to inform the public, our clients, and our suppliers of our approach to sustainability is to summarize our company ethics, those guiding lights that push us to do more towards the conservation of the planet, to perform better in improving the health of the resources, and to be more active in achieving industry fair practices by all, and industry fair treatment for all.

Here, then, is the **KIBU Decalogue of Sustainability Principles**.

1. We are committed to fair purchases and practices of the products with which we trade, sourcing only from sustainable and responsible fisheries and farms.
2. We are dedicated to total transparency in all aspects of our business.
3. We only accept a full traceability of the entire process, from the ocean to the consumer's table.
4. We advocate the rational use of the marine resources. This includes the reliance on scientific knowledge and know-how, accurate data, and sound judgement for the planification of the stocks', and the environment's, long-term health.
5. We support the development of responsible fishing and aquaculture practices on a global scale, the research and use of less aggressive fishing methods, and the creation and conservation of marine reserves.
6. We demand the stop of over-fishing and excess-fishing, practices that put the future well-being of the resources at risk, and could reduce, or even eliminate, their fair availability to our future generations.
7. We promote the fight against Illegal, Unreported and Unregulated (IUU) fishing, as well as the reduction and regular monitoring and control of by-catch and non-target species.
8. We hereby state our public condemnation of Shark-Finching as an unacceptable practice.
9. We encourage our suppliers to use non-entangling FADs in their purse-seiners, and to reduce the use of conventional FADs; this is based on the management plans of the Regional Fisheries Management Organizations (RFMOs).
10. We strongly push for a global, multi-disciplinary and multi-government program to review and determine the current state of the marine stocks. We also request the presentation of plans, to be created under the umbrella of fair and ethical integrity, aimed at guaranteeing, through technical innovation and harvest control rules and legislation, the future of this food supply for those who will come after us.

### In more detail, some of these commitments are:

- To foment the understanding of the risks associated with the exploitation, and over-exploitation, of the marine resources, and the exercising of the pertinent risk analysis to mitigate them,
- To adopt ongoing improvement models to guarantee the sustainability of our products and of the resources in general,
- To support the regional organizations in their sustainability plans and initiatives, including: i) the full retention of tuna, ii) species by-catch reduction, iii) programs and studies of the impact of retention on non-target species, iv) the benefits of innovative FADs (non-entangling, bio-degradable), v) the requirement of 100% Observer Coverage on all the fleets of tuna seiners, vi)



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the training of fishing vessel skippers on issues of good fishing practices, vii) facilitating fisheries traceability data of our products and their raw materials, as a part of the helpful tools used in scientific research,

- To collaborate in marine research and promotion of scientific knowledge, especially applied to marine resources,
- To promote the creation and conservation of marine reserves, particularly those that are actively designated as breeding and spawning areas, as well as those reserves that are in the process of being recaptured and rehabilitated marine ecosystems.
- Active cooperation in aiding the responsible development of local peoples, especially those where fishing and aquaculture are an essential part of their livelihood. Cooperation also in the creation of jobs in their geographic areas, thus giving a boost to the economies of those communities, helping the inhabitants of those areas to improve their quality of life, with better access to more opportunities,
- To favor, as a means to increase traceability and transparency, the implementation of efficient data management methods that allow a greater control of catches, and facilitate total product traceability, such as Unique Vessel Identifiers (UVIs) or Vessel Monitoring Systems (VMS), and the regular monitoring, checking and continuous inspection of fishing fleets, as well as the marine resources,
- A proactive collaboration in the *eradication of shark finning*, as defined in our own public policy (see Annex I below).

## KIBU and the organizations

KIBU firmly believes that positive change is best achieved with dialogue, and, eventually, through agreed, cohesive, and inclusive regulations and legislation. As a player seeking change and improvement in this industry's sustainability status, we understand that being a member of recognized, international organizations, and participating in dedicated forums and symposiums, is an integral part of our company ethic. It is, besides, necessary to achieve the desired improvement of the marine stocks' health, and the environment's ecological balance.

KIBU PTE. LTD. complies with the **International Seafood Sustainability Foundation (ISSF)** Commitments and Conservations Measures. The ISSF is an international group of industry players, working together advocating for improvements in the sustainability of the world's oceans, through science-based initiatives.

Understanding the importance of traceability for credibility, KIBU has also attained the Chain of Custody Certification of the **Marine Stewardship Council (MSC)** and of **Friend of the Sea (FOS)**.

Being fully aware of the efforts made over the years by the **Earth Island Institute (EII)** in the protection of dolphins and other marine species, KIBU also joined this globally recognized NGO.

## KIBU and its suppliers



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To expand **KIBU**'s sustainability ideas, we also require those companies we work with to assume their own commitments and responsibilities. Many conversations and discussions take place between **KIBU** and its suppliers to foster confidence, trust, and mutual collaboration. This, in turn, blooms into coordinated, bi-lateral improvement programs, and obtaining sustainability and food safety certifications from accredited bodies and organisms. This intention of **KIBU** and its suppliers to become reference points in the sustainability plane also fosters in **KIBU**'s clients a sense of peace of mind, and gives them assurance, knowing that they, and their own customers, are in good hands with **KIBU**.

So, our suppliers, too, must be committed participants in the betterment of the marine ecosystem and the health of the marine resources.

First and foremost, all our suppliers must comply with all pertinent local and national laws; also, the European Union's norms and regulations, and the corresponding international agreements.

Further, they must adhere to the criteria as described by the ISSF in their rules and Conservation Measures, the FAO's Code of Conduct and, as it may apply, the European Union's Code of Responsible Fisheries Practices.

As a company policy, **KIBU** neither purchases nor trades fish captured with drift nets of any type, nor by any other damaging methods.

We push our suppliers to make all possible efforts to avoid fishing during spawning periods, aiming of allow the reproduction of the fish stocks naturally. It must be said that, through fishing bans and area-limiting fishing restrictions, much work has already been done in having the fishing fleets adapt themselves to new operational ways.

To garner more cooperation from the fishing fleets and processors supplying us, **KIBU** upholds a priority purchasing commitment that favors the procurement of its products' raw materials from ships listed on the ISSF's Proactive Vessel Register (PVR) <http://iss-foundation.org/pvr/>.

We prize the acquisition of fish caught with environmentally friendly catching methods that actively reduce the impact on non-target species and on the environment. The methods include purse seining on free-swimming tuna schools, fishing with a pole-and-line, trolling, mitigated long-lining and artisanal handline fishing.

**KIBU PTE. LTD.**'s percentage of tuna purchases from large tuna purse seiners registered on the PVR is 100%, in agreement and compliance with the ISSF's Conservation Measures (CMs). It is also Kibu's commitment for the future.

**KIBU** only purchases from purse seiners that have a public policy regarding the use of non-entangling FADs, are compliant with the ISSF PVR list, and specify the particular policies, and actively promote reduction, of the use of FADs.

Our products and raw materials comply with the "rules of origin" for originating products and must meet all rules regarding IUU fishing. Like ourselves, all our suppliers must have, and make available, all the relevant data to guarantee the total traceability of the products supplied to **KIBU**.



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Specifically, regarding the catches from long-lining fisheries **KIBU** requires its suppliers of tuna to comply with the presence of independent observers during transshipments on the high seas, where permitted, and promote and facilitate the implementation of good practices on board to minimize the impact on the incidental capture of sharks and turtles. **KIBU** has an intention to increase this type of purchases from longline vessels registered on the ISSF PVR.

### **KIBU and the social aspects**

Two of **KIBU**'s important focus points are the social and ethical aspects that today surround not only the seafood industry, but other areas of life as well.

In its ongoing effort to promote a better quality of life, higher standards of living and more opportunities to others in this complex supply chain, **KIBU** requires from all other participants in the industry, and from itself, too, that they publish, and adhere to, developed policies that contemplate social and labor standards within their areas of business of the supply chain (fishing, processing, transporting, trading, importing, and so on).

As such, those policies must address, at least, matters of forced and child labor, wages and employee benefits, employment contracts, working hours, health and safety issues, discrimination, harassment, abuse, and freedom of association, and establish the necessary mechanisms for employer-employee dialogue and resolution of grievances and disputes in a respectful manner.

At **KIBU** we believe that it is through the purposeful actions and dialogue between all participants and stakeholders, big and small, in adopting commitments and meeting challenges that we can guarantee that the oceans will continue to be an integral part of our lives.

### **KIBU and its team**

Finally, none of this hard work would amount to much in real objectives met if **KIBU** did not spend as much effort in developing these habits in its own team. The concept of maintaining the high standards and goals about sustainability, traceability and transparency is as much encouraged inside as outside the company.

All team members are fostered regarding the importance of these issues, to be shared both up-stream and down-stream. It is only through having as much training and information as possible, that we can meet the industry challenges, deal with them efficiently, and give, all be said, our clients' their money's worth.

This knowledge and attitude, shared with our suppliers and clients, makes them all contributors to the process, and this is what, in the end, makes for valuable participants, worthwhile efforts, and positive results.

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**ANNEX 1. REFERENCE ORGANIZATIONS**



ISSF - International Seafood Sustainability Foundation <http://www.iss-foundation.org>



FoS - Friend of the Sea <http://www.friendofthesea.org/ES>



Earth Island Institute's Dolphin Safe Project <http://www.dolphinsafe.gov/dsp.htm>



MSC - Marine Stewardship Council <http://www.msc.org>



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### ANNEX 2. KIBU's ANTI-SHARK FINNING POLICY

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#### ANTI-SHARK FINNING POLICY

Resolution 3.1(c) of the International Seafood Sustainability Foundation (ISSF) defines **shark finning** as “*the practice of cutting off and retaining the fin and discarding into the sea the rest of the shark's body*”.

We are aware that shark finning contravenes the **Code of Conduct for Responsible Fishing** and the **FAO International Plan of Action for the Conservation and Management of Sharks**.

For these reasons, KIBU PTE. LTD., taking into account the management measures applied by the Regional Organizations (RFMOs) and the national and international norms for the conservation of marine life, has established and incorporated into all aspects of its commercial tuna policy the following points:

- 1) **We condemn and forbid shark finning.**
- 2) We avoid any commercial dealings with vessels which have been identified by the Regional Organizations (RFMOs) or by national/international authorities as practitioners of shark finning.
- 3) We avoid commercial dealings with any company which has not forbidden and condemned the practice of shark finning.

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