Marine Stewardship Council

TUNA YEARBOOK 2026

Market data, innovations and insights from communities protecting our ocean

CONTENTS

GETTY IMAGES

A YEAR IN TUNA

- 3.1 million tonnes of MSC certified tuna catch
- More than 400,000 metric tonnes of MSC labelled tuna products
- 182 engaged tuna fisheries in the program

ISTOCK

TUNA'S SUSTAINABLE SUCCESS STORY

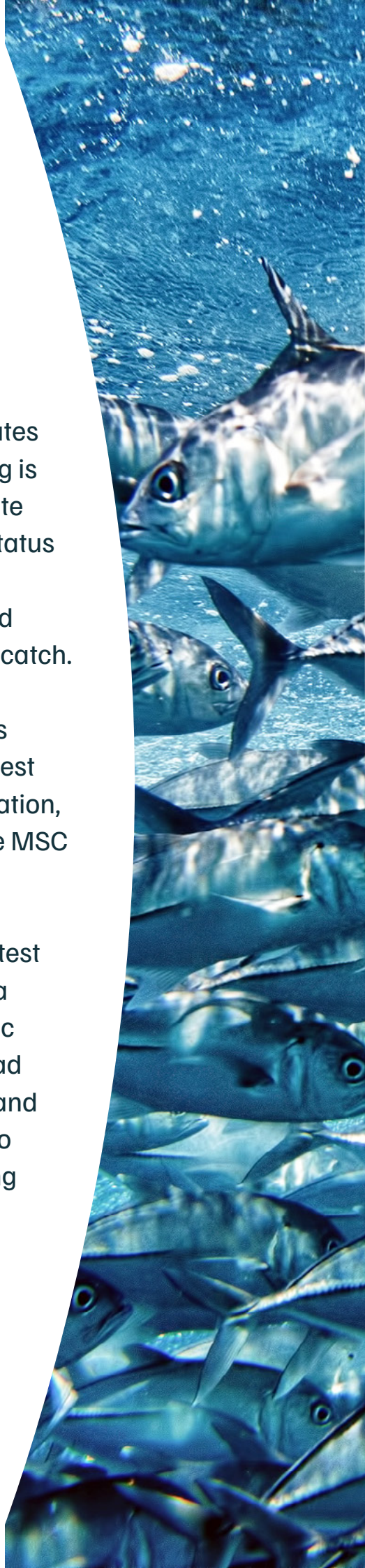
Tuna is now one of the strongest sustainability success stories in wild-capture seafood.

Encouragingly, 95% of the total global tuna catch originates from stocks that are not overfished and where overfishing is not occurring, according to the UN FAO Review of the State of World Marine Fishery Resources 2025. This positive status is increasingly reflected in MSC certified supply. In 2025, 3.1 million tonnes of MSC certified tuna was being landed annually, accounting for over half of the global wild tuna catch.

Significant strides have been made by Regional Fisheries Management Organisations (RFMOs) to implement harvest strategies developed using Management Strategy Evaluation, which supports tuna fisheries ongoing certification to the MSC Fisheries Standard.

The market continues to build on this momentum. The latest figures reflect an impressive growth in MSC labelled tuna products up 39% from last year to around 400,000 metric tonnes in 2025/26. Germany and the USA continue to lead the market in volume of MSC labelled tuna, though Italy and the UK are seeing healthy growth with brands such as Rio Mare, Lidl and ALDI. For consumers, this means a growing number of sustainable tuna options being available.

The growing availability of sustainably sourced tuna products is only possible as a result of the 182 tuna fisheries engaged in the MSC program around the world. Keeping those fisheries operating to the MSC's Standard is critical to ensure stocks remain healthy for future generations to enjoy.



SHUTTERSTOCK

MSC CERTIFIED TUNA TRENDS

51.7%
of global tuna catch is MSC certified

5.8%
of global tuna catch is In Assessment

2.9%
of global tuna catch is in the MSC Improvement Program

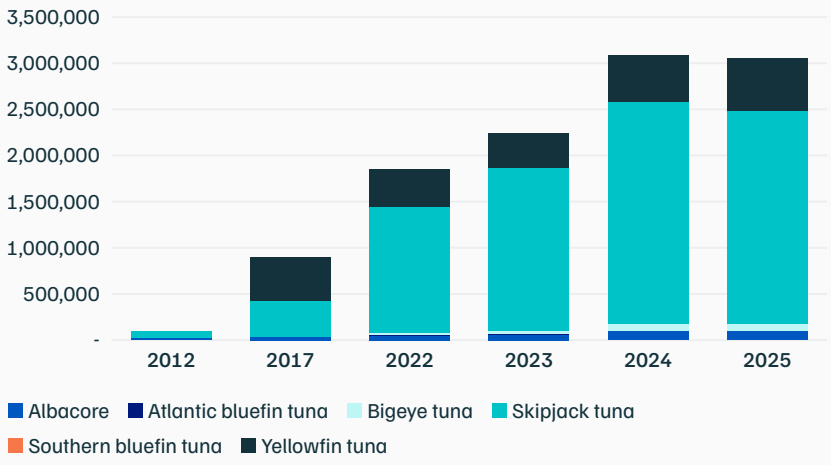
8.9%
of global tuna catch is currently in a FIP (basic or comprehensive)

30.7%
of global tuna catch is neither MSC certified, in assessment, or in a FIP

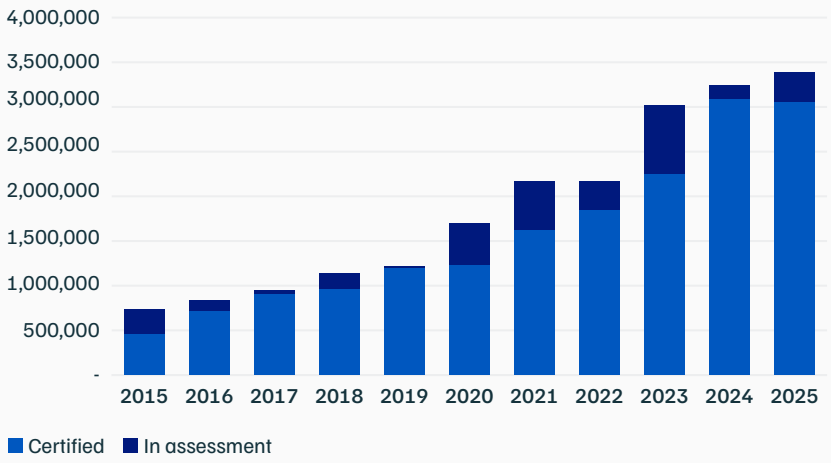
Global catch refers to FAO 2024

Fisheries data on this page is correct as of 31 December 2025. Data from key commercial species only.
Historical data is used to present current views of ocean capture. Due to a 1-3 year reporting delay, recent catch figures are continually updated.

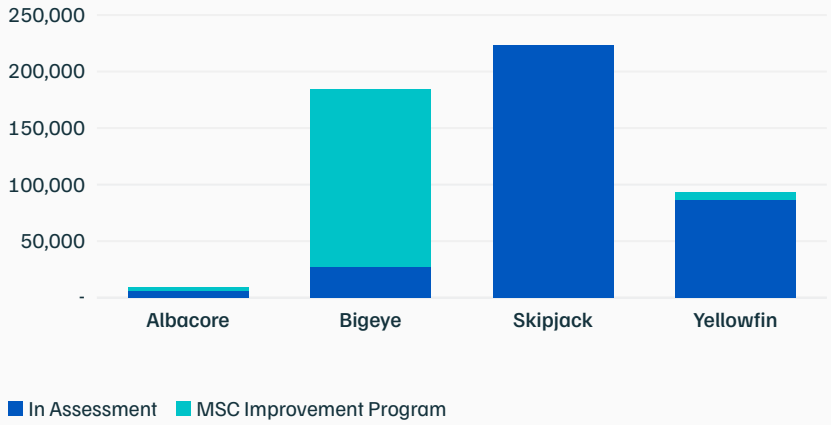
Certified tuna volumes by year, metric tons



Growth of tuna in the MSC program, metric tons

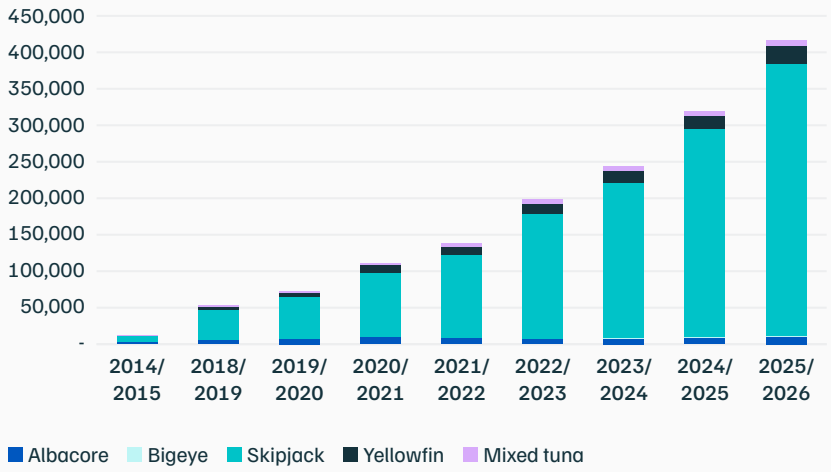


Tuna catch in the pipeline to MSC certification, metric tons (2025)

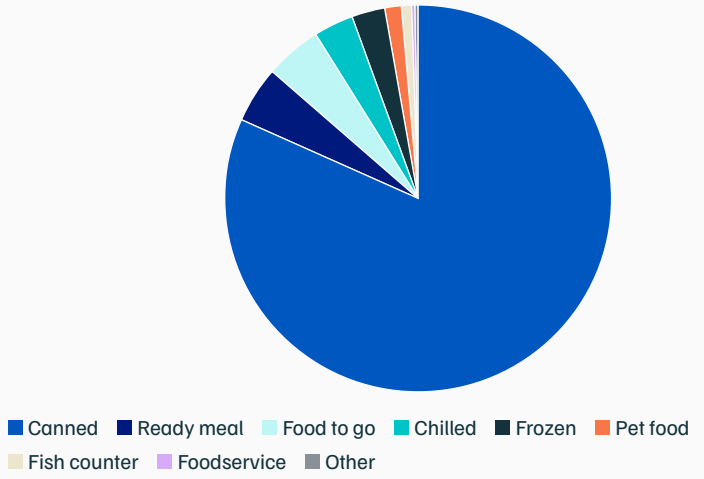


GLOBAL MARKET MOVEMENTS

MSC labelled tuna volume by species



MSC labelled tuna by product type, 2025/26



Top ten countries by volume

Country	Total tuna volume (2025/26)
Germany	87,862
USA	76,959
United Kingdom	68,886
Italy	21,237
Netherlands	20,327
France	19,855
Australia	15,905
Switzerland	12,287
Canada	12,137
Belgium	9,838

Commercial data on this page is correct as of 20 March 2026. Forecast data included in 2025/2026.

MSC/COLIN FASSNIDGE

MSC LEADERS IN GLOBAL MARKETS

The leaders for certified tuna in the top four MSC countries globally.

Top ten German brands by volume

Name	Ranking
LIDL	1
ALDI Süd	2
Dr. Oetker	3
EDEKA	4
REWE	5
NETTO (Netto Marken-Discount)	6
PENNY	7
KAUFLAND	8
Rio Mare	9
Original Wagner	10

Top ten US brands by volume

Name	Ranking
Walmart	1
Thai Union	2
Bumble Bee	3
ALDI	4
Kroger	5
H.E.B.	6
Fresh Island Fish	7
Sam's Club	8
Safe Catch	9
Clover Valley	10

Top ten UK brands by volume

Name	Ranking
Tesco	1
ALDI Süd	2
LIDL	3
Princes	4
Sainsbury's	5
Thai Union	6
Waitrose	7
Rio Mare	8
Costa Coffee	9
Coop UK	10

Top ten Italian brands by volume

Name	Ranking
Rio Mare	1
LIDL	2
Thai Union	3
CONAD	4
ALDI Süd	5
SELEX	6
Consorcio	7
Iberconsa	8
Maruzzella	9
PENNY	10

Commercial data on this page is correct as of 20 March 2026.

MARKET AND SPECIES ANALYSIS

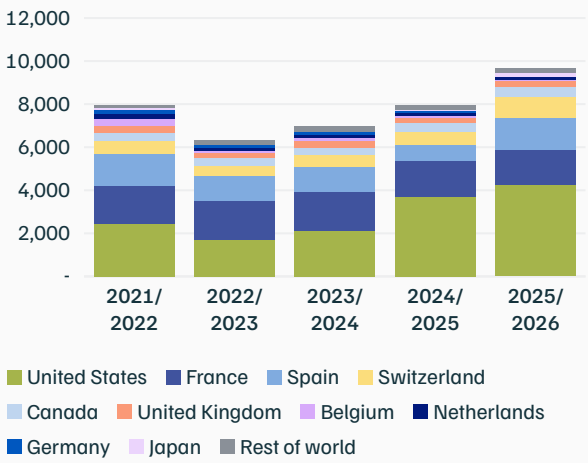
119
certified brands of Albacore on sale (up from 85 in 2015/16)

299
certified brands of Skipjack on sale (up from 57 in 2015/16)

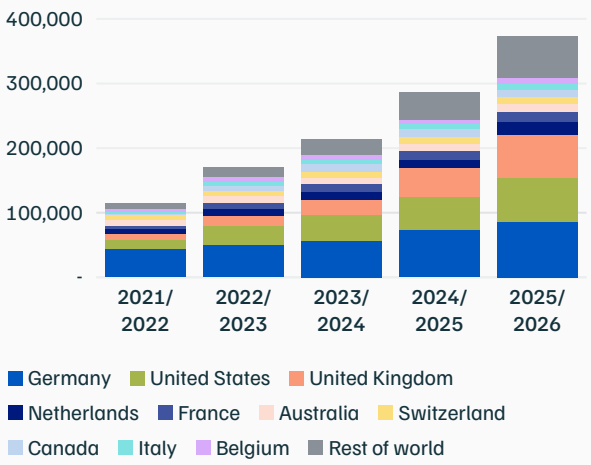
171
certified brands of Yellowfin on sale (up from 9 in 2015/16)

Global labelled volume, metric tons

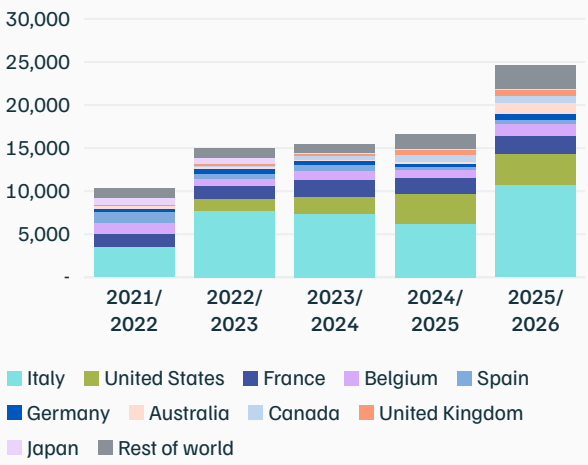
MSC labelled albacore, metric tons



MSC labelled skipjack, metric tons



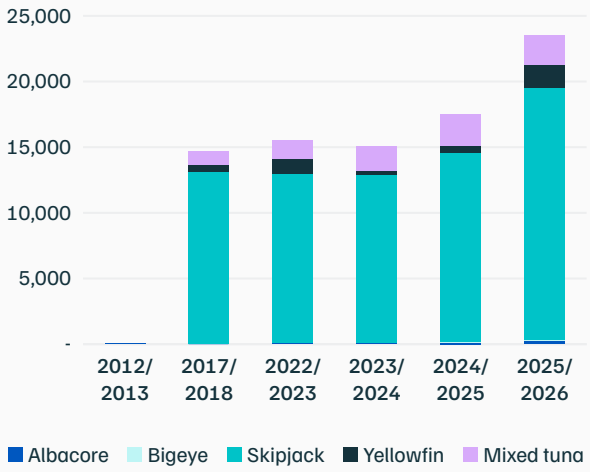
MSC labelled yellowfin, metric tons



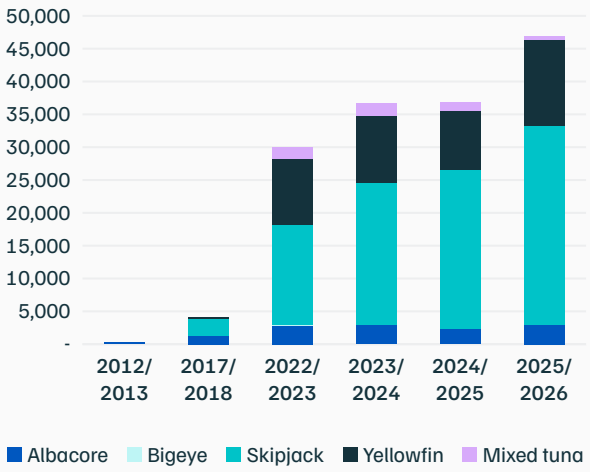
Commercial data on this page is correct as of 20 March 2026. Forecast data included in 2025/2026.

REGIONAL ANALYSIS

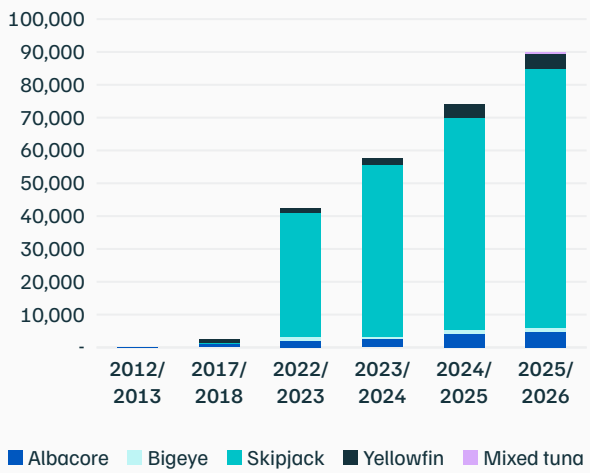
Asia-Pacific labelled volume



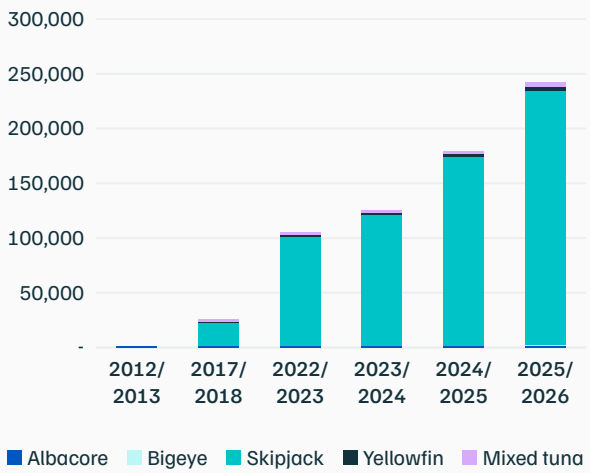
Southern Europe labelled volume



Americas labelled volume



Northern Europe labelled volume



Commercial data on this page is correct as of 20 March 2026. Forecast data included in 2025/2026.

MSC/MARK MACKENZIE

ASSESSING OUR FISHERIES

- See how the MSC standard encourages improvements over time
- A look at open and closed conditions for MSC tuna fisheries

INCENTIVISING FISHERIES TO ATTAIN HIGHER PERFORMANCE LEVELS

KEY TERMS

Principles: Fisheries in assessment are scored against the three core principles of the MSC Fisheries Standard: 1) Sustainability of the stock, 2) Ecosystem impacts, 3) Effective fisheries management.

Performance indicators (PIs): 28 PIs sit under the 3 principles. Fisheries are assigned a score for each.

Condition: A requirement to achieve outcomes that increase a current performance indicator score to 80 or above (best practice).

A KEY STRENGTH OF the MSC's certification program is that once a fishery has been certified as sustainable, it is incentivised to make continual improvements.

Fisheries must meet requirements across 28 performance indicators (PI) to achieve certification to the MSC Fisheries Standard. However, where any PI meets the MSC's measure of sustainability and still requires work to shift that indicator to a best practice level, a condition is placed on that PI and the fishery must make improvements and close the condition before reassessment – which takes place five years after certification.

Improved performance

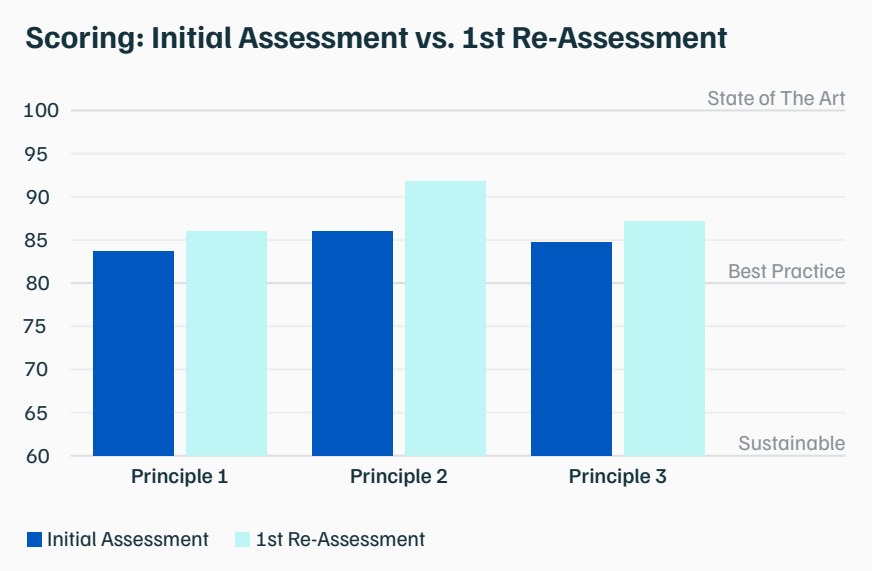
A review of the 10 tuna fisheries that have completed two full five-year assessment cycles of the Fisheries Standard shows they have used MSC certification to demonstrate improvements in their performance for sustainable fishing. Their scores awarded in the initial assessment and at the fourth and final surveillance audit of the second assessment cycle were compared to see how performance improved over the course of approximately nine years.

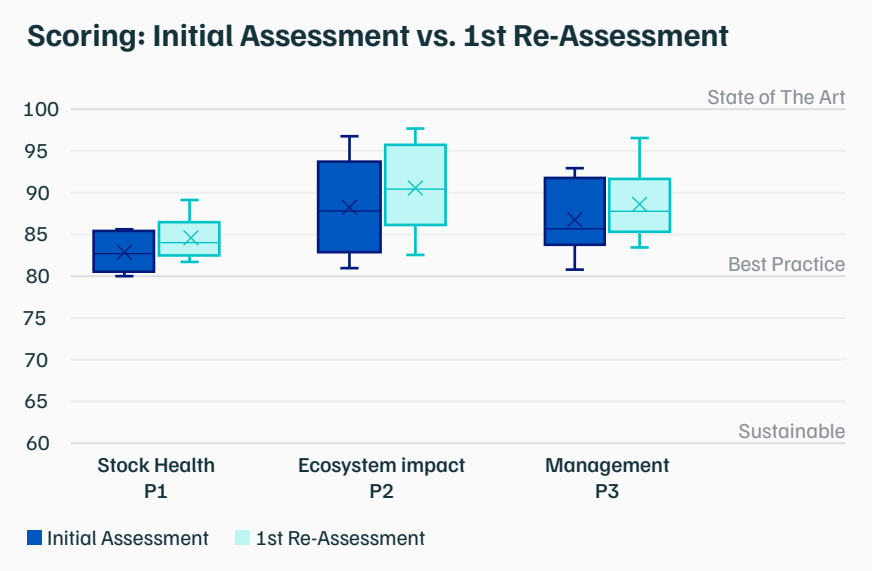
	Initial Assessment	1st Re-Assessment	% Change
Principle 1	82.63	84.17	+1.9%
Principle 2	88.38	90.63	+2.5%
Principle 3	86.71	88.54	+2.1%

The results were definitive: across each of the three principles, the fisheries showed measurable improvement. The most striking was across Principle 2, where the average score increased by 2.5%. Since this meant the average score reached 90, thus indicating best-in-class status, these fisheries demonstrate reaching a very high performance.

An additional analysis took fishery size into account. A larger fishery could have greater impact on the ocean than a smaller one: there will be more fish caught, greater influence on stocks, and an increased likelihood of interaction between gear and the environment.

Hence the impact of bigger fisheries is more significant when evaluating the overall sustainability. This second





"This analysis shows that MSC certified fisheries that have met the highest standards for sustainability, continue to make further improvements, providing assurance to consumers when they see the MSC label and for the market in their sourcing decisions."

Laura Rodriguez. Head of Species Strategies

analysis calculated a weighted average of the fisheries' scores with fishery volume determining the weight.

	Initial Assessment	1st Re-Assessment	% Change
Principle 1	83.73	86.01	+2.7%
Principle 2	86.04	91.82	+6.7%
Principle 3	84.78	87.21	+2.9%

The weighted average results are even more marked: when giving larger fisheries greater importance in the calculations, the MSC certified tuna fisheries show even greater improvement over the course of two certification cycles. Principle 2 scores improved by 6.7%, and Principle 3 scores improved by 2.9%, and Principle 1 scores improved by 2.7%; thus, each of the three Principles saw a bigger improvement in scores compared to when each fishery was measured equally. Certified fisheries also undergo annual audits by independent assessors to ensure they are closing outstanding conditions and evaluating material changes over time.

This analysis shows that the MSC program creates incentives that make a big impact for these tuna fisheries, especially in sustaining the populations of their target species. Adherence to the Fisheries Standard ensures that future generations will enjoy the fishery's bounty for years to come.

SUMMARY OF CONDITIONS

THE CHART BELOW SHOWS the current open conditions (Performance Indicator scores between 60 and 79) for tuna fisheries at the beginning of 2026. It displays the improvements that are to be made over the course of the fisheries five-year certification period in order to remain within the MSC program. This demonstrates the continued incentive for fisheries to improve brought by the MSC program.

Summary of conditions 2025

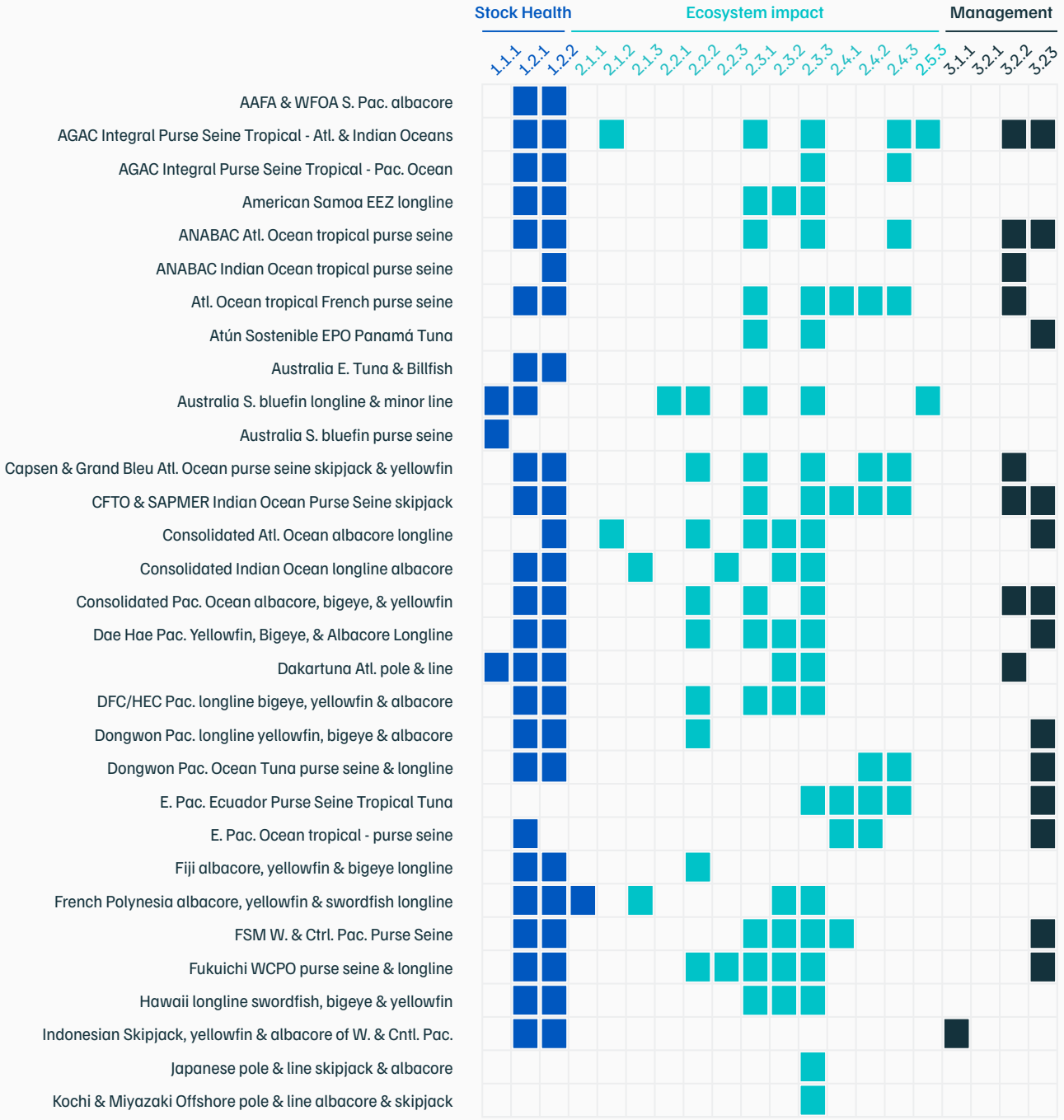
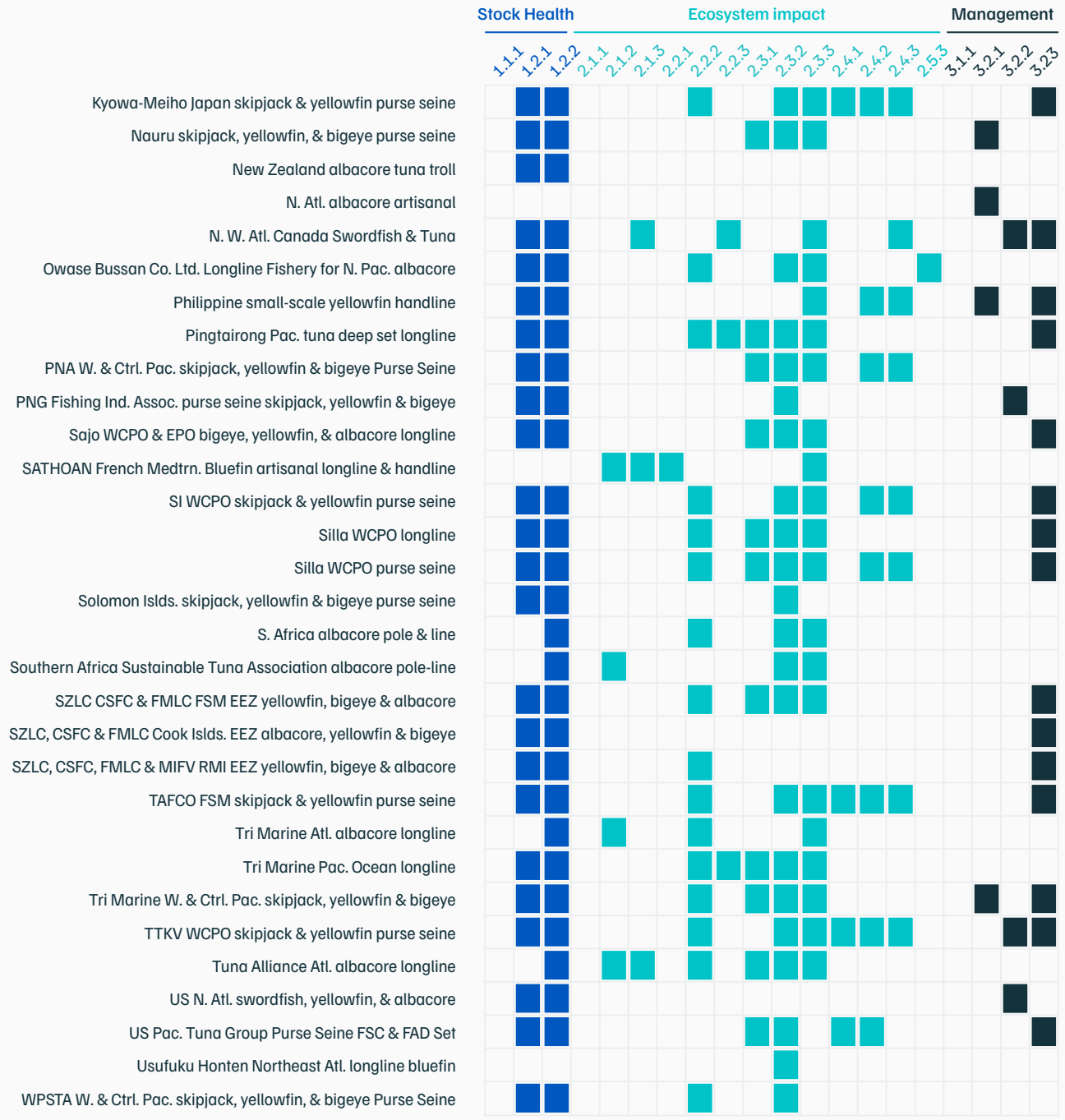


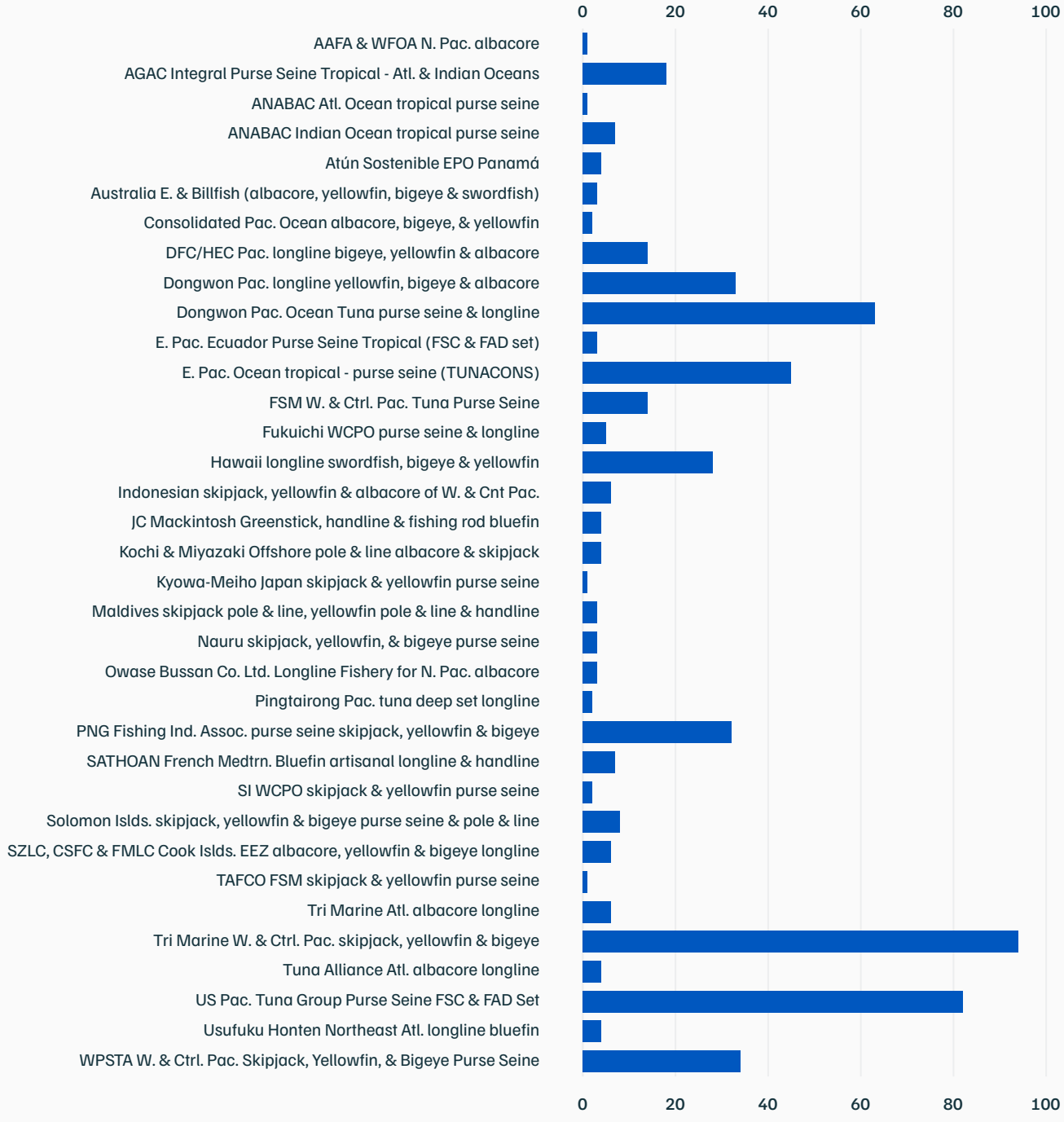
Table continued on next page


Stock Health
Ecosystem impact
Management
1.1.1
1.2.1
1.2.2
2.1.1
2.1.2
2.1.3
2.2.1
2.2.2
2.2.3
2.3.1
2.3.2
2.3.3
2.4.1
2.4.2
2.4.3
2.5.3
3.1.1
3.2.1
3.2.2
3.23
Kyowa-Meiho Japan skipjack & yellowfin purse seine
Nauru skipjack, yellowfin, & bigeye purse seine
New Zealand albacore tuna troll
N. Atl. albacore artisanal
N. W. Atl. Canada Swordfish & Tuna
Owase Bussan Co. Ltd. Longline Fishery for N. Pac. albacore
Philippine small-scale yellowfin handline
Pingtairong Pac. tuna deep set longline
PNA W. & Ctrl. Pac. skipjack, yellowfin & bigeye Purse Seine
PNG Fishing Ind. Assoc. purse seine skipjack, yellowfin & bigeye
Sajo WCPO & EPO bigeye, yellowfin, & albacore longline
SATHOAN French Medtrn. Bluefin artisanal longline & handline
SI WCPO skipjack & yellowfin purse seine
Silla WCPO longline
Silla WCPO purse seine
Solomon Islds. skipjack, yellowfin & bigeye purse seine
S. Africa albacore pole & line
Southern Africa Sustainable Tuna Association albacore pole-line
SZLC CSFC & FMLC FSM EEZ yellowfin, bigeye & albacore
SZLC, CSFC & FMLC Cook Islds. EEZ albacore, yellowfin & bigeye
SZLC, CSFC, FMLC & MIFV RMI EEZ yellowfin, bigeye & albacore
TAFCO FSM skipjack & yellowfin purse seine
Tri Marine Atl. albacore longline
Tri Marine Pac. Ocean longline
Tri Marine W. & Ctrl. Pac. skipjack, yellowfin & bigeye
TTKV WCPO skipjack & yellowfin purse seine
Tuna Alliance Atl. albacore longline
US N. Atl. swordfish, yellowfin, & albacore
US Pac. Tuna Group Purse Seine FSC & FAD Set
Usufuku Honten Northeast Atl. longline bluefin
WPSTA W. & Ctrl. Pac. skipjack, yellowfin, & bigeye Purse Seine

CLOSED CONDITIONS

THE CHART BELOW SHOWS the number of improvements in 2025 made by tuna fisheries since gaining MSC certification. This demonstrates that the requirement to improve Performance Indicator scores (that are between 60- 79) has led to significant measurable improvements in the sustainability of fisheries, and thus the knock-on effect of delivering positive environmental impacts through certification.

Number of improvements per fishery 2025



IMPROVEMENTS OVER TIME

THE TABLE BELOW COMPARES the improvement over the course of one certification cycle (five assessment reports) across each Performance Indicator (PI) for the five biggest tuna fisheries by catch in the program.

The table shows that there are many examples of 'closed conditions', which is when a PI score reaches 80, showing how tuna fisheries are improving beyond sustainable to state of the art.

Conditions and scoring analysis 2025

	PNA		PNG		Dongwon Pacific		Tri Marine		Maldives pole & line	
	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest
1.1.1	95	100	95	95	100	100	95	100	100	100
1.1.1A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1.1.2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1.1.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1.2.1	70	85	70	77.5	70	85	70	85	70	85
1.2.2	60	70	60	70	60	70	60	70	75	85
1.2.3	90	80	85	85	85	82.5	85	85	90	80
1.2.4	95	97.5	95	97.5	95	97.5	95	97.5	95	95
2.1.1	100	100	100	100	100	100	80	100	90	90
2.1.2	95	100	95	85	85	85	80	95	85	85
2.1.3	100	100	100	100	95	95	85	100	100	100
2.2.1	100	85	80	80	90	80	80	80	80	80
2.2.2	85	80	80	80	85	80	85	85	80	80
2.2.3	90	85	100	95	85	80	85	95	90	95
2.3.1	85	75	75	80	75	80	95	75	90	95
2.3.2	75	75	75	65	75	80	80	65	85	100
2.3.2Alt	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2.3.3	85	70	75	80	75	80	80	75	80	80
2.4.1	100	85	87.5	80	100	85	100	80	99	100
2.4.2	95	75	85	80	95	75	100	80	90	95
2.4.3	80	75	87.5	80	95	75	100	80	80	85
2.5.1	100	90	80	80	100	90	80	80	100	80
2.5.2	90	90	100	80	85	80	85	80	90	80
2.5.3	100	100	90	80	100	95	90	80	90	90
3.1.1	95	95	85	90	85	85	80	85	90	95
3.1.2	85	95	75	80	85	85	90	85	95	90
3.1.3	90	100	90	90	90	90	90	90	80	80
3.1.4	N/A	N/A	N/A	N/A	N/A	N/A	90	N/A	N/A	N/A
3.2.1	90	100	75	80	80	90	90	90	80	80
3.2.2	80	80	75	77.5	75	80	80	80	75	90
3.2.3	80	85	85	80	80	60	80	75	75	85
3.2.4	90	90	80	80	80	80	90	80	80	85
3.2.5	N/A	N/A	N/A	N/A	N/A	N/A	80	N/A	N/A	N/A
Principle 1 score	84.15	88.75	83.315	87.5	83.3	89.15	84.165	89.15	88.3	91.7
Principle 2 score	92	85.7	87.335	83	89.3	84	87	81.7	82.6	89
Principle 3 score	87.5	92.7	81.045	83	81.7	82.1	85.8	84.6	82.9	86.7
Number of Conditions	3	6	8	4	6	4	2	5	4	0

IMPACT ON THE WATER

- RFMOs advance with harvest strategies
- Success with Indian Ocean yellowfin stock
- Sustainable future secured for North Pacific Albacore
- Growing sustainability in the foodservice sector

AAFA FISHERY IN WESTPORT, WASHINGTON

MANAGING TUNA FOR THE FUTURE

TUNA FISHERIES ARE AMONG THE MOST complex to manage globally, as they are highly migratory and span multiple jurisdictions, requiring coordination within Regional Fisheries Management Organisations (RFMOs). Reaching agreement in RFMOs can be challenging given differing national interests and priorities.

Harvest strategies, also known as Management Procedures (MPs), provide a structured and pre-agreed approach to ensure a stock remains healthy and sustainable. These strategies include harvest control rules that automatically adjust management measures, such as catch limits and/or effort restrictions, in response to changes in stock status thereby acting as a predetermined "safety net" if a stock declines.

Tuna fisheries have seen an increase in harvest strategy being developed using Management Strategy Evaluation (MSE). Across the world's tuna stocks, RFMOs are increasingly turning to MSE as a robust, science-based framework for designing pre-agreed rules that guide catch limits and respond to changes in stock status.

In recent years, all five tuna RFMOs[1] have created at least one harvest strategies for key stocks, with several more in development.[2] This marks a significant shift from short-term quota setting toward longer-term, performance-tested management frameworks. By simulating how candidate harvest strategies perform against uncertainty, MSE enables managers to identify approaches that can balance sustainability, stability, and economic performance.

Importantly, these advancements support fisheries certification against the MSC Standard. To ensure ongoing MSC certification, Section SE of the MSC Standard version 3.1 requires all tuna fisheries operating in RFMOs to develop and implement state-of-the-art harvest strategies and harvest control rules and agreeing effective catch and/or effort constraints. This results in tuna fisheries working together towards shared deadlines, using their expertise to influence international government representatives in securing an agreement. The growing number of completed and in-progress harvest strategies shows tangible progress and reinforces long-term sustainability of tuna stocks.

Further successes with tuna fisheries arose in 2025, when the MSC's Ocean Stewardship Fund co-funded the development of a harvest strategy for South Atlantic albacore tuna. This approach proved so successful that in this year, five more grants have been provided to help develop harvest strategies in fisheries worldwide, three of which are tuna fisheries.

These achievements are helping drive tuna fisheries forward in global fisheries management, setting a benchmark for other fisheries to meet and ensuring that tuna stocks are managed sustainably. ●

[1] CCSBT – Commission for the Conservation of Southern Bluefin Tuna; IATTC – Inter-American Tropical Tuna Commission (manages Eastern Pacific Ocean); WCPFC – Western and Central Pacific Fisheries Commission; ICCAT – International Commission for the Conservation of Atlantic Tunas; IOTC – Indian Ocean Tuna Commission

[2] https://harveststrategies.org/harvest-strategy-tracker/

YELLOWFIN RECOVERY TURNS THE TIDE

AFTER ALMOST A DECADE of careful management and the combined efforts of responsible tuna fishers in the Indian Ocean, 2025 saw yellowfin tuna stocks recognised as no longer overfished or subject to overfishing.

The story of certified sustainable Indian Ocean yellowfin tuna stocks begins however in 2016. At the time, the stock was in decline and MSC certified fisheries could no longer responsibly harvest yellowfin.

To reverse the situation, the Indian Ocean Tuna Commission (IOTC) initiated a tuna conservation project known as the 'Yellowfin Rebuilding Resolutions'. Its goal was to ensure the recovery and rebuilding of depleted yellowfin tuna stocks.

MSC certified tuna fisheries such as AGAC Four Oceans, Maldives Pole and Line, and others worked closely with the IOTC, its Scientific Committee, environmental NGOs, and other coastal states to manage the stock responsibly, and greatly reduce their catch.

To ease market pressure MSC partners such as Carrefour, Tesco, Bolton and Princes stood by the fisheries and decreased their sourcing of Indian Ocean yellowfin tuna by more than 30 percent compared to historical baselines. This far exceeded what was required of them but this strong, collective response to the scientific advice made a significant contribution to improving the stock's status.

Consequently, in late 2025, the IOTC announced that Indian Ocean yellowfin stocks had recovered, were no longer overfished, nor subject to overfishing. Fisheries certified to the MSC Standard were now able to sustainably harvest yellowfin tuna.

Further good news for the seafood market is the decision from the International Seafood Sustainability Foundation (ISSF), who recently removed their conservation measure 1.3, which was implemented to help rebuild the Indian Ocean yellowfin tuna stock. The positive effects reached the marketplace with certified Indian Ocean yellowfin tuna on retailers' shelves and back on menus.

These efforts by fishing companies, member countries and market forces have successfully worked together to rebuild the stock of this iconic species to sustainable levels once more.

ECHEBASTARFLEET SLU

SUSTAINABLE FUTURE SECURED FOR NORTH PACIFIC ALBACORE

KEY TERMS

Condition of certification: A requirement to achieve outcomes that increase a current performance indicator score to 80 or above.

Harvest Control Rules (HCRs): Measures that require catch to be adjusted in response to stock changes.

Harvest Strategy (HS): The combination of monitoring, stock assessment, harvest control rules and management actions taken by a fishery to ensure the target stock remains healthy and sustainable.

Maximum Sustainable Yield (MSY): MSY is the largest catch that fishers can take from a fish stock each year without affecting future years.

Performance indicators (PIs): 28 PIs sit under the three principles of the MSC Fisheries Standard (see **Principles**), and fisheries are assigned a score for each.

Principles: Fisheries in assessment are scored against the three core principles of the MSC Fisheries Standard: 1) Sustainability of the stock, 2) Ecosystem impacts, 3) Effective fisheries management.

Regional Fisheries Management Organisation **(RFMO):** International bodies made up of representatives of nations with a shared interest in the management and conservation of fish stocks in a defined region.

Fishery name: American Albacore Fishing Association (AAFA) and Western Fishboat Owners Association (WFOA) North Pacific albacore tuna
Gear Type: Hooks And Lines - Trolling lines
Tonnage: 8,614.1 mT
First certified: August 2007
Performance Indicator (PI) scores:
Stock health (P1): 91.7
Ecosystem impact (P2): 87.7
Fisheries Management (P3): 86.3

THE AAFA AND WFOA NORTH PACIFIC albacore tuna fishery gained MSC certification in August 2007. Since then, it has been through three assessment cycles. During the first re-assessment in 2012, conditions related to stock rebuilding (PI 1.1.2) and Harvest Control Rules (HCR) (PI 1.2.2) were placed on the fishery. These conditions were combined into one condition at the next re-assessment, as permitted by the MSC. The assessors required that by the fourth surveillance audit, the following had occurred:

· Well-defined HCRs are in place to ensure that the exploitation rate is reduced as the point of recruitment impairment is approached.
· The stock is at a level above or equivalent to maximum sustainable yield (MSY), the point at which the fish stock is at its most healthy and productive.

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· HCRs consider the main uncertainties in the models used to manage the fishery, therefore making it fully effective and responsive to any change in conditions.

Over the course of the next seven years, the fishery worked hard to contribute to and support the work of two Regional Fisheries Management Organisations (RFMOs) - the Western and Central Pacific Fisheries Commission (WCPFC) and the Inter-American Tropical Tuna Commission (IATTC) - in developing HCRs that resulted in the closing of the condition.

To achieve this, the fishery participated in 33 different meetings of management bodies and advisory committees. These organisations advocated for a comprehensive harvest strategy for North Pacific albacore, including a Management Strategy Evaluation (MSE), throughout each meeting. The fishery kept pressure on their delegation (the United States delegations for the WCPFC and IATTC) and the management bodies themselves through their advocacy and attendance at all of these meetings.

Thanks to the tireless efforts of the fishery and others, in 2023, the IATTC adopted a Resolution[1] and the WCPFC adopted a harvest strategy[2], which established the HCRs that had been in development. These HCRs establish a relationship between health of the stock and the level of fishing intensity and the outcome of this is the stock reproductive capacity is maintained at sustainable and precautionary levels. The scientists of the two RFMOs will continue to collaborate on interpreting fishing intensity and the fishery will continue to support an understanding of the harvest strategy amongst stakeholders. In December 2025, the assessors deemed the condition closed.

Those who fish and eat North Pacific albacore can rest assured knowing that if the stock declines, appropriate management measures are in place that will be triggered automatically, ensuring that the stock remains healthy for generations to come.

[1] *C-23-02_North Pacific albacore*

[2] *NORTHERN COMMITTEE Twenty-First Regular Session*

SUSTAINABLE MSC CERTIFIED TUNA APPEARING ON THE HIGH STREET

THE FOODSERVICE INDUSTRY has not made the same progress as the retail sector in offering more certified sustainable tuna, despite growing availability. However, Costa Coffee, the UK's largest coffeehouse operator, introduced the MSC ecolabel on its tuna melt panini in August 2024. This product contains MSC certified skipjack tuna and is available across the UK, marking a notable development in the foodservice sector. This initiative positions Costa Coffee as the first major high street café chain in the world to offer MSC certified tuna.

This shift highlights the opportunity that exists globally to integrate certified tuna into foodservice menus. By transitioning to MSC certified tuna, Costa Coffee demonstrates how large-scale operators can integrate sustainability considerations into everyday menus. The adoption of the MSC ecolabel provides reassurance to consumers regarding the environmental credentials of tuna products and sets a benchmark that may influence supply chain practices and sustainability expectations across the broader foodservice industry.

COSTA COFFEE

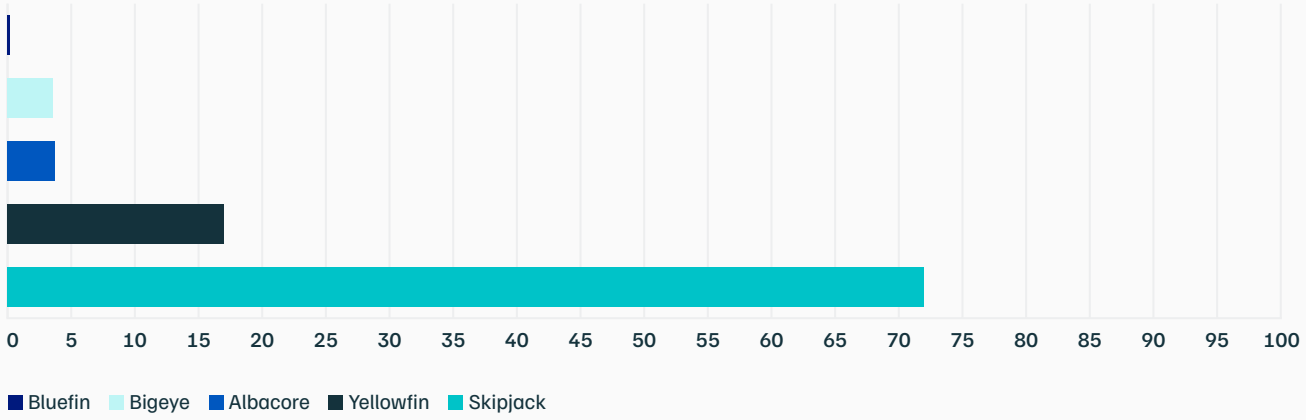
REACHING THE 100% CERTIFIED MARK

THE NUMBER OF BRANDS AND RETAILERS turning their full tuna range to MSC certified tuna is growing, with several having already hit the 100% mark.

· In **Germany**, 100% of Dr. Oetker's frozen tuna pizzas are now labelled with the blue MSC logo.
· The **Netherlands** has Princes labelling 100% of their tuna products with the MSC ecolabel, with Statesman introducing 100% MSC tuna in 2025.
· In **Sweden** more than 9 out of 10 sold cans of tuna are MSC certified.
· In the **UK**, Sainsbury's, Waitrose, and Tesco have extensive and fully MSC labelled own-brand tuna ranges, whilst Princes recently hit its target to be 100% certified on its own-brand tuna.
· **France** saw success as Rio Mare hit 100% MSC labelled in jars and cans.
· In the **US**, Walmart has achieved 100% MSC for its own brand canned tuna and is now working to source MSC across all canned tuna brands.

These market trends depend on steady supply of MSC certified tuna. The more fisheries that get certified the more confident markets are to make strong commitments to source sustainably. The more companies that make public commitments the stronger the business case for more fisheries to make progress towards certification.

MSC certified tuna catch by species (percent)



TUNA ESSENTIALS

- Gear types, how fishers catch tuna
- Tuna species, from skipjack to bluefin
- Glossary of terms

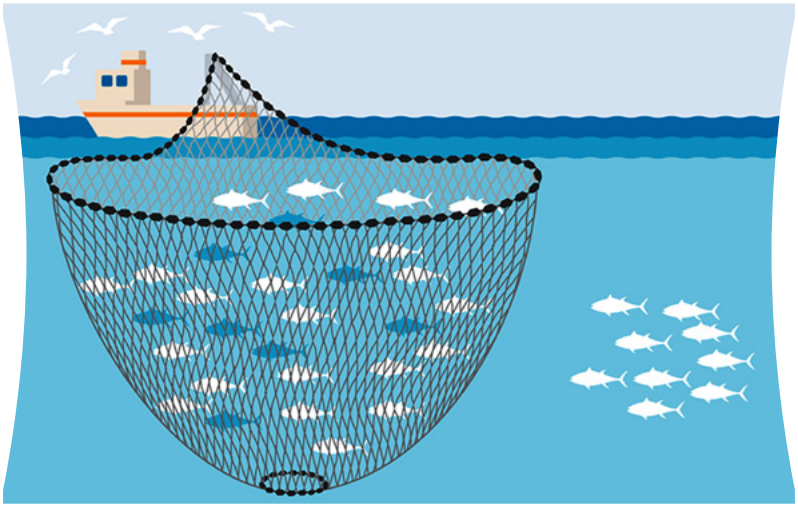
MSC/KORT HAVENS

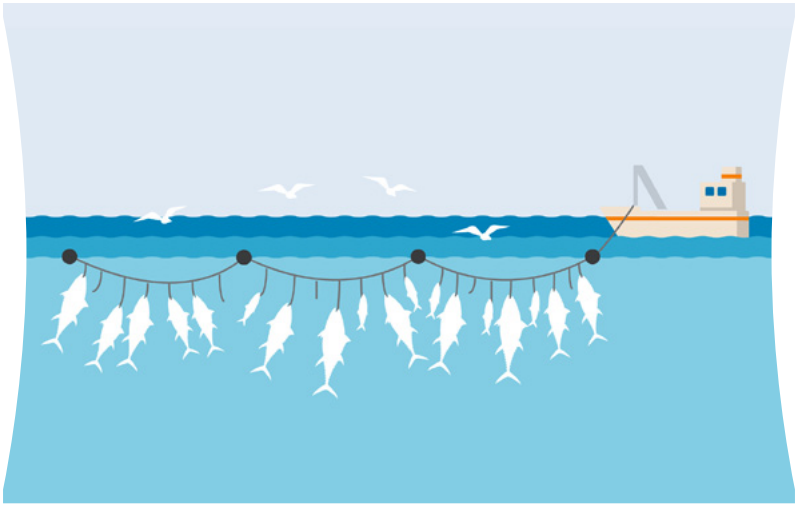
GEAR TYPES

Tuna can be caught using various gear types and methods. The type used depends on the size of the tuna and depth at which it swims, the size of the fishery and its location. Every assessment against the MSC Fisheries Standard considers the gear type used and its impact on the marine environment.

PURSE SEINES

A vertical 'wall of net' used to encircle a school of fish. The net is pulled closed from the bottom – like a purse – preventing the catch from escaping. Purse seines can be used to catch small pelagic species. The majority of sardine and anchovy are caught using this method.



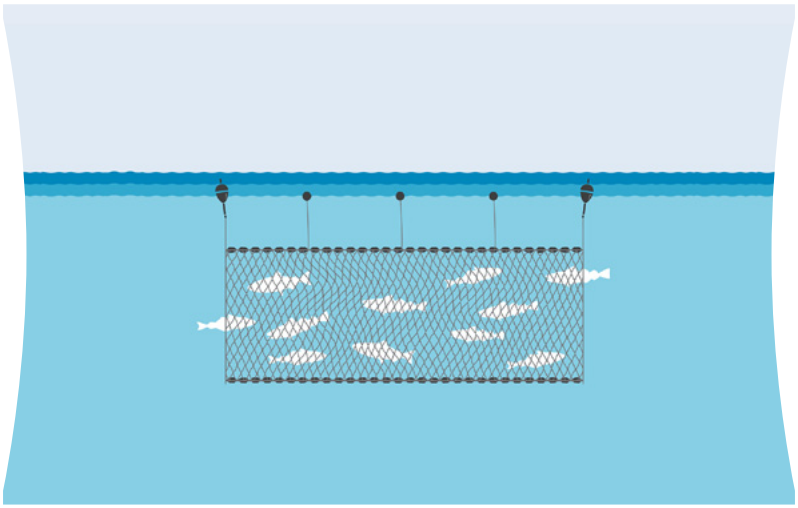


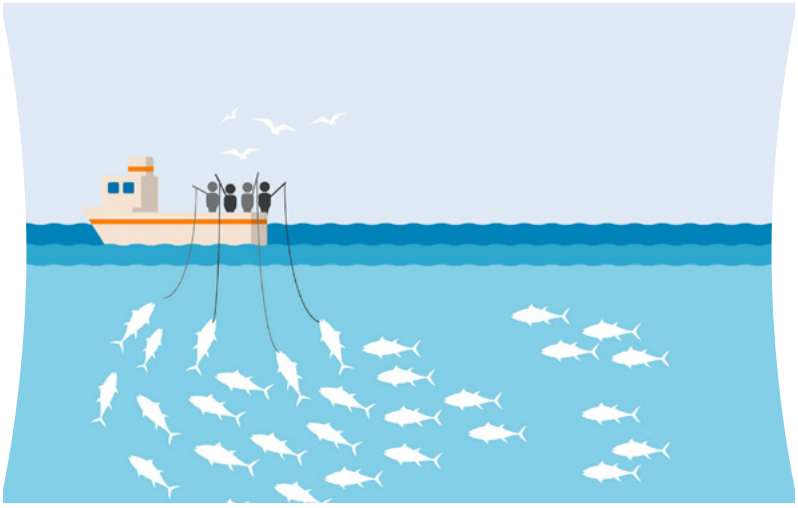
LONGLINE

A line trailed behind a boat with baited hooks attached at regular intervals. The length of line can vary from several hundred metres to more than 50 kilometres. This method is typically used to catch albacore, bigeye, and bluefin, which can be found in deeper water.

GILLNETS

A ‘curtain’ of netting hanging in the water, which fish swim into and get trapped. There are two types of gillnets, ‘set’ and ‘drift’. Set gillnets are anchored, either to poles fixed to the seabed or an anchor system, whereas drift gillnets are suspended using weights and floats. This method is most commonly used to catch yellowfin and skipjack.



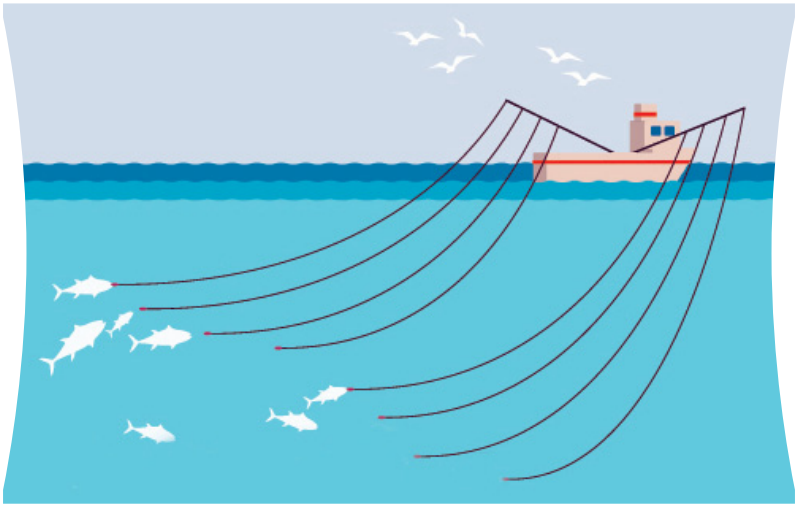


POLE & LINE

Used to catch tuna one by one using hand-held poles with barbless hooks attached to a line. Pole and line gear can also be used to catch fish that congregate around FADs, or free swimming schools. This method is most commonly used to catch skipjack and albacore.

TROLLING

Trolling is a type of handline fishing. Multiple fishing lines, baited with hooks, are towed behind a vessel. The lines can be hauled in by hand or mechanically. This gear type can be used to catch albacore, bluefin and yellowfin tuna.



TUNA SPECIES

Worldwide there are 23 stocks of the major commercial tuna species: five skipjack, four yellowfin, four bluefin, six albacore, and four bigeye stocks.

The International Seafood Sustainability Foundation (ISSF) found that 74% of the total commercial tuna catch comes from stock at healthy levels of abundance, none are overfished and 26% are at an intermediate level.*

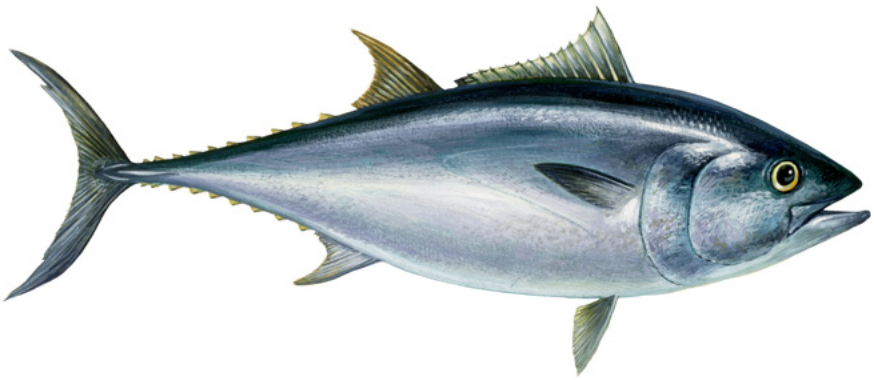
**ISSF Status of the World Fisheries for Tuna (January 2026)*

ALBACORE TUNA

Thunnus alalunga

Volume MSC certified catch:
102,221 tonnes

Albacore tuna is often found in deeper waters than other tuna species. The species has a life span of 10-12 years and matures at approximately two to five years. They are highly productive, producing up to 2.5 million eggs every time they spawn. Albacore is also known as 'longfin tuna', or 'white tuna' due to its light flesh. Its dryer texture makes it ideal for canning and it is often sold fresh or in olive oil.



BLUEFIN TUNA

Thunnus thynnus (Atlantic Bluefin), T. orientalis (Pacific Bluefin), and T. maccoyii (Southern Bluefin)

Volume MSC certified catch:
6,813 tonnes

There are three species of bluefin tuna: Atlantic, Pacific and Southern. Bluefin are the largest tuna species and can have the longest lifespans, with Atlantic bluefin growing up to three metres and living more than 25 years. High demand led to overfishing. Implementation of a recovery plan and careful management helped rebuild the Eastern Atlantic stock.

BIGEYE TUNA

Thunnus obesus

Volume MSC certified catch:

71,772 tonnes

Bigeye tuna can reach up to two metres in length. This tuna species grows more slowly than yellowfin or skipjack but matures relatively early at around three years. Typically, Bigeye live at lower depths than yellowfin and skipjack tuna, so have a thick layer of insulating fat. This fat adds moisture, which makes bigeye popular for sashimi markets.

SKIPJACK TUNA

Katsuwonus pelamis

Volume MSC certified catch:

2,373,240 tonnes

Skipjack tuna are widely distributed and live in the open ocean, feeding near the surface. They are the smallest of the major commercial tuna species, growing up to 80 centimetres in length, and the most abundant. Despite their relatively short lifespan of approximately seven years, they mature rapidly and can reproduce throughout the year. Skipjack is popular among consumers. It is generally the most affordable of the tuna species.

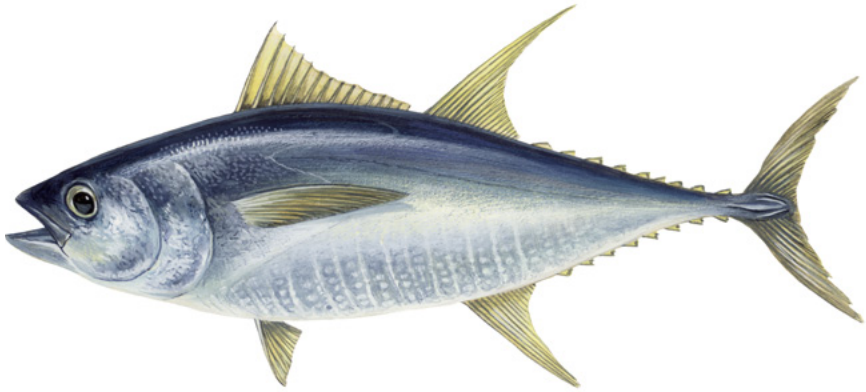
YELLOWFIN TUNA

Thunnus albacares

Volume MSC certified catch:

596,986 tonnes

Yellowfin tuna can grow up to two metres in length and live up to 18 years. They mature by three years and can reproduce throughout the year making them highly productive. Juvenile yellowfin can often form schools with skipjack and juvenile bigeye tuna. Also known as 'ahi', yellowfin tuna is firm with a mild taste and can be canned or sold as fresh or frozen fillets.



GLOSSARY

Best practice score: A score of 80 or higher against a performance indicator in the MSC Fisheries Standard that results in a pass without requiring additional improvements.

Biomass: The total weight of a fish population (or portion thereof) in a given area.

Bycatch species: Unwanted catch that includes undersized or surplus fish for which fisheries do not have a quota, endangered, threatened and protected species, and other unwanted marine species.

Conformity Assessment Body (CAB): Third-party certification body accredited to carry out assessments against the MSC Fisheries Standard.

Condition of certification: A requirement to achieve outcomes that increase a current performance indicator score to 80 or above (see also best practice score).

Conditional pass: Awarded to fisheries that achieve MSC certification but are required to make improvements to ensure all performance indicators meet global best practice (a score of 80 or above) within the five-year duration of a certificate.

ETP species: Endangered, Threatened or Protected Species - In MSC assessments, auditors will determine if a species should be considered as ETP by seeing if they are included in relevant national legislation and international agreements.

Fish Aggregating Devices (FADs): Floating structures made from plastic or natural materials with hanging appendages to attract fish. These can be free floating (known as drifting FADs or dFADs) or anchored to the seabed (known as anchored FADs or aFADs).

Fishery Improvement Project (FIP): Multi-stakeholder initiatives that aim to help fisheries work towards sustainability.

Fish stock: The community from which catches are taken in a fishery. The term implies that a particular population is a biologically distinct unit.

Harvest Control Rules (HCRs): Measures that require catch to be adjusted in response to stock changes.

Harvest Strategy (HS): The combination of monitoring, stock assessment, harvest control rules and management actions taken by a fishery to ensure the target stock remains healthy and sustainable.

Maximum Sustainable Yield (MSY): MSY is the largest catch that fishers can take from a fish stock each year without affecting future years.

MSC Chain of Custody Standard: Certification to this standard ensures an unbroken chain where certified seafood is easily identifiable, separated from noncertified products, and can be traced back to another certified business.

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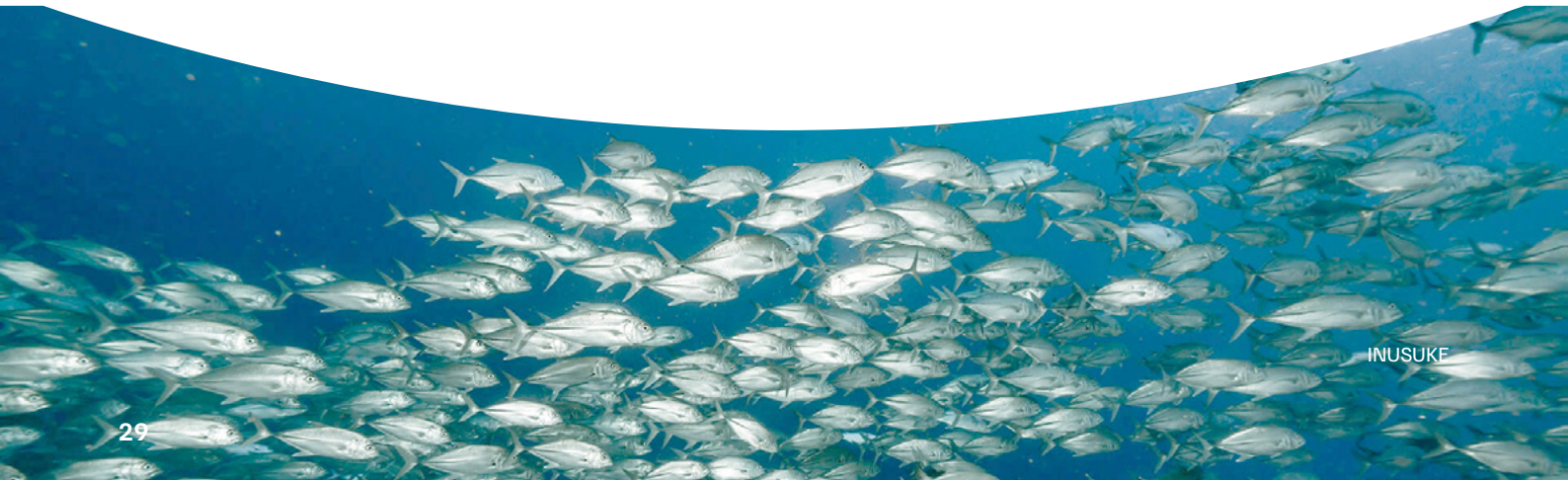
Total Allowable Catch (TAC): Catch limits that establish the total amount of fish that can be taken from a stock.

Unit of Assessment (UoA): The target stock(s) combined with the fishing method/gear and practice (including vessel type/s) pursuing that stock, and any fleets, or groups of vessels, or individual fishing operators or other eligible fishers that are included in an MSC fishery assessment.



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