## MARKET FOCUS MSC CERTIFIED TUNA IN FRANCE

#### TOP SPECIES CONSUMED IN FRANCE PER CAPITA











Average annual per capita consumption (kg per capita)

### DEVELOPMENT OF MSC TUNA IN FRANCE

7720

64% increase 12670 T

1800 2019

2021

2023

#### MSC PRODUCTS



TUNA

Canned products represent

of all tuna products (in volume) **Retail Food** to go represents

of all tuna products (in volume)



### DEVELOPMENT OF MSC TUNA IN FRANCE



2,300 MSC products in France (live products) of which

are tuna products 0,6%

brands sells MSC labelled tuna in France

have Tuna in their scope.

French CoC holders that

# PARTNERS LEADING COMMITMENTS IN FRANCE (2022/23)



PRODUCTS UNDER PRIVATE BRAND

Wherever possible, and if certification is available, Aldi offers MSC certified products.

For non-certified products, ALDI sources from FIP.

Link to commitment >



**PRODUCTS** Saupiquet's objective is

to purchase 100% of its tuna from MSC certified fisheries or fisheries in the process of improvement (FIP), aiming for MSC

certification, by 2024.

Link to commitment >



UNDER PRIVATE BRANDS PÊCHE OCÉAN & RONDE DES MERS.

Today, more than a third of Pêche Océan and

Ronde des mers seafood products are MSC or ASC certified.

Link to commitment >



MSC TUNA

**PRODUCTS** Thai Union is committed

to sourcing 100% MSC-certified tuna or tuna from a fishery committed to a Fishery **Improvement Project** (FIP) by 2025.

Link to commitment >