

FOREVER WILD  
CHOOSE THE  
BLUE FISH™

The logo features a stylized blue fish inside a blue oval, with a small 'TM' trademark symbol to its right.

# MSC Update- TUNA 2018

Bill Holden- Senior Fisheries Manager Oceania & SE Asia





# The MSC Market

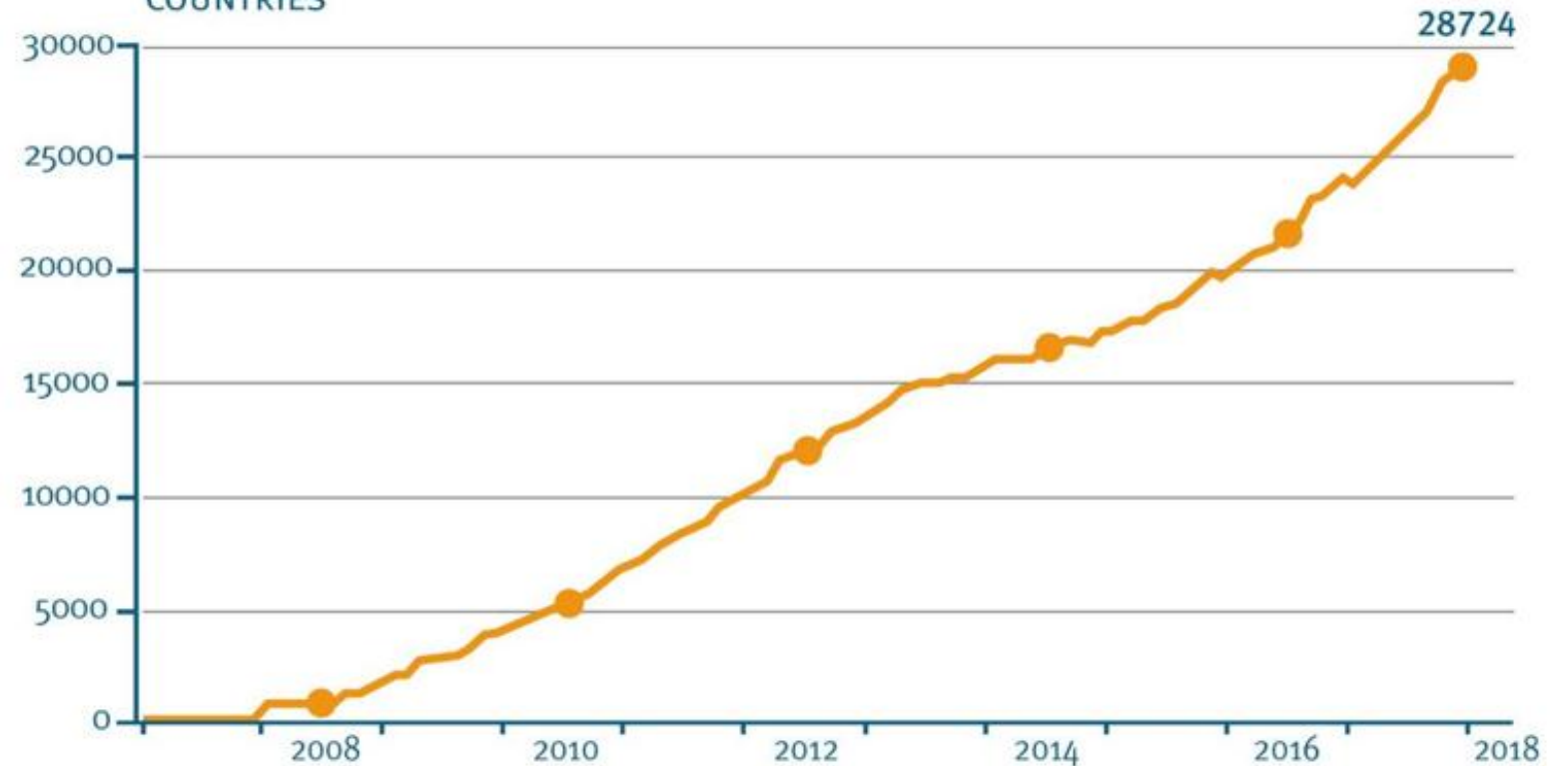
860,000 tonnes  
20% Growth

**29,000 PRODUCTS** IN **108 COUNTRIES**



now carry the MSC label

GLOBAL SUM OF PRODUCTS AVAILABLE IN INDIVIDUAL COUNTRIES

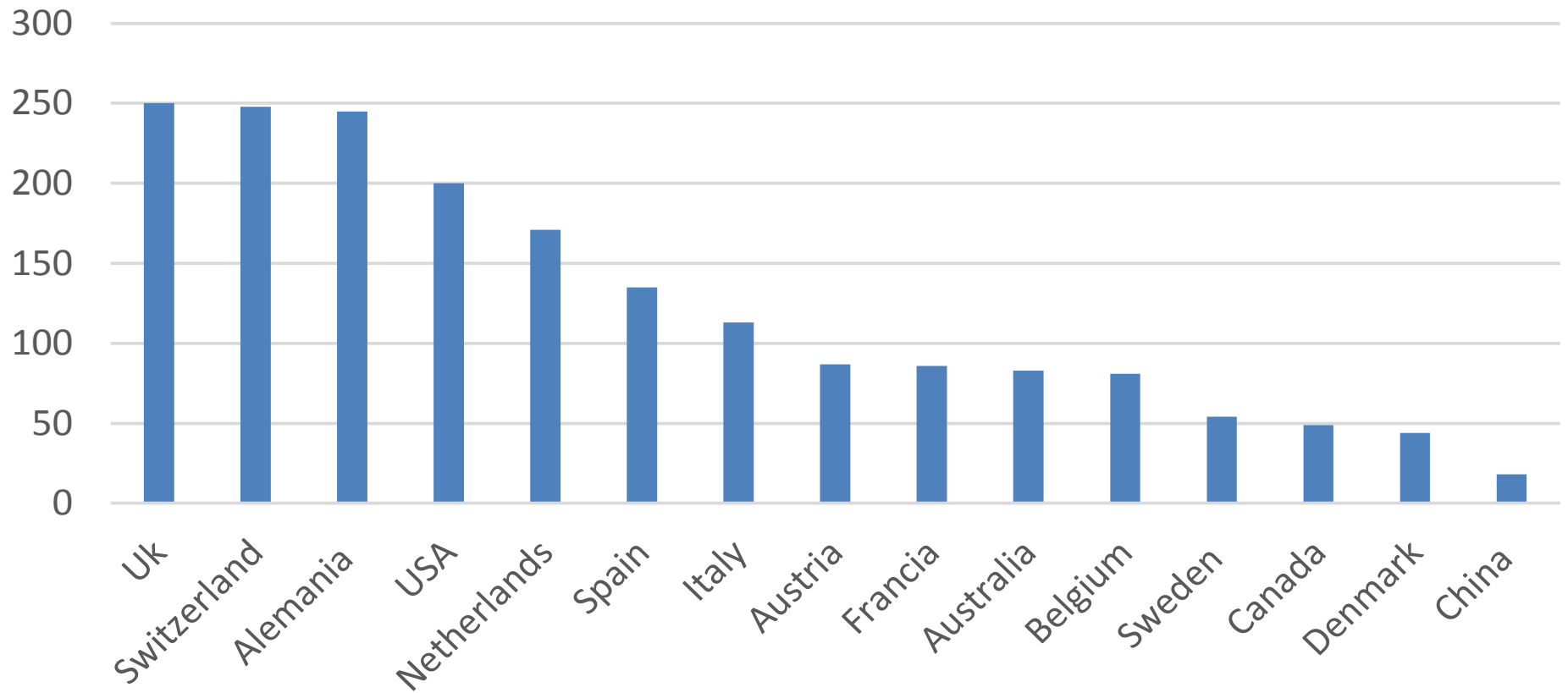


# MSC Tuna Fisheries Update

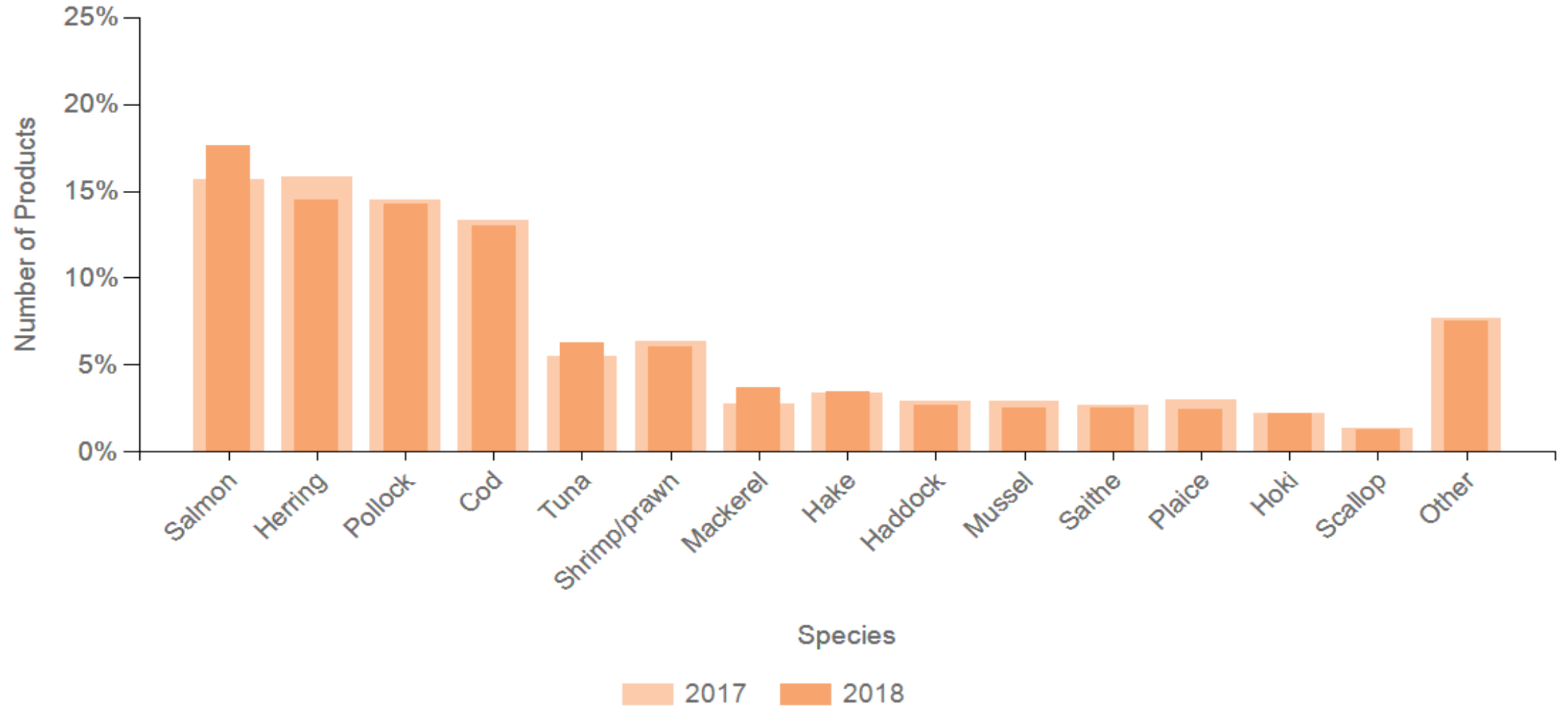
2100 products  
in 50 countries

80% YoY  
Growth

Number of tuna products by distribution country  
(April 18)



# MSC Tuna Fisheries Update





THANKS  
FOR 20 YEARS OF  
WILD, TRACEABLE,  
SUSTAINABLE  
SEAFOOD.

