



BLUEFIN TUNA CONSERVATION PROJECT

Palma Aquarium environmental campaign.

(Thunnus thynnus)



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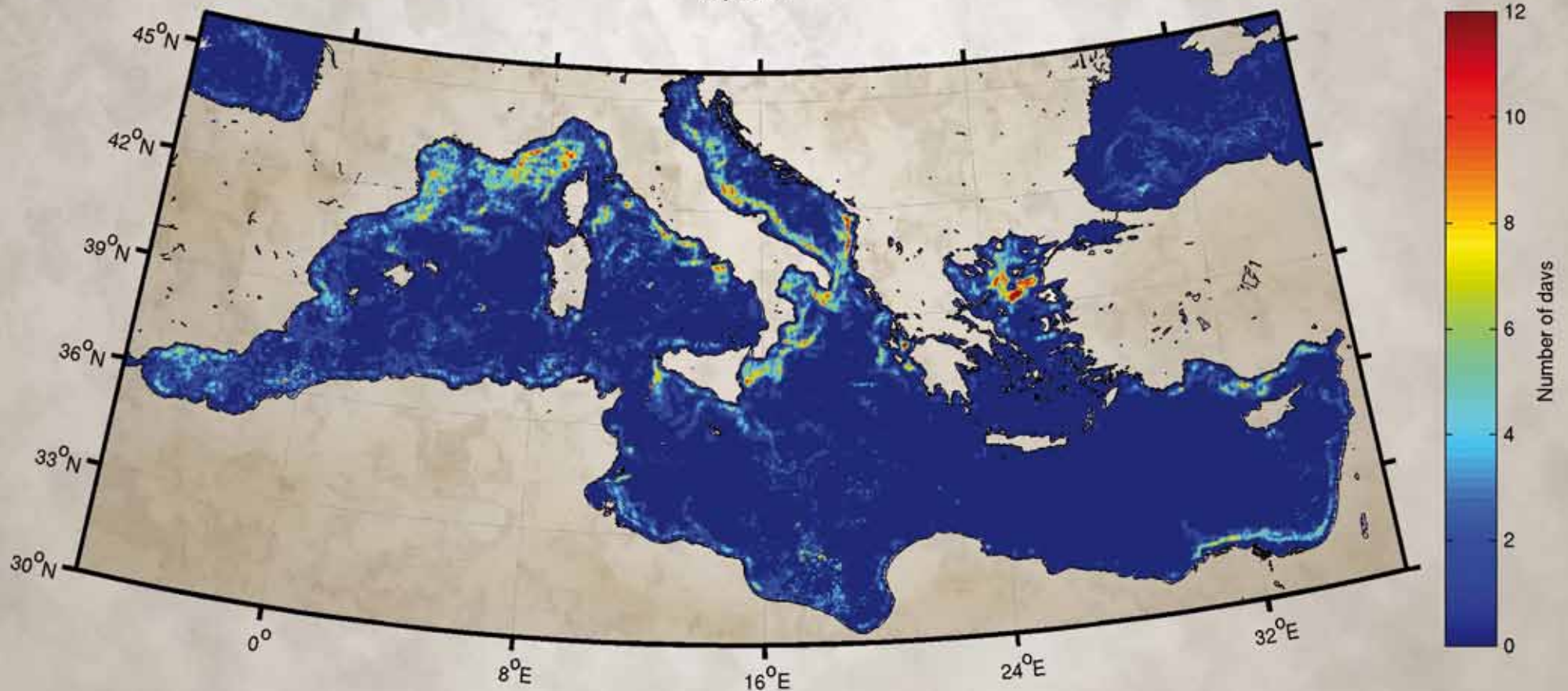
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CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA



Bluefin tuna preferred habitat (feeding + spawning):
July 2008



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CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

The current situation of the Mediterranean bluefin tuna is very serious.

This species is on the verge of extinction and its populations are collapsing in front of the world's eyes. Man is the cause of this devastating decline so therefore we have the moral commitment to try and look for solutions before it is too late.

It is known that the last relatively healthy population is the Mediterranean stock. Due to the fact that the remaining Mediterranean bluefin tunas migrate every year to the most important breeding area in the world, located on the south coast of the Balearic Islands, this should compromise us to do our best to protect the species and ensure its survival.

Still awaiting the latest reports and results that analyse and confirm last year's population decline rates, we have gathered public documents and references from trustworthy sources such as: WWF/Adena, Greenpeace International, FAO, European Fishery Parliament etc.. to back up the following information.

The bluefin tuna is being forced to disappear not just from our waters but from the planet's seas and oceans due to the established high legal fishing quotas as well as the unsustainable illegal quotas. At the same time, a historical culture and traditional industry of responsible fishing, very deeply rooted in the Mediterranean, will also vanish.

With the withdrawal of this emblematic species we will find ourselves looking at other various controversies because of the natural imbalance produced by the ecological loss.

We must ask ourselves what to do and how to do it, when faced with an already deteriorated Mediterranean ecosystem in danger of losing one of the main food chain predators and its place being

taken up by other species that can not maintain the necessary balance, for example, jellyfish. Moreover, when this in turn affects other pelagic species of great commercial value such as sardines.

We will be looking at a drastic reduction in traditional fishing and the loss of old and sustainable fishing values which will inevitably lead to the loss of jobs, and so on and so on. This is what the extinction of this commercial and cultural valuable species will mean for the majority of the Mediterranean countries.

This complicated situation will be described in two sections with reliable references which are public documents and are supported by international entities such as the International Scientific Committee, statistically studied in extraordinary council meetings.

1.1

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA POPULATIONS

- The inadequate management and lack of control is putting an unsustainable pressure on the population.
- Due to over exploitation in the last few years, there has been a 40% reduction in Mediterranean bluefin tuna breeding. This makes it very difficult for a possible species recovery.
- The fishing and capturing of adult reproductive bluefin tunas between 7 and 8 years is very high since these are the most profitable for the fattening farms.
- The levels of biomass are so low that it is virtually impossible for them to breed. 80% of the bluefins captured in the Mediterranean are between 1 and 4 years old.
- ICCAT (International Commission for the Conservation of Atlantic Tuna) has authorized higher quotas than those that were responsibly suggested, completely ignoring its own scientific committee's recommendations who are in charge of caring for the sustainability of the populations.
- 2007 has witnessed the largest massacre of juvenile bluefin tuna in history, since then the population decline has been reflected in several already depleted areas and also in reproductive fatigue first apparent in 2006.
- Due to a shortage of bluefin tunas in regulated fishing areas, the commercial boats have changed their fishing range and are entering the Mediterranean a lot more to capture in the already low populations that are on their migration route to the breeding areas.
- We have examples and facts of other fish populations being exploited to the verge of extinction, as is the case of the northern cod (*Gadus morhua*), that in spite of the fishing bans to try and recover the species for the last 17 years, has been unsuccessful. The Oriental Atlantic bluefin tuna stocks collapsed 30 years ago, as have the ones in the Gulf of Mexico, Western Atlantic, North and South Atlantic seas. The last healthy population, although in decline, should be looked after and cared for, because if not, the species will collapse and it will be difficult, if not impossible, to ever recover.
- Fattening farms are not the solution; in fact they are the opposite. Fattening farms ecologically ruin the ocean beds. To fatten bluefins other fish species are used as bait, therefore exploiting other wild stocks of fish.
- Illegal fishing is finishing off the already

1.2

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

FISHING EXPLOITATION

reduced populations. In the year 2007, 60.000 tons of bluefin tuna were caught in the Mediterranean, 30.000 tons were illegal captures.

- The yearly quotas authorized by ICCAT are exceeded by 50.000 tons every year since 2003. This fact has been demonstrated by the International Scientific Community and by studies and analysis of commercial transactions between producing countries and importers.
- There is an existing illegal market with the capacity to absorb 18.000 tons of undeclared illegally caught fish. This market, mainly Asian, sold illegally bluefin tuna for a value of 2.5 billion Euros between 2003 and 2006. Also, Japan has a strategic reserve of 21.000 tons of frozen fish stock, as well as the tuna stored in freezer boats at sea.
- The extractive and real capacity of boats that use purse seine is 64.000 tons in the Mediterranean, and there is a consolidated float of 395 recognized purse seine boats.
- The fattening farms in the Mediterranean have a real capacity of 58.642 tons, according to recent calculations.
- According to Japanese industrial sources, 40% of the tunas caught in purse seine nets in the year 2006 and transferred to Italian, Croatian, Maltese, Turkish, Greek and Tunisian fattening farms weighed less than 60 kilos per specimen. The same source, declared that the following year (2007) 70% of the tunas weighed less than 80 kilograms.
- Of all the offences and fishing irregularities committed during 2007 in the Mediterranean, none were punished.
- Illegal fishing, the undeclared quotas and the omission of total regulation is taking this millenarian fishing towards an imminent extinction.
- The countries that benefit most from this overexploitation are the European Union, mostly France, Turkey and Libya fishing floats.
- The vast majority of undeclared fish is processed on board large industrial ships which ignore the predetermined quotas and double the authorized quantity.

1.2

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

FISHING EXPLOITATION

- Fattening farms started around the late 1990's. The bluefins are sacrificed and exported to Japan, where exorbitant prices are paid for the tuna. In only 15 years, the farming practice has extended to 11 countries, and currently, no one knows how much tuna is caught in the Mediterranean and transferred to fattening farms.
- Spain is the country that has the highest legal tuna quota due to historical and geographical rights.
- Japan has the highest consumption of tuna by far and is the main distributor.
- The “Albatun Tres” is the biggest tuna boat in the world and Spanish property. It can fish up to 3.000 tons of tuna in a single fishing session, which represents nearly double the amount of a total years fishing in some Pacific Island countries.
- The same members that represent ICCAT (European Union and Japan) which have allowed this irresponsible decline during the 2003 – 2006 periods are exactly the same members that will be in charge of the 2007 – 2010 period.

1.3

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

ICCAT – CITES

ICCAT



We will now offer a brief description of ICCAT; The International Commission for the Conservation of Atlantic Tunas, in charge of conserving the Mediterranean bluefin tuna.

CITES is the Convention on International trade that protects endangered species of wild fauna and flora.

Both organizations are relevant to Palma Aquarium's environmental campaign and for the survival of the species. ICCAT because they should modify their commercial management and CITES to regulate its commercialisation evenly.

1.3.1

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

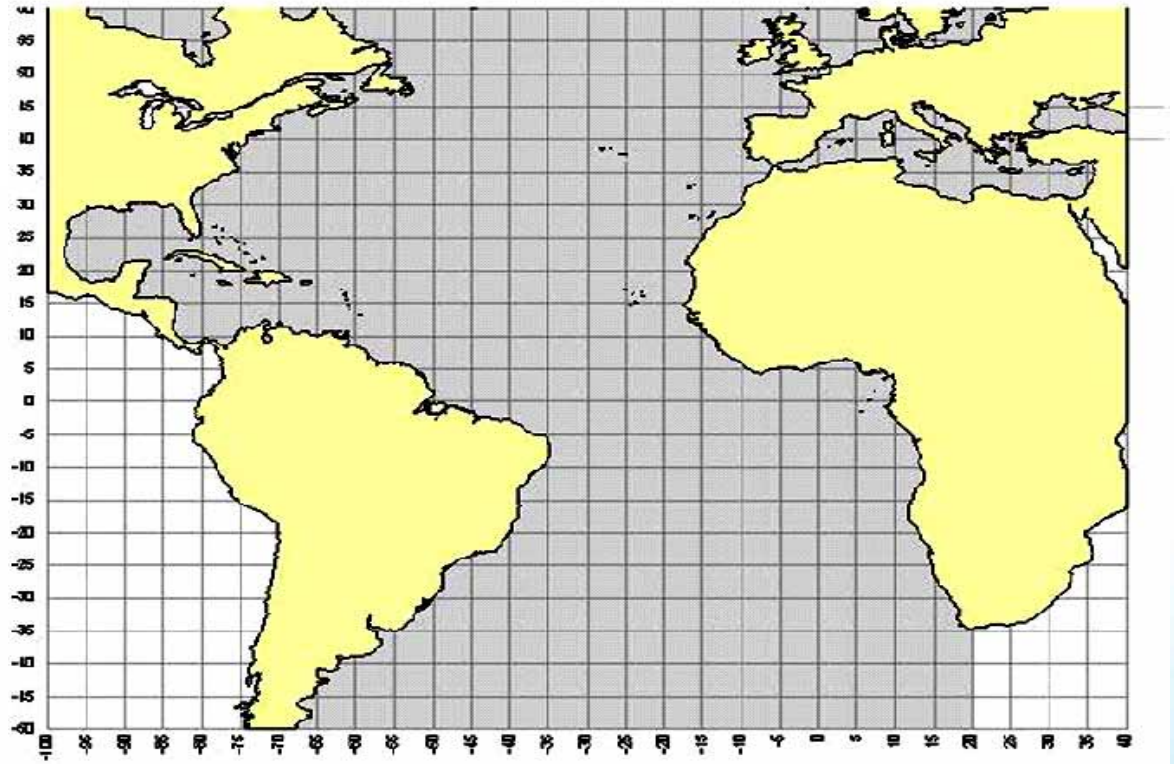
ICCAT

- The organization was established at a Plenipotentiaries Conference, which prepared and adopted the International Convention for the Conservation of Atlantic Tunas, signed in Rio de Janeiro, Brazil, in 1966. After a ratification process, the Convention entered formally into force in 1969. The Commission may be joined by any government that is a member of the United Nations (UN), any specialized UN agency, or any inter-governmental economic integration organisations constituted by States that have transferred to it competence over the matters governed by the ICCAT Convention.
- Instruments of ratification, approval, or adherence may be deposited with the Director-General of the Food and Agriculture Organization of the United Nations (FAO), and membership is effective on the date of such deposit. Currently, there are 48 contracting parties.
- The FAO has elaborated a map including all delimited sea and ocean areas to enable the control over fishing in those areas.
- About 30 species are of direct concern to ICCAT.
- In the Convention, it is established that ICCAT is the only fisheries organization that can undertake the range of work required for the study and management of tunas and tuna-like fishes in the Atlantic. Such studies include research on biometry, ecology, and oceanography, with a principal focus on the effects of fishing on stock abundance.
- ICCAT compiles fishery statistics from its members and from all entities fishing for these species in the Atlantic Ocean, coordinates research, including stock assessment, on behalf of its members, develops scientific-based management advice, provides a mechanism for Contracting Parties to agree on management measures, and produces relevant publications.
- Science underpins the management decisions made by ICCAT. Much of the information available on this site relates to scientific data, reports of scientific meetings and scientific articles.

What is FAO?

United Nations Food and Agriculture Organisation.

FAO is the largest autonomous agency within the United Nations system with 180 Member Nations plus the European Community (Member Organisation). FAO is active in land and water development, plant and animal production, forestry, fisheries, economic and social policy, investment, nutrition, food standards and commodities and trade. A specific priority of the Organisation is encouraging sustainable agriculture and rural development, a long-term strategy for the conservation and management of natural resources. It aims to meet the needs of both present and future generations through programmes that do not degrade the environment and are technically appropriate, economically viable and socially acceptable. FAO is the organization in charge of naming the current world fishing areas.



Convention area

ICCAT has the responsibility and obligation to regulate the fisheries and at the same time counts on a scientific committee that recommends quantity of the quotas given to different countries for a balanced sustainability which will guarantee the survival of the species and therefore the fisheries future. The actual scientific committee have stated that the restrictions to be taken now after having ignored them during years, although aware of the consequences of this, could come too late.

1.3.2

CURRENT SITUATION OF MEDITERRANEAN BLUEFIN TUNA

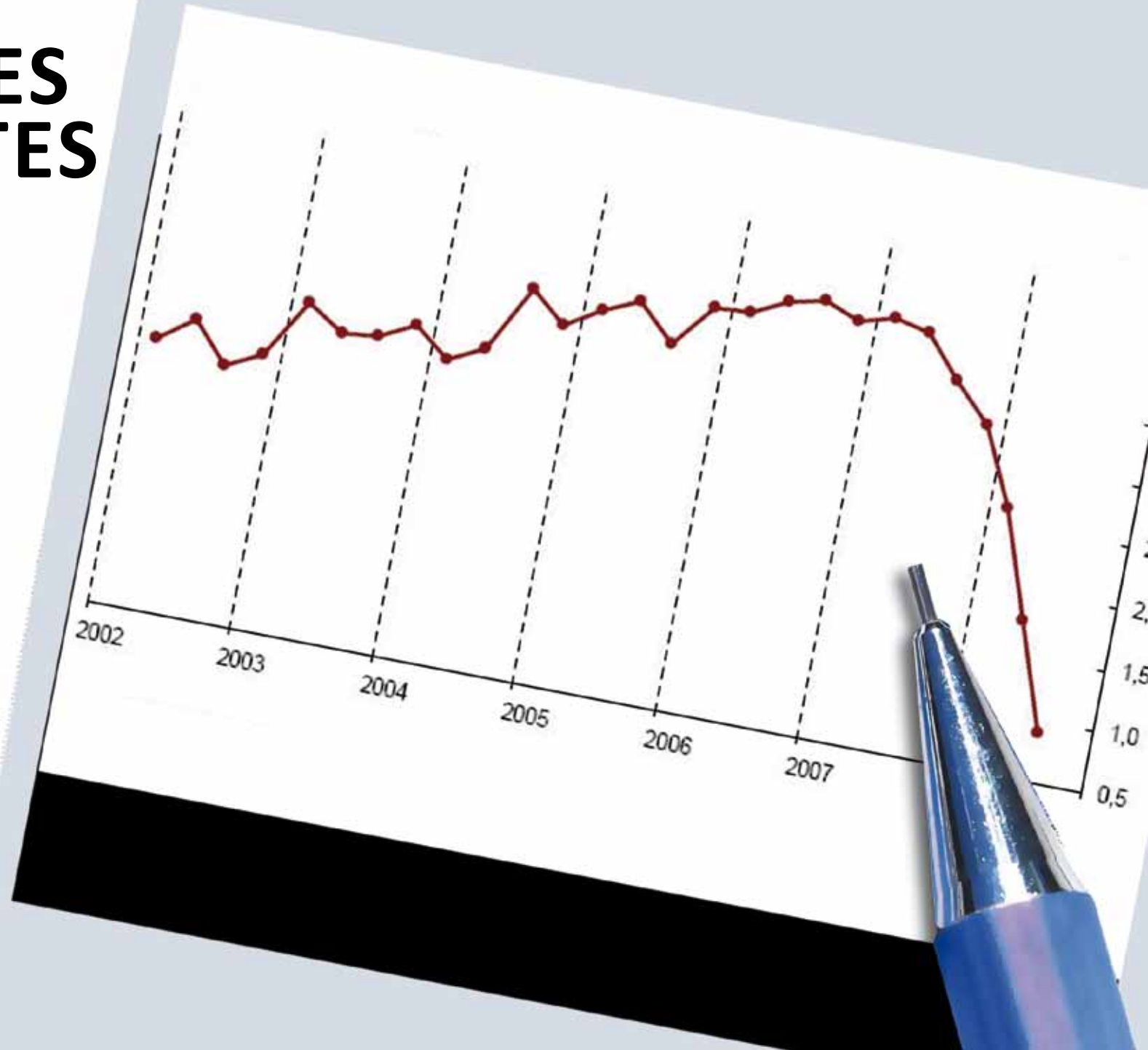
C.I.T.E.S

CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora), also known as the Washington Convention, it is an international agreement between governments, drafted as a result of a resolution adopted in 1973 at a meeting of members of the International Union for Conservation of Nature (IUCN).

- Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival.
- It accords varying degrees of protection and cover for more than 30.000 animal and plant species.
- Currently there are 175 sections.
- Only one species protected by CITES, has become extinct in the wild as a result of trade since the Convention entered into force in 1975.
- CITES is one of the largest conservation agreements in existence.
- The species covered by CITES are listed in three Appendices, according to the degree of protection they need.

- Appendix I includes species threatened with extinction. Trade in specimens of these species is only permitted in exceptional circumstances.
- Appendix II includes species not necessarily threatened with extinction, but in which trade must be controlled in order to avoid utilisation incompatible with their survival.
- Appendix III This Appendix contains species that are protected in at least one country which has asked other CITES members for assistance in controlling the trade.

DATA, REFERENCES AND QUOTES



2

DATA, REFERENCES AND QUOTES

The references and quotes stated come from different organizations, institutions and authors who have investigated the current situation and have published their results in public documents, documentaries, books, press articles etc...

Data and references:

- “Three quarters of the worlds fishing grounds are fully exploited or overexploited” – (FAO 2002. Report on the worlds fishing and aquiculture state).
- “The worlds predatory fish today are only 10% of the pre industrial levels” - (Myres, R. et al Rapid worldwide depletion of predatory fish communities. Nature. Vol.423, 15 Mayo 2003).
- A third of the worlds captures are thrown back into the sea due to its low commercial value. -- (Alverson et al A global assessment of fisheries by-catch and discards) FAO 1993. <http://www.fao.org/DOCREP/003/T489OE/T489DEOO.HTM>.

Quotes:

- “Tuna is the most globalized species in the world”. (European Parliament ex fishing commissioner).
- “The Mediterranean bluefin tuna will disappear from the year 2012 when the last sexually mature adults are caught” – (WWF/ Adena).

- “The capacity of the worlds fishing floats can fish 4 times the quantity of fish in existence – (Charles Clover, The End of the Line).
- “The worlds industry of long line fishing throws 1.4 billion hooks every year, which are threaded on enough fishing line to circle the globe 550 times”. (Charles Clover, The End of the Line).
- “The mouth or entrance of the largest trawl net in the world is big enough to fit 13 Boeing 747s inside it”. (Charles Clover, The End of the Line).
- “In just one boat I could see two 12 metre containers with approximately 29 tons of bluefin in each one, which adds up to about some 50–56 tons of fish, which is more than Taiwan would normally declare at the end of the fishing season” . (Roberto Mielgo).
- “Dragging a trawling net is like ploughing a field seven times over”. (Charles Clover, Author and journalist).
- ICCAT Scientific committee recommend a quota of 15.000 tons to avoid a collapse in the bluefin population, and a quota of less than 10.000 tons to be able to reconstruct the populations; yet, although the ministers vote to reconstruct the populations, they vote for a 29.500 ton quota, twice more than it should be to avoid the populations crumbling and three times more than would enable the bluefins to recover” - (Charles Clover, The End of the Line).

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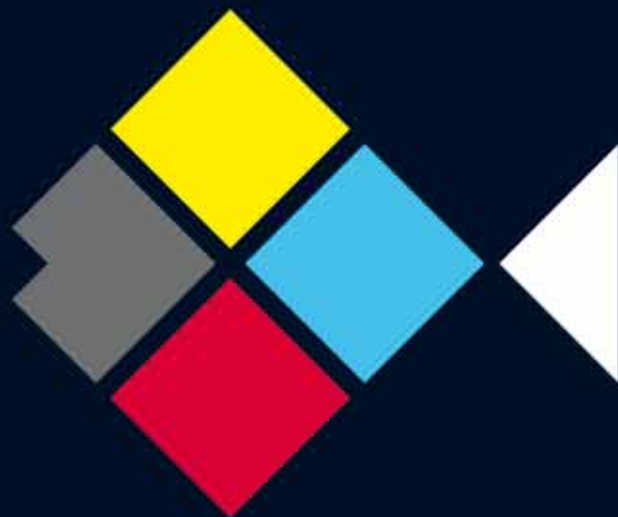
DATA, REFERENCES AND QUOTES

- Illegal, undeclared and uncontrolled fishing is valued at 25 billion dollars a year. - (Charles Clover, The End of the Line).
- “The Mitsubishi Corporation controls 60% of the entire production of Mediterranean and Atlantic bluefin tuna”. (Roberto Mielgo).
- “For 1.2 billion people, fish is the main part of their diet” (Charles Clover, The End of the Line).
- “Every year 7 million tons of dead fish are thrown back into the sea”. (Charles Clover, The End of the Line).
- “ Out of the 100 million tons of fish caught worldwide every year, 40% is ground up to make fish pellets that feed a minority of other fish” (Patricia Majaluf, The End of The Line).
- “Only 0.6% of the world’s waters are protected” – (The End of The Line).
- In 2007/2008 it is estimated that only small, medium and large vessels entered the Mediterranean adding up to a total of 663 boats, 314 more than in the previous two years.
- The “Albatun Tres” was constructed in 2004, it is Spanish owned and has a twin sister called “Albatun Dos”. It is considered to be by its builders the biggest tuna fishing boat in the world, costing 30 million Euros to make, measuring 115 m long and 17 metres wide and with a horsepower of 8.500. As a freezer boat it has the capacity to store 3.500 m3 on board, and freezes at -65°C (colder than in Mars).

Fishing Statistics:

- In 2004/2005 the amount of purse seiners operating in the Mediterranean was 273 boats; 493 long line fishing boats; 390 fish rod boats, 6 fish boats with traps, 564 traditional fishing boats and 10.663 fish game boats. All this adds up to a total of 12.370 boats.

PALMA AQUARIUM'S CAMPAIGN



3

PALMA AQUARIUM'S CAMPAIGN

3.1

PALMA AQUARIUM'S CAMPAIGN

PALMA AQUARIUM'S PHILOSOPHY

Palma Aquarium works actively for the conservation, preservation and protection of species.

Palma Aquarium recognises the dangers and damage that nature is currently suffering and therefore works as an awareness platform to spread educational knowledge and social awareness. We present situations and environmental conflicts that without social support from our society could not be solved or have a future.

“Knowledge to value and value to protect” is our main slogan which confirms Palma Aquarium and Coral World's philosophy. We want to show the other side of our seas and oceans and let people acknowledge what is happening, analyse the situation and aim to awaken public interest to defend and protect the marine world.

Palma Aquarium's main environmental objectives and principles are:

- Enhance understanding and admiration for the extraordinary beauty that the seas and oceans hold.
- Manage, project and sponsor programs that aim to bring public awareness and promote sustainable practices.
- Increase, environmentally speaking, dialogue, co-operation and relationships between private companies, public institutions, organisations, foundations and the civil society.
- Develop and promote general interest in actions related to the natural environment, conservation and protection.



3.2

PALMA AQUARIUM'S CAMPAIGN

THE CAMPAIGN

The name of Palma Aquarium's environmental campaign in favour of the conservation of the Mediterranean bluefin tuna is : "Salvemos al Atún" in Spanish, "Salvem sa Tonyina" in Catalan, "Save the Tuna" in English and "Rettet den Thunfisch" in German.

At the beginning of 2009 Palma Aquarium began its investigation into the Mediterranean bluefin tuna (*Thunnus thynnus*), with a special interest in spreading the word of its current situation through the construction of a permanent exhibit within its facility. During the gathering of data we initiated professional relationships with many important and different public organisms, organisations, and foundations that work within the same field.

On the 25th of August 2009 Palma Aquarium held a very important event attended by HM The Queen of Spain, Doña Sofia. By courtesy of the Foundation Marviva, Palma Aquarium screened a special projection of the documentary film "The End of the Line" in the Ocean hall of Mallorca's Marine Park also attended by:

- Right Honourable Mr. Francesc Antich i Oliver, President of the Balearic Government
- Mr. Ramón A. Socías Puig, Balearic Government Delegate
- Right Honourable Mrs. Aina Calvo, Mayoress of Palma
- Right Honourable Mrs. Maria Antonia Munar Riutort, Parliament president
- Magnífica Mrs. Monserrat Casas i Ametller, Balearic University Rector

- Excelentísimo Mr. Juan Carlos Domingo Guerra, Commander General
- Mrs. Mercé Amer, Agriculture and Fishery Councillor

We also had the honour of receiving important investigators, scientists and non government organisations that supported and made it possible to hold the event. It was then the public administration communicated their willingness to collaborate actively in the campaign and the conservation of the Mediterranean bluefin tuna. On their behalf they requested direct information and recommendations to enable them to participate conjunctively.

The material elaborated to promote the special screening was:

- an informative letter,
- a digital invite
- a paper invite sent by registered mail
- an information brochure with film synopsis and Palma Aquarium project details.
- a sticker

This promotional material forms an integrate part of the material that the Palma Aquarium campaign will employ.

The screening event had a very significant social reception. The best news agencies and main media covered the event and spread the word. Approximately 50 journalists attended and there were more than 80 internet links about the event.



• INVITATION



• STICKER



• FLYER



• LETTER



• PHOTOCALL



3.3

PALMA AQUARIUM'S CAMPAIGN

SUSTAINABLE AND RESPONSIBLE FISH GUIDE

Palma Aquarium continuing with the campaign, at the end of September 2009 and following on from the campaign started in August 2009, edited a sustainable and responsible fish and seafood guide for consumers.

In view of the lack of international regulating management, we should try ourselves as consumers to give a solution to this critical situation, because if there is no consumption, then there is no demand and if there is no demand then there will not be as much production.

The main problem is that the current situation and serious threat to which bluefin tunas are subject to is not known to the average consumer, and they are oblivious to this corrupt and massive industry. There is a great lack of information respecting this issue and that is where Palma Aquarium wants to act.

The society have the right to be informed about this drastic situation to be able to voluntarily chose to contribute to the cause and therefore help change the circumstances.

Public opinion has the chance to change this condition and chose freely only if they are updated on what is happening, especially when it is a matter that can affect their own future and nature in general.

One of the principal aims of the campaign is to inform the consumers and spread the corresponding information.

Palma Aquarium wants to come to an agreement with all of the major supermarkets where fish products are sold so that cashiers hand out guides to all consumers. At the same time the guides will be distributed in other strategically useful areas such as:

- Balearic newspapers
- Associated companies
- Market exits

The Responsible and Sustainable Fish Guide is very easy to read and is distributed as a pocket book, divided in three parts:

SUSTAINABILITY TRAFFIC LIGHTS

- **RECOMMENDED** Fish and Seafood – Green
- **ALTERNATIVE** Fish and Seafood – Amber
- **NOT RECOMMENDED** Fish and Seafood – Red

In each of the columns we list the most consumed species in our region, including fishing methods and recommended minimum sizes. It also has a section with additional information on how sustainability is affected by changes, such as:

- Opting to buy fish that has been caught in the nearer areas because it will be fresher but also because you are not taking part in the contamination; destructive fishing and the enormous energy spent transporting fish products from overseas.
- Taking maximum advantage of the fish that you have purchased, by making soups or pet food from the leftovers etc.

The guide will include logos of collaborating entities and will be published in various languages:

- Spanish – Catalan – English
- Spanish – English – German



3.4

PALMA AQUARIUM'S CAMPAIGN

PROMOTIONAL MATERIAL



As well as the Responsible and Sustainable Consumer Guide, Palma Aquarium has created tools to help divulge information and promotional support:

- Poster and Brochure
- Merchandise

We have to note that all promotional pieces will include logos of all the collaborating businesses and institutions.

3.4.1

PALMA AQUARIUM'S CAMPAIGN PROMOTIONAL MATERIAL

POSTER AND BROCHURE



Poster – Implementation and printing of A3 poster designed for fish product sale points, supermarkets, fish markets and markets. The poster is divided in two parts:

- FAO fishing areas
- Responsible and Sustainable Consumer Guide Species List

The FAO fishing areas are numbered universally, for example the area FAO 37.4 corresponds to the Black sea, and it has that number worldwide. The fish extracted in that area will hold that denomination wherever it goes and wherever it is sold, even if it is sold on the other side of the world. This information will help to orientate the consumer and enable a sustainable choice.

Brochure – Implementation and printing of informative brochures that include information to reflect the current situation of the bluefin tuna in the Mediterranean. This material will contain a brief explanation of the Palma Aquarium campaign, its distribution will be the most extensive as Palma Aquarium will directly hand them out to all their clients.

3.4.2

PALMA AQUARIUM'S CAMPAIGN PROMOTIONAL MATERIAL MERCHANDISE

- Stickers to support the campaign and to be distributed in events such as conferences and fairs.
- All collaborators will be also included and they can help with the distribution of stickers and brochures as a campaign shared activity.
- The merchandising objects are still in design form; Depending on the articles made distribution will be according to the product, for example, pencils for schools, balloons in fairs etc.

• Sticker



• Magnet



• Badge



• Pencil



3.5

PALMA AQUARIUM'S CAMPAIGN CONFERENCE CYCLE

During the gathering of information and documentation for the Mediterranean Bluefin tuna exhibit and the pre campaign investigations, Palma Aquarium accumulated a lot of graphical material that we would like to structure into a series of conferences which are free of charge and will take place at Palma Aquarium.

Conference content:

Audiovisuals

- Projection of historical documentaries on traditional and sustainable fishing arts.
- Projection of tuna tagging programs
- Projection of a short or long version of the documentary film "The End of the Line"

Topics and/or Speakers

- Descriptive speech on the different international regulating organisms; ICCAT, CITES, SOIVRE, FAO.
- Protection of marine reserves and their importance.
- Implicated organisations in the Mediterranean blue fin tuna conservation, Greenpeace, WWF/Adena, Tag a Giant, Marviva Foundation, OCEANA, Instituto Español de Oceanografía, Game fishing Federation, Fishing Associations, Principe Albert II de Monaco Foundation, etc
- Reports and investigations on the Mediterranean bluefin tuna
- Exhibit description and Palma Aquarium environmental campaign.

3.6

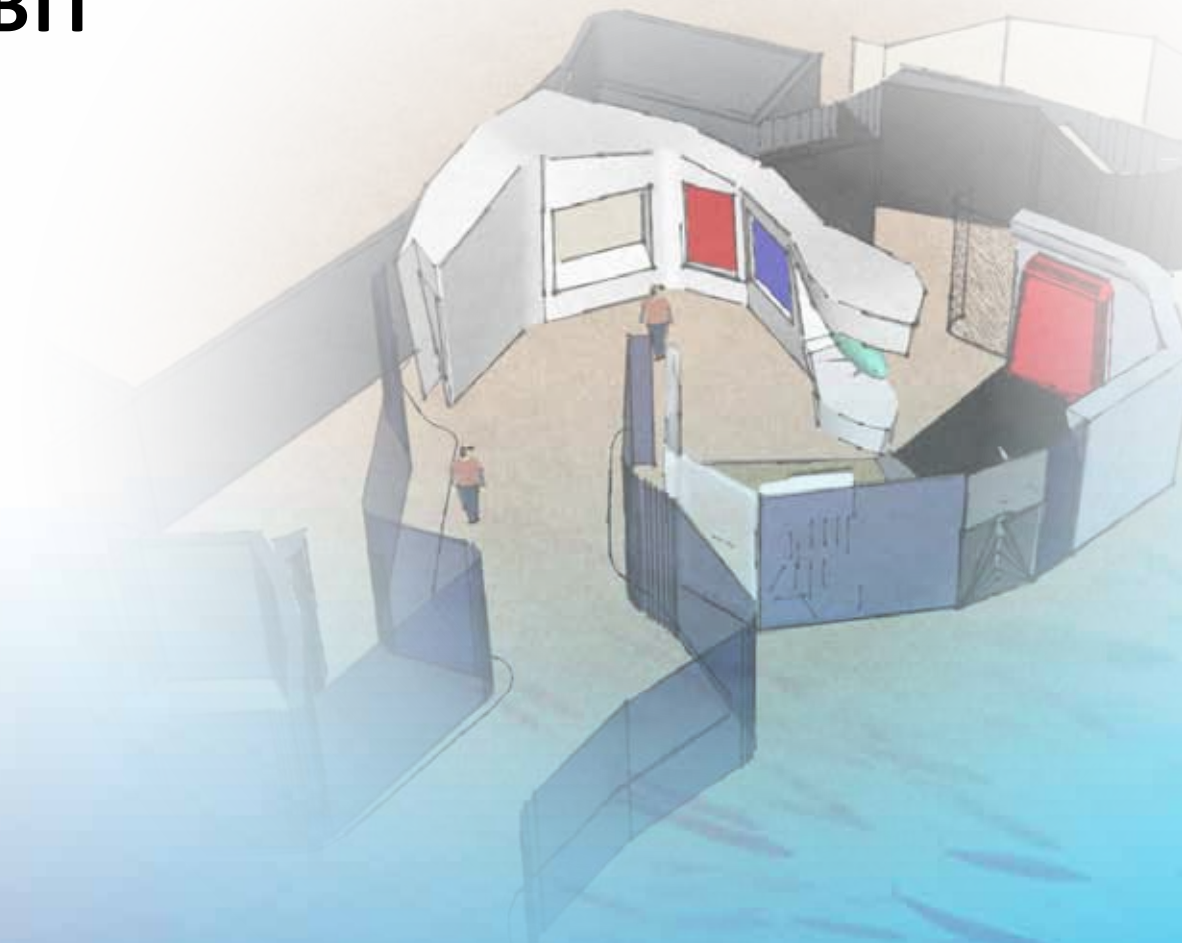
PALMA AQUARIUM'S CAMPAIGN EXHIBIT

At the end of the year Palma Aquarium will inaugurate a permanent exhibit in the heart of its existing facility. The 400m² exhibit will be dedicated exclusively to the Mediterranean bluefin Tuna.

The biological characteristics and the extraordinary anatomical aspects will be described, and followed up with a mention to the tuna's transatlantic migrations and the public will witness the tunas historical development. The exhibit will reflect the balance and harmony of artisanal sustainable fishing and inform of the present reality that may take these magnificent animals into a tragic future.

The exhibit forms an active part in the conservation campaign and will have an information stand to compile signatures and suggestions, opinions and critics to support the immediate necessity of ensuring a protected marine area in the Balearics that will act as a Mediterranean bluefin tuna sanctuary.

Through the exhibit, our mission is to inform all of the guests that visit our park, independently of their nationality, age and culture. At the same time the exhibit offers an added educational value and becomes a didactical tool for all schools that visit Palma Aquarium.



3.7

PALMA AQUARIUM'S CAMPAIGN

COLLABORATING ORGANISATIONS



- All the campaign promotional material for the conservation of the Mediterranean bluefin tuna will include the logos of the collaborating entities.
- The collaborators have the possibility of implicating themselves in the campaign both actively or by supporting it with a letter providing support and facilitating their logo for inclusion in all promotional and informative material.
- Within this shared collaboration, each participant must contribute with actions that are in their field and reach, for example, if a newspaper wants to form an active part of the campaign, then they must publish articles that follow up the events and spread the information previously revised by the Campaign drivers (Palma Aquarium).
- The environmental campaign does not request any direct economical contributions from collaborators.
- The effort of all collaborators is important to achieve campaign objectives.

3.8

PALMA AQUARIUM'S CAMPAIGN

MEDIA AND COMMUNICATION

Palma Aquarium offers adequate information to the society and suggests responsible actions for a higher sustainability by means of promotional campaign materials. The fulfilment of these suggestions is totally voluntary. The media will act with great efficiency and can exercise major pressure through specific publications.

The spreading of information about the current situation of the Mediterranean bluefin tuna and its consequent campaign for the conservation of the species is channelled through the media to reach a wider range of people, therefore as many consumers as possible. The channelling is an effective way to reach the most ample sector of the community. The media are an indispensable part of the campaign to transfer, prove and develop the main campaign objectives.

Needs are:

- To count on local community newspapers and also those that will reach the British and German community that live on the Balearic Islands.
- To exhibit at each fish product sales point information relating to endangered species and fishing areas, so that consumers can choose responsibly.
- To join forces with the Autonomous Government to enable greater local control of fishing vessels that frequent our waters, check their fishing methods are legal and that they are not harming the environment.

- To increase land and maritime surveillance.
- To create jobs for trained inspectors
- Administration must have adequate vessels in optimal conditions to perform control and monitoring services
- To pressure the Central Government to legislate the Marine Reserve in the Balearics
- To develop and approve a 'unique' regulatory label for ALL fish products from the Balearics

The background of the slide is a photograph of a large school of fish, likely sardines or anchovies, swimming in clear blue water. The fish are densely packed in the upper half of the frame and become more sparse towards the bottom. The lighting is bright, creating a vibrant blue color palette.

OBJECTIVES, RECOMMENDATIONS AND SUGGESTIONS

4

OBJECTIVES, RECOMMENDATIONS AND SUGGESTIONS

It would be a mistake to work actively on the conservation of the Mediterranean bluefin tuna if we do not do the same with alternative fish. We should not try to recover a species by devastating others.

The objectives of the environmental campaign are:

- That all the collaborating parts must certify by letter that they support the Palma Aquarium environmental campaign and that they would like to voluntarily collaborate in the conservation and protection of the Mediterranean bluefin tuna.
- Impose sanctions when failing to obey legal legislations
- That all fishing boats and unloading bays have a copy of the updated legal fishery regulations and the corresponding fines if non compliant.
- Elaborate certified voluntary sustainability, supported by the local government.
- Stop serving tuna fish (supplier purchases and consumer purchases) until the populations are stable and back under control.
- Inform the society on the current bluefin tuna situation.

4

OBJECTIVES, RECOMMENDA- TIONS AND SUG- GESTIONS

- Bring awareness to society so that they can purchase fish from a responsible and sustainable source.
- Controls that the minimum size of fish are being kept.
- Inspection of storage and control qualities of fresh fish products.
- Revise, inspect and obligate that the regulated labelling is used in all places that sell fish products.
- Avoid fishermen from selling fish directly to the restaurants and fish mongers without having passed through the official fish market, therefore avoiding amongst other things fiscal fraud, minimum size and fish load tally.
- Recommend to major supermarkets that they should purchase fish products from sustainable sources and to acquire species that are not on the red lists of protected species.
- Only sell fish products that have been obtained from a responsible source and not an environmentally destructive source.
- That all fish selling points exhibit the information on endangered species and legal fishing areas so that the consumer may have the possibility of choosing responsibility.
- We recommend the local government take more control at a local level on fishing boats that come into our waters and make sure that their fishing methods are legal and not harmful to the environment.
- We recommend higher terrestrial and maritime vigilance.
- Creation of more jobs for inspectors.
- Create pressure to legalise the Marine reserve in the Balearic Sea.
- Elaborate a unique fish label which is officially approved for ALL the fish products on the Balearic Islands.

4.1

OBJECTIVES, RECOMMENDA- TIONS AND SUG- GESTIONS

CERTIFIED VOLUNTARY SUSTAINABILITY

The production of an official certificate that can be exhibited to prove voluntary sustainability. This certification would be approved by the local government and the various institutions accredited to it and prove that the owner of that business is active in environmental conservation.

Who is the target?

The certification is aimed at all establishments; both private and public that want to receive this responsible and ecological initiative. For example, supermarkets, restaurants, hotels etc

Palma Aquarium's objective is to have a meeting with all large supermarkets to sign a compromise of sustainable initiatives.

- This certification would be given in form of a plaque (like for example the plaque that a three fork restaurant would have or a four star hotel), insignia or sticker. (Restaurant menu).
- All companies, both those approved or not, would be published in the press with their corresponding articles and interviews.
- Routine visits to confirm that the certified establishments are keeping their compromise.

4.2

OBJECTIVES, RECOMMENDATIONS AND SUGGESTIONS

LABELS

The law obligates all fish sale points to exhibit labels with concise information about the product.

All fish products, fresh, frozen or packed should show specific labels, although the information is different depending on the presentation of the product. The labels should also be in the official language of the country where it is sold.

The labels should reflect:

NAME: Both scientific and common name should be shown.

CAPTURE AREA O ORIGIN: Original area (fishing area or country where it was grown if it comes from aquiculture) Official capture area (For example, FAO 37.3 = Mediterranean).

PRODUCTION METHOD: Extractive = if it has been fished directly from the sea. Shell fished = if it comes from a shellfish farm. Aquiculture = grown or cultivated in farms. Fresh water = if it is a fresh water species. Original country (only if it comes from third countries).

PRESENTATION: Frozen fish should be stated as such, C = cooked, CC = with head, SC = without head, FL = filleted, EVS= without entrails.

PRICE: Price per kilogram or in grams.

EXPIRY DATE: The product should exhibit the expiry date and also the freshness category, which goes from minor to major "Extra, A or B". Frozen fish must state the minimum duration of product.

NET WEIGHT: Not obligatory on fresh fish sold in bulk. The information on frozen fish corresponds to the quantity that the manufacturer has purchased.

CONSERVATION CONDITIONS: Only for frozen and

packed products. Must contain the phrase 'Do not refreeze once defrosted'

LOT NUMBER: On frozen and packed products.

MANUFACTURER AND IDENTIFICATION: Name and address of the manufacturer. On frozen and packed products.

The public administration is obliged to make sure that the regulated labelling is properly executed.



4.3

OBJECTIVES, RECOMMENDA- TIONS AND SUG- GESTIONS

MARINE RESERVES



“The tuna sanctuary would convert the Balearic Islands into an international reference in conservation matters. A tool like that would also be a reference icon for the image of Balears and would situate Spain in a vanguard position in tuna conservation at a worldwide level”.

(Greenpeace Spain)

“The documentary reinforces the position of the Government in creating a sanctuary for bluefin tuna in Balearic waters”.

(Mrs. Mercé Amer, Agriculture and Fishery Councillor)

One of Palma Aquariums environmental campaign main objectives in the conservation of the Mediterranean bluefin tuna is to protect the most important breeding area in the world that this species has and is situated in our Balearic Sea. It is necessary to put pressure on the central government to achieve the declaration of a protected Marine Reserve on the south of Balears which would serve as a Mediterranean bluefin tuna sanctuary, as has been proposed in the past. Palma Aquarium proposes to open an online petition and collect signatures at other locations and strategic areas to gather as much evidence as possible of the communities' wishes in obtaining the objective.





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