



Sustainability never tasted so good



## Sustainability

### Reinvigorating our oceans by revolutionizing an industry.



At Wild Planet, Sustainability is our true north, guiding every action we take and decision we make to protect our oceans for future generations. As the original sustainable seafood company, we hope to positively impact wild fisheries by educating consumers about the importance of eating lower on the food chain.

From our 100% pole & line caught tuna to only targeting select species, our process is built around one heartfelt intention—to stop wasteful fishing practices.

“Wild Planet was founded on a reverence for the marine ecosystem. Sustainable seafood is our way of showing respect.”

Bill Carvalho, Founder

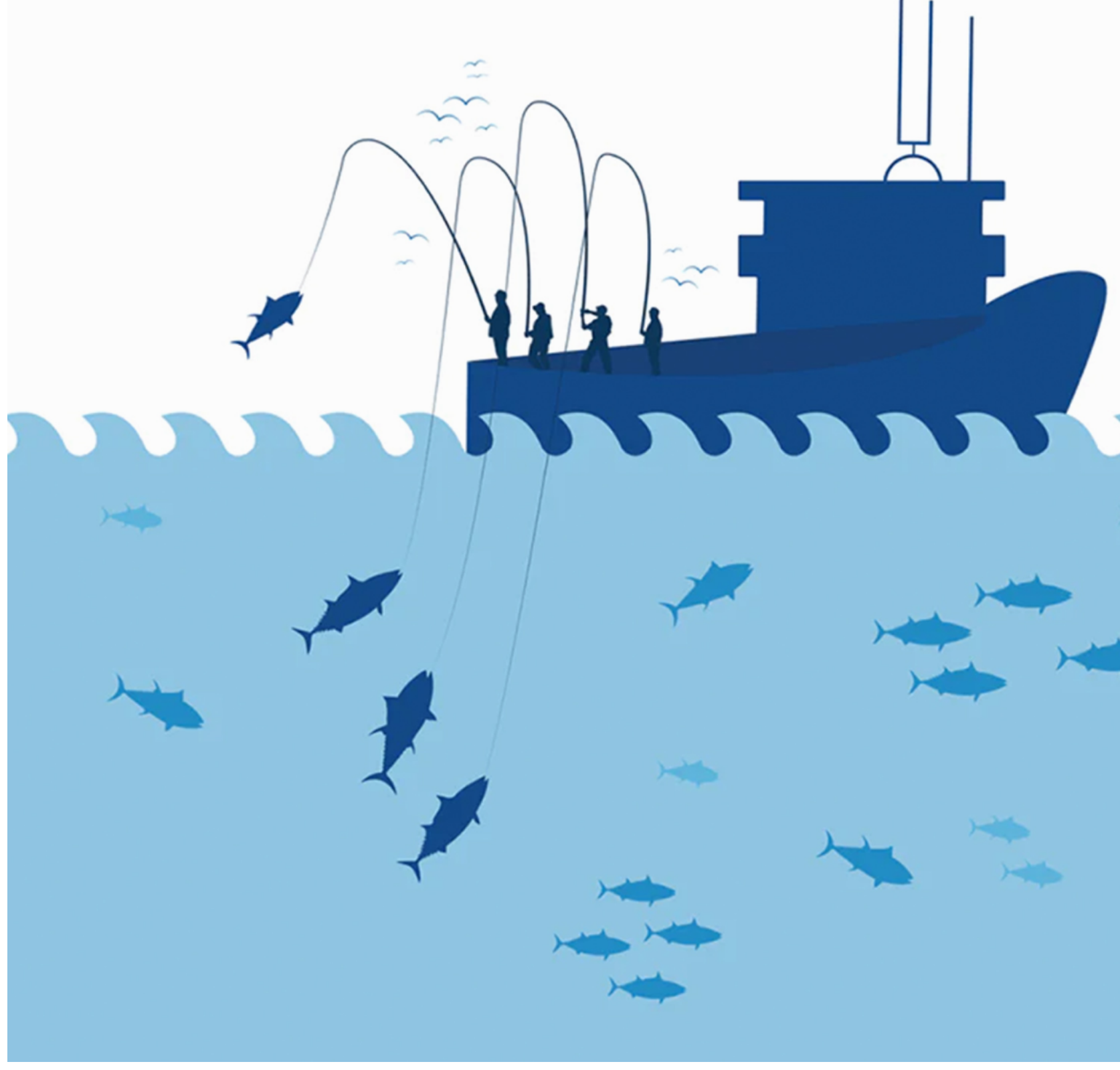


## Fishing Methods

### BEST PRACTICE

### Pole & Line

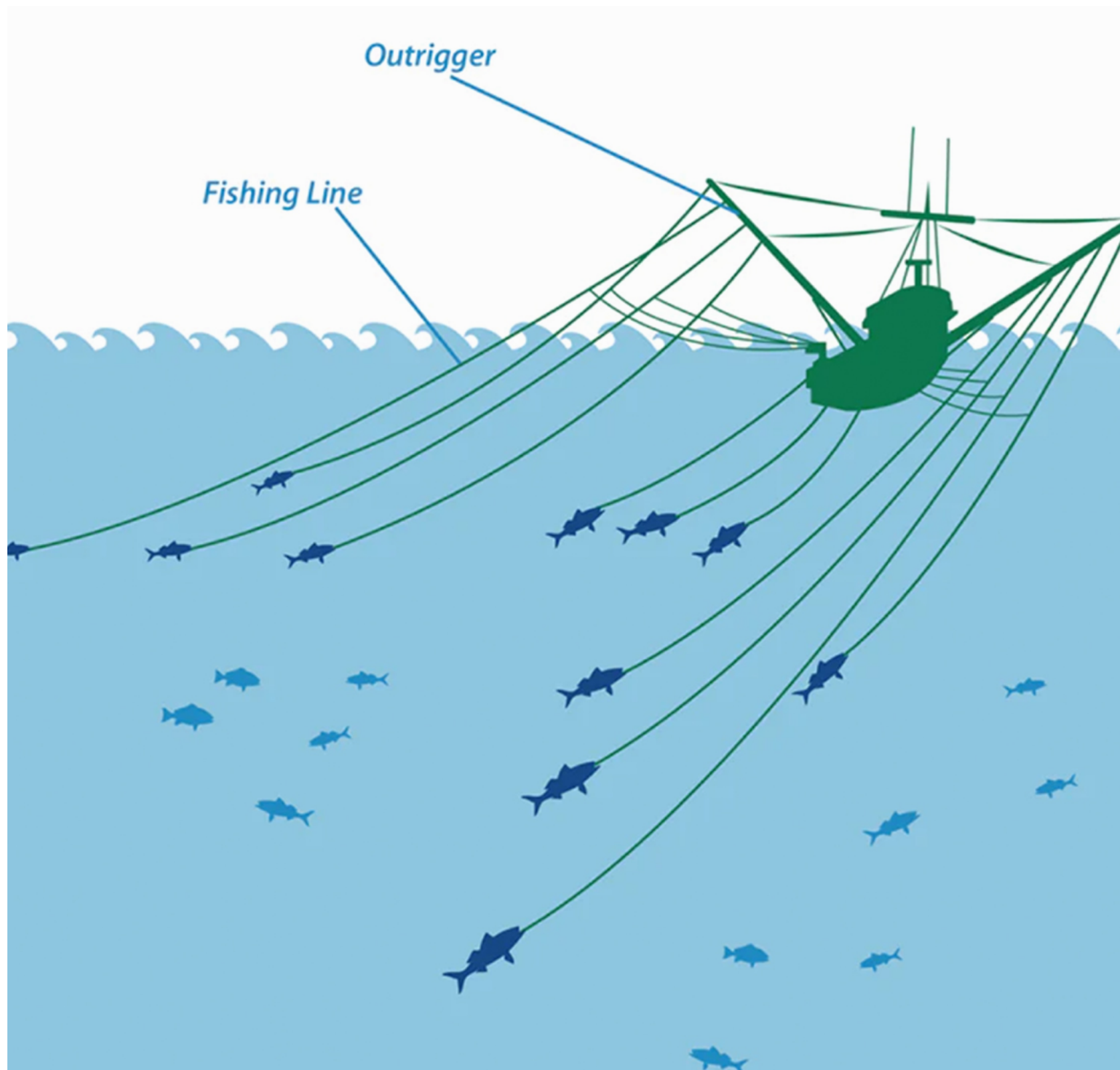
Practiced for centuries, pole & line fishing catches tuna from a bait boat. Live sardines and anchovies are thrown overboard attracting schools of tuna creating a feeding frenzy. Using a pole & line, fishermen catch and haul younger, migratory tuna onto the boat one-by-one.



### BEST PRACTICE

### Trolling

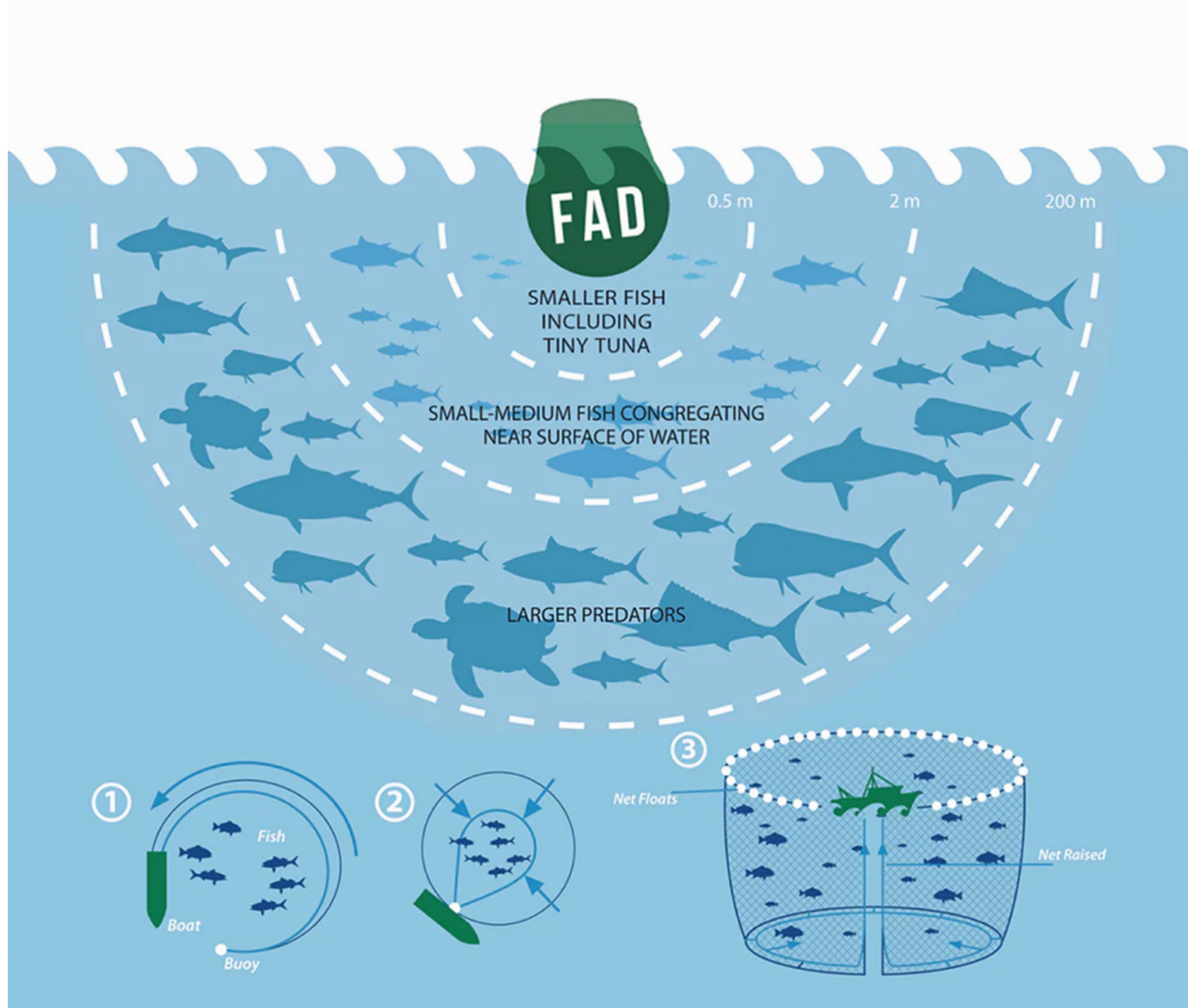
This sustainable fishing method involves towing artificial lures (also known as jigs) behind a slow-moving boat. When fishing for tuna, vessels rig their boats with approximately 10 to 20 fishing lines. Each is attached with a barbless jig that appeals to the targeted species: swimming albacore.



### WASTEFUL PRACTICE

### Purse Seines with the use of FADs

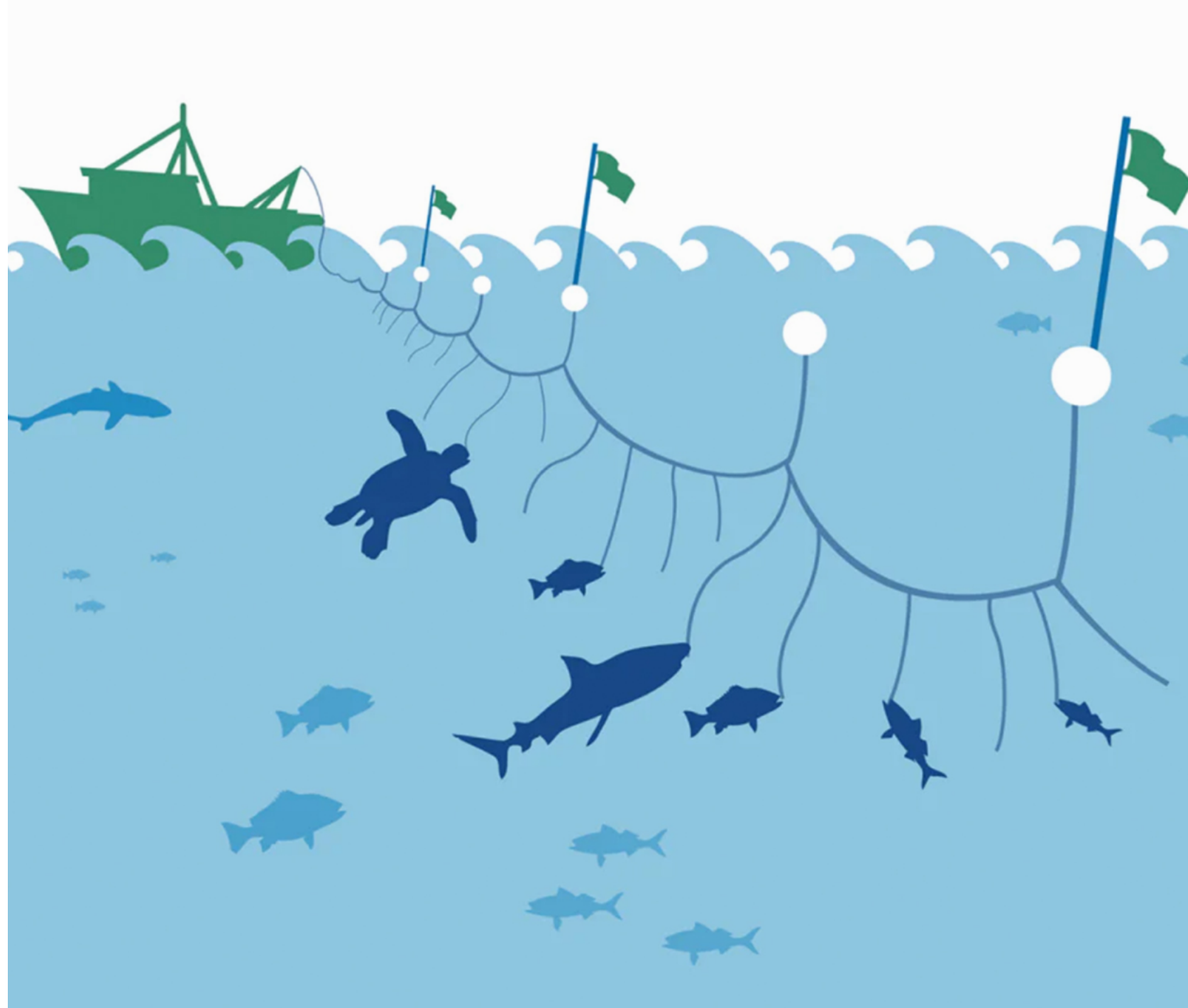
FADs (Fish Aggregating Devices) are radio-beaconed floating devices that attract all types of fish beyond a targeted species. Small fish and tiny tuna aggregate to the cover of the FAD. These smaller fish then attract larger fish, which lures in even more species like sharks and turtles. These are caught along with the tuna and many are discarded. Catching tiny juvenile tuna results in lost food supply, while bycatch mortality disrupts the ocean's natural balance and threatens local communities' food security.



### WASTEFUL PRACTICE

### Long-Line Fishing

The most common method used to catch albacore worldwide, long-line fishing uses long lines that attract a variety of ocean species beyond tuna. Endangered sea turtles, sharks and other fish also bite the bait creating wasteful bycatch mortality and an unbalanced ocean ecosystem.



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