



Thai  
Union



# seaCHANGE

## Thai Union's global sustainability strategy: *Changing Seafood for Good*

### Our overarching objectives:



The seas are sustainable now and for future generations



Our workers are safe, legally employed and empowered



Combating climate change and promoting healthy diets through sustainable seafood

### OUR PROGRAMS



#### Safe & Legal Labor

Providing safe, legal and freely-chosen employment in our own facilities and in supply chains is critically important to Thai Union.

Fair Labor Goals and Roadmap



#### Responsible Operations

The way we operate must be environmentally responsible and show a duty of care for our workers.

Responsible Operations Goals and Roadmap



#### Responsible Sourcing

Traceability is the key to improving the transparency and operational practices of the entire seafood supply chain.

Responsible Sourcing Goals and Roadmap



#### People & Communities

At Thai Union we take responsibility for improving the lives of those living and working in the regions in which we operate.

People and Communities Goals and Roadmap

SeaChange® is an integrated plan of initiatives, organized into four programs, to drive meaningful improvements across the entire global seafood industry.



### OUR OPERATING PRINCIPLES

#### Good Governance

Robust leadership, policies and processes ensure our business is focused on delivering our sustainability objectives and is ethical across all our operations.

#### Transparency

We will remain transparent in all communications with stakeholders, customers and the industry, sharing our learnings and providing regular updates on our progress.

#### Partnerships and Collaboration

We have and will continue to actively seek out NGOs, governments and industry partners to work with us on initiatives designed to deliver against our overarching objectives. We will continue to share our findings so the entire industry can benefit from our experience and findings.



Seafood Stewardship Index



MEMBER OF  
**Dow Jones Sustainability Indices**  
In Collaboration with RobecoSAM



## Why Traceability and GDST are important to TU?

- ✓ Accurate supply chain information enables us to assess environmental and social compliance of suppliers
- ✓ Consumers and customers' increasing demands to know sources of their food
- ✓ Regulators' requirements
- ✓ Promoting a single common traceability standard and interoperability across the seafood industry



## Responsible Sourcing: Tuna Commitment 2025

By 2025, the tuna Thai Union sources will be from vessels and suppliers that demonstrate OPERATIONAL BEST PRACTICE to prevent IUU fishing and modern slavery.

**OPERATIONAL BEST PRACTICE** for vessels is defined to include the following aspects which will collectively comprise the targets for the monitoring of the 2025 Tuna Commitment:

1. Tuna fisheries that Thai Union sources from are engaged in FIPs towards MSC certification, are in MSC assessment or are MSC certified
2. Vessels have completed Vessel Improvement Plans or meet the VCoC or equivalent
3. Vessels are monitored at sea and have either human or electronic coverage
4. Suppliers and Thai Union operations meet [ISSF conservation measures](#)
5. Vessels must report data, meet quota allocations and conservation measures according to RFMO resolutions
6. Tuna is traceable to vessel and [the Global Dialogue on Seafood Traceability \(GDST\) Standard 1.0](#) is implementable

We are currently developing the interim milestones and targets for the reporting of the 2025 Tuna Commitment. We will continue to engage our key partners, suppliers and stakeholders in this journey that will support collaboration and continuous improvement for the sector.



## PRECISION FARMING

# Piloting satellite monitoring on shrimp farms

Sea Warden's satellite monitoring technology integrated with Wholechain's end to end traceability enables:

- Detailed, low-touch data collection
- Insights into shrimp population, farm health, contamination and more

[Read the full press release here.](#)

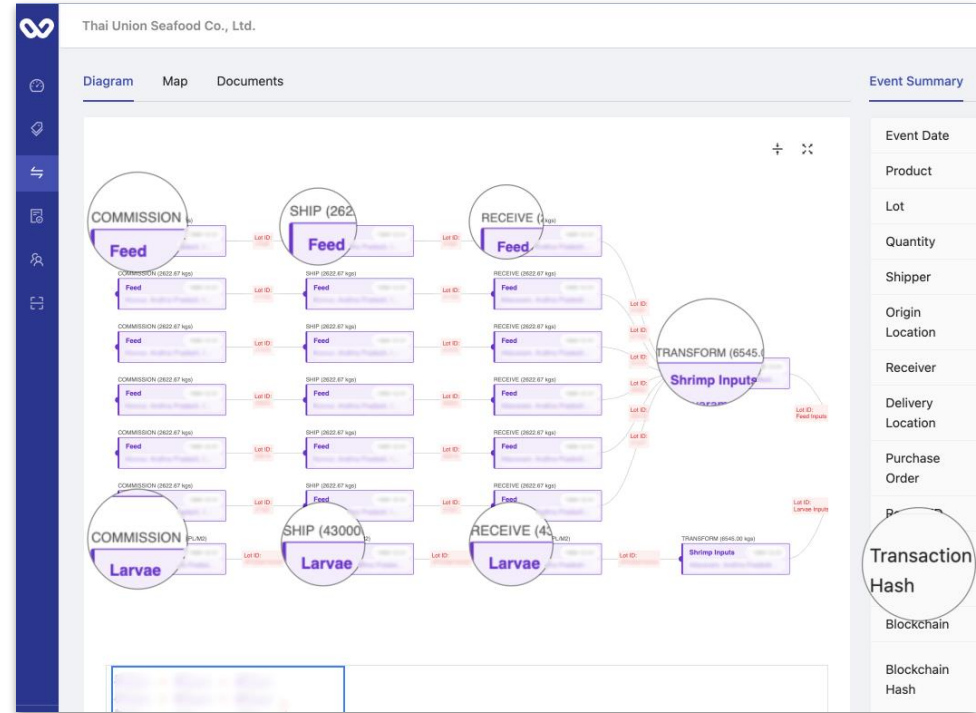


# Advancing industry-wide interoperability initiatives

As members of the GDST and GS1 Interoperability working groups, Thai Union and Wholechain collaborated data from Thai Union's GDST-compliant BAP shrimp supply chains for the beta implementation of the GS1/GDST Interoperability POC (2021).

Thai Union provided Key Data Elements collected in Wholechain, and aligned with GS1 and GDST standards, to demonstrate interoperability between systems.

[Read the white paper.](#)





# Raising the bar for farmed seafood



Click QR for Click QR for  
desktop view.

Wholechain's integration with the Best Aquaculture Practices (BAP) certification program enables data to be passed directly from BAP-certified seafood facilities to BAP's internal systems in real-time as companies trace their supply chains all the way from the hatchery to retail.

In December 2020, Chicken of the Sea became the first to pilot this real-time data connectivity with commercial shipments going to retail with their BAP four-star frozen shrimp from India.

Read more at [www.seafoodsource.com](http://www.seafoodsource.com).

THAI UNION: GENOVA SEAFOOD

# The supply chain story behind every can

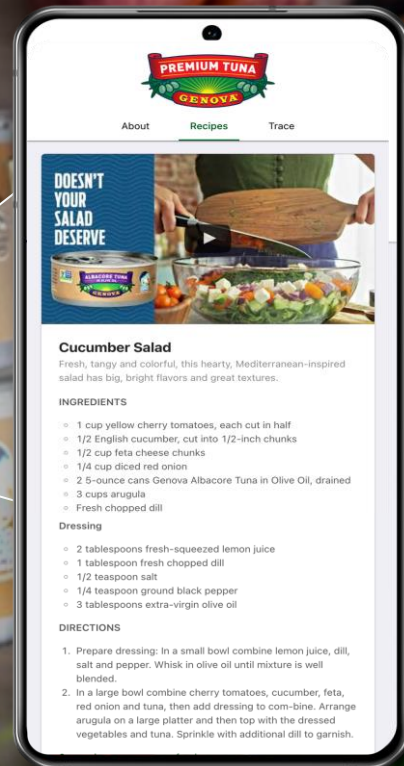
Thai Union's Genova Seafood brand uses Wholechain, combined with lot level data pulled directly from their ERP, to show traceability down to the vessel for Albacore and Yellowfin canned tuna. This improves consumer confidence in an ocean of vague sustainability claims across the seafood industry.

Genova Seafood uses QR codes leading to the Wholechain consumer touchpoint landing pages to demonstrate Thai Union's commitment to transparency to consumers



Click QR for desktop view

Enter Lot code 01/16/22 F2M  
in Trace tab for lot-level information





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## REVIEW SEACHANGE<sup>®</sup>

SeaChange<sup>®</sup> is designed to deliver real and lasting changes in the way that we operate and in the wider Thai and global fishing industries.

EXPLORE MORE

[www.seachangesustainability.org](http://www.seachangesustainability.org)

