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Managing natural capital risks in food supply chains – John West Australia and tuna fish from the Pacific Ocean

Key words: Food, risk management, supply chains, certification, eco-labeling

Abstract:

Since early 2016, John West Australia has sourced all their tinned skipjack tuna from a sustainable supplier in the West Central Pacific. As a result, virtually all John West branded canned tuna sold in Australia – accounting for over 40% of the national market – is certified by the Marine Stewardship Council (MSC). This was the culmination of many years work by WWF and others behind-the-scenes to improve the management of tuna fisheries in the West Central Pacific Ocean, fulfil the MSC standard, establish reliable chain of custody, analyse John West Australia's supply chain, and switch to a MSC certified tuna supplier. What factors led John West to make the switch to MSC? What were the benefits for John West Australia, their customers, Pacific Island communities and the environment? What comes next?