

Towards Sustainable Tuna



Public Private Partnership

To advance more sustainably managed tuna long line fisheries in Vietnam Culimer and WWF started the Marine Turtle By-catch and Long Line Observer Program in 2008. The project - part of the Public Private Partnership (PPP) between the Vietnamese and Dutch Government, WWF and Culimer - aims to reduce unwanted by-catch of endangered marine turtles and improve data and fisheries management of Vietnamese long line tuna fisheries.



Vietnamese tuna fisheries



Traditional long line tuna fisheries experience an overall lack of data, by-catch impacts and insufficient management systems. In practice fishermen steam home full speed to deliver the catch of days and weeks old, in order to have the best part of this catch flown around half the world. The rest - over 65% of their catch - can only be sold to steak and canning factories for much lower prices than fresh tuna.



Old
"J" hook

WCPFC membership

The PPP has actively supported the positive approach by Vietnam to join the Western and Central Pacific Fisheries Commission (WCPFC), a real necessity for highly migratory species as yellowfin and bigeye tuna. Culimer is grateful to see that WCPFC has accepted Vietnam in 2010 as cooperative non-member, working towards full membership.



New
"Circle" hook

Circle hooks

Studies have confirmed that the use of "Circle" hooks can reduce the hooking rate of marine turtles and discards by as much as 80 percent, compared to traditional "J" hooks. Circle hooks have also been found to be less prone to swallowing compared to J hooks, improving post-hooking survival of marine turtles and tuna themselves. Circle hooks lead to harvesting of fresher, better quality tuna and ultimately higher quality seafood products. Culimer & WWF actively train fishermen and observers in the awareness and use of circle hooks and marine turtle de-hooking methods.

Circle hooks & super frozen

Fishermen have to bring home dollars, not kilograms. By combining the use of circle hooks with super frozen, fishermen are able to store fresher tuna onboard and deliver only the best quality on shore.

Circle hook caught super frozen tuna enables fishermen to feed their families whilst catching less tuna!



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Super Frozen

When yellowfin or bigeye tuna is (super) frozen at ultra low temperature of -60°C , the quality does not deteriorate as in fresh or standard frozen condition. This technique brings huge advantages throughout the whole supply chain. As the Japanese sashimi markets have understood for a long time, super frozen tuna is the best quality tuna that money can buy.



① More value for less catch

We store our tuna directly onboard at -60°C . After days and weeks of fishing, fishermen will bring home only the best quality of tuna.



② Specialized processing

The tuna products are being produced in high tech production facilities.

③ Super frozen transport

Our -60°C containers are equipped with professional tools measuring the inside temperature 24/7 during transit.

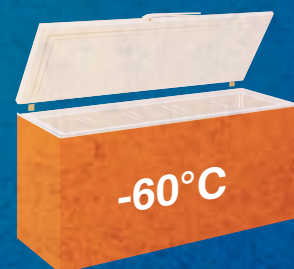


④ Lower carbon footprint

Super frozen tuna is transported by sea - versus air freight - with a drastically lower carbon footprint of more than 50%.

⑤ Super frozen storage

We store our products in our -60°C storage facility. Additionally we can also provide special -60°C super freezers to be placed at the customer's site.



⑥ Lower waste

Finally, sashimi quality tuna can be served with approx. 20% waste reduction.



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“Defrosted sashimi quality, better than fresh”

