



# LEADING THE WAY

## IN GLOBAL SEAFOOD SUSTAINABILITY.

In July 2023, Chicken of the Sea’s parent company, Thai Union, launched SeaChange® 2030, the next stage of its sustainability strategy to help reshape the seafood industry with solutions across people and planet that better sustain a future for all.

SeaChange®, first launched in 2016, now unveils new goals and new commitments expanding to 2030. The new plan expands our priorities and goals to achieve far-reaching outcomes to better our world. We are dedicating an extra USD 200 million in resources over the next eight years.

Our holistic approach manifests in commitments across the value chain, addressing sourcing, production, and consumers and community to care for our people, our planet, and our oceans.

We’ve set aggressive new goals that will impact the entire seafood value chain on a global scale.



**seaCHANGE**  
2030

## FUTURE OUTCOMES

### FOR OUR PEOPLE

**Restore & Protect Communities**



Ensuring fair wages and benefits as well as safe and healthy working conditions



Advancing a healthier world and delivering critical resources to those most in need

### FOR OUR PLANET

**Restore & Protect Ecosystems**



Deploying actions that reduce GHG emissions



Safeguarding life and ecosystems



Designing and operating systems that minimize waste

# SUSTAINABILITY IMPACTS YOUR BUSINESS

Consumers care about sustainability, and it affects their purchasing decisions. Across all generations, consumers are willing to spend more for sustainable products as compared to just two years ago. Sustainability-first purchasing is a fast-growing trend—the cornerstone of your business success today and into the future.



**78% of Americans** say that a sustainable lifestyle is important.

- MCKINSEY & COMPANY AND NIELSEN IQ



**Nearly 50% of global consumers** say they have changed their diet in the past two years to lead a more environmentally friendly lifestyle.

- IFIC



**58% of North American seafood consumers** agree it is necessary to consume fish only from sustainable sources to protect the ocean.

- SUPERMARKET NEWS



**More than 2/3 of Gen X and Millennials**

prefer to buy from sustainable brands today.

- THE WHARTON SCHOOL



**9/10 Gen Z consumers**

(ages 10-25) have made changes in their daily lives to live more sustainably.

- FIRST INSIGHT



**3/4 of Gen Z consumers**

state that sustainability is more important to them than brand when making purchasing decisions.

- FIRST INSIGHT



**More than half of Gen Z consumers**

will pay 10% more for a sustainable product.

- GOOD MAKER TALES



Scan to learn more about seafood sustainability or visit [b2b.chickenofthesea.com/sustainability](https://b2b.chickenofthesea.com/sustainability)

# UNDERSTANDING MSC CERTIFICATION & FIPS

Chicken of the Sea is committed to sourcing 100% of our branded tuna from fisheries that are either Marine Stewardship Council (MSC) certified or engaged in fishery improvement projects (FIPs) to move them towards MSC certification. With traceability in place, we can track every product from catch to consumption, ensuring our suppliers follow the same sustainability commitment.

## Marine Stewardship Council (MSC) Certification

ensures the long-term health of the fish population and that fishing has minimal impact on the surrounding wildlife and habitat. The MSC Chain of Custody Certification ensures an accountable supply chain and that the product comes from an MSC Certified sustainable source.

## A Fishery Improvement Project (FIP)

is a stepwise process that identifies issues in a fishery, creates a plan for change, implements improvements, monitors and measures change, and ensures long-term sustainability.



## MANY FISHING METHODS, MANY APPROACHES TO OCEAN STEWARDSHIP

Did you know? Tuna fisheries require multiple fishing methods to meet global demand. Improvements are essential to all methods to advance sustainability. Chicken of the Sea's global partnerships and awards reflect diverse and far-reaching leadership in addressing sustainability holistically through all methods.



# OUR PARTNERSHIPS

Thai Union is collaborating with some of the most impactful players in global sustainability and eco-leadership to launch its next stage strategy as the seafood industry's leading agent of change, engaging thousands of vessels and farms to meet these goals. These partners include:



SUSTAINABLE FISHERIES PARTNERSHIP



AQUACULTURE STEWARDSHIP COUNCIL



THE NATURE CONSERVANCY



IDH SUSTAINABLE TRADE INITIATIVE



GLOBAL GHOST GEAR INITIATIVE

# AWARDS & LEADERSHIP



#1 on the Food Products Industry Index of the Dow Jones Sustainability Index (DJSI), 2022



Gold Class distinction in the S&P Global Sustainability Yearbook, 2022



#1 in the world on the Seafood Stewardship Index, 2021



#1 Intrafish Seafood Power Influential Executive - Seafood Industry



## RATED #1 ON THE SEAFOOD STEWARDSHIP INDEX

When it comes to seafood, all brands are not equal. Meet your customers' demand for sustainability first by choosing seafood from the global leader in seafood sustainability!

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