

Tuesday 30<sup>th</sup> August 2011

## **COLES LAUNCHES FIRST RESPONSIBLY FISHED SUPERMARKET BRAND TUNA**

Coles has this week launched Australia's first responsibly sourced, supermarket brand tuna, providing its customers with a more responsible choice of Australia's favourite canned fish at an affordable price.

The new Coles Brand tuna is hand caught by pole and line from small fishing vessels using a traditional method which avoids catching other fish or marine life and minimizes the impact on the ocean.

Coles has been working for more than a year to source the Skipjack tuna from local fisherman in the Indian Ocean where tuna fishing is an important part of the local economy and provides thousands of jobs to support developing communities in the Maldives.

Australians eat their way through a staggering \$300 million of canned tuna every year.

Coles Merchandise Director, John Durkan said:

"At Coles we are determined to take on a leadership role when it comes to responsible fishing and this initiative is another way of us demonstrating our commitment. We have made a conscious decision to incorporate pole and line caught tuna into our Coles Brand offering following a very clear message from customers that they wanted the additional choice but at an affordable price.

"We will continue to work with WWF to identify and source more sustainable seafood across all our ranges because we know it is important to our customers and the right thing to do."

Michael Harte, Program Manager Fisheries Policy for WWF Australia said:

"Coles' decision to offer customers pole and line caught tuna is a positive step. People want to know that the seafood they enjoy does not come at the cost of our environment. The pole and line method of catching tuna helps eliminate by-catch (sharks, dolphins, turtles etc.) while also providing sustainable livelihoods for fishermen. WWF are proud to be working with Coles to ensure its customers can enjoy sustainable seafood."

Top Australian Chef and Coles ambassador, Curtis Stone added:

"I'm delighted that the work Coles has been doing with the WWF on fish sustainability has extended to canned tuna – one of Australia's everyday favourites. Safeguarding the future of our oceans means we can all continue to eat a wide variety of fish for many years to come."

In the recently released Greenpeace survey of Australian Canned Tuna brands, Coles standard Skipjack canned tuna was ranked as the most sustainable supermarket brand of tuna.

Greenpeace Australia Pacific Oceans Campaigner, Nathaniel Pelle said:

"Greenpeace welcomes the launch of Coles' new pole and line tuna range as a step toward a more sustainable tuna industry. Most Australian tuna continues to be caught using destructive methods such as giant nets set on fish aggregation devices - providing consumers with a sustainably caught option is a positive move from Coles. If we want to continue to see tuna on our shelves, it is vital that brands take the initiative and source fish caught by responsible fishing methods. Pole and line

fishing has the potential to be the most environmentally and social sound method.”

*Coles Brand Hand Caught by Pole and Line Caught Tuna is available now in all Coles supermarkets. All three varieties - in oil, in brine, or in spring water - sell for \$2.49 for a 185g can.*

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