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May 18, 2009

Natalie Webster
Administrator
American Albacore Fishing Association
4252 Bonita Rd, # 154
Bonita, CA 91902

Dear Natalie,

You have brought to our attention possible confusion in the market regarding MSC-certified Pacific albacore tuna. To clarify, the only fish that can be marketed and sold as MSC-certified is fish from fishing operations *currently* certified to the MSC standard. It must also come through supply chain companies that are Chain of Custody-certified as required by the MSC's traceability program.

Please feel free to assure buyers that the only fishery source that is currently MSC-certified for Pacific albacore tuna is the American Albacore Fishing Association (AAFA). Other Pacific albacore tuna fishing operations are undergoing assessment to the MSC standard but are not certified at this time.

Please feel free to direct anyone to MSC if they have further questions about our program or the certification status of seafood. There is a link on our website for general inquiries, as well as a list of all of our staff and their positions.

Thank you for being a valued partner. Your fishery and commitment to long term sustainability of the oceans as well as the livelihoods of your fishing families serve as a model for others in the industry. AAFA represents one of the most well-managed and best environmental choices in seafood.

Regards,

A handwritten signature in blue ink, appearing to read "Brad Ack".

Brad Ack
Regional Director - Americas