

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM
WORKING GROUP TO PROMOTE AND PUBLICIZE THE
AIDCP DOLPHIN-SAFE TUNA CERTIFICATION SYSTEM

25TH MEETING

10 October 2016
La Jolla, California, USA

REPORT OF THE MEETING

AGENDA

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| <ol style="list-style-type: none">1. Opening of the meeting2. Adoption of the agenda3. Approval of the minutes of the 24st meeting4. Actions to promote AIDCP dolphin safe tuna5. Recommendations to the Meeting of the Parties6. Other business7. Date and place of next meeting8. Adjournment | |
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The 25th Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin-Safe Tuna Certification System was held in La Jolla, California on 10 October 2016. The attendees are listed in Appendix 1.

1. Opening of the meeting

The meeting was opened by Dr. Guillermo Compean, IATTC Director, who asked for nominations to chair the meeting. Dr. Carlos Marin of Guatemala was elected and thanked participants for their continued confidence in him to again serve as chairman of the Working Group.

2. Adoption of the agenda

The provisional agenda was adopted without changes with the announcement by Mexico that, under item 4, it would make a presentation on the results of a survey regarding consumers perception in the United States on dolphin safe tuna, AIDCP and its label.

3. Approval of the minutes of the 24st meeting

The minutes of the 24th Meeting of the Working Group were approved. The United States requested that its comments submitted previously to the strategic plan proposed by Mexico be included as an annex.

4. Actions to promote AIDCP dolphin safe tuna

Several delegations mentioned actions they have taken to promote the AIDCP and its label. Peru reported that they placed on the website of their national fisheries administration, IMARPE, the information prepared to publicize the AIDCP: educational module, the promotional pamphlet and video. Venezuela said that the video of the AIDCP has been sent to the national office responsible for information publicizing and hoped that it would be made public before the end of 2016.

Mexico noted that revised version of its draft Strategic Plan was provided electronically, taking into account some of the comments received at the 24th meeting of the Working Group, and requested that Parties submit any additional comments or suggestions as soon as possible, so that the Plan could be adopted and

implemented by the Parties. United States recalled that it had submitted a set of comments on the Strategic Plan during the 24th meeting of the Working Group, requesting that they be circulated and appended to the minutes of the 24th meeting.

Mr. Mark Robertson, representing Mexico, presented the results of a survey of tuna consumers in the United States on their perception of “dolphin safe” and the AIDCP Dolphin Safe label. The United States requested that these results be published on the IATTC website, which was done ([MOP-34 INF A Dolphin Safe National \(USA\) Survey](#)).

5. Recommendations for the Meeting of the Parties

The Working Group recommended that the Meeting of the Parties request the Parties to submit their comments or suggestions on the proposed Strategic Plan presented by Mexico, with the goal of reaching consensus on the Plan, in order to provide a clear path forward regarding the promotion and dissemination of the *AIDCP Dolphin Safe Certification System*.

6. Other business

No other business was discussed.

7. Place and date of next meeting

The next meeting of the Working Group will be held on the dates that are agreed for the meetings of the AIDCP in 2017.

8. Adjournment

The meeting was adjourned at 11:50 a.m. on 10 October 2016.