

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM

**WORKING GROUP TO PROMOTE AND PUBLICIZE THE AIDCP
DOLPHIN SAFE TUNA CERTIFICATION SYSTEM**

18th MEETING

VERACRUZ, VERACRUZ (MEXICO)
3 JUNE 2013

DOCUMENT DSP-18-04

ACTIONS TO PROMOTE AIDCP DOLPHIN SAFE TUNA

At its 14th meeting in October 2009, the Working Group reviewed Document [DSP-14-04](#) regarding a plan to promote AIDCP dolphin safe tuna, summarized in ten elements formulated by the Chair of the group.

The Meeting of the Parties endorsed the plan as a vehicle for making progress on promotion of AIDCP dolphin safe tuna, while taking into account the comments and reservations expressed by some of the Working Group participants. Element 1 of the plan contemplates the preparation of informational material and educational campaigns for the general public, and instructs the Secretariat to evaluate and carry out these tasks. This document reports progress on three items: the creation of a promotional video, the creation of a promotional pamphlet, and the production of educational and promotional materials that could be shared through other appropriate organizations.

One of the activities under Element 1 is the creation of a promotional video to highlight the conservation achievements of the AIDCP along with the benefits of the AIDCP dolphin safe label. The execution of this and other promotional activities are to be funded, where necessary, by voluntary contributions from AIDCP Parties and non-governmental organizations (NGOs) that participate in the AIDCP. Accordingly, Mexico made a contribution of 315,000 pesos (approximately US\$ 24,300), and the Secretariat is proceeding with arrangements to make the video using these funds.

The Secretariat possesses an industry-made video depicting a dolphin set and execution of dolphin release and rescue. This video is available for use and dissemination as part of promotional activities. The Secretariat requests that interested Parties with other potentially useful videos of this type consider making them available for use in promotion and education efforts.

At the last meeting of the Working Group, Mexico presented a promotional pamphlet (Appendix) for consideration by the Parties. Pursuant to a request of the Working Group, the Secretariat has prepared a Spanish translation of this pamphlet.

Finally, the Working Group also requested that the Secretariat assemble and draft educational information for the general public about the practices and successes of the AIDCP, for publication on the IATTC website as well as those of Parties to the AIDCP, other IATTC Members, and participating NGOs. Other organizations such as FAO, OLDEPESCA, INFOPESCA and others, could also be asked to post this information on their respective web sites. This document is still in production and will be made available for consideration and comment as soon as it is completed.

Appendix:
Draft AIDCP Dolphin Safe Pamphlet
(Proposed by Mexico, June 2012)

AIDCP protects



For further information

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**AIDCP
Dolphin
safe
Label**

The AIDCP **dolphin safe** label means:

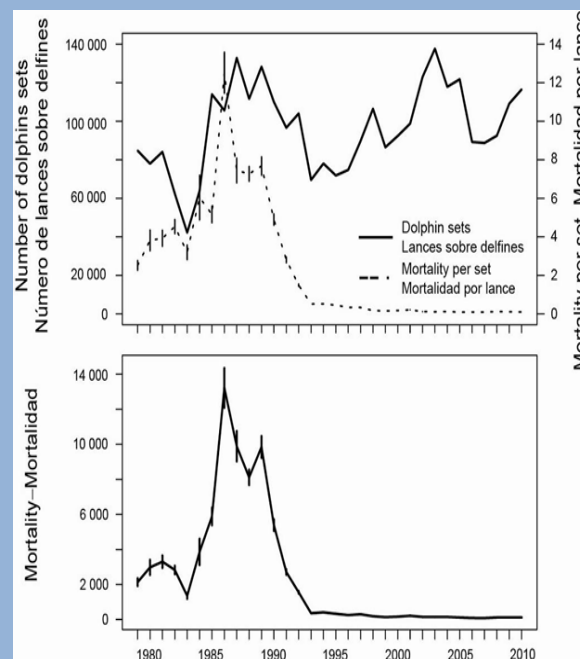
- A multinational Agreement awarded the Margarita Lizarraga medal by the UN FAO in 2005 for its contribution to responsible fisheries.
- A guarantee for the consumer that the tuna was caught under the standards for conservation and management established by the IATTC.
- A conservation and management program supported by the best scientific information available.
- A standard supported by an international program that incorporates strict operational fishing measures, close supervision, and sanctions for violations – all under a transparent, participative, and verifiable scheme.
- An independent observer on board each vessel verified that no dolphins were harmed in the capture of tuna and that the vessel performed in accordance with the dolphin protection measures established under the AIDCP.
- A system for tracking and verification, from the sea to the consumer, for tuna caught under the program.
- Tuna caught in fishing operations in which not a single dolphin was harmed.
- Fishing for yellowfin tuna associated with dolphins in accordance with AIDCP protects dolphins and other marine species, including some that are threatened.

The AIDCP **dolphin safe** label



was created under the multilateral Agreement for the International Dolphin Conservation Program (AIDCP) and is administered by the IATTC.

Under this program the incidental capture of dolphins in the tuna fisheries has been reduced to near zero.



The **AIDCP** is an International, legally binding Agreement among Bolivia, Belize, Colombia, Costa Rica, Ecuador, El Salvador, European Union, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, United States, Vanuatu, and Venezuela. The AIDCP builds on the success of the voluntary 1992 La Jolla Agreement.

Among its achievements are reducing the incidental mortality of dolphins in the tuna fishery in the eastern Pacific Ocean to levels approaching zero, and ensuring that fishing in accordance with the AIDCP is sustainable and poses no threats to other living marine resources in the ecosystem.

The AIDCP includes unique aspects such as training and qualification of fishing captains, strict operating requirements for vessels, 100% coverage by independent on-board observers, full transparency, and enforcement.

The Inter-American Tropical Tuna Commission (IATTC) is the oldest, and one of the most successful, regional fisheries management organizations. Established in 1950, IATTC carries out research on the tuna stocks utilized by the fishery in the eastern Pacific Ocean, and makes management rules to ensure the conservation and sustainable use of those stocks. Since August 2010, IATTC has implemented a new legal regulatory framework under the Antigua Convention.