



Natalie Webster, Vice Chair of the International Pole & Line Foundation, to address the Tuna 2016 Conference, Bangkok, 23-25 May

[24TH MAY 2016/LONDON, UK] Natalie Webster, Vice Chair of the International Pole & Line Foundation (IPNLF), is looking forward to taking part in the important Tuna 2016 conference session ‘Future of the Tuna Industry in the Global Market (Sustainability and IUU Fishing)’, to be held at 10.00 on Tuesday 24 May 2016.

Delegates at this year’s conference will benefit from Natalie’s expert insight into how one-by-one tuna fisheries support livelihoods, protect oceans and provide many important markets around the world with delicious, nutritious seafood products. She will also explain how the non-profit IPNLF works to demonstrate and develop the contribution of these fisheries to the coastal communities that are reliant upon them.

“IPNLF works to both promote the environmental and social benefits derived from one-by-one fisheries; and we help develop these fisheries to improve and support their long-term viability and sustainability. We engage across science, policy and the food supply chain to progress the market aspirations of those coastal communities that adhere to environmentally and socially responsible fishing methods, including pole-and-line, troll and handline,” says Natalie.

She adds, “IPNLF is a hub for companies who understand that managing fisheries for highly migratory species such as tuna is a complex undertaking and also that improved international management regimes are essential to helping drive the sustainable and equitable development of tuna fisheries. Thanks to the engagement of our growing membership, policymakers around the world are being increasingly pressed to address failings in fisheries management, with the primary aim of helping new and existing one-by-one fisheries to supply the fast growing consumer demand for these products.”

In addition to her vital role with the IPNLF, Natalie is Director of Operations for the American Albacore Fishing Association (AAFA). She comes from a fishing family dating back to the pole-and-troll tuna fishery in San Diego in the early 1900s. Her father and grandfather were pole-and-troll tuna fishermen as is her husband, Jack. AAFA’s aims include creating a better future of the American pole-and-troll fishing industry.

Within AAFA, Natalie pursued and accomplished the first Marine Stewardship Council (MSC) certification for a tuna fishery in the world. With AAFA as the client for the fishery, traceability, certificate share and membership programmes were designed and implemented.

Natalie is also co-founder of American Tuna, the first MSC-certified pole-and-troll tuna available in the United States. American Tuna's products are in great demand as locally sourced, sustainable and traceable tuna.

Natalie actively looks for new markets, educates and promotes consumer awareness of the pole-and-troll albacore fishery. Her belief has always been that the story of one-by-one tuna fisheries and fishermen and their families should be communicated to consumers around the world in order to gain recognition and support.

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ABOUT IPNLF

The International Pole & Line Foundation (IPNLF) works to develop, support and promote socially and environmentally responsible pole-and-line and handline tuna fisheries around the world. IPNLF's ambition is to contribute to thriving coastal fisheries, including the people, communities, businesses and seas connected with them. As a hub for sustainably-minded organisations, we use the influence of the market to forge change through practical fishery projects and stakeholder cooperation. IPNLF membership is open to organisations involved in the one-by-one caught tuna supply chain. Allied with our Members, IPNLF demonstrates the value of one-by-one caught tuna to consumers, policymakers and throughout the supply chain. We work across science, policy and the seafood sector, using an evidence-based, solutions-focused approach with guidance from our Scientific & Technical Advisory Committee and Board of Trustees.

IPNLF was officially registered in the United Kingdom in 2012 (Charity 1145586), with branch offices in London and the Maldives, and a staff presence in Indonesia.

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