

**Whole Foods Market Canned Tuna  
Sourcing Policy**

**Updated June 1, 2026**

**Scope:** This sourcing policy applies to canned tuna products sold to a direct or indirect affiliate of Whole Foods Market, Inc. (collectively “WFM”) purchasing Supplier’s products from Supplier or via a third-party distributor in the United States and Canada.

**Deadline for Compliance:**

September 1, 2018

**I. Requirements for Source Fisheries:**

1. All canned tuna must be sourced from pole and line, troll, and handline fisheries. Tuna from longline or purse seine fisheries is prohibited.
2. The source fishery must be **Marine Stewardship Council (MSC) certified** OR be **rated green or yellow** by Monterey Bay Aquarium (MBA)’s Seafood Watch. No canned tuna will be sourced from fisheries that are un-rated or rated red by MBA.
3. MSC certification and the MBA rating system assess abundance of the tuna stock, impacts of the fishery on the tuna stock and on other species, effectiveness of management for the fishery, and impacts of fishing on the habitat and ecosystem.
4. Canned tuna must be dolphin-safe; tuna will not be sourced from fisheries that are known to intentionally encircle dolphins.
5. Fishing vessels must not engage in shark finning—the practice of capturing a shark, removing its fin for sale, and discarding carcass. Bait or other gear used specifically to attract sharks must not be on-board vessels.
6. No canned tuna will be sourced from vessels engaged in illegal, unregulated, or unreported catch (IUU). Tuna must not be sourced from vessels listed by the regional fishery management organizations as carrying out or supporting IUU fishing, published [here](#).
7. In countries where vessel registration is required or available as part of a fishery initiative, unique vessel identification numbers must be provided for traceability. If individual vessel registration is not available, Whole Foods Market encourages small-scale fisheries to develop vessel registries as soon as possible to ensure traceability and transparency of tuna catches.
8. Producers must comply with all laws, codes and regulations, including those related to labor practices, fishing licenses and environmental regulations on catch limits and bycatch.
9. Canning facilities located outside of Tier 1 countries, as defined by the U.S. Department of State Trafficking in Persons report (TIP)<sup>1</sup>, are required to present a social responsibility certificate and audit report performed within the last twelve months by a Whole Foods Market approved audit company certifying to an acceptable social responsibility standard.<sup>2</sup> Social responsibility standards must include the following: Code of Conduct, compliance with national and local laws and regulations, and meet employment and labor practices based on the UN International Labor Organization (ILO) Conventions, addressing child labor, forced labor, prison labor, discrimination, working hours, remuneration, disciplinary practices, health and safety. Canning facilities located inside Tier 1 countries are also expected to implement the same labor practices that are verified during social responsibility audits.
10. Seafood must be labeled according to [The Seafood List](#), the U.S. Food and Drug Administration’s (FDA) list of acceptable market or common names.

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<sup>1</sup> <https://www.state.gov/j/tip/rls/tiprpt/2016/258696.htm>

<sup>2</sup> Contact Whole Foods Market for list of approved auditors and social responsibility standards.

II. Traceability:

11. Whole Foods Market will only source products from approved supply chains. All Suppliers must upload an accurate supply chain map into Whole Foods Market's selected electronic traceability software program. If any changes occur in the supply chain, Supplier is responsible for: 1) Uploading a new supply chain map in the program; and 2) Receiving Whole Foods Market approval for the changes prior to producing products intended for Whole Foods Market.
12. Suppliers must utilize Whole Foods Market-selected electronic traceability software to allow Whole Foods Market to verify sourcing of all seafood products and to track products throughout the supply chain.