

What is a FAD?

A FAD is simply a floating object that attracts fish. Fishing with FADs takes advantage of the fact that tuna congregate around floating objects in the ocean and can be substantially more efficient.

What steps is John West taking to reduce the impacts of FADs?

To ensure that our fishing practices are in line with global standards and based on the best science, we have aligned our approach so that it is consistent with the position of our partner, WWF -the world's leading marine and fisheries environmental NGO.

John West is committed to working closely with WWF and our suppliers to ensure that all gear types, including those using FAD's are sustainably managed and that their impact on by catch is minimised.

Our goal is to ensure fishing methods using FADs meet or have by-catch levels below those associated with fishing methods targeting free schooling tuna. We will continue to support further research into FAD management practices to ensure this goal is met. Until the environmental performance of fishing methods using FADs improves, John West will preferentially source from more sustainable fishing methods.

For a detailed report on the WWF's FAD Positioning please [click on this link](#)

