

Australia's Coles canned tuna range to get tick of approval from MSC

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Australia's Coles can announce that all its Own Brand canned tuna will begin to carry the Marine Stewardship Council (MSC) blue fish tick label from September, making it the first Australian supermarket to announce its commitment to having the MSC standard for sustainable fishing and seafood supply chain assurance across its canned tuna range.

When the transition is complete, more than 45 popular Own Brand canned tuna products, including Coles Tuna Chunks, Pacific brand Yellowfin Tuna and Wild Tides, will contain tuna caught in MSC-certified fisheries and feature the MSC blue fish tick label, giving customers the assurance they are purchasing wild seafood from a well-managed and sustainable fishery.

Charlotte Rhodes, Coles General Manager Own Brand, Quality and Responsible Sourcing said the decision to source tuna from fisheries certified to one of the world's most widely respected and credible wild seafood certification programs provides customers with added confidence at the checkout.

“By adding the MSC blue fish tick label to all Coles brand canned tuna we’re demonstrating the great lengths we are going to make sustainable choices more accessible and more convenient for our customers,” said Charlotte.

“This important milestone will see Coles have the largest MSC-certified own-brand seafood range in the country and be on track to become the first Aussie supermarket to have its entire canned fish range third-party certified by the leading global standards for sustainable seafood,” she added.