

ALDI Australia launches MSC-certified canned tuna

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ALDI Australia announced the transition of its entire canned tuna range to Marine Stewardship Council (MSC) certification. The rollout of MSC-certified tuna in our stores, across the Portview and Oceanrise exclusive brands, began in October 2025 and is on track to be completed by early 2026.

Marine Stewardship Council certification reflects ALDI's ongoing commitment to sustainability, ensuring that customers can enjoy fish and seafood that support ocean health and biodiversity.

ALDI Australia's Buying Director for Canned Seafood, Daniel Tuffield, said: "We're excited to introduce the MSC blue fish label across our Portview and Oceanrise canned tuna products. MSC certification means we're having a positive impact by supporting sustainable fishing practices."

Third-party certifications like MSC provide transparency and assurance, empowering ALDI customers to make informed choices while reinforcing ALDI's commitment to making sustainability affordable.

ALDI Australia's Sustainability Director, Daniel Baker, said: "ALDI Australia is proud to make a Good Difference by sourcing traceable quality seafood that is fished sustainably. Transitioning to MSC certification for our canned tuna range reflects our commitment to work with globally recognised certification bodies to source wild seafood products."

This move aligns with ALDI Australia's broader sustainability strategy. In January 2025, ALDI SOUTH Group, ALDI Australia's parent company, became the first global food retailer to include the MSC's new Improvement Program in its sourcing policy.

Anne Gabriel, MSC Program Director for Oceania and Singapore, said: “ALDI’s decision to source and clearly label all its canned tuna from MSC certified fisheries is a meaningful step for ocean health and the coastal communities who depend on it. Putting the distinctive blue MSC label on such a familiar staple empowers millions of shoppers to choose seafood that safeguards the future of our marine resources. This leadership creates a ripple effect across certified fisheries, suppliers, and brand owners, helping drive a more sustainable seafood system at scale.”

“By 2026, we estimate two-thirds of all canned tuna sold in Australia will feature the MSC blue fish tick label. This represents one of the most significant category-wide sustainability shifts in the Australian grocery sector.”