



**ISSF**

INTERNATIONAL  
SEAFOOD  
SUSTAINABILITY  
FOUNDATION



**CENTURY PACIFIC FOOD, INC.**

## **CENTURY PACIFIC JOINS GLOBAL SUSTAINABILITY INITIATIVE**

The Philippine's largest canned food manufacturer, Century Pacific Food, Inc. (CNPF), has joined a global coalition to address tuna supply and sustainability challenges.

CNPF, through its wholly-owned subsidiary General Tuna Corporation, is the first Philippine company to join the International Seafood Sustainability Foundation (ISSF) which advocates improved fishery management, research and development, and responsible fishing practices.

"We support initiatives to ensure the conservation of our seafood resources and will work closely with the ISSF to ensure the sustainability of tuna supply and the protection of its ecosystem." Century Pacific Vice President Teddy Kho said.

CNPF has an 88% market share of canned tuna products in the Philippines, with leading brands Century Tuna, 555, Blue Bay, and Fresca. It is also one of the largest providers of private label tuna products to food manufacturers globally.

The company successfully completed an audit demonstrating its compliance with ISSF conservation measures. These include restrictions on purchases from illegal, unreported, and unregulated fishing, and credible tracing of tuna from capture to plate. All member companies are subject to ongoing inspection to ensure continued compliance.

ISSF started in 2009 and is comprised of leading scientists, the tuna industry, and the World Wildlife Fund. The group promotes science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reduction of by-catch, and promotion of ecosystem health.

Today, ISSF industry partners comprise nearly 75% of the world's canned tuna processing capacity and include leading global brands such as Bumblebee, Starkist, and Chicken of the Sea.

### About CNPF

*Century Pacific Food, Inc (PSE: CNPF) is engaged in the development, marketing, and distribution of processed fish, meat, and dairy products. Its brands have established market-leading positions within their respective segments and are well-recognized by Filipinos both locally and abroad. CNPF also produces private label tuna products for export to major overseas markets. The Company was the leading Philippine exporter of tuna products in 2013 according to data from the Philippine Bureau of Customs*