

# PROSPECTIVE Mexico Western Baja California peninsula pacific bluefin tuna - purse seine

## Overview

### FIP Description

Baja Aqua-Farms (BAF) is looking to initiate a Fishery Improvement Project (FIP) for the Pacific Bluefin Tuna fishery carried along the Pacific waters off Baja California Peninsula, Mexico. The company operates purse seine vessels in Mexican territorial waters. Since Pacific bluefin tuna is a highly migratory species, the fishery is managed under international frameworks established by the Inter-American Tropical Tuna Commission (IATTC) and the Western and Central Pacific Fisheries Commission (WCPFC). In the past, the fishery was overexploited, but recent efforts have led to the recovery of the stock and declassification as an overfished stock. However, the current sustainability of the fishery still has work to do so its biomass reaches the BMSY.

The FIP aims to align the fishery with Marine Stewardship Council (MSC) standard and eventually achieve the certification through a stepwise improvement program led by BAF, as well as to comply with FisheryProgress' Human Rights and Social Responsibility Policy (HRSRP). As a first step, the company aims to conduct a pre-assessment (PA) of the fishery against the MSC standard in 2025 to identify gaps and areas for improvement. This analysis will be essential for developing a detailed environmental workplan and engaging key stakeholders to support a comprehensive FIP implementation. Moreover, the FIP will address the requirements of the HRSRP to demonstrate BAF's commitment to a socially responsible fishery.

Baja Aqua-Farms is a PBFT ranching company, and through this FIP, it seeks to strengthen its commitment to the gold fisheries sustainability standard, promote the best fishery management practices throughout the fishery, and allow an external review of its sustainability performance. Furthermore, the company is looking to certify the wild catch fishery phase of its operation to ensure all its customers that 100% of the tuna that is harvested to be used in its farm is sourced from a sustainable fishery.

## How is this FIP Doing?

### Current Status:

**Actions Progress** This shows the proportion of actions in the workplan that the FIP has completed.

0%

### FIP Type

Prospective

### FIP Stage

Stage 0: FIP Identification

### Start and Projected End Dates

### Species

#### Common Name

Pacific Bluefin Tuna

#### Scientific Name

Thunnus orientalis

### Gear Type

[Purse Seine](#)

### Location

#### FAO Major Fishing Area

[Area 77 \(Pacific, Eastern Central\)](#)

#### Exclusive Economic Zones

##### Country

Mexico

##### Geographic Scope

Mexican Pacific Ocean

**Country Flag of Vessel**

Mexico

**Regional Fisheries Management Organization (RFMO)**

IATTC

WCPFC

**FIP Leads****Organization Name**

Baja Aqua-Farms

**Organization Type**

Industry

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