

We're about to

BLOW THE LID

off the tuna industry

A comparison between
Wild Planet tuna and the
Big Three brands of tuna.



TUNA | THE REAL STORY



TUNA | THE REAL STORY



Omega 3



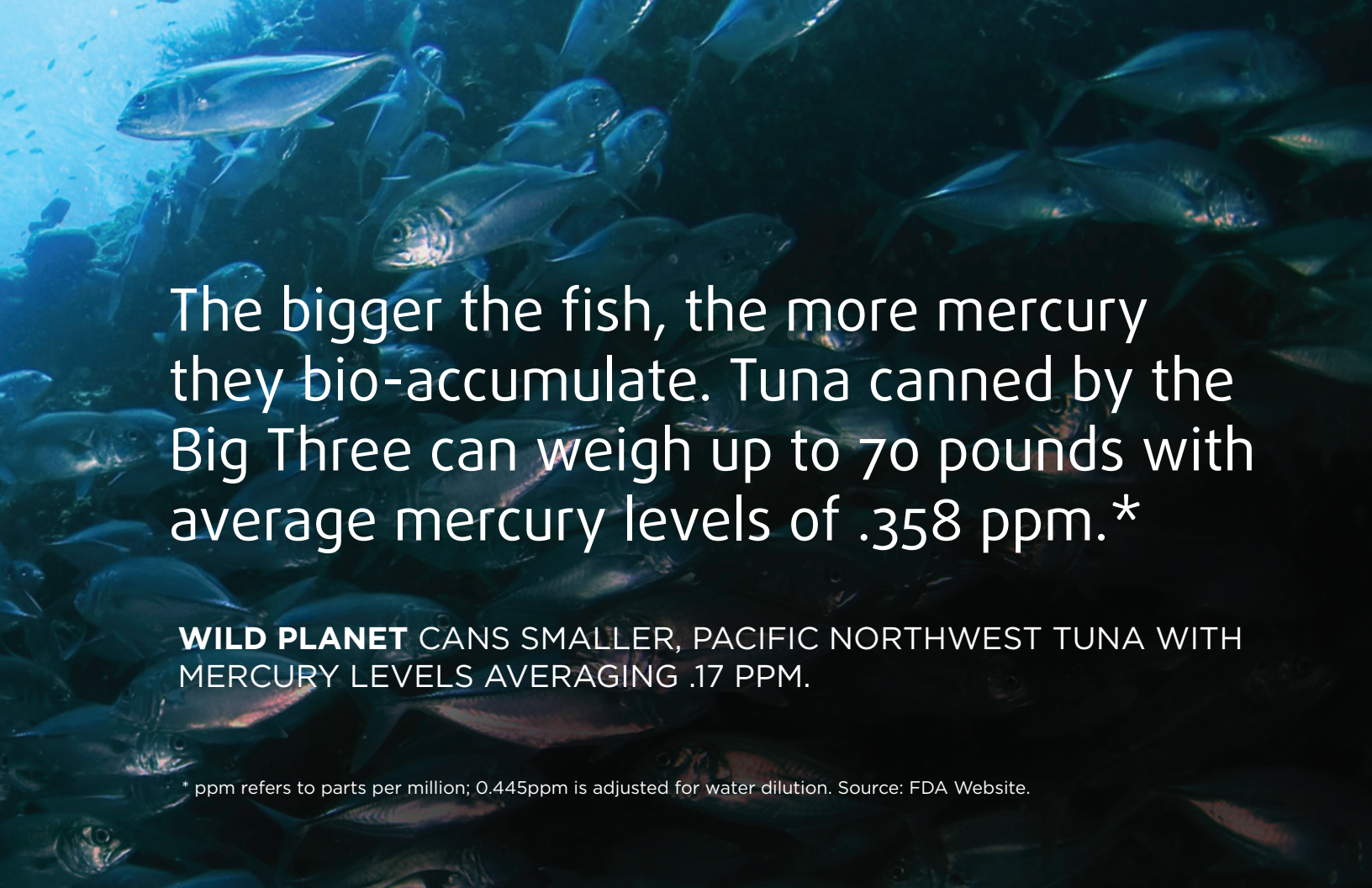
The Big Three tuna brands cook their tuna before canning and lose much of the valuable Omega 3 oils.

AT **WILD PLANET**, WE COOK OUR TUNA IN THE CAN TO RETAIN THOSE OMEGA 3 OILS, MAKING IT VASTLY SUPERIOR IN NUTRITIONAL POTENCY BY A FACTOR OF 4-6 IN THE CASE OF OMEGA 3.



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Mercury

A large school of tuna swimming in deep blue water. The fish are silvery with a dark stripe along their sides, and they are moving in various directions, creating a sense of a busy, natural environment.

The bigger the fish, the more mercury they bio-accumulate. Tuna canned by the Big Three can weigh up to 70 pounds with average mercury levels of .358 ppm.*

WILD PLANET CANS SMALLER, PACIFIC NORTHWEST TUNA WITH MERCURY LEVELS AVERAGING .17 PPM.

* ppm refers to parts per million; 0.445ppm is adjusted for water dilution. Source: FDA Website.

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Fill 'er up.






A can of conventional tuna contains about 1/3 water, oil or other additives—not tuna.

WILD PLANET IS 100% PURE TUNA WITH NO ADDED WATER OR OIL, FOR 43% MORE TUNA IN THE SAME SIZE CAN.

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What's the **Catch?**

A large fishing vessel is shown at sea. On the deck, a smaller boat is visible, and there is a large pile of dark, possibly wet, material. The vessel has a complex rigging system with cranes and ropes. The sky is clear and blue, and the water is a deep blue with some whitecaps.

Big Three tuna labels do not list the catch method used. If this information is absent, assume the worst.

WILD PLANET USES 100% POLE AND TROLL FISHING METHODS. WE SOURCE OUR CATCH FROM FISHERIES DEEMED SUSTAINABLE BY A CONSENSUS OF ENVIRONMENTAL AGENCIES.

TUNA | THE REAL STORY



The

Pole & Troll

solution

Photo courtesy of Greenpeace

Tuna canned by the Big Three is caught using long lines and purse seine nets, which also catch up to 22% of non-target species—sea turtles, sharks, albatross and other species. This 'bycatch' is normally thrown back into the ocean, dead and dying.

WILD PLANET USES 100% SUSTAINABLE POLE & TROLL FISHING METHODS WHICH PROVIDE A BYCATCH PERCENTAGE OF LESS THAN 0.5%.



Our anglers catch tuna one a time.



TUNA | THE REAL STORY



1,340mg Omega 3* per serving

DHA: 880mg | EPA: 300mg

Wild Planet Foods was founded in 2004. Its 100% US ownership includes Wild Planet employees, the Sea Change Investment Fund (a private equity group investing in companies committed to sustainable seafood initiatives), White Road Investments, and a number of the US fishermen who directly supply Wild Planet.

Nutrition Facts

Serving Size 2oz (56g) Servings 2.5

| Calories 120 | Calories from Fat 60 | | |
|------------------------------|----------------------|------------|---------|
| Amount Per Serving | % Daily Value* | | |
| Total Fat 6g | 9% | | |
| Saturated Fat .5g | 3% | | |
| Trans Fat 0g | 0% | | |
| Cholesterol 15mg | 5% | | |
| Sodium 250mg | 10% | | |
| Total Carbohydrate 0g | 0% | | |
| Protein 16g | | | |
| Vitamin A 0% | Vitamin C 0% | Calcium 0% | Iron 2% |

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Albacore tuna and sea salt

*averages

HOW THE **Big Three** COMPARE



Ingredients: Solid white tuna, water, vegetable broth (contains soy), salt, pyrophosphate.

150mg Omega 3 per serving
DHA and EPA values combined

Chicken of the Sea is owned by Thai Union International Inc., a Thai conglomerate based in Bangkok. Chicken of the Sea was founded in 1914 when Frank Van Camp and his son bought the California Tuna Canning Company. The phrase Chicken of the Sea was used to describe the taste and later became the company name as well.



Ingredients: White tuna, water, vegetable broth, salt, pyrophosphate added.

100mg Omega 3 per serving
DHA and EPA values not provided

Formerly an American-owned company, Bumble Bee Foods, LLC is now owned by the British private equity firm Lion Capital. The Bumble Bee company began in 1899 when seven salmon canners in Astoria, Oregon formed the Columbia River Packers Association. The Bumble Bee brand was introduced in 1910.



Ingredients: White tuna, water, vegetable broth, salt, pyrophosphate.

360mg Omega 3 per serving
DHA and EPA values combined

Charlie the Tuna, the cartoon mascot tuna for StarKist Tuna, was created by Tom Rogers of the Leo Burnett Agency in 1961. StarKist is the best-selling canned tuna brand in the United States, with about a 37% market share. In 2008, Del Monte Foods sold StarKist to the South Korean Dongwon Group.



BILL CARVALHO PRESIDENT, WILD PLANET FOODS

How about a story of your own?

We hope we've opened your eyes and piqued your interest in the significant differences between Wild Planet and the Big Three brands of tuna. A story on the industry might be interesting and timely to pursue, as 83% of Americans who consume tuna eat it for lunch.

Should you wish to explore the topic, please keep twenty-year seafood industry veteran and Wild Planet founder Bill Carvalho in mind. Experienced in nearly all areas of operations,

global sourcing, packing, and fishing practices both good and bad, Bill is an expert industry insider turned passionate advocate for sustainable fishing practices. I'd be happy to put you in touch.

Sincerely,



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