

CARREFOUR AND THE SUPPLY OF TROPICAL TUNA

→ Formal Notice

November 8, 2023

ISSUES

On 8 November 2023, the French supermarket giant Carrefour received a formal warning from the BLOOM association over its marketing of tropical tuna from industrial fisheries that damage biodiversity and are involved in human rights violations. The association is calling on Carrefour to put an end to the human and ecological tragedy caused by the tuna industry and to respect its duty of care by taking the necessary measures to ensure that it no longer sources tuna products from these fisheries.

ACTORS

BLOOM, an association for the protection of the ocean, the climate and those who live off it, initiated the proceedings.



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CASE DESCRIPTION

Carrefour, the largest retailer in France and 7th largest in the world, also sells the largest quantity of tuna in France. Yet its sourcing policies have been criticised by BLOOM, which points to catastrophic impacts on marine biodiversity and violations throughout the value chain[1].

According to the association, the tuna sold by Carrefour comes from industrial fisheries using highly controversial destructive devices such as fish aggregating devices, the famous 'DCP', ultra-technological rafts under which tuna and other marine animals are indiscriminately caught. The result is a carnage of rays, sharks and turtles, as well as the tuna themselves, most of which are caught when they have not yet reproduced (so-called 'juvenile fish')[2].

Furthermore, the tuna sold by Carrefour comes from a value chain where numerous human rights violations have been reported. According to research carried out by a number of stakeholders, some of Carrefour's suppliers have been implicated in cases of forced labor, human trafficking, beatings and imprisonment, among others.

Finally, the association also condemns the brand's communication strategies, which do not hesitate to describe as 'sustainable' or 'responsible' products that come from destructive fishing. For example, the use of a 'démarche responsable' logo on products of the Petit Navire brand marketed by Carrefour, even though the damage caused by this destructive industrial fishing is well known[3].

Faced with this lack of action, BLOOM sent a formal notice to the company under the Duty of Vigilance law and initiated a dialogue.

In July 2024, Carrefour announced that it would stop marketing canned tuna from overfishing in its private label canned tuna products in four of its major European markets: France, Belgium, Spain and Italy.

[1] <https://bloomassociation.org/mise-en-demeure-carrefour>

[2] Ibid.

[3] Ibid.

