



**Naturland**

together  
**organic**  
worldwide

Naturland Organic Aquaculture and Sustainable Capture Fishery

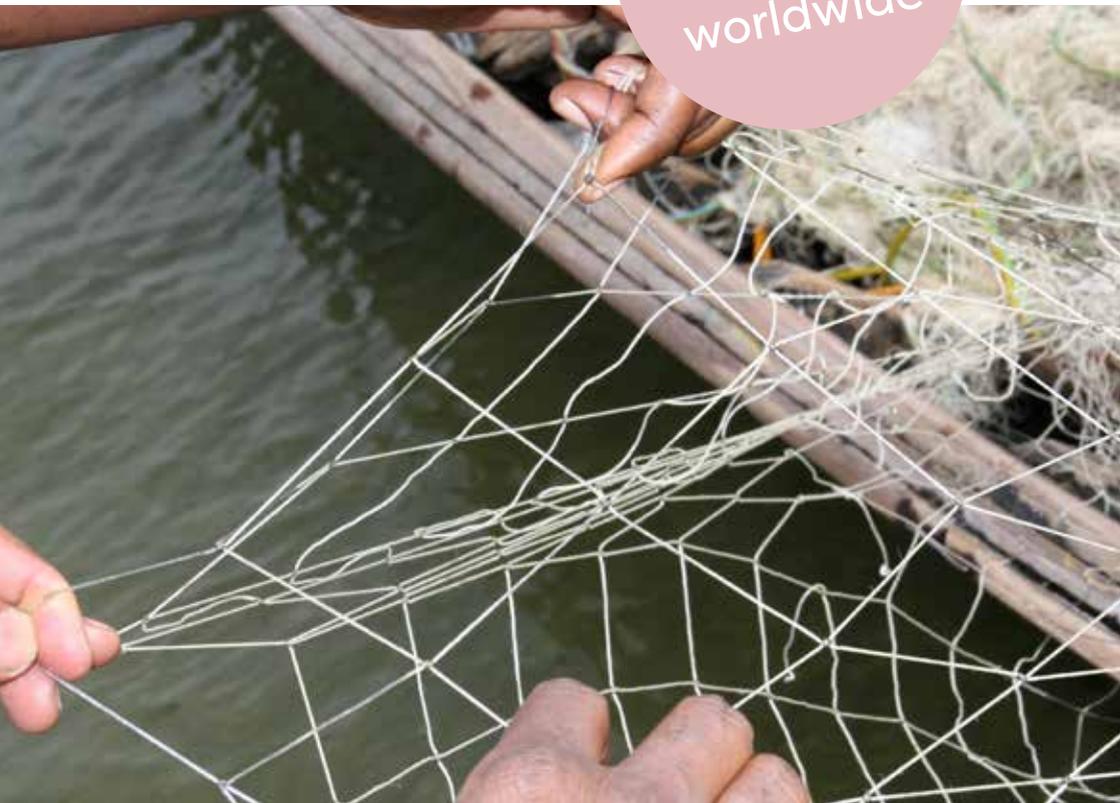
# **WATERPROOF: NATURLAND FISH & SEAFOOD**

# WE ARE ORGANIC. WE ARE THE FUTURE.

We are Naturland, one of the major international associations for organic agriculture worldwide. Along with 65,000 farmers, bee-keepers, fish farmers and fishers in 56 countries throughout the world, we are living proof that organic, social and fair

economic activity can truly thrive in international co-operation. More than any other organic associations Naturland strives to reconcile the interests of local producers with those of international operations in a globalised world.

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## AT NATURLAND, ORGANIC APPLIES TO WHAT LIVES IN WATER, TOO.

Fish, crustaceans, mussels and algae are not only healthy, tasty components of our modern cuisine but also constitute an indispensable source of food for a growing global population. Today, over half of the fish and seafood consumed world-wide derives from aquaculture. Since the mid-1990s Naturland has dedicated itself to making fish farming sustainable, with the result that its organic standards for aquaculture are today's leading benchmark. Nevertheless, wild fish still remains an important source of food and the Naturland wild fish standards provide reliable criteria for its certification. It makes no difference whether fish and seafood are caught wild or farmed. The important thing is to

protect the natural environment and to ensure that stocks are not adversely affected.

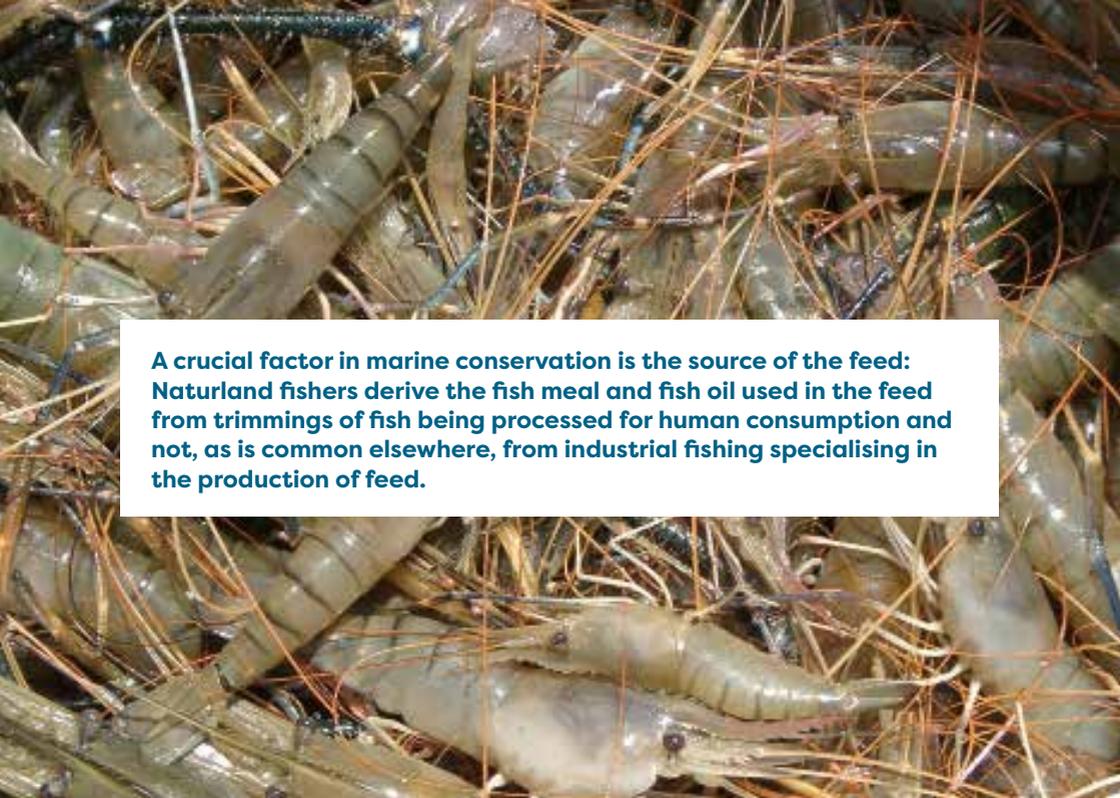
With its standards on Organic Aquaculture and Sustainable Capture Fishery, Naturland has established a framework for the sustainability of the species farmed. Besides this, however, fishing and aquaculture also have a direct impact on the people who work in these industries.

**This is why Naturland has also drawn up standards on Social Responsibility applicable both on board ship and on fish farms too.**

# ORGANIC AQUACULTURE PRODUCES IMPRESSIVE RESULTS.

Naturland certifies over a dozen species throughout the world. These include among others freshwater fish and Atlantic salmon, mussels, warmwater shrimps and micro- and macroalgae. Algae play an increasingly important role in human nutrition. Organic aquaculture farms choose their locations with care and conserve the aquatic environment and surrounding eco-systems. They ensure that the various species are managed in keeping with their

behavioural characteristics, and cultivate low stocking densities. Further principles adhered to are freedom from genetic engineering, chemical additives, growth stimulants and hormones. The Naturland standards furthermore govern how the fish and seafood are processed, and not only how they are cultivated. Seamless monitoring, certified organic ingredients and abstention from additives such as phosphates are a matter of course.



**A crucial factor in marine conservation is the source of the feed: Naturland fishers derive the fish meal and fish oil used in the feed from trimmings of fish being processed for human consumption and not, as is common elsewhere, from industrial fishing specialising in the production of feed.**



## HIGH STANDARDS: MORE THAN JUST EU-ORGANIC.

**Naturland is still a pioneer in the field of organic aquaculture and makes higher demands on its members than the EU Organic regulation.**

Naturland requires its fish farmers to convert their entire operation to organic aquaculture.

Wherever they are in the world, Naturland operations are expected to follow the Naturland guidelines on Social Responsibility.

In the interest of their livestock and of nature itself, stocking densities are more strictly limited.

Naturland requires the production of regular analyses of the water, the sediment, feed and the final product.

The use of antibiotics and conventional veterinary medicine in the treatment of shrimps is prohibited and strictly limited in the case of fish.

Shrimp farmers are obliged to re-forest former mangrove forests.

# NATURLAND WILDFISH: GOOD PROSPECTS FOR SMALL-SCALE FISHERIES.

The main focus of certification to the Naturland on Sustainable Capture Fishery standards is on small-scale fisheries and in particular those which set an especially good example. Naturland devotes particular attention to these fishing projects, and draws on the advice of external experts to provide tailor-made solutions. Certification to the Naturland Wildfish standards makes it obligatory to adhere to social standards at every

link along the value-added chain. Products displaying the Naturland Wildfish logo must have been processed according to the Naturland standards for organic products. Besides the general requirements for sustainable fishing, individual farm management requirements specific to each project are applicable. These contain additional specifications addressing ecological, social and economic aspects.





## **AT A GLANCE – BENEFIT BEING A NATURLAND PARTNER.**

### **YOU ...**

**will be welcomed to Naturland by a staff of dedicated experts who will give you all the support and advice you need.**

**will become part of sustainable value-added chains and enjoy direct access to an active network.**

**will be represented politically and in the public with your ecological commitment.**

**will profit from an association with a strong brand, its high-quality standards and independent control system.**

### **YOUR CUSTOMERS ...**

**can trust this brand and buy your fish and seafood products with a good conscience.**

**will be aware that you cultivate and process the products they buy with respect for your livestock and for the environment.**

**can rely on the fact that Naturland products are made with compliance to high social standards the world over.**

**will be making their own contribution to the preservation of our seas.**

# CONVERSION MADE EASY.

## THE FIVE STEPS TO BECOMING A NATURLAND PARTNER.

### 1. INITIAL VISIT

During the course of a visit to the premises, a conversion plan is drawn up in mutual agreement by both parties or, in the case of projects to be initiated with capture fisheries, recommended measures for improvement are defined, to prepare them for the desired certification.

### 2. EXPERT SURVEY IN CAPTURE FISHERY

Independent experts are summoned to give their opinion on each fishery project. In conjunction with them individual management requirements are drawn up, which exceed the basic criteria imposed for compliance with the Naturland standards on Sustainable Capture Fishery.

### 3. INSPECTION

Once the operation or fishery project and Naturland have agreed on the terms of future co-operation, Naturland commissions an independent inspection body to perform inspection. Inspection covers every stage of operation: hatchery and rearing or capture fishery, slaughter, management, incoming goods, processing and shipping.

### 4. CERTIFICATION

On the basis of the inspection report, Naturland decides whether the operation or fishery project can be certified. Inspection is performed annually. Certification is therefore refreshed each year.

### 5. NATURLAND BRANDING

Before applying the Naturland logo to its products, the enterprise is further required to conclude a sub-licensing agreement with Naturland Zeichen GmbH.

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