



NEWS RELEASE

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CLEAN SEAS' SUSTAINABILITY ACCREDITATION A FIRST FOR AQUACULTURE IN SOUTHERN HEMISPHERE



Clean Seas Tuna Limited has become the first aquaculture company in the Southern Hemisphere to earn the internationally recognised sustainability accreditation and logo mark of the Friend of the Sea organisation.

The Port Lincoln-based company has achieved the mark of distinction – one of the world's highest sustainability accreditations – for its production of Hiramasa Kingfish and Suzuki Mulloway.

Clean Seas Chairman, Hagen Stehr AO, said he was thrilled with the honour which builds on the company's ongoing commitment to sustainable seafood.

'This is a third party decision and as such is strictly investigated and bestowed on only the most worthy of organisations. It can't be bought and must be earned and is therefore a very credible reference point in terms of sustainability for consumers,' said Mr Stehr.

'Clean Seas is the first aquaculture company in the Southern Hemisphere to conform to the strict sustainability regulations set down by Friend of the Sea. We now join a select few fish companies and supermarket chains worldwide in being allowed to display the distinctive Friend of the Sea sustainability logo.'

Clean Seas complies with Friend of the Sea's stringent regulation requirements for sustainability of seafood under Certificate No. 0012-2008-A for Kingfish and Certificate No. 0013-2008-A for Mulloway.

“Acquiring the Friend of the Sea logo adds to our existing ISO 14001 global standard for environmental management and is another major step forward in building a strong internationally certified company,” said Mr Stehr.

Clean Seas’ latest accreditation follows the 2008 Friend of the Sea Award presented to Mr Stehr in May for his efforts in sustainable seafood production. The award recognised the company’s creation of an artificial breeding regime for the Southern Bluefin Tuna, which will allow sustainable production of the premium species.

Friend of the Sea director, Dr Paulo Bray, praised Clean Seas for its comprehensive environmental commitment.

‘Clean Seas’ achievements show the potential of the farming industry for improvement towards sustainability and should motivate others in the seafood business to follow in an effort to reduce or possibly eliminate their environmental impact,” said Dr Bray.

FURTHER INFORMATION:

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