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## Press Release

# fish4future® - Sustainability and traceability standards certified by q.inspecta

*In early 2008 the Swiss family business and fish importer Bayshore SA created the label fish4future® and triggered a rethinking process in the Swiss Food Service sector. fish4future® is the first label in gastronomic circles that identifies fish stemming from sustainable sources and makes their path to the final consumer traceable. Finalizing this label's development is its recent certification by the independent Swiss certification and inspection authority q.inspecta as confirmation of the label's sustainability and traceability standards.*



*Oberwil, May 2, 2011:* fish4future® is the first leading gastronomic label that identifies fish and seafood stemming from sustainable sources and makes it possible to track them all the way down to the restaurant guest.

Founder of the label is the family business Bayshore SA which has now successfully rounded off the last phase of its label development. A comprehensive, independent evaluation made of the principles and criteria of fish4future® now officially confirms that the fish4future® standard for sustainability of fish products is based on strict criteria and is supported by practical and effective means to ensure highly sustainable performance.



q.inspecta GmbH, the independent Swiss certification and inspection authority and an affiliate of bio.inspecta AG, has certified the first products falling under the fish4future® standard after having examined and confirmed their traceability.

Toby Herrlich, managing director of Bayshore SA and initiator of fish4future®, is very pleased with this significant milestone: "For us this successful certification represents an acknowledgement and quality seal for our persistent efforts and our professional commitment to the future of fish over the past years. We have invested numerous resources in this self-imposed mission but are firmly convinced that it is the only viable path to take in view of the overfished oceans."

For this reason the standard will not remain static but will be continually refined in the way of sustainability, Toby Herrlich adds. "This is both our quality claim and our business philosophy, and underlines the fact that I want to trade fish in 10, 20, 30 years from now as well. This is why we assume responsibility for our actions and thus set the course 3 years ago accordingly."

The certification of fish4future® products will motivate and strengthen the confidence of wholesalers and gastronomes even more to fight for sustainable fish on the menu, which is imperative considering the decline of fish populations in the world's oceans.

fish4future® certified fish are available with all Swiss wholesalers and producers are invited to check their product range against the fish4future® standard.

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