



fish4future® - PRESS RELEASE

Press Release

fish4future® - Traceability – from the fisherman to the consumer, guaranteed by genomic analyses performed by Biolytix AG

Together with the Swiss molecular biological laboratory Biolytix AG, fish4future® has developed a new process that proves and guarantees the traceability of sustainably cultivated seafood all the way down to the consumer. fish4future® is the first label for sustainable fish products that can trace fish back to their source thanks to this genomic "fin print."



Oberwil, May 24, 2011: Ever since 2008 fish4future® has been the first leading label for the gastronomy sector that distinguishes fish and seafood originating from proven sustainable sources down to the consumer level. The label is available worldwide to all interested fisheries and producers whose products have been certified by q.inspecta GmbH, Frick/Switzerland, based on fish4future® standards. It is suitable for worldwide usage through licensing not only for the gastronomy sector but also for the retail trade.

Thanks to a new procedure, and in cooperation with the Swiss molecular biological laboratory Biolytix AG, fish4future® has successfully developed a process that enables the identification of fish both with regard to species and origin.

Modern state-of-the-art molecular biological processes are used to define the precise origin, respectively species. Biolytix already counts more than 13 years of experience in the identification of



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animal species and has received ISO/IEC/17025 accreditation. Since each species has a genetic "fin print," Biolytix can determine the fish species with more than 99% certainty.

"The fish served on the plate is not identified with any sender name or label. However, its genetic information points to its source and this provides the consumer with transparency, security and protection from incorrect declarations. This is an important quality tool and credibility feature with regard to traceability, especially for fish4future® who supports sustainable fisheries and sustainable aquaculture". Toby Herrlich, initiator of fish4future®, is pleased to say that: "With Biolytix we have found a competent partner to help us guarantee that whenever a product carries the fish4future® label, the fish4future® quality is also found inside."

Adrian Härrri, CEO of Biolytix AG, adds: "That is the future. Demands for the genetic identification of animal species are ever increasing and gaining importance in the food industry. It is applied mainly to prevent consumers from being deceived, but thanks to very sensitive new methods we can also use it to help preserve such endangered species as the bluefin tuna!"

Seated in Witterswil near Basel, Biolytix AG has been offering competent advice and various services ever since 1998 in the area of food analysis; microbiology; the distribution, sales and marketing of PCR kits; gene expression; genotyping; as well as the establishment and validation of assays.

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