We are Friend of the Earth... And you?

significant environmental impacts when sustainable agricultural practices are not properly followed. Today, half of Europe's territory is used for agriculture; while meat consumption has grown constantly over the past century: FAO estimates that it has increased globally by almost 400%. compared to 1961

Friend of the Earth's mission is to promote sustainable agricultural practices by means

Following the tangible results obtained with Friend of the Sea - the international certification program for products from sustainable fisheries and aquaculture (www.friendofthesea.org) - Friend of the Earth was founded in 2013.

Choose Friend of the Earth certified products and help protect the environment!



resources caused by unsustainable farming practices, threaten to reduce productivity and impair agriculture itself, as well as to create irreparable social and environmental

Sustainable agricultural practices are likely

- attentive to the environment:

Friend of the Earth's certification standard rewards those companies that operate in agriculture and farming to reduce the deterioration of ecosystems and living species, improve the power consumption efficiency and waste management, use integrated pest control practices that reduce the use of fertilisers, conform to

Certification Criteria

developed on the basis of FAO's SAFA Guidelines (Sustainability Assessment of Food and Agriculture Systems). Certified critical habitats and producers must have a social and environmental management system in place, be compliant with national environmental laws, conserve existing ecosystems and reduce their impacts to a sustainable level.



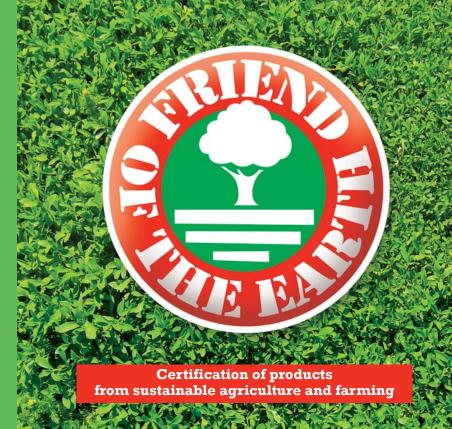
socially fair.

requirements.





www.friendoftheearth.org



We are Friend of the Sea... And you?

World fisheries' catches have grown fivefolds, in the last 50 years, causing a dramatic reduction of Oceans biodiversity and leading some aquatic species towards a risk of extinction.

In order to preserve marine habitats and fisheries, the seafood industry and retailers must choose seafood caught and farmed in a sustainable way. Consumers have the right to know products' origin and whether they are produced in a way that respects the marine environment.

Choose Friend of the Sea certified products and help the Oceans





Tel.: +39 02 8707 5166 Fax: +39 02 8707 5169 E-mail: info@friendofthesea.org Website: www.friendofthesea.org

Wild-caught products

Target stock not overexploited

No bycatch of endangered species

Yearly Carbon Footprint reduction

Farmed products

Escapes and bycatch reduction

No GMO, no growth hormones

Social Accountability

Compliance of water quality parameters

No impact on critical habitat (mangroves, wetlands, etc)

Maximum 8% discard

No impact on seabed

Social Accountability

Compliance with regulation (TAC, NO IUU, etc)

Certification Criteria

Friend of the Sea follows the FAO Guidelines for the eco-labelling of Fish and Fishery Products from Marine Capture Fisheries. In particular, Friend of the Sea Criteria fulfil also Art 30 of the Guidelines, allowing certification only of products from not overexploited stocks.

Friend of the Sea is the only scheme in the world which can certify, with the same seal of approval, products both farmed and wild-caught.

It is currently the main sustainable seafood certification scheme in the world, having assessed more than 10 million MT of wild-catch and 500 thousand MT of farmed products.

Sustainable products and their origins are audited onsite by accredited independent certification bodies (RINA, DNV GL), against Friend of the Sea criteria.





Certification of products from sustainable fisheries and aquaculture