

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

World fisheries' catches have grown five-folds, 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

[www.friendofthesea.org](http://www.friendofthesea.org)



### Wild-caught products

Target stock not overexploited
Maximum 8% discard
No bycatch of endangered species
No impact on seabed
Compliance with regulation (TAC, NO IUU, etc)
Social Accountability
Yearly Carbon Footprint reduction

### Farmed products

No impact on critical habitat (mangroves, wetlands, etc)
Escapes and bycatch reduction
Compliance of water quality parameters
No GMO, no growth hormones
Social Accountability
Yearly Carbon Footprint reduction



**FRIEND OF THE SEA**

Sustainable Seafood

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### 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**



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

The exponential increase in world population and growth in food demand can result in 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 of certification and consumers awareness.

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

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

[www.friendoftheearth.org](http://www.friendoftheearth.org)



## Agricultural and farming products

Preservation and protection of the ecosystem
Use of integrated pest management practices
Improved energy efficiency
Resources optimization
Regulatory compliance
Corporate social responsibility
Chain of Custody



**FRIEND OF THE EARTH**

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## Certification Criteria

The certification standard has been developed on the basis of FAO's SAFA Guidelines (Sustainability Assessment of Food and Agriculture Systems). Certified production sites cannot be developed on 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.

Pollution and degradation of natural resources caused by unsustainable farming practices, threaten to reduce productivity and impair agriculture itself, as well as to create irreparable social and environmental damage.

**Sustainable** agricultural practices are likely to be:

- economically beneficial for the farmers;
- attentive to the environment;
- socially fair.

Friend of the Earth's certification standard rewards those companies that operate in accordance with the practices of sustainable 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 the standards and social responsibility requirements.



**Certification of products from sustainable agriculture and farming**