



FRIEND OF THE SEA

Sustainable Seafood

News

Sovapec & Maromega's fish meal and fish oil from Morocco's Sardines and Mackerel Purse Seine fishery certified sustainable.

Main European supplier Sovapec & Maromega obtains Friend of the Sea certification for its sardines (*Sardina pilchardus*) and Mackerel (*Scorpaenopsis japonica*) fish oil and fish meal.



Both sardines and mackerel are fished 15 miles from the shore using the selective purse seine method which has no impact on the seabed. Both

stocks are not overexploited according to the FAO. Sovapec & Maromega, part of the Kabbage Group, is a main supplier of fish meal and fish oil to European and International markets. Abbouh Malainin Mohamed, director of Sovapec & Maromega states "This certification is important for us as it reassures our customers and distinguishes our product from others with origins not certified as sustainable." Friend of the Sea's criteria for aquaculture recommends companies to use only feed certified sustainable by Friend of the Sea, when the specific species' feed is already available on the market (currently seabream, seabass and sturgeon available). Friend of the Sea invites all Organic/Bio certification schemes to apply the same recommendation to their companies in order to maintain an industry-wide standard level of requirement.

Nouvelle Aveiro Mackerel and sardines from Morocco labeled sustainable on European shelves.

Friend of the Sea has certified sardines and chub mackerel from Nouvelle Aveiro Maroc. These species are fished in FAO Area 34 Atlantic Eastern Central using the purse seine method which does not impact the seabed. The stocks targeted by the Moroccan fleet are not overexploited according to the Regional Fishery Bodies.

Founded in 1946, Nouvelle Aveiro Maroc company is specialized in the production and marketing of tinned fish which has been thoroughly selected and caught in the Moroccan coasts.

Nouvelle Aveiro Maroc is certified HACCP, ISO 9001 (2008), IFS (05), BRC (05) for quality standards. Sardines and mackerel are marketed as international brands - Delmonaco, Liberator, Limao, Samaki and other customer or distributor brands. "Aveiro's environmental management policy is fundamental to its business. Being Friend of the Sea assures our customers that our products are caught in a sustainable manner," states Mr Mohamed Bicha, owner of Aveiro.



Friend of the Sea meets the Arab League team on biodiversity

Paolo Bray, Founder and Director of Friend of the Sea participated in the 11th meeting of the Arab team on the follow up of the implementation of Multilateral Environmental Agreements related to Desertification & Biodiversity held at the Arab league headquarters in Cairo on the 9-11 of January 2011.

The meetings objective was to finalize a common resolution on concerted approach to desertification and conservation of biodiversity. Among the participants, representatives of Egypt Iraq, Kuwait, Morocco, Qatar and Saudi Arabia. Friend of the Sea is very active in the Arab region, having finalized and developing projects in Morocco, Tunisia and Oman.

Paolo Bray was invited to introduce the Friend of the Sea project in the context of marine biodiversity conservation. The Audience demonstrated particular interest on the certification approach and some other countries might in the near future become involved in Friend of the Sea.