



## It's my decision for the future of the fish!

With my decision to choose fish and seafood from sustainable fisheries or sustainable aquaculture, I'm actively showing my respect for our limited natural resources. I'm also showing my support for fishing and fish farming methods with less ecological impact.

**«I enjoy eating sustainably – for the sea's sake!»**

**What is fish4future®?** fish4future® is among the first labels for the food service industry to certify to the consumer the sustainability of wild caught or farmed fish and seafood.

fish4future® represents:

- Sustainability
- Environmentally friendly fishing and farming methods
- Preservation of overfished or threatened species
- Minimization of bycatch (fish caught unintentionally while fishing for another species)

**«My choice: if fish, then only sustainable fish!»**

The United Nations Food and Agriculture Organization (FAO) estimates that over 80% of the world's fish stocks are already being fished to their limits, are over-exploited or are threatened by extinction. Innumerable fish and other sea creatures die as bycatch, while coarse fishing gear often destroy valuable marine habitat. The 1995 United Nations Fish Stocks Agreement stated «The right to fish carries with it the obligation to do so in a responsible manner so as to ensure effective conservation and management of the living aquatic resources.»

**«I am doing something about it because my actions do make a difference!»**

**Our partners:**



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

**fish4future® & OceanCare: Cooperation for the conservation of the seas**

OceanCare is a Swiss non-profit organization which, since 1989, has been working for the conservation of marine mammals and the oceans, through research and educational campaigns as well as advocacy in international environmental legislation. OceanCare recommends to reduce fish consumption in general and if at all to consume fish from certified sustainable sources only.



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

**fish4future® & myclimate: Together for Climate Protection**

myclimate is an international non-profit foundation providing innovative solutions for climate protection and is among the world leaders when it comes to voluntary carbon offsetting measures. fish4future® makes a contribution to myclimate for every kilogram of fish4future® product you enjoy.

For more information, please visit: [www.fish4future.org](http://www.fish4future.org)



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