



Organic fish for bon vivants

Naturland Aquaculture

www.naturland.de





Naturland

AQUAKULTUR

Aquaculture? Fine, provided it's organic!

Fish and seafood are indispensable ingredients of a healthy, balanced diet. Whilst the world's population and therefore demand are steadily on the increase, many fish stocks are already overfished. Nowadays, one third of all food fish originates from aquaculture, bred specifically in ponds and net pens.

Whilst this new sector of the food industry has been recording enormous growth rates since the 80's, there are drawbacks to this development, too. Conventional aquaculture is often associated with the depletion of natural resources, unnatural husbandry conditions and the massive application of antibiotics and chemicals which are not only harmful to the environment but also, ultimately, call into question the value of fish as a healthy food product.

With this in mind, **Naturland**, as a major German organic association, started in the mid 90's to work on sustainable standards for certified fish farming, and since then has established itself as a recognised authority in the field of organic aquaculture. Over the course of the past ten years, its already strict standards have been developed further to meet rapidly growing demand. Today, **Naturland certifies over 15 species of fish, prawns, mussels and algae**, which are not only sold in health food stores, but also successfully found their way into many well-assorted food retail chains.



Naturland's aquaculture farms have to comply with stringent standards, among which are:

- careful choice of farm sites
- dense monitoring of water quality and surrounding ecosystems
- low stocking levels, husbandry according to the animal's behavioural needs, natural environment
- certified organic feed
- prohibition of genetic engineering and chemical additives
- no growth stimulants or hormones
- high social standards

Where the processing steps are concerned, too, Naturland accepts no compromises:

- uninterrupted monitoring throughout the processing chain
- use of certified organic ingredients only
- no use of phosphate, sulphite, or additives



Trout from Germany, salmon from Ireland, shrimps from Ecuador and giant catfish from Vietnam – this is just a small selection of the wide range produced under the Naturland logo as a sign of top organic quality.

Native freshwater fish from Naturland aquaculture

Purest delicacies – homegrown

Rainbow trout, brown trout, char and carp raised according to the principles of **Naturland aquaculture** are characterised not only by robust health but also by **excellent taste and firm, aromatic texture**. In contrast to the products of conventional fish mass production, they grow steadily and naturally in ponds close to their natural habitat.

Naturland standards guarantee that they have **sufficient space to roam at will**. The feed is composed – according to organic principles – of vegetable products and trimmings from food fish processing. It is supplemented by plankton and insects that are naturally occurring in the ponds.

It is usually only a short distance from the pond to the table, which makes trout, char and carp some of the **freshest fish delicacies to be found on the German market**. They are available whole, filleted, marinated or smoked, from the fish farm, the fish shop, the health-food shop and quality conscious food retail chains. No matter what your favourite recipe is, you can be sure they will make a delicious low-calorie contribution to your healthy diet.

Naturland's aquaculture farms are managed extensively and their owners take their ecological responsibility very seriously. A great variety of wildlife can therefore be found in the ponds themselves and in their surroundings.





These are some fresh-water fish from Germany which bear the Naturland logo:

- **rainbow trout**
- **brown trout**
- **char**
- **carp**



Did you know ...

...that fresh fish does not smell of fish? Other ways to detect freshness: fresh fish have clear eyes, their gills are bright red, and if you press your finger slightly into the flesh, it leaves no indentation.

Organic fish is a purely natural product. Even when it is processed, Naturland operations consistently forego the use of artificial additives, liquid smoke and injection salting.



Marine fish from Naturland aquaculture

Healthy enjoyment from the ocean

Off the shores of Claire Island on the west coast of Ireland you can find the first salmon farm to be certified under **Naturland's standards**, in 1996. The spacious net pens are continuously streamed by sea-water and the fish have plenty of room to swim as freely as they would in their natural habitat.

Their **great freedom of movement and the balanced diet** of top quality organic cereals and trimmings from fish processing ensure that the salmon are outstandingly healthy and have firm and extremely aromatic flesh.



A selection of saltwater fish sold under the Naturland logo:

- salmon
- gilthead seabream
- cod
- sea bass

Today you can find **Naturland aquaculture farms** in select areas of the Atlantic and Mediterranean. Fresh on ice or deep-frozen, the fish are traded as natural products. Or they are being value-added by a **Naturland** certified processor, with organic spices, marinated or smoked gently over untreated beech or oak wood.





Did you know...

... that fish and sea food contain high quantities of the vitamins A and D, as well as the trace elements selenium, zinc, and iodine? Besides this, they supply the human organism with highly unsaturated omega-3 fatty acids, which help to reduce the risk of cardiovascular disease.



Mussels and shrimps from Naturland aquaculture

Tasty shellfish from tropical waters

Husbandry conditions that are resembling the shrimps' natural habitat are also a key feature of **Naturland** certified shrimp farms. They live in generously proportioned ponds in which sufficient algae and plankton grow for only minimal feeding to be necessary. The result is healthy shrimps with tasty flesh. Ökotest, the German consumer magazine which tests products for their quality and sustainability, **classed the organic shrimps certified by Naturland as "very good"**, the only product to earn this grade.

Naturland has recently also certified the world's first organic freshwater prawns. Mussels bearing the **Naturland logo**, too, are now on sale. They are raised according to the same principles, satisfying the **highest demands with respect to organic and social sustainability, quality and taste.**

Did you know ...

... that shrimps, prawns and scampi are from one and the same family of crustaceans, of which there are about 2,000 species? In the raw state, they are transparent with a mother-of-pearl sheen, but when boiled they turn an appetising pink.





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Seafood and algae certified by Naturland:

- **western white prawns**
- **black tiger prawns**fresh
- **freshwater prawns**
- **mussels**
- **algae**

Mangrove forests are important breeding grounds for fish and crustaceans. Naturland rejects the destruction of these precious ecosystems to create ponds for breeding shrimps, and demands that these sensitive areas be reforested.

According to the German consumer magazine, Öko-Test (December 2008 issue), the organic shrimp products certified by Naturland and bearing its logo provide the consumer with a very good alternative.



Tropical freshwater fish from Naturland aquaculture

Exotic delicacies from organic fish farms

The range of fish and seafood certified by **Naturland** is steadily on the increase. The most recent newcomers are the popular tropic freshwater fish Tilapia and Pangasius catfish which are bred in countries such as Israel, Ecuador and Vietnam. Like trout in Germany, they are also farmed in net pens or ponds **similar to their natural habitat**, and today can be found as a welcome addition to the organic fish offered on the market.

Naturland's success in the field of aquaculture is making waves: as a result organic fish farming is now to be included in the EU-eco-regulation. However, in comparison, the standards which **Naturland** expects of its member farms are **far more stringent and comprehensive**. For the main concern of **Naturland**, as an organic agricultural association, is the sustainable use of resources, with respect not only to organic issues, but also to the social and economic implications.

Healthy, ecologically valuable and above all delicious: Organic fish is the perfect alternative for discerning bon vivants.



A selection of tropical fish certified by Naturland:

- pangasius catfish
- tilapia
- red drum

Did you know ...

...that many eco and consumer organisations (like **Greenpeace** or **WWF**) specifically recommend certified organic fish and seafood? This is because organic aquaculture produces healthy food at the same time as conserving ecosystems both in the water and on land.



Naturland wild fish

Sustainable fishery has future



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WILDFISCH

A good three quarters of global wild fish stocks are fully exploited. One quarter is even over-exploited. Although fish takes second place after oil as the world's most traded goods, fisherfolk in southern countries are often among the poorest segments of the population. **Naturland's current campaign** is therefore dedicated to wild fish, supplementing the current standards. The main issues are:

- **sustainable exploitation of fish stocks** with detailed quota specifications monitored by independent bodies
- **renunciation of critical fishing methods**, such as the use of dragnets
- **organic processing** to Naturland's standards
- **transparent certification procedure** open to public examination
- **high social standards** for fishermen and employees in seafood processing plants

Those fish bearing the **Naturland "Wildfisch" logo** reach the customer as healthy, high-grade food. This logo shows at a glance which fish one can enjoy with the greatest appetite and the clearest conscience.



Fisherfolk in every part of the world are among the poorest segments of the population. Naturland's wild fish campaign tackles this issue by developing social standards designed to guarantee them decent living and working conditions.

Our ecological responsibility is watertight

Naturland is one of the major organic agricultural associations. The world over, around 50,000 farms are being managed in compliance with its stringent standards. In water and on land, **Naturland** is making an active contribution to the future of mankind, the animal world and the environment.

If you would like to learn more about **Naturland**'s projects and its pioneering efforts in the field of organic aquaculture, take a look at our website. Under www.naturland.de/naturland-fish.html and the heading "Fish and Seafood" you will find a list of all the partners who offer fish, mussels and shrimps certified by Naturland.

You can of course contact our Naturland experts directly:



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