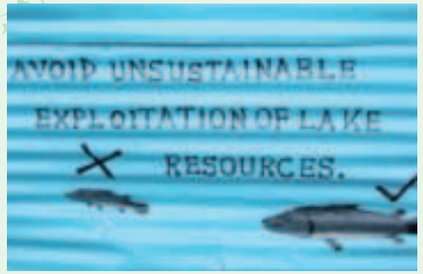
*The **Naturland Wildfish logo** informs you as a consumer which fish you can purchase and enjoy with a clear conscience.*
In summer 2009, Victoria perch from a pilot project in Tanzania is making the start.

This is the latest project of **Naturland**, an association which perceives sustainability not only as an ecological, but also as a social and economic responsibility. **As in other areas before, Naturland has pioneered and developed standards for sustainable capture fishery.** They focus on:

- **conservative management** of fish stocks and of the ecosystem as a whole
- abandonment of critical and environmentally damaging **fishing methods**
- observance of **social standards** for the fishermen and those employed in fish processing
- **organic processing** without chemical additives or genetic engineering
- a public and transparent **certification process** throughout the value chain



Fish are our speciality

Naturland is one of the largest organic associations. Globally, there are more than 50,000 farmers producing in accordance with **Naturland**'s standards. Since the mid-nineties, **Naturland** has been a pioneer in the field of organic aquaculture. **Naturland** Wildfish is the new second stage of a comprehensive sustainability concept for fish and seafood. Learn more about it at **www.naturland.de/naturlandwildfish.html.**

Our Naturland experts are happy to answer your questions personally.

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Victoria Perch in certified quality

Delicious produce from sustainable fishery

Naturland Wildfish

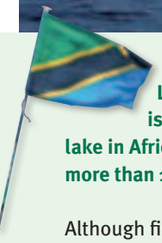
Sustainable in every respect

Systematic farming of fish, called aquaculture, has gained greatly in economic importance. Two thirds of the seafood we consume, however, still originate from capture fishery in the sea, from rivers, and from lakes. These natural resources are under threat. Experts estimate that three quarters of all fish stocks are fully exploited. One quarter is already rated as overfished. Not surprisingly, if one estimates that seafood ranks right after petrol in global trade.

Worldwide, there are 100 million people making their living from fishing, the majority in Southern countries. Despite increasing demand, these people belong **mostly to the poorest population groups**, whose hard work barely earns them enough to be able to feed their own families.

Initial project on Lake Victoria

Victoria perch fishermen in Bukoba join Naturland as partners



Lake Victoria, with a surface area of 26,560 sq.mi. is not only the biggest but also the most important lake in Africa referring to the economic aspects. Annually, more than 1.000.000 tons of fish are caught.

Although fishing is a good job option for people in Tanzania, Kenia and Uganda, the current situation for the fishing industry and for the fishermen has become critical.
For a long time now, the fish stocks have been considered exploited to the maximum, and the living conditions of the fishermen in many places leave much to be desired.
All the more reason to develop sustainable solutions with the aim of maintaining this crucial source of income for future generations.

This is why **Naturland** joined forces with ANOVA, a seafood importer, the processing company VicFish, the German Agency for Technical Cooperation and the consulting agency AgroEco in the Bukoba region (Tanzania), on the western shores of the lake, to initiate a „Wildfish“ pilot project.

Meeting of the round table 2008 in Bukoba

Before the project started, a round table made up of representatives from scientific fields, NGOs, the business world and administrative bodies, was established. This body defined specific standards for particular prevailing conditions, based on **Naturland**'s general standards for sustainable capture fishery. These include, for example:

- strict requirements as to the type of **fishing gear used and the minimum size of fish** allowed to be caught
- fair **working conditions** for those employed in the processing industry
- price transparency and **fair trade relationships** between the fishermen and export companies
- **safety measures** such as life vests
- **kindergartens and schools** in the fishing villages
- comprehensive **health care**

Independent bodies monitor compliance with the standards. Certification by **Naturland** is proof that the standards have been successfully implemented. These guarantee the sustainability of capture fishery. At the same time the social and economic situation of the professional fishermen and their families has improved considerably.

Supported by:

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On behalf of Federal Ministry for Economic Cooperation and Development

Victoria Perch from Bukoba

Delicacies from Sustainable Fishery

The Victoria Perch *(Lates niloticus)*, the largest freshwater fish species in Africa, was introduced to Lake Victoria in the 1950s. **Its white, firm, and boneless flesh makes it a popular delicacy**. And with good reason: the aromatic fillets can be steamed, grilled or stewed.

Nevertheless, the name by itself is no guarantee of the origin of the fish. However, you can purchase it without hesitation if the fresh or deep-frozen Victoria Perch carries the **Naturland** Wildfish logo: **this fish then conforms to strict standards of ecological, economical, and social sustainability** – from the catch to processing and export.

Asian pan-fried fish

Ingredients (2 persons)
2 red paprikas, 300 g pak choi (or Chinese cabbage), 3 spring onions, 1 clove of garlic, 1 piece of ginger root, 400 g filet of Lake Victoria perch, juice of 1 lime, 1 tbsp sunflower seed oil, 1/2 tsp ground lemongrass, 1 tsp Sambal Oelek, 200 ml fish stock (ready-made), salt, black pepper

Directions
Dice the fish filet and sprinkle it with freshly-pressed lime juice. Heat the oil in a frying pan. Stir in chopped ginger, ground lemongrass and sambal oelek, frying till slightly browned. Add the fish cubes and fry for about 2 minutes. Remove from heat.
Cook the minced garlic, chopped spring onions and paprika in the remaining oil until slightly browned, add fish stock, cover and simmer for 5 minutes. Fold in the shredded Chinese cabbage and season with salt and pepper. Place the fish cubes on top, salt, cover and simmer for 3-4 minutes.
Delicious!

Did you know ...

... that you, as a consumer, can influence the range of **Naturland** Wildfish offered for sale? Ask your fishmonger – the **Naturland** team supports him to find the right sources.