

Full MSC certification of Danish Fishery

An ambitious plan to MSC certificate all Danish Fishery by the end of 2012, starting with Eastern Baltic cod, was launched today. Seafood processor A. Espersen A/S sees important customer support to the initiative.

Taulov, Denmark, 31 August 2009

All Danish fisheries will be MSC certificated by the end of 2012 according to an ambitious plan presented today by Denmark's largest seafood producer A. Espersen A/S and Danish Fishermen's Association.

The initial phase of the plan will be the assessment to achieve the international sustainability certification for three of the most important fisheries for the sector, Eastern Baltic cod, North Sea plaice and saithe. The aim is that all three fisheries will be on sale with the MSC's blue eco-label to consumers all over Europe in a year from now.

The strict MSC standards not only guarantee that fishery in the long term is in effect sustainable. It also ensures that fishery does not damage the eco system including other species of fish and plants.

As one of the world's largest cod processors, A. Espersen A/S is very pleased that a pre-assessment for MSC certification of the Baltic Sea cod fishery has been completed successfully. Together with Danish Fishermen's Association, A. Espersen A/S has now entered into the next stage aiming at a full certification of the Eastern Baltic cod stock.

The completion of the process means that Eastern Baltic cod stock will be the first cod stock in the EU to carry the MSC label. CEO of A. Espersen A/S Klaus B. Nielsen calls the achievement a remarkable step which adds to the latest scientific advice of ICES (The International Council for the Exploration of the Sea) on sustainability of the Baltic cod.

"I am proud and pleased to acknowledge every effort by Espersen and other stakeholders working together to improve conditions for the Eastern Baltic cod. Espersen is already receiving very positive response from a number of customers who are looking forward to bringing back cod to the plates of consumers across Europe."

The certification process for the Eastern Baltic cod fishery is co-funded by A. Espersen A/S.

For more information please visit www.espersen.dk or contact:

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A. Espersen A/S was founded in 1937, is based in Rønne on the Baltic Island of Bornholm and has production facilities in Denmark, Poland, Lithuania, China and Vietnam.

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