

Anova Seafood adds MSC yellowfin tuna to their responsible tuna offer at the SEG in Brussels

As international seafood supplier, Anova has build a reputation on sustainable tuna over the years. Having been the first to supply MSC Albacore tuna from Fiji and the Cook Islands to the European market, and offering yellowfin tuna from their Fishing & Living programme from Indonesia for years now, Anova is proud to add MSC yellowfin to their responsible tuna offering for the frozen category.

“With our MSC albacore and Fishing & Living yellowfin tuna, we were able to offer unique products to the market with each their own characteristics and markets,” says Hendrik Colpaert, Commercial Director at Anova Seafood. “The premium quality of the MSC Albacore and the handline caught yellowfin co-existed in the market. The MSC yellowfin tuna complements this responsible tuna portfolio and will appeal to a wider audience of customers.” Anova partners with Pacifical to bring the MSC yellowfin tuna from the PNA countries to the European market. The PNA fishery is the first major free school purse seine yellowfin tuna fishery to achieve MSC certification.

Anova Seafood uses the analogy of a lighthouse to explain their strategy on responsible tuna. “We have made some clear choices in the past to build a reputation on responsible tuna” explains Willem Huisman, CEO of Anova Seafood. “This in combination with our global partnerships, supply chain expertise and experience in tuna processing, makes that we can act as a reliable partner for our customers to navigate to a responsible tuna product.” Anova expects the product to be introduced for the European market in the second half of 2016.

The inclusion of MSC yellowfin tuna in Anova’s portfolio is a reinforcement of the company’s strategy to ‘continuously lead the way in sustainability and innovation, to create strong, reliable and resilient value chains in which everyone wins’, which was introduced in the beginning of 2015. This and many other examples will be published in Anova’s 2016 CSR report, which will be presented at the SEG in Brussels. Anova will also present this year’s Simply tasty Portfolio which includes products that are brought to the market via the fastest and purest route possible and are a valuable contribution to the seafood category. Visit Anova Seafood at the SEG from April 26-28th in Hall 6, Booth 1023.

About Anova Seafood

Anova Seafood is established in 1994 in 's-Hertogenbosch. Since then, the company has evolved into an international supplier of both fresh and frozen fish for European retail and foodservice. With a procurement office in Vietnam, several partnerships worldwide, and daily distribution through one of the 40 platforms in Europe, Anova Seafood is a proud player in the fish industry. www.anovaseafood.com

About Pacifical

Pacifical is the global marketing company jointly set up by eight PNA countries in 2011 to promote PNA and actively trade their MSC certified sustainably caught free school skipjack and yellowfin tuna to consumers around the world. All products sourced from MSC certified skipjack and yellowfin tuna from PNA waters carry the Pacifical logo as clear representation of the end market's commitment with the PNA region and recognition to those nations managing the stock on a daily basis. www.pacifical.com

About the PNA

The Parties to the Nauru Agreement (PNA) control the world's largest sustainable tuna purse seine fishery. PNA Members are Federated States of Micronesia, Kiribati, Marshall Islands, Nauru, Palau, Papua New Guinea, Solomon Islands and Tuvalu, are located within the Western Central Pacific Ocean. In 2011, the PNA skipjack tuna caught without using FADs was certified by the Marine Stewardship Council as sustainable, creating the world's largest sustainable tuna purse seine fishery.

About the Marine Stewardship Council

The Marine Stewardship Council (MSC) is recognized as the world's leading certification program for sustainable, wild-caught seafood. In collaboration with fisheries scientists and marine experts, the MSC has developed two global, science-based standards. The MSC Fishery Standard evaluates the sustainability of fisheries and the MSC Chain of Custody Standard ensures that any seafood carrying the blue MSC ecolabel is traceable to a certified fishery. <http://www.msc.org>

Contact details: in case of questions concerning this press release, please contact: Marit van der Heijden, Communications & CSR manager, via +31 6 53293558 or MaritvdHeijden@anovaseafood.nl