

## Media Release

### **A commitment to drive sustainability – launch of new ANIMARE® range of fish and seafood products from sustainable farms and fisheries for the Swiss restaurant industry**

*The restaurant industry in Switzerland has been limited in its choice of fish and seafood products from guaranteed sustainable sources. With the launch of the new **ANIMARE®** product range, the promise of certified frozen fish and seafood is about to be delivered to a wide base of customers.*

Products from sustainable resources are becoming more and more important, especially in the fish and seafood market. No other food industry is faced with a challenge of similar proportions: scores of wild stocks are overfished or even depleted; the volume of catches is declining while costs are increasing. Aquaculture farms are **only an alternative if they operate in an eco-friendly manner**. To date, however, this is rarely the case.

MARINEX, a leading **importer of frozen fish and seafood**, is ready to face the challenge with its launch of **a new brand dedicated to delivering a range of products from reliable and sustainable sources**. *ANIMARE® – Good Quality Makes Sense* offers premium quality wild-capture and aquaculture products. The main target market for ANIMARE products is the Swiss restaurant industry. ANIMARE customers can rest assured of our compliance with the strictest environmental standards:

- **The entire ANIMARE line of products comes from independently certified producers**
- **Wild-capture products are certified by the Marine Stewardship Council (MSC)**
- **All products from aquaculture farming are organic and are certified with the label of environmental association Naturland**

The launch of ANIMARE breaks new ground for MARINEX. Company director Franco Romanelli, responsible for imports into Switzerland, explains, “We realised that in the near future the fish and seafood business will only be economically feasible and interesting for us if we deal directly with issues of sustainability as importers.” What this means for MARINEX is more responsibility in the procurement process, the development of direct trade relations with sustainable fisheries and aquaculture farms, full product transparency and traceability. With these future guidelines in place, Romanelli remarks, “ANIMARE represents our consistent commitment to sustainability. For the same reason **we joined the WWF SEAFOOD GROUP**, committing ourselves to continually pursue sustainable procurement and product policies which will also benefit the Swiss restaurant industry.”

WWF Switzerland has endorsed this move, emphasising the importance of this commitment to more sustainability within the Swiss food and restaurant industry. WWF Seafood Group coordinator Mariann Breu says, “With Marinex, the WWF Seafood Group has gained another strong partner in the business of supplying the restaurant industry in Switzerland.”

MARINEX plans to grow its ANIMARE line in accordance with its customers. The selection of products, which will cover essential consumer needs in Switzerland, will be established gradually over the years to come. A premiere in the Swiss market, the launch of **organic Black Tiger Shrimps** from the Gulf of Thailand represents the first available ANIMARE product. The shrimps are produced by Sureerath Prawns, a family business considered to be the most advanced shrimp farm in Thailand. Sureerath Prawns is the only organic shrimp farm in Southeast Asia to have its own hatcheries and produce its own shrimp feed, thus covering all stages of production according to the highest quality standards.

**ANIMARE products** are marketed via **established restaurant suppliers and wholesalers** in Switzerland. For a list of suppliers please visit MARINEX SA at [www.marinex.ch](http://www.marinex.ch) or send an e-mail to [animare@marinex.ch](mailto:animare@marinex.ch).