



AQUACULTURE WITH GGN

Brussels, 27. April 2016

PRESS RELEASE "AQUACULTURE WITH GGN"

GLOBALG.A.P. introduces the consumer label "GGN" for fish and seafood from certified aquaculture.

Seite 1 // 5

PRESS RELEASE

Brussels. In the context of a press conference at the Seafood Expo Global 2016, GLOBALG.A.P., one of the leading standard providers for Good Agricultural Practices, is introducing a consumer label for fish and seafood from certified aquaculture.

The aim is to actively support customers from trade, industry and aquaculture with a clearly recognizable consumer label and a new online service.

The sign "GGN" will in future stand for certified products from Good Aquaculture Practice. At the same time, the name refers to the origin of the label: the GLOBALG.A.P. Standard.

GGN is the common short form for the "GLOBALG.A.P. Number". It identifies all farms participating in the certification scheme by GLOBALG.A.P. Trade and industry today already check the successful certification of agricultural operations online using the GGN.

Together with the GGN label, GLOBALG.A.P. is presenting a new online platform on which consumers can also obtain specific information on individual farms and products using the GGN from May 2016 onwards.

With the farm search based on the GLOBALG.A.P. Number printed on the consumer product, the GGN will become the key for transparent communication from consumers to farms.

In cooperation, the online portal with the GGN farm search will also be made available to other standards. One such cooperation was already agreed before the official launch with the standard "Friend of the Sea".

The GGN consumer label is based on the current GLOBALG.A.P. Standard Version 5, which includes a much wider range of species than most comparable standards. The standard covers extensive requirements for food safety, animal welfare, occupational safety and environmental protection. 30 different species of fish and





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Seite 2 // 5

seafood from aquaculture in 28 countries (as of 31 March 2016) are currently certified.

Press conference

Location: Seafood Global Expo 2016, Brussels

Reason: **Introduction of "GGN". The consumer label for fish and seafood from certified aquaculture.**

Organiser: GLOBALG.A.P.

Participants:

Guy Callebaut - VBT/BelOrta - Belgium, Chairman of the GLOBALG.A.P. Board;
Mark Nijhof, Heiploeg International BV (Member of PP Group) - The Netherlands, Vice-Chairman of the GLOBALG.A.P. Aquaculture Technical Committee
Martin Hofstede, CLAMA International - Germany, Member of the GLOBALG.A.P. Board
Brian O'Hanlon, Open Blue - Panama, Founder of Open Blue
Kristian Moeller, GLOBALG.A.P. - Germany, CEO

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Seite 3 // 5

BACKGROUND

Aquaculture with GGN

"Aquaculture with GGN means fish and seafood from a fastidious, reliable and transparent certified breed", is how Kristian Moeller, Managing Director of GLOBALG.A.P., explains the underlying message of the label.

GLOBALG.A.P. is thus responding to direct requests by its traditional partners from trade and industry, as well as to a market in which consumer trust is increasingly won by catering to demands regarding origin, production conditions and transparency.

"The majority of consumers today expect that products – even in the mass market – fulfil high social, ecological and ethical standards" emphasizes Martin Hofstede, Managing Director of CLAMA. The GLOBALG.A.P. Standard is undisputed in the area of B2B. In this respect "the GGN label is a consistent and very welcome means of communicating this quality to consumers too."

That is a view also shared by Juergen Pauly, Category Manager for fresh fish / delicatessen at the retailer GLOBUS. *"Good certification does not only give me the desired security on the purchasing side but also provides a real added value in consumer contact."* Customers "expect safe orientation and a wide range from us." In his opinion, GGN is the perfect guarantor of both. Globus is one of the launch partners for the introduction of the GGN label.

Creating trust by being open and approachable – the consumer portal GGN.ORG

A special feature of the GLOBALG.A.P. Standard is the high transparency of the processes. At the same time, this is an important part of the communication campaign. "With our GGN", says Kristian Moeller, "we are able to lead consumers from the final product to the farm – and that is exactly what we are doing with our label and our consumer portal GGN.ORG".

In a globalized market, strategies are required to establish openness and approachability even over large geographical and cultural distances. The opportunity





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Seite 4 // 5

to get to know each other and to learn about each other is one of the prerequisites for such closeness and sustainable customer loyalty.

On the consumer portal GGN.ORG, GGN provides "hard facts and vividly told stories" on aquaculture around the globe. "We want an end consumer to be able to reconstruct how a trout grows up in Turkey and how it grows up in Norway. Or what traditional aquaculture in Thailand has in common with modern fish farming in England", explains Moeller the function of the online offer for the GGN label.

Getting to know farmers on GGN.ORG

A centrepiece of the GGN consumer portal is the farm search using the GGN – the GLOBALG.A.P. Number. It gives end customers the possibility of finding a farm at the other end of the world by entering the GGN from a product in the supermarket. "That makes everything very precise. We, as consumers, actually have the possibility of finding something out about the product we are holding in our hands"... "That is really an exceptional achievement" says GLOBUS Manager Juergen Pauly.

Good for all involved

GGN also sees itself as an additional means of communication, which enables farms to become an active part of the consumer dialogue. The potential of certified aquaculture without the inclusion of farms is by no means exhausted.

That is what large aquaculture operators believe too. "If we, as manufacturers, can provide additional possibilities of differentiation for our customers via certification, that is a win-win situation for all involved" emphasizes Brian O'Hanlon, founder of OPEN BLUE. This has been perfectly implemented through the GGN label and the GGN.ORG platform. "For me, GLOBALG.A.P. is the most professional certification system in which all important aspects of responsible aquaculture are reliably implemented", says Mark Nijhof, Manager Quality Assurance & Product Integrity at HEIPLOEG International.

GGN - On a special mission for both farmers and consumers as an individual and partner seal

In order to simplify the communication between aqua farmers and consumers, GGN also provides the possibility of appearing as a partner with other standards. In that way the online platform GGN.ORG will also be made available to other standards.

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Seite 5 // 5

the Sea". "These partnerships are important", explains Kristian Moeller, "as in that way we can implement a large selection of certified species as well as nationally or internationally confirmed, trustworthy standards."

