FARMING FOR CONSUMERS
AQUACULTURE WITH GGN

GLOBALG.A.P.
Founded in the 1990s, GLOBALG.A.P. is one of the world’s most important standards for responsible agriculture. As a pure B2B standard, GLOBALG.A.P. has in the past 20 years set standards for Good Agricultural Practices and the respective certification without appearing to the broader consumer public.

WWW.GGN.ORG

A SIMPLE QUESTION
For farms, the food trade and industry, GLOBALG.A.P. stands for an indispensable partner representing a demanding standard with maximum safety and professionalism in all areas of independent certification. For consumers, the new GGN.ORG label will, from 2016, provide a clearly visible answer to the question: "Fish from certified or non-certified aquaculture?"
A simple question with a clear answer: "Fish with GGN".

AQUACULTURE WITH GGN?
The GGN is a unique identification number for every fish farm that is committed to independently verified aquaculture according to the rules of the GLOBALG.A.P. Standards.

UNIVERSAL AND OPEN FOR COOPERATION
Underpinning this label is a demanding set of performance requirements that a farm must comply with and available at GGN.ORG. The label communicates in a similar way as other aquaculture standards such as ASC and FOS to provide information at the point of sale. Additionally, comparable standards, with common certification processes, may in partnership also use this label to communicate to consumers. Such a partnership provides a scalable communications platform and a guarantor of associated aquaculture standards.

CLOSE TO FARMS – TRANSPARENT FOR CONSUMERS
Making aquaculture more sustainable is in the interest of all parties involved. Labour and the environment, animal welfare and food safety are inextricably linked. With the Internet portal GGN.ORG, we provide a platform for dialogue to enable direct communication and transparency between farmers and consumers.