



CORPORATE SOCIAL RESPONSIBILITY



# 'The Best Fish from the Best Fishermen'





# Wild-caught Fish

**Schmidt Seafood buyers at fish auctions look for the Responsible Fishing Certificate logo. The vessel has been audited by an independent certification authority. The certificate is issued by the Commodity Board for Fish and Fish Products, a Dutch government body.**



Organisations worldwide are checking fish stocks, inspecting waters, measuring fish and tracking down illegal fishermen on a daily basis. Overfishing is considered a problem worldwide. At the same time, significant differences exist among fish species and the regions where these species can be found, since these problems **do not apply to the Dutch fishing sector** and the Dutch fishing fleet is not involved in illegal fishing.

Fish quotas for Dutch fisheries are set at a European level. North Sea fisheries are subject to strict regulation and fish quotas (i.e. the total amount of fish that can be caught each year) as well as strict controls. Thus, all fish brought into the Netherlands has been caught within the specified limits as fishermen manage their territory, i.e. fish stocks at sea, together. **North Sea fish is therefore a sound product that can be consumed with a clear conscience.**

*This does not mean that there are no problems in the fishing sector. The Dutch fishing sector, in particular, together with public organisations, endeavours to maintain sound fishing practices. The sector is dedicated to developing new environmentally sound fishing techniques, reducing engine capacity, and cutting back on energy use.*

*Fishermen of the Dutch fleet also acquire certification with the **Responsible Fishing Certificate** to demonstrate their compliance with all applicable laws and regulations and their commitment to a healthy fishing sector.*

# Slow-fishing Method



*Fly-shooting has become the buzzword in sustainable fishing. This old fishing method involves using a seine rope with a net attached to encircle the catching area. Stronger and larger fish will keep swimming ahead of the seine rope and are herded into the net only when the ship approaches and the net is raised. This allows undersize fish to remain free. This slow-fishing method catches perfect, attractive large fish and uses less fuel – ecological and economical.*



**Flyshooters GO1  
Wouter Adriaantje, SL9,  
Johanna, SL27, Johannes,  
UK153 Lub Senior  
supply fish under the  
brand name FLYSHOOT,  
which stands for  
excellent quality.**



# New Fishing Methods

*The Dutch fleet uses many different fishing methods. Each of these fishing methods has been adapted to selectively fish for specific species. The traditional beam trawl method is highly suitable for catching flatfish such as sole and flounder.*

*The beam trawler fleet has high energy costs and causes bottom disturbance, among other disadvantages. While the beam trawler fleet only navigates one-third of the entire North Sea territory, beam trawl fishermen are working hard to develop and improve alternative fishing gear, especially for catching flounder and sole. Alternative modifications to beam trawl gear include the **Hydrorig**, **SumWing**, **Pulskor** and **PulsWing** (an advanced version of the SumWing and Pulskor).*



**All modified fish gear and new methods improve performance on three aspects: bottom disturbance, discards, and energy use.**



# Farmed Fish

Aquaculture (farmed-fish sector) in the Netherlands includes eel farms, sheatfish farms, a small number of trout farms and only two saltwater fish farms. Dutch fish farms use recirculation systems that continuously filter and purify the water.

Animal welfare is an increasingly important topic of debate and this includes the welfare of fish. The topic of farmed fish receives much interest. Since farmed fish is still a relatively new sector, no definite policy for this sector has yet been shaped. Guidelines are being developed at a European and national level.

The Commodity Board for Fish and Fish Products has made a start by defining a code of conduct to assist fish farmers in the Netherlands in farming fish responsibly. Key considerations include densities in farming systems, the use of animal pharmaceuticals and the 'animal-friendly' methods of killing fish.

Sustainability hallmarks for the fish farming sector still must be developed.



# Nature Gives

Schmidt Seafood strongly advocates **fish when it's in season**. Schmidt Seafood therefore developed its own Fish Calendar that respects the seasons. The Fish Calendar was put together by experts who work with fish on a daily basis.

The Fish Calendar lists the best months and/or seasons for consuming each species of fish. We advise our customers to leave any fish that is thin or in the spawning period off the menu so as to allow the fish to propagate freely.

**Request the Fish Calendar now by contacting the Sales Team of Schmidt Seafood, Rotterdam.**



# MSC Certification

*Schmidt Seafood has successfully completed the procedure for traceability certification of the Marine Steward Council (MSC). This allows Schmidt Seafood to sell MSC-certified products with the quality mark.*



*MSC is a global, independent non-profit organisation devoted to maintaining fish stocks and marine life. MSC has developed a standard for sustainable, responsibly managed fisheries. MSC-certified fisheries are entitled to label their fish with the blue fish logo. This logo is a guarantee that the product originates from a fishery certified according to Marine Stewardship Council standards for properly managed fisheries.*

## Sustainability Labels



*The number of sustainability labels in the fishing sector continues to increase, as does confusion amongst consumers and suppliers as to what is and is not sustainable.*

*Aside from the MSC quality mark, not many hallmarks or certificates relating to sustainable fishing have been issued by official bodies. As fish traders and processors, we therefore must carefully examine what fishing methods and vessels are used to ensure that sustainably caught fish is available.*

# Responsibility



*Society demands sustainability. While the initial focus is on the supply sector, i.e. fishermen, we believe that we as Schmidt Seafood should also take our **responsibility**. Partners in the fishery chain can learn from one another, and since together we know more than any of us alone, we are pleased to collaborate!*

*Knowledge circle are study groups of, for and by fishermen who jointly look for solutions under the supervision of LEI and IMARES. Fishermen are currently involved in projects ranging from alternative fishing gear, optimisation of fishing methods, improving the efficiency of fuel consumption, and MSC certification.*

*Schmidt Seafood brings in its knowledge of the fresh fish market and requirements by the hospitality industry with regard to quality, quality marks, and fish species and sizes. We also collaborate to improve the image of the fishing sector and to broaden familiarity with fishing methods and the fly-shooting method in particular.*

*Thus, Schmidt Seafood is always quickly up-to-date on the latest developments in fishery. This allows us to respond effectively to these developments, which in turn may benefit you.*





# Your Help

*The Dutch fishing sector abounds with initiatives that aim to advance sustainability: saving on fuel, new fishing methods, different nets, research (often in collaboration with biologists) into fish stocks, methods for improvement, and offering alternative fish species.*

*This usually requires a great deal of investment and time. If the fish supplied by Dutch fishermen is no longer sold, this will deprive the people of the financial resources necessary to take essential measures that contribute to the sustainable management of fish stocks.*

**Ask for fresh fish  
from our back yard:  
the North Sea.**



**Vasteland 60**  
**3011 BM Rotterdam**  
**The Netherlands**  
**Phone +31 (0)10 - 444 3 555 (horeca),**  
**Phone +31 (0)10 - 444 3 550 (export)**  
**E-mail: [info@schmidtzeevis.nl](mailto:info@schmidtzeevis.nl)**  
**[www.schmidtseafood.com](http://www.schmidtseafood.com)**