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FOR IMMEDIATE RELEASE

Brändö Lax Rainbow Trout Gets ASC Certification

Brändö Lax, based on Åland Islands, has been granted ASC certification for responsible practices in fish farming. This is the first ASC certification granted to Finnish sea-based fish farming operations. ASC is a label by which consumers as well as the food industry and retail easily recognize fish that has been sustainably farmed in terms of both environmental and social responsibility.

*"We are naturally very proud of our certification," says **Karl-Johan Henriksson**, CEO of Brändö Lax. "We have invested in fish welfare, food safety, minimizing environmental impacts and social responsibility for years, and this certification makes our long-term work visible especially to consumers".*

There is more demand and need for domestically grown fish in Finland than there is supply. *"We hope that the ASC certification would also create more opportunities for us to grow fish for the domestic market",* says Karl-Johan Henriksson. Finnish farmed fish is a healthy and climate-friendly choice that creates jobs in the archipelago and increases food self-sufficiency at the same time. The goal of the Programme for Promoting Finnish Fish approved by the Finnish government last year is to significantly increase the supply of domestic fish and its share of consumption, but the industry's operating conditions and licensing practices are still challenging.

ASC, Aquaculture Stewardship Council, is an international, non-profit organization founded by WWF and The Sustainable Trade Initiative IDH. The certification is an indication of the transparency and responsibility of the operation throughout the entire production chain. More information about ASC can be found on the organization's website www.asc-aqua.org.

Brändö Lax Ab is a traditional fish farming company operating in Brändö, Åland Islands, with its roots deep in the archipelago. The company's operations are responsible and financially sustainable. Brändö Lax is one of the leading Finnish fish farmers. ASC certification has been granted to Brändö Lax's rainbow trout and its roe. More information about Brändö Laxist can be found on the company's website www.brandolax.ax.

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Images related to the topic can be downloaded for media use at www.brandolax.fi/asc-kuvia