



fresh ideas



WORLDWIDE

FISH SCALE

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SUSTAINABILITY

Friend Of The Sea

SNAPPER
Pagrus auratus



SUSTAINABLE FISHERIES
Criteria for Sustainable Aquaculture requires among others things:



SUSTAINABLE AQUACULTURE
Criteria for Sustainable Aquaculture requires among other things:

- An environmental impact assessment or equivalent be conducted before the development of the farm or hatchery occurs.
- To ensure that it does not impact critical habitats such as mangroves and or wetlands.
- Procedures are in place to limit fish escapes to a minimum.
- No use of GMO and growth hormones.
- No use of antifouling chemicals.
- Waste, Water, Feed and Energy management are in place.
- Use of Friend Of The Sea certified feed (currently for trout, seabream and seabass).

- The fishery targets a stock which is not considered to be over exploited according to the most updated stock status report from FAO, regional fishery bodies or National Marine Authorities.
- The fishing method does not catch any species listed in the IUCN Red List.
- The fishing method does not discard more than 8 % in weight of the total catch.
- The fishing method does not impact the seabed.
- The fishery complies with regulations (TAC total Allowed catch, no IUU nor FOC, mesh size, minimum size, MAPs, etc).

FRIEND OF THE SEA

Founded in December 2006, Friend of the Sea is a non-profit non-government organization (NGO), whose mission is to conserve the marine habitat. Friend Of The Sea follows the FAO-Guidelines for the Eco-labelling of fish and fishery products which are not over exploited.

CARBON FOOTPRINT

Both criteria for sustainable fisheries and aquaculture include recommendations on carbon footprint reduction and offset and social accountability. Traceability is audited onsite, while a yearly traceability surveillance program is run on all purchase reports. For future and more detailed information please visit www.friendofthesea.org or www.leefish.com.



RED GURNARD
Chelidonichthys kumu



QMS AND TACC

as the world's leader in sustainable fisheries management. New Zealand's 200-mile Exclusive Economic Zone (EEZ) has been divided into ten fisheries management areas (FMAs). For each species in the Quota Management System (QMS), quota management areas (QMAs) have been established to provide for effective sustainable management,

with each QMA comprising one or more FMAs depending on the geographical distribution of each fish stock. The QMS was introduced in 1986, with the aim to conserve major fisheries' stocks and help make the seafood industry more efficient. Each year the TACC is set in volume (tons) and can vary from year to year.

1 THE CATCH

FISHING FLEET

In total Lee Fish has 100 fishing vessels, 30 from the port of Leigh and the balance registered at various ports around the North Island. These longliners typically do 6–24 hour trips, fishing at depths of between 20–100m. A typical long liner will set roughly 800m of mainline. Attached to this is a strut or branch-line with a single hook and bait on the end of it. These struts are clipped on every 2m. The fisherman allow for 20 minutes before backing up the line, as the main-line is hauled aboard, the fish come up alive one at a time and are taken care of individually.

CAREFUL PROCESSING (IKI-JIME)

Iki-Jime is a process which kills the fish instantly, preserving freshness and taste. One by one the hooked fish are brought aboard the boat alive and placed onto a sponge pad before being spiked directly in the brain, which causes an instant and painless death. This Iki-Jime technique draws all the blood to the gut cavity, away from the meat of the fish, resulting in a much cleaner tasting fillet. The muscles stop moving which keeps the fish from expending energy. In turn, this deters a buildup of lactic acid, preserving the fish's great taste. The fish gently enter a prolonged state of rigor mortis and their shelf-life is greatly extended. This means that our fish arrive to the customer in that perfect «just-caught» state.

THE IKI-BIN

The Fish are now carefully packed into a small plastic box known as «Iki-Bin». Each Iki-Bin has a layer of ice on the bottom. The fish are then placed onto the ice belly down first so that the ice does not cause any discolouration and / or ice burns. Each Iki-Bin holds roughly 12kg of fish. Once the lid is closed, this plastic box functions as a mini refrigerator holding fish temperatures between 0–2°C. The Iki-Bins are then stacked in the haul of the vessel. Back in port it is ready for unloading.



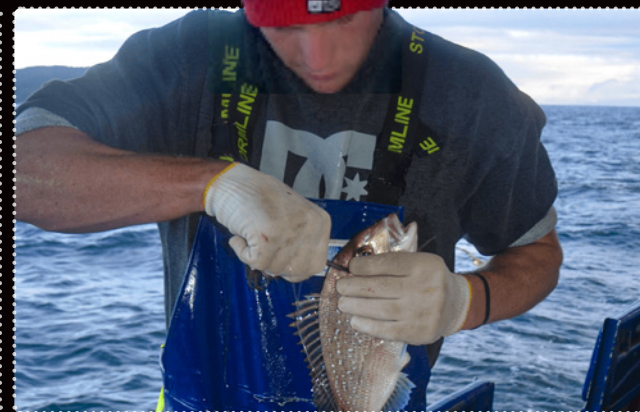
PORT OF LEIGH

The town of Leigh is a small village at Cape Rodney on the North Island of New Zealand. With a population of about 750 people, this typical fishing village employs approximately 20% of the working force to work for Leigh Fisheries.

The factory hires roughly 30 full-time employees with an additional 60 employees working on the 30 vessels fishing out of the port of Leigh.



2 THE PROCESSING



FACTORY PROCESSING

On the boat's arrival into the port there is always a refrigerated truck waiting to receive the day's catch. The Iki-Bins are loaded onto the trucks and taken to the factory. The fish are then sorted and graded into sizes by expert graders and carefully hand-packed into Styrofoam boxes. At all times, gloves are worn to prevent any body heat from warming the fish. Once the fish are packed in the box, a layer of plastic is placed over it and a bag containing crushed salt-water ice is spread on top. The method of packing the fish is called «soldier style» and is an ideal method for transportation that prevents any kind of damage to the fish.

RED SNAPPER
Centroberyx affinis



3 THE DISPATCH



RASCASSE
Scorpaena cardinalis



AUCKLAND BOUND

Once the shipments are completed, the Styrofoam boxes are loaded into our own refrigerated trucks for their two-hour-trip down to our state of the art cargo agent's facility located at the Auckland International Airport.

CARGO AGENT

GV International have been working with Lee Fish for more than 15 years and know the importance of delivering fish to their clients on time and in perfect condition. At their cargo facility the fish are then quickly sort into their final destinations and within a few hours are loaded into airline shipping containers and dispatched to destinations all around the world.

DELIVERING QUALITY

It takes a great team and a lot of hard work from the fisherman to your sales contact to deliver you the client the freshest possible product from the other side of the world. A typical journey from New Zealand to our European clients is roughly 28 hours, so we are proud to announce that from catch to door we can deliver you the best quality fresh with within 36 hours.





VANCOUVER

JAPAN

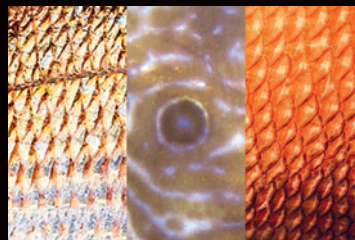
PHILIPPINEN

SRI LANKA

MALAYSIA

MALEDIVEN

NEW ZEALAND



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