

Clean NEWS

Newsletter for social and environmental sustainability
in the seafood branch

CleanShrimp 
Initiative



Dear Readers,

Shrimps got into the focus of several critical campaigns. It is partially reported about horrific environmental and social conditions in the production of shrimps. These reports are not applicable to the whole branch neither were they completely in accordance with the truth. But as a matter of fact there are serious problems in certain countries of origin.

Consequently, retailers demand more and more sustainably produced shrimps that have been controlled by independent organisations (as far as possible). Whether the new Aquaculture Stewardship Council (ASC) certification programme for more **responsible aquaculture** will bring back confidence still remains to be seen. Ristic plc supports this approach: **ASC-certified shrimps** should become a sustainable buying option for our customers.

But is this sufficient? How can more sustainable projects be established?

As an organic pioneer we have been supporting the development of environmentally and socially responsible producer projects since the first hour. Today, 12 years after Ristic has launched the first **organic shrimp** in the German market, we go one step further and start the **Clean Shrimp Initiative**.

This proprietary initiative responds to the current challenges in supply and will realize concrete **"Aquaculture and Fishery Improvement-Projects"**. In Costa Rica we've already proved not only our competence in producing organic shrimps but also in supporting farmers in the change-over to organic production. This commitment is also needed outside the organic market.

With the **Clean Shrimp Initiative** we want to push this change further and continue to give impulses to the market. In this newsletter you will read what this initiative implies and how it is realized in our first **Clean Shrimp Project** in India.

Enjoy reading and be inspired,

Your Ristic-Team!

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Clean Shrimp Initiative

Shrimp supply that considers social and environmental responsibility.



Traditionally managed pond in West Bengal.

With the **Clean Shrimp Initiative**, Ristic plc intends to foster and expand the development of socially and environmentally responsible supply structures in important countries of origin. **“Aquaculture and Fishery improvement-projects”** are on the agenda. Supply projects with producers, either fishermen or fish farmers, are supposed to result in an external certification – as far as possible. These projects can be based on different aquaculture and fishery standards, depending on the demand. Most important is that we can successively achieve an improvement.

The establishment of stable supply structures and a close relationship

with the producers in the respective countries of origin are important elements of the Ristic corporate strategy. We now benefit from our investment in stable and trustworthy supply partners worldwide over decades. This comprehensive network is an important element of the **Clean Shrimp Initiative**, as the local supply partners not only control but also create and optimize processes.

The family owned company Ristic puts great emphasis on the preservation of traditional production systems like coastal catch by small-scale fishermen and extensive shrimp hatching in the producer groups. The **Clean Shrimp Initiative** will develop company-

Clean Shrimp implies:

- Preservation of traditional, sustainable production and related social structures.
- Support of vulnerable groups in the supply chain.
- Successive improvement of the environmental and nature protection in the field of aquaculture and fishery.
- Initialization and implementation of “Aquaculture and Fishery Improvement” projects.
- Production based on transparent and certifiable criteria.

own criteria, particularly in case that existing certification systems cannot be applied or in order to point out a special product quality. **Clean Shrimp Initiative** criteria for the development of traditional **low-input aquaculture systems** in West Bengal are currently being prepared.

Beside a controlled quality, the **Clean Shrimp Initiative** offers retail companies the opportunity to engage even further in specific social and ecological projects. They can also benefit from the Ristic supply network in order to initiate their own projects.

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First Project of the Clean Shrimp Initiative in West Bengal, India.



After an evaluation of the extensive Black Tiger production in the Indian state West Bengal, it was soon clear that this traditional form of shrimp production does not only provide an excellent quality but it should also be preserved regarding social aspects. In cooperation with the Indian partner **Cameron International** and the German consulting company **Organic Services**, a concept for the establishment of a producer group has been developed and realized. Our own local project team looks after realization and quality assurance. Four clusters of altogether nearly 100 producers have already been added to the database. The programme includes

trainings for the producers and **field inspectors** as well as the renewal of the collection point to which the catches are brought. There the harvest is weighted, assorted and appropriately put on ice in thermo boxes, before it is transported to the EU approved processing plant.

Currently, the first audit carried out by an independent certifier is being prepared. It is planned to take place within this year. The audit will be according to the **Clean Shrimp Standard** defined by Ristic and also according to the ASC Shrimp Standard for the group certification. For the latter we could gain the support of IDH (www.idhsustainabletrade.com).

IDH and WWF are the founders of ASC (www.asc-aqua.org). The **Clean Shrimp Standard** defines clearly that for example the production is not permitted in mangroves (neither in former mangrove regions) and no veterinary drugs or animal feed are allowed. Social aspects play a significant role, as well: **child labor is forbidden** and the working conditions of local workers must be improved. Another step to be taken is the participation in the **ASC pilot programme** "group certification".

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CV Peter Ristic

- Born in 1954, married, 3 children.
- 1961: Foundation of Ristic plc, headquarter in Oberferrieden (since 1986, previously Nuremberg).
- 1977: Entry in the parental company.
- 2001: Launch of the first organic shrimp in the German market.
- 2010: DNWE award from the "German network for corporate ethics".
- Employees (total): 250
- Turnover: € 50 Million

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