

For immediate release

IMOsSwiss AG Weststrasse 51 CH-8570 Weinfelden

IMOsSwiss AG certifies first ASC Salmon farm

Weinfelden (CH) – December, 2013. In a world first, IMO has audited and certified the first company to achieve certification according to the ASC Salmon Standard. IMO would like to congratulate Villa Arctic AS (Jarfjord Farm) on this significant achievement. The farm is located in Norway and underwent a very thorough audit process that included consultations with stakeholders and technical evaluations. ASC-certified Salmon products from Jarfjord Farm will be arriving on the markets shortly.

This is truly an outstanding achievement for the farm, as well as for IMOsSwissAG who currently holds accreditation for four finalized ASC standards: **CoC** (Chain of Custody), **Tilapia** (farm), **Pangasius** (farm) and **Salmon** (farm).

The Intitute for Marketecology (IMO) is a highly experienced international body for the inspection, certification and quality control of eco-friendly and socially-responsible products. Currently IMO has certification operations according to 70 different environmental and social standards in more than 90 countries. IMOsSwiss AG is the largest office within the IMO Group with its headquarters in Weinfelden, Switzerland. IMO has been contributing to the development of the sustainable Aquaculture and Fisheries sector for many years and is authorized to act as a third party certification body for many different certification schemes for sustainable fisheries (MSC, Naturland Wildfish), sustainable aquaculture (organic, ASC, GlobalG.A.P, WFM etc) and chain of custody (MSC/ASC COC etc). IMO has been a pioneer regarding the ASC standard, as it carried out the first pilot audits for farms on behalf of ASC and it was the first approved and accredited ASC control body.



The **Aquaculture Stewardship Council (ASC)** is an independent non-profit organization that manages the global standards for responsible aquaculture. The ASC was founded in 2009 by WWF and IDH (Dutch Sustainable Trade Initiative) to manage the global standards for responsible aquaculture and is expected to be the world's leading certification and labeling programme for responsibly farmed seafood. For more information please see the ASC website at www.ascworldwide.org



Contact

Ms. Michèle Stark, Tel. +41 71 626 0 624, E-mail: mis@imo.ch

General information on

- Villa Organic AS: www.villaorganic.com
- ASC: www.ascworldwide.org
- IMO: www.imo.ch