



Naturland

together
organic
worldwide

ENJOY EATING FISH
SUSTAINABLY? **NATURALLY,**
WITH NATURLAND!

At Nатурland, environmental responsibility applies underwater, too.

Nатурland developed today's leading standard for **organic aquaculture** back in the 1990s. Nowadays, more than half of all the fish and seafood consumed globally comes from aquaculture.

Nатурland has also been certifying **sustainable fisheries** since 2008.





WE ARE ORGANIC. WE ARE THE FUTURE.

Naturland is the largest international association for organic agriculture from Germany. Farmers, fish farmers and fishers throughout the world demonstrate that organic, socially responsible and fair trade cooperation is a success.

You can easily recognise Naturland **organic aquaculture** products, because they are labelled in the same way as organic agriculture products. Fish and seafood from sustainable Naturland fisheries are marked with the **Naturland Wild Fish Label**.



Naturland



Naturland

WILDFISH

NATURLAND ORGANIC FISH

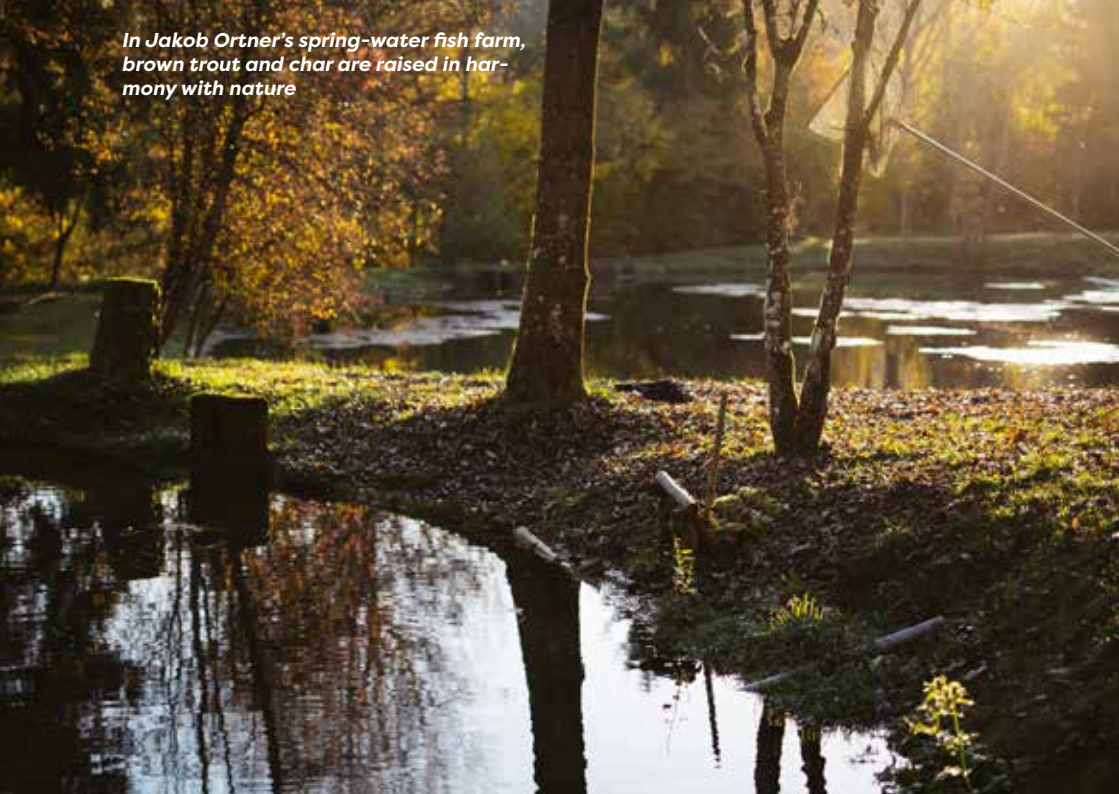
Naturland organic aquaculture

- **protects waters** and the surrounding ecosystems
- ensures **animal welfare** and keeps stocking densities low
- does not use genetic engineering, chemical additives, or hormones
- uses **certified organic fish feed**, the optimised fish component of which comes from leftovers of fish destined for human consumption – and not from industrial fisheries fishing purely to produce fishmeal

Naturland certifies more than a dozen different species worldwide.

In addition to our German brown trout and the Atlantic salmon, this also includes mussels, warm-water shrimps, microalgae and macroalgae.

In Jakob Ortner's spring-water fish farm, brown trout and char are raised in harmony with nature





Naturland fishers in the Azores only catch tuna fish using rods

NATURLAND WILD FISH

Naturland fisheries

- do not take more fish from the sea than nature can **replenish**
- protect the aquatic ecosystems
- **are committed to people and the sea** far beyond the legal requirements
- set an **example**
- fulfil strict, individually defined requirements

The Naturland Wild Fish certification primarily focuses on **small-scale fisheries and particularly exemplary fisheries.**

Naturland monitors all fisheries closely, in cooperation with external experts.

NATURLAND FISH FROM ORGANIC AQUACULTURE



TROUT

In Naturland quality we offer the **indigenous brown trout from Germany** as well as the slightly larger **rainbow trout** also from other European regions. **In the oven or on the grill**, trout are easiest to prepare whole. Smoked trout fillets are practical and extremely tasty. They make a great alternative to smoked salmon.

Season: all year round, best in spring and summer

In the kitchen: steam, roast, grill, smoke



CHAR

The char is a relative of the salmon and the trout. Like the trout, it loves **clear waters**. Naturland char comes from **Germany or neighbouring countries**. Its firm, reddish meat is **tender and aromatic**, without being overpowering. Raw char fillet sliced to make carpaccio is a particular delicacy.

Season: all year round

In the kitchen: roast, steam, smoke, marinate or eat raw



CARP

Naturland carp from Germany scores highly with its **firm, aromatic meat**. The **fat content of the fish meat is less than 10 per cent**. And with a deboned fillet, you can focus fully on the flavour. So there's nothing to stop you enjoying a sweet-and-sour carp in beer batter, or carp sushi.

Season: September to April

In the kitchen: steam, boil, bake, fry, smoke



SEA BREAM

The sea bream lives in the **Mediterranean**. In Naturland aquaculture, the fish swim in the sea current in **net enclosures with low stocking densities**. The white meat of the sea bream has a **subtle aroma**. They are popular served whole with Mediterranean herbs, prepared **on the grill or in the oven**. By the way, the brighter the golden bar below the sea bream's eyes, the fresher the fish.

Season: all year round, best from July to October

In the kitchen: bake, grill, roast



SALMON

This favourite was one of the first Naturland-certified fish. **Naturland salmon from Ireland** are raised in **generous net enclosures with low stocking densities**. Extensive fish farming and high-quality organic feed gives the salmon meat a **tender, firm texture** and a mild taste. There are an infinite number of ways to enjoy salmon.

Season: all year round, best in spring and summer

In the kitchen: steam, roast, grill, smoke



SEA BASS

The sea bass live in the **clear waters** at the Croatian and Greek coasts, in **generously proportioned net enclosures**. Naturland standards do not permit more than **10 kilograms of fish** per cubic metre of water. This is perfect to keep **the carnivorous fish healthy**. The full-flavoured bass tastes excellent prepared whole **in the oven**. For example, baked in a salt crust or on a bed of vegetables.

Fishing season: all year round, best in winter

In the kitchen: bake, grill, roast



SHRIMP

Warm-water shrimps live in **tropical coastal forests in ponds**. Whereas conventional, intensive shrimp farming threatens these mangrove forests, by using extensive cultivation, Naturland farmers **protect** natural habitats in South America and Asia and **also replenish the mangrove forests**.

Season: all year round

In the kitchen: boil, roast, fry, smoke, marinate



MUSSELS

Irish Naturland mussels feel very comfortable in the tidal zone of the Atlantic. They get their nutrients from the current and filter the seawater at the same time. The yellow mussel meat has a **slightly nutty aroma with subtle hints of the sea**. They are very easy to prepare: cook them in vegetable stock until their shells open. Mussels that remain closed should not be consumed.

Season: best from September to February

In the kitchen: boil



SEAWEED

Seaweed has a firm place in the **culinary traditions** of the world. Wakamé, Kombu and Nori originate in Japanese and Korean cuisine, whereas dulse, glasswort and sea lettuce belong to the Celtic culinary tradition. Each seaweed has its **own particular sea flavour**. Naturland seaweed from France and Spain are great in **salads** and in hot dishes too, with **rice or pasta**.

Season: all year round

In the kitchen: hot and cold

Culinary fish facts

NATURLAND FISH FROM SUSTAINABLE FISHERIES



SAITHE

Saithe is a **close relative of the cod**. Saithe live in shoals in **water layers close to the seabed**. The Naturland saithe is actually a coalfish and is caught **exclusively in the domestic North Sea**. It tastes just as good steamed as it does roasted.

Fishing season: all year round

In the kitchen: roast, steam

THE PERFECT FOOD

Fish is **tasty, healthy and nutritious** and, what's more, a wonderfully **sustainable food**.

A fish raised in aquaculture uses much less energy than livestock raised on land.

Wild fish are completely carbon neutral and reproduce their whole lives. But, of course, that is not enough. Therefore, Naturland fish farmers and fishers are committed to producing truly sustainable fish.

Naturland fish – no matter whether from aquaculture or fisheries – are **systematically monitored** and processed according to the **Naturland standards for organic food**. Not to mention the **globally high social standards** Naturland fish farms and fisheries offer their employees.



SKIPJACK TUNA

Skipjack tuna live in **large groups** or schools – fish of the same species swimming together in synchrony. Naturland fishers in the Azores only catch tuna fish using **rods**, which do not endanger seabirds and marine mammals. Until now, this **small tuna fish** has only been available in the shops as a **high-quality canned product**.

Fishing season: June to September

In the kitchen: hot and cold



NILE PERCH

With an area of 68,800 square kilometres, Lake Victoria is the largest lake in Africa. Here, the local Nile perch **provides the livelihoods** for small gillnet fisheries. To ensure this remains the case long-term, Naturland-certification requires **responsible fishing of the stocks** and **improved living and working conditions** in the fishing communities.

Fishing season: all year round

In the kitchen: steam, bake



Nile perch fillet has a pleasantly firm texture



Low stocking densities ensure that Naturland salmon stay healthy

BUY NATURLAND FISH

You can recognise Naturland fish from the Naturland labels for organic fish and wild fish.

You'll find Naturland fish at specialist organic stores or in conventional shops. Some Naturland fish partners also have online shops or offer direct sales.

Naturland fish and seafood are extremely diverse. Whether fresh fish, smoked products or high-quality delicacies: deep frozen Naturland fish offers an excellent and prac-

tical alternative. The fish is shock frozen shortly after it is caught. **This ensures valuable nutrients and flavours are retained.**

DID YOU KNOW ...

... that really fresh fish doesn't smell of fish? Its appearance will tell you a lot too: a fresh fish has clear eyes, dark red gills and if you press the firm flesh gently with your finger, it will leave no indent.



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In the Naturland saithe fishery, the fish are only in the net for a brief period and are processed immediately on board

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