



## Paolo Bray

World Sustainability Organization

<http://www.friendoftheearth.org/index.asp>

### Bilateral Meetings

- 02:00 pm - 06:30 pm

#### Description

Non-profit certification programs for products from sustainable fisheries, aquaculture, agriculture and farming. Our sustainability certification activity started with Friend of the Sea ([www.friendofthesea.org](http://www.friendofthesea.org)), the certification program for products from sustainable fisheries and aquaculture. Over 450 companies from 50 countries have relied on Friend of the Sea certification to assess the sustainability of their seafood and Omega3 products. Based on the successful market response and tangible conservation results, Friend of the Earth project was started in 2014 as a program for certification of products from sustainable agriculture and farming. ([www.friendoftheearth.org](http://www.friendoftheearth.org)). Producers are evaluated by international certification bodies. The certification standard was developed based on SAFA guidelines (Sustainability Assessment of Food and Agriculture systems) adopted by the UN Food and Agriculture Organisation (FAO). The principles on which it is based include the preservation and protection of the ecosystem; agriculture based methods of integrated pest management; improved energy efficiency; social responsibility. The goal of Friend of the Earth is to use the certification program to contribute to the conservation of the environment, by promoting sustainable practices and the influence on consumers at point of sale. As part of our mission to promote sustainable food production practices, we also organize and take part to marketing initiatives such as international press releases; one to one meetings; promotion at major trade shows, such as Anuga, TuttoFood and Expo2015.

#### Organization Type

BSOs and Institutions,

#### Founding Year

2008

#### Areas of Activities

**Agro-food manufacturing**

#### Other sectors relevant to the thematic focus of the event

#### Business Offer

### Certifications

certification programs for products from sustainable fisheries, aquaculture, agriculture and farming

**Keywords:** sustainability fish food agriculture