

KRAV

Epok 1st of October 2019



KRAV is Sweden's most well known
sustainability label on food.

Based on organic principles with extra rigorous
requirements concerning health, animal
welfare, climate and social responsibility.



Receptet på godare mat



Vision

All production of food is economically, organically and socially sustainable and meet the needs of the present without compromising the ability of future generations to meet their own needs



Receptet på godare mat

**KRAV drives the development of
organic
and sustainable food**

&

**facilitates for consumers and actors
throughout the
food chain to act responsibly.**



The goal for KRAV-certified aquaculture is to show consideration for the environment as well as for the contentment and health of aquatic organisms.



KRAV certified Aquaculture (organic)

- **Norwegian salmon, Blue Mussels & Oysters**
- **Feed**
 - 50% fish offal and discarded fish
 - Ecological wheat gluten
 - No GMO or ethoxyquin
 - Better Omega 3:6 ratio
- **Fish welfare**
 - Space to form shoals
 - 10kg biomass vs 25 in conventional production
- **No chemicals**
 - No copper in netted pens
 - Salmon lice fought with cleaner fish



KRAV certified Fishing

- **Fished on MSC sustainable stocks**
- **Safe methods**
 - Equipment that minimizes co-catch
 - No trawling
- **Traceability**
 - The geographical position of the vessel is tracked
- **Fish welfare**
 - Time limits for unhooking
- **Minimizes the environmental load**
 - fuel limitation per Kg catch
 - lubricants, hydraulic oil and hull paint.

