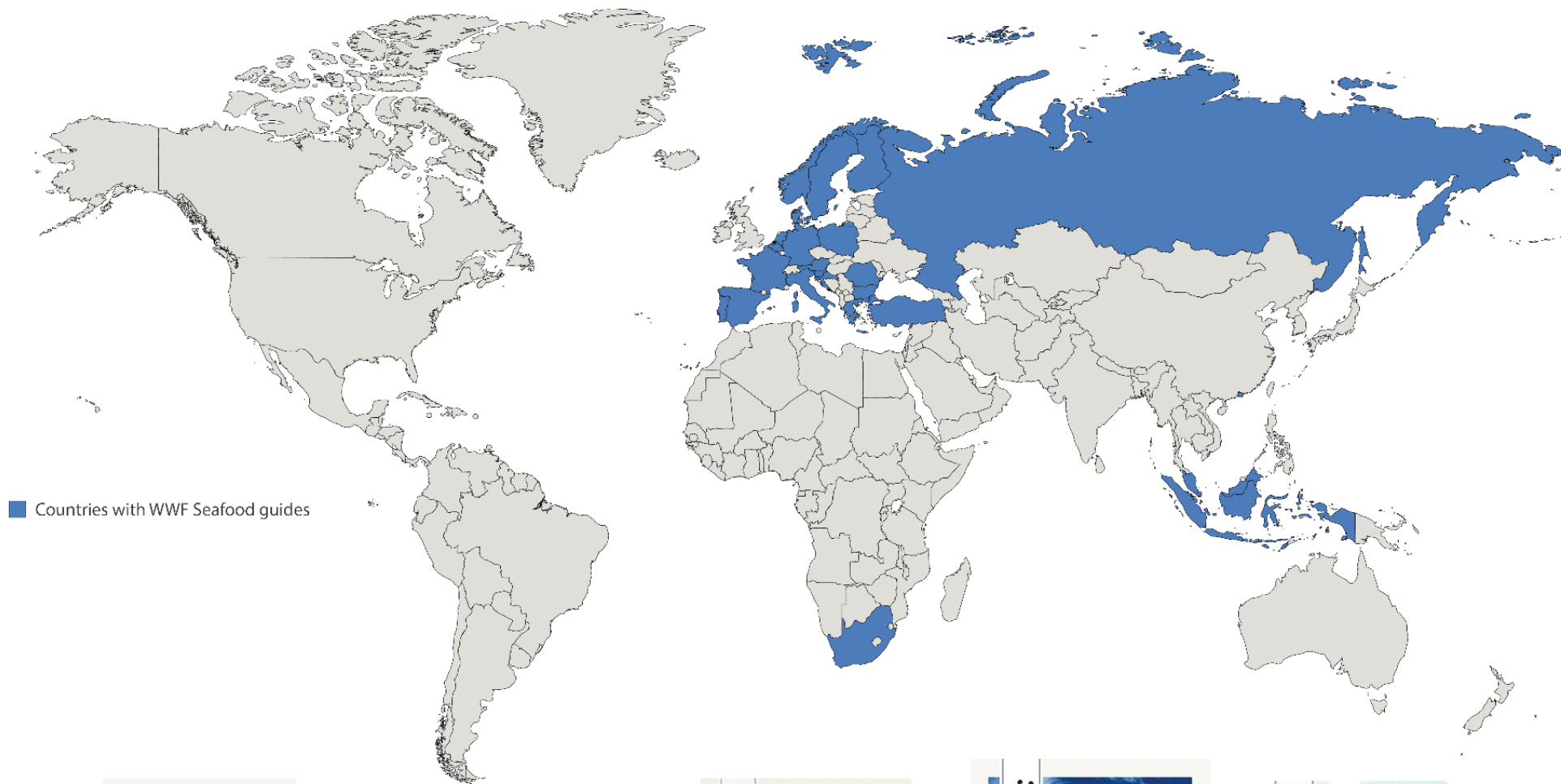




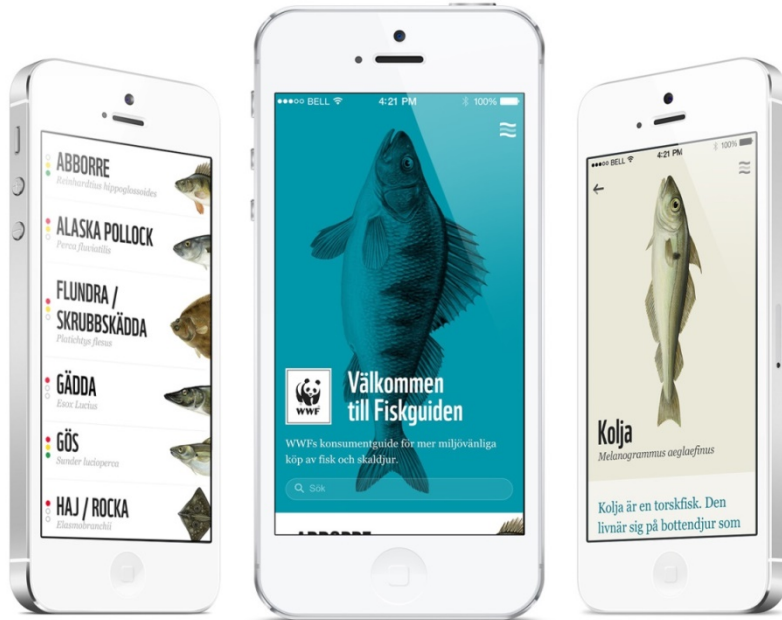
WWF's Seafood guide



Karin Glaumann, Expert Fisheries and Market, WWF Sweden

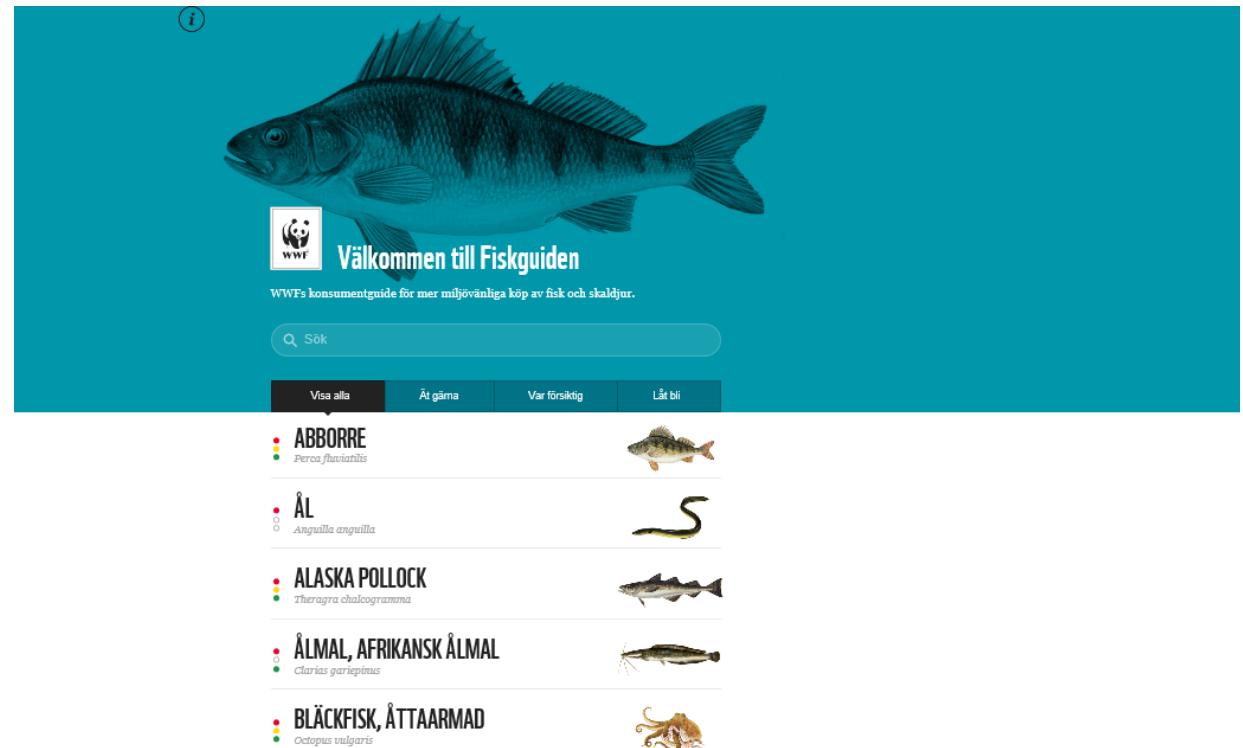


Available as app and website



wwf.se/fiskguiden

- App Store (iPhone)
- Google Play (Android)





WWF assessment criteria

- Source of juveniles
- Feed
- Energy use and source
- Wastewater
- Freshwater use
- Land and seabed alteration,
- Impact on wildlife (predator control)
- Escapes and disease
- Animal welfare
- Working conditions and relationship with local communities

WWF Seafood database

- Covers 1500 assessments, both wild-caught and farmed fish
- Assessments are done based on needs from offices. Used to update seafood guides once a year.
- Independent experts carry out the assessments by using WWF's assessment methodology.

