

Pure NEWS

Newsletter for social and environmental sustainability
in the seafood industry

PureShrimp 
Initiative



Dear Reader

Since our last newsletter, two new projects have come into being: a mangrove protection project in the Sundarbans in India, and a fishery improvement project in Argentina. Preliminary information on these projects can be found on our website.

In addition, the Clean Shrimp Initiative has been reorganised: Peter Ristic has sold his company to Morubel, and our initiative is now called the Pure Shrimp Initiative, www.pure-shrimp.eu. In future it will benefit from a much broader reach across the European market.

Despite all of these changes, one thing remains the same: the continuing development of sustainable shrimp supply chains.

We hope you enjoy and find inspiration in this issue.

Your
Pure Shrimp Initiative team

Partners visit mangrove protection project in Costa Rica

Demolition of dams



Pure Shrimp coordinator Udo Censkowksy joined our partner organisations **GIZ**, **SINAC**, **Fundecodes** and **Asepaleco** on a visit to this project on the Nicoya Peninsula. Latest update in brief:

- Our local tree nursery partner, **Senorita Panchita**, has cultivated a first small collection of thriving mangrove trees which are being planted alongside naturally sown trees.
- The project team has started to remove the first lot of dams from the protected areas – work that was originally scheduled for last year, but had to wait until January for the necessary **approval from the SINAC conservation agency**. Demolition of the dams will ensure that the mangroves in the protected areas will again be regularly flooded.
- The hinterland of the mangrove protection project is home to the **Karen Mogensen Nature Reserve**. Visits to other mangrove projects have demonstrated the importance of such land to the successful protection of mangrove forests when left in nature's hands.

Further information:

www.pure-shrimp.eu/news

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An initiative of
MORUBEL  **RISTIC** 

www.pure-shrimp.eu

Argentine red shrimp: new off-shore fishery improvement project



The new off-shore project was announced publicly for the first time at the Seafood Expo Global in April 2016. Left to right: Ernesto Godelmann (CeDePesca), Federico Angeleri (Grupo Veraz), Peter Ristic (Ristic / Morubel), Tomás Gerpe (National Undersecretary of Fisheries Argentina).

The Pure Shrimp Initiative is involved in a second red shrimp project in Argentina under the direction of the NGO CeDePesca: **Off-shore fishing** of these red shrimp will be improved in the future to the extent that **MSC certification can be obtained**. A total of 70 to 80 percent of Argentine red shrimp is caught off-shore, **beyond the coastal belt**, and frozen immediately on board. **Tomás Gerpe** from the Fisheries Ministry and **Alberto Gilardino** of the Chubut Provincial Government have both signalled their **support**.

The on-shore fishery project continues to progress and remains on schedule.

More: www.pure-shrimp.eu/news

Hofer nominated for sustainability award for black tiger project

Austrian company Hofer KG has been nominated for the **TRIGOS sustainability award** in the "Best Partnership – International" category for its Black Tiger Shrimp Project in West Bengal. The jury was impressed by the broad nature of the collaborative project: Hofer KG, Ristic GmbH, HMF Food GmbH, the University of West Bengal, along with shrimp farmers and their co-workers.

More: www.trigos.at

Pure Shrimp Initiative at Seafood Expo North America



At the booth, from left to right: Rene Diers (Rainbow Export Processing), Udo Censkowsky (bluesensus), Edo Abels (Morubel), Peter Ristic (Ristic).

Rainbow Export Processing S.A. in Costa Rica is part of the Morubel / Ristic group. Its managing director, Rene Diers, introduced the Pure Shrimp Initiative to the US market for the first time at the **Seafood Expo North America 2016 – the most important trade event for the seafood industry, held in Boston, USA, on 6-8 March.**

Ristic & Morubel: strengthening sustain- ability together

In March 2016 Ristic AG was taken over by GBC, the parent company of Belgian shrimp supplier Morubel. The two shrimp specialists expect the merger to result in a broader range of sustainably fished and produced shrimp.

"The new company is a leading player in the European market for frozen shrimp, with a unique proposition in terms of sustainability",

said chief executive officer Edo Abels and Peter Ristic, managing director of Ristic GmbH.

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