

## EDITORS CHOICE



## Sustainable seafood from First Ray

First Ray has just launched Australia's very first range of sustainably fished tinned tuna, sardines, mackerel and anchovies.

The Fish 4 Ever range uses explicit sustainability criteria for its products – something that is more important than ever with fish stocks world wide being severely depleted and biodiversity under threat. In fact, the Worldwatch Institute estimates that around two thirds of the world's fish populations are now fished at or beyond their capacity.

“The Fish 4 Ever range goes much further than dolphin friendly tuna and addresses a far wider range of issues,” said Sandy Abram from First Ray. “No dragnets are used. These can be up to 100km long and will kill dolphins, whales, sharks, turtles and seabirds. No fishing occurs in the breeding season and there is no fishing of endangered species or under-sized fish”.

Available in cold pressed organic oils and brine, Fish 4 Ever is packed fresh, straight from the catch, filleted by hand, tinned and then cooked in the tin for preservation. This also seals in the flavours, as well as the Omega 3 fatty acids, vitamins and minerals.

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