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PRESS RELEASE

ASC helping to transform aquaculture in the State of Rio de Janeiro



Utrecht, 17 March 2015 – The Aquaculture Stewardship Council has launched a new film ‘*Transforming Aquaculture in the State of Rio de Janeiro*’
<https://www.youtube.com/watch?v=hAjsATfEpUc>.

The film supports the efforts of the State of Rio de Janeiro, its aquaculture industry and the Rio 2016 Olympic Committee to improve the environmental and social impacts of aquaculture in the region.



Seen for the first time at Seafood Expo North America in Boston yesterday, the film highlights how commitments such as that of the Rio 2016 Olympic Committee can act as a catalyst for environmental and social improvements.

Farms committing to ASC certification

In the film, ASC Latin America Manager Laurent Vigi   talks with representatives of the Rio 2016 Olympic Committee and State of Rio de Janeiro; and visits some of the farms that have committed to ASC certification in order to supply seafood to the Rio 2016 Olympic and Paralympic Games.

“A challenge we face is helping small scale farms understand the tangible benefits of ASC certification,” Vigi   said. “Through the ASC programme these farms will improve their management and reduce their environmental impacts. As a result, they will be able to provide seafood for Rio 2016 and increase their access to market.”

The power of big commitments to drive real improvements

Chris Ninnnes, ASC's CEO, said: “Brazil is an important market for us. It is one of the global emerging markets where ASC must demonstrate relevance if we are to achieve our vision.

“The efforts these farms are making really shows the power of tremendous commitments such as made by Rio 2016 in bringing about the positive transformation of the industry. These first farms in Rio will set the solid foundations for the potential across Brazil and Latin America. A huge step towards the Olympic Organising Committee, FIPERJ and ASC achieving their shared vision of a future of well-managed, responsible aquaculture in the state of Rio, helping to conserve and protect our natural resources. I'd like to extend my sincere thanks for the commitment FIPERJ and the Olympic Organising Committee have shown towards to the ambition of the ASC.”

The State of Rio is among the leading seafood producers in the country. And, according to estimates, there are approximately 1000 aquiculture farmers in the state. The state of Rio de Janeiro contains renowned biodiversity both in its inland and marine ecosystems. The Atlantic Forest is one of the most biodiverse and threatened habitats in the world.

The Rio 2016 Organising Committee has pledged that by the time of the Rio 2016 Olympics all of the seafood coming from aquaculture that enters the Olympic village will be ASC certified.

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