

Fish and shellfish

When making decisions, environmental factors and responsible production are always taken into consideration. Our aim is to sell exclusively sustainable fish, shellfish and fish products before the end of 2019. The policy applies to products purchased at the føtex, Netto and Bilka chains in Denmark.

Our aim

- That all our fish and shellfish products are to be sustainable
- To increase the attention towards the threat that unsustainable fishing poses to the food supply of future generations
- To give our customers the opportunity to choose responsibly

Our effort

- To incorporate sustainability as a key requirement in our purchasing process on fish and shellfish
- To monitor that fish and shellfish used as ingredients in our own product labels are sustainable
- To work closely together with the WWF with regards to the shift towards a fully sustainable assortment

Our target

- Our fish and shellfish assortment to comprise solely of sustainable products before the end of 2019. This will take place through a graduated process and with strategic objectives for each year during the transitional period.