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ALDI launches first MSC-certified canned tuna product in Australia

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Today, ALDI [1] becomes the first grocery retailer in Australia to introduce a sustainably fished canned tuna product with the Marine Stewardship Council (MSC) [2] ecolabel.

ALDI's 'Ocean Rise White Tuna' joins ALDI's existing range of MSC certified canned and frozen seafood products available as part of its grocery range available every day. It will retail for \$5.99.

Tom Daunt, ALDI Managing Director - Buying, said:

"ALDI is committed to stocking sustainably sourced fish products and is proud to be the first retailer in Australia to offer MSC certified canned tuna.

"The MSC ecolabel means our customers can be sure they are buying fish that is sustainably sourced from a well-managed fishery; and by making this choice, they are doing their bit to secure the future of the world's oceans.

"Our sustainable seafood range is of the highest quality and the prices represent exceptional value, as we continue to deliver our 'smarter shopping' promise of high quality products at permanently low prices."

ALDI's Ocean Rise White Tuna is Pacific albacore tuna caught using pole-and-line and troll fishing methods, both of which catch the target species almost exclusively, with virtually no other fish unintentionally caught during the process. Pole and troll techniques do not make any contact with the sea bed, and have no known impact on the wider marine habitat.

MSC's Asia Pacific Commercial Manager Patrick Caleo, welcoming ALDI's ongoing commitment to stocking sustainable seafood, said:

"With more than 220 stores along the east coast of Australia, ALDI is key to the MSC's aim to support good fisheries and promote sustainable consumer choices by helping to bring certified sustainable seafood to market throughout the world."

ENDS

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NOTES:

1. ALDI opened its first Australian store in 2001 and now operates more than 220 stores along the eastern seaboard of Australia.

ALDI has a core range of over 1,000 exclusive branded products which is complemented by a range of weekly Special Buys which go on sale at every store each Thursday. Each product in ALDI's entire grocery range has its own brand identity, like any of the market leading brands, which is a key point of difference to other retailers' generic lines.

ALDI sources the vast majority of its products here in Australia. Currently 100 per cent fresh meat, 97 per cent dairy and 95 per cent of fresh fruit and vegetables stocked is Australian.

More information about ALDI can be found at www.aldi.com.au

2. The Marine Stewardship Council (MSC) is an international non-profit organisation set up to promote solutions to the problem of overfishing. The MSC runs the only certification and ecolabelling programme for wild-capture fisheries consistent with the ISEAL Code of Good Practice for Setting Social and Environmental Standards and the United Nations Food and Agricultural Organisation guidelines for fisheries certification. The FAO 'Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries' require that credible fishery certification and eco-labelling schemes include:

- Objective, third-party fishery assessment utilising scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;
- Standards based on the sustainability of target species, ecosystems and management practices.

The MSC has offices in London, Seattle, Tokyo, Sydney, the Hague, Edinburgh, Berlin, Cape Town and Paris.

In total, over 150 fisheries are engaged in the MSC programme with 59 certified and over 100 under full assessment. Another 40 to 50 fisheries are in confidential pre-assessment. Together, fisheries already engaged in the MSC programme record annual catches of close to seven million metric tonnes of seafood, representing over 12 per cent of global capture production for direct human consumption. The fisheries already certified catch close to four million metric tonnes of seafood annually – over seven per cent of the total wild capture for direct human consumption. Worldwide, more than 3000 seafood products, which can be traced back to the certified sustainable fisheries, bear the blue MSC label.

For more information on the work of the MSC, please visit www.msc.org