



Media Release
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TASSAL BENCHMARKED NUMBER ONE GLOBAL FISH FARMING COMPANY

Tasmanian salmon producer Tassal has been benchmarked as the world's top salmon farming company in corporate, social and environmental reporting.

Tassal's CEO Mark Ryan said the company had improved one place from last year after being ranked second against the same international benchmarks by seafoodintelligence.com, an independent international seafood market intelligence news and information service.

The report said:

"The quality of Tassal's sustainability reporting is outstanding.

"While we have to welcome Tassal as the new number one in terms of sustainability reporting according to our benchmarking, we also have to acknowledge that Cermaq (second) and Marine Harvest (third) remain close.

Mr Ryan said the company was delighted with the recognition, particularly as Tassal targeted further improvement last year.

"Recognition in this area is important, but there is still more we can do," he said.

"The loss of one of our employees in the past year still colours how we rate our success and we are committed to working even harder as a tribute to Ian Thompson.

"I look forward to continuing to work with our stakeholders, staff and partners to achieve further improvement in reporting on sustainability and responsible farming."

Tassal chairman Allan McCallum said this was a significant achievement.

"Being benchmarked as the world's top salmon farming company in corporate, social and environmental reporting this year, and in the top three over the past three years, confirms the importance of the company's sustainability journey," he said.

"This recent success underlines the commitment from all our employees and the

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tremendous work that has been done across the company in moving not only Tassal but the entire Tasmanian salmon industry towards world best practice in sustainability.

"Tassal's sustainability program has resulted in better outcomes for all our stakeholders and is reflected in better performance across all sectors of the business Tassal's commitment to responsible farming gives our customers and consumers a real sustainable choice in a seafood. "

Mr McCallum acknowledged Tassal's partnership with WWF Australia as an important factor in the benchmarking.

Earlier this year Tassal achieved an Australian first with Aquaculture Stewardship Council (ASC) accreditation for its Macquarie Harbour farms.

The report is published annually to help key players and stakeholders (including environmental NGOs and retailers) assess the level of proactive / voluntary transparency and communication displayed by salmon farmers worldwide as they relate to corporate, social and environmental sustainability.

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