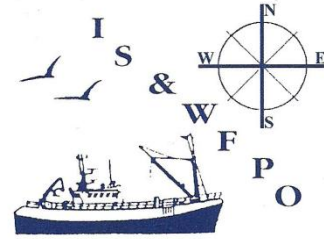


*Irish South and West
Fish Producers' Organisation Ltd.*



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Press Release

Irish South and West Fish Producers Organisation Ltd. congratulated the Responsible Irish Fish Association on the launch of its Label onto the Irish Market.

Eibhlin O'Sullivan, CEO of the *Irish South and West Fish Producers Organisation Ltd.* welcomed the launch of the new **Responsible Irish Fish** (RIF) Label onto the market. This Label, which is only available to Processors who source their fish from Irish vessels who are part of the RIF Association and use an Environmental Management System which ensures they fish responsibly, is now on fish being sold through the SuperValu chain of Supermarkets.

"For years one of the difficulties facing the Industry in relation to imports is that there was no way of distinguishing Irish caught and processed fish from that imported from other Countries. With the advent of the Responsible Irish Fish Label, consumers now have an opportunity to contribute towards not only the survival of the Irish Fishing Industry but in helping it grow and develop"
Eibhlín O'Sullivan continued ***" most Irish fish is landed in rural coastal areas who have little other sources of Industry and employment. The success of this Label will also therefore, contribute to the wider Irish economy both financially and by creating more jobs both on and off shore. I am delighted that the Responsible Irish Fish Association, which is a National Association with membership from all sectors of the Industry, including the members of the Irish South and West Fish Producers Organisation Ltd., has been able to bring this Label to the market and I look forward to seeing how this develops and grows"***.

ENDS

RIF website: www.fishermanfrank.ie/content/responsible-irish-fish

RIF e-mail: info@responsibleirishfish.ie

26th January, 2011.