

Sample Press Release

Please use the sample press release below to tell the media about you gaining certification to the Responsible Fishing Scheme. Copy and paste the information onto another sheet and fill in the blank areas, feel free to talk up your business too, remember to keep it short and to the point.

News Release

Issue date:

Local Fishing Vessel Attains top accolade

..... (vessel name) in (address) has joined the fishing elite from across the UK by attaining accreditation to the prestigious Seafish Responsible Fishing Scheme.

Seafish set up the Responsible Fishing Scheme to raise the standards within the fishing industry and to enhance the profile of the industry.

The scheme is also a way of rewarding and promoting vessels that provide a good quality product and high standards of hygiene, as well as skippers and crew who show a high level of competence.

To qualify, each vessel had to go through an inspection by a Global Trust International (the third party independent certification body) Approved Inspector who assesses the vessels image, design and condition, staff training, equipment, and most importantly, the quality of the caught product.

Jim Hyam of Seafish said “Displaying the Seafish Responsible Fishing Scheme logo shows that the vessel is operating to high Quality, Hygiene and environmental standards required by the industry and not only that, our research shows that by providing a quality product, the access to market is greatly enhanced.

Each vessel that achieves the award undergoes regular inspections and retention of the award is dependant on standards being maintained as validated by an assessor.

Ends

For more information contact, (enter your details and ensure that you are available for comment).

Notes to Editors

- Seafish, the authority on seafood, was established by the Government in 1981 and is a Non Departmental Public Body. Seafish serves all sectors of the UK seafood industry – fishermen, processors, wholesalers, importers, exporters, seafood farmers, fish friers, caterers and retailers – and is also responsible for consumers.