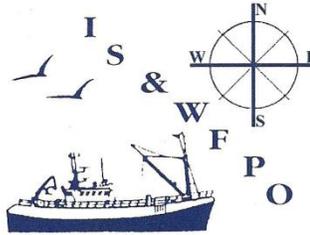


*Irish South and West
Fish Producers' Organisation Ltd.*



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PRESS RELEASE

“Consumers Urged to buy Irish Fish”

Eibhlin O’Sullivan, CEO of the Irish South & West Fish Producers Organisation Ltd. (IS&WFPO Ltd.) today urged Consumers to buy Irish caught and Irish processed fish.

Over the last five years the price which fishermen receive for their catch has decreased significantly. When reviewing our members data we have seen across the main whitefish species landed that the prices have dropped by between twenty and thirty percent. During this same period of time the price of fuel has increased significantly as have other costs such as Insurance. This makes it extremely difficult for vessels to remain viable as income decreases and costs increase.

“One of the main factors contributing to the reduction in the price of fish received by boats is due to the huge quantities of imported fish available on the Irish Market” commented Ms.O’Sullivan *“while previously it was difficult for consumers to know where the fish they caught had come from the introduction of the Responsible Irish Fish Brand on the market during 2011 has made it possible for Consumers to identify Irish Caught, Irish Processed Fish”*.

“The Fishing Industry provides essential employment and financial income to the small and big ports throughout Ireland, often in areas where there is little alternative employment” continued Ms. O’Sullivan *“it is vital that every effort is made to ensure these vessels remain in business. I would urge Consumers when buying fish, whether in a Shop or Restaurant, to ask if the fish has been caught by an Irish boat and processed in Ireland. By increasing the demand for these products on the Irish market we can support Irish jobs in the Catching and Processing Sectors and be confident in the origins of the Seafood we are eating. Weakness in export markets also means that species which were traditionally exported, such as Hake, are reasonably priced for Consumers. Irish Haddock and Whiting are also excellent choices as our vessels are landing these every week in our local Ports”*.

Note:

Responsible Irish Fish is a label for Fish and Shellfish which certifies that the fish has been caught by an Irish Fishing Vessel using responsible fishing practices and processed by an Irish Processor. Further information can be obtained on www.responsibleirishfish.ie

ENDS

3rd May, 2013.

EIBHLIN O’SULLIVAN: 086 – 236 0001.