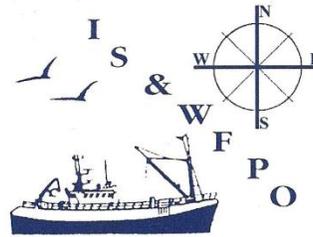


*Irish South and West
Fish Producers' Organisation Ltd.*



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PRESS RELEASE

IS&WFPO congratulate Responsible Irish Fish on Environmental Award

Eibhlín O'Sullivan, CEO of the Irish South and West Fish Producers Organisation (IS&WFPO) *today congratulated Responsible Irish Fish (RIF) on winning the 2014 Irish Food Writers Guild Environmental Award. "We are delighted that RIF's work in relation to responsible and sustainable fishing practices has been recognised by this prestigious award. 2014 marks the 21st year of the award and the fact that the innovative work of Frank Fleming and his RIF colleagues has been recognised is a well deserved endorsement of their work of the last 5 years.*

Responsible Irish Fish is a national organisation of which many IS&WFPO vessels are members is committed to the development and implementation of responsible and sustainable fishing practices at the same time as providing consumers with full traceability from the retailer to the processor to the individual vessel and also access to high quality produce.

The award ceremony took place in l'Ecrivain Restaurant and all award winners were featured in the lunch given at the awards ceremony using recipes prepared by Derry Clarke and Michael Hunter of l'Ecrivain and which are available online at <http://www.irishfoodwritersguild.ie/2014-recipes.html> including a fabulous main course of Cured & Smoke RIF Mackerel.

"RIF are providing Irish consumers with the option of purchasing locally sourced, high quality seafood which has been caught by a fishing vessel who has committed to fishing in a responsible manner which contributes to sustainability which can only be beneficial to both the consumer and the fishing industry in general and this award could not be more deserved." commented Eibhlín O'Sullivan.

ENDS

12th March, 2014.

Contact: Eibhlín O' Sullivan, CEO, IS&WFPO Ltd. – 086 2360001

Note:

- Further information in relation to RIF can be found at <http://responsibleirishfish.ie/> or on twitter [@RIF_Irishfish](https://twitter.com/RIF_Irishfish)
- Further information on The Irish Food Writers Guild can be found at <http://www.irishfoodwritersguild.ie/> or on twitter [@foodguild](https://twitter.com/foodguild)