



Australian Government

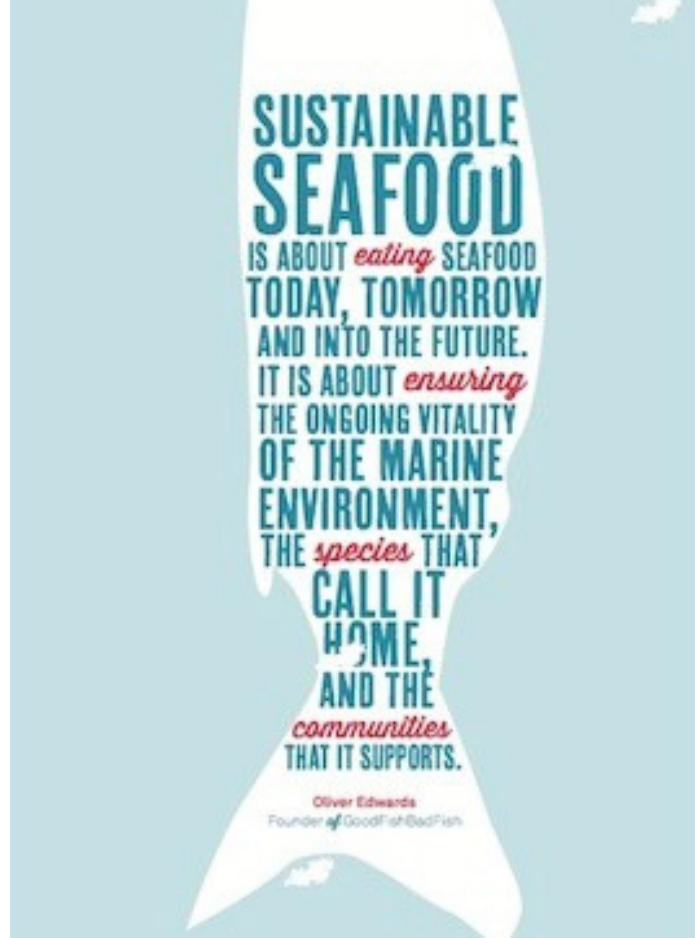
Australian Fisheries Management Authority

AFMA is the Australian Government agency responsible for the efficient management and sustainable use of Commonwealth fish resources on behalf of the Australian community.

A really good reason to enjoy Australian seafood' Lovers of Australian seafood can rest easy knowing that the locally-caught produce on their plate is sourced from one of the world's best managed fisheries.

SOURCE:

<http://www.afma.gov.au/another-really-good-reason-enjoy-australian-seafood/>



Mures Fish School

Creating

SUSTAINABLE FISH CHAMPIONS



Our
Sustainability
message

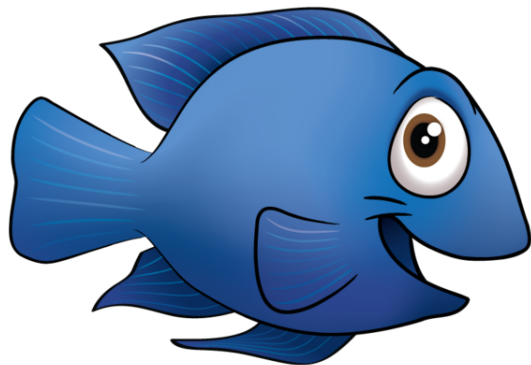
We are knowledgeable and passionate about the quality of our products.

We are committed to sustainable fishing practices, marine welfare, transparency and honesty in our product information

Billy the Blue Eye's Sustainability Message

What is SUSTAINABILITY?
'Living within the limits of what the environment can provide, not just for now but for future generations as well'

THEN what is sustainable FISHING?
'Ensuring that there will be populations of ocean and freshwater wildlife for the future'



Why is sustainable fishing important?
We want YOU to enjoy seafood in 40years time!

Why can't we leave it for the fishermen to handle?
BECAUSE, fish stocks are being threatened by more than just fishermen.

What can YOUR role be?

You can help fish like Billy the Blue Eye by:

- Reducing waste that travels to the ocean
- Making choices to better help marine animals
- Following the rules when fishing
 - Ensuring fish are correct size
- Catching as many fish as you are allowed
 - Only fishing where you are allowed

