

## For Immediate Release

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# Delivering your Solution

## Croda awarded IFFO Certification for Responsible Production

Leading omega 3 supplier Croda is today pleased to announce that it has been awarded the International Fishmeal and Fish Oil Organisation's Global Standard for Responsible Production. This is in accordance with the announcement made at Vitafoods Europe, earlier this year that Croda is committed to achieving the full IFFO Responsible Sourcing (IFFO-RS) standard. It is still Croda's aim to become the first concentrated fish oil supplier to achieve this responsible sourcing standard.

The IFFO Responsible Production certification is the first step to achieving the IFFO-RS standard. It recognises the strong emphasis Croda places on responsible marine sourcing, advanced production methods and raw material traceability and affirms confidence in Croda's industry-leading manufacturing site in Leek, UK, where all its Incromega™ and Ωmelife™ fish oil grades are produced. Independent auditors (ISO 65:1996) visited the Leek site in September 2011 and concluded that Croda exhibits good manufacturing practice for safety, purity and traceability, converting all its sourced fish oil into pure and safe products.

"Consumers want the benefits of omega 3 but they want to know that the fish oil comes from sustainable sources and is responsibly produced. It is great to announce that Croda has become the first fish oil manufacturer to be awarded with the IFFO Responsible Production certification. We are proud of the high manufacturing standards we adhere to at our MHRA approved Leek site and as we offer 100% testing of each parameter of our fish oil before it is dispatched from site, our customers and their consumers should feel confident in the quality of the oil produced on site" said Dave Cherry, Managing Director, Health Care, Croda Europe.

Dave Cherry concluded, "The IFFO certification has been well received by our customers, who are pleased to see the strong emphasis we place on the subject of sustainability. The IFFO Responsible Sourcing certification is, in our opinion, by far the most rigorous in its approach, demanding a thorough review of our entire supply chain and production facilities."

In order to receive full IFFO certification Croda is currently working with its suppliers of fish oil to ensure that they all meet the strict criteria set by IFFO and can be approved as well-managed fisheries. Croda aims to have this full certification in 2012.

### About Croda

Croda is a global leader in speciality chemicals sold to a wide range of industries. The Croda Health Care division provides high quality ingredients for nutritional and pharmaceutical markets, with particular expertise in speciality lipids. High investment in GMP, API technologies and R&D ensures Croda is well positioned for the continual delivery of exceptional ingredients.

Croda manufactures the industry leading Incromega™ range, a new generation of omega 3 marine oil concentrates that offer enhanced potency, purity and efficacy for specific conditions. The lipids are concentrated and purified to pharmaceutical grade requirements using proprietary PureMax™ technology selectively concentrating the key fatty acid actives, EPA and DHA.

For further information on Croda Health Care, its products or its PureMax process, visit [www.croda.com/healthcare](http://www.croda.com/healthcare) or contact Marketing Manager, Laura Kelly at [laura.kelly@croda.com](mailto:laura.kelly@croda.com)



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### **About IFFO**

IFFO is the international trade organisation which represents fishmeal and fish oil producers and related trades throughout the world.

IFFO is a globally respected Non-Governmental Organisation, having specialised consultative status with the UN Food and Agriculture Organisation (FAO) and a special advisory role with the World Bank, the EU Commission and the International Standards Organisation.

IFFO's members in more than 30 countries account for two-thirds of world production and 80% of fishmeal and fish oil traded worldwide.

For media enquiries about IFFO's Responsible Supply certification, please contact Anne Chamberlain at [anne@chamberlainfarming.co.uk](mailto:anne@chamberlainfarming.co.uk)



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