

[STORY](#)[PRODUCTS](#)[PEOPLE](#)[NEWS](#)[SPEAK UP](#)[CONTACT](#)[ENGLISH](#)

RESPONSIBLE AQUACULTURE

The Mediterranean seafood tradition teaches us the importance of staying in balance with nature. Building upon these strong traditions of respect and pride, AVRAMAR's ethos is to work in harmony with nature, consistently delivering responsibly and sustainably produced fresh farmed fish.



As a leader in Mediterranean aquaculture, we are committed to using sustainable and responsible aquaculture practices. At AVRAMAR we are proud to be part of the solution.

AVRAMAR is committed to producing healthy fish according to the highest animal welfare standards. Together with producer associations, governmental institutions, industry experts, universities, research centers, and NGOs, AVRAMAR is actively participating in projects to enhance and develop new fish welfare guidelines for the Mediterranean aquaculture.

We recognize that harvesting is one of the most sensitive phases of the production process, and we believe it is necessary to develop and implement a more effective and gentle harvest system to minimize stress to the fish during the slaughtering process. In this regard, electric stunning is considered the most effective method, as it causes the loss of consciousness in more than 95% of the fish in less than one second.

As a member of the expert committee of the Spanish Aquaculture Producers Association (APROMAR), and a member of the Greek Aquaculture Producer Association (HAPO), we are collaborating with relevant stakeholders to identify the most effective animal welfare practices to continue developing Mediterranean aquaculture in a responsible and sustainable direction.

Thus, in line with our dedication to transparency and enhancement of fish welfare, AVRAMAR is committed to implementing electrical stunning in all our farms in Spain by the end of 2027.

In Greece, as stated in our Sustainability Strategic Goals Roadmap (2026-2030), our goal is to transition to 100% electric stunning by 2030. We operate in full alignment with the principles and best practices outlined in the "Mediterranean Fish Welfare: Guide to Good Practices and Assessment Indicators" developed by HAPO and officially approved by the Greek Ministry of Rural Development and Food.

[Mediterranean Fish Welfare: Guide to Good Practices and Assessment Indicators](#)

SUSTAINABLE

SUSTAINABLE OPERATIONS

– A KEY PRIORITY IN OUR STRATEGIC PLAN

CLICK TO DISCOVER

ETHICAL FEED SOURCING

ENHANCED FISH WELFARE

RESPONSIBLE FARMING

REDUCED ENVIRONMENTAL IMPACT

BETTER ENVIRONMENTAL MANAGEMENT

IMPROVED EMPLOYEE WELLBEING

We have targeted six principal aspects of our operations that offer opportunities to increase sustainability and improve performance. Achieving tangible improvements in each of these areas will result in positive outcomes for our communities, our fish, and our planet.

REDUCED ENVIRONMENTAL IMPACTS

While aquaculture has the lowest greenhouse gas (GHG) emissions of all farmed animal sectors, we took the progressive initiative to calculate the carbon footprint of our Spanish farms in 2019. These calculations established that 1kg of our fish produces 2.3kg CO₂-eq. Armed with this knowledge, we are now in a position to attempt to make this number even lower, playing our part in achieving the targets of the European Green Deal initiative. We are also committed to safeguarding marine biodiversity, both at the local level and globally, through the responsible procurement of fishmeal and fish oil.



OUR SUSTAINABILITY PATHWAY

In line with our mission Better Fish, Better Lives is our commitment to a Better Planet for a Better Future, for the people, environment, our fish, oceans, and the local communities where we operate

By establishing our material topics at the core of our sustainability pathway, we ensure that our focus is directed towards the areas where we have most impact on the environment, people, and economy. Additionally, by aligning our pathway with the United Nations' Sustainable Development Goals (SDGs), we fortify our sustainability trajectory according to universally-recognized

benchmarks. The highest standards in food safety, environmental and social stewardship of our products are proven by Our Certifications.

Take a deep dive into our journey towards sustainability in our report below.

ASC REPORT 2024

AVRAMAR 2024 SUSTAINABILITY REPORT

OUR INITIATIVES

CLICK TO DISCOVER

NATURAL HABITAT

QUALITY CONTROL

WASTE MANAGEMENT

NATURAL HABITAT

We grow our fish in an environment that replicates their natural habitat as much as possible. Advanced and modern farming techniques entail careful attention to stocking densities, and water quality, as well as ensuring our fish have a healthy, balanced diet and are grown to the highest welfare standards. This attention to detail enables us to consistently deliver the Mediterranean's freshest most nutritious fish.

Avramar Home

- Story
- Products
- People
- Annual Reports
- Spanish Grants
- Greek Grants
- Contact



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