



# HOOKED ON SUSTAINABLE FISHING

MUSTAD LAUNCHES ITS SUSTAINABILITY STRATEGY

**Embargoed until midday (Central European Time - CET) on Friday 8th November 2019**

In what is believed to be a global first for a major fishing tackle manufacturer, Mustad (O. Mustad & Søn A.S.) has today launched its Sustainability Strategy, to coincide with its 142<sup>nd</sup> anniversary of producing the finest quality fishing tackle and accessories.

Mustad CEO, John Are Lindstad, said: *"I am delighted to announce the launch of [Hooked on Sustainable Fishing](#)<sup>1</sup> – Mustad's Global Sustainability Strategy. The document outlines our aspirations, ambitions and targets to become the most successful global brand and company in the fishing industry, and the first choice for sustainability conscious customers."*

Over the last 24 months, Mustad has consulted with its employees and management team, to enable potential business risks and opportunities to be identified and mapped across the supply chain, together with sustainability issues that matter to its stakeholders. This has enabled the relationship between Mustad's business values and sustainability targets to be identified, and aligned with the seven UN Sustainable Development Goals on which the company believes it can have most positive impact, to help achieve a better and more sustainable future for all by 2030.

John Are Lindstad added: *"Mustad's products are sold in 160 countries, presenting us with an enormous responsibility and opportunity to use our global brand as a force for doing 'more good' and 'less bad' across our business activities. As we embark on this exciting business chapter, we look forward to sharing our sustainability journey with both existing and new customers."*

**Hooked on Sustainable Fishing** has been developed in partnership with fish21<sup>2</sup> – a value-led organisation working to advance sustainability in the recreational fishing sector. Founder Dr Stuart McLanaghan, a recognised business sustainability and environmental specialist, said: *"All economic activity has impacts on the environment and society, some of which are negative and others positive. We applaud Mustad's ambition and public commitment to become a 'net positive' business, to give back more than they take from the natural world."*

## Notes to editor:

1. Mustad Fishing is a Norwegian recreational fishing brand manufacturing a wide range of fishing products. Since 1877, Mustad Fishing has been manufacturing and selling the finest quality fishing tackle and accessories; and continues to be a major global player in recreational fishing. For 142 years, the company has helped to create sensational fishing experiences around the world.

2. TUF-LINE is an American fishing line brand. The 'Ultimate Fishing Line' is produced with top coating and fiber technologies used in products trusted by space organisations, the military, and transportation.

3. Mustad Commercial Fishing: for those who fish to supply quality seafood to communities worldwide, we offer a range of products for industrial fishing, specifically hooks for long-line equipment.

<sup>1</sup> [www.omsas.no](http://www.omsas.no)

<sup>2</sup> [www.fish21.co.uk](http://www.fish21.co.uk)

4. fish21 a value-led organisation working to advance sustainability in the recreational fishing sector. It aims to help develop sustainable solutions for today's and future generations.

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