





Juks med merking og opphav

Chicago May 10, 2007

In the United States, the Congressional Research Service -- Congress' research arm -- issued a report last month citing a government survey that found 37 percent of fish examined by the National Marine Fisheries Service were mislabeled. A separate survey by the Fisheries Service found a whopping 80 percent of red snapper was mislabeled.

To see whether what's presented on sushi menus as red snapper really is, the Chicago Sun-Times visited 14 restaurants in the city and suburbs, bought sushi and sent sugar-cube sized samples to a lab that specializes in genetic testing of animals.

LOCATION: Bluefin, 1952 W. North **WHAT WE ORDERED:** Red snapper

DNA RESULT: Tilapia

EXPLANATION: General manager said he didn't know that what he orders is tilapia and, as a result, changed

menu to say: "Izumidai (Tilapia)."

LOCATION: Chi Tung, 9560 S. Kedzie **WHAT WE ORDERED:** Red snapper

DNA RESULT: Tilapia

EXPLANATION: Owner said she trusts her supplier, insisting: "Of course, it's red snapper. If we order red

snapper, we have to get red snapper."

LOCATION: House of Sushi & Noodles, 1610 W. Belmont

WHAT WE ORDERED: Red snapper

DNA RESULT: Tilapia

EXPLANATION: Didn't return calls.

LOCATION: Japonais, 600 W. Chicago

WHAT WE ORDERED: Japanese red snapper

DNA RESULT: Red sea bream

EXPLANATION: Owner said customers wouldn't

recognize "sea bream" on the menu.

LOCATION: Kamehachi, 1400 N. Wells

WHAT WE ORDERED: Japanese red snapper

DNA RESULT: Red sea bream

EXPLANATION: Owner said she has always referred to the fish as Japanese red snapper.

LOCATION: Kikuya, 1601 E. 55th **WHAT WE ORDERED:** Red snapper

DNA RESULT: Tilapia

EXPLANATION: Didn't return calls.

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LOCATION: Nohana, 3136 N. Broadway **WHAT WE ORDERED:** Red snapper

DNA RESULT: Tilapia

EXPLANATION: Questions were referred to the manager at sister restaurant Shiroi Hana, who said it was likely a mistranslation -- and changed the menu to "Izumidai (Tilapia)."

LOCATION: Oysy, 315 Skokie Blvd., Northbrook

WHAT WE ORDERED: Red snapper

DNA RESULT: Inconclusive

EXPLANATION: Didn't return calls.

LOCATION: Renga Tei, 3956 W. Touhy, Lincolnwood

WHAT WE ORDERED: Red snapper

DNA RESULT: Red sea bream

Explanation: Chef/owner said customers recognize "red snapper" on a menu but wouldn't know what they

were getting if they saw "sea bream."

LOCATION: Sushi Bento, 1512 N. Naper Blvd.,

Naperville

WHAT WE ORDERED: Red snapper

DNA RESULT: Tilapia

EXPLANATION: Manager said the restaurant uses red snapper -- and said tilapia and red snapper "taste

almost the same."

LOCATION: Sushi Mura, 3647 N. Southport

WHAT WE ORDERED: Red snapper

DNA RESULT: Tilapia

EXPLANATION: Owner said the restaurant offers

what its supplier sells as red snapper.

LOCATION: Sushi Wabi, 842 W. Randolph

WHAT WE ORDERED: Red snapper

DNA RESULT: Red Sea Bream

EXPLANATION: Owner pulled it off the menu, said

she thought she'd been getting red snapper.

LOCATION: Tatsu, 1062 W. Taylor **WHAT WE ORDERED:** Red snapper

DNA RESULT: Tilapia

EXPLANATION: Manager said supplier recommends tilapia. Said owner switched to ordering whole red snapper based on Sun-Times

findings.

LOCATION: Todai, Woodfield mall, Schaumburg

WHAT WE ORDERED: Red snapper

DNA RESULT: Tilapia

EXPLANATION: Company spokesman blamed a translation mistake. Label on buffet line has been

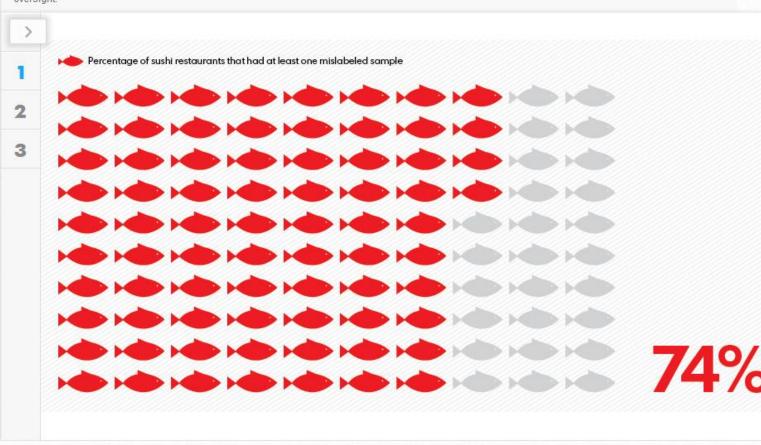
changed to "Izumidai (Tilapia)."



genopass™ Juks med merking og opphav

FISH FRAUD IS OFF THE SCALE AT RESTAURANTS NATIONWIDE

Oceana volunteers collecting fish samples from 674 restaurants, sushi bars and supermarkets in 21 states found that fish fraud is rampant. For instance, 87% of the snapper samples were not snapper. Selling one kind of fish under another name is illegal under FDA regulations, but there is little federal oversight.



Source: Sources: Oceana; National Fisheries Institute. Janet Loehrke and Denny Gainer, USA TODAY



Frozen Chinese filets, not traceable and not of verifiable origin.

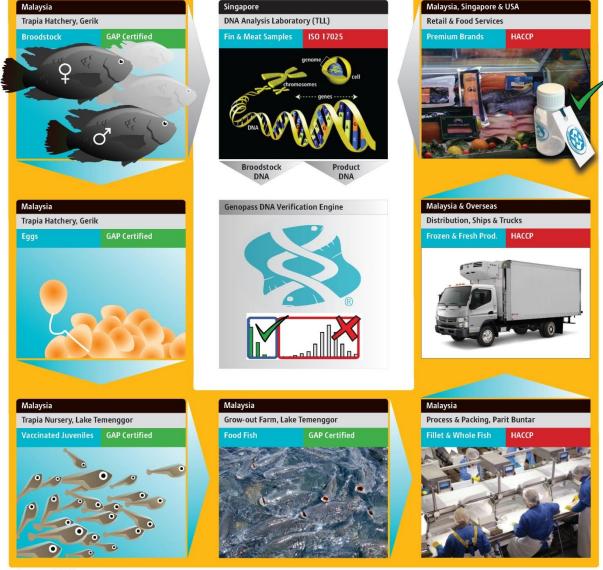
Trapia. Traceable from egg to plate, 100% verifiable origin.



Frozen Indonesian, Thai, Vietnamese and Philippines tilapia. Traceable, verifiable?

Fresh Ecuadorean, Costa Rican and Honduran tilapia filets. Probably traceable, but verifiable?















Stamfiskstasjon





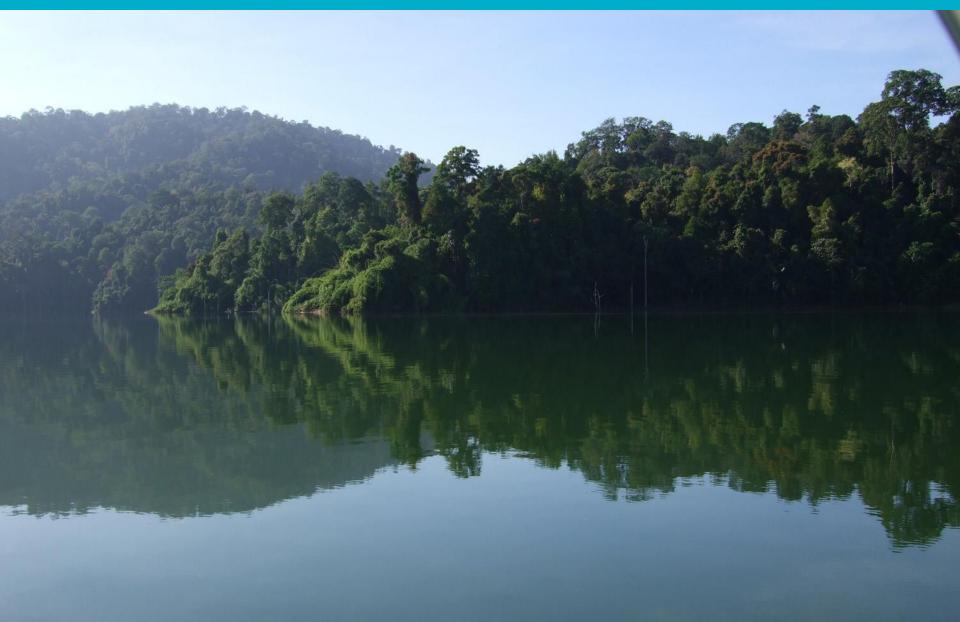
















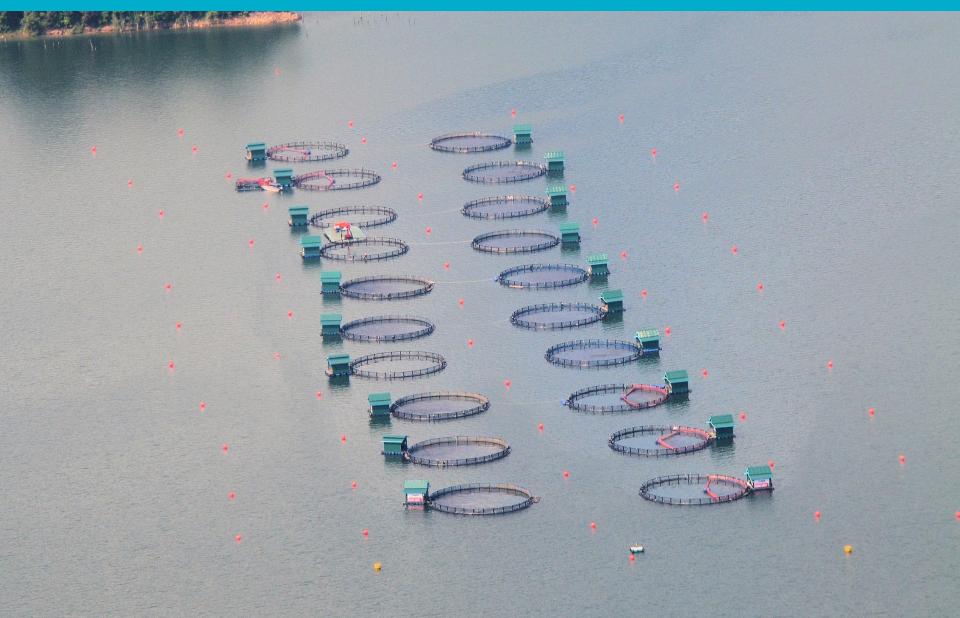










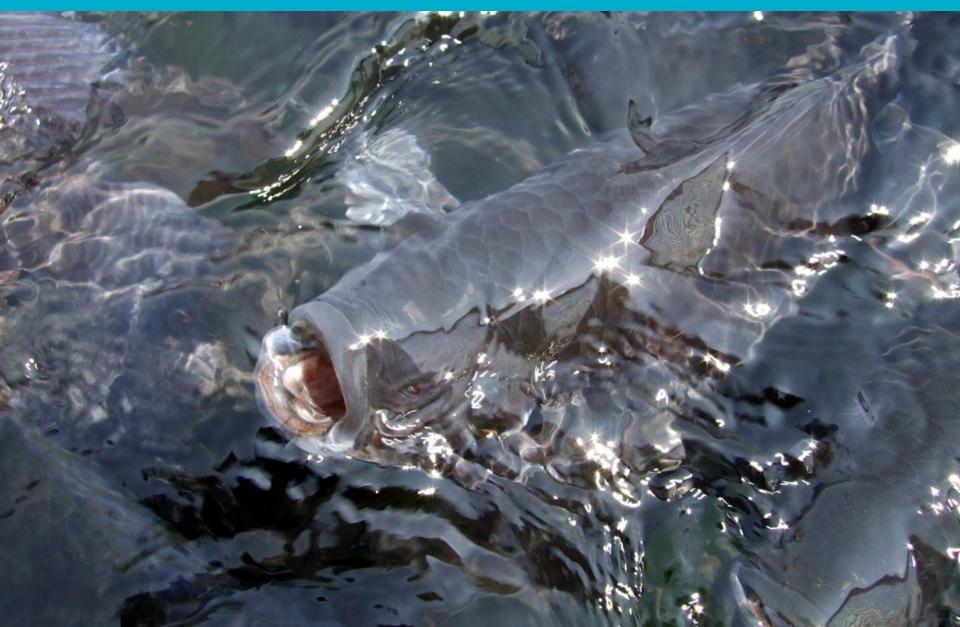








Lake Temenggor - Modul 1





Lake Temenggor - Modul 1





















Distribusjon lokalt marked









MALAYSIA

3080930402 LOT No:

PRODUCT OF MALAYSIA

IATIONAL FOOD CONSULTANTS uebec, Canada H7L 5Z1

NET WEIGHT 10 lbs



Packed for: INTERNATIONAL FOOD CONS Laval, Quebec, Canada H7L 5Z1



IQF *Tilapia* Fillets

















30z / 50z 50z / 70z

70z / 90z

90z / 110z

OTHER

PRODUCT OF MALAYSIA







Packed for: INTERNATIONAL FOOD CONSULTANTS Laval, Quebec, Canada H7L 5Z1

KEEP FROZEN

NET WEIGHT 10 lbs



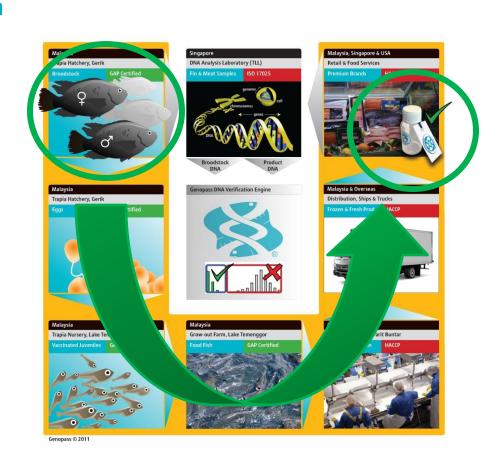
Boston Seafood Show





- 1. **Innsamling av DNA profiler fra** stamfisk samt kryssinger om nødvendig.
- Full kontroll på logistikk fra klekkeri til salg!
- 3. Rutinekontroller.







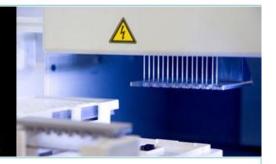
genopass™ Nettside med sporingsdatabase



Database:	Trapia 💌
User:	
Password:	
	Sign in

Home Certification Technology About us





The core technology consists of three parts - the DNA analysis laboratory, the verification server and the web portal. The web portal hosts our client traceability system while the server stores DNA profiles and runs the verification algorithms.



- Samples for DNA analysis are collected from different parts of the value chain using small specially designed glass vials. The vials are sealed and the samples are preserved using ethanol. Each vial typically holds 10-20 samples. Vials are supplied by the Genopass™ Company according to need and they all have their own barcode for unique identification. Vials are returned to Genopass™ authorized laboratories for verification of origin.

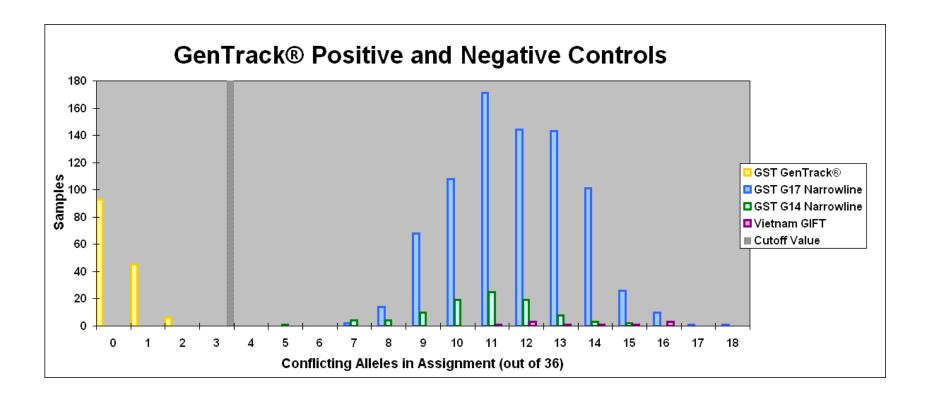
The Genopass™ Server is the engine of the System, it's a powerful business application capable of comparing millions of DNA profiles in a matter of seconds. The Server is storing DNA profiles of all broodstock in certified hatcheries enabling it to quickly compare profiles of samples collected from certified products with those of the corresponding broodstock. If the product is genuine the profile will match.

The web portal is used by our clients for obtaining documents, registering collected samples in their own private database and studying new and historic verification results. The portal also has administration tools for admins to define organizational structures within their own company and authorize users to access their company database. Access should be given only to people directly involved in collection of samples.



genopass™ GenTrack - tidlig test i Singapore

- 1. Grundig test på Nil-tilapia med totalt 18 microsatellitter.
- 2. Fremmede prøver passer ikke inn i foreldrepanelet selv om de er fra samme stamme.





genopass™ Praktisk nytte i verdikjeden?

- 1. Branding bygge tillit hos forbruker? Markedet overeksponert for sertifiseringsordninger?
- 2. Produsent kan kontrollere at distributører ikke pakker om produktene eller blander inn annen fisk!
- 3. Distributører kan kontrollere at produsenter leverer fisk fra avtalt farm!
- Bonus sporing av rømt fisk!