

# A necessary response to the urgency of sustainability

Guimarpeixe was born within the industrial culture of Guimarães, founded on strong foundations and dedicated to the industry and commercialization of deep-frozen products, among which the most varied species of fish stand out. It meets the highest demands of the market, both in terms of installations and equipment, having the best industrial units in the country in this field. Taking into account the quality of its products and the ability to respond to its customers, it was natural for Guimarpeixe to feel the need to expand its area of operation, starting to cover the entire northern region of the country and starting its adventure in the international markets.

In this context, it was with great satisfaction that, faced with the challenge launched by the Municipality of Espo- sende and recognizing the differentiating potential of the Blue Project, we joined this consortium. Since Guimar- peixe is a dynamic company, with a sense of continuous improvement and focused on the customer, our strate- gy includes recognizing and guaranteeing the quality of our products for the customer, which we have over time through various certification mechanisms, of which we highlight the certification of its Quality Management System in accordance with the NP EN ISO 9001 standard, the strict requirements of food safety, also obtaining the certification of its Food Safety Management System, as well as by the BRC Global Standards for Food : recognition at the highest level as an entity that complies with the highest standards of food safety Recently and in a new chapter for the company in terms of certification with recognition by the IFS Food standard (International Featured Standard).

We are an environmentally responsible company that seeks to have fish originating from sustainable fishing, so in the face of the Blue Project challenge, based on the principles of sustainability, the circular economy, the blue economy and the enhancement of differentiating food technology systems, leveraging direct transfer of scientific knowledge to our industry, we are, from the first moment, with high expectations regarding the final results of this project and how much they can be differentiating in current fish consumption models.

We are proud of that, for promoting this project and being part of this consortium.