

## Case Study : Promoting Carbon Neutral Activities

Austral Fisheries Pty Ltd. in Australia has obtained carbon neutral\* certification and is promoting a tree-planting program in the wheat belt of Western Australia as a part of that effort. Our Group organization with locations in Australia that have acquired a carbon neutral certification are recognized as members of the Climate Active Network. This carbon neutral undertaking is positioned as a further step toward stable supply of marine resources. Products are marked with the “CN fish” brand logo, and the company is working to expand sales of environmentally friendly products.



\*Carbon neutral: Refers to business activities that release net zero CO<sub>2</sub> emissions into the atmosphere by offsetting the total amount of emissions through the implementation of measures that reduce CO<sub>2</sub> in the atmosphere by the same amount.

