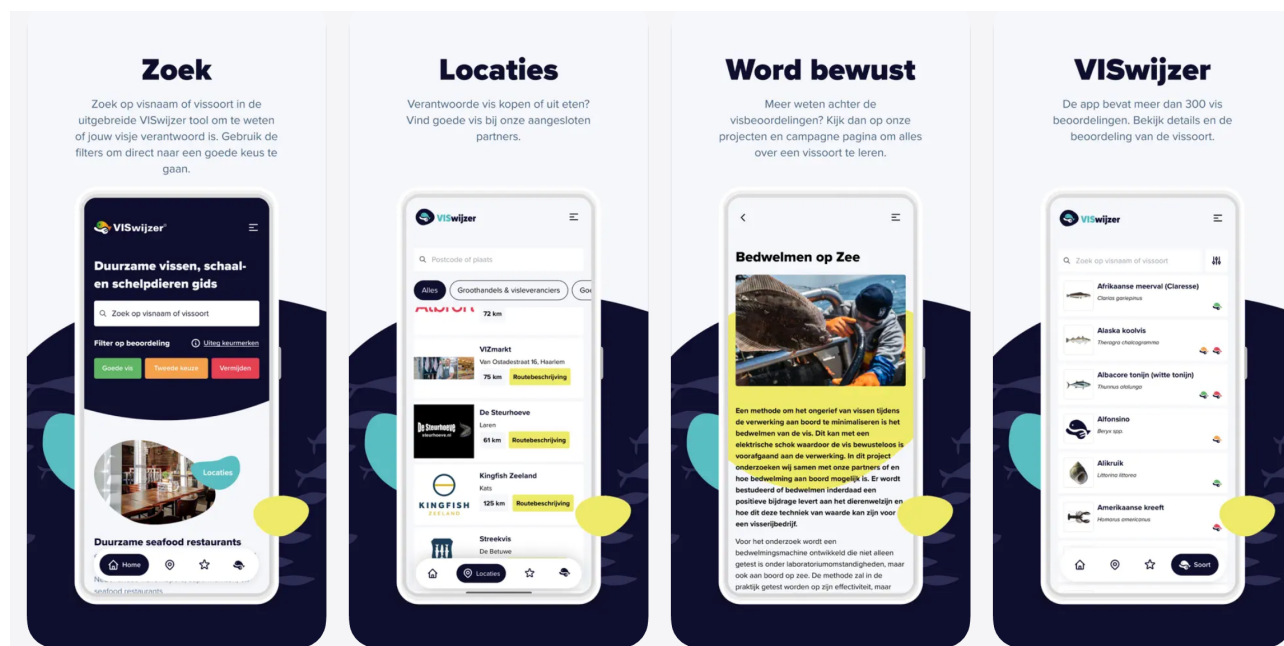


A1.4.4 Good Fish Foundation – Viswijzer (Good Fish Guide)

Country/Countries: Netherlands
Organization/Host: Good Fish Foundation
Website: <https://www.goodfish.nl/en/>
Year of launch: 2014

Development phase: Fully operational tool
Aims and goals: Product evaluation/rating; Procurement decision support
Target audience: Customers and consumers; Procurement professionals; Food service
Average monthly users: No data available



Description:

A Dutch sustainable seafood guide and assessment system that classifies fish species and seafood products according to their environmental sustainability (green–orange–red categories), taking into account stock status, fishing methods, and impacts on ecosystems. It is primarily a consumer and procurement decision-support tool.

While strongly linked to biodiversity and ecosystem protection, it is not an agricultural biodiversity monitoring or indicator-based assessment system, but rather a sustainability rating and decision-support tool for seafood products.

Key features:

- Traffic-light classification (green–orange–red) of fish species and seafood products.
- Assessment criteria covering stock status, fishing methods and ecosystem impacts.
- Designed for both consumer choice and professional procurement decisions.

User guidance:

YouTube video and user guidance are provided online in EN/NL:
<https://www.goodfish.nl/en/how-the-viswijzer-works/>

Similar apps/tools:

Planet-Score; Open Food Facts Mobile App

