

Santa Catarina
S. Jorge · Açores



Santa Catarina
Indústria Conserveira, S.A.
Rua do Roque, 9 | 9850 - 079 Calheta
Ilha de São Jorge | Açores
Portugal

**Available at
formgestalter**
Dorf 17
6842 Koblach | Austria
www.formgestalter.net
Phone +43 699 194 79 276

Santa Catarina
S. Jorge · Açores


**Pesca
Salto e Vara**



**The taste of the
Azorean sea**





“Friend of the Sea” classification

This certification requires that fish come from a sustainable fishing method where they aren't subject to overfishing and where they are caught through responsible methods which respect and minimize damage to the environment. This award was assigned, for the first time in the world, to the centenary Azorean fishing technique, the “Pole and Line”, in 2001, based on information collected by the Programa de Observação para as Pescas dos Açores – POPA

www.popaobserver.org | www.friendofthesea.org



“Pole and Line” fishing, a sustainable method

Due to being an ancestral fishing method, the art of “Pole and Line” fishing is practiced by the fishermen of the Azores and requires all of their expertise. They start searching for tuna schools through the use of binoculars. Then, they approach them, turn the boat motor off and turn on the showers that simulate the movement of smaller fish swimming away, hiding the fishermen from the tuna's field of vision. Next, they throw the live bait into the sea so it attracts the tuna and start the fishing activity. This method allows the fishermen to catch just the necessary fish without putting other species and smaller fish at risk.



“Dolphin Safe” classification

As appreciation and ecological recognition of the “Pole and Line” fishing method, the nongovernmental organization Earth Island Institute certifies, since 1998, the Azorean fishing as “Dolphin Safe”, due to its low predatory features. Use of this seal requires the fishing to be monitored and ensures that there's no dolphin capture or manipulation along the fishing activity.

www.earthisland.org



Azores Quality, a commitment

In the preparation of Santa Catarina's cans only the highest quality tuna is used, caught by the men in the sea, in a daily battle between 1 man, 1 fishing rod, 1 hook, 1 tuna. The women, on land, clean the fish with water and cook it, they manually clean it, separate the different parts of the fish and can it, always respecting the old masters of fish canning of the island of São Jorge.