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choices
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•
bringing
ocean conservation
to the table

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Nationwide Study Demonstrates the Growing Market for Ocean-Friendly Seafood

Consumers and Chefs Alike Hungry for More Information

Washington, DC (July 2) – Seafood Choices Alliance, the national organization bringing ocean conservation to the table, has released a comprehensive study that provides the most current data on the supply and demand for U.S. seafood as well as new information on consumer attitudes towards sustainable seafood.

“For the first time, information on the U.S. seafood market and research on consumer, chef, and retailer attitudes towards seafood can be found in one place,” says Vikki Spruill, President of Seafood Choices Alliance.

“The Marketplace for Sustainable Seafood – Growing Appetites and Shrinking Seas” is an important reference for those who care about ensuring a lasting and diverse supply of seafood. The report will assist policy makers, the seafood sector, and the conservation community to develop strategies that ensure a healthy seafood supply for years to come.

Consumer demand for seafood is growing. By 2020, annual U.S. seafood demand is predicted to increase by 4 billion pounds. And consumers’ desire for more information about seafood is also significant. Some of the report’s key findings include:

- Two-thirds (67%) of consumers who regularly eat seafood say they want to know what types of seafood are overfished or caught in a way that is harmful to other sea creatures or the ocean environment;
- More than half (60%) of chefs and retailers express a desire to facilitate ocean-friendly seafood choices at their establishments.

“Our appetite for seafood is growing while ocean resources are shrinking,” says Spruill, citing a scientific study published in May in the journal *Nature*, which revealed that industrialized fishing has reduced global populations of all large predatory fish to 10% of historic levels.

The release of *“The Marketplace for Sustainable Seafood”* also comes on the heels of the independent Pew Ocean Commission’s assessment of policies needed to restore and protect living marine resources in U.S. waters,

which calls for the immediate reform of U.S. ocean laws and policies. For many Americans, the most salient connection they have to the ocean is the seafood they find on their plates. While the oceans are clearly in trouble, one simple step consumers can take to protect the oceans is to make smarter seafood choices.

“If we don’t make better seafood choices today, our choices tomorrow will be limited,” continues Spruill. “When they are provided with the information they need, consumers choose better managed, more sustainable fish species. It can be a win-win.”

To receive a copy of “*The Marketplace for Sustainable Seafood – Growing Appetites and Shrinking Seas*” contact Seafood Choices Alliance toll free at 866/SEA MORE or info@seafoodchoices.com. The report may also be downloaded at www.seafoodchoices.com.

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Seafood Choices Alliance empowers the seafood sector to offer the best options to their customers. As the clearinghouse for all information related to sustainable seafood, Seafood Choices serves as the mechanism for facilitating information exchange. Seafood Choices works collaboratively with conservation organizations and the seafood sector to ensure the widest possible dissemination of information about ocean-friendly seafood, and to provide fishermen, chefs, and seafood purveyors with the information they need to make sound choices about seafood.