



seafood
choices
ALLIANCE
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bringing
ocean conservation
to the table

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Red, White and Bluefish!

Choose Wild Salmon, Sablefish and Bluefish for an Ocean-Friendly Summer

Washington, DC (July 4) – For many Americans, summer is synonymous with all things ocean: trips to the beach, picnics in the sand, and seafood on the grill. Yet a recent report from the independent Pew Oceans Commission called for immediate action to reverse diminishing fish populations and overall the declining health of our oceans. In response to this and other recent news, Seafood Choices Alliance – the national organization bringing ocean conservation to the table – reminds consumers to think first, and then choose ocean-friendly seafood this summer.

Beginning this Fourth of July weekend, it's possible to show your patriotic colors and concern for the ocean. Whether you fire up the grill or have a clambake, seafood lovers can help protect the ocean by making seafood choices that taste good and are good for the environment, too. Many conservation groups, such as the Monterey Bay Aquarium and Environmental Defense, make this task simple by providing consumers with lists of easy-to-follow seafood recommendations. Wild salmon from Alaska and California, Pacific sablefish, and Atlantic bluefish are all examples of excellent seafood choices currently in season. Other best environmental choices for summer include:

- Best choices for wild species: Bluefish, Dungeness crab, mahimahi, Pacific halibut, Alaska sablefish, and yellowfin tuna (trolled or pole-caught)
- Best choices for farmed species: American caviars (such as paddlefish, rainbow trout, or white sturgeon), catfish, Arctic char, clams, crawfish, mussels, and oysters

And finding local sources of ocean-friendly seafood is now just a click away. Visit the newly revised Seafood Choices Alliance website – www.seafoodchoices.com – to see a geographic listing of Seafood Choices subscribers, businesses who make a point to meet both an economic and environmental bottom line. The SeaSense Database, also online, is a one-stop source for information on some of the most popular seafood species.

Seafood Choices Alliance is the clearinghouse for all information related to sustainable seafood. To arrange for interviews with experts from a diverse array of backgrounds, from science and policy to seafood and conservation, please contact Stephanie Crane at (914) 793-9400 or scrane@seafoodchoices.com.

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Recently released! “*The Marketplace for Sustainable Seafood – Growing Appetites and Shrinking Seas*” offers information on the U.S. seafood market and research on consumer, chef, and retailer attitudes towards seafood. Available for download at www.seafoodchoices.com.