



seafood
choices
ALLIANCE
•
bringing
ocean conservation
to the table

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Working Toward a Healthy Ocean Seafood Choices Alliance Connects Chefs, Retailers to Sustainable Seafood

Washington, DC (August 12, 2003) – Seafood Choices Alliance, the national organization bringing ocean conservation to the table, is a valuable resource for food journalists interested in reporting on local restaurant industry response to recent news about the declining state of our ocean resources.

The average American would be hard-pressed not to have heard that our ocean is in trouble, as the issue has been extensively covered by every form of media this summer, including *The New York Times*, *US News & World Report*, NBC Network News, and National Public Radio. A study published in the journal *Nature* in May found that only 10% of all large predatory fish remain globally.

What can be done to halt this trend? How are restaurants and retailers responding to the situation? Are chefs placing more abundant, well-managed species on their menus to replace those in that are in trouble? Seafood Choices Alliance can help answer these and other questions. Seafood Choices Alliance has subscribers around the country who can provide viewpoints, in addition to recipes, based on experience and sound science to put a local face on the issue of ocean-friendly dining.

- Over 1,800 chefs, retailers, fishermen, fishmongers, wholesalers, caterers, and others from almost every state, who are interested in meeting both an economic and environmental bottom line when it comes to seafood, subscribe to Seafood Choices Alliance;
- Seafood Choices Alliance works with more than 30 partners from the conservation community;
- As the center for all information related to ocean-friendly dining, Seafood Choices Alliance assists the seafood sector in making informed decisions and offer the best environmental seafood choices to customers.

Resources

The SeaSense Database on our website is a one-stop source for information on the most popular seafood species, and it details what marine conservation groups say about each fish's status. Available at www.seafoodchoices.com.

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Afishianado is a free quarterly newsletter for the seafood sector, conservation community, and journalists and is a great way to keep current on the latest issues, conservation efforts, market trends, and research.

Interviews can be arranged with scientific, policy, seafood, and conservation experts on a diverse array of issues.

To arrange for interviews, please contact Stephanie Crane at (914) 793-9400 or scrane@seafoodchoices.com.

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Seafood Choices Alliance is a non-profit organization bringing ocean conservation to the table by working with the seafood sector – chefs, retailers, caterers, fishmongers, and others – to make the best informed decisions about the seafood they buy/serve and provide the best options to their customers. Seafood Choices Alliance is dedicated to ensuring a lasting and diverse supply of seafood.