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choices
ALLIANCE

bringing
ocean conservation
to the table

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Seafood That's Good for You, Good for the Planet Making Better Choices is Simple with "The Fish List"

New York, NY, April 19 -- Three highly respected institutions with scientific experts working on behalf of ocean conservation – **Blue Ocean Institute**, **Environmental Defense** and **Monterey Bay Aquarium** – introduce a new national guide to making better seafood choices together with the **Seafood Choices Alliance**, an association of seafood professionals and the conservation community. Enjoying seafood need not harm the ocean, and "The Fish List" is here to help.

"'The Fish List' is the unified voice of our organizations, as leaders of the seafood conservation community," says Jennifer Dianto, program manager of Monterey Bay Aquarium's Seafood Watch. "It's a win-win for seafood lovers, fishing communities, fish farmers and the ocean environment."

The collaborative effort makes recommendations to "*Enjoy!*" or "*Avoid!*" seafood items widely available throughout the U.S. depending on their environmental and health impacts. Seafood choices to "*Enjoy!*" include bay scallops, Pacific halibut, sablefish from Alaska, wild salmon from Alaska, and farmed choices like striped bass, catfish and caviar. Those to "*Avoid!*" include Chilean sea bass, grouper, orange roughy, Pacific rockfish, shark, and farmed salmon.

"Consumers are increasingly aware that contaminants in certain types of seafood, such as mercury in tuna and PCBs in farmed salmon, may pose risks to their health or to their children's health," notes Tim Fitzgerald of Environmental Defense. "Meanwhile, evidence is mounting that our ocean is in serious trouble. We are arming consumers with the knowledge to make healthy choices for the environment *and* for them."

A recent poll from the American Association for the Advancement of Science found that 60% of Americans would eat less of certain fish to help protect ocean and coastal resources. This supports research undertaken by Seafood Choices Alliance in 2001, which found 67% of Americans are interested in getting more information about what types of seafood are overfished or caught in a way that is harmful to other sea life or ocean environment.

"Consumers obviously care about these issues, and we want them to know they have the power to make a positive difference," says Joey Brookhart of

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Seafood Choices Alliance. “There are plenty of choices that taste great and are good for the ocean environment, too.”

“Using ‘The Fish List’ is a simple action everyone can take,” adds Carrie Brownstein of Blue Ocean Institute. “Choosing seafood from the “*Enjoy!*” list rewards responsible fishermen and fish farm operators. Supporting the economy *and* the environment are not mutually exclusive.”

The release of “The Fish List” comes on the eve of the release of the U.S. Commission on Ocean Policy’s preliminary report to Congress. This commission conducted the first broad federal study of the oceans in 30 years; last June the independent Pew Oceans Commission wrapped up its own study, warning that the nation’s coastal areas are in crisis. It’s expected the two panels will reach similar conclusions, applying pressure on Congress and the White House to adopt measures to better protect our oceans.

“The Fish List” as well as other resources and links are available at www.thefishlist.org. To arrange for interviews, please contact Stephanie Crane at 914/793 9400 or scrane@seafoodchoices.com.

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In promoting a Sea Ethic, **Blue Ocean Institute** seeks to inspire conservation rather than demand it, engendering personal choices that help restore living abundance in the oceans. www.blueoceaninstitute.org/seafood

Guided by science, **Environmental Defense** creates innovative, equitable and practical solutions to environmental problems including new ways to conserve fisheries and the world’s oceans. www.environmentaldefense.org/go/seafood

Monterey Bay Aquarium’s Seafood Watch program is working to shift the buying habits of consumers, seafood restaurants and retailers to support environmentally responsible fisheries and fish farming operations. www.montereybayaquarium.org

Seafood Choices Alliance is an association of seafood professionals and conservation and education institutions that all work together to make informed choices that protect fish and the ocean environment. www.seafoodchoices.com