



seafood
choices
ALLIANCE

bringing
ocean conservation
to the table

For Immediate Release

SEAFOOD CHOICES ALLIANCE EXPANSION TO EUROPE MARKS GROWTH OF GLOBAL SUSTAINABLE SEAFOOD MOVEMENT

Brussels (April 26, 2005) – The Seafood Choices Alliance, a sustainable seafood trade association, today announced its emergence in the European marketplace at the European Seafood Exposition, the world’s largest seafood event.

The Alliance works with the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Founded in the United States in 2001, the Alliance has expanded to address the growing worldwide interest in environmentally responsible seafood and to highlight the need for a global solution to threats facing the ocean.

Seafood is a global commodity, and many fisheries once associated with only a particular town or country are now exported the world over. Many of them are in decline due to overfishing, pollution, habitat destruction, and government policy not providing the necessary protections to ensure long-term sustainability. The Seafood Choices Alliance empowers industry and consumers to play a role in the recovery of the ocean by connecting the issue of conservation to the choices made at the market and for the dinner table.

“European seafood professionals and consumers have for years been at the forefront moving along the pathway towards seafood sustainability – with a keen awareness of the impact their choices have on the ocean,” said Michael Boots, director of the Seafood Choices Alliance. “By working directly with industry and others, we will ensure a lasting supply of seafood that is good for the ocean, good for business, and good for consumers.”

The Alliance – in partnership with leading European conservation organizations WWF, North Sea Foundation, Marine Conservation Society and Greenpeace – will provide industry members from across the supply chain with access to consumer research, the latest in current market trends, scientific data on the status of species, sources of sustainable seafood, and other information professionals need to make informed decisions about the seafood they serve.

The programs of the Alliance in Europe are made possible thanks to the support of the Oak Foundation. The Alliance is also grateful for the contributors to its launch reception, including its host, Western Australian Fishing Industry Council, and the Agent General of Western Australia, Austrade, Vignerons Indépendants de France, and Comité Interprofessionnel des Vins d’Alsace.

CONTACTS

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