



**For Immediate Release:
January 11, 2011**

**Contact: Lori Arguelles
1.202.441.6789**

**Jackie Marks
1.301.830.7079**

Sustainable Seafood Experts from Around the World Meet in Vancouver at Ninth International Seafood Summit

Vancouver, CANADA—Experts from throughout the seafood supply chain will convene at SeaWeb's ninth International Seafood Summit from January 31 to February 2, 2011, at The Westin Bayshore Hotel to discuss global perspectives on the theme "Responsibility without Borders?" World-renowned businessman Yvon Chouinard, co-founder of outdoor outfitter Patagonia and the philanthropic initiative 1% for the Planet, will provide keynote remarks. The Summit will be opened with a blessing from Squamish Nation Elder Audrey Rivers. Other highlights will include a message from His Royal Highness The Prince of Wales.

The Seafood Summit brings together global representatives from the seafood industry and conservation community for in-depth discussion with the goal of making the seafood marketplace environmentally, socially and economically sustainable. Important issues such as sustainability and food security, traceability of seafood sources, impacts of ocean acidification, aquaculture, fair trade and certification, sustainability in developing nations along with the role of suppliers, chefs and others in the seafood chain will be discussed.

"We are at an important crossroads for the growing seafood sustainability movement," said SeaWeb President Dawn M. Martin. "Seafood is a global commodity and part of our global commons. As such, it is our collective responsibility to thoughtfully and collaboratively manage this valuable resource. The scope of this responsibility is enormous, the politics daunting and the economics critical, and it is just these challenges that underlie the theme of this year's Summit."

The Seafood Summit is internationally recognized as a key forum that inspires productive dialogue toward helping today's global business leaders, policymakers, producers, scientists and partners in the environmental movement critically examine the factors influencing progress toward a sustainable seafood market. For more information on the agenda or to register, please visit www.seafoodsummit.org.

Seafood Summit 2011 is made possible with support from Principal Sponsor High Liner Foods, Inc.; Gold Sponsor Save-On-Foods; Silver Sponsors, including Albion, Fanny Bay Oysters and Taylor Shellfish Farms; Bronze Sponsors, including Skretting, Darden, WWF and Global Fish Alliance; Institutional Partners, including Department of Fisheries and Oceans Canada, the National Oceanic and Atmospheric Administration and the National Marine Sanctuary Foundation; Foundation Partners, including The David and Lucille Packard Foundation, The Walton Family Foundation, the Oak Foundation, and the Gordon and Betty Moore Foundation. Regional field trip partners are Fanny Bay Oyster, Taylor Shellfish, and Commercial Fishermen of America. Other supporters for

the Summit include Trace Register, AgriMarine and the Marine Stewardship Council as well as those that provided in-kind support; Ocean Wise and the Vancouver Aquarium, SeaChoice, the Kambolis Restaurant Group and C Restaurant, NaiKun Wind Energy Group Inc., Blue Water Cafe and Organic Ocean, and Media Partner IntraFish Media.

SeaWeb is an international nonprofit communications organization dedicated to creating a culture of ocean conservation. SeaWeb works collaboratively to inform and empower diverse ocean voices and conservation champions in strategic, targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean such as climate change, pollution and overexploitation. www.seaweb.org

Seafood Choices is an international program of SeaWeb that provides leadership and creates opportunities for change across the seafood industry and ocean conservation community. We seek to create synergies and help identify creative solutions to long-held challenges. By building relationships and stimulating dialogue, Seafood Choices is encouraging and challenging all sectors of the seafood industry along the road toward sustainability. www.seafoodchoices.org

###

Editors Note: Accredited members of the media are encouraged to participate in the Seafood Summit and registration for up to three members of the same outlet is free. [Register online here.](#)

In addition to the Summit, SeaWeb is offering three unique field experiences that will provide invaluable insights into the production of sustainable seafood. The first involves an overnight trip (January 29–30, 2011) to Vancouver Island to explore shellfish production methods and includes visits to an oyster farm, oyster beds, a scallop farm, a shellfish hatchery, a state-of-the-art floating upwelling system (FLUPSY) and the stunning new Deep Bay Marine Field Station, offering a comprehensive look at local shellfish aquaculture. Cost: \$150 USD.

The second field experience (February 3, 2011) will take participants to the Seattle area port of Ballard. Participants will have the opportunity to explore the docks and speak with local fishermen. The culture of this community will be front and center as the history of the halibut fishery, dynamics of international management and socioeconomics are presented by local management officials. Following an excursion to Pike Place Market, the day will end with a delicious dinner of black cod and halibut prepared by Seattle's leading chefs. Cost: \$85 USD.

The third field experience will take place along the Vancouver coastline and is a two-hour boat trip to learn firsthand about the B.C. spot prawn fishery from local fisherman Steve Johansen of Organic Ocean. There are no costs associated with this trip. Specific dates and times depend on participant interest.

For information on media participation in any of these field experiences please contact Jackie Marks at jmarks@seaweb.org or +1. 301.495.9570.