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For Immediate Release

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Sourcing Seafood is Here!

**The First Comprehensive Guide to Buying Ocean-friendly
Fish and Shellfish
Now Available for Seafood Professionals**

Washington, DC (November 8, 2004) – The Seafood Choices Alliance, together with co-authors Howard Johnson and Peter Redmayne, today announced the publication of *Sourcing Seafood*, the first comprehensive guide to buying sustainable fish and shellfish.

Sourcing Seafood contains complete information on the availability of those species considered better environmental seafood choices, as well as species descriptions and highlights, conservation notes and buying tips. The book is divided into two sections, with the first containing background information on select fish and shellfish, both farmed and wild, and the second containing a directory of ocean-friendly seafood suppliers. Information on species and suppliers will be updated in subsequent editions.

“Given the current state of our ocean, many suppliers in the seafood industry are beginning to see the need for fishing and fish farming practices that support a lasting and diverse supply of seafood,” said Mike Boots, director of Seafood Choices Alliance. “The Alliance created *Sourcing Seafood* – the first directory of its kind – to make it as easy as possible for food professionals to locate these suppliers of ocean-friendly seafood.”

The suppliers listed are primary suppliers—processors that buy from fishing boats, individual fishermen who market directly, and fish and shellfish farmers. In some cases, cooperatives and associations also have been included so as to aid in identifying additional sources. By identifying better practices and the sources for these products, Seafood Choices Alliance supports differentiation in the marketplace so that these suppliers are rewarded with increased demand.

According to co-author Howard Johnson, seafood industry analyst and president of H.M. Johnson and Associates, “With demand for seafood increasing year after year, it becomes ever more important to select species that are abundant and suppliers that are environmentally responsible.”

Sourcing Seafood is available for download from www.seafoodchoices.org. In addition, hard copies are available to members of the media upon request.

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Seafood Choices Alliance is a nonprofit trade association that unites a growing number of leading voices from the seafood industry, enabling them to expand seafood choices while working to ensure a healthy ocean. The Alliance envisions a world where the seafood industry — from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants — joins with consumers to transform the seafood marketplace into a more environmentally sustainable one.
www.seafoodchoices.org