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SEAFOOD CHAMPIONS HONORED AT BOSTON TRADE SHOW
***Recipients – including first-ever fishermen’s association and fish farmer –
advancing sustainability agenda on both sides of the Atlantic***

(February 24, 2008 – Boston, Mass.) The international association Seafood Choices Alliance showcased sustainability in the seafood industry, lauding the dedication and leadership of six business leaders at a special awards ceremony and reception this evening at the Boston Seafood Show. The annual awards were established in 2005 to recognize those in the industry who are advancing the marketplace for eco-friendly seafood. The Alliance paid tribute to their individual contributions and passion for conserving ocean resources in the increasingly complicated global seafood arena.

The 2008 Seafood Champion Award recipients named tonight represent for the first time a fishermen’s association and aquaculture operation, in addition to two seafood suppliers, one retailer/wholesaler and one chef/restaurateur. Together with past Seafood Champions, these leaders are helping to shape the future of the seafood industry.

The 2008 Seafood Champions are:

- **The Association du Grand Littoral Atlantique /Comité National des Pêches Maritimes et des Elevages Marins (France)**
AGLIA has worked with CNPMEM (the French national body overseeing wild and maricultured seafood) for several years. They partnered with Bay of Biscay fishermen in France to incorporate selective devices into their nephrops (or langoustines) fishery, resulting in fewer juveniles and other bycatch being caught.
- **Mike Mitchell, Foodvest (UK)**
Mitchell is an expert in seafood traceability and sustainability and helped establish Young’ Bluecrest as the number one provider of MSC products to the UK’s retail sector. Additionally, he bridges the science and fishing sectors through his work with the European Seafood Processors Association (AIPCE), and provides leadership on reducing illegal, unreported and unregulated fishing for cod and haddock from the Barents and Baltic Seas.

- **The Plitt Company (US)**
This Chicago company is tireless in its efforts to promote “green-listed” species to customers and was the first wholesaler in the city to achieve Marine Stewardship Council Chain of Custody certification. Plitt is an active partner with the Shedd Aquarium and Seafood Watch programs; currently, the company is working with the Ocean Conservancy to improve conservation of red snapper from the Gulf of Mexico.
- **Barton Seaver and Hook Restaurant (US)**
Seaver and his team embody sustainable ethics within the restaurant sector. Hook is a fish-focused restaurant – 96% of the menu is seafood – where Seaver embraces new, responsibly sourced fish species and promotes change in his local community as well as nationally. According to the chef, using the restaurant’s purchasing power to support companies that are doing the right thing is of the utmost importance.
- **Sunburst Trout Company (US)**
Owner Sally Eason has a constant eye on conservation and a theory of “waste not, want not” for her environmentally minded North Carolina trout farm. Considered a waste product 20 years ago, trout roe is now the company’s biggest seller, with Sunburst caviar receiving rave reviews from food critics across the US. Regionally and nationally, the company is a strong voice for promoting economic and sustainable growth in aquaculture.
- **Bart Van Olphen of Fishes (Netherlands)**
Olphen first began selling fresh, sustainable seafood after witnessing many of the problems in the seafood industry at the Fish Auction of Scheveningen. Van Olphen provides an example to other seafood retailers in the Netherlands of how to create a successful business model based on sustainability. Fishes has since expanded geographically to new markets in Europe as well as developing a wholesale business focused exclusively on MSC-certified fish, restaurants and a catering branch serving fish products with similar sustainability credentials.

“The 2008 Seafood Champions are taking sustainability to another level,” said Mike Boots, Director of the Seafood Choices Alliance. “Each one is a leader in their sector and the Alliance applauds their efforts to advance both an environmental and economic bottom line for their businesses, showing that the two goals go hand-in-hand around the globe.”

The 2008 Seafood Champion finalists were announced at the Barcelona Seafood Summit in January. The finalists included Australis Aquaculture US, Bantry Bay Seafoods in Ireland, Cindy Walter of Passionfish Restaurant in California, and Carl Salamone of Wegmans.

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Seafood Choices Alliance is a non-profit international association for ocean-friendly seafood with more than 3,000 members from around the world. The Alliance helps the

seafood industry to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world's leading voices in support of a sustainable supply of seafood choices, highlighting the need for a global solution to threats facing the ocean. www.seafoodchoices.org

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