



**seafood
choices**
ALLIANCE

bringing
ocean conservation
to the table

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SEAFOOD CHOICES ALLIANCE ANNOUNCES EXPANSION OF EUROPEAN ACTIVITIES AT BRUSSELS SEAFOOD SHOW

Sustainability in the seafood industry is a growing trend

(May 10, 2006 - Brussels) Seafood Choices Alliance, the global trade association dedicated to the issue of sustainable seafood, today announced the expansion of its European activities at its annual cocktail reception during the European Seafood Exposition, the largest seafood event in the world.

The Alliance is planning new programmes in the UK and across Europe, with a London office opening this summer. The trade association cited recent industry commitments as proof that the mainstream seafood marketplace is increasingly embracing sustainability. This year, decisions by Wal-Mart, ASDA, Metro Group, Morrison's and others show that the industry is beginning to take action to source more environmentally friendly seafood.

Seafood Choices Alliance is expanding its European membership, adding seafood professionals across the seafood supply chain to its current 3,000 members around the world. The Alliance provides members with the latest news and trends in the industry, access to ground-breaking research and publications, as well as networking opportunities such as business-to-business dialogues and its annual Seafood Summit.

"Europe plays a central role in determining the health of the world's fisheries and recent corporate decisions confirm that sustainability in the seafood industry is a growing trend," said Mike Boots, Director of the Seafood Choices Alliance. "By joining forces with the industry to leverage this work across Europe, we can create a lasting supply of sustainable seafood that is good for the ocean, good for business and good for consumers."

Founded in the United States in 2001, 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. In partnership with leading conservation organisations Greenpeace, Marine Conservation Society, North Sea Foundation and WWF, the Alliance launched its European activities last year to build a more environmentally responsible seafood marketplace and to serve as a bridge between the seafood industry and the conservation community. Over the next year, Seafood Choices Alliance will continue its partnership with these and other organisations and join with leaders across the industry to advance the issue of sustainable seafood. The Alliance is sharing a booth at the Exposition with WWF (Hall 8, Booth No. 4444).

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“More and more companies are making sustainability a part of their business,” said Mike Barry, head of Corporate Social Responsibility for Marks & Spencer, a 2006 recipient of the Seafood Champions award for commitment to sustainability. “Sustainable sourcing lies at the heart of Marks & Spencer’s fish business and we applaud the arrival of a global trade association like the Seafood Choices Alliance to further advance this important issue across the industry.”

In Europe, research conducted by the Alliance shows that 86% of consumers would be more likely to buy seafood labeled as environmentally responsible and 40% of European consumers are willing to pay up to 10% more for eco-friendly seafood. These promising figures are behind the Alliance’s decision to expand its activities in the UK and across Europe.

“Thanks to the efforts of progressive leaders from the seafood industry and the conservation community, sustainable seafood is finally making its mark,” said Dierk Peters, International Marketing Manager for Sustainability Initiatives at Unilever, also a 2006 Seafood Champions award recipient. Unilever has been among the leaders of the sustainable seafood movement from its inception, as co-founder of the Marine Stewardship Council with WWF.

The trend towards sustainability in the seafood marketplace has reached new heights. Recent successes by conservation organisations reinforce this. Greenpeace’s campaign targeting European retailers has resulted in each of the six major UK supermarkets removing at least one threatened species from their shelves. The Marine Conservation Society’s Good Fish Guide continues to be the leading source among UK consumers for making smart seafood choices. The North Sea Foundation has engaged numerous Dutch retailers to change their sourcing policies in favour of sustainability and WWF is providing technical assistance to Carrefour, Wal-Mart, Metro Group and others to expand the marketplace for seafood certified by the Marine Stewardship Council.

With consumers worldwide eating more and more seafood each year, and with more than two-thirds of the ocean species we eat classified as overfished by the United Nations, the ocean and its supply of fish is in trouble. The European Union alone accounts for 40% of the entire world import value of fish, highlighting the need for focused and immediate action between the industry and the conservation community in Europe to ensure a sustainable supply of fish for future generations.

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NOTES TO THE EDITOR: SEAFOOD CHOICES ALLIANCE ANNOUNCES EXPANSION OF EUROPEAN ACTIVITIES AT BRUSSELS SEAFOOD SHOW

The programmes of the Seafood Choices Alliance in Europe are made possible thanks to the support of the Oak Foundation and the Esmée Fairbairn Foundation. The Alliance is also grateful for the in-kind contributions to its reception at the European Seafood Exposition, including its host, the Western Australian Fishing Industry Council, the Agent General of Western Australia, Comité Interprofessionnel des Vins d’Alsace, L’Esturgeonnière and Sturgeon Ltd.

For more information on Seafood Choices Alliance, its European programmes and the recent research conducted in Europe, please visit www.seafoodchoices.org or contact: Julia Roberson (+33 6 76 51 48 08 or jroberson@seafoodchoices.org).

Members of the media may also contact: Marie-Laure de Langhe (+33 6 72 70 24 99 or ml@delanghe-rp.fr).

**Visit the Alliance at this year’s European Seafood Exposition
Hall 8, Booth No. 4444.**