

media announcement

**SEAFOOD CHOICES ALLIANCE
LAUNCHES UK PROGRAMME**
*Trade Association for Sustainable Seafood set to
Actively Engage Industry*



London (October 5, 2006): This week, as the UK prepares to celebrate fish with the start of Seafood Week, the Seafood Choices Alliance have officially launched their UK programme, by opening an office in London. With established offices in Washington D.C. and Paris, the Alliance is establishing itself in the UK to expand the ever-growing marketplace for sustainable seafood.

The Alliance is a global trade association, first established in the United States in 2001, and is the only trade association dedicated to the issue of sustainable seafood and healthy oceans. The Alliance engages the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically responsible. The Alliance also works with conservation groups, corporate partners, and other stakeholders to bridge the gap between the parties and enable them to advance actions that reflect their shared concern for the long term supply of seafood and the health of the oceans.

“The UK seafood industry is truly embracing the issue of responsible consumption, but the evolution of interest has created a diverse group of players, with a wide portfolio of activity,” says Mike Boots, Director of the Seafood Choices Alliance. “We act as a broker among the stakeholders, enabling dialogue. Our agenda is driven by the needs of the industry, with the sole objective of achieving a sustainable seafood marketplace.”

A newly appointed, London-based team will lead the association in the UK. Melanie Siggs has joined the Alliance as its UK Programme Director, bringing over 20 years experience in the corporate sector working predominantly in natural resource related industries. Alison Barratt serves as the Alliance’s UK Programme Co-ordinator and brings both a private sector and marine conservation background.

“The Alliance has been very successful in raising awareness about the challenges facing the oceans and promoting sustainable fish procurement in the US,” comments Rupert Howes, Chief Executive of the Marine Stewardship Council. “MSC has been involved in collaborative work with the Alliance in North America from the beginning and now looks forward to working with them in the dynamic UK market place to promote sustainable seafood choices.”

The Seafood Choices Alliance has already built a solid track record of success. For the past several years, the Alliance has emerged as a major player at the European Seafood Exposition in Brussels, convening some of the world’s largest-volume seafood buyers for a roundtable dialogue on sustainable procurement. The organisation also produces a series of hands-on tools for its growing membership, including a first-of-its-kind directory that bridges the gap between those offering seafood recommendations, those demanding sustainable seafood, and those supplying it.

“It is possible to run a business and care passionately about doing it right, but it can also be a confusing path,” says Mike Barry, Director of Corporate Responsibility at Marks & Spencer. “There are so many differing views about seafood sustainability; the Seafood Choices Alliance bridges an important gap in brokering those views and helping companies make the right decisions.”

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Editors Notes:

Seafood Choices Alliance is a non-profit global trade association for the issue of ocean-friendly seafood. With more than 3,000 members from around the world, the Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilises 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.